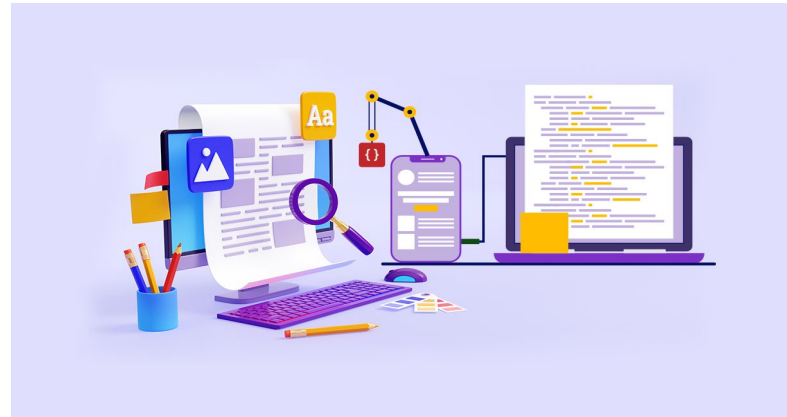


## How a Fiction Sensitivity Read Addressed Unconscious Bias



### CLIENT OVERVIEW

The client is a leading international publisher of books, stories, and ideas in all formats across numerous imprints.

#### PROBLEM

In preparation for publishing a new fiction novel, the publisher and author wanted a professional sensitivity read to ensure specific demographics and populations were appropriately represented without unintentionally using biased, harmful, or insensitive language. Their objective was to get feedback from several experienced sensitivity readers with specific backgrounds and perspectives to guide the author with final draft edits.

There was limited time in the schedule to coordinate this read. Various specific perspectives were needed, including biracial (Black/White), Black, East Asian, Bisexual, Lesbian, Non-Binary, and Religious/ Jewish faith. The challenge was identifying experienced sensitivity readers capable of completing the review on the required schedule.

#### SOLUTION

Lumina Datamatics worked with our trusted DEI experts, who have many years of experience performing fiction and non-fiction sensitivity reads, to identify and onboard qualified readers quickly. Wherever possible, readers with experience or perspective in two or more of the required demographics were employed, giving the client a breadth of feedback without needing 7 different readers. This saved both time and cost for the project. Readers were given the complete manuscript and began providing feedback based on personal experience, professional expertise, and Diversity & Inclusivity language recommendations from leading current guidelines and sources. The project manager checked in regularly with the readers to ensure they were on track to deliver as planned.

#### RESULT

- Delivered thoughtful sensitivity read feedback of a 120,000-word fiction manuscript from 4 experienced, diverse readers within 4 weeks, delighting the publisher and with great appreciation from the author.
- Provided final feedback and an executive summary of overall recommendations to allow for fast identification of potential issues with suggestions for remediation and enhancement.
- Arranged for a follow-up conversation between the author and one reviewer, whose valuable feedback warranted further discussion.
- Feedback and suggestions gave the author and publisher confidence that the novel would be published without unintentional misrepresentations or unconsciously biased language.
- Pleased with the quality of the sensitivity read service, the client has engaged Lumina Datamatics for additional fiction sensitivity reads.

### ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness. For more information, please visit [www.luminadatamatics.com](http://www.luminadatamatics.com).