



[www.RacialBias.org](http://www.RacialBias.org)

Changing The World One Mind at a Time™

[www.CopCamps.org](http://www.CopCamps.org)

Changing Kids' Lives One Precinct at a Time™



# Our Story

- Racial Bias Dot Org ([www.RacialBias.org](http://www.RacialBias.org) aka [www.EndUnconsciousBias.org](http://www.EndUnconsciousBias.org)) is an initiative of the 501(c)(3) Racial Bias Dot Org. 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 “**Racial Bias and Implicit Bias in Policing Plus the Power of Social Media**” 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 Missions of RacialBias.org

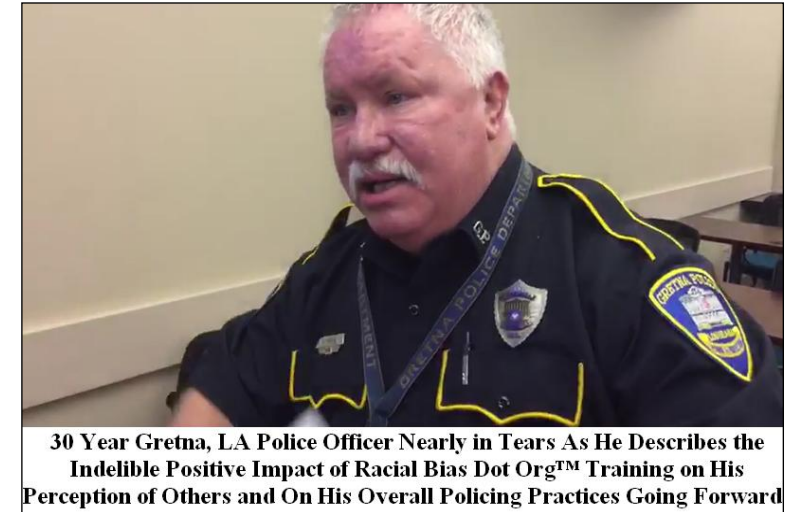
- **Transform Policing** - Racial Bias Dot Org's unique training model and racial bias pedagogy, tweaked and perfected at what was admittedly the most racist police department in the United States, i.e. that of Gretna, LA, helped to redefine the "arrest capital of America" where more citizens were arrested *per capita* than in any other city in America.
- **Shatter the Hatred and Distrust that Exists Between Police and Citizens, Particularly Citizens of Color.** – Racial Bias Dot Org is completely focused on and dedicated to introducing science based, proven, and innovative methodologies to address racism, bias, and lack of understanding among individuals and groups of different racial, ethnic, religious, and cultural backgrounds. Racial Bias Dot Org is any large organization's go-to resource for the establishment of a maximally efficient diversity and inclusion, ethos for any large organization or institution.
- **Make Communities and Organizations Stronger By Improving Interpersonal Relations and Communications** – A community's citizenry and an organization's personnel are the quintessence of what makes each great. When citizens and employees are at odds with one another, communities are weakened, and productivity suffers. Racial Bias Dot Org uses scientific tools to identify the sources of discord, to address them, and to remedy problems in communities and organizations
- Racial Bias Dot Org seeks to provide consultancy and racial bias and implicit bias training to police departments, corporations, professional sports leagues, non-profit organizations, and educational institutions throughout the United States and around the world. Engage us to help transform your organization with our "Overcoming Implicit Bias and Unconscious Bias" training for all employees.

# 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 correlation with  
**RacialBias.org**  
awards this certificate to



**Dr. Michael Celestin Jr.**

in recognition of attending 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](http://www.RacialBias.org)) and Cop Camps™ ([www.CopCamps.org](http://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 of police stations, to learn computer coding along with basic supplemental education . This 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](http://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>



STATE OF LOUISIANA  
New Orleans Police Department  
in association with  
RacialBias.org



awards this certificate to

**Dr. Michael D. Celestin**

in recognition of leading the course of instruction on  
Implicit vs Explicit Bias & The Impact of Social Media

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.**



# Leland Hardy

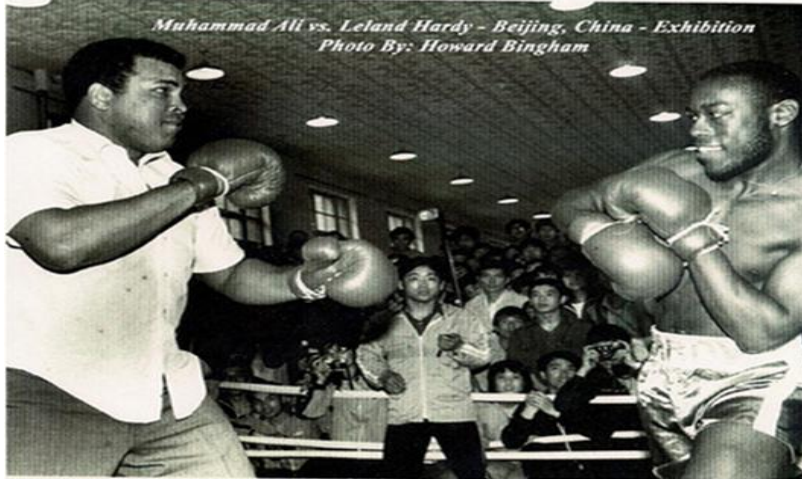
Leland Hardy is the Founder of Racial Bias Dot Org. He has long been at the forefront of race relations in America and has been a key behind-the-scenes champion of civil rights, particularly in the business and education spaces. He has found himself as the first ever, youngest ever, or only African-American 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>



## **RacialBias.org • EndUnconsciousBias.org Billboards on Interstate I-10 Next to the Mercedes-Benz New Orleans Superdome**

Our logo with [www.RacialBias.org](http://www.RacialBias.org) on one side and [www.EndUnconsciousBias.org](http://www.EndUnconsciousBias.org) on the other recently went live on a digital billboard directly next to the Mercedes Benz Superdome in New Orleans and right over the I-10 freeway. The location next to the Superdome and just a 30 second walk from the New Orleans Pelicans' Smoothie King Center was allegorically chosen.

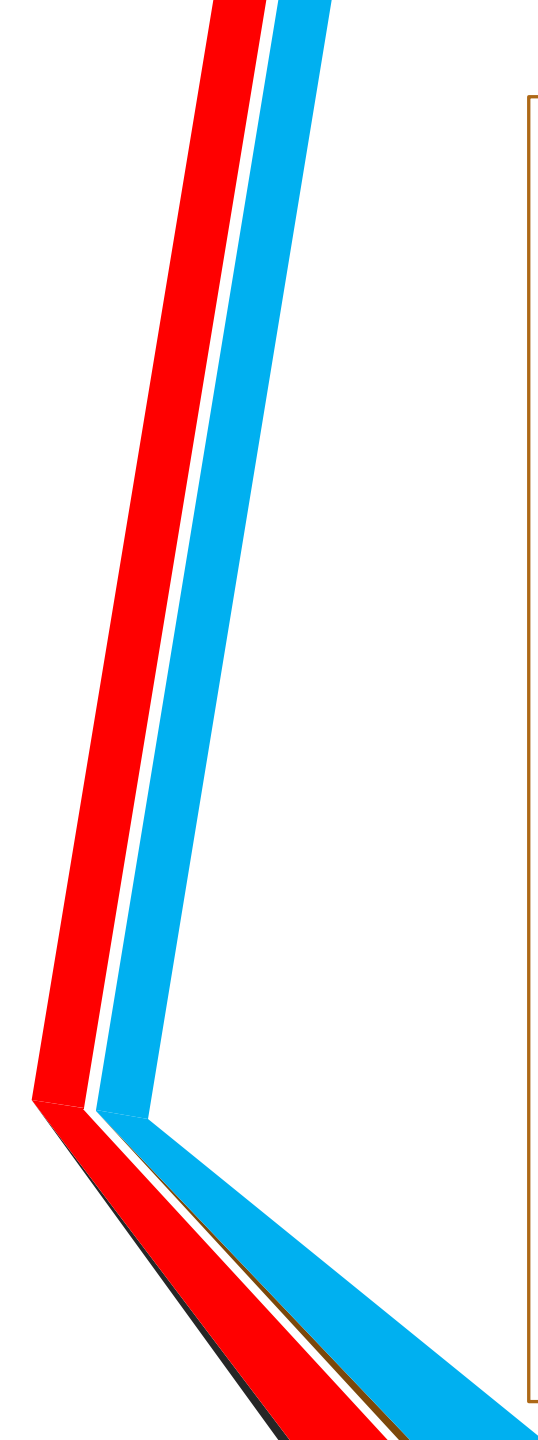
The juxtaposition of our logo and our message as a symbol of hope for the eradication of biases in policing and in society next to the universally recognized symbol of the suffering of Black and brown people in the wake of Hurricane Katrina, i.e. the Mercedes Benz New Orleans Superdome, is a clarion call to the world that implicit bias and hate must be eradicated by any means necessary. Two different news channels, Fox and CBS, shot Racial Bias Dot Org feature stories in the shadow of the

billboards. see: <https://bit.ly/NewOrleansFox8TVFeatureonRacialBiasDotOrg-7-24-20>  
and <https://bit.ly/NewOrleansCBS-WWLTv4RacialBiasDotOrgFeature-7-24-20>)

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[www.EndUnconsciousBias.org](http://www.EndUnconsciousBias.org)



Let us help your organization achieve its full potential by training your staff in recognizing, measuring, and overcoming Racial and Implicit Biases.

Contact:

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