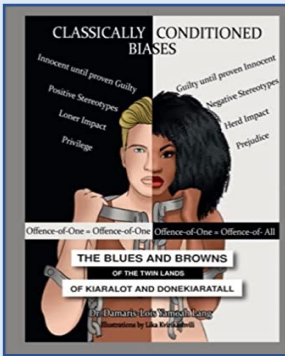


“Preservation of one’s own culture does not require contempt or disrespect for other cultures.” — Cesar Chavez

Announcements

Book by P-CoC founding president Dr. Damaris Lois Yamoah Lang



The Blues and Browns of the Twin Lands of Kiaralot and Donekiaratall: Classically Conditioned Biases

Social behaviors, including racism and colorism, stem from the brain's perceptions.

By way of a story for the general audience, Dr. Lang simplifies the mechanisms shaping our society, leading to prejudice and bias against the marginalized.

Grounded in her work in the neurobiology of behavior, this book is an extension of her thesis that addressing racial inequities in our society requires an understanding of how our brains transform instinct into unconscious bias and racial stereotypes.

Hispanic Heritage Month – Sept. 15-Oct. 15

Impact Evaluation committee



Look for the banner at Broadway and Main St. in Hastings featuring these notable Hispanic Americans:

Dr. Luis Walter Alvarez- Nobel prize-winning experimental physicist. Worked on radar systems in WWII and developed methods to reveal subatomic particle interactions. With son Walter Alvarez, hypothesized an asteroid impact caused extinction of Dinosaurs.

Gen. Richard Cavazos- first person of Hispanic background (Mexican American) to become a four-star General in the U.S. Army.

Jaime Escalante- Bolivian-born educator and math instructor in Los Angeles. A portion of his life was profiled in the movie *Stand and Deliver*, starring the Mexican American actor Edward James Olmos.

Frieda Kahlo- first Mexican artist to have her work featured in the Louvre, she also taught at the art school known as “La Esmeralda” (Escuela Nacional de Pintura, Escultura y Grabado). Kahlo suffered from Polio as a child and from severe injuries due to a bus accident. Her work is known for imagery relating to pain and passion, and the use of bold, vibrant colors.

Dr. Ellen Ochoa- first Hispanic American astronaut at NASA, later serving as director of Johnson Space Center.

Buy P-CoC Branded Products online in October

Resource Solicitation Committee

P-CoC receives proceeds from products sold. Check the Fundraiser Sale page for details on winter hats, masks, skin care products, and the Diversify Kids Doll collection.



Benefits of being a Patron Donor

Become a Patron and get credit on the P-CoC site.

Benefits include:

Showcasing on the P-CoC [Patrons page](#), advertising on the P-CoC site and newsletter (subject to review), certificate with a seal as a 'P-CoC Inc. Donor Patron'

Be a Patron

Option 1: The Enthusiast: \$365 - \$600 per year \$30 - 50 per month [Access to Benefits E, A]
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Option 3: Silver Star: \$852 - \$1,200 per year \$71 - \$100 per month [Access to Benefit E, A, B & C (*once per year)]
Option 4: Gold Medallion: \$1212 - \$1,800 per year \$101 - \$150 per month [Access to Benefit E, A, B & C (*three times per year)]
Option 5: Diamond Point: \$1,812 - \$2,400 per year \$151 - \$200 per month [Access to Benefit E, A, B & C (*six times per year)]
Option 6: Precious Pearl: \$2,412 - \$3,000 per year \$201 - \$250 per month [Access to Benefit E, A, B & C]
Option 7: P-CoC Superstar: more than \$3,001 per year [Access to Benefit E, A, B, C & D]

Sponsor our work

Use this [Form](#) or the goFundme link below. P-CoC is a 501c3 so your donations are tax-deductible.



P-CoC is a group laser-focused on racial equity for persons of color, supporting ethnicity, cultural expression, fair treatment, and education for all.

Contact PR Team at:
pcocrelations@pcoc.org

Recent Events

College Prep Workshop

Education Program committee

A larger-than-expected (and very engaged) group of 36 attendees participated in this first workshop. Presenters spoke on many topics, including financing through loans and grants. In a sign of our times, one attendee was a parent in college with a child now applying to college.



Upcoming Events

Love of Hate – Nov. 16

Support & Advocacy and Education Program committees

Following videos, P-CoC Student Ambassadors will have a multidisciplinary presentation and lead into discussion with the audience on the questionnaire and classical conditioning.

Dr. Lang will explain the neuronal basis of inequities related to "the bothered, and self-hate".

Audiences will work on contributing factors to classical conditioning, everyday triggers and practical ways to eliminate these triggers.

Time and place: 6:45pm – 8:00pm, Tuesday Nov 16.
In-person and virtual options



Tabling

Outreach and Advocacy committee

Time and place: The Bronx, precise location and date to be announced.