

The Diversity Baseline Survey (2.0)



What is the Diversity Baseline Survey?

The Diversity Baseline Survey is a large-scale survey that looks at diversity within the book publishing industry. It looks at four aspects of identity among publishing employees: race, gender identity, sexual orientation, and disability. Inspired by similar studies of the tech industry and other fields, the Diversity Baseline Survey (DBS) offers a picture of who is behind the scenes creating the books we read.

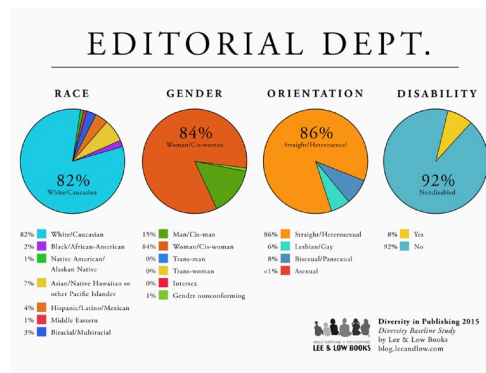
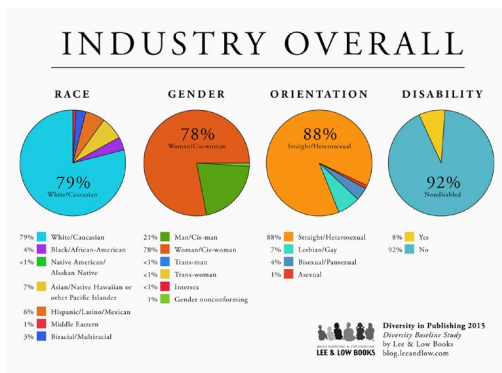
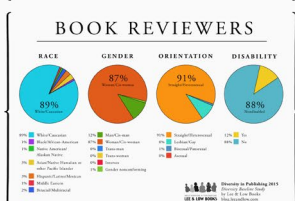
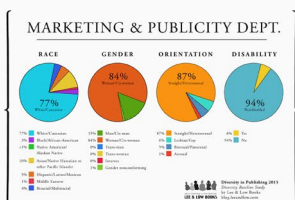
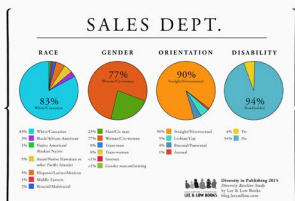
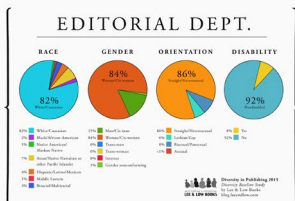
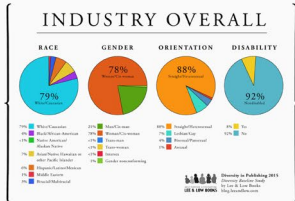
Started by children's book publisher Lee & Low Books, the first Diversity Baseline Survey was deployed in 2014, and administered to over 13,000 publishing employees at thirty-five different publishing companies and eight major review journals. You can read the results [here](#). Five years later, it is time to survey our industry again to see if anything has changed.

Why is the Diversity Baseline Survey Important?

Without data, all our conversations about diversity in the publishing industry would be based on anecdotal evidence alone. The Diversity Baseline Survey allow us to discuss our industry's lack of diversity in a more concrete way, with a true understanding of the scope of the problem. The data also allows us to track progress as our industry grows and evolves.

DIVERSITY IN PUBLISHING

Diversity Baseline Survey (DBS) 2015
 Survey prepared by Lee & Low Books, published in the Diversity Baseline Study, Lee & Low Books, Diversity in Publishing & Publicity Administration, November 9, 2015, and December 11, 2015.



Selections from the Diversity Baseline Survey launched in 2015.

Why Should We Participate?

High industry participation in the Diversity Baseline Survey sends the message that our industry takes inclusion seriously. In order for the Survey to be a success, we need the participation of as many publishing companies as possible.

By committing to participate, you are demonstrating that your company cares about diversity and is invested in finding solutions. All participating companies will be acknowledged publicly, but you can rest assured that survey data will only be released in aggregate form—never individually or by company. Data will be collected and aggregated by professional outside survey experts and will remain completely anonymous.

Over 40 companies of all sizes participated in the first Diversity Baseline Survey in 2014.

Won't you join us in 2019?

Committed Participants (partial list so far):

PUBLISHERS

Arte Publico
Candlewick
Capstone
Charlesbridge
Hachette Book Group
Holiday House
Lerner Publishing Group
Macmillan
Penguin Random House
Scholastic, Inc.

REVIEW JOURNALS

Booklist
The Horn Book
Kirkus Reviews
Library Journal
Publishers Weekly
School Library Journal

LITERARY AGENCIES

Erin Murphy Literary Agency
Full Circle Literary
Painted Words
Red Fox Literary

OK, We're Onboard. What Happens Next?

1. **Email Jason Low, Publisher of Lee & Low Books, at surveysays@leeandlow.com to confirm your company's participation.**
2. **In spring 2019, your company's point person (usually someone from either HR or leadership) will receive a survey link to distribute to your staff. We will provide a note you can include about why the survey matters, encouraging employees to participate and affirming that their answers will remain anonymous.**
3. **The survey results will be aggregated in late 2019 by a professional survey company and released in early 2020.**

Selected Media Coverage and Citing of the First Diversity Baseline Survey

Caplan-Bricker, Nora. "New Survey Confirms Straight White Women's Domination of Book Publishing." *Slate*, February 1 2016.

Ho, Jean. "Diversity In Book Publishing Isn't Just About Writers – Marketing Matters, Too." *NPR Code Switch*, August 9 2016.

McArdle, Molly. "'You Will Be Tokenized': Speaking Out About the State of Diversity in Publishing." *Brooklyn Magazine*, February 24 2016.

Scott, Katy. "Can diversity in children's books tackle prejudice?" *CNN*, October 23 2018.