



Diversify Your Shelves

Jael Richardson | *Artistic Director, The FOLD*

Sheila Koffman | *Owner, Another Story Bookshop*

Dayna DeBenedet | *Librarian, Dryden, Ontario*

DIVERSITY IN PUBLISHING

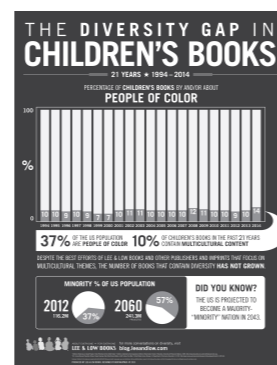
10%

of children's books over the last
21 YEARS contain multicultural content



3 of 124

2012 New York Times Bestsellers
we're by People of Colour



[leeandlow\(dot\)com](http://leeandlow(dot)com)

Lee and Low Books

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PUBLISHING CANLIT

\$2 billion
PUBLISHING INDUSTRY



80%

of Canadian writers earn incomes
that place them below the poverty line



27%

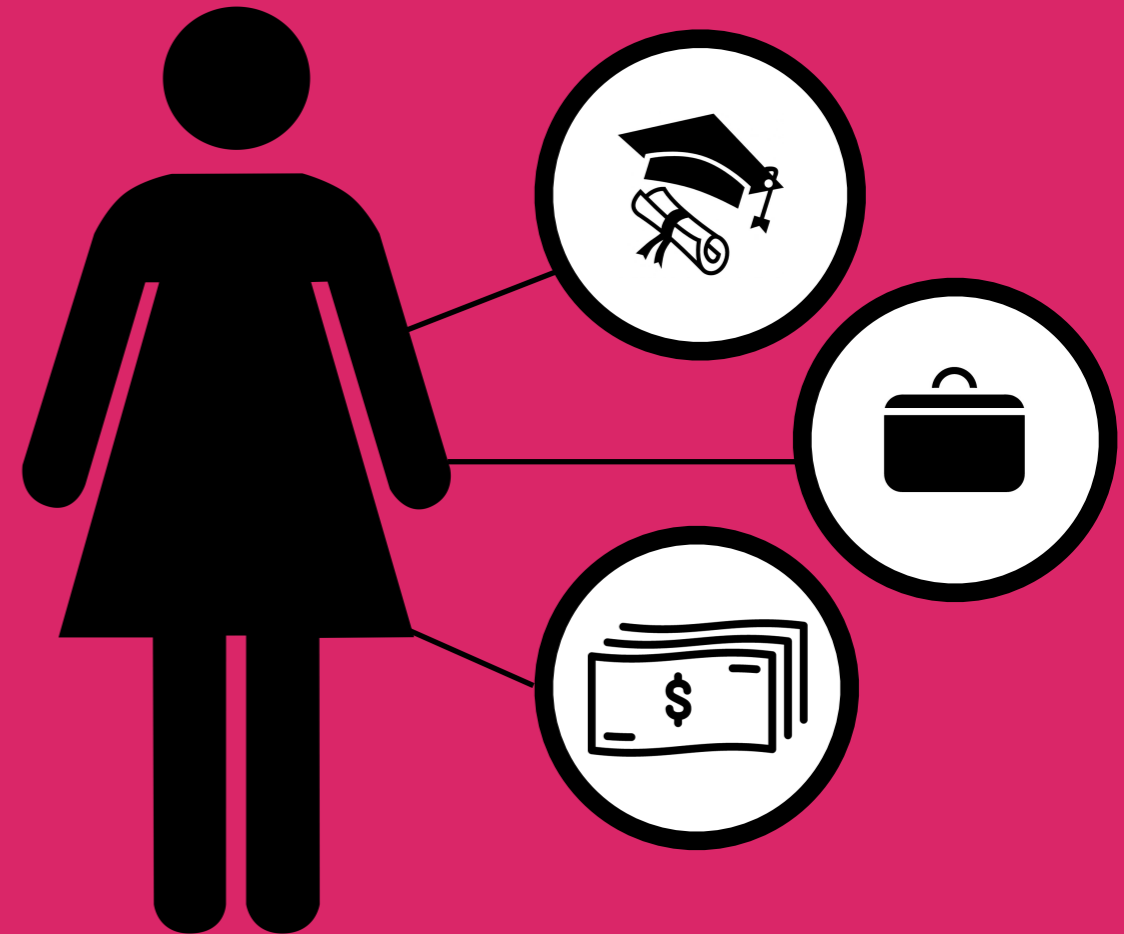
of writers are making LESS
than they did in 1998.

"These results represent a cultural emergency for CANADIANS."

The Writers' Union of Canada

AVERAGE CANADIAN BOOK BUYER

- Middle-aged woman
- \$75,000/Year
- Professional
- University-educated



[jaelrichardson\(dot\)com](http://jaelrichardson(dot)com)

 Jael Richardson, Author

 @JaelRichardson

DIVERSITY IN PUBLISHING

79%

WHITE

88%

STRAIGHT/
HETEROSEXUAL



78%

WOMEN

92%

NOT DIFFERENTLY
ABLED

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 Jael Richardson, Author

 @JaelRichardson

WAYS TO DIVERSIFY

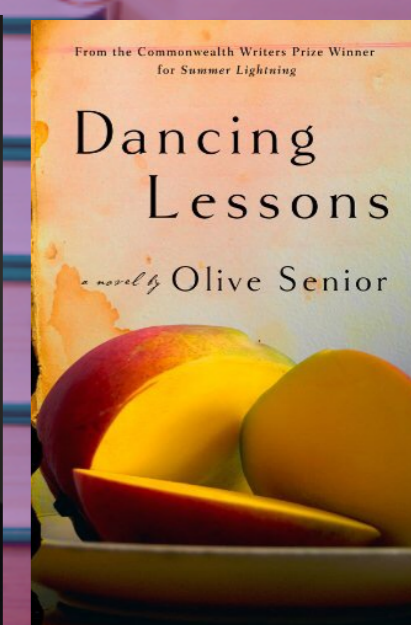
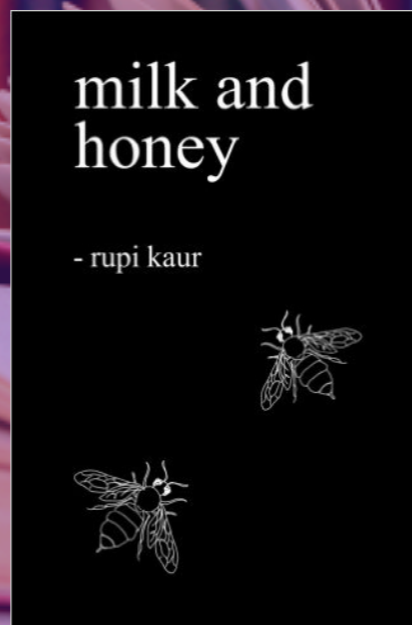
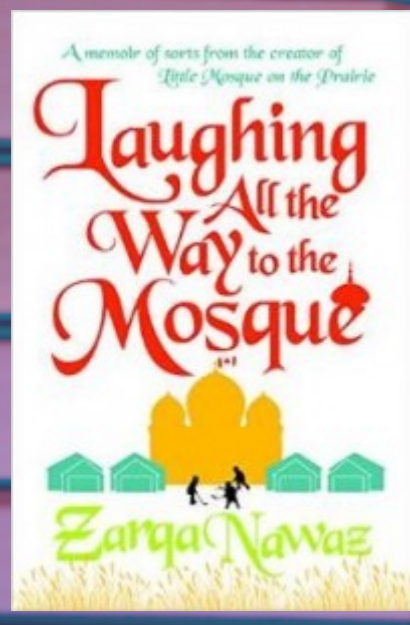
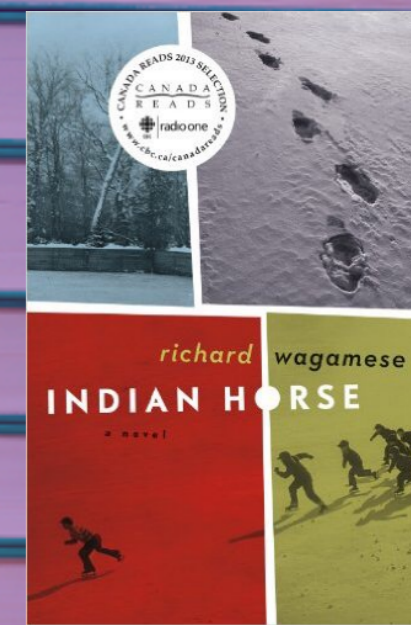
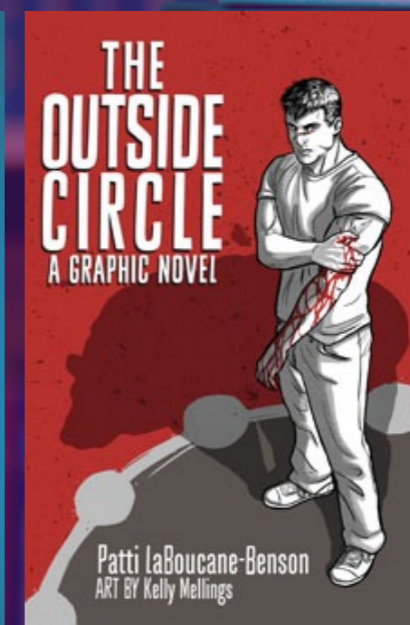
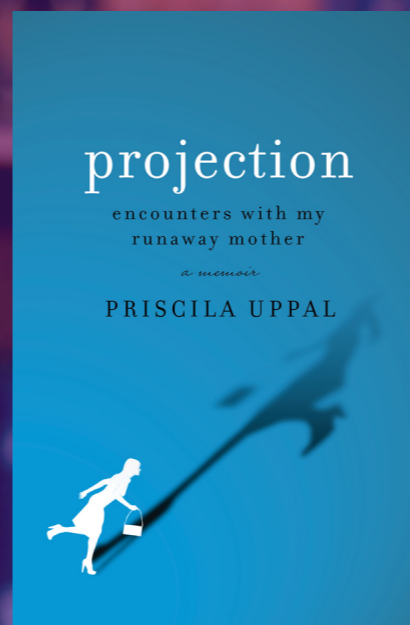
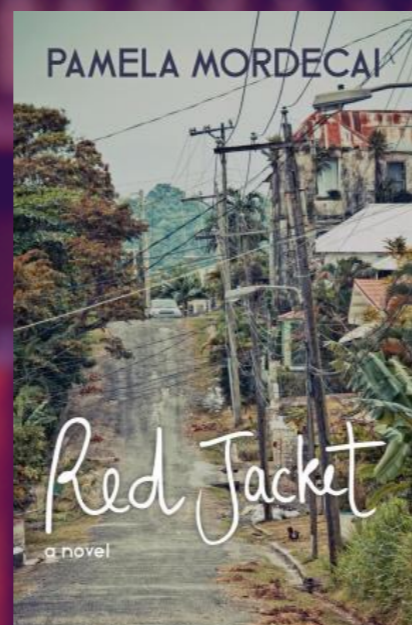
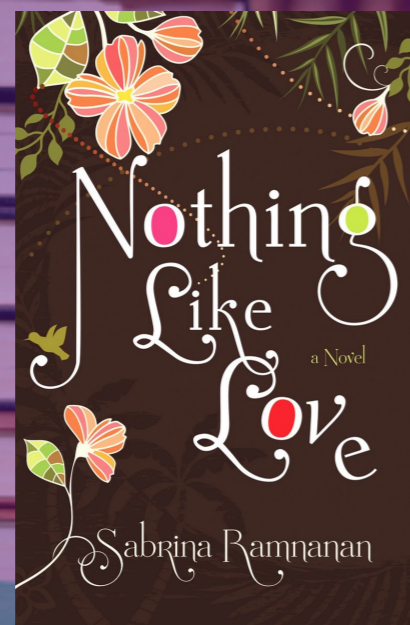
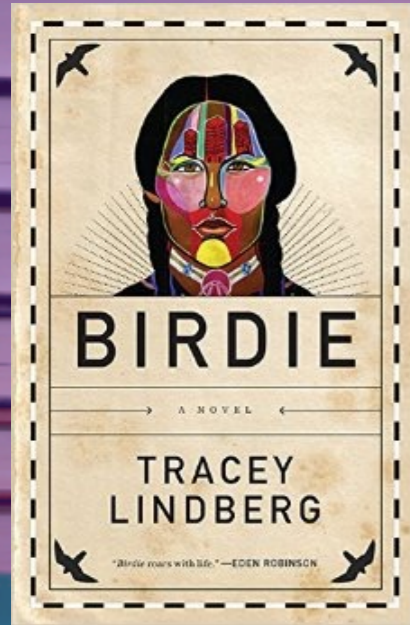


- VISIBILITY - Newsletters/Displays
- RECOMMENDATIONS - Blind Date
- INTERACTION - Visits/Skype

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f Jael Richardson, Author

t @JaelRichardson



#DiverseCanLit

#ThisIsCanLit

THINGS TO BE MINDFUL OF

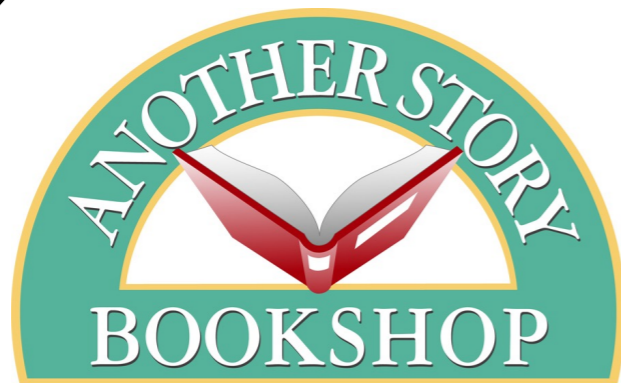


- **TOKENISM** - Diversity Panels, etc.
- **MERITOCRACY** - Giller Effect
- **SEPARATISM** - Recommending by culture/race

thefoldcanada(dot)org

f The Festival of Literary Diversity

t @TheFOLD_

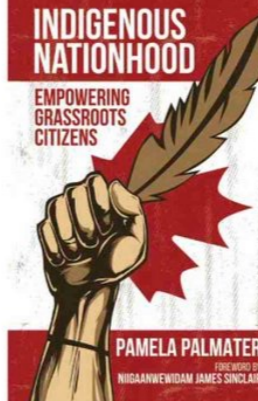


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TORONTO

ALL ARE INVITED TO THE LAUNCH OF

**INDIGENOUS
NATIONHOOD**

EMPOWERING
GRASSROOTS
CITIZENS



**INDIGENOUS
NATIONHOOD**

EMPOWERING
GRASSROOTS CITIZENS

BY **PAMELA PALMATER**

PLUS SPECIAL GUESTS

PAMELA PALMATER
FOREWORD BY
NIGGAANWIDAM JAMES SINCLAIR

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FRIDAY, JANUARY 29TH, 2016

7:00 PM

BEIT ZEITOUN

612 MARKHAM STREET
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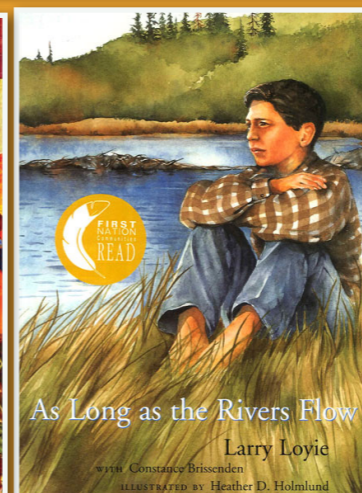
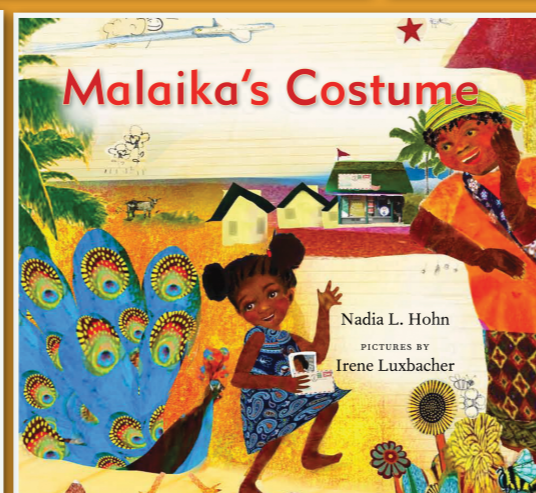
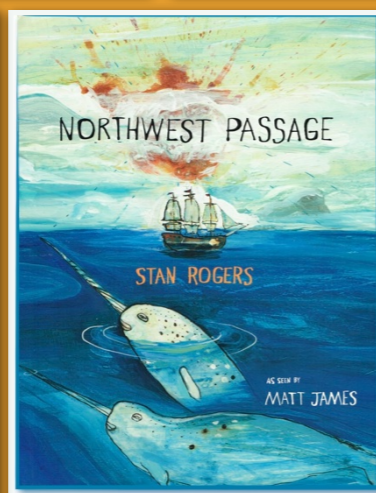
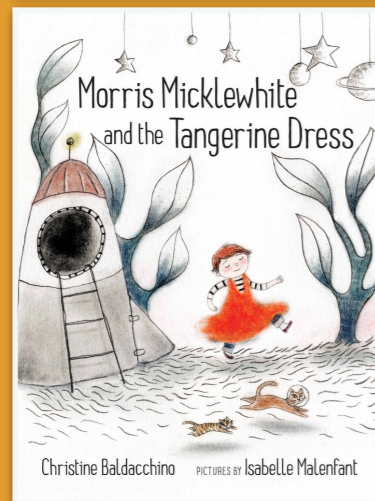
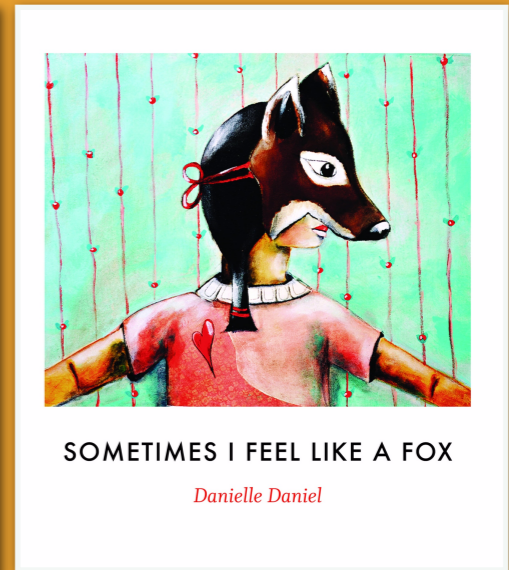
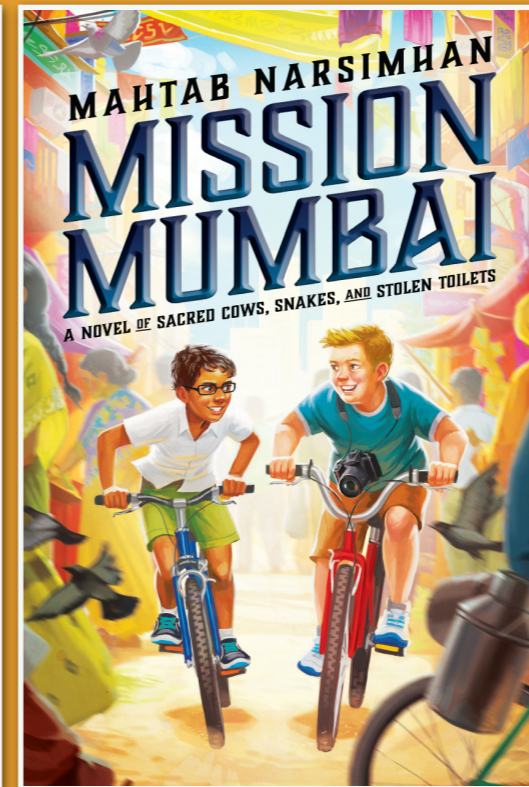
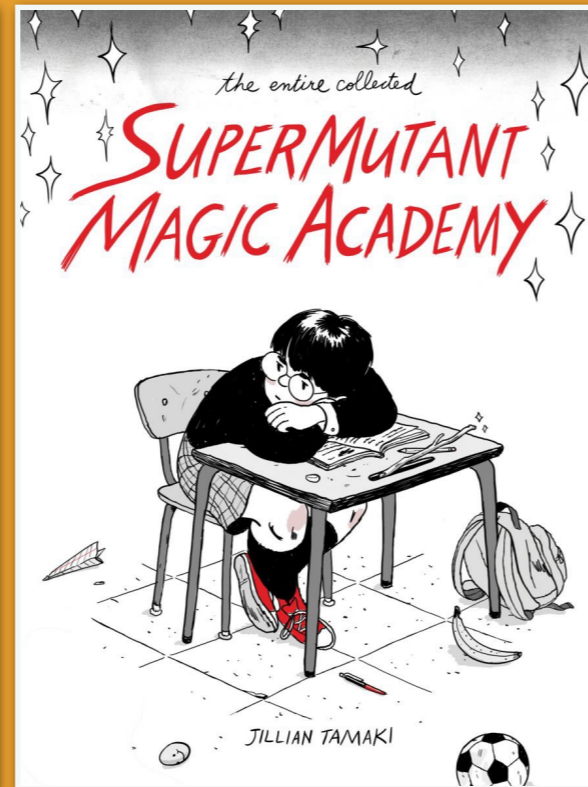
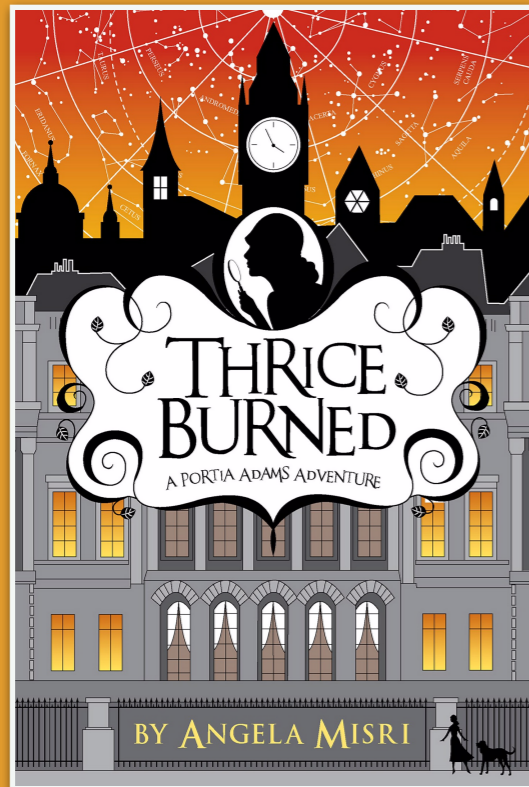


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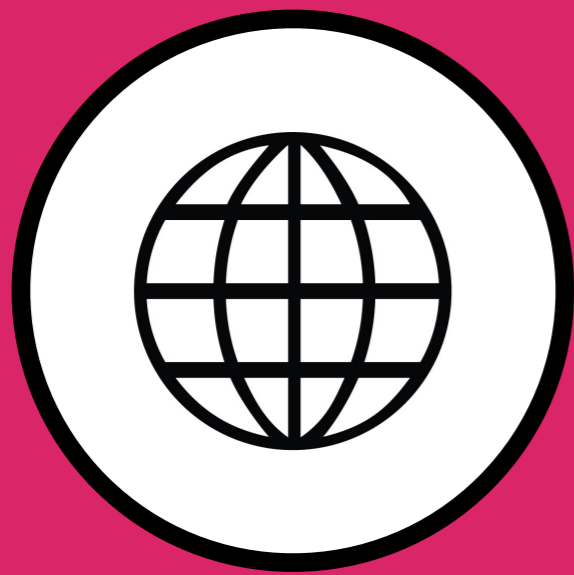
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f Dryden Public Library
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CBC Books (.ca)

Latinos in Kid Lit (.com)

Diversity in YA (.com)

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