

THE LOOK

DRIVING CHANGE
THROUGH COMMUNITY
CONVERSATIONS



WELCOME	BACKGROUND	GET INVOLVED	INTRODUCTION	IMPLICIT AND EXPLICIT BIAS	MISREPRESENTATION OF BLACK MEN IN THE MEDIA	DISCRIMINATION WHILE DINING	DISCRIMINATION IN SWIMMING POOLS	DISCRIMINATION IN THE RETAIL INDUSTRY	RACE AND CRIMINAL JUSTICE	REFLECTION	TAKE ACTION
---------	------------	--------------	--------------	----------------------------	---	-----------------------------	----------------------------------	---------------------------------------	---------------------------	------------	-------------

WELCOME

Welcome and thank you for joining us in the movement toward establishing common ground among diverse communities! We are asking action oriented individuals and groups, like you, to help us continue the conversation around bias. We know bias is a tough topic to tackle. But, we believe acknowledging and understanding it allows us all to work together to put an end to its harmful effects. Only through a deeper understanding of bias can we create a better world for everyone!

“The Look” Ends with YOU!

Through community conversations leveraging P&G’s latest short-form content, THE LOOK, we hope to raise awareness and understanding for the bias that persists in America today and encourage people of all backgrounds to show up for one another in the quest to end all forms of bias. While THE LOOK is one story, we recognize that there are many more stories and experiences out there. This video alone in no way represents a complete solution, but we do hope it can help spark seeds of change by driving dialogue and empathy. We are especially excited to have you as an integral part of the movement to end racial bias.



► Watch on YouTube

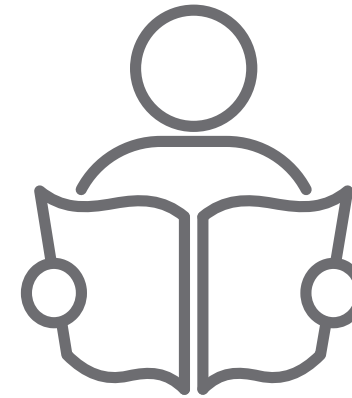
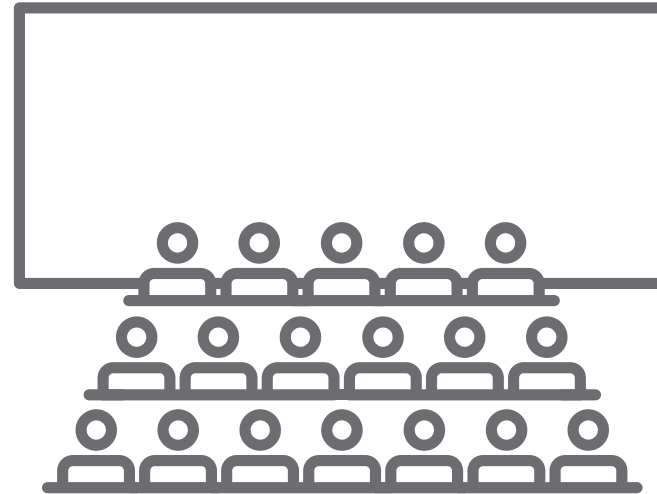
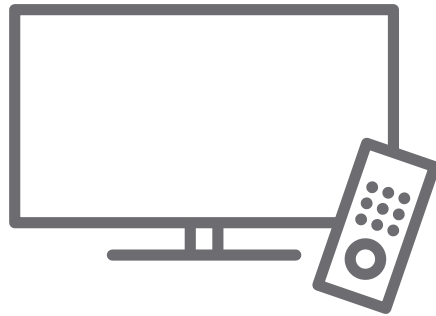




BACKGROUND

Images in TV, film and advertising shape how communities see each other—and can create bias leading to life-changing personal and societal consequences, especially for people of color.

Dialogue and understanding can unlock powerful revelations. THE LOOK is the next chapter of Procter & Gamble's (P&G) efforts on bias established by the award-winning film, "The Talk." This captivating two-sided story was inspired by reality, with each scene recounting the experiences of many men of color in America. This campaign broadens the narrative to boldly show both sides of bias—the cause and the effect. Our hope is that we gain a perspective that will lead to a deeper, richer conversation and understanding of human behavior as it relates to bias.



GET INVOLVED

YOUR ROLE

As a Facilitator, you will be leading others in the conversation around the many different forms of bias we face in America. This could start with your own family and/or a community organization you are a part of, or just one mentee. Regardless of the size of the group, in person or on social media, we can all feel empowered to make a positive difference and impact within our community for a better tomorrow. Everyone counts! Your role as leader is centered on the key word “dialogue.” Therefore, we encourage you to utilize the tools and resources provided here to engage others in the conversation for change and to drive understanding. Feel free to bring your creative personality into this movement. Remember, together, we can make an incredible difference.



LET'S GET STARTED



PLAN

We ask that you use our tools to help you lead the conversation in your community. We suggest you begin with THE LOOK film for reference and then host a discussion with members of your community on ways to shift the negative personal and societal consequences caused by racial bias.



DISCUSS

We developed a discussion guide that includes thought-provoking questions around different circumstances depicted in THE LOOK film to help get the conversations started within your group. The situations show a variety of 'looks' that symbolize a barrier to acceptance—and different levels of bias. These situations are based on real-life examples that still happen every day.



SHARE

Most importantly, we want to hear from you. Let us know how you plan to share our message and impact the community, and how your group responded to THE LOOK film, discussion guide and activities, as well as outcomes of the group interaction. After your event, we ask that you share your experience and feedback—comments, stories, photographs, video or whatever content you wish to contribute.



INTRODUCTION

Since the mid-20th century, the United States has seen an enormous shift in public attitudes surrounding race relations and prejudice. At the same time, racial tensions, obstacles, and stereotypes continue, and Americans of different racial and ethnic backgrounds hold divergent understandings of discrimination and the causes of racial disparities.¹ For years, African American men and boys have navigated a complicated relationship with American society and culture. For many Black men, there exists this love for America, rooted in their ancestors' contributions in building this country, coupled with a deep desire to truly be seen as a full person—one capable of living, being protected, thriving, and succeeding as a participant in the American dream.

That dream—economic independence, religious freedom, quality education, earning a living wage—is one that all Americans *should* be able to experience as their reality. For too many African Americans, specifically African American men, that dream is deferred or impeded by society's harsh view of their humanity and personhood. When America sees Black men, do we see a person worthy of respect, protection, success, and opportunity? The answer to that question is often answered, without words, in the looks, stares, actions, and scowls black men receive when navigating public life in this country. Cultural norms would suggest black men are still by and large seen as thugs, predators, criminals, and a threat.

As children, many Black men are taught to be respectful, dress well, earn an education, secure a certain kind of job and those benchmarks will shift how they are viewed and seen in society. However, this reality does not ring true for so many of them. Even after achieving a particular level of success, Black men, when not identified with their success, are seen as nothing more than another Black man who very well could be a criminal or fugitive.



When America sees Black men, do we see a person worthy of respect, protection, success, and opportunity?

1. The Opportunity Agenda, October 2011, *Social Science Literature Review: Media Representations and Impact on the Lives of Black Men and Boys*.

THE LOOK



THE LOOK, a short film by Procter & Gamble, engages these issues in a myriad of different ways. In THE LOOK, we meet a protagonist as he is undertaking his daily routine—preparing for his day, spending time with his young son, grabbing a bite to eat, running to catch an important meeting, and serving his community through his profession. Though our protagonist is successful, he still experiences subtle and not-so subtle vestiges of racism, discrimination, and bias. They appear to be present everywhere we see him venturing. In the film, we see him internalizing these experiences, as his mind reflects and processes all that happens in such rapid succession. These experiences, though they appear isolated, are a common reality for so many people of color every day.

Systemic barriers and institutionalized racism, married with an unwillingness to discuss the nuances of race, have prevented many from realizing the level of success achieved by their counterparts. The perpetuation of low-income communities, low-wage employment, substance abuse epidemics, and skyrocketing crime rates, have created a perfect storm of challenges that further negative views and perceptions of Black men. If we continue to avoid the conversation regarding race, we only deepen the negative view and look that is attached to Black men. However, this issue is not just a modern American issue; the look of black men and boys, in our country, takes its roots as far back as the Transatlantic Slave Trade. This context is particularly important as this year marks the 400th year since the first Africans were brought to the shores of America as enslaved people. Though we have made great strides since 1619, the conversation of racism and discrimination is still relevant and timely. This history, though, does not have to continue to define racial relations and views of Black men and boys. We can make a commitment to self and communal reflection and conversation to unpack the many layers of this critically important issue in American life.

THE LOOK can be an important catalyst for that type of reflection and conversation, as it shines a spotlight on these everyday occurrences and experiences that impact the lives of people of color. The perspective of the protagonist offers us a glimpse into a world that many may not have to experience on a daily basis. However, this film and opportunity for discussion are critically important steps in addressing racism and bias in our individual lives.

DISCUSSION QUESTIONS

1. How did you immediately react after watching THE LOOK?
2. When you see Black men, what do you see?
3. What shapes how you view people of color?
4. What were your overall impressions of THE LOOK?
5. What are potential solutions to improve the view of Black men and boys in America?

**THE LOOK shines
a spotlight on everyday
occurrences and experiences
that impact the lives
of people of color**



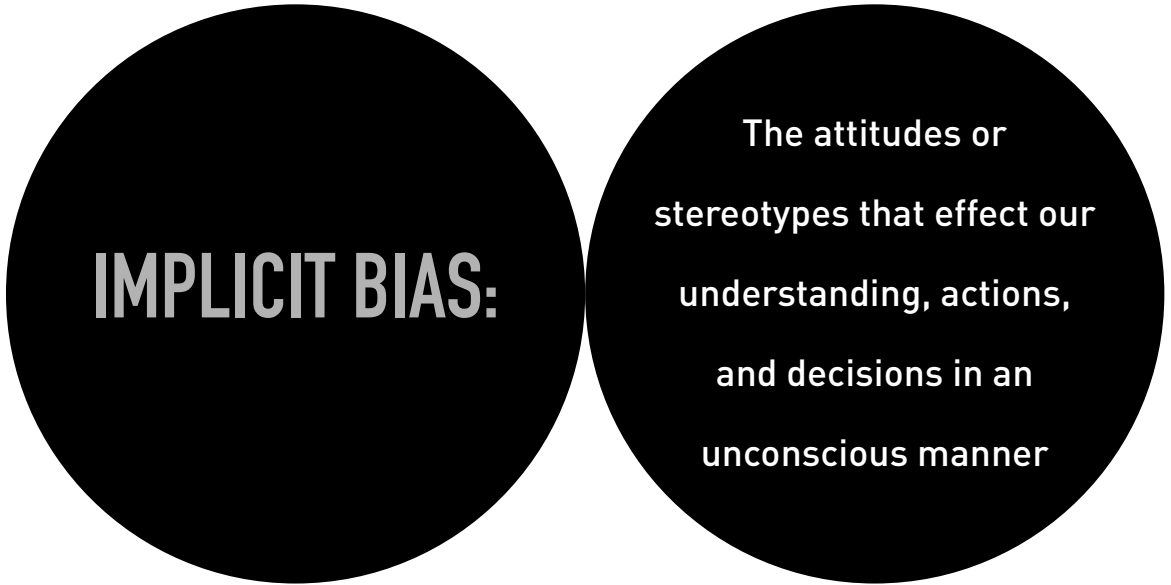
IMPLICIT AND EXPLICIT BIAS

One key theme in THE LOOK is bias, both implicit and explicit. In the film, the protagonist sees bias in how the mother quickly rolls up her window when her daughter is speaking to the young Black child. In addition, he sees bias in the gentlemen not holding the door as he tries to catch the elevator. We also see bias when the couple enters the restaurant and chooses another seat further away from the protagonist. Those are all subtle examples of the way bias manifests itself in our daily interactions and behaviors.

And finally, we're asked to **#TalkAboutBias** in the hashtag for the campaign. This #TalkAboutBias is more than just a conversation; it is laying the foundation for spaces to recognize, confront, and unpack our biases. But what is bias? What do we need to know about implicit and explicit bias? And how might these things impact our lives?

According to the Kirwan Institute for the Study of Race and Ethnicity at The Ohio State University, implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. These biases, which encompass both favorable and unfavorable assessments, are activated involuntarily and without an individual's awareness or intentional control. This is often the result of subconscious thoughts, feelings, and perceptions that are formed through vehicles such as the media, familial and social surroundings, childhood experiences, and peer group interactions. Implicit bias refers to the thoughts we have about people of a different race that we categorize as generally understood. We verbalize these biases when we make statements such as, "Well, you know, most Black guys...." On the surface, these biases appear harmless

because we are able to suppress them when necessary. However, they are nonetheless problematic because they indirectly shape our social interactions with Black men and boys based upon what we feel we already know about the individuals as a homogenous demographic or population.



IMPLICIT AND EXPLICIT BIAS



Explicit bias (or conscious bias) is when a person is very clear about his or her feelings and attitudes, and related behaviors are conducted with intent. This type of bias is processed neurologically at a conscious level as declarative, semantic memory, and in words. Conscious bias, in its extreme form, is characterized by overt negative behavior that can be expressed through physical and verbal harassment or through more subtle means such as exclusion.^{2,3,4} This form of bias is expressed through deliberate and intentional actions, behaviors, and words intended to ensure the recipient is aware the individual perpetuating the action holds a negative view of them, often based solely on race. This form of bias is most problematic if the individual holding the bias is in a position of power over those with whom they have an issue.

EXPLICIT BIAS:

When a person is very clear about his or her feelings and attitudes, and related behaviors are conducted with intent

DISCUSSION QUESTIONS

1. In THE LOOK, what were some examples of EXPLICIT bias? What were examples of IMPLICIT bias?
2. How might implicit bias impact your interactions with Black men?
3. Can you think of an example where you have communicated a bias explicitly towards another person? What made you express your feelings in that manner?
4. How have you seen explicit bias impact people?
5. What additional steps can you take, as an individual, to unpack, understand, and resolve your biases?

2. Amodio D, Ratner K. A memory systems model of implicit social cognition. *Curr Dir Psychol Sci.* 2011;20(3):143-148.

3. Smith ER, DeCoster J. Dual-process models in social and cognitive psychology: conceptual integration and links to underlying memory systems. *Pers Soc Psychol Rev.* 2000;4(2):108-131.

4. Obula KA. This is your brain on bias (. . . , or the neuroscience of bias). Faculty lecture series presented at: Clark College; May 3, 2011; Vancouver, Wash. Developing brains: ideas for parenting and education from the new brain science. Available at: <http://www.developingbrains.org>. Accessed June 19, 2019.

MISREPRESENTATION OF BLACK MEN IN THE MEDIA



In *THE LOOK*, we see a number of incidents and scenarios that speak to the intersection of bias and societal images of Black men. Each of the antagonists respond based not on their view of the protagonist, but on their larger view of Black men and the false narratives that are reinforced across all media platforms and communication mediums. The way Black men are portrayed in media contributes significantly to the narratives that are believed about them by their counterparts. Those narratives grow into biases—both implicit and explicit—that shape and define how Black men are seen, in the world, and how their humanity is protected, appreciated, and treated by others. Misrepresentation, in the media, can also contribute to biases being manifested in policies that impact the very survival of Black men.

The Opportunity Agenda's report on media representation of Black men documents how the overall presentation of Black males in the media is distorted in a variety of ways, relative to the real-world facts. There are a number of critical areas the report examines, which reveals a broad pattern, including: underrepresentation, exaggerated negative associations, and missing stories that discuss the important dimensions of Black men's lives.

Curating, supporting, and amplifying media images that speak to the totality of the Black male experience is a critical piece of combatting many of the scenarios we see in *THE LOOK*. When society is fed a narrow view of Black men, their lives, realities, and experiences, it portrays Black men and the Black experience as a monolith. That leaves other demographics very few positive images of Black male humanity to evaluate, understand, and appreciate.

According to the media landscape, 75% of Black men are not fathering their children. According to the Black Men Revealed (BMR) study, commissioned by BET in partnership with P&G, 46% of Black men state they have daily, one-on-one time with their children. Mainstream media would also have you to believe Black men are lazy and don't want to keep stable employment. However, the BMR study found that 55% of Black men have at least one side hustle. This trend is especially true among millennial Black men where 65% have at least one side hustle. These findings further illuminate the need to chart a new course for Black men representation in the media.

DISCUSSION QUESTIONS

1. How do you think misrepresentation of Black men, in the media, is seen in *THE LOOK*?
2. What conceptions about Black men do you think are prevalent in *THE LOOK*?
3. What, if any, positive images of Black men are promoted in the media?
4. How can media outlets better represent the realities of Black men?



DISCRIMINATION WHILE DINING

Another key scene in THE LOOK was in the restaurant. In this scene, a couple enters the restaurant and are directed to table near the film’s protagonist and decide to be seated elsewhere because they did not want the table closer to a Black man. The look on their faces communicate their unwillingness to sit near him and their thoughts that, perhaps, he should not even be in the restaurant altogether. It may surprise you to know this is not an uncommon occurrence for many people of color while dining out.

In fact, this type of discrimination has a long history. On February 1, 1960, four freshmen from North Carolina Agricultural and Technical State University in Greensboro, North Carolina, walked from their campus to the local F.W. Woolworth building to stage a sit-in protest against the discriminatory practices that prevented African Americans from being served at the lunch counter. Their actions, and the actions of young people across the country, dismantled a decades-long practice of discrimination within the food industry. This was a major milestone that allowed African Americans the simple privilege of being served a cup of coffee, at lunch counters, just as other citizens were being served. However, in our modern-day society, we still have issues where African Americans experience discrimination in restaurants across the country.

However, the conversation regarding discrimination in the food industry extends beyond just the conversation of who is being served as customers; it must also include how discrimination impacts who is employed in various roles within the industry. According to Saru Jayaraman, co-founder of the Restaurant Opportunities Center for Race, Poverty, and Environment:

Like the segregated buses of the Jim Crow South, the restaurant industry has reserved the best jobs in the front for whites, while workers of color are relegated to the back (unless they are bussing tables in the front). Both restaurant workers and employers admit that this stark divide along color lines is commonly accepted industry practice based on notions of skills, table manners, language ability, and appearance.

With over 10 million employees, the restaurant industry is the nation’s second largest private sector employer—just behind retail and the largest part of the nation’s food system.

DISCUSSION QUESTIONS

1. What were your initial thoughts of the couple’s reaction in THE LOOK?
2. When you’re at a restaurant, do you notice the race of your waiter and the other staff?
3. Have you ever been uncomfortable while dining near people of color?
4. After viewing THE LOOK, what do you realize about your interactions with people of color while dining out?



Discrimination in the food industry extends beyond just the conversation of who is being served as customers



DISCRIMINATION IN SWIMMING POOLS

In THE LOOK, we see our protagonist again with this young child but now they appear to be at a local swimming facility for a swim lesson. The protagonist is teaching good techniques for floating when we see two men offer hard, cold glances at the protagonist and the child. Their looks and quick head nods appear innocent on the surface. However, they appear to express a displeasure with the presence of the protagonist and the child. The gentleman quickly looks down and returns to his swim instructing. It seems that, yet again, bias is displayed in another ordinary setting for this protagonist.

What is more relaxing on a hot summer day than the joy of jumping into a nice, cool swimming pool? The mere thought of such should bring a smile to your face, even if you do not know how to swim. When we think of swimming, it strikes us as being as American as baseball and apple pie. However, that reality has not always held true for African Americans. In pools across the country, African Americans have been physically attacked for wanting to swim in the same pools as their white counterparts. Historically, we see white pool owners pouring acid on Black men and boys, in swimming pools, to remove them from the pool. There have been documented incidents of swimming pools being drained and cleaned after African Americans were found swimming in those facilities.

However, these matters are not just historical events; they are as recent as 2018. African Americans have been forced to show identification to verify they have a “right” to access pools in neighborhoods where they own a home. Police have been called to remove African Americans from swimming facilities while they attempt to relax and enjoy time with friends and family. This is particularly interesting when you examine the presence of public pools in communities across the country. As local governments faced reduced revenue, many chose to close public pools, largely in neighborhoods populated by people of color, to balance their budgets.

These incidents occur, not because of any wrong doing, by African Americans, but because the thought of allowing African Americans to enjoy the same swimming pools is more than some can bear. Many of these incidents occur in places where people of color pay for memberships to access the pool facilities. However, a membership is not enough to combat bias that feels a person does not belong somewhere. Even a past time such as swimming can become a complicated circumstance to navigate for Black men and boys.

DISCUSSION QUESTIONS

1. As you watched THE LOOK, what do you think the protagonist felt when he noticed the glances?
2. Should the protagonist in THE LOOK have addressed the looks from the young men?
3. Do you feel comfortable with children of color sharing a swimming pool with you and your family?
4. What do you think causes people to view swimming pools as a place people of color should not be welcomed?
5. How should Black men and boys feel when they are harassed or made to feel unwelcome at a swimming pool?



African Americans have been physically attacked for wanting to swim in the same pools as their white counterparts

DISCRIMINATION IN THE RETAIL INDUSTRY

In *THE LOOK*, as the protagonist entering a retail store. The salesperson glances at him and immediately looks at the security guard, as to suggest there may be an issue. The security guard begins walking towards the protagonist with a look of suspicion and uncertainty. The store employees never greet the protagonist as he walks by but both are watching his movements closely.

One of the most common experiences for Black men and boys is being followed around a retail store and watched to ensure they are not shoplifting. In a paper published in the *Journal of Consumer Culture*, Cassi Pittman, a sociologist at Case Western Reserve University, said racial discrimination alters African Americans' experiences as consumers.

“Retail settings are often sites where anti-black bias is made evident, requiring Black shoppers to navigate racial hierarchies while procuring goods,” Pittman writes. “Second, discrimination alters the experience of shopping, arguably raising the costs and reducing the rewards derived from consumption. When a store’s sales staff are hesitant to serve Black shoppers or suspects that they are prospective shoplifters, shopping no longer becomes a form of leisure.”

The notion of discrimination and racism in the retail industry also creates undue criminalization of Black men, specifically teenagers, if the establishment chooses to involve law enforcement based upon their implicit or explicit biases.

This is not just reserved for high-end retail stores and retailers. African American consumers experience this kind of harassment and discrimination in retailers of all kinds. The conversation regarding discrimination within the retail industry is not a socioeconomic or class issue. Instead, its nucleus is the ever-present construct of race in our country.

DISCUSSION QUESTIONS

1. Why do you believe the store personnel responded this way in *THE LOOK*?
2. Should the protagonist in *THE LOOK* have acknowledged the salesperson and security guard?
3. Have you ever experienced not being acknowledged or followed in a retail establishment?
4. What do you believe fuels this behavior within the retail industry?
5. Have you ever, consciously or subconsciously, assumed a Black man was shoplifting in a retail establishment? If so, what led you to that assumption?
6. How can retailers more effectively serve Black men and boys?
7. How might retailers consider treating people of color better?



African American consumers experience harassment and discrimination in retailers of all kinds



RACE AND CRIMINAL JUSTICE

In the final scene of THE LOOK, we enter a courtroom, unsure of what is to come next, given the journey we have followed with the protagonist. As the camera pans the room, we learn the protagonist is a judge, prepared to preside over a session of proceedings in his court room. In watching this final scene, we reflect over the interactions he's experienced, wondering if anyone knew that information when they saw him in earlier scenes. A feeling of relief may even have overcome you, while watching, as you realize he is not a victim of the criminal justice system. Instead, he is a leader with significant influence within that system. That shift in this film's narrative, offers a glimmer of hope after a number of disturbing interactions for the protagonist. However, this does not diminish the reality of diversity in our country's courts. According to the Center for American Progress, only 20% of state courts and 18% of federal courts are run by people of color. This deficit in diversity could explain why people of color are disproportionately impacted by the criminal justice system.

In May 2019, Netflix released the mini-series, When They See Us, directed by Ava Duvernay, examining the stories of the five African American and Latino teenagers (The Central Park 5) who were wrongfully convicted of a vicious 1989 attack in New York's Central Park. Throughout the film, we see a number of disturbing interactions with the criminal justice system illuminated for our information and awareness. Those interactions with the criminal justice system are not just limited to this particular case; they are a frequent reality for Black men and other people of color. Based upon our country's founding documents, citizens are supposed to have the guarantee of innocence until they are proven guilty. However, for many people of color the experience is one where they are treated as guilty until their innocence can be proven. Even after their innocence is proven, they are still viewed and treated as guilty. Why is that? Could it be that when we view Black men and people of color, we automatically see guilt, danger, criminals, predators, and thugs? Those perceptions, coupled with the biases we have previously discussed, create a skewed relationship among African Americans and the criminal justice system.

Only **20%** of state courts
and **18%** of federal courts
are run by people of color



RACE AND CRIMINAL JUSTICE

According to the Equal Justice Initiative, after slavery was abolished in 1865, Southern states, where more than 90% of Black Americans lived, embraced criminal justice as a means of racial control. Discriminatory “Black Codes” led to the imprisonment of unprecedented numbers of Black men, women, and children, who were returned to slavery-like conditions through forced labor and convict leasing systems that lasted well into the 20th century. In modern American culture, African Americans are more likely than white Americans to be arrested; once arrested, they are more likely to be convicted; and once convicted, they are more likely to experience lengthy prison sentences. African-American adults are 5.9 times as likely to be incarcerated than whites and Hispanics are 3.1 times as likely.⁵ As of 2001, one of every three Black boys born in that year could expect to go to prison in his lifetime, as could one of every six Latinos—compared to one of every seventeen white boys.⁶ Racial and ethnic disparities among women are less substantial than among men but remain prevalent.⁷

There remains much work to be done to crack the surface in addressing the racial disparities that exist at the core of our criminal justice system. Civil rights groups and local community activists continue to push forward reform agendas for policing, sentencing, probation/parole, and post prison and reentry programs. However, the first place we must begin is a recognition of how internalized and suppressed biases, thoughts, and feelings about race contribute to a dangerous and life-altering reality for people of color in America. As individuals, we may not be able to single-handedly dismantle the disparity in the criminal justice system, but we can dismantle our own false and illogical feelings and beliefs.

5. U.S. Bureau of Justice Statistics, Prisoners in 2016, 8 tbl.6 (Jan. 2018).

6. Marc Mauer, Addressing Racial Disparities in Incarceration, 91 supp. 3 The Prison Journal 87S, 88S (Sept. 2011).

7. Marc Mauer, Addressing Racial Disparities in Incarceration, 91 supp. 3 The Prison Journal 87S, 88S (Sept. 2011).

DISCUSSION QUESTIONS

1. How do you now feel about THE LOOK once you learn the protagonist’s profession?
2. Do you think he would have been treated differently, in previous scenes, if they knew his occupation?
3. Do you feel people of color are treated equal to other racial groups within the criminal justice system?
4. How do we dismantle the automatic presumption of guilt people of color are ascribed when interacting with the criminal justice system?
5. Given the history of the criminal justice system, in our country, how should we change the interaction with people of color?

African-American adults
are **5.9** times as likely
to be incarcerated
than whites⁵

REFLECTION

As THE LOOK concludes, there is a deliberate infusion of hope. We have watched the protagonist endure the daily experiences of being a Black man in America and now it appears he experiences some level of validation and affirmation, based upon what he does professionally. But that hope is not just found in what the protagonist does, it should also be found in who he is. THE LOOK also offers a glimpse into the ways Black men show up for themselves, their families, and their communities every day. In the face of bias, racism, and discrimination, the protagonist continues to move forward and display the best of himself. That is the reality for so many people of color in America. These communities personify resilience, determination, respect, love, integrity, family, generosity, and tenacity. THE LOOK is not just a view outwardly at the societal challenges people of color face. It is also a look inwardly at the courage and strength of people of color even in the face of obstacles and challenges.

The hope for people of color in our country does not rest in their titles and credentials—the respectability assigned to prestigious jobs and behaviors. The hope rest in the beauty of community, strength of will, and community to communal uplift. That is the beauty of THE LOOK.

The work of addressing and unpacking the nuances of race is not easy. It is a deeply reflective journey that requires our willingness to be honest about those things we are often taught to keep hidden from the general public. However, if we commit to the work, we can unlock a fountain of healing, help, hope, and reconciliation in our society and world. It must begin with self-reflection, an open mind, and a safe space to talk constructively.

Recognizing that some of your feelings may be harmful to those different than yourself does not make you a bad person. Understanding that, perhaps, things you learned or heard as a child are harmful does not mean your family members are bad people. More than anything, it highlights the need for us to address one of the most pervasive topics in our country—race. We must all work to consistently ensure we bring our best selves to our communities—all of the places we occupy space and have influence.

What has been or what currently exists does not have to continue to define racial relations and views of Black men and people of color. We can all make a commitment to self and communal reflection and conversations to unpack the many layers of this critically important issue in American life.

**The work of addressing
and unpacking the nuances
of race is not easy**

**It must begin with
self-reflection, an open mind,
and a safe space to
talk constructively**




TAKE ACTION

Have you been impacted by THE LOOK? Well, we are excited for you to join the #TalkAboutBias community. There are a number of specific actions we now encourage you to take after viewing THE LOOK:

- Host community conversations, within your sphere of influence, that bring community leaders of different backgrounds and experiences together to talk about the impact of bias on Black men.
- Before, during, and after your event, share your experiences, learning, comments, stories, photographs, videos or any other content you wish to contribute to the movement to help keep the conversation going. *Be sure to use #TalkAboutBias to join the larger conversation on social media.*


Let's talk about the look so we can see beyond it.

"We're reframing the framework of what a typical man of color is. It's not what you perceive, it's what you're living...it's what your goals + ambitions are."
#TalkAboutBias #LoveLearnLead



Frederick Joseph @FredTJoseph · Jun 26
Have you seen @proctergamble's film, #TheLook about racial bias?
#TalkAboutBias

Go take a look at talkaboutbias.com and let me know what you think.



1:27 · 147K views

Be A King @BerniceKing
Follow

Dear @SUNNIPATTERSON @damondjones @SamCollier @JamiSmith @danielhill1336 @TheDanaBarrett #PastorDonMcLaughlin: THANK YOU for joining @TheKingCenter for the '#TheBlackMaleExperience in America.' You each shared something to help us be loving, humane & unbiased toward Black males.



Damon Jones @damondjones · Sep 7
Humbled to share the @ADCOLOR stage with these kings telling powerful, authentic stories about "The Look" and the full humanity of black men -- opening hearts and minds @anthonymander @EmilHibokin @drew @sarelladixon #TalkAboutBias #TakeAStand - at JW Marriott Los Angeles L.A. LIVE



I'm hosting a @TheKingCenter Beloved Community Talk on "The Look: The Black Male Experience in America."

How are biases against black males manifesting?

#TalkAboutBias



#BelovedCommunityTalks #TheBlackMaleExperience #TalkAboutBias

THE LOOK

#TalkAboutBias

talkaboutbias.com

For more information, contact [Crystal Harrell](#)