

BIC

Breakfasts 2019

**Welcome to September's BIC Breakfast -
Reach Out: Achieving Discoverability
for Diverse & Inclusive Books**

#BICBreakfast

Kindly sponsored by



Penguin
Random House
UK



BOOK INDUSTRY COMMUNICATION LTD

What is a BIC Breakfast?



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WWW.BIC.ORG.UK | INFO@BIC.ORG.UK | @BIC1UK



BOOK INDUSTRY COMMUNICATION LTD



THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BOOK INDUSTRY COMMUNICATION LTD

BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain



BOOK INDUSTRY COMMUNICATION LTD

Regular BIC Events

BIC Breakfasts
(monthly)

Networking Events including our annual BIC Bash

Building a Better Business Seminar at
London Book Fair
(12th March 2020)



BOOK INDUSTRY COMMUNICATION LTD

Engagement

Extensive Training Programme

Social Media:

@BIC1UK

@KarinaLuke

@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.



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Over to Andrew...

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Promoting diversity & inclusion through metadata

BIC Breakfast @ The Poetry Café

Thursday 26th September 2019



Penguin
Random House
UK

Introductions



Data Scientist
PRH Sales - Metadata
Analysis



Metadata Workstream Chair
PRH Inclusion Working Group



Co-Founder
PRH Python Lunch and
Learn

The case for diversity & inclusion: What we believe

1

Reflecting society through our workforce, authors and books is both a moral and commercial imperative.

2

Creating an industry that is more inclusive and representative of society is **everyone's** responsibility within the publishing sector.

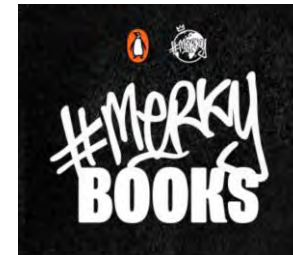
3

The publishing sector should work together to drive meaningful and long-lasting change.

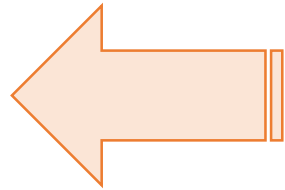
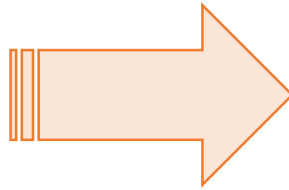
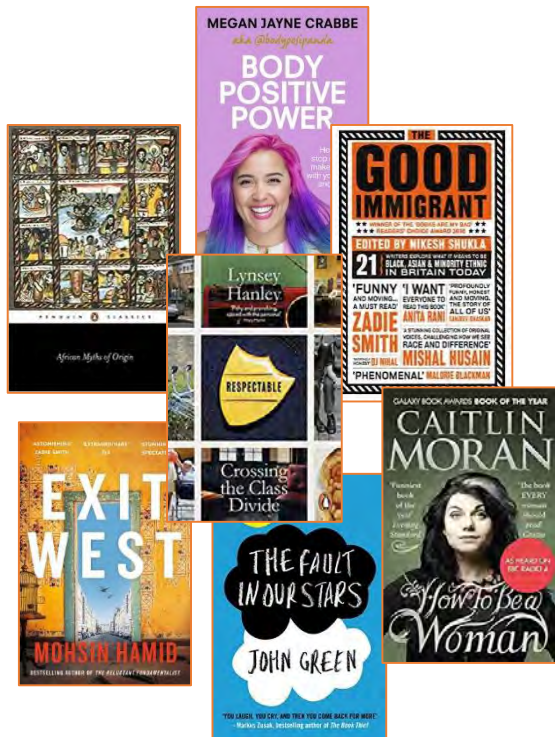
The case for diversity & inclusion: What we are doing

“We want the colleagues we hire and the authors we acquire to reflect UK society by 2025, taking into account ethnicity, gender, sexuality, social mobility and disability.”

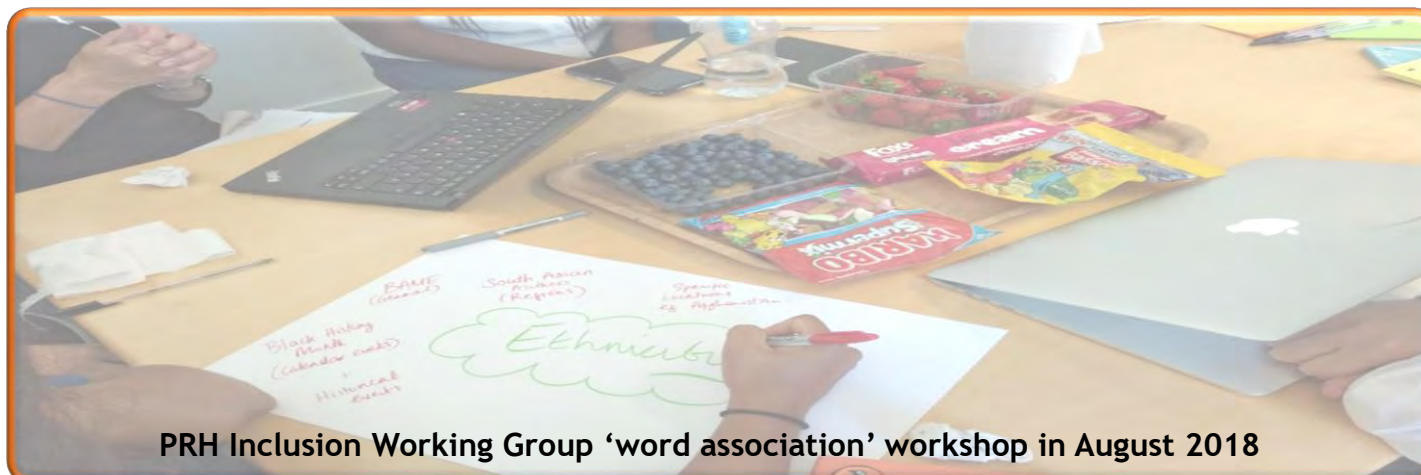
Penguin Random House UK Inclusion Pledge



Diverse and inclusive metadata is essential to the discoverability mechanism



Driving discoverability through *Thema*



Sexualit
y

Ethnicit
y

Social
Mobility

Gender

Disabilit
y

Our list of *Thema* suggestions

Ethnicity

- African Philosophy
- Traditional African mythologies and folklore
- Afrofuturism
- Pan-nationalism
- Relating to Black, Asian and Minority Ethnic (BAME) people

Disability

- Mobility impairment
- Sensory impairment
- Relating to people with disabilities

Gender

- Sexism

Social Mobility

- Classism

Other areas

- Narrative theme: displacement and relocation
- Body Image and attitudes
- Ageism

Code Type



Subject code

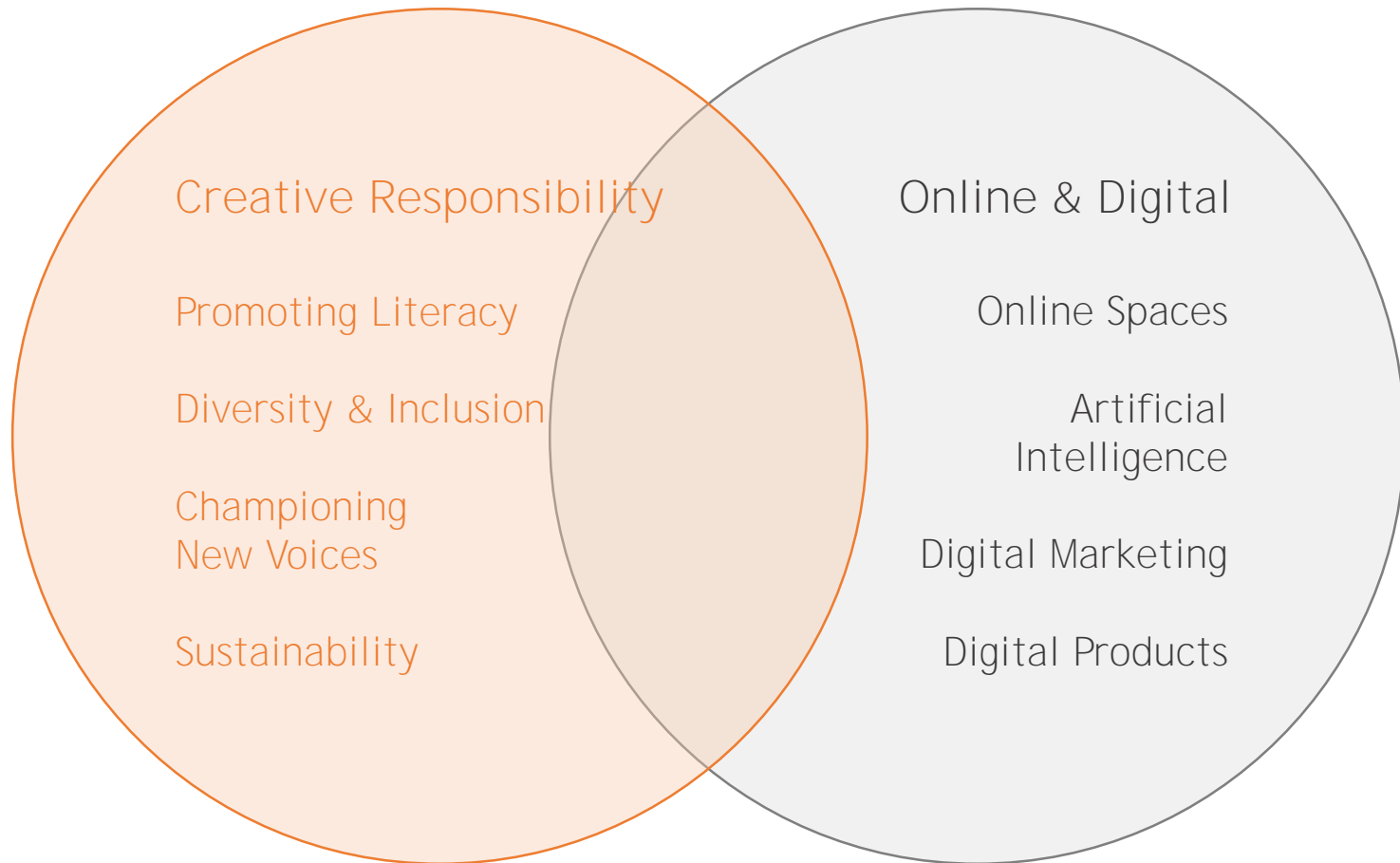


Qualifier code



Code notes

What more can we do in the area of digital responsibility?



Thank you



[linkedin.com/in/andrew-isabirye](https://www.linkedin.com/in/andrew-isabirye)



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Reach out

Achieving discoverability for
diverse and inclusive Books

Chris Saynor
EDItEUR

BIC Breakfast – 26th September 2019

About EDItEUR

- a not-for-profit membership organisation
- develops, supports and promotes metadata and identification standards for the global book, e-book and serials supply chains
- acknowledged centre of expertise on standards and metadata for the industry
- based in London, but a global membership of publishers, distributors, wholesalers, retailers, subscription agents, libraries, system vendors, rights organizations and trade associations

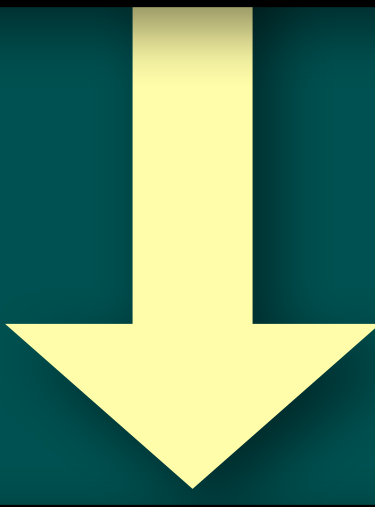
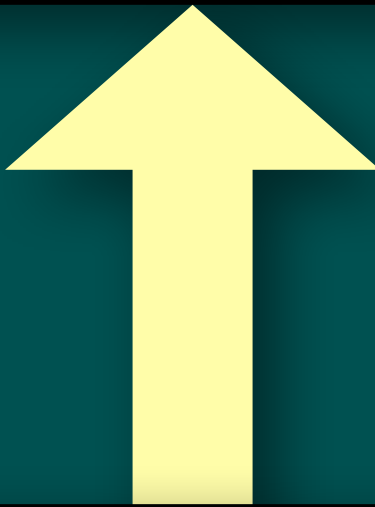
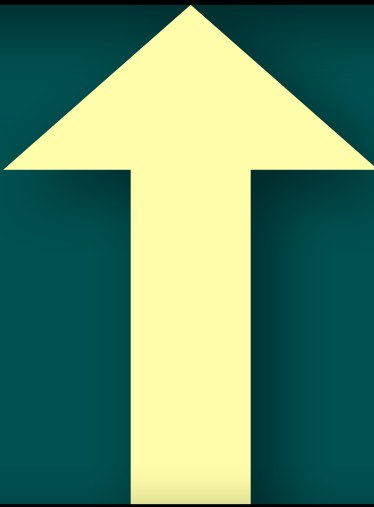
Industry stakeholders

Members

National Groups

EDItEUR

Steering Committee



**It can feel like diverse voices are given
only the slimmest chance of being heard
– they're not easily discovered.
How can metadata help?**



*“ if only there was an easy way
for publishers to send us
this information ”*

— a London children’s bookseller

*“ the independent bookstore is by far
our best friend, and underused. It’s about
getting the book to the bookseller, putting it
on the staff recommended shelf ”*

*— Kima Jones of Jack Jones Literary Arts publicity company,
in an NPR interview titled ‘Diversity in book publishing isn’t just
about writers—marketing matters, too’*

“our choice of books includes many unusual and imported titles, and has developed from our long association with northwest London – one of the most ethnically diverse areas of the city – and we strive to provide books which reflect and celebrate the rich cultures and languages of this community ”

— *The Willesden Bookshop*

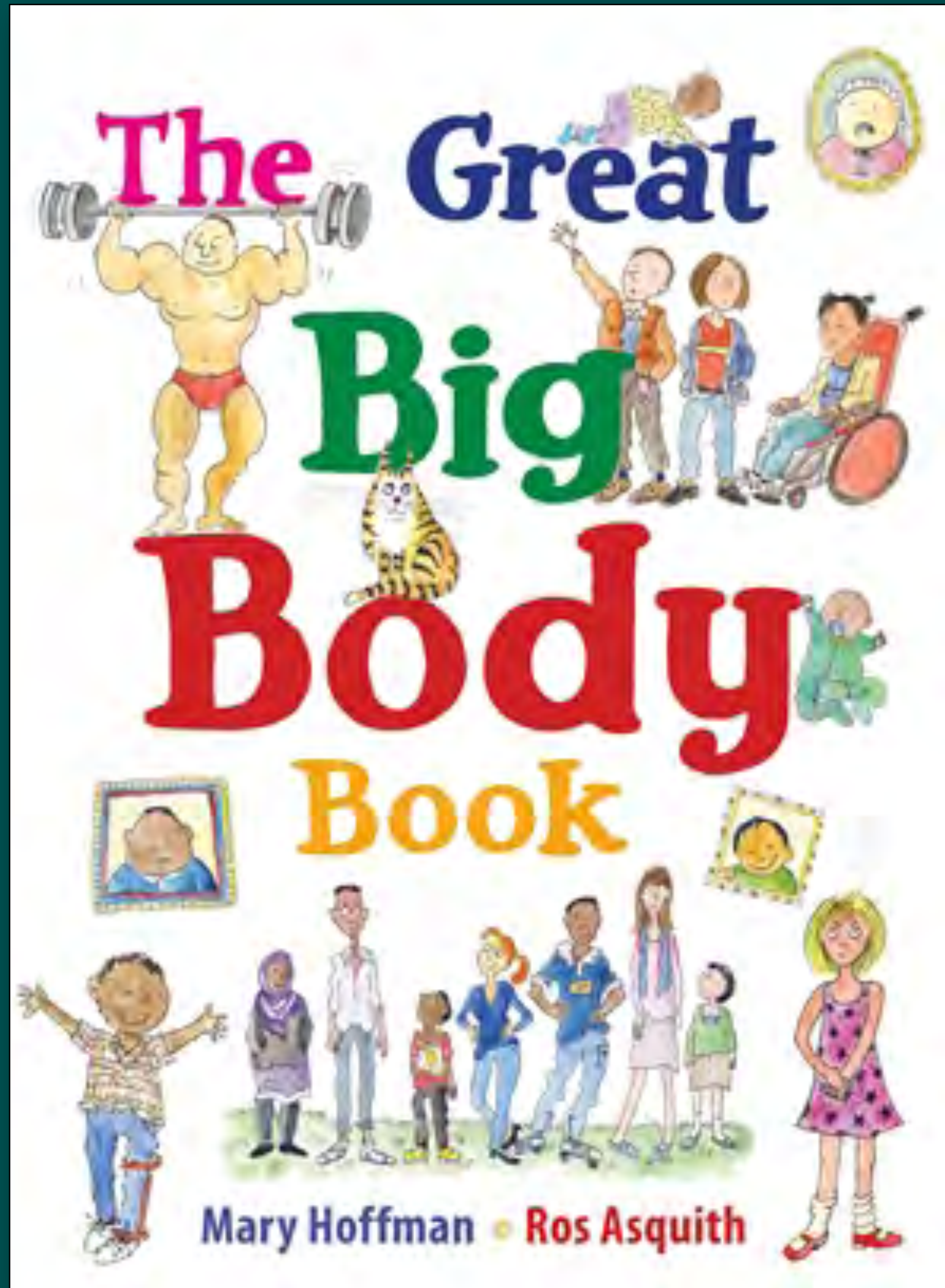
*It's about giving booksellers, librarians, educators
and readers enough information
so they can make an informed choice*

*It's about giving booksellers, librarians, educators
and readers enough information
so they can make an informed choice*

*and also making sure that this information is
available and used throughout
the data supply chain*

What metadata?

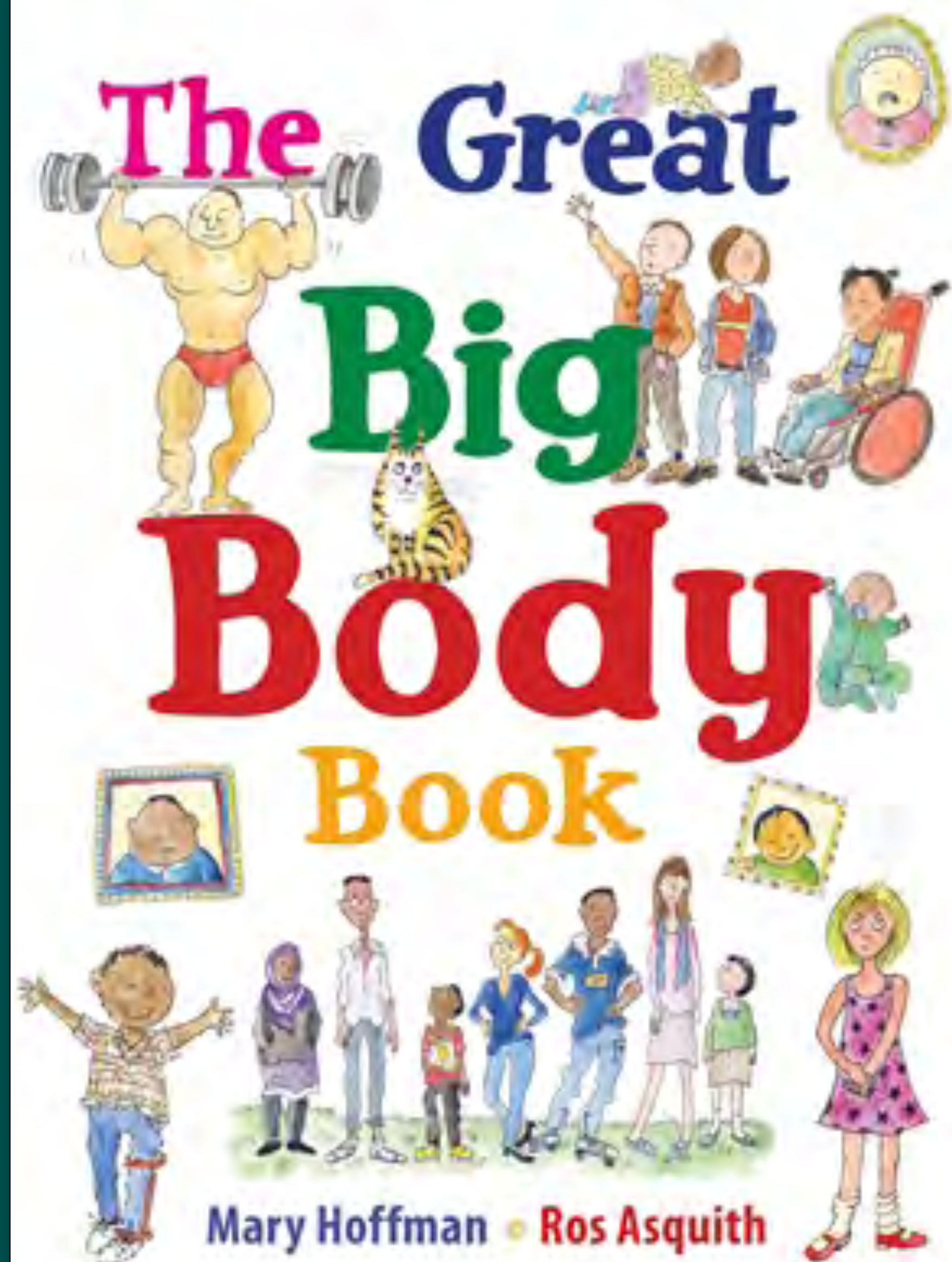
- subject codes – *Thema*
- descriptive texts
- edition type – large print, Braille, bilingual, high-readability
- contributors (and associated places & biography)
- language (especially original language of translated works)
- accessibility metadata (ONIX list 196) –
 - is the format ‘born accessible’? Are you excluding print-impaired readers?
- related products – what other formats exist? Is there an audio?
- supply chain info – can I order this title? If so, from which supplier?



YXA – Children's / Teenage personal & social topics: body & health

YXP – Children's / Teenage personal & social topics: diversity / inclusivity

5AG – Interest age: from c 6 years



Thema Subject Categories 1.3

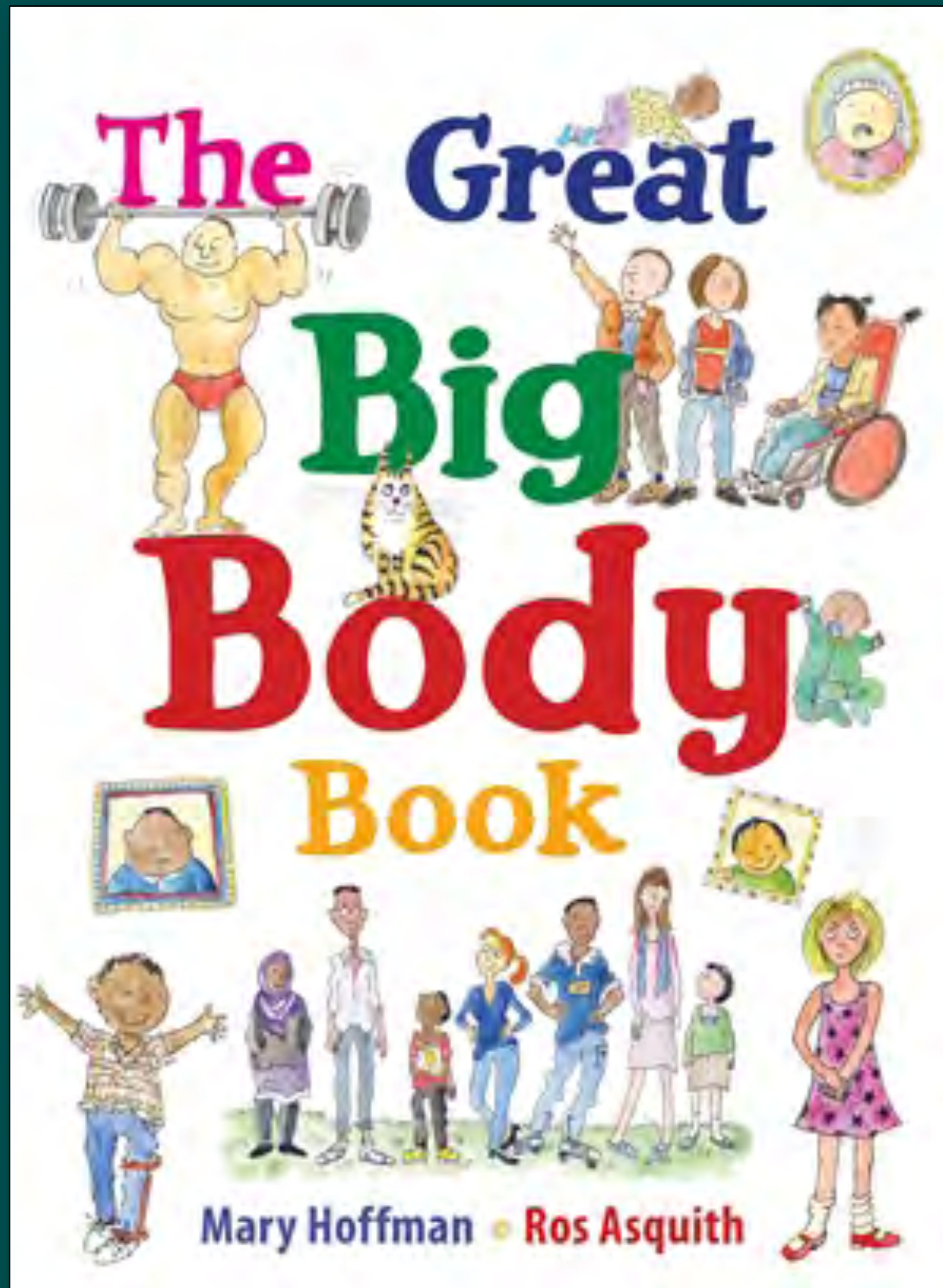
Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
Y	Children's, Teenage & Educational...	*
YX	Children's / Teenage: Personal & social topics...	*
YXP	Children's / Teenage personal & social topics: diversity / inclusivity... Use for: books that deal with these topics and stories with a particularly diverse cast of characters, or which illustrate inclusivity within the context of the story without necessarily being the subject of the story. Use with: YF* codes for stories and values from 5P* INTEREST Qualifiers if appropriate	*
YXPB	Children's / Teenage personal & social topics: prejudice & intolerance	*

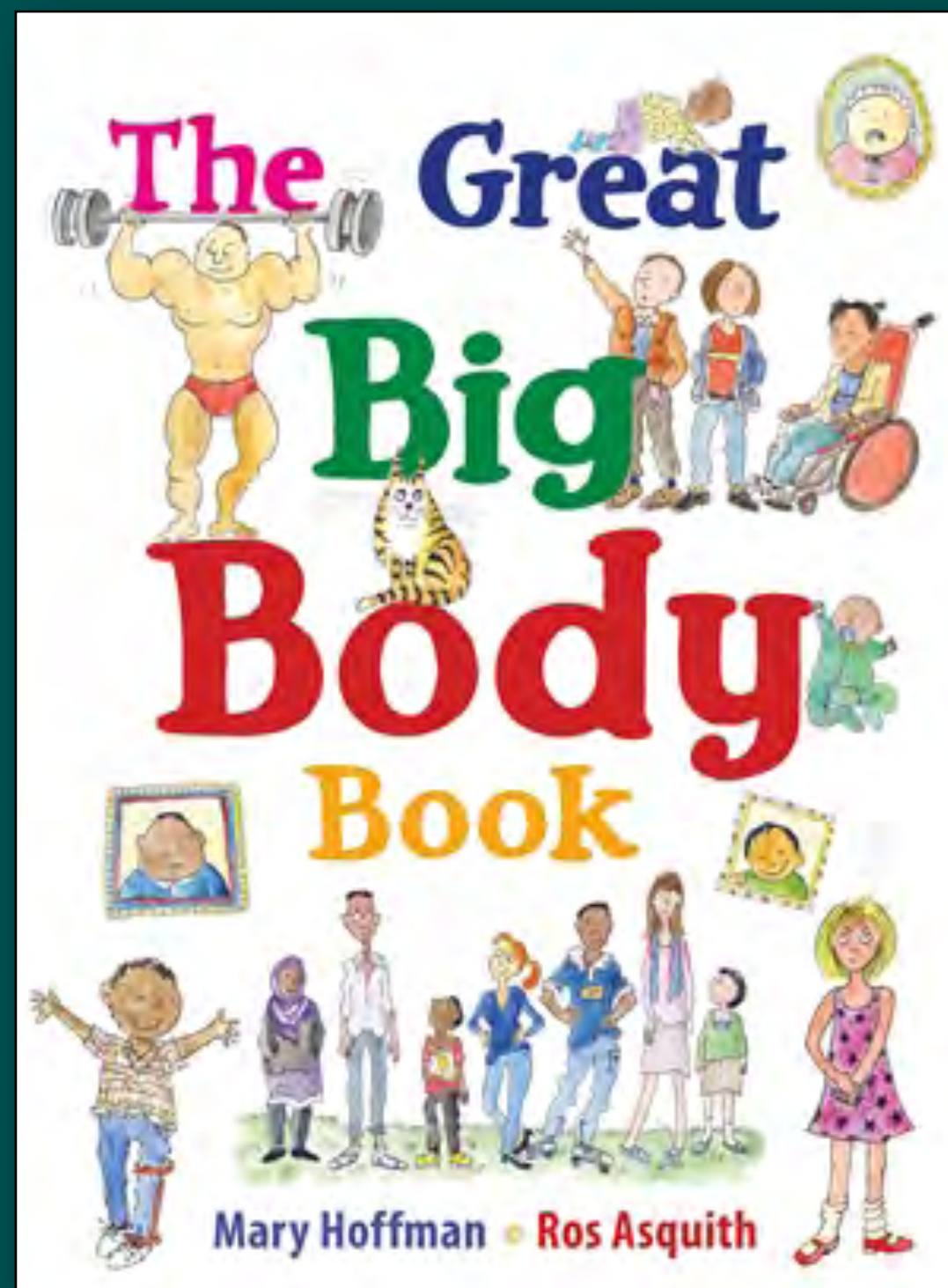
[version detail](#)



YXA – Children's / Teenage personal & social topics: body & health

YXP – Children's / Teenage personal & social topics: diversity / inclusivity

5AG – Interest age: from c 6 years



YXA – Children's / Teenage personal & social topics:
body & health

YXP – Children's / Teenage personal & social topics:
diversity / inclusivity

5AG – Interest age: from c 6 years

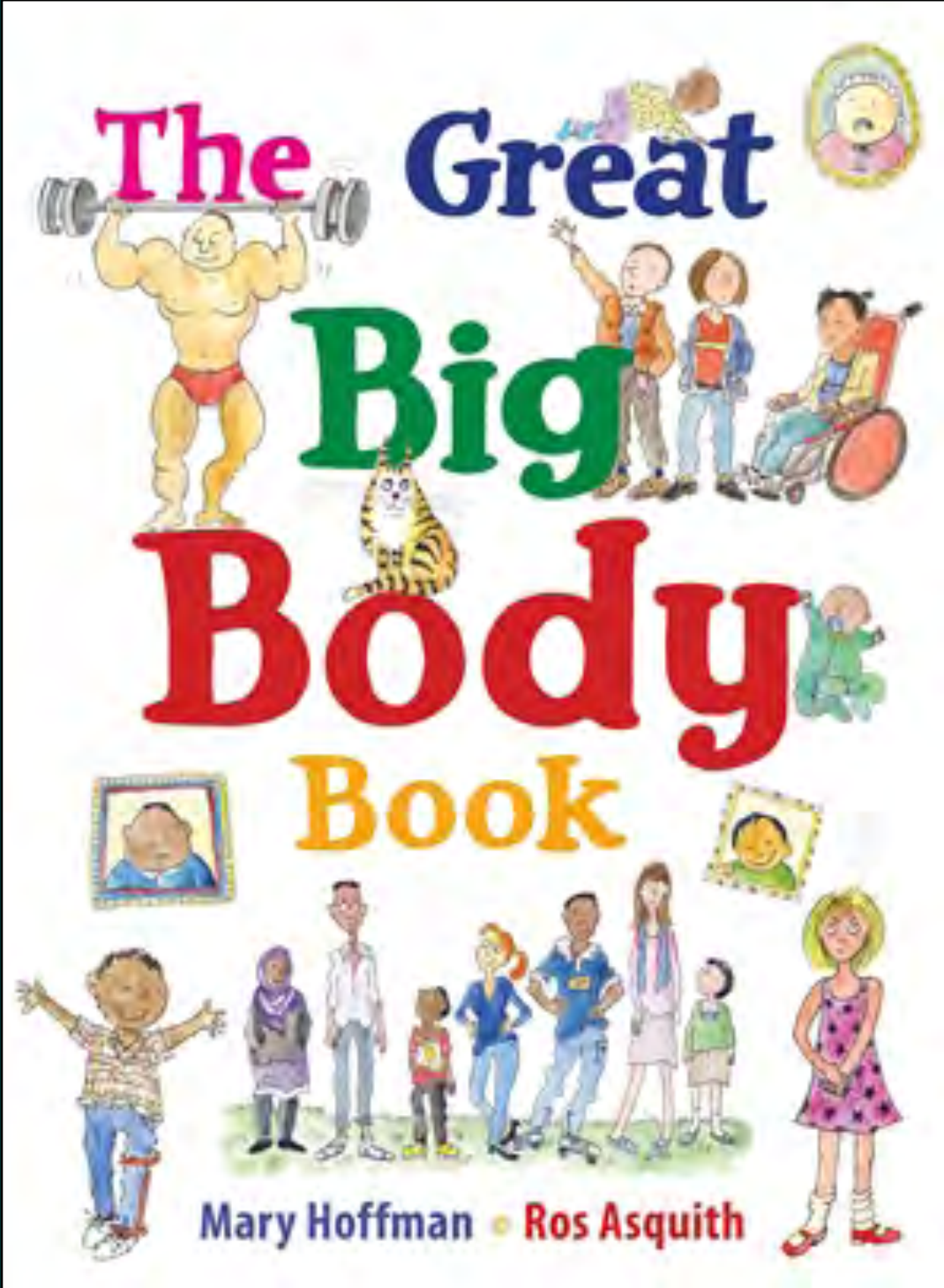
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<ContentAudience>03</ContentAudience> <!-- End customer -->

<Text textformat="05"><p>There are all kinds of bodies in the world. What are YOU like? Celebrate our brilliant bodies in this fantastic book jam-packed with interesting facts. Bodies come in all shapes and sizes as we change from babies to children to teenagers to adults, our bodies change too! Find out about growing and learning, keeping fit, breaks and bruises, the five senses, using our minds, how we are the same and how we are different – and lots more in the fourth book in the internationally best-selling <cite>Great Big Book</cite> series.</p></Text>

</TextContent>



YXA – Children’s
body & health

YXP – Children’s
diversity / inclus

5AG – Interest ag

ONIX codelists Issue 46

Previous versions of the ONIX codelists are still available: [Issue 36](#).

Browse the ONIX codelists, or search for a specific term within the vocabularies.

Search See the [search hints](#) below.

List	Code	Heading	?
154		Content audience... Used with <ContentAudience> <x427>	*
154	00	Unrestricted Any audience	*
154	01	Restricted Distribution by agreement between the parties to the ONIX exchange (this value is provided to cover applications where ONIX content includes material which is not for general distribution)	*
154	02	Booktrade Distributors, bookstores, publisher's own staff etc	*
154	03	End-customers	
154	04	Librarians	
154	05	Teachers	
154	06	Students	
154	07	Press Press or other media	*
154	08	Shopping comparison service Where a specially formatted description is required for this audience	*
154	09	Search engine index Text not intended for display, but may be used (in addition to any less restricted text) for indexing and search	*

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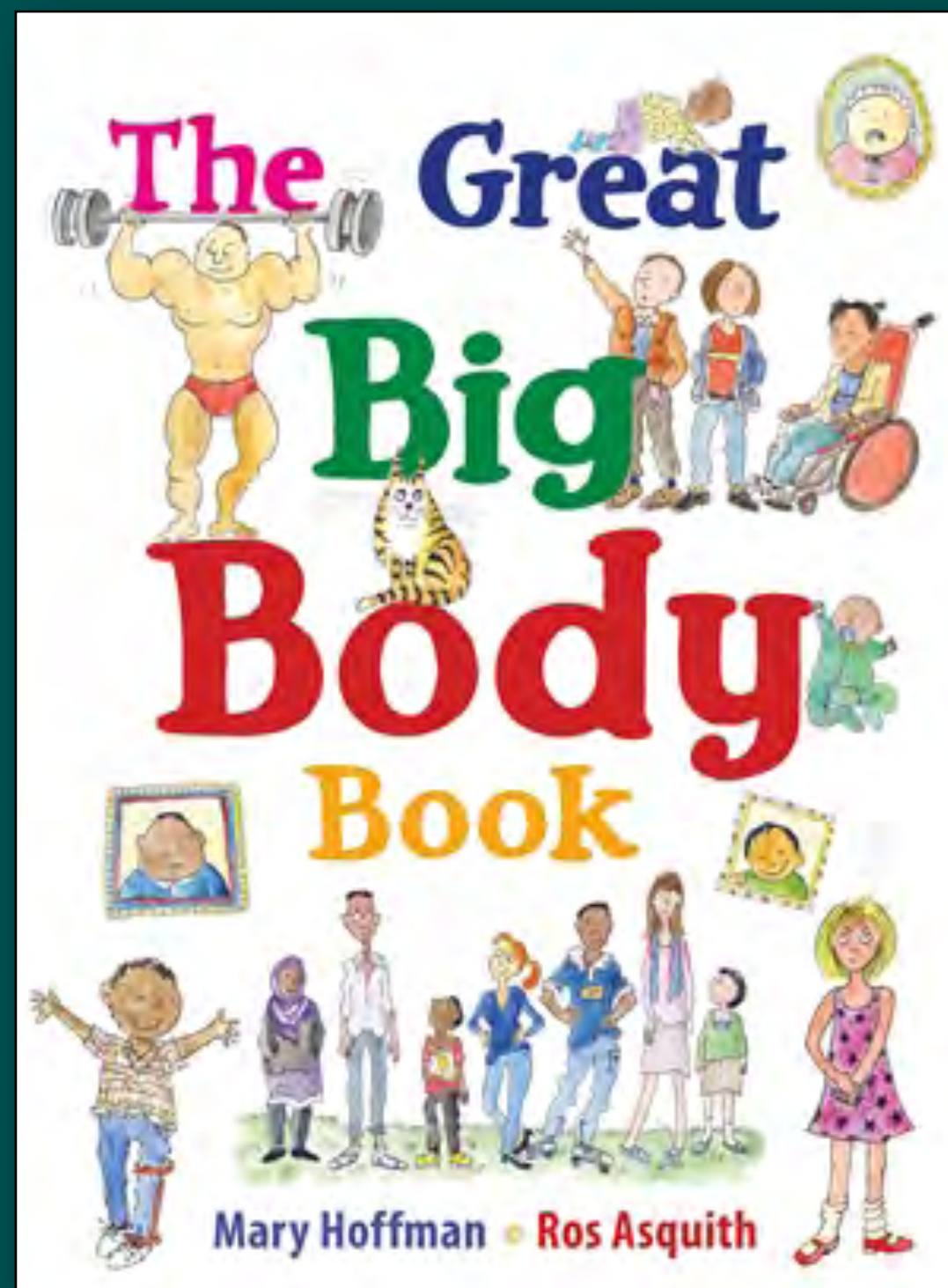
<Text textformat="05"><p>There are all kinds of bodies in
bodies in this fantastic book jam-packed with interesting

from babies to children to teenagers to adults, our bodies change too. Find out about growing and learning,

keeping fit, breaks and bruises, the five senses, using our minds, how we are the same and how we are different –

and lots more in the fourth book in the internationally best-selling <cite>Great Big Book</cite> series.</p></Text>

</TextContent>



YXA – Children's / Teenage personal & social topics:
body & health

YXP – Children's / Teenage personal & social topics:
diversity / inclusivity

5AG – Interest age: from c 6 years

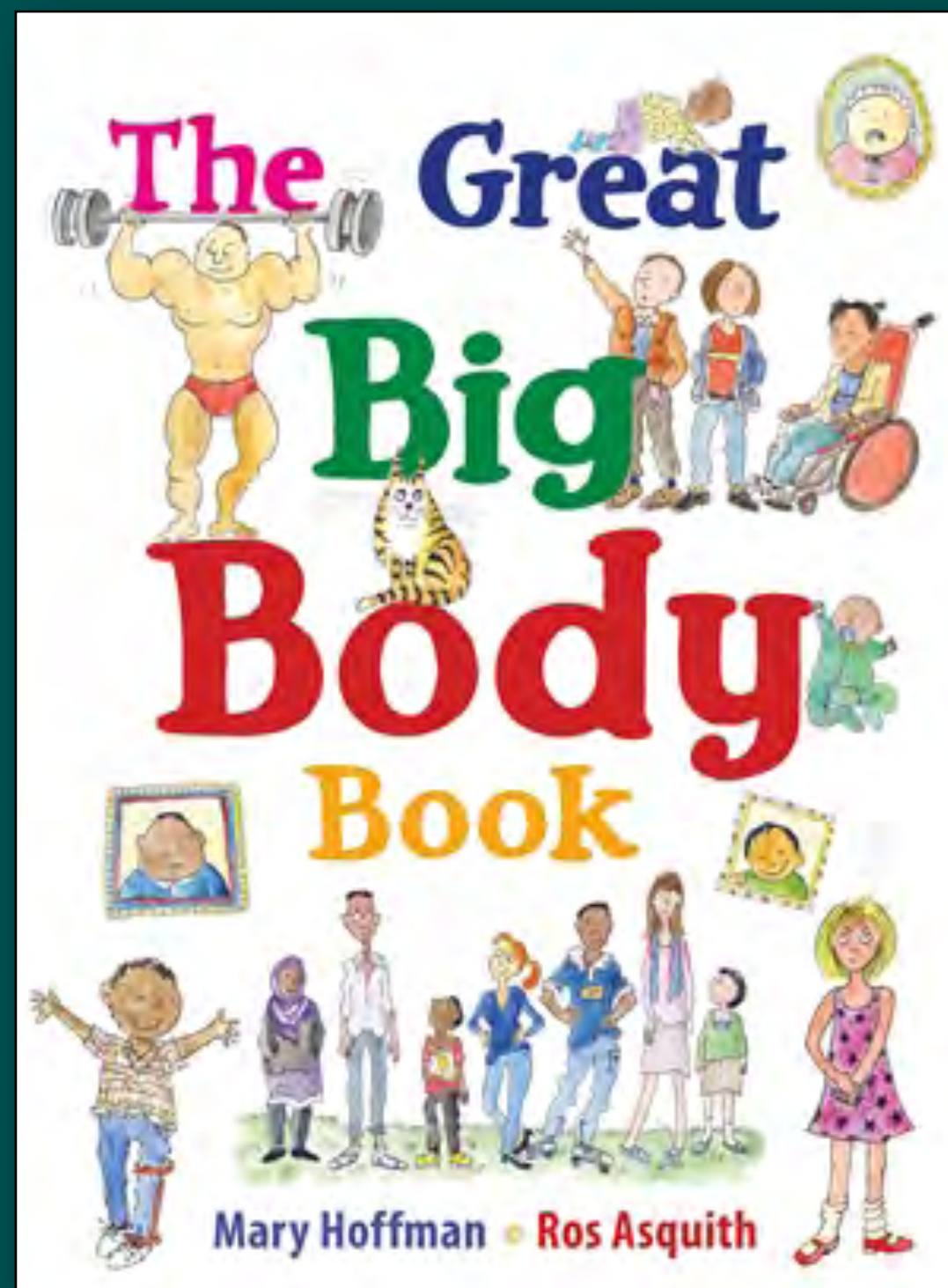
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<Text textformat="05"><p>There are all kinds of bodies in the world. What are YOU like? Celebrate our brilliant bodies in this fantastic book jam-packed with interesting facts. Bodies come in all shapes and sizes as we change from babies to children to teenagers to adults, our bodies change too! Find out about growing and learning, keeping fit, breaks and bruises, the five senses, using our minds, how we are the same and how we are different – and lots more in the fourth book in the internationally best-selling <cite>Great Big Book</cite> series.</p></Text>

</TextContent>



YXA – Children's / Teenage personal & social topics:
body & health

YXP – Children's / Teenage personal & social topics:
diversity / inclusivity

5AG – Interest age: from c 6 years

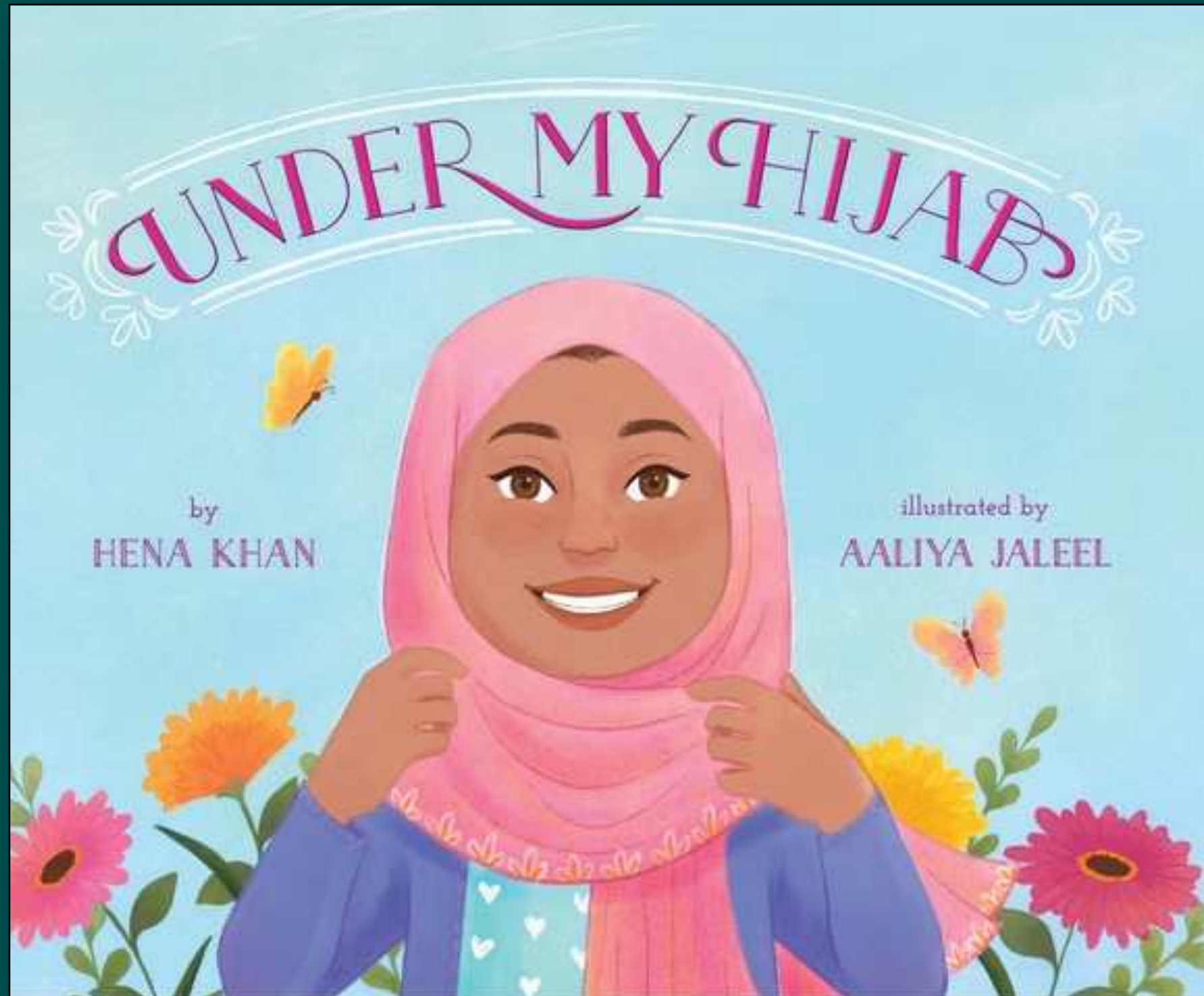
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<Text textformat="05"><p>Hoffman and Asquith explore these questions and more as they build on their 'Big Book' series with this celebration of the human body</p><p>Their successful formula is honest, detailed and fact-filled, yet humorous, accessible and thought-provoking. The lively cast of characters is about as inclusive as you can get - hearing aids, glasses, birthmarks, walking frames, wheelchairs and sign language all appear in a flawlessly casual and convincing manner.</p><p>The book also touches subtly but positively on other facets of diversity, including transgender issues and same-sex parents. Meanwhile, Asquith's delightful cartoons and asides ensure plenty of laughs along the way.</p></Text>

</TextContent>



YBCS – Picture storybooks

YNRP – Children's / Teenage general
interest: Islam

YNMF – Children's / Teenage general
interest: Girls & women

5AD – Interest age: from c 4 years



YFM – Children's / Teenage fiction:
Romance, love & relationships stories

YXB – Children's / Teenage personal &
social issues: LGBT

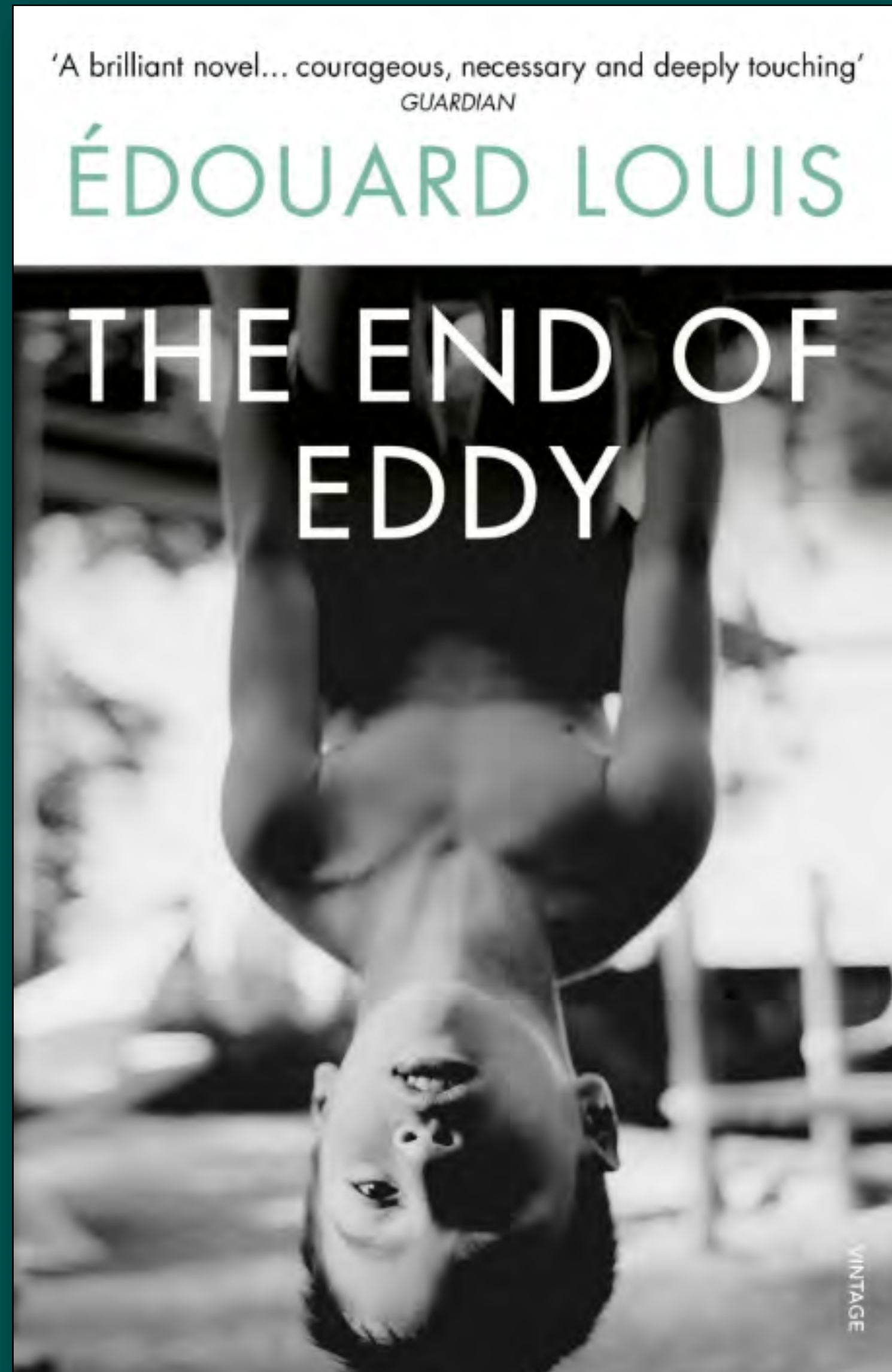
YXG – Children's / Teenage personal &
social issues: death & bereavement

YXHB – Children's / Teenage personal &
social topics: friends & friendship issues

5AQ – Interest age: from c 14 years

5PS – Relating to gay, lesbian & bisexual
people

5PB-US-C – Relating to Latin / Hispanic
American people



FBA – Modern & contemporary fiction

FXS – Narrative theme: Social issues

FYT – Fiction in translation

JBFC – Poverty & precarity

JBSA – Social Classes

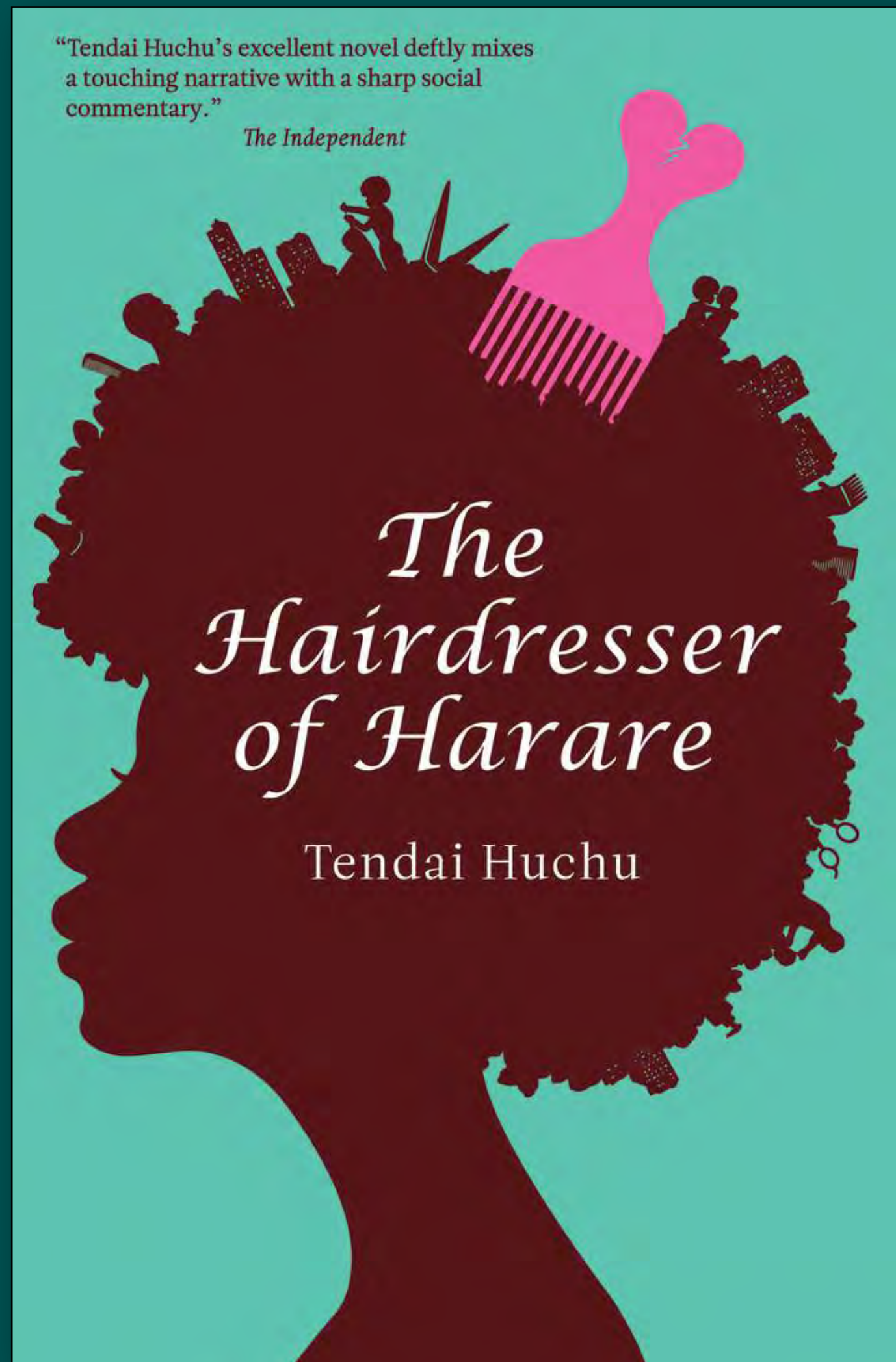
1DDF-FR-S – Picardy

3MPQZ – c 1990 to c 1999

3MRBA – c 2000 to c 2009

5PSG – Relating to Gay people

(novel set in Northern France at the turn of the century, dealing with growing up gay in a very poor and violent family situation)



FBA – Modern and contemporary fiction

FXD – Narrative theme: Love & relationships

1HFMW-ZW-A – Harare

<Contributor>

<ContributorRole>**Ao1**</ContributorRole>

<PersonNameInverted>**Huchu, Tendai**</PersonNameInverted>

<ContributorPlace>

<!-- Born in -->

<ContributorPlaceRelator>**o1**</ContributorPlaceRelator>

<CountryCode>**ZW**</CountryCode>

<LocationName>**Bindura**</LocationName>

</ContributorPlace>

<ContributorPlace>

<!-- Currently resides in -->

<ContributorPlaceRelator>**o4**</ContributorPlaceRelator>

<RegionCode>**GB-SCT**</RegionCode>

<LocationName>**Edinburgh**</LocationName>

</ContributorPlace>

</Contributor>

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<SequenceNumber>1</SequenceNumber>

<ContributorRole>A01</ContributorRole>

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<IDValue>0000000020691583</IDValue>

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<PersonName>Nele Neuhaus</PersonName>

<PersonNameInverted>Neuhaus, Nele</PersonNameInverted>

<NamesBeforeKey>Nele</NamesBeforeKey>

<KeyNames>Neuhaus</KeyNames>

<BiographicalNote textformat="05"><p>Nele Neuhaus is originally from Münster, Germany, in the state of North Rhine-Westphalia, but **she** and **her** family moved to the Taunus region of Hesse when **she** was a child. **She** became interested in books at an early age, and began to write **her** first stories. After secondary school **she** began studying law, German language and literature, and history, and worked for an advertising agency when **she** wasn't competing as a show jumper. Nele Neuhaus published **her** first books **herself** before being discovered by Ullstein Verlag in 2008. **Her** murder mysteries, featuring the detective duo Pia Kirchhoff and Oliver von Bodenstein, have created an enthusiastic fan base and made the author one of Germany's most widely read crime writers. The TV films inspired by **her** Taunus murder mysteries have been seen by millions. A keen **horsewoman**, **she** also writes horse books for young people, as well as popular fiction under **her maiden name** Nele Löwenberg. **Her** books are sold in more than 20 countries</p></BiographicalNote>

</Contributor>

<Contributor>

<SequenceNumber>1</SequenceNumber>

<ContributorRole>A01</ContributorRole>

<PersonName>Alok Vaid-Menon</PersonName>

<PersonNameInverted>Vaid-Menon, Alok</PersonNameInverted>

<NamesBeforeKey>Alok</NamesBeforeKey>

<KeyNames>Vaid-Menon</KeyNames>

<BiographicalNote textformat="05"><p>ALOK (they/them) is a gender non-conforming writer and performance artist. Their eclectic style and poetic challenge to the gender binary has been internationally renowned. In 2017 they received the Live Works Performance Act Award granted to ten performance artists across the world and released their inaugural poetry chapbook <cite>Femme In Public</cite>. They have been featured on HBO, MTV, The Guardian, BBC, CNN, and the New York Times and have presented their work at 500 venues in more than 40 countries.</p></BiographicalNote>

</Contributor>



YBCS – Picture storybooks

YXHP – Children's / Teenage personal & social topics: friends & friendship issue

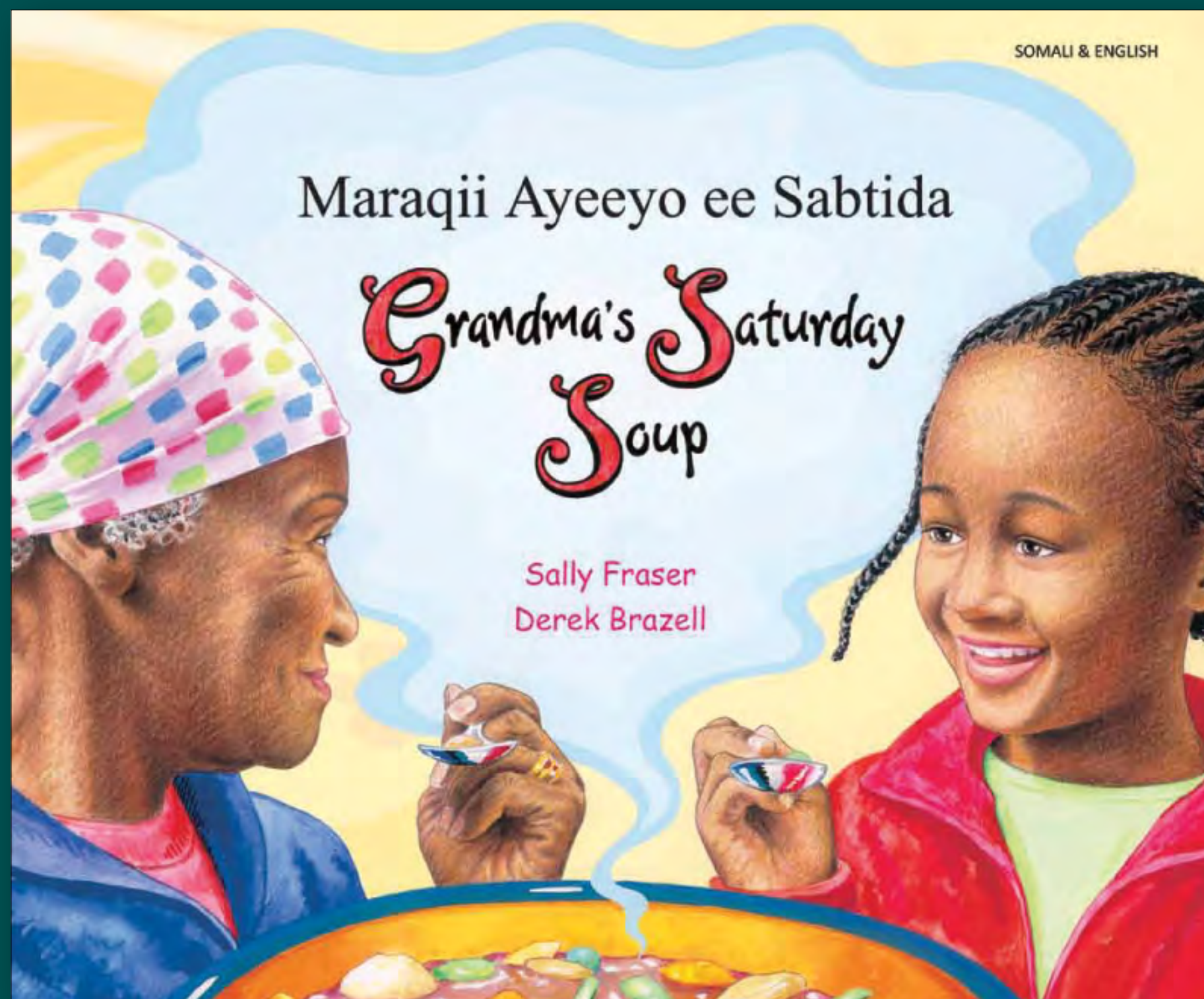
YNRJ – Children's / Teenage general interest: Judaism

YNRP – Children's / Teenage general interest: Islam

5AD – Interest age: from c 4 years

5HPK – Ramadan

5HPW – Rosh Hashanah



YBCS – Picture storybooks

YNMC – Children's / Teenage general interest: Countries, cultures & national identity

1KJWJ – Jamaica

Sample of ONIX

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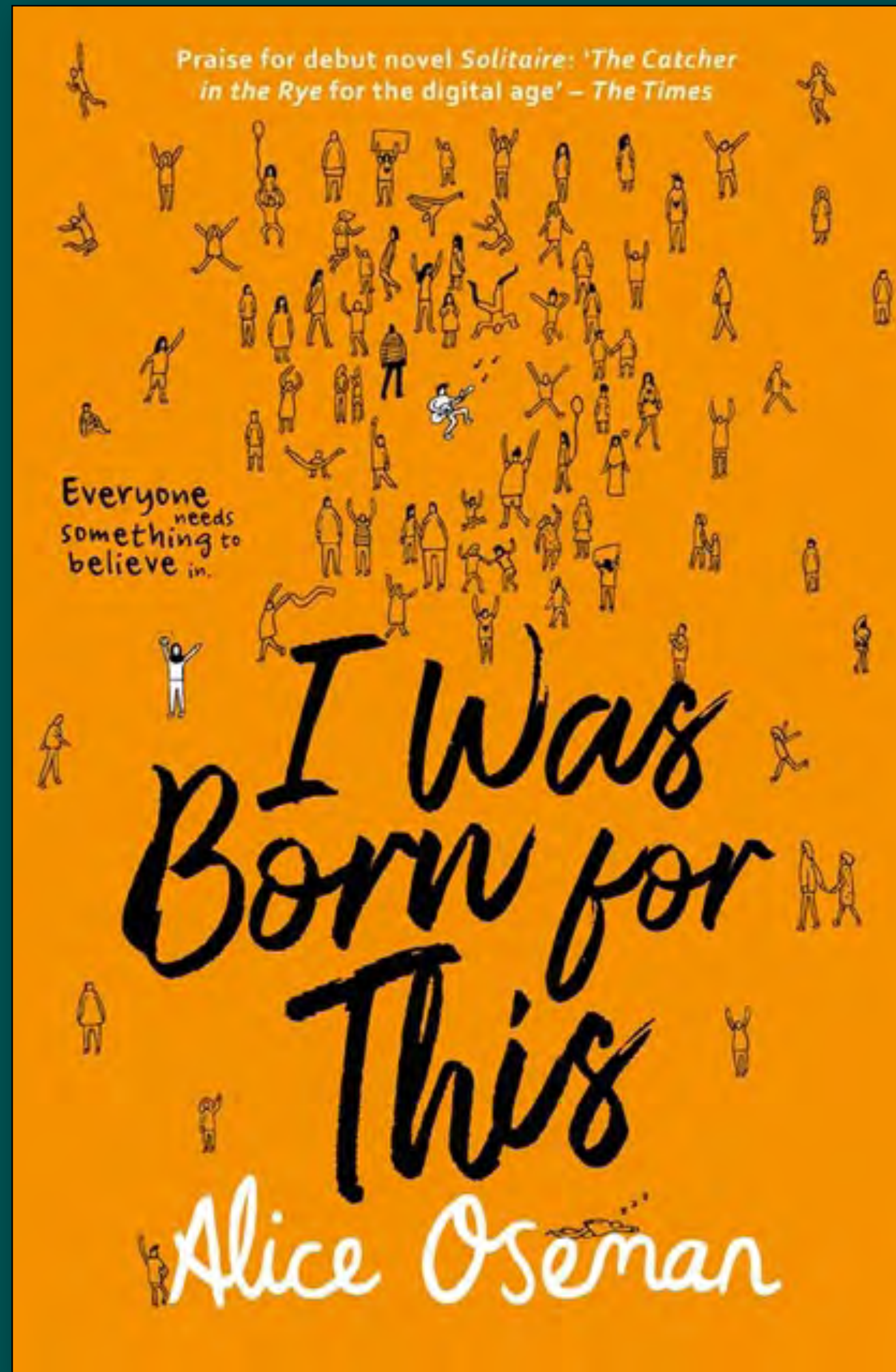
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YFM – Children's / Teenage fiction:
Romance, love & relationships stories

YXLD – Children's / Teenage personal &
social topics: mental health

YXHB – Children's / Teenage personal &
social topics: friends & friendship issues

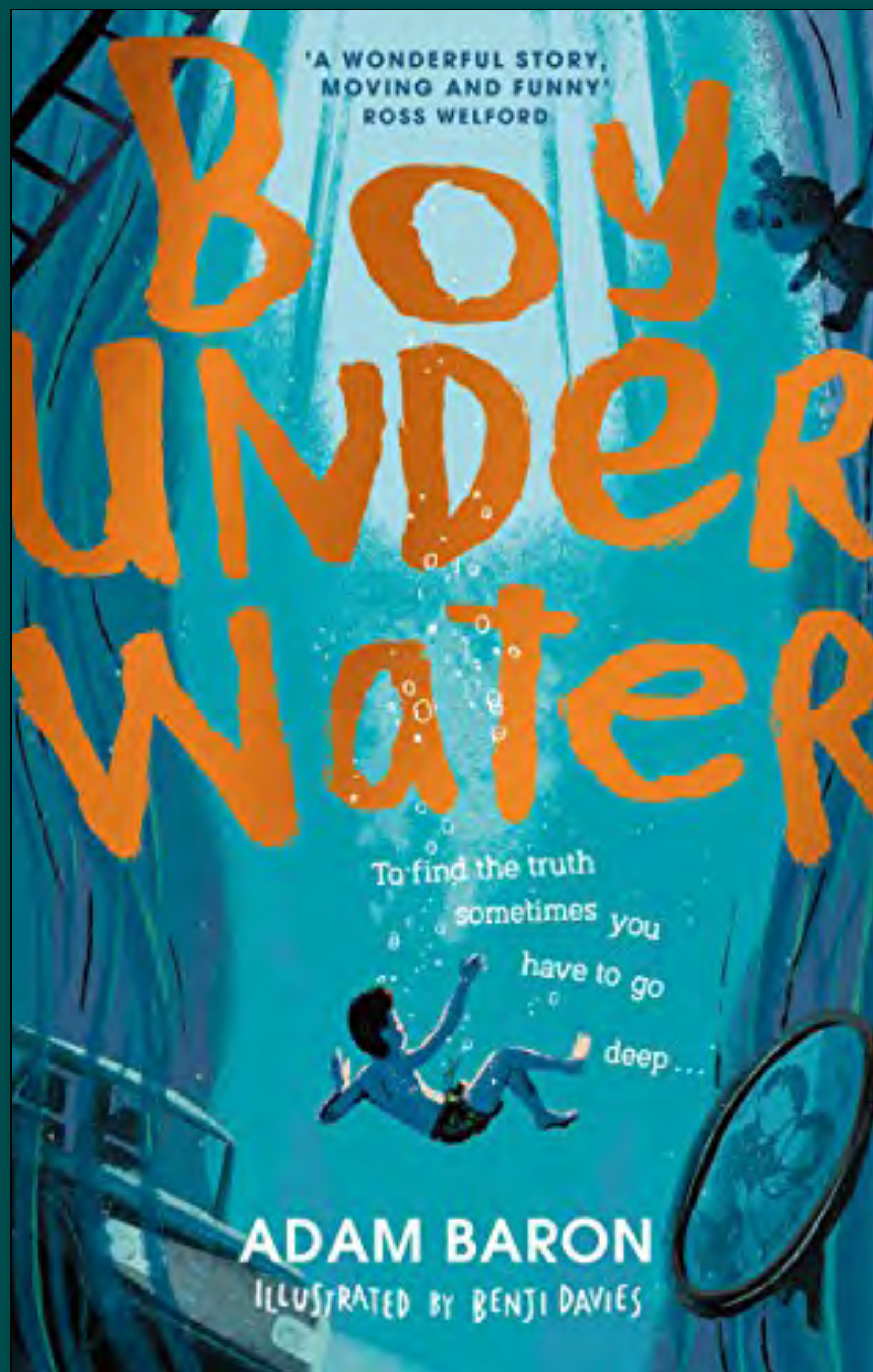
YNC – Children's / Teenage general interest:
Music

5AQ – Interest age: from c 14 years

5LF – Relating to adolescence / teenage years

5PGP – Relating to Islamic people & groups

5PT – Relating to transgender people



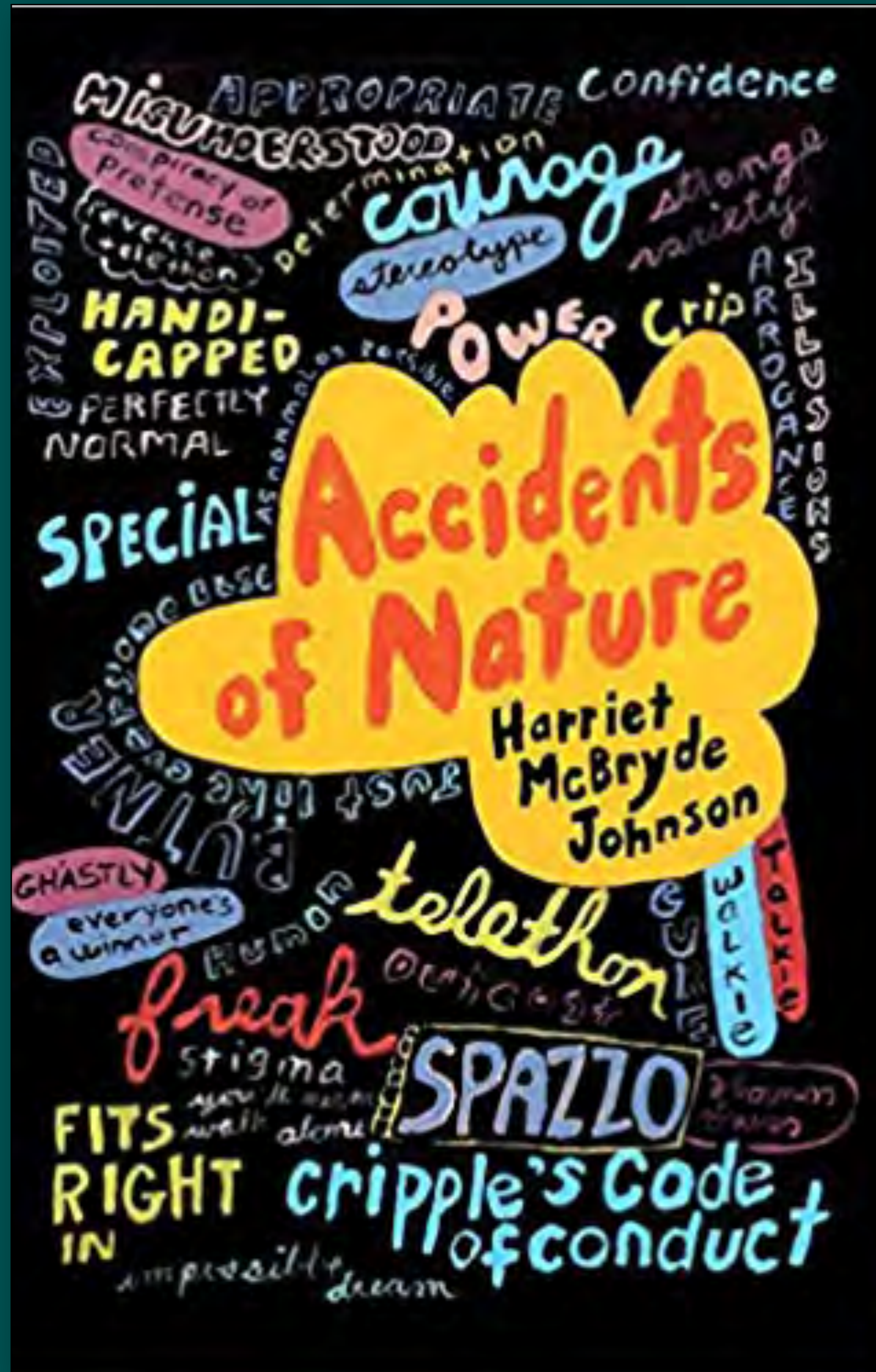
YFS – Children's / Teenage fiction: School stories

YXHB – Children's / Teenage personal & social topics: friends & friendship issues

YXLD2 – Children's / Teenage personal & social topics: anxiety, depression & self-harm

YXG – Children's / Teenage personal & social topics: death & bereavement

5AH – Interest age: from c 10 years

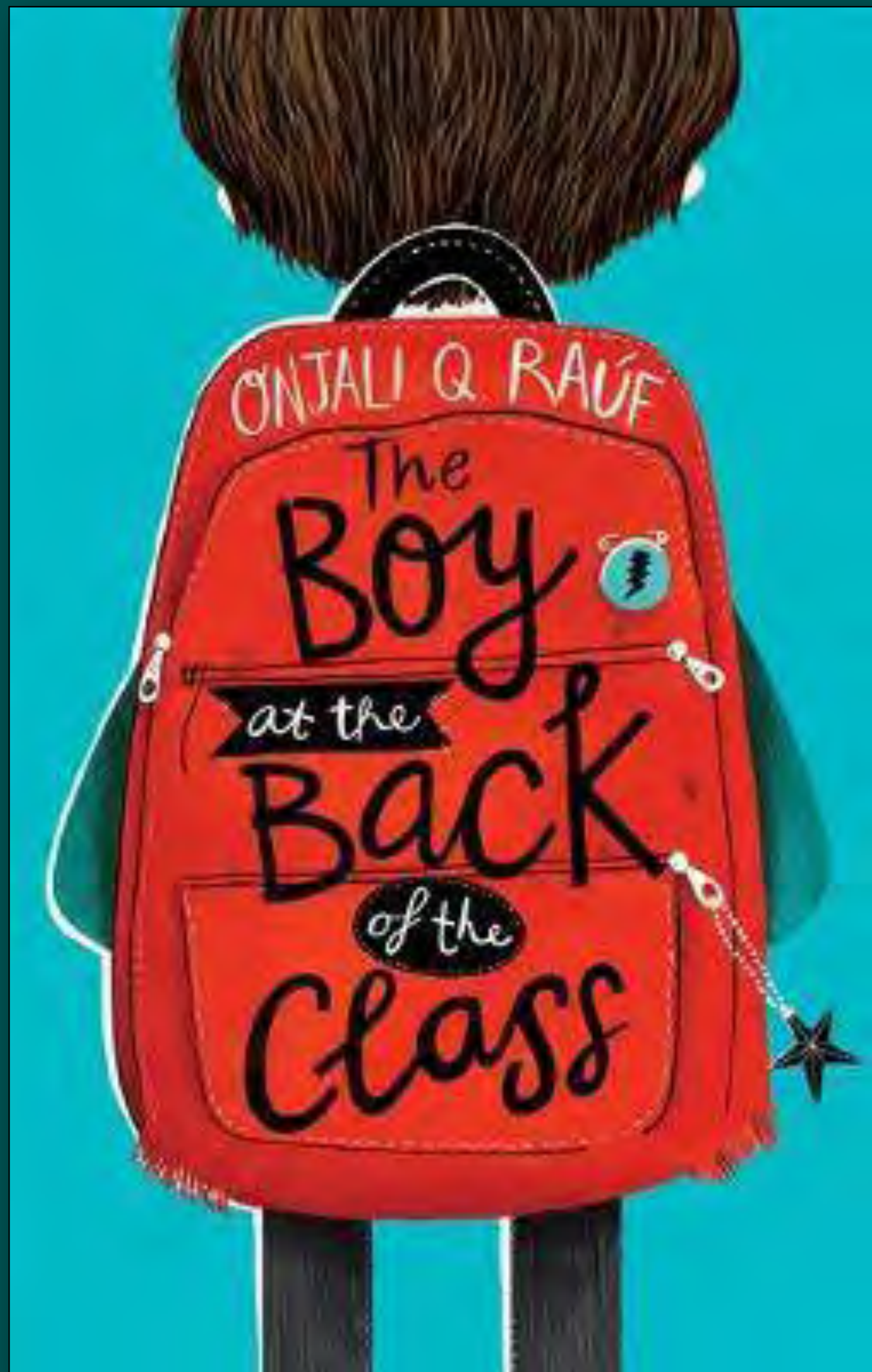


YFS – Children's / Teenage fiction: School stories

YXHB – Children's / Teenage personal & social topics: friends & friendship issues

YXK – Children's / Teenage personal & social topics: disability & special needs

5AQ – Interest age: from c 14 years



YFS – Children's / Teenage fiction: School stories

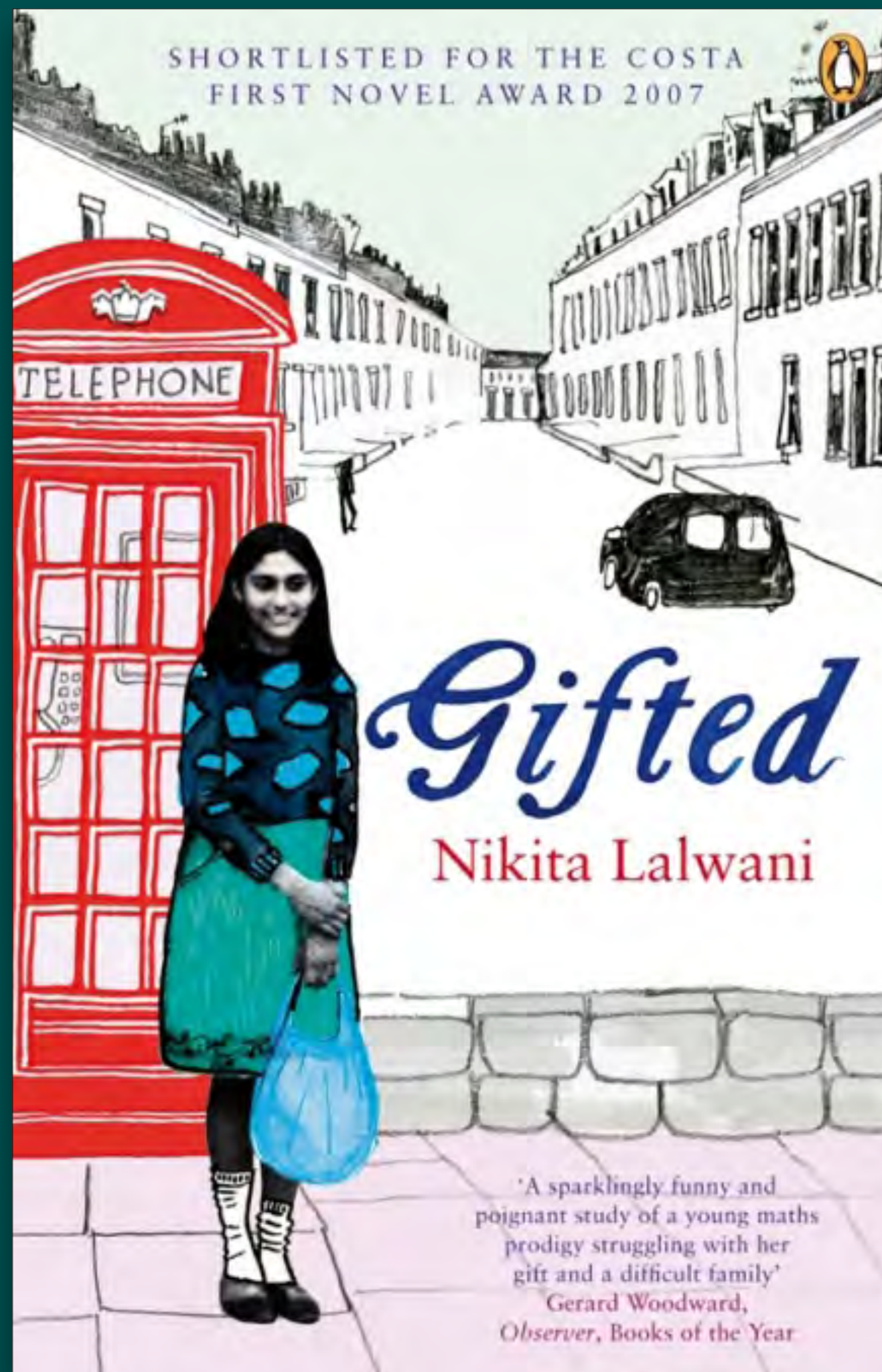
YXZM – Children's / Teenage personal & social issues: Migration & refugees

YXHB – Children's / Teenage personal & social topics: friends & friendship issues

YXP – Children's / Teenage personal & social issues: Diversity & inclusivity

1DDU-GB-ESL – London, Greater London

5AH – Interest age: from c 7 years



FBA – Modern and contemporary fiction

FXB – Narrative theme: Coming of Age

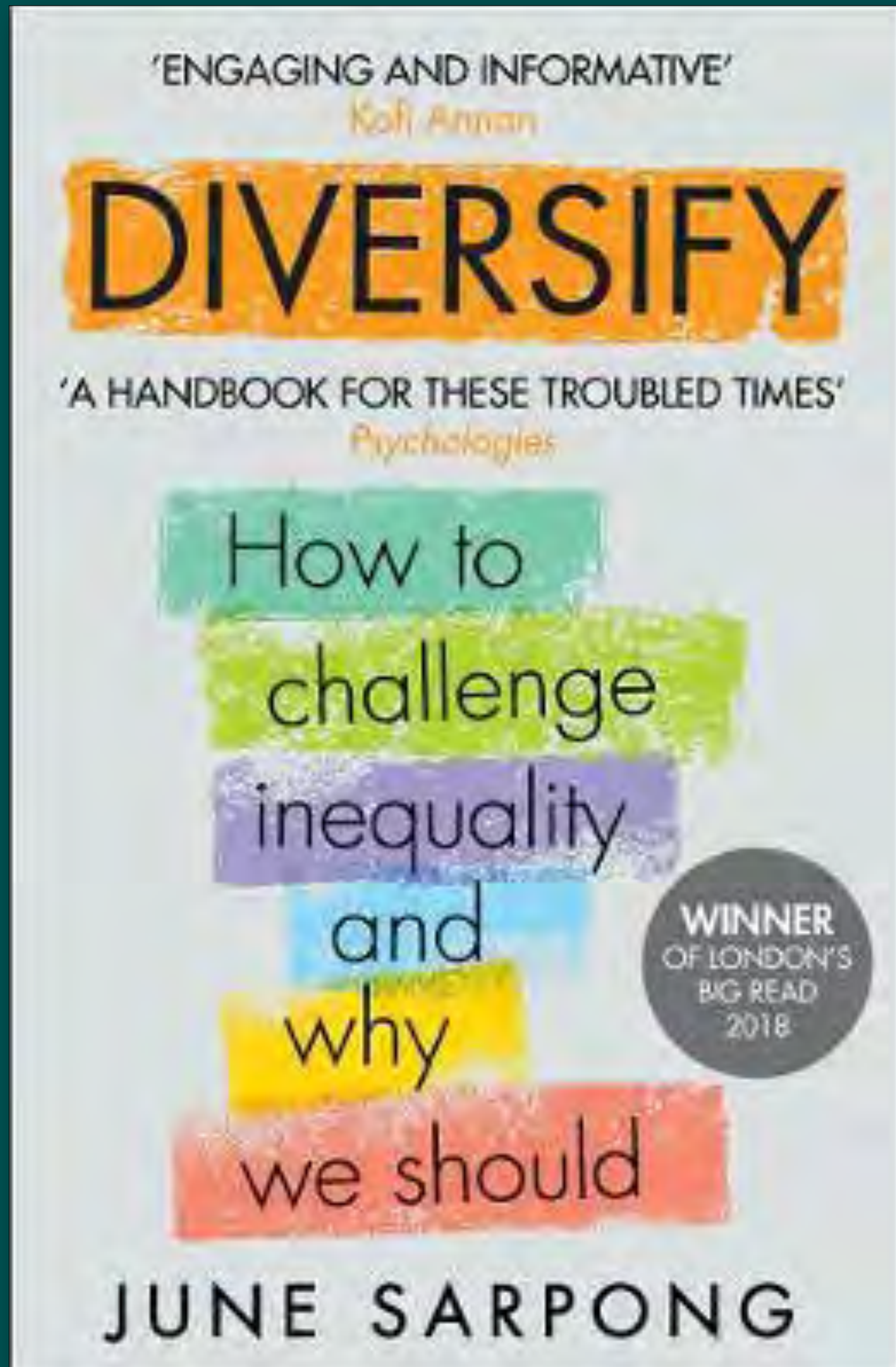
JNSP – Teaching of gifted or talented students

1DDU-GB-WSC – Cardiff

1DDU-GB-ESFX – Oxford

5LF – Relating to adolescence / teenage years

5PB-GB-AS – Relating to British South Asian people

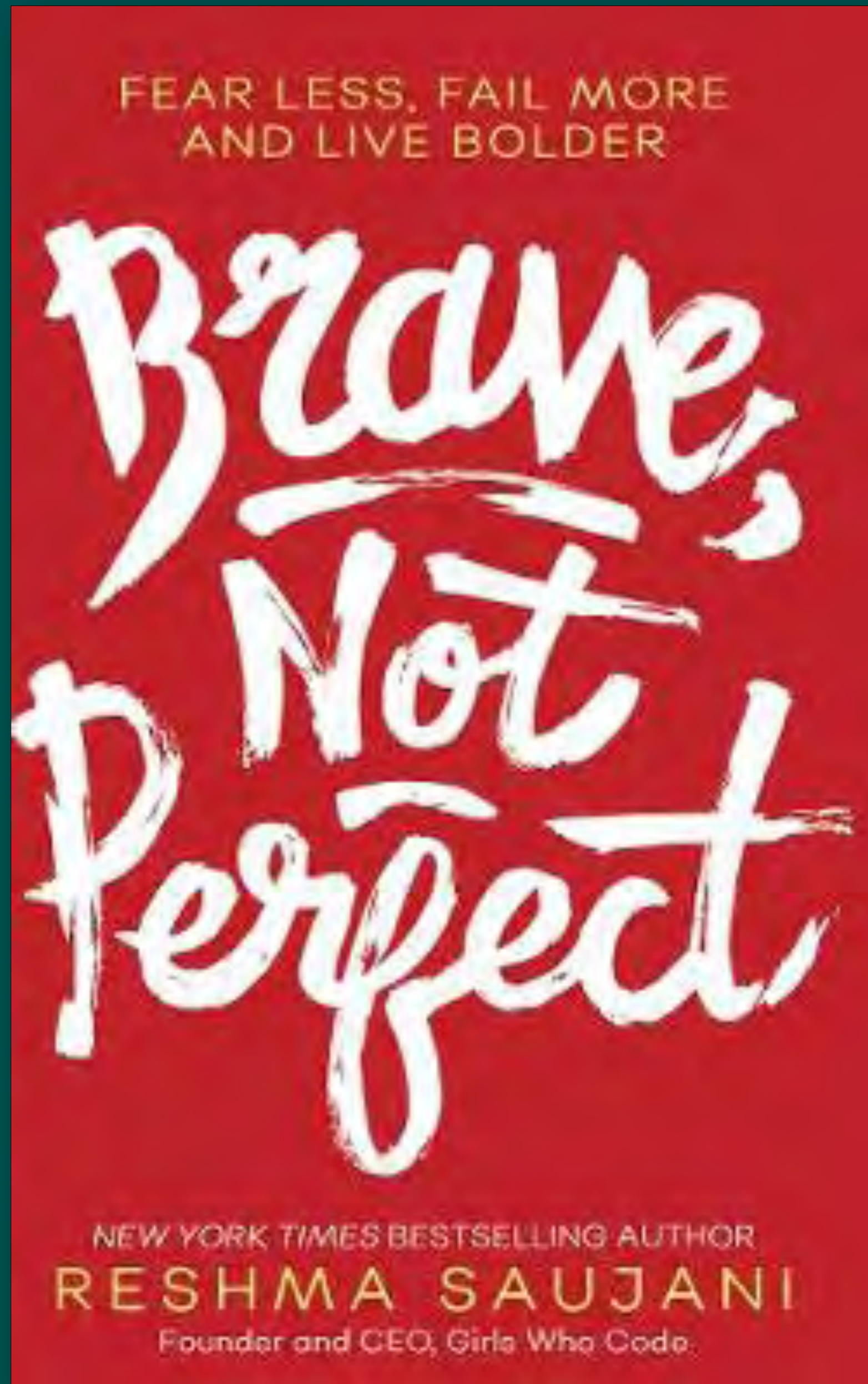


JBFA – Social discrimination & equal treatment

JBFB – Social integration & assimilation

JBSL1 – Ethnic groups & multicultural studies

KJMV22 – Diversity, inclusivity in the workplace



VSPM – Assertiveness, motivation, self-esteem & positive mental attitude

JBSF1 – Gender studies: women & girls

VSC – Advice on careers and achieving success

DNC – Memoirs



FBA – Modern & contemporary fiction

FYB – Short stories

Sample of ONIX

<Prize>

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<PrizeYear>2016</PrizeYear>

<PrizeCode>01</PrizeCode>

</Prize>



chris@editeur.org
www.editeur.org



BOOK INDUSTRY COMMUNICATION LTD



Over to Meera...

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Moon Lane Ink CIC is a not-for-profit Community Interest Company dedicated to raising equality in children's books. Equality of access, equality of representation and equality of roles within the publishing industry.

Moon Lane Ink CIC has grown out of [Tales on Moon Lane](#) Children's Bookshop, winner of the British Book Award's children's bookseller of the Year 2017 and London's top independent bookshop 2017.

**“It is time for parents to teach
young people early on that in
diversity there is beauty and
there is strength.”**

Maya Angelou

“Diversity is about all of us, and about us having to figure out how to walk through this world together.”

Jacqueline Woodson

“Inclusion is not bringing people into a space that already exists; it is making a new space, a better space for everyone.”
George Dei

DIVERSITY AND INCLUSION AT MOON LANE INK



- We aim to stock a fully integrated range of books in our shop, reflecting London's diverse population in terms of gender, ethnicity, class, disability, socio-economic status, sexual-orientation and culture.
- The range will develop as a work in progress, highlighting the best books that are currently available and helping to support emerging authors and illustrators from a diverse range of backgrounds and experiences.
- Engaging with a new book requires an open mind, a sense of wonder and the suspension of disbelief. At Moon Lane, we believe every individual that we engage with has the right to be greeted with the same respect, with an open mind, without bias, pre judgement or discrimination.

WHY ARE DIVERSITY AND INCLUSION IMPORTANT?

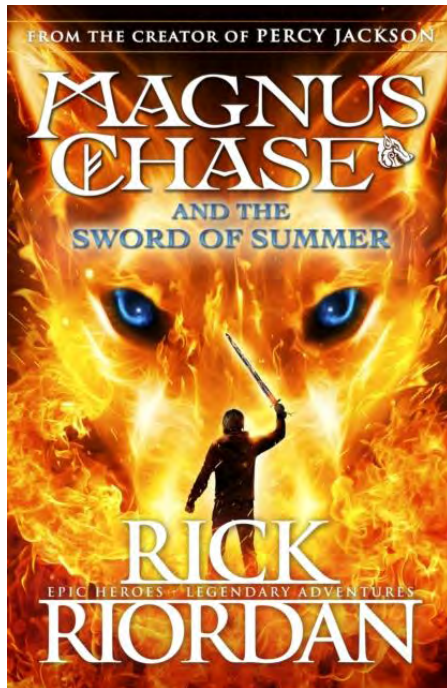
- No one in publishing, bookselling or the book industry in general can honestly say they only encounter one demographic in their day-to-day experience
- Representation empowers people by respecting and appreciating what makes us different, whether it be because of age, gender, ethnicity, religion, disability, sexual orientation, education or national origin.
- Every person deserves to have their story reflected in the books they read
- We all benefit from reading about the experiences of people and communities other than our own

HOW WE DISCOVER DIVERSE AND INCLUSIVE TITLES AT MOON LANE

- Sales reps
 - Especially reps who we have a longstanding relationship with and understand our needs
- Industry Publications
 - For example, the Bookseller Magazine
- CLPE
- Social media
 - For example, authors, illustrators and independent publishers
- Colleagues
- Customers
- Community
 - Diverse individuals and groups working to challenge the present landscape

THE COMMON FACTOR...

All of our sources have a well considered understanding of diversity and inclusion, sensitive to various demographics.



BOOKS WE CONSIDER DIVERSE AND INCLUSIVE

The *Magnus Chase Series* by Rick Riordan

Classified as adventure/fantasy with age interest of 9+

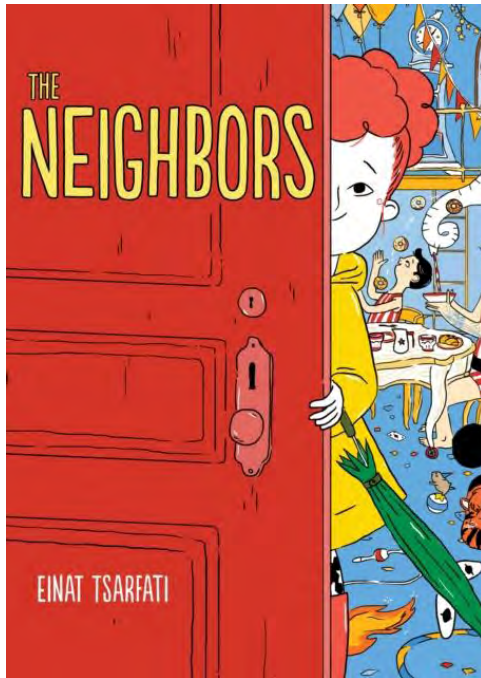
Not classified as a diverse title

Magnus, the main character, is homeless

Hearth, his eleven friend, is deaf

Samirah al-Abbas is a female, Arab-American Valkyrie

Alex Fierro, a character in the second book of the series, *The Hammer of Thor*, is genderfluid

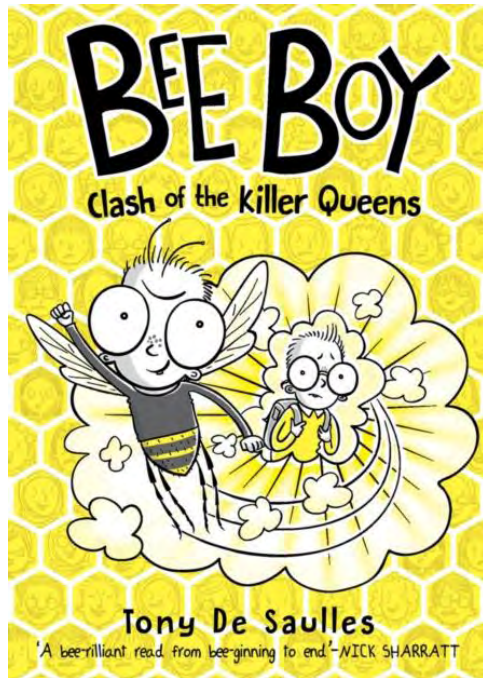


THE NEIGHBORS BY EINAT TSARFATI

Classified as Early Readers and Picture Books with age interest of 5+

A celebration of diversity of cultural diversity, set in an apartment block

One of the few picture books depicting urban living



BEE BOY BY TONY DE SAULLES

Classified as Adventure and Humorous
with age interest of 7+

Melvin Medley keeps bees on the rooftop of
a block of flats

A book set in an urban environment for early
readers

Not classified as diverse

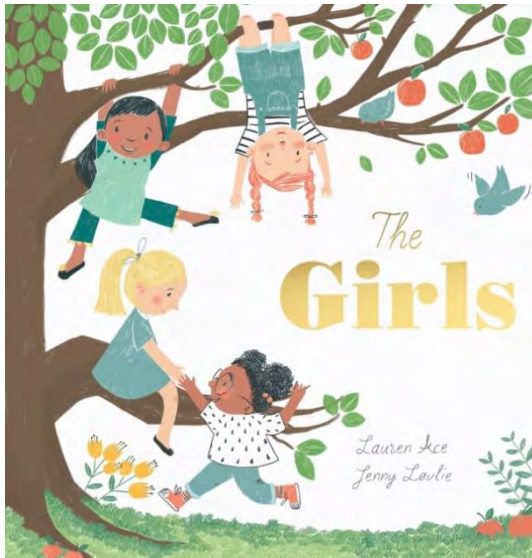
“Diversity is the who and the what: who’s sitting around that table...who we’re tracking from the traditional characteristics and identities of gender and ethnicity, and sexual orientation and disability...

Inclusion, on the other hand, is the how. Inclusion is the behaviors that welcome and embrace diversity.”

Jennifer Brown

MOVING FORWARD

- Our concerns are that as diverse representation evolves to normalised rather than issue based narratives, classification and codification needs to be sensitive without being restrictive
- Too often diverse and inclusive titles have become “box-ticking-exercises”
- It is important for classification to not further divide an already divisive landscape
- It is important for us at Moon Lane Ink CIC to have books which celebrate diversity, but also stock books which represent diversity in non-issue based narratives



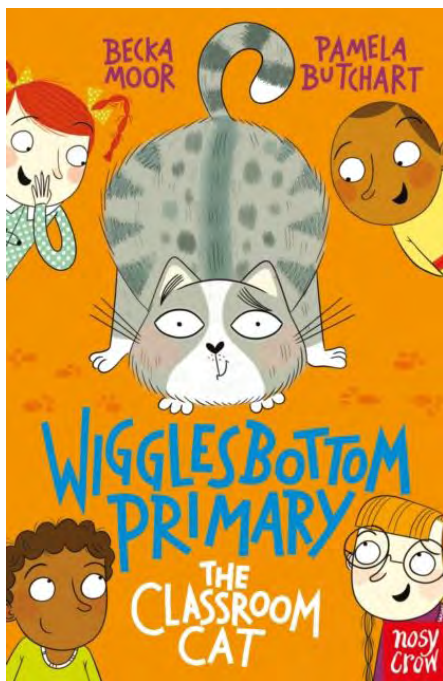
THE GIRLS BY LAUREN ACE

Classified as Girls and Women and Picture Books, with age interest of 3+

A celebration of individuality and friendship which lasts a lifetime

An inclusive title

Normalised representation



WIGGLESBOTTOM PRIMARY: THE CLASSROOM CAT

Classified as Humorous and School stories
with age interest 5 to 8

An inclusive title

Normalised representation

MOON LANE INK

A Community Interest Company raising equality in children's books:
equality of representation, access, and roles in the publishing industry



Meera Ghanshamdas

Manager at Moon Lane Ink CIC



BOOK INDUSTRY COMMUNICATION LTD



Any questions?

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BOOK INDUSTRY COMMUNICATION LTD

Thank you for attending September 2019's BIC Breakfast:

Reach Out: Achieving Discoverability for Diverse & Inclusive Books

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