

Cultural Competency for Wholesalers & Publishers: Key Concepts



EBMA Webinar

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Presented by: *School Library Journal*

Presenters



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A Crash Course

- Windows & Mirrors
- Implicit Bias & Industry Stats
- Stereotypes, Tropes, & Loaded Language
- Auditing your front and back lists
- Marketing & Merchandising “Diverse Titles”

“Books are sometimes **WINDOWS**, offering views of worlds that may be real or imagined, familiar or strange....[it] can also be a **MIRROR**. Literature transforms human experience and reflects it back to us, and in that reflection we can see our own lives and experiences as part of the larger human experience.”

—Dr. Rudine Sims Bishop

What Makes a Book “Good”?



What is Implicit Bias?

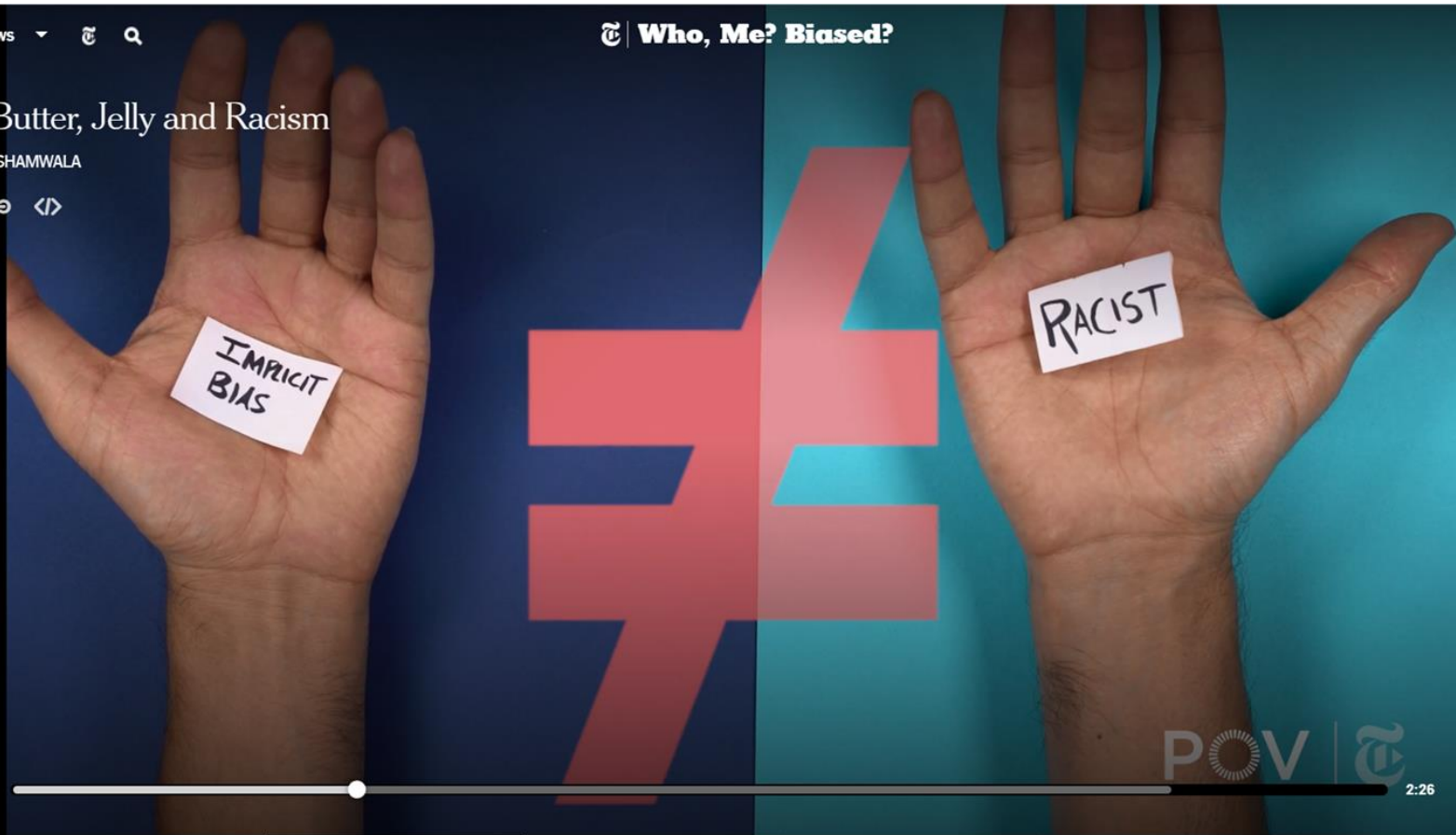
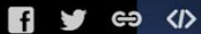


CHANNELS & SHOWS

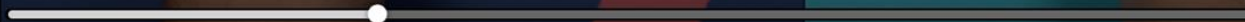
Who, Me? Biased?

Peanut Butter, Jelly and Racism

By SALEEM RESHAMWALA



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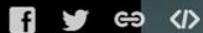
POV | e

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HD

Check Our Bias to Wreck Our Bias

By SALEEM RESHAMWALA



Check Our Bias
to Wreck Our Bias

WHO, ME? BIASED?



00:01



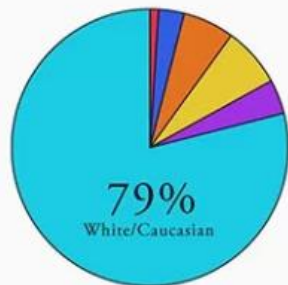
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HD

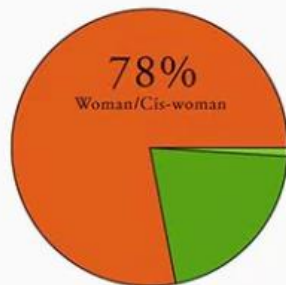


INDUSTRY OVERALL

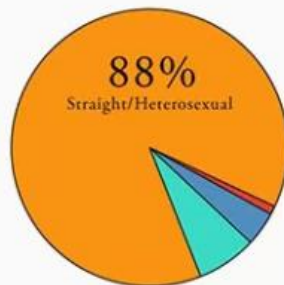
RACE



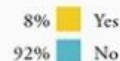
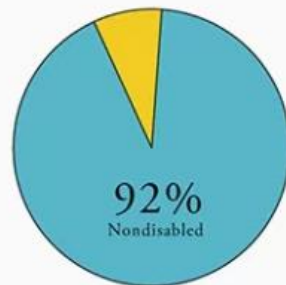
GENDER



ORIENTATION



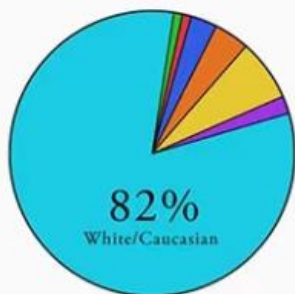
DISABILITY



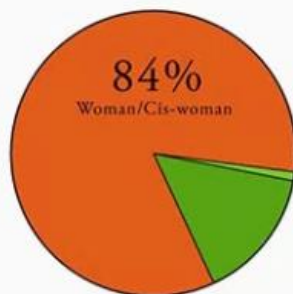
Diversity in Publishing 2015
Diversity Baseline Study
by Lee & Low Books
blog.leeandlow.com

EDITORIAL DEPT.

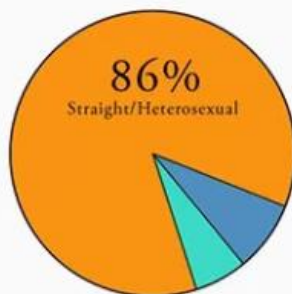
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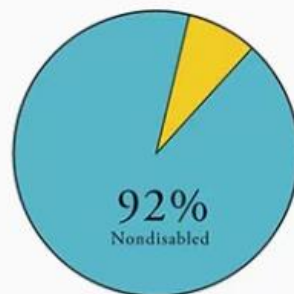
GENDER



ORIENTATION



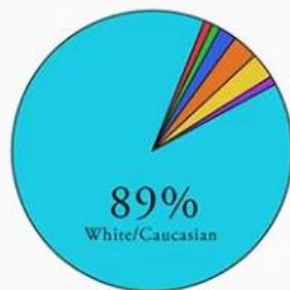
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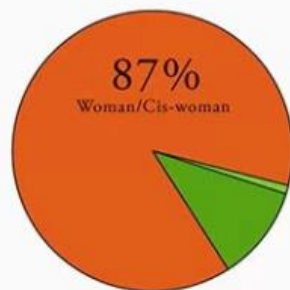
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BOOK REVIEWERS

RACE



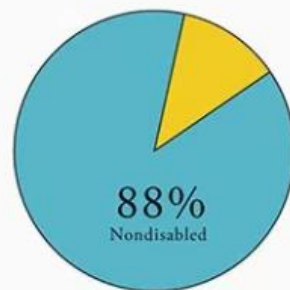
GENDER



ORIENTATION



DISABILITY



Diversity in Publishing 2015
Diversity Baseline Study
by Lee & Low Books
blog.leeandlow.com

Diversity in Children's Books 2015

Percentages of books depicting characters from diverse backgrounds. Based on the 2015 publishing statistics compiled by the Cooperative Children's Book Center, School of Education, University of Wisconsin-Madison: cbc.education.wisc.edu/books/pcstats.asp



0.9%
American
Indians/
First Nations

2.4%
Latinx

3.3%
Asian Pacifics/
Asian Pacific
Americans

7.6%
African/
African
Americans

12.5%*
Animals, Trucks, etc.

73.3%**
White

Illustration by David Huyck, in consultation with Sarah Park Dahlen & Molly Beth Griffin
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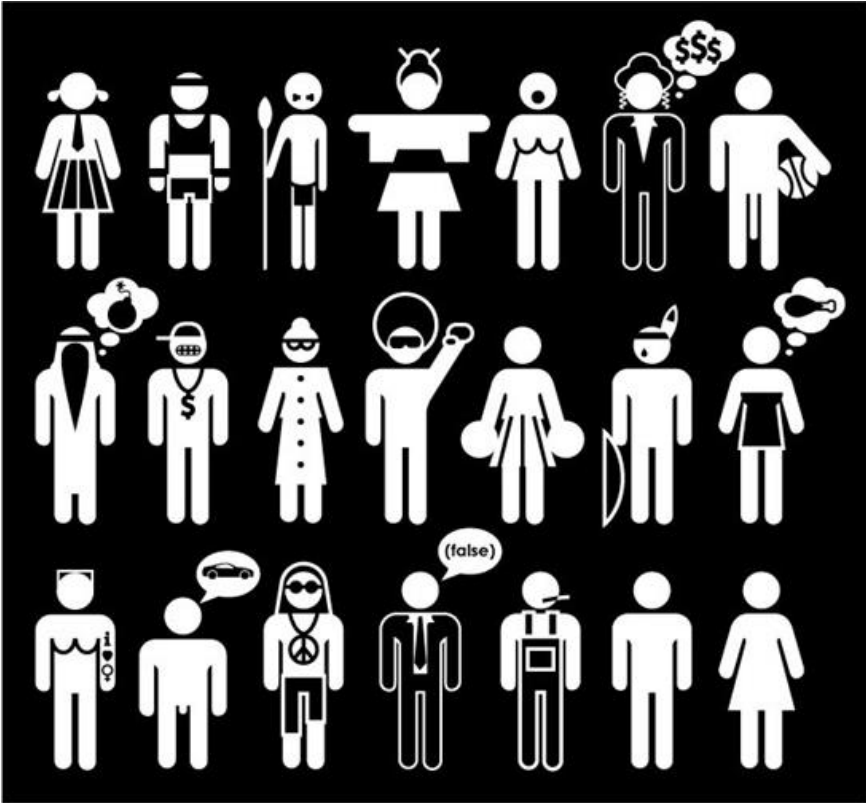
* About a quarter of the total children's books published in 2015 were picture books, and about half of those depict non-human characters, like animals & trucks.

** The remainder depict white characters.

How are our individual—and collective—implicit biases informing our work? Our selections and decisions?



Harmful Stereotypes & Tropes



“Pan” Depictions



Gender Stereotypes



Black, Latinx, and Muslim Characters



The “Magical Negro” & the “White Savior”



No. More. Eskimos.



American Indians and Alaska Natives in the United States



The Largest Tribal Populations, 2010

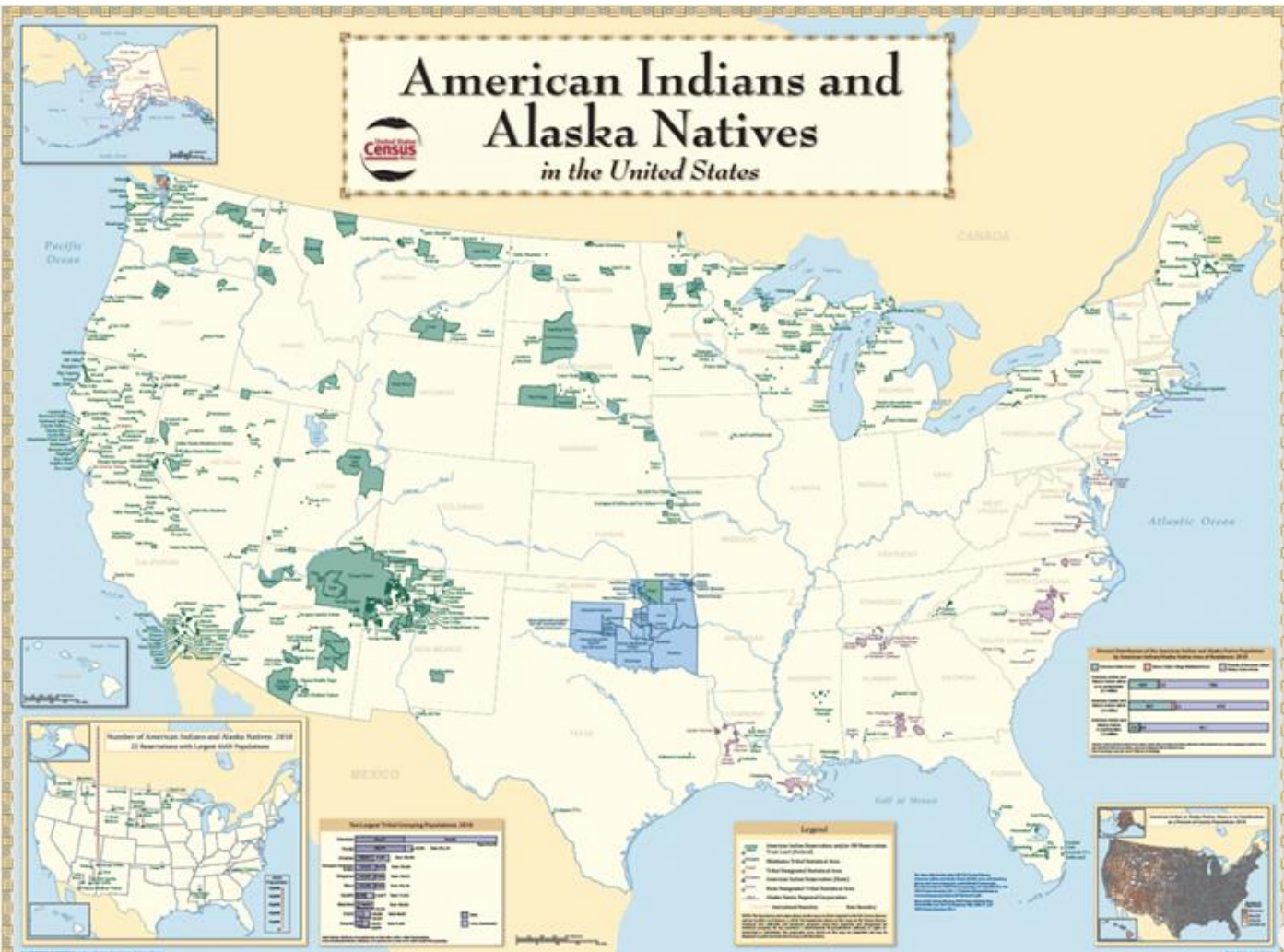
Tribal Name	Population
Navajo	398,000
Cherokee	300,000
Chickasaw	290,000
Choctaw	280,000
Blackfoot	270,000
Comanche	260,000
Armenian	250,000
Apache	240,000
Apache	230,000
Apache	220,000
Apache	210,000
Apache	200,000
Apache	190,000
Apache	180,000
Apache	170,000
Apache	160,000
Apache	150,000
Apache	140,000
Apache	130,000
Apache	120,000
Apache	110,000
Apache	100,000
Apache	90,000
Apache	80,000
Apache	70,000
Apache	60,000
Apache	50,000
Apache	40,000
Apache	30,000
Apache	20,000
Apache	10,000

Legend

- States with the largest American Indian and Alaska Native populations (2010)
- States with the largest American Indian and Alaska Native populations (2000)
- States with the largest American Indian and Alaska Native populations (1990)
- States with the largest American Indian and Alaska Native populations (1980)
- States with the largest American Indian and Alaska Native populations (1970)
- States with the largest American Indian and Alaska Native populations (1960)
- States with the largest American Indian and Alaska Native populations (1950)
- States with the largest American Indian and Alaska Native populations (1940)
- States with the largest American Indian and Alaska Native populations (1930)
- States with the largest American Indian and Alaska Native populations (1920)
- States with the largest American Indian and Alaska Native populations (1910)
- States with the largest American Indian and Alaska Native populations (1900)
- States with the largest American Indian and Alaska Native populations (1890)
- States with the largest American Indian and Alaska Native populations (1880)
- States with the largest American Indian and Alaska Native populations (1870)
- States with the largest American Indian and Alaska Native populations (1860)
- States with the largest American Indian and Alaska Native populations (1850)
- States with the largest American Indian and Alaska Native populations (1840)
- States with the largest American Indian and Alaska Native populations (1830)
- States with the largest American Indian and Alaska Native populations (1820)
- States with the largest American Indian and Alaska Native populations (1810)
- States with the largest American Indian and Alaska Native populations (1800)

Population by State and Tribe, 2010

State	Population
Alabama	1,000,000
Alaska	700,000
Arizona	6,000,000
Arkansas	3,000,000
California	38,000,000
Colorado	5,000,000
Connecticut	3,500,000
Delaware	900,000
District of Columbia	600,000
Florida	20,000,000
Georgia	10,000,000
Hawaii	1,300,000
Idaho	1,600,000
Illinois	12,000,000
Indiana	6,500,000
Iowa	3,100,000
Kansas	3,600,000
Kentucky	4,400,000
Louisiana	4,600,000
Maine	1,300,000
Maryland	6,000,000
Massachusetts	7,000,000
Michigan	10,000,000
Minnesota	5,500,000
Mississippi	3,000,000
Missouri	6,100,000
Montana	1,000,000
Nebraska	1,900,000
Nevada	3,000,000
New Hampshire	1,300,000
New Jersey	9,000,000
New Mexico	2,100,000
New York	20,000,000
North Carolina	10,000,000
North Dakota	700,000
Ohio	11,000,000
Oklahoma	4,000,000
Oregon	4,000,000
Pennsylvania	12,000,000
Rhode Island	1,100,000
South Carolina	4,500,000
South Dakota	800,000
Tennessee	6,300,000
Texas	28,000,000
Utah	3,000,000
Vermont	600,000
Virginia	8,000,000
Washington	7,000,000
West Virginia	1,800,000
Wisconsin	5,800,000
Wyoming	1,000,000



Loaded Words & Phrases

Thug

Ghetto

Sassy

Nappy hair

Well-spoken, articulate

Urban, Inner City

Exotic

Illegal Alien

Long time no see

Lame

Retarded

Handicapped

Savage

Civilized

Uppity

You People

Sketchy, Shady

Mankind

Man up

Gypped

Sold down the river

Peanut gallery

Spirit Animal

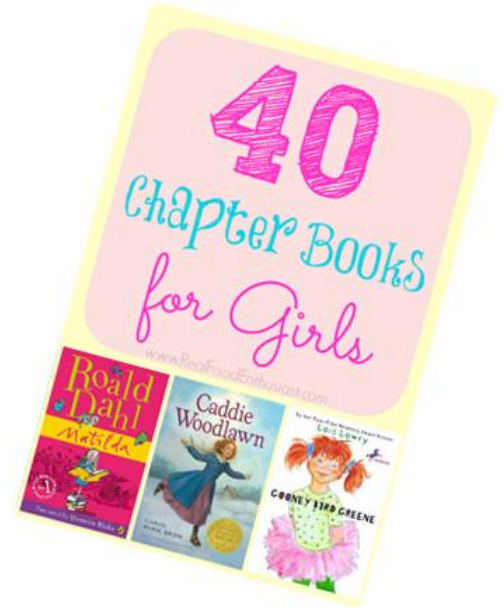
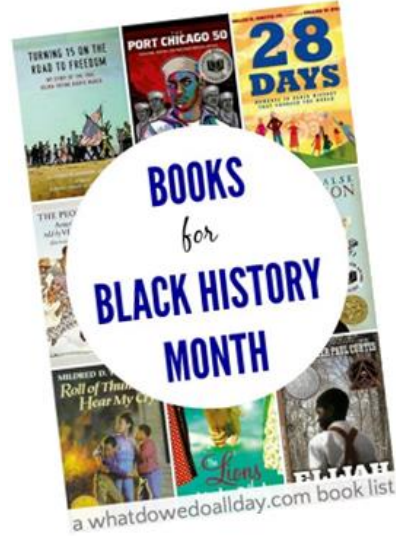
Normal

Auditing Your List—and Backlist

- Establish target goals, such as a certain percentage of #ownvoices titles or titles with specific representations/perspectives that you want your lists to reflect.
- How many titles:
 - Have female protagonists? Protagonists of color? LGBTQIAP+ protagonists?
 - What does your author/illustrator pool look like? How many poc and LGBTQIAP+ folks are on your list? How many are “own voices” authors?

- Create a matrix (race, ethnicity, gender, LGBTQ+, disability, religion, #ownvoices, etc.) to **analyze each title**.
- **Mine your backlist** for these types of titles, but do so with an eye for **stereotypes, language, and biases**
- **RESEARCH, RESEARCH, RESEARCH!!!** Evaluate each title. Look at reviews, blog posts, etc. to determine if a title contains harmful stereotypes. Consider consulting a sensitivity reader.

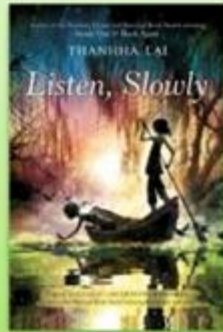
Display/Promotion Dos and Don'ts



IF YOU LIKED



READ THIS NEXT

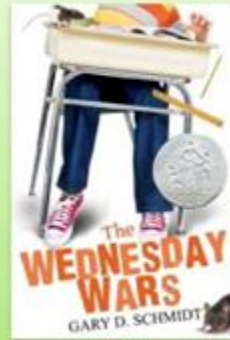


BECAUSE:

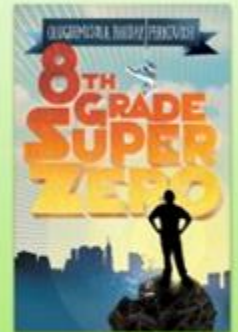
both feature headstrong tweens traveling far in search of difficult answers about missing family.

...try this.

IF YOU LIKED



READ THIS NEXT



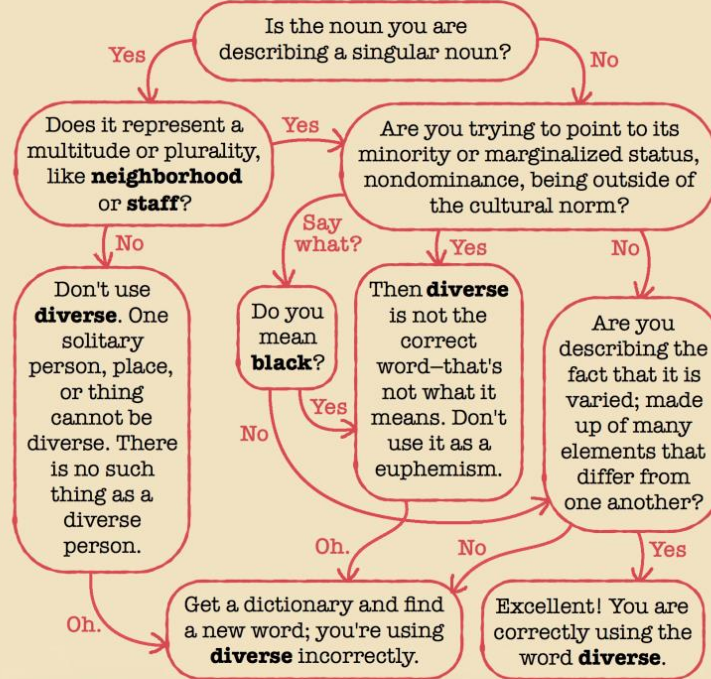
BECAUSE:

both are rich and funny portrayals of boys surviving middle school.

Interrogate Your Own Practices

- Do your book displays, lists, and promotions include books by and about black people throughout the year—and not just for Black History Month? (Same for Hispanic Heritage Month, Native American History Month, Women’s History Month, and so on).
- Do you tend to promote books about friendships to girls and adventure/survival tales or potty humor to boys?
- What assumptions do you make (even unconsciously) about a reader and what they might want to read next?

Should I Use the Adjective **Diverse**?



Don't use "diverse" as a replacement for "black or brown people" or otherwise marginalized groups or individuals.

RADICAL

www.copyeditor.com

The Toolkit

A Diversity & Cultural Literacy Toolkit
By Kiera Parrott on March 8, 2018 [Leave a Comment \(Edit\)](#)

The following is a list of recommended resources, including articles, videos, and other content, used in our various in-person and virtual training sessions and workshops on diversity and cultural literacy for librarians. This list is by no means comprehensive; it represents a starting place for further exploration, reflection, and discussion. And while some of the resources are geared specifically to folks selecting or evaluating material for children and teens, the vast majority of the content is applicable to librarians or educators working with students or patrons of any age—from birth to senior citizens. This list was originally compiled as a supplemental resource for workshop or course participants, but it can also serve as the first step in self-directed learning around issues of cultural competence. We invite our community of readers to add their own go-to resources in the comments section.

THE WHY OF IT

The Danger of a Single Story TED talk by Chimamanda Adichie

Dr. Rudine Sims Bishop's *Windows, Mirrors, and Sliding Glass Doors* (1990).

Lee & Low Diversity Baseline Survey (2015)

Publishing Statistics on Children's Book about People of Color and First/Native Nations from the Cooperative Children's Book Center, School of Education, University of Wisconsin-Madison

The Diversity Gap in Children's Books by Lee & Low

Picture This: Reflecting Diversity in Children's Book Publishing by Sarah D...
• Foundations

INDUSTRY OVERALL

Category	Percentage
RACE	79%
GENDER	28%
ORIENTATION	26%
DISABILITY	92%

Image from Lee & Low's Diversity in Publishing 2015 survey results.

<https://tinyurl.com/y98txtjp>

Or search SLJ.com for “Diversity & Cultural Literacy Toolkit”

Questions?



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