Mission and Values

Mission:

> “We will strive to consistently publish and distribute books that inspire, educate, and entertain readers from all walks of life. We strive to create a diverse range of content that reflects the world we live in and the values we hold dear.” – Solomon Johnson, Founder.

Values:

Quality: We are committed to producing high-quality books that stand the test of time.

- Hire experienced and skilled editors to review and refine manuscripts
- Implement a thorough review and fact-checking process to ensure accuracy and credibility of content
- Invest in high-quality design and production processes to create visually appealing and durable books
- Partner with reputable printing companies that adhere to industry standards
- Set clear guidelines for authors and adhere to them consistently to maintain a high level of quality in all of the company's publications.

Inclusivity: We believe that everyone has the right to read and be represented in the stories we publish. As such, we strive to publish a diverse range of voices and perspectives.

- Seek out and actively recruit diverse authors and illustrators
- Prioritize publishing books that represent a wide range of cultures, identities, and experiences

- Consider the cultural sensitivity and representation of all content before publishing
- Foster an inclusive and welcoming company culture that values diversity
- Regularly review and assess the diversity of the company's publications and make efforts to increase representation where needed
- Partner with organizations that promote diversity and inclusivity in the publishing industry
- Consider offering internships and training programs to help individuals from underrepresented groups break into the industry
- Host events and initiatives that celebrate diversity in literature
- Make an effort to reach out to and engage with diverse audiences through targeted marketing and outreach efforts
- Regularly assess and address any potential biases in the company's hiring and promotion practices.

Integrity: We are dedicated to conducting business with honesty and transparency, and to treating our authors, employees, and readers with respect.

- Clearly communicate expectations and contracts with authors to ensure that all parties understand their rights and responsibilities
- Treat authors and other industry professionals with respect and fairness
- Act with transparency in all business dealings and decision-making processes
- Abide by all laws and regulations related to the publishing industry
- Maintain the confidentiality of unpublished works and sensitive information
- Adhere to industry standards and best practices in terms of copyright and intellectual property protection.

Community: We believe that books have the power to bring people together and create a sense of community. We are committed to fostering connections through our publications and events.

- Host events such as book clubs, author readings, and workshops to bring readers and authors together
- Foster an online community through social media platforms and newsletters to facilitate discussion and connection among readers
- Partner with local bookstores, libraries, and community organizations to promote literacy and foster a love of reading
- Donate books or provide resources to underserved communities to promote access to literature
- Collaborate with other publishers and industry professionals to create a sense of community within the publishing industry
- Support causes and organizations that align with the company's values and mission, and use the company's platform to raise awareness and advocate for important issues.

Responsibility: We recognize the impact that our business has on the world, and we are committed to acting with social and environmental responsibility in all of our decisions.

- Source paper and materials from sustainable and responsible sources
- Implement eco-friendly printing practices, such as using vegetable-based inks and energy-efficient machinery
- Consider the environmental impact of distribution and logistics, and make efforts to reduce carbon emissions where possible
- Donate a portion of profits to charitable causes or organizations that align with the company's values
- Take steps to minimize waste, such as recycling and reusing materials whenever possible

- Engage in philanthropic initiatives, such as supporting literacy programs or working with organizations that promote social justice
- Consider the long-term impact of the company's business practices and make efforts to operate in a sustainable and responsible manner
- Foster a culture of corporate social responsibility within the company and encourage employee involvement in charitable efforts
- Regularly review and assess the company's environmental and social impact, and make efforts to continually improve and reduce any negative impacts.