



www.RacialBias.org

Changing The World One Mind at a Time™

www.CopCamps.org

Changing Kids' Lives One Precinct at a Time™



Our Story

- Racial Bias Dot Org (www.RacialBias.org aka www.EndUnconsciousBias.org) is an initiative of the New Orleans, LA based 501(c)(3) Dyslexia Awareness Foundation. Leveraging what is indisputably THE single most intuitive domain name in existence for the subject matter, Racial Bias Dot Org has pioneered police training with its “**Implicit Bias and Unconscious Bias in Policing**” coursework that is designed to dramatically improve police-community relations by arming police officers, not with guns, billy clubs, or choke hold strategies, but rather with a unique set of tools to better understand and to better empathize with the constituents they police in their local communities.



The Mission of RacialBias.org

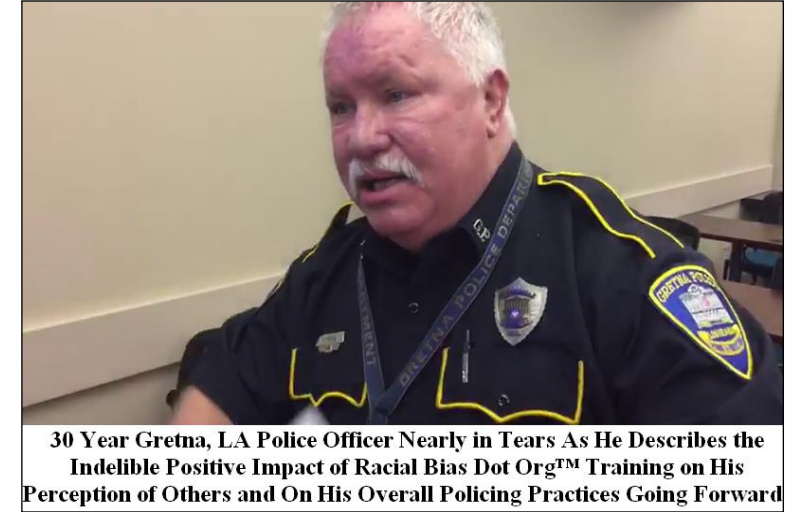
- Racial Bias Dot Org’s unique training model and racial bias pedagogy, tweaked and perfected at what was admittedly the most racist police department in the United States, i.e. that of Gretna, LA, helped to redefine the “arrest capital of America” where more citizens were arrested *per capita* than in any other city in America.
- Engage us to help transform your organization with our “Overcoming Implicit Bias and Unconscious Bias” training for all employees.
- Racial Bias Dot Org seeks to provide consultancy and racial bias, implicit bias, and unconscious bias training to police departments, corporations, professional sports leagues, non-profit organizations, and educational institutions throughout the United States and around the world.

Making it Our Mission



- The principal mission of Racial Bias Dot Org is to do the kind of work that begets positive, uplifting videos like the following videos of police officers and police chiefs expressing how their lives, careers, overall outlooks on life, and perceptions of their fellow man, regardless of race, ethnicity, religion, gender, or persuasion, have been positively impacted by our unique Racial Bias Dot Org training methodology. Click here:

<https://bit.ly/30YearVeteranPoliceOfficerNearlyInTearsOverThePowerOfRacialBiasDotOrgTraining>





Making it Our Mission



Gretna, LA Police Chief, Arthur Lawson extolling the virtues of Racial Bias Dot Org's **“Implicit and Unconscious Bias in Policing”** course work and why he made the book, *The Life I Chose - The Streets Lied To Me*, mandatory reading for all officers on his force as a manual for more empathetic policing. Click here:

<http://bit.ly/GretnaPoliceUseBarakaBook>



STATE OF LOUISIANA
Gretna Police Department
in association with
RacialBias.org
awards this certificate to



Mr. Ameer Baraka

in recognition of leading the course of instruction on

Implicit vs Explicit Bias & The Impact of Social Media

Presented this 2nd day of July 2020

Dr. Peter Scharf

Dr. Peter Scharf, ED.D.

LSU Health

NEW ORLEANS

School of Public Health

Brian Rico

Lieutenant Brian Rico

Director of Training

George Floyd & the Need for Change



The murder of George Floyd in Minneapolis, MN was a seminal, transformative moment that awakened the world to the perils - and the pervasiveness - of racial bias in policing, and unconscious bias in society in general.



Way ahead of the curve, as it were, over three years ago we launched both Racial Bias Dot Org (www.RacialBias.org) and Cop Camps™ (www.CopCamps.org) to address those two critically important issues that have since become arguably THE most important issues of our time.

Organization to end unconscious bias gains momentum

July 24, 2020 at 9:42 PM CDT - Updated July 24 at 9:42 PM



ENDING RACIAL BIAS

SUPERINTENDENT SHAUN FERGUSON
NEW ORLEANS POLICE DEPARTMENT

9:17 80°

FOX 8 LOCAL FIRST



Improving Policing. Improving Society.

See the following major network TV news features about the impact that Racial Bias Dot Org is having on, and the extent to which it is being embraced by police departments throughout America. Racial Bias Dot Org is poised to provide its “Racial Bias, Implicit Bias, Unconscious Bias in Policing and the Impact of Social Media” teachings to the world’s largest corporations and organizations.

<https://bit.ly/NewOrleansFox8TVFeatureonRacialBiasDotOrg-7-24-20>

<https://bit.ly/NewOrleansCBS-WWLT4RacialBiasDotOrgFeature-7-24-20>

Sports & STEM Initiatives

The Premise of the Cop Camps™ Year Round Police Involved STEM Educational and Sports Programs



We aim to be the first organization ever to put a computer lab and a multi-use classroom inside of as many police stations as possible. Kids going after school every day and on weekends to The Safest Place™, i.e. inside police stations, to learn computer coding along with basic supplemental education will literally shatter the mutual contempt that exists today between police and citizens.



**Alona Avery - Bill Russell - Amari Avery
Bear Creek CC 1/29/18**

Children will also connect with cops around sports, particularly non-traditional sports for children of color, e.g. tennis and golf.

The Premise of the Cop Camps™ - www.CopCamps.org

Cop Camps™ Global Ambassadors for Change, including some of the world's biggest stars of sports and entertainment, will leverage their influence to help transform society through improved police-community relations.



On the Saturday June 6, 2020 episode of CNN's "The Situation Room with Wolf Blitzer," Ambassador Andrew Young famously told Wolf Blitzer **"We're going to have to move back into things like working with our children in midnight basketball, and developing personal relationships between children in elementary school, so that the policeman becomes a friend, and he knows the community.** We're all in the same boat and I love the spirit that we see. And here in Atlanta, we had the policeman kneeling, taking a knee with the demonstrators, and they've been friendly and dancing in other places, and we've got to keep that spirit going." (see:

<http://www.cnn.com/TRANSCRIPTS/2006/06/sitroom.02.html>



Meet the Experts..

Peter Scharf, Ed.D.

The Harvard University educated and trained Dr. Peter Scharf, Ed.D. is one of America's leading criminologists and educators. Dr. Scharf, whose friends call him "Double Ivy" in reference to his having been trained and educated at Harvard University and his having been a professor at a second Ivy League university, i.e. the University of Pennsylvania, is steeped in all things conflict resolution, police-community relations, and implicit and unconscious bias training and education. Dr. Scharf is the Racial Bias Dot Org Professor of Racial, Implicit, and Unconscious Bias, is a Professor of Behavioral and Community Health at Louisiana State University (LSU), and has published eight books including *Badge and the Bullet*, *Towards a Just Correctional System*, and *A Guide to Crafting JIS Performance Measures*



Peter Scharf, Ed.D.



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Presented this 15th day of July 2020

LSU Health
NEW ORLEANS
School of Public Health


Shaun D. Ferguson
Superintendent of Police



The Experts..

Elizabeth Cox-Schlosser, Ph.D.

Elizabeth Cox-Schlosser, Ph.D. is the RacialBias.org Professor of Racial, Implicit and Unconscious Bias. Dr. Cox-Schlosser has been a university professor for twenty-three years and, while at the University of Southern Mississippi, she authored a successful Ph.D. dissertation entitled “Race, Socioeconomic Status, and Implicit Bias: Implications for Closing the Achievement Gap.”

Dr. Schlosser uses a proprietary implicit bias measurement tool, Implicit Association Test (IAT), which was developed at Harvard University (Greenwald, A. G., Nosek, B. A., & Banaji, M. R. 2003). She has conducted research and training on clergy within the Central Gulf Coast Episcopal Church, with science teachers in the largest school system in the state of Alabama, and in neighboring Baldwin County. She is a pioneer in the use of quantitative statistical analyses to measure biases.



Elizabeth Schlosser, Ph.D.



The Experts..

Judith Fluellen, M.D.

Dr. Judith Fluellen has been a Board Certified anesthesiologist in both hospital based practice and in private practice for nearly four decades. She is a world leading authority on breathing related issues, particularly those associated with positional asphyxia, a cause of death that can be resultant from prone restraints of subjects by police.

Dr. Fluellen is an undergraduate alumna of The College of the Holy Cross in Worcester, MA and Thomas Jefferson University Medical School in her native Philadelphia, PA.

Dr. Fluellen is able to articulate to audiences of law enforcement personnel and others the most complex subject matter in a manner that is easily understood and is relatable to their real world experiences. In addition, she speaks authoritatively to the issue of African-American female representation in an organization's work force.



Judith Fluellen, M.D.



Ameer Baraka



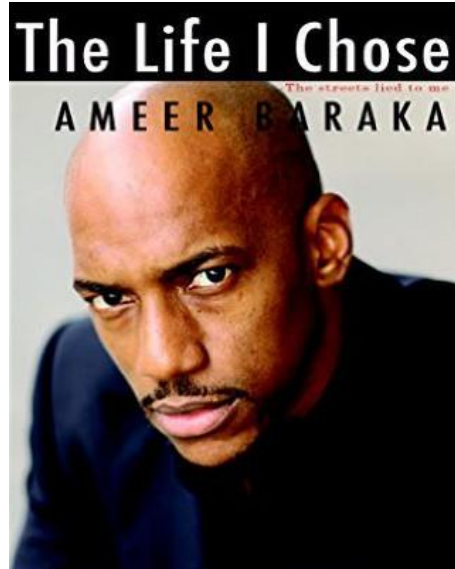
Born into abject poverty in New Orleans' most dangerous and most impoverished public housing project, the Calliope Houses, the prospects for Ameer Baraka's future could not have been more bleak. Before going off to prison to serve a 30 year sentence, his father introduced Baraka to drug use and drug sales as a means of survival. Baraka's mother, unaware of his dyslexia, called Baraka dumb and stupid when he could not read as well as his siblings and classmates. He failed at school and dropped out in the seventh grade. He was an undiagnosed dyslexic until, at age 23, in prison, and functionally illiterate, he was diagnosed with dyslexia and was told by a fellow inmate that, unlike any other inmate he had met before, Baraka could be somebody if he applied himself. He did, and then some.

He is now an author and an accomplished Emmy Award nominated actor with some 30 TV shows and films to his credit, and he is a proud dyslexia advocate.

Through his Dyslexia Awareness Foundation (www.DyslexiaAwarenessFoundation.org) he has devoted himself to helping children, adults, and incarcerated persons succeed in life despite their dyslexia. He is affectionately known as "The Prison Coach," (<http://bit.ly/AmeerBaraka-ThePrisonCoach>). Mr. Baraka is a Racial Bias Dot Org Teacher of Racial, Implicit, and Unconscious Bias.



Ameer Baraka (cont'd)



www.BarakaBook.com



One half of the “Implicit Bias and Unconscious Bias Dynamic Duo” with Dr. Peter Scharf, Baraka offers police officers, corporate C Suite executives, and leaders of institutions an otherwise unattainable, completely unvarnished personal, yet science based view of all aspects of interpersonal communications based upon the Four Pillars of Emotional Intelligence and Understanding. After meetings between White House Special Advisor, Jared Kushner, and Senator William Cassidy (R-LA), Baraka’s life story of severe dyslexia became the basis of the recently enacted FIRST STEP Act having been amended to include the mandatory screening for dyslexia of all Federal prison inmates, and the provision for them of post release remedial reading support as part of their anti-recidivism programming. (see: <http://bit.ly/FRST-STEP-ActDyslexia> and <http://bit.ly/WhiteHouseDiscussionOnAmeerBarakaDyslexiaAndPrisonReform-6-15-18>) A much sought after national speaker on matters of prison reform, police reform, and juvenile justice, Baraka testified before the U.S. Senate alongside superlawyer, David Boies, on issues involving biases against the learning disabled. Baraka’s book, *The Life I Chose – The Streets Lied to Me*, has been used as a mandatory reading guidebook by entire police departments and entire schools.



Leland Hardy

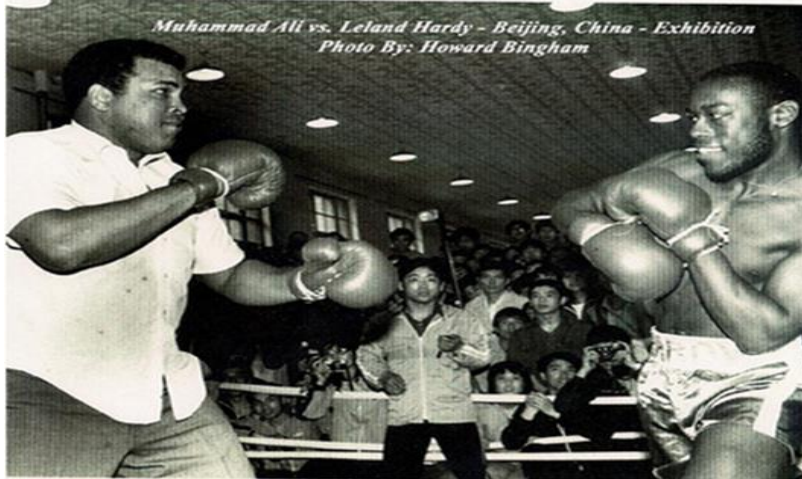
Leland Hardy is the Founder of Racial Bias Dot Org. He has long been at the forefront of race relations in America and has been a key behind-the-scenes champion of civil rights, particularly in the business and education spaces. He has found himself as the first ever, youngest ever, or only African-American integrator in a host of settings and experiences in the United States and throughout the world, all girding him with the unique worldview that allows him to advise, counsel, and consult organizations on matters of racial bias, implicit bias, and unconscious bias in work places and elsewhere.

As a high school senior at the fabled Central High School of Philadelphia Hardy became a Holocaust Scholar and spearheaded efforts for the renaming of a section of the Benjamin Franklin Parkway near the Philadelphia Art Museum as “The Avenue of Remembrance



Leland Hardy Pays Tribute to the Fallen During Racial Bias Education Trip to Sachsenhausen Concentration Camp Oranienburg, Germany 1/27/08

Leland Hardy Civil Rights Activist



Leland Hardy Puts On a Boxing Exhibition With Muhammad Ali - Beijing, China 1985



Leland Hardy Helps "The Greatest Dyslexic of All Time" With Paperwork In The Champs Home Office in Los Angeles Then Shares Breakfast With Him

Mr. Hardy was the youngest ever and first ever African-American Fellow in the inaugural class of the Wharton School's flagship Joseph H. Lauder Institute of Management and International Studies MBA/MA dual degree program where he majored in Marketing, Finance, and Chinese Business. The Lauder Institute is considered the world's #1 graduate management program. Hardy is also an honors graduate of Beijing University's Beijing Foreign Languages Institute and, among other languages, he speaks, reads, and writes Chinese and Spanish with native fluency.

For some thirty years until the time of his death, Hardy was Muhammad Ali's close friend and trusted Advisor. Hardy was Ali's Official Chinese Translator and Interpreter for his 1985 goodwill trip to China. The Chinese Olympic Committee website references Hardy having rebirthed amateur boxing in China in the mid 1980s. For his first job after graduating from the Wharton School he moved to Detroit to help launch General Motors' automobile parts manufacturing business in China in the mid 1980s.

Civil Rights Activist



Legendary civil rights giant, Ambassador Andrew Young, was not only America's first African-American Ambassador to the United Nations, but was a Member of U.S. Congress and was a two term Mayor of Atlanta. Of course, he is perhaps best remembered for being at the side of Dr. Martin Luther King, Jr. when he was felled by an assassin's bullet in Memphis, TN.



L-R Al Sharpton, Dick Gregory, Mark Thompson, Leland Hardy
National Action Network Headquarters February 5, 2011



Andy Young and Leland Hardy
The Boule Atlanta, GA 12/13/19



Getting the word out – [www. RacialBias.Org](http://www.RacialBias.Org)



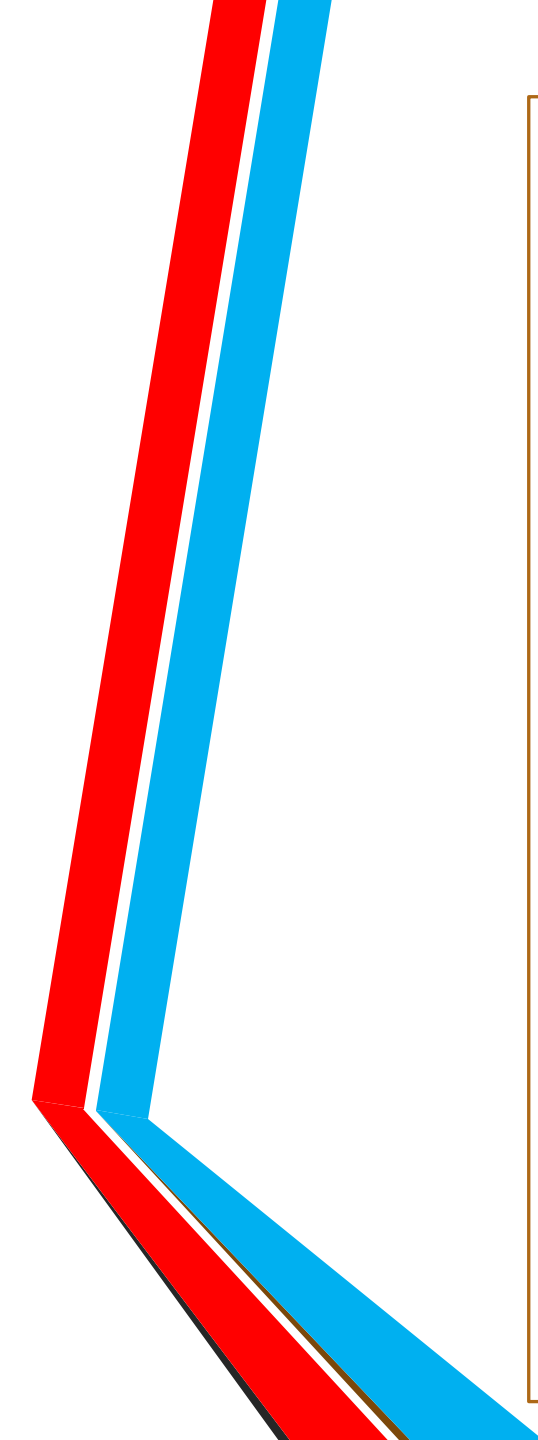
Click here:

<https://bit.ly/LelandHardyCNNInterviewOnRacialBiasTrainingForPolice6-14-20>

TM



www.EndUnconsciousBias.org



Let us help your organization achieve its full potential by training your staff in recognizing and overcoming Implicit Bias and Unconscious Bias.

Support our work by making your generous tax deductible contribution to our programming efforts by clicking here:

<http://bit.ly/Donate2DAF>

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