



THE MUSEUM OF TOLERANCE

Thank you for your interest in *Perspectives On Profiling (POP)*. *POP* is a virtual learning experience utilizing branching technology that allows officers see the outcome of their choices and evaluate their consequences. The training tool is highly interactive and can be used by individual officers at their own computer or in a group setting led by an instructor. *POP* was recently honored with the Bronze World Medal at the New York Festival for excellence in interactive training tools.

The research for the product included focus groups representing thirty-six different agencies from around the country. Officers identified for us the ethical dilemmas they face in working in a racially charged environment. *Perspectives On Profiling* is sensitive to the challenges that face law enforcement both in reality and in the management of public perception.

Perspectives On Profiling is sold on a licensing basis. This one-time fee allows agencies to continue to use this product in a variety of training topics including racial profiling, ethical decision making, courtesy carstops, use of force, and peer accountability.

We also offer a four-day Train the Trainer program. The Train the Trainer includes all the PowerPoint slides, resources, basic facilitation training, and on-going training via the Internet. We will cover the skills necessary to address some of most difficult questions and concerns over the issue of racial profiling. The highly trained instructors are all in-service law enforcement professionals who are a part of our adjunct staff. For a limited time, there is grant funding to assist with the cost of the Train the Trainer, please contact me for details.

Enclosed we have enclosed some additional information for your review. Please do not hesitate to contact us at

(310) 772-7616

or

toolsfortolerance@museumoftolerance.com

if you have any questions.

Sincerely,

Tools for Tolerance® for Law Enforcement Team

Simon Wiesenthal Plaza

9786 West Pico Boulevard, Los Angeles, California 90035-4709 : 310.553.9036 : FAX 310.553.4521

WWW.MUSEUMOFTOLERANCE.COM

PERSPECTIVES ON PROFILING™

TOOL FOR POLICE EFFECTIVENESS
OR A WEAPON OF BIAS?

WHAT IS CRIMINAL PROFILING? RACIAL PROFILING?

When is **race** an **appropriate factor** in a profile?

What is the **role of probable cause**?

How are **statistics used and misused** to predict behavior?

How can **intuitive powers** be utilized without **unintentional bias**?

How are **racist undertones** identified within a department's culture?

What can be done to **avoid escalation** in **racially charged stops**?

Explore these issues and more...

THE PRODUCT

Perspectives on Profiling™ is an interactive virtual learning experience that compels users to make critical choices in testing situations. Users' decisions will alter storylines and lead to different outcomes. At numerous intervals, the virtual experience solicits input, emphasizes learning points, asks questions, summarizes knowledge, provides a record of previous events, and offers positive and negative feedback. Unique to this product is the ability to see the outcome of these choices and evaluate their consequences.

THE LEARNING POINTS

This interactive video delivered on CD Rom is a cutting edge training tool that moves officers into a new paradigm of thought on the subject of Racial Profiling. It is sensitive to the challenges that face Law Enforcement both in reality and in the management of public perception. The product is founded on a robust ethical perspectives projected into real life situational choices.

This unique training tool confronts a number of complex issues that surround the debate on Racial Profiling:

1. The confusion surrounding three terms:
 - Criminal Profiling
 - Racial Profiling
 - Racism
2. The myth that statistics prove that an individual member of a specific racial group is more likely to commit a given crime than anybody else.
3. The danger of Officers abandoning their intuitive skills out of fear of being accused of bias and racial profiling.
4. The dangerous trend of police disengagement from potentially sensitive suspects to avoid accusations of racial profiling or selective engagement to satisfy quotas.

AN INNOVATIVE PRODUCT BY:



TOOLS FOR TOLERANCE FOR LAW ENFORCEMENT
of the Simon Wiesenthal Center



STRATEGIC BUSINESS ETHICS, INC.



WILL INTERACTIVE, INC.

THE PARTNERS

The unique strategic alliance between the Tools for Tolerance® for Law Enforcement at the Simon Wiesenthal Center's Museum of Tolerance, Strategic Business Ethics, Inc., and WILL Interactive, Inc., penetrates the ethical dimensions of the challenges associated with profiling, portrays these in reality based scenarios, and facilitates real learning that can be integrated into daily activities.

The Museum of Tolerance's Tools for Tolerance® for Law Enforcement has a reputation for providing innovative programs to the criminal justice system and has won acclaim for its valuable work with tens of thousands of law enforcement professionals across the nation.

Strategic Business Ethics, Inc, by virtue of their involvement in the transformation of a post-apartheid South Africa and international management consultancy experience, brings a compelling ethical perspective to racism in law enforcement and the need to combat it. SBE consults to a variety of public sector and government agencies, with a specialized focus in law enforcement.

WILL Interactive, Inc., has patented technology, which enables people to experience virtual reality and confront the dilemmas in an unthreatening environment of private computer interactions. WILL Interactive's interactive movies have been lauded by the military, the FBI, and other law enforcement organizations.

For more information contact Tools for Tolerance® for Law Enforcement offices at 310.772.7613/7610

PERSPECTIVES ON PROFILING™

TOOL FOR POLICE EFFECTIVENESS
OR A WEAPON OF BIAS?

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WILL INTERACTIVE, INC.

Tools for Tolerance® for Law Enforcement

Perspectives on Profiling

P R I C E S H E E T

| SIZE OF AGENCY | LICENSE COST | MINIMUM CDS TO PURCHASE* |
|------------------------------------|------------------|--------------------------|
| Sworn population of 5,000+ | \$5 per officer | 100 |
| Sworn population of 2,000 to 4,999 | \$5 per officer | 50 |
| Sworn population of 500 to 1,999 | \$7 per officer | 10 |
| Sworn population of 100 to 499 | \$2000 flat rate | 5 |
| Sworn population of 30 to 99 | \$1000 flat rate | 2 |
| Less than 30 | \$500 flat rate | 1 |

*There is a minimum CD purchase required. The cost of the CDs is \$25 each. Agencies are not limited to the minimum number. CDs are only sold with a license agreement.

TRAIN THE TRAINER

Train the Trainer is a three-day session conducted at your training site, the Museum of Tolerance or the New York Tolerance Center. The class enrollment can be up to 25 people. The cost of the three day program is \$10,000. The price includes curricular materials and follow-up sessions via distance learning.

The agency will also cover travel, accommodations, and expenses for three trainers.

Tools for Tolerance[®] for Law Enforcement

ORDER FORM

A. Required License Fee

Number sworn officers _____
x Fee per officer or flat fee _____

| | |
|---------------|------------------|
| 5,000 & over | \$5 per officer |
| 2,000 – 4,999 | \$5 per officer |
| 500 – 1,999 | \$7 per officer |
| 100 – 499 | \$2,000 flat fee |
| 30 – 99 | \$1,000 flat fee |
| Less than 30 | \$500 flat fee |

License fee Subtotal _____

B. Required Minimum CD-Roms

\$25.00 each

| | |
|---------------|---------|
| 5,000 & over | 100 CDs |
| 2,000 – 4,999 | 50 CDs |
| 500 – 1,999 | 10 CDs |
| 100 – 499 | 5 CDs |
| 30 – 99 | 2 CDs |
| Less than 30 | 1 CD |

Minimum CD _____ x \$25 Subtotal _____

C. Optional: Additional CD-Roms

\$25.00 each

Additional CDs _____ x \$25

Additional CD Subtotal _____

D. Total

Sum of Subtotals _____

State of CA 9.75% Sales Tax _____

TOTAL AMOUNT DUE _____

FOR OFFICE USE ONLY:

Payment received: _____

Method of payment: _____

Order shipped: _____

Tracking #: _____

Signature of administrator: _____

Customer Information

Name _____

Title _____

Institution _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Tax/Tax Exempt ID _____

By signing below the signator acknowledges that he/she has read and agrees to all the terms and conditions set forth on page 2 on the back of this form.

Signature _____ Date _____

Print Name _____

Title _____

Payment Information

Payment of the total amount due is required before CD Roms are shipped.

Check/Money Order should be drawn payable to the "Museum of Tolerance."

Orders paid by check will not be shipped until the check is honored.

☐ Check ☐ Money Order ☐ Visa ☐ MC ☐ American Express

Credit Card # _____

Name _____

Signature _____

Expiration Date _____

Mail completed form to:

Museum of Tolerance, ATTN: **TOOLS FOR TOLERANCE[®]**

1399 South Roxbury Drive, Los Angeles, CA 90035

or fax: 310-772-7626

TERMS AND CONDITIONS

1. As used herein, the term "CD-ROM" shall mean the "Perspectives on Profiling" Virtual Experience Interactive Learning Software (VEILSTM) Program on CD-ROM. The CD-ROM is a proprietary product owned by WILL Interactive, Inc., a Maryland corporation and is protected by United States Patent No. 5,813,863, copyright laws and international treaty provisions. The Simon Wiesenthal Center is licensing the CD-ROM under its rights as a licensee to the Customer.
2. Subject to the payment of all the required fees to the Simon Wiesenthal Center as herein provided, the Simon Wiesenthal Center hereby grants to Customer, and Customer hereby accepts, a personal nonexclusive and nontransferable revocable sublicense to use the CD-ROM as a training tool for employees of the Customer only. No public presentations of the CD-ROM are permitted. No copying or reproduction of the CD-ROM is permitted. No sale, assignment, licensing, improper use or transfer of the CD-ROM is permitted.
3. The CD-ROM is being sold to Customer solely for purposes of training its employees and personnel using the Simon Wiesenthal Center Tools for Tolerance[®] program. Neither Customer, its employees or personnel shall use the CD-ROM to conduct any other training or to present any other programs for third parties whether or not such training or programs are similar to the Tools for Tolerance[®] program without the prior written consent of the Simon Wiesenthal Center which consent may be withheld in its sole and absolute discretion.
4. Neither the Customer nor its employees shall copy, alter, modify, change, merge, add to, unprotect, de-compile or reverse engineer the CD-ROM.
5. This license may be revoked if the Customer fails to pay all required fees as herein provided or the Customer is deemed to be in default under any of the terms and conditions of this license. In the event that this license is canceled or terminated the Customer shall immediately return all copies of the CD-ROM to the Simon Wiesenthal Center.
6. All employees of Customer shall abide by these terms and conditions and Customer shall be fully responsible for the actions of its employees and the proper and permitted use of the CD-ROM.
7. This license is the exclusive agreement between the parties related to the subject matter hereof and supersedes all prior understanding, writings, proposals, representations or communications (oral or written) between the parties.
8. This license shall be interpreted in accordance with the internal laws of the State of California without regard to conflict of laws principles.
9. **THE CD-ROM IS PROVIDED ON AN "AS IS" BASIS AND THERE ARE NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY WARRANTIES OR MERCHANTABILITY OR FITNESS FOR PARTICULAR PURPOSE. THE CUSTOMER SHALL BE SOLELY RESPONSIBLE FOR THE SELECTION, INSTALLATION, USE, EFFICIENCY AND SUITABILITY OF THE CD-ROM AND THE SIMON WIESENTHAL CENTER SHALL HAVE NO LIABILITY THEREFORE.**

INITIALS: _____

DATE: _____



THE MUSEUM OF TOLERANCE

Tools for Tolerance® for Law Enforcement

Testimonial from South Bend Indiana Police Department

"I would like to take this opportunity to mention how impressed I am with your product "Tools for Tolerance". It is an educational program that really hits the mark with police officers.

So often, diversity training is presented as nothing more than a set hard and fast rules, or a more broad discussion of interpersonal relationships. While these are good, they do not demonstrate how and why certain practices are harmful. Tools for Tolerance engages everyone in real-life diversity issues.

Discussions initiated in our training has opened lines of communication well beyond the subject matter. It has opened doors for discussion within our organization that has not existed before.

*The benefits have far exceeded our expectations.
I believe our organization's purchase of Tools for Tolerance® [Perspectives on Profiling] has been the single best use of training funds in the past year.
Thank you for a great product."*

Thomas H. Fautz
Chief of Police
South Bend Police Department
701 W. Sample St.
South Bend, In 46601
Office: 574 235-9311
Fax : 574 288-0268
E-mail: tfautz@ci.south-bend.in.us

*South Bend Division Chief, Gary Horvath, (574) 235-5940, is available for calls from law enforcement agencies interested in more information
Tools for Tolerance® for Law Enforcement training programs.*

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THE MUSEUM OF TOLERANCE

Tools for Tolerance® for Law Enforcement Testimonials

"I believe our organization's purchase of Tools for Tolerance® Perspectives on Profiling has been the single best use of training funds in the past year. Thank you for a great product."

(Thomas H. Fautz, Chief of Police, South Bend PD)

"Perspectives on Profiling is a unique and productive tool used to significantly improve one's ability to recognize, confront and eliminate racial profiling. Our research team unanimously recommended Perspectives and we are currently integrating the program into our Cadet and Advanced Officer curriculum. I would not hesitate to recommend this comprehensive training to others."

(Sergeant Fred Fletcher, Austin Police Department)

"The Sacramento Police Department, as part of its approach to address the issue of racially biased policing, is pleased to have selected the Perspectives on Profiling interactive video for the delivery of a training curriculum that raises the awareness of ethics and motivation in decision making."

(Training Director, Tammy Jones, Sacramento PD)

"This was the most profound course of instruction I have ever had in 29 years of law enforcement – one which will always be with me personally, professionally, and spiritually – Thank you! Thank you!"

(Antioch PD)

"We need to look inward, not outward. Change is made 1 person at a time, every time."

(Los Angeles Co. SD)

"This is the best training course I have received by far. It not only trains us in our profession, but more importantly, teaches me how to be a better person."

(LAPD)

"This was a life changing and informative {experience} for me. I applaud the time and effort of those who strive to change the injustices in our world and make us aware that we are part of that revolution."

(Riverside PD)

"I was surprised. I expected to leave feeling very sad and depressed yet I feel inspired. I feel honored, powerful and accountable as a police officer again...I can't thank you enough."

(LAPD)

"This is the best training course I have received by far. It not only trains us in our profession, but more importantly, teaches me how to be a better person."

(LAPD)

"I was surprised. I expected to leave feeling very sad and depressed yet I feel inspired. I feel honored, powerful and accountable as a police officer again...I can't thank you enough."

(LAPD)

"Really made us think and work at thinking. Quality of the instructors – They were extraordinary."

(Ron Dye, Riverside SD)

"[This new thinking] brought me out of the 'doldrums'."

(Bob Shoenhoff, Tustin PD)

"Extremely thought-provoking and visceral. Forced me to abandon some of my previous preconceptions. [One of the highlights of the training was] the fact that real learning took place for me."

(Captain LAPD)

"A+" (Chief Jim Taylor, Kingsburg PD)

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TRAINING TECHNOLOGY

By Donna Rogers

WILL Interactive helps trainees “play it out before they live it out”



Lt. Batista, 12th year lieutenant, is a “playable” character in a training scenario.



Two “non-playable” officers in the program.

“**P**eople don’t fail to learn because they don’t understand; they don’t learn because they are not engaged in what they are doing,” says Sharon Sloane, co-founder of a training firm that creates real-life situations on interactive digital media. In fact, people learn 20 percent of what they hear, 40 percent of what they see, and 90 percent of what they see, hear and do, according to behavioral experts.

Often what people say they’ll do in a certain situation, and what they actually do are very different, continues Sloane. That’s because if you ask a trainee to

*People learn
20 percent of
what they hear,
40 percent of what
they see, and
90 percent of what
they hear, see
and do.*

make a decision in a sterile environment, nuances of real life are not considered in the response. It is important to immerse students in situations that create educable moments in which they are open to changing attitudes and behaviors. With use of screenwriting and creative re-enactments, Potomac, Maryland-based WILL Interactive Inc. fosters these critical moments.

Chief Operating Officer Lyn McCall, a former Marine Corps colonel with 15 years of modeling and simulation experience with the Department of Defense, and business partner, Sloane, a 20-year veteran of mental

TRAINING TECHNOLOGY

health/medical education, joined forces to create a program described as a cross between a feature film and video game. Jeff Hall, the company's chief creative officer, a writer and producer for both stage and video, shares the patent with Sloane for the Interactive Behavior Modification System upon which

WILL Interactive's software is built.

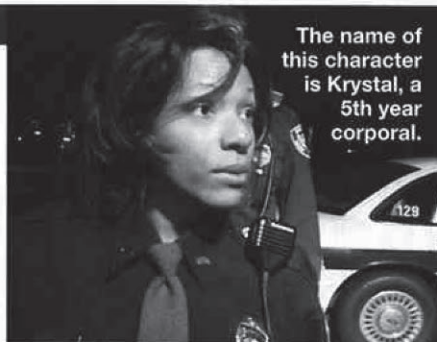
The company's patented Digital Game-Based Learning Approach is known as virtual experience interactive learning software (VEILS). The staff has produced a series of CD-ROM programs addressing 14 topics relating to law enforcement, military, bias crime prevention, youth violence and substance abuse, among others. All incorporate the company's patented Interactive Behavior Modification System that exploits technology as a vehicle to immerse students into simulated, real-time, slice-of-life, full-motion video learning scenarios.

Video titles

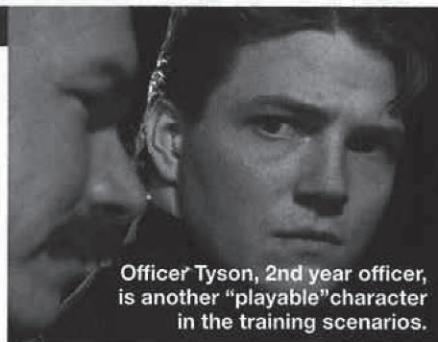
The company has produced a range of CD-ROMs for a variety of industries, including education, government and law enforcement. Customers include the Anti-Defamation League; Joint Chiefs of Staff; U.S. Army, Navy and Air Force; Partnership for a Drug-Free America, the Department of Defense and the FBI, as well as hundreds of schools and universities.

Topics intended for a specific customer often cover open-ended issues that are transferable to broader audiences. For instance, a segment on terrorism produced for federal law enforcement has wide appeal and can be later licensed by local law enforcement.

"The Incident," designed for the law enforcement community by the FBI Crisis Negotiation Unit, puts the trainee in charge of a hostage negotiation at a domestic violence incident. Through use of realistic language and depiction of complex situations, WILL Interactive reports it is "a serious learning tool for anyone in law enforcement, from experienced negotiators to rookie line officers."



The name of this character is Krystal, a 5th year corporal.



Officer Tyson, 2nd year officer, is another "playable" character in the training scenarios.

Another title for law enforcement called "Perspectives on Profiling: Effective Policing Tool or Weapon of Bias?" focuses on the sensitive ethical issues and nuances surrounding the debate of racial profiling. This training tool helps officers differentiate criminal profiling from racial profiling. It addresses the danger of "reverse" racial profiling, that is, officers who abandon intuitive skills out of fear of reprisals for bias, as well as the trend to avoid sensitive subjects, again to avoid racial profiling accusations. This particular software program was developed through an alliance between the Simon Wiesenthal Center's Museum of Tolerance's Tools for Tolerance for Law Enforcement; a firm called Strategic Business Ethics Inc., which consults to a variety of public sector and government agencies; and WILL Interactive.

"Interactive Nights Out 1" assists 17 to 25 year olds in making smart choices regarding AIDS/HIV, pregnancy, alcohol and other drugs. A segment developed for the Anti-Defamation League titled "Hate Comes Home" focuses on the prevention of hate crimes. It targets high school students, but could carry over into other domains. Also for students, "Just 2 Days" outlines a conflict in a high school that leads to a shooting. Students are asked to make decisions to alter the outcome. Screening of these programs are appropriate for community "Youth Nights Out," frequently sponsored by police agencies.

Realistic training environment

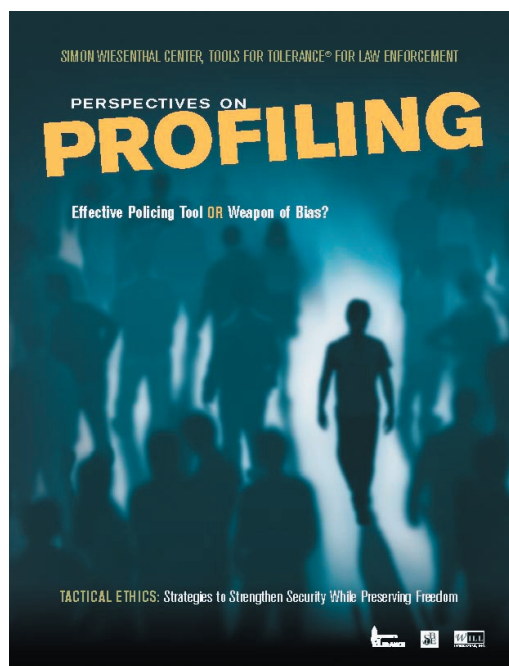
These interactive media tools are very realistic. Characters are "never hokey, trite and stiff," says Sloane. Characters are also not one-dimensional, stereotypical stick figures that

"turn learners off," she adds.

Using decision-based scenarios, the productions touch a host of gray areas where issues are not clear-cut. The characters all have lives and conflicts in their lives. They are placed into a situation in a real-life environment. "These are multi-dimensional people with personalities," says Sloane. We build stories around them. We are not skimming the surface with 'John Does.' "

As a result, trainees reportedly become involved both cognitively and emotionally. The scenarios are designed to involve the trainee so personally that he is subconsciously

New York Festivals AWARD WINNER Bronze Medal, Training



TRAINING TECHNOLOGY

thinking he is present in the scene. The exercises bring the recruit or in-service officer to critical decision points in which the situation may be able to branch off to 20 or more endings, according to Sloane.

These programs may be used by departments in several ways to leverage their training investment. The software may be used in facilitated sessions or operated by officers on their own. The Army uses WILL's interactive media in three ways. First, a single individual can use the video on a computer. Second, a small group can view the scenario on a desktop, playing different characters one at a time, in sequence. Individuals from the group can supply input, and the trainees arrive at a group decision. Lastly, the video can be projected in an auditorium with different participants playing each of six characters. If desired, group discussions can ensue.

A group also may wait until the end of the video to go over the choices that were available at the beginning to see where other selections may have taken them. Or they may review the various choices immediately after making their selection. If they make bad choices, it can really take them off track, Sloane explains. A series of bad choices begins to close out alternatives, but students don't know that at the time. As the action progresses, students may ask themselves: Why am I in this situation? Why am I not getting good choices?

With a click of the mouse, students see the choices they made and identify how those choices impacted the outcome. "They begin to question, 'Where did we mess up?' and then they can go back and discover the reason," Sloane says. "It reinforces the message so that they begin to think differently and chose different alternatives in the future. [And as a result] they will make better decisions when they confront the real thing."

Safety of cyberspace

It is anticipated that through digital game-based learning students will actually step into a virtual reality situation. This permits experiential learning to take place in the safety of cyberspace. To have the greatest impact, scenarios can target areas that might be dangerous, costly and or catastrophic if reenacted physically.

Because "production values are high," notes Sloane, the programs are a "highly engaging" experience. "The content is accurate and current. The storyline is believable and engaging. And, the message is cogent and thought-provoking."

Reiterating the company tagline, Sloane sums up the message: "Play it out before you live it out." And that, in reality, can keep you alive. ■

Donna Rogers is a contributing editor for Law Enforcement Technology. She may be reached at drogerskranich@rcn.com.

For more information on this company, use the Reader Service Card and circle the corresponding number

COMPANY

READER SERVICE NO.

WILL Interactive Inc.

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Participation in
Tools for Tolerance® for Law Enforcement / Criminal Justice Programs
at the Museum of Tolerance

