



14-16 MARCH 2017  
OLYMPIA, LONDON



# THE PUBLISHERS ASSOCIATION

## *Pledges made at the first LBF / PA Building Inclusivity in Publishing conference*

An Inclusivity in Publishing Award has been launched by **The Publishers Association (PA)** and the **London Book Fair (LBF)**, recognising companies that have demonstrated commitment to improving inclusivity across the publishing ecosystem.

**Hachette** used the conference to launch its raft of inclusivity initiatives under the banner “Changing the Story.” Those initiatives include:

- Diverse Leaders Future Mentoring Scheme which is expected to see rising stars from non-traditional publishing backgrounds paired with Hachette UK board members
- Paid work experience scheme at London Living Wage and a BAME internship scheme
- The Outreach Programme, using a Publishers Association workshop for school-age students
- Hosting a Diverse Voices in Publishing event to promote publishing opportunities

**HarperCollins** has committed to running its traineeship scheme for BAME (black, Asian and minority ethnic) graduates again in 2017 and beyond after welcoming two successful candidates onto the scheme this year. The scheme aims to encourage more BAME candidates to consider publishing as a future career.

**Penguin Random House Ireland** is promoting equal opportunities for young people through a three-year partnership with Fighting Words, which runs creative writing workshops for schools and children aged eight to 18.

**Inclusive Minds**, a collective set up to encourage diversity and inclusivity in children’s books, has launched a charter with four statements of intent: ensuring all children can find representatives in books; understanding that diversity encompasses race and heritage, disability, gender and gender identity, sexual orientation, age, socio-economic status, religion and culture; understand that inclusivity is part of the mainstream, not a separate genre; and keeping up to date with all aspects of diversity.

**London Book Fair** will ensure that Olympia operates as an accessible venue for the Book Fair, and that the seminar streams are themselves accessible.

Suzanne Collier from **Bookcareers.com** has committed to promote publishing as a career to 14-16 year olds

**Publishing Training Centre** will again sponsor the conference next year

**The Publishers Association** will make available plenty of resources to speak to school-age children about jobs in publishing on its website, including a workshop to introduce them to the publishing process. The PA also held a #workinpublishing week on the week of the conference

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## Suggestions made throughout the conference

### Accessibility

- Reconsider whether your books are accessible with guidelines from **Barrington Stoke**:
  - Don't justify text to the right
  - increase your character spacing slightly for maximum readability
  - avoid block caps
  - avoid busy backgrounds under text
  - if you can, use a typeface in which upper case 'i' and lower case 'l' are not identical, and in which 'b', 'd', 'p' and 'q' do not mirror each other.
- Check your alt-text – if someone can't see the pictures, can their reading device 'explain' it to them?

### Hiring

- **Crystal Mahey-Morgan**: Adopt the Rooney Rule when interviewing – making sure there's at least one BAME candidate in every round of interviewing. To note, there's an [OFCOM report](#) which says this is illegal – am looking into it.
- Consider dropping degree qualifications for positions
- **Diana Broccardo, Profile Books**: Pay all staff at least the London Living Wage

### Outreach work

- Give kids an insight into publishing, bookselling, the writing process, to make them feel like they belong. There are plenty of resources available on The PA website
- Trade associations to have a centralised database of work experience opportunities

### Internal practices

- Top line: consider Tim Hely Hutchinson's words: everyone's workplace should be "a place where the people who love you would be happy for you to be"
  - Look at interviewing / decision-making panels. These should be diverse and, if decisions are being made on, say, a PR plan for a book with LGBT content, there should be more than one LGBT person on that panel
  - Speak to **Stonewall** about how LGBT+-friendly your organisation is. There aren't any publishers on the Workplace Equality Index. We want to change that!
    - Are your bathrooms gender-neutral?
    - How are your values communicated to new recruits?
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- Do you have a policy for transitioning staff?
- Do you have a mentoring scheme for staff? **Jonathan Morley** suggests that larger publishers should offer senior staff to indies as mentors
  - Publicise the **BAME in Publishing mentoring** scheme
- Enter your company for the **LBF / PA Inclusive Publishing award**

## Content and promotion

- Submit books to book lists such as **Letterbox Library**
- Use metadata to communicate specific content alerts to booksellers and librarians
- Speak to booksellers who will passionately advocate for your titles: Mark Banting from **Waterstones Piccadilly** got a special shout-out
- Submit authors to the **Jhalak Prize**
- Collaborate! **Jazzmine Breary from Jacaranda Books** put out a plea for publishers, booksellers, authors, to get in touch and see what you can do together.

## Personal

- Read diversely, and speak out about books you've read!
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