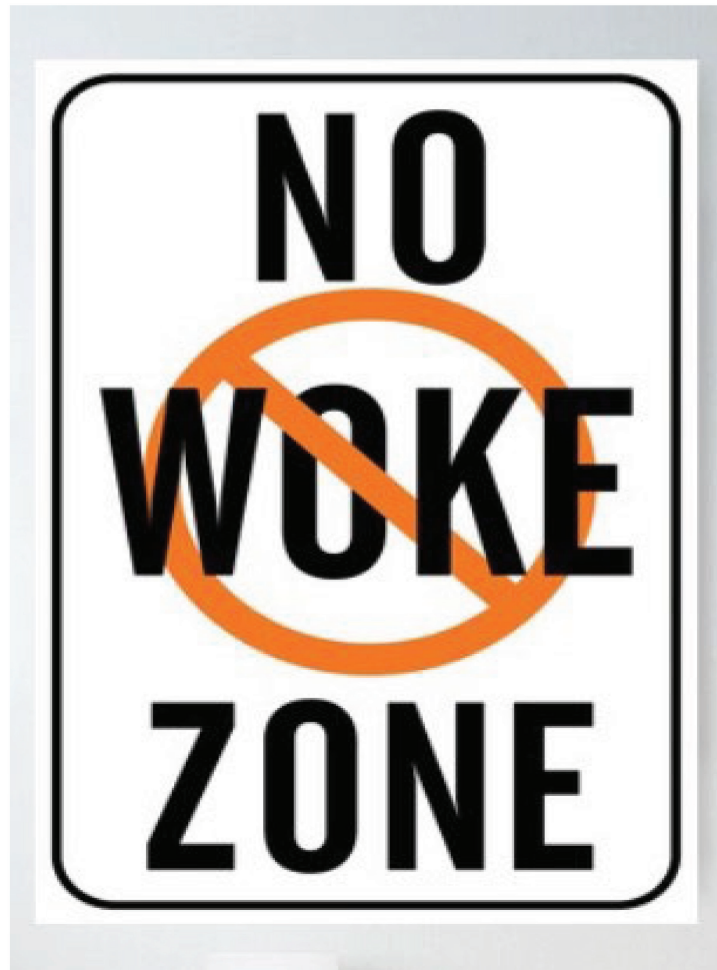


# Woke Free Work Places

Removing the Racist  
“Equity” Aspect of DEI



by Promoting “Merit” Based Policies  
& Woke Free Work Environments

Corey Lee Wilson

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By

**Corey Lee Wilson**

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**Christopher F. Rufo** – Is an American conservative activist, contributing editor of *City Journal*, New College of Florida board member, senior fellow at the Manhattan Institute for Policy Research, and leading the fight against Progressivism madness in American institutions. He is a vocal opponent of critical race theory, former documentary filmmaker and fellow at the Discovery Institute, the Claremont Institute, The Heritage Foundation, and the Foundation Against Intolerance and Racism. In 2022, he earned a Master of Liberal Arts in Extension Studies from Harvard Extension School.

**City Journal** – Is a public policy magazine and website, published by the Manhattan Institute for Policy Research, that covers a range of topics on urban affairs, such as policing, education, housing, and other issues. The *City Journal* and its authors were the most widely used resource for *Woke Free Work Places*.

**S.A.P.I.E.N.T. Being** – The Society Advancing Personal Intelligence and Enlightenment Now Together (S.A.P.I.E.N.T.) Being is the leading anti-woke and anti-progressivism madness organization and think tank in the USA. They publish *Progressivism Madness: A SAPIENT Being’s Guide to the Idiocracy and Hypocrisy of the ‘Regressivism’ Movement*, a textbook from their Sapient Conservative Textbook (SCT) Program, an alternative social studies textbooks program to counter woke and progressive madness in America’s educational institutions, and help return conservative values, viewpoint diversity, and sapience to high school and college campuses.

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# An Introduction to Diversity, Equity, Inclusion and Wokeness

With rapidity and stealth, the diversity, equity and inclusion (DEI) ideology has come to replace the classical liberal values of merit, excellence, and intelligence (MEI).

The time for a national debate over the conflicting values of DEI and MEI is long overdue in the academy, professional organizations, media, government and large technology companies. DEI bureaucracies have mushroomed and many operate behind the scenes with ambiguous DEI definitions, goals and policies.

Drawing upon many of the points in the Robert Maranto, Michael Mills and Catherine Salmon article "What do we really mean by 'diversity, equity and inclusion'?" published in *The Hill* in November 2024:

This is a significant cultural and ideological revolution, one that has been accomplished with almost no debate or operationalization of terminology. The unexamined acceptance of DEI, however defined, is surprising in a free society where critics are encouraged to challenge and debate significant social changes.

At the S.A.P.I.E.N.T. Being, America's leading anti-wokeness organization and non-profit think tank, the time for a national debate over the conflicting values of DEI and MEI is long overdue.

As noted in *The Hill* article: Who originated DEI? Why DEI and not another set of laudable values? Does "equity" refer to opportunity or result? How do those of mixed race fit in diversity assessments? Is the goal of racial representation proportionate to that of the population, the history of marginalization, or something else? DEI terms are defined so obtusely that they can refer to a spectrum of policies from mere platitudes to radical agendas including litmus tests and racial quotas.

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In its most radical forms, DEI is derivative of neo-Marxist identitarian ideologies that attribute virtually all average group differences—from arrest rates to medical school admissions—to systemic discrimination. However, average group differences in outcomes can reflect a variety of factors (see Jared Diamond’s “Guns, Germs and Steel”). The unexamined acceptance of DEI, however defined, is surprising in a free society where critics are encouraged to challenge and debate significant social changes.

For example, one-fifth of the advertisements for higher education faculty jobs (and more for prestigious posts) require applicants to write statements of allegiance to DEI. Academic employment often depends on DEI relevant presentations at scholarly conferences and publications in scholarly journals. Increasingly, scholars are required to explain in advance how their research supports DEI. Such litmus tests are traditionally associated with totalitarian regimes, and in America, with McCarthyism.

We all know how well those turned out.

Professional organizations such as the American Psychological Association, the American Bar Association, and even the more moderate American Political Science Association are adopting DEI initiatives, embracing empirically contested concepts such as implicit bias and endorsing legally questionable hiring and admissions policies that utilize de facto racial quotas.

In the academy, DEI and other identitarian orthodoxies are often mandated to be taught in student orientations and required courses, and enforced by campus DEI bureaucrats who now outnumber history faculty. By categorizing virtually any criticism as “prejudiced,” DEI bureaucracies can chill free speech and have empowered some college presidents to slander their critics as bigots and then terminate them. Program renewals for academic departments, and thus continued employment for professors and graduate students, are increasingly tied to embracing DEI rhetoric and goals.

DEI in many respects is a revolutionary ideology. But it was winning. This is in part due to fear of ostracism, censorship or termination—but also because you can’t beat something with nothing.

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Enter University of Chicago Professor Dorian Abbot's DEI alternative, merit, fairness, and equality (MFE), which is consistent with traditional Enlightenment and scientific values. Under MFE, academic decisions are based primarily on academic merit, well validated standardized test scores, grades and, for faculty, publication and teaching records. Individuals are primarily evaluated on their achievements, not by their group identities. This respects individual dignity and promotes the primary mission of research in higher education: the production of knowledge.

MFE also accords with public opinion. The Pew Research Center found that more than 90 percent of Americans want high school grades to influence college admissions and more than 80 percent want standardized testing to play a role. Seventy-five percent of Americans believe that gender, race or ethnicity should not factor into educational admissions decisions.

As Kenny Xu points out in "An Inconvenient Minority: The Attack on Asian American Excellence and the Fight for Meritocracy," MFE would actually increase demographic diversity by ending the unfair quotas against Asians at elite schools. One study found that at Harvard an Asian American applicant with a 25 percent chance of admission would have a 35 percent chance of admission if Caucasian, a 75 percent chance if Hispanic, and 95 percent if Black.

But the powerful avoid debating their critics. Just as Alabama segregationist governor George Wallace never debated Martin Luther King, DEI backers with institutional power show no enthusiasm for defending their ideas in real debates. Without vigorous open and civil debate, DEI bureaucracies will continue to impose doctrinal training programs, litmus tests, censorship and discrimination. Unless this is challenged, we risk entering a new era of institutionalized McCarthyism.

At the S.A.P.I.E.N.T. Being, we love diversity and inclusion in the diversity, equity, and inclusion (DEI) trilogy, and strongly support them. However, the equity part, as in equitable outcomes, is the opposite of equality, as in equality of opportunities.

Unfortunately, most Americans are not aware of the fundamental difference, which is in fact reverse racism, and if they did, they would strongly oppose it. A more appropriate and alternate approach to DEI

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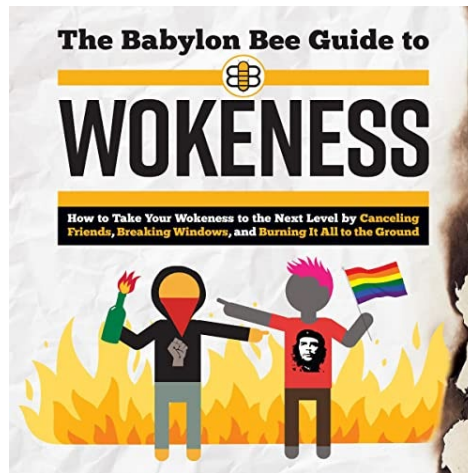
would be merit based as Elon Musk puts it, “The point was to end discrimination, not replace it with different discrimination.”

On the other hand, merit based policies work hand in hand with equality of opportunity, which the United States exemplifies and excels at.

Being the world’s number one destination for immigrants, and the world’s most successful multi-racial society, America is founded on the principle of equal opportunity and not the neo-Marxist and reverse racism aspect of enforcing equality of outcomes, the redistribution of wealth, power and resources based on race, religion and ideology—the illiberal “equity” portion of DEI.

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### 1 – The False Narratives & Illiberalism of Wokeness



Credit: Babylon Bee.

Being “woke” is, according to Merriam-Webster, “aware and actively attentive to important facts and issues (especially issues of racial and social justice).”

The Oxford English Dictionary, which added *woke* in 2017, says the term and its derivatives are commonly used to describe people who are “alert to racial or social discrimination and injustice.”

The S.A.P.I.E.N.T. Being defines *illiberalism* as a 21st century term used to describe an attitude that is close-minded, intolerant, and bigoted.

Per the Jennifer Graham. “America’s ‘Great Awakening,’ Explained” *Desert News* March 2021 article:

Originally slang used by Black Americans, the word became part of the national lexicon in the past few years. But its meaning has already changed, and there is a divide in how the word is perceived, a divide that is both political and generational.



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“OK boomer,” one person responded to Musk’s tweet. Born in 1971, Elon Musk isn’t a baby boomer, but the tweet revealed the perception that it’s older, conservative Americans who are obsessed with wokeness and its societal effects.

### **America’s ‘Great Awakening,’ Explained**

Politically, wokeness has been seen by some progressives and liberals as aspirational, and the hashtag #staywoke abounds on social media. Many conservatives, however, view the meaning of wokeness as a joke, or conversely, as a societal evil akin to cancel culture. They frequently use the term “woke mob” to describe collective outrage that results in a loss of professional or social standing because of a person’s beliefs, statements or actions.

The political divide is not surprising, since it is Democrats and young people who are most likely to be involved in protests for racial equality, according to Pew Research Center.

But Musk, Republican Sens. Tom Cotton, of Arkansas, and Ted Cruz, of Texas, and others who use the word regularly should be aware that, almost as quickly as it came on the stage, the word’s meaning has changed, according to University of Pennsylvania linguist Nicole Holliday. Here’s how the word came into the American lexicon, and what it means now.

#### **Rise of the Woke**

One of the earliest uses of “woke,” outside of its most common meaning (to literally wake up from sleep), was in 1962, when a glossary of African American slang defined the word as “well informed” and “up-to-date,” according to Holliday, assistant professor of linguistics at the University of Pennsylvania in Philadelphia, writing for the Oxford Dictionaries blog.

Later, Holliday said, the word “woke” became mainstream in the outrage over the killing of Trayvon Martin, the 17-year-old shot by a neighborhood watchman in Florida in 2012, and the subsequent rise of the Black Lives Matter movement. But then, as more people began to use it and the word entered the mainstream political landscape, the meaning of woke was separated of its original context—wakefulness among Black Americans—and by 2016, when MTV pronounced it a “word to use,” it was simply

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defined as “being aware—specifically in reference to current events and cultural issues.”

The word changed again, as some people started using it to mock people and beliefs they disagree with, and the word is now predominantly a negative term, she said in an interview.

“This process of acquiring a pejorative meaning happened really quickly,” she added. “This is something that the internet does to words. It moves them really quickly.”

The evolution of woke, therefore, isn’t unusual. And it’s not just conservatives on Twitter (now X) who are responsible for the changing meaning. So before you use the word ‘woke,’ learn how its meaning has changed in the past few years.

### **Beyond Woke—a Return to Lincoln?**

The contemporary movement known as wokeism is only the latest in a series of idealistic efforts to redeem corrupt privilege and transform human nature by means of group solidarity as explained by the Michael Knox Beran “Beyond Woke—a Return to Lincoln?” *City Journal* article in July 2022.

Much as Jacobin leaders in the French Revolution and Marxist thinkers in the nineteenth and twentieth centuries looked to the virtue and ethical purity of oppressed groups (common people, peasants, proletarian workers) to overthrow oppressing classes (the aristocracy and the bourgeoisie), so woke reformers today look to minorities and to those marginalized because of their sexual desires or gender identities to create a peaceable kingdom of intersectional harmony, in which white and cis-hetero-male groups will be stripped of their privilege and made conscious of their sins.

Yet wokeism’s relentless focus on group identity runs counter to American traditions of liberty that, in Abraham Lincoln’s words, reject a politics of “classification” and “caste.” America, to be sure, has often failed to live up to its universalist ideals: that was the point of Lincoln’s presidency. But the basic idea is that rules apply equally to everyone and should not, as F. A. Hayek wrote in *The Constitution of Liberty*, “single out any specific persons

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or group of persons” for special treatment on account of some abstract virtue, failing, or grievance that supposedly distinguishes the person or group from the rest of the citizenry.

Hayek spoke for the classical tradition of liberty, a creed that, while imperfect, remains the foundation of the American system and underlies many of its virtues. Yet it is no longer much taught in American schools. The authors of a new model for K-12 social studies aim to change this with a new educational model reminds us that classical liberalism produces better outcomes.

### **Correcting the Distortions of School Curricula**

“We believe,” the authors of American Birthright write, that “American students should comprehend aspects of American government such as the rule of law, the Bill of Rights, elections, elected office, checks and balances, equality under the law, trial by jury, grand juries, civil rights, and military service.”

They want to correct the distortions of school curricula that “too frequently omit crucial figures” in the American story, such as George Washington, and “excise entire concepts, such as liberty or republican virtue.”

It’s not partisan special pleading. The orientation of the Civics Alliance, the coalition sponsoring American Birthright, is conservative, but a progressive critic would be hard put to find its program reactionary. Hayek figures in American Birthright, as does Milton Friedman. But so, too, do Karl Marx and John Maynard Keynes. Washington and Thomas Jefferson are part of the program, as are Frederick Douglass, W. E. B. Du Bois, Martin Luther King, Jr., and Malcolm X.

Far from being narrow, American Birthright would expose students to a range of human possibility. It emphasizes primary texts that young people can evaluate for themselves: the Epic of Gilgamesh, Exodus, the First Sermon of Buddha, the Analects of Confucius, the Hadith of Gabriel, the Communist Manifesto, the Port Huron Statement, and *Roe v. Wade* ruling figure alongside *The Wealth of Nations* and the Federalist Papers.

True, if identity politics triumph, the classical liberalism that American Birthright would resurrect will be as much a curiosity as Zoroastrianism.

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But the Civics Alliance may be right in betting on the continued vitality of Lincoln-style liberalism.

### **Why Wokeism is Likely to Fail**

Wokeism is likely to fail precisely because it borrows so copiously from earlier failed experiments in collectivist solidarity. Robespierre's ruinous republic of virtue was toppled in less than a decade, and the workers' paradises inspired by Marx have (with a few unsavory exceptions) met similar fates.

Wokeism is running up against the obstacle that doomed its predecessors: human nature. Marx, Edmund Wilson wrote, was startled to discover that the proletarian worker, given the chance, was less interested in "improving humanity" in the abstract than in joining the bourgeoisie to better his own lot. It was not "what Marx expected him to do."

If polls show Democrats losing ground with blacks, Hispanics, and Asians, it's because many of these Americans are less interested in "renegotiating the social contract" in the name of an ambiguous equity than in achieving old-fashioned American success—the prosperity that collectivist regimes conspicuously fail to deliver. Those running away from wokeism instinctively sympathize with Lincoln's classical liberal rejection of a politics of resentment that leads to lower standards of living: "Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built."

The same disjunction between utopianism and human nature is evident in wokeism's esoteric terminology, the work of intellectuals who live primarily in books and ideas. Just as those whom Robespierre and Marx sought to lift up had little interest in dialectical materialism or the dictatorship of virtue, few Americans are inspired by the woke newspeak vocabulary, the invention, James Carville said, of "people in faculty lounges in fancy colleges" who use a "different language than ordinary people. . . . They come up with a word like 'Latinx' that no one else uses. Or they use a phrase like 'communities of color.' I don't know anyone who speaks like that."

By contrast, Martin Luther King Jr.'s classically liberal language, his "dream deeply rooted in the American dream"—the dream that "all men are

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created equal”—continues to stir Americans regardless of group affinity. In his charity, King saw that good and evil are evenly distributed across human groups. By abandoning King’s 1963 dream, wokeism reproduces the bigotry he deplored in a different key.

### **Wokeness: An Evil of Our Age**

To truly understand everything harmful with wokeness, Victor Davis Hanson’s analysis “Wokeness: An Evil of Our Age” published by the Independent Institute in September 2021 starts with the idea that “wokeness” is an ideology divorced from reality.

Nearly all of its premises are complete distortions. For example, between 2017 and 2020, minorities had made the greatest gains in employment in U.S. history. Women currently represent about 60 percent of all college students.

Recent wage gains for minority middle-class Americans outpaced those of the white working- and middle class. The latter were underrepresented in college enrollments and as graduates—but vastly overrepresented (at twice their percentage of the general population) in the toll of combat dead in Afghanistan and Iraq. Asian-Americans and a dozen other ethnic groups outpace so-called whites in per capita and household income. “White privilege” is usually a sloppy term that applies mostly to the white elites who use it to smear others.

America was in our sixth decade of “affirmative action,” the euphemism of ensuring equity of result by calibrating race and gender—but not class—in hiring and admissions. Proportional representation and disparate impact continued or were even enhanced. But they became increasingly selective as entire fields from the Postal Service to professional sports were somehow exempt from racial set-asides applied to others. Quotas disappeared when the marginalized were “overrepresented” in a field.

The historical reparatory effort of the massive programs born out of the Great Society continued to address the baleful legacy of slavery that had ended over 150 years ago, as well as Southern Jim Crow laws that had largely disappeared 40-50 years ago, and the fumes of such racial toxicity. So, Martin Luther King’s “content of our character” rather than the “color of our skin” was still embraced as the melting-pot ideal of the Civil Rights

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movement that had fought for integration and full assimilation into American society. Meanwhile, intermarriage has never been more common.

### **Wokeness Mythology**

The desperate Left had therefore been forced to invent adjectives and phraseology like “systemic racism” and “microaggression” and “whiteness” given the vast majority of Americans did not feel or express or act out on “racism.”

In other words, wokeness created the mythology that the nonwhite were worse off than ever before—a typical revolutionary fabrication to evoke the sort of hysteria necessary for an otherwise unpopular agenda. But then again, we live in an age where we were assured Hunter Biden’s lost laptop was “Russian disinformation,” the Steele dossier was iron-clad proof of something, and a pangolin or a bat birthed COVID-19.

The wrongful death of George Floyd in police custody—despite his later angelic deification, Floyd was in fact a felon with a history of violence toward women, arrested in the act of passing counterfeit U.S. currency—was the work of a cruel rogue cop and his incompetent enablers. Otherwise, data and statistics did not show that African American males were dying while in police custody in numbers greater than their proportions of those yearly arrested. Nor were they the victims of some pandemic of interracial hate crimes. Indeed, blacks statistically were more likely to commit rare violent interracial crimes than were others, including targeted hate crimes against other ethnic and racial groups.

### **Elite-Driven**

Another great lie was the propaganda that the woke movement was a grass-roots movement. Yet statue-toppling, vandalism, Trotskyism, and cancel culture remain largely the work of college students, upper-middle class white coastal elites, celebrities, and privileged minorities in the media, academia, law, the corporate world, entertainment, and professional sports.

In a reductionist sense, much of the woke movement became a battle among elites to leverage diversity czars in universities, reparational quotas in administrative hiring and college admissions, and a sort of racialized

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intramural reseating among first-class passengers on the corporate and government Lido deck.

While wokeists harangued New York and Hollywood for more nonwhites in TV commercials, thousands of young African American males continued to be slaughtered in the inner-cities, as schools in those places resisted reform and remained indifferent to the poor quality of education offered residents. Because the culpable municipal officials—hard-Left diversity mayors, neo-Marxist district attorneys, and “reformist” police chiefs—were themselves woke, no one cared about derelict governance. And so, the killing continues unabated, surrealistically unremarked upon by the wokest.

Class considerations were suppressed, given that the beneficiaries of wokeness were not necessarily previously poor and oppressed. In our racialized madness, billionaires like LeBron James, Oprah Winfrey, Jay-Z, and Beyonce, multimillionaires like the Obamas and Colin Kaepernick, and moneyed political, corporate, entertainment, military, and sports grandees—play-acted oppression and victimization from their villas and privileged perches, in perfect Marie Antoinette fashion. All they lacked was fake peasant garb and a village at Versailles.

The architects themselves of wokeness mostly cashed in on the supposedly toxic capitalist system that they had so harangued as the ground zero of “systemic racism.” So, BLM cofounder and self-described “cultural Marxist” Patrisse Cullors is now “retired”—and the savvy owner of four new homes, residing in nearly all-white tony Topanga Canyon, with a new \$35,000 security gate. How else could she best use her black privilege to direct her multimillion-dollar war against “white privilege”?

Professor Ibram X. Kendi (né Henry Rogers), whose “antiracist” new industry calls for racism to stop racism and discrimination to end discrimination, now charges his corporate and university clients a reportedly \$20,000 penance fee for a phoned-in Zoom chat. (He apparently has no discount rate for the poorer of his clients). Kendi no doubt took Lenin to heart (“Capitalists will sell us the rope to hang them with.”) when he hawks his video indulgences at \$333 a minute.

The cultural revolutionary Ta-Nehisi Paul Coates was customarily already one step ahead and has moved on from the woke movement to a

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multimillion-dollar career writing black-themed comic books or adapting them to the big screen. Barack and Michelle Obama, long ago known for their cinematic creativity, leveraged a \$50 million “consulting” movie deal with Netflix, whose founder is best known in California for his efforts to fund the campaign against Larry Elder, including commercials starring . . . Barack Obama.

### **Racist**

Wokeness took the Obama-era mantra of diversity and simply shed any pretense that it was not racist. Remember, after 2009 our elites institutionalized the new-old idea that anyone claiming not to be white was suddenly part of a new inclusive oppressed class, one at war with the racial oppressors.

“Diversity” was a clever update of the previously failed Jesse Jackson idea of a victimized rainbow coalition that would aggregate, and force-multiply collective grievances against white male victimizers.

Suddenly, ethnic groups with higher per capita incomes than so-called whites were victims. There were no requisites to being “diverse” other than claiming nonwhite status. Wealthy Punjabi immigrants, Chilean aristocrats, illegal aliens fleeing racist Mexico, Nigerian doctors—anyone rich or poor, resident or citizen, victimized or not—was presto! “diverse” and thereby eligible for reparatory claims in hiring and admissions.

Many liberal whites wished to get in on it and got caught at it—whether Ward Churchill with this entire Native American tribal garb, or, on the cheaper side, Elizabeth Warren with her “high” cheek bones or racial fabulists Rachel Dolezal and Shaun King. After all, if gender is “constructed,” then naturally race, too, could become a construct.

All this is dangerous because we are now logically headed to DNA-categorized ID badges reminiscent of yellow Star of David patches. Here once again Elizabeth Warren had been in the lead—claiming that her boomeranged DNA results showing a tiny drop of Native American lineage were thus proof that she was an indigenous victim after all—and so in her troubled mind truly had been deserving as the first Native American law professor at Harvard. Given this nonsense, one would think a distracted



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America has no real debt and is in possession of a secure border, a thriving economy, a brilliantly educated youth, and only friends abroad.

### **Why is Wokeism Deadly?**

Wokeism is a lethal distraction. As General Mark Milley, Defense Secretary Lloyd Austin, and Chief of Naval Operations Michael Gilday lectured the nation on the various nefarious strains of white rage, whiteness, and white supremacy, the Taliban was systematically gobbling up Afghanistan. Meanwhile their boss in the White House quoted his woke military experts in order to lie there was no danger of a general collapse. No general objected. Apparently, Biden even phoned the Afghan president in a sordid attempt to leverage him likewise to lie that all was well. The ubiquitous Alexander Vindman was not listening in this time around.

In a traditional Islamic society, what were woke Americans doing bragging about gender studies programs at an Afghan university, flying pride flags at the U.S. embassy, and encouraging honorific George Floyd street murals? All that is usually the haughty cultural imperialism of would-be winners, not the virtue signaling of a defeated and humiliated diplomatic and military cohort fleeing toward the exits.

Think of this for a second: as the U.S. bureaucracy invested trillions in Afghanistan to virtue-signal against supposed George-Floyd type racism, its media appendages said nothing back home as the black candidate for the California governorship was the target of an egg-throwing woman wearing a gorilla mask. What a grotesque reminder that empires flounder abroad as they rot at home.

So these distractions never sleep, even amid the greatest defeat and loss of global deterrence in U.S. military history since Vietnam. True ideologues that they are, even our defeated on the battlefield are unfazed in their wokeist creed.

As Kabul suffered its end of days, our bemedaled wokists were still lecturing the country about the gender ratios of the Afghan refugees on U.S. flights out, the culturally sensitive food awaiting them, and a new idea of a soft Taliban—or the notion that the medieval gangsters who had defeated the Pentagon were not really all that bad, but more likely

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“partners” in a shared agenda of seeing us skedaddle by August 31. Will they say that in six months?

### **Woke Indemnity Blinds Us to Racism and Classism**

Gavin Newsom, of French Laundry repute, is the epitome of a white-male mediocrity leveraging his rich family friends to elevate himself by quid pro quo favoritism. Joe Biden has voiced the most racist rants of any presidential candidate or president in the last 50 years (just recently he referred to his own senior black official as “boy”). Both bought woke insurance that inoculates them against their hypocrisy—or perhaps further fuels their own class and racial biases with an efficacy rate much more impressive than COVID vaccinations.

The creation of the blanket term “whiteness” is racist to the core. It imputes to anyone considered not sufficiently pigmented some sort of conspiratorial evil, regardless of individual character, beliefs, family history, or ideological outlook. It is incoherent since it blames the United States, and everything in it, for whiteness, and then demands that the nonwhite south of the equator from Africa to Asia be given instant access to this supposedly failed white contaminated miasma. Scarier still for the wokist, whiteness is just the new face of the old racist “blackness,” in which racists imputed to individual blacks supposedly collective pathologies in order to justify discrimination against a single individual.

Once the neo-Confederate idea of color triumphs, then there is no logical reason why “blackness,” “brownness,” “yellowness,” “redness” and every sort of pigmentary category should not be used to condemn individuals for their supposed membership in a taboo racial tribe, massaged and negatively stereotyped for contemporary advantage. We are headed back to 1840 not ahead to 2040.

### **If Something Can’t Go On Forever, It Will Stop**

Finally, wokeism is unsustainable. We are already seeing large numbers of the supposedly “nonwhite” pushback against the wokeist trajectory, knowing that such a racist monster may soon devour them, too. Drawing artificial racial Mason-Dixon lines inside millions of multiracial families, after the initial grifting subsidies, will only incur anger at those who drew them. When Confederates embraced the one-drop, one-sixteenth rule,

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there was unanimous later agreement that it was not just abjectly racist, but lunatic; when the woke borrow such racial distillery it too will eventually be rejected as the crackpot hatred that it is.

There are probably some 100 million white males of the lower- and middle classes. Most feel little if any identity with the woke upper-middle class and wealthy bicoastal white male elite of some 20-30 million. If anything, a trucker from Boise has more in common with a Mexican-American sheriff in Modesto than he does with a woke techie in Menlo Park.

So, what is truly evil is the current woke trademark of loud privileged whites who scapegoat the losers in the globalist game as racist (or in the Obama-Hillary Clinton-Biden patois of “clingers,” “deplorables,” “irredeemables,” “dregs,” “chumps”), mostly out of elite condescension, virtue-signaling guilt, and pathetic contextualizing their own privilege by projecting their unearned status onto supposedly distant cultural losers.

There will be a substantial political correction to the madness, mostly because without one there is no longer a confident America abroad that advances and protects the interest of a free world challenged by nightmarish Chinese Communism.

Such racist selectivity would destroy a meritocratic and productive free market economy at home that fuels the Left’s massive government redistribution.

The victory of woke would guarantee that as Americans went full pre-modern and pre-civilizational, we would look in the mirror, straining to redefine and recategorize ourselves, and then search out which particular tribal band offers us the best protection from the roving mobs—and each other.

Even the Chinese apparat could not invent a more evil, more macabre way to destroy the United States.

# 10 – Restoring MEI in Academia, Government & Corporate America



*Credit: President Trump at his desk | President Donald J. Trump is s... | Flickr.*

According to the Christopher F. Rufo “Giving DEI the Pink Slip” *City Journal* article in March 2024 major institutions have started rolling back their diversity bureaucracies:

Last year, conservatives began taking action against the “diversity, equity, and inclusion” bureaucracy. The Manhattan Institute released a model policy to abolish DEI, exposed abuses in public universities, and advised political leaders, most notably Florida governor Ron DeSantis, in the crafting of legislation abolishing public-university DEI programs at the state level. To date, three states—Florida, Texas, and Tennessee—have passed laws abolishing or restricting DEI. A total of 17 states have either passed such laws or are considering them.

Our efforts are bearing fruit. In 2024, the University of Florida, the flagship state institution, announced that it had dissolved its DEI department and

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terminated the employment of all DEI officials. UF was spending an astonishing \$5 million per year on DEI programs, which university president Ben Sasse wisely redirected toward faculty recruitment. The new budget would presumably include recruitment for UF's Hamilton Center, a new home for conservative scholars. Sasse also offered a positive alternative to DEI, promising to hold the institution to the much better standard of "universal human dignity."

Conservatives are rightly celebrating the move as a watershed. DEI is not an inevitability; it is a choice that can be undone.

### Giving DEI the Pink Slip

Corporate America is following suit. Firms including Google, Meta, and Zoom have quietly cut back DEI departments and laid off employees. I have recently spoken with a number of Fortune 500 executives, who explained that, following the summer of George Floyd, companies felt immense pressure to "do something" about racial disparities.

But four years later, they have realized that DEI programs undermine productivity, destroy merit-based systems, and poison corporate culture. Because of our successful campaign to expose the true nature of DEI, they now have the political space—in essence, the social permission—to wind down these programs.

But we need to do much more. The best way to conceptualize DEI is as the marriage of ideology and bureaucracy, or, more specifically, as the marriage between critical race theory and affirmative action. On their path to power, DEI activists hijacked the Civil Rights Act of 1964—which, in spirit, enshrines policies of colorblind nondiscrimination—to justify active discrimination against supposed "oppressor" groups. In doing this, they have gained significant leverage.

While the recent firings of DEI employees are a salutary development, the movement to restore colorblind equality can succeed only if we reform civil rights law to reinstate its original focus on individual rights under the law, without regard to race—and dramatically reduce the footprint of critical race ideologies in public universities.

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That said, we should celebrate the moment. At the beginning of last year, when we formally launched the “abolish DEI” campaign, it was seen as a fringe, right-wing proposal. Since then, it has achieved significant political victories and become the mainstream position, with widespread support. While momentum is on our side, we should press for maximal demands: abolish DEI in all American institutions, terminate the employment of all DEI bureaucrats, and encourage them to find gainful work elsewhere.

Let us hope that this moment is only the beginning of a “pink slip revolution.”

### **Trump Abolishes DEI for the Feds**

Yesterday, President Trump signed an executive order abolishing the “diversity, equity, and inclusion” bureaucracy in the federal government as reported in the Christopher F. Rufo “Trump Abolishes DEI for the Feds” Substack January 2025 post:

The move marks a stunning reversal of fortune from just four years ago, when Black Lives Matter, critical race theory, and DEI seemed unstoppable. Following the death of George Floyd, left-wing race activists made a blitz through America’s institutions, rewriting school curricula, altering government policy, and establishing DEI offices in major universities, big-city school districts, and Fortune 100 companies. The Biden administration immediately followed suit, mandating a “whole-of-government equity agenda” that entrenched DEI in the federal government.

No more. President Trump has rescinded the Biden executive order and instructed his Cabinet to “terminate, to the maximum extent allowed by law, all DEI, DEIA, and ‘environmental justice’ offices and positions,” and “all ‘equity action plans,’ ‘equity’ actions, initiatives, or programs.” In other words, President Trump has signed the death warrant for DEI within the federal government.

The two-year campaign for colorblind equality notches its biggest win yet.

How did we get here? Through patiently building a movement and winning the public debate. At the beginning of 2023, I worked with Florida governor Ron DeSantis to launch the “abolish DEI” campaign. We began by terminating the DEI bureaucracy at New College of Florida, a small public

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university in Sarasota, where I serve as a trustee. The reaction from the racist Left was intense. Protesters descended on the campus and the left-wing media published hundreds of articles condemning the move. But we held firm and made the case that public institutions should judge individuals based on their accomplishments, rather than their ancestry.

### **The argument began to take hold.**

The polling data indicated that Americans supported a “colorblind society” over a “race-conscious society” by large margins. Even the New York Times, one of the largest boosters of left-wing racialism, started publishing pieces that criticized DEI. At the same time, the Black Lives Matter movement was ensnared in scandals and the leading intellectual voices of DEI, such as Ibram X. Kendi and Robin DiAngelo, faced sustained public scrutiny and seemed to disappear from the spotlight.

We pushed onward. Governor DeSantis led the way, signing legislation abolishing the DEI bureaucracy in all of Florida’s public universities. A dozen other red states followed, restricting DEI programs and banning DEI-style discrimination in their public institutions. The process became a virtuous cycle: each state that passed an anti-DEI bill reduced the risk of the next state doing the same. The campaign moved from the realm of debate to the realm of policy.

Trump’s victory over Kamala Harris on November 5 sealed DEI’s fate. Corporate America, including companies such as Walmart, and Meta, interpreted the event as an incentive to change, voluntarily terminating their DEI programs before Trump took office. Mark Zuckerberg made it explicit, arguing that the country had reached a “cultural tipping point,” which convinced him to stop DEI programs. And Zuckerberg, along with numerous other tech titans, were prominently seated at the inauguration yesterday.

In one way, Trump’s executive order yesterday was priced in—people knew it was coming. Still, it is a crowning achievement for those who have built this campaign from the ground up. There will be many fights ahead—the bureaucracy will attempt to evade the order, and more needs doing on civil rights reform in general—but, for the moment, we should celebrate. The forces of left-wing racialism are on the defensive, and the forces of colorblind equality are on the move.

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None of it was inevitable—and nothing will be going forward, either. It has taken courage, hard work, and more than a little luck. But this is undoubtedly a moment to feel optimistic. America's institutions are not beyond correction, as many feared. The American people were wise enough to realize that their country might not have survived four or eight more years of government by DEI. They spoke on November 5, and now President Trump is acting accordingly.

### **Trump Puts Higher Education on Notice for 'Dangerous, Demeaning, and Immoral' DEI Teachings**

President Donald Trump's latest executive order seeks to water down diversity, equity and inclusion (DEI) practices in federally funded higher-education institutions in an effort to restore "merit-based opportunity," according to the White House.

During his first two days in office, as reported by Aubrie Spady's "Trump Puts Higher Education on Notice for 'Dangerous, Demeaning, and Immoral' DEI Teachings" Fox News January 2025 story:

Trump issued a slew of executive orders, including ordering that all federal agencies close their DEI offices and put employees in those units on paid leave. To further his effort to deter DEI, the president is launching a federal review of such teachings and practices in educational institutions receiving federal funding.

"Institutions of higher education have adopted and actively use dangerous, demeaning, and immoral race and sex-based preferences under the guise of so-called 'diversity, equity, and inclusion,'" reads the White House order.

The order requires that the attorney general and secretary of education identify potential civil compliance investigations among institutions of higher education with endowments over \$1 billion dollars and, accordingly, develop action plans to "deter DEI programs or principles that constitute illegal discrimination or preferences."

Within 120 days, the AG and the secretary of education will issue guidance to state and local educational institutions that receive federal funds or grants or that participate in the student loan program. The focus will be on ensuring compliance with the Supreme Court's decision in *Students for Fair*



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*Admissions, Inc. v. President and Fellows of Harvard College*, a landmark case that held that race-based admissions practices violate the Fourteenth Amendment.

"Illegal DEI and DEIA policies not only violate the text and spirit of our longstanding Federal civil-rights laws, they also undermine our national unity, as they deny, discredit, and undermine the traditional American values of hard work, excellence, and individual achievement in favor of an unlawful, corrosive, and pernicious identity-based spoils system," the memo reads.

The executive order noted that it will not prevent educational institutions or agencies from engaging in "First Amendment-protected" speech.

### **Social Justice Warriors Crusaded to Mandate DEI in Every Corner of America**

Rep. Tim Walberg, R-Mich., who chairs the House Education and the Workforce Committee, applauded Trump for pushing back against the controversial practice.

"For too long, social justice warriors crusaded to mandate DEI in every corner of America. Instead of merit, skills and ability, DEI devotees pushed policies that are antithetical to American exceptionalism," Walberg said. "From the classroom to the boardroom, Americans have felt the negative effects. DEI has bloated education budgets while telling students what to think instead of how to think."

Jonathan Turley, a Fox News contributor and the Shapiro Professor of Public Interest Law at George Washington University, suggested in an analysis of the executive order that it "will send a shock wave through higher education and the resulting agency actions are likely to trigger a tsunami of lawsuits.

Meanwhile, one education expert suggested that universities could begin to pre-comply with new DEI measures.

"It seems very plausible that higher-education institutions will pre-comply, even before the Department of Education or the National Science Foundation writes it into specific projects," Eboo Patel, founder and

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president of Interfaith America, told the *Chronicle of Higher Education*.  
"Universities will adopt the spirit of the executive order."

### **DOGE Slashes Over \$100M in DEI Funding at Education Department: 'Win for Every Student'**

As reported in the Aubrie Spady Fox News February 2025 article "DOGE Slashes Over \$100M in DEI Funding at Education Department: 'Win for Every Student'":

The Department of Education (DOE) is canceling more than \$100 million in grants to fund diversity, equity, and inclusion (DEI) training as part of the Department of Government Efficiency (DOGE) sweep of "wasteful" spending.

DOGE, the department led by Elon Musk to cut costs within the federal government, announced the termination of 89 DOE contracts totaling \$881 million in a post on X.

Of the nearly \$1 billion, DOGE identified \$101 million that was being used for DEI training, including teaching educators to "help students understand/interrogate the complex histories involved in oppression, and help students recognize areas of privilege and power on an individual and collective basis."

"Your tax dollars were spent on this," Musk wrote of the DOE spending.

According to DOGE, the education department spent another \$1.5 million on a contractor to "observe mailing and clerical operations" at a mail center, which was also terminated in the recent spending sweep.

"DEI was never about 'equity'—it was about enforcing ideological conformity and institutionalizing discrimination. Shutting down these wasteful, divisive programs is a win for every student," Nicki Neily, founder and president of Parents Defending Education, said in response to the spending cut.

"More states need to follow suit," Neily said.

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Erika Donalds, wife of Republican Rep. Byron Donalds of Florida, also wrote in response that "the kids can't read" while one program reportedly told educators to 'help students recognize areas of privilege and power'.

DOGE has been leading efforts to vacuum spending within the DOE, announcing in early February the termination of three grants including one funding an institution that had reportedly "previously hosted faculty workshops entitled 'Decolonizing the Curriculum.'"

In his first slew of executive orders, President Donald Trump launched a federal review of DEI teachings and practices in educational institutions receiving federal funding.

Former Education Department press secretary Angela Morabito discusses President Donald Trump's plans to eliminate the Department of Education on 'Fox News Live.'

### **You Now Have Permission to Stop Pretending**

On January 14, 2025, Mark Zuckerberg, the CEO of Meta, formerly Facebook, made a stunning announcement. He was abolishing the company's DEI programs and discontinuing its relationship with fact-checking organizations, which he admitted had become a form of "censorship."

Per the Christopher F. Rufo "You Now Have Permission to Stop Pretending" Substack January 2025 post: The left-wing media immediately attacked the decision, accused him of embracing the MAGA agenda, and predicted a dangerous rise in so-called disinformation.

Zuckerberg's move was carefully calculated and impeccably timed. The November elections, he said, felt like "a cultural tipping point towards once again prioritizing speech." DEI initiatives, especially those related to immigration and gender, had become "disconnected from mainstream conversation"—and untenable.

This is no small about-face. Just four years ago, Zuckerberg spent hundreds of millions of dollars funding left-wing election programs; his role was widely resented by conservatives. And Meta had been at the forefront of any identity-based or left-wing ideological cause.

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### **Why Meta's decision to abolish DEI might be a turning point**

Not anymore. As part of the rollout for the announcement, Zuckerberg released a video and appeared on the Joe Rogan podcast, which now functions as a confessional for American elites who no longer believe in left-wing orthodoxies. On the podcast, Zuckerberg sounded less like a California progressive than a right-winger, arguing that the culture needed a better balance of “masculine” and “feminine” energies.

Executives at Meta quickly implemented the new policy, issuing pink slips to DEI employees and moving the company's content-moderation team from California to Texas, in order, in Zuckerberg's words, to “help alleviate concerns that biased employees are excessively censoring content.”

Zuckerberg was not the first technology executive to make such an announcement, but he is perhaps the most significant. Facebook is one of the largest firms in Silicon Valley and, with Zuckerberg setting the precedent, many smaller companies will likely follow suit.

The most important signal emanating from this decision is not about a particular shift in policy, however, but a general shift in culture. Zuckerberg has never really been an ideologue. He appears more interested in building his company and staying in the good graces of elite society. But like many successful, self-respecting men, he is also independent-minded and has clearly chafed at the cultural constraints DEI placed on his company. So he seized the moment, correctly sensing that the impending inauguration of Donald Trump reduced the risk and increased the payoff of such a change.

Zuckerberg is certainly not a courageous truth-teller. He assented to DEI over the last decade because that was where the elite status signals were pointing. Now, those signals have reversed, like a barometer suddenly dropping, and he is changing course with them and attempting to shift the blame to the outgoing Biden administration, which, he told Rogan, pressured him to implement censorship—a convenient excuse at an even more convenient moment.

But the good news is that, whatever post hoc rationalizations executives might use, DEI and its cultural assumptions suddenly have run into serious resistance. We may be entering a crucial period in which people feel confident enough to express their true beliefs about DEI, which is

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antithetical to excellence, and stop pretending that they believe in the cultish ideology of “systemic racism” and race-based guilt.

DEI remains deeply embedded in public institutions, of course, but private institutions and corporations have more flexibility and can dispatch with such programs with the stroke of a pen. Zuckerberg has revealed what this might look like at one of the largest companies. Conservatives can commend him for his decision, while remaining wary. “Trust but verify,” as Ronald Reagan used to say, is a good policy all around.

### **The 45 Companies on the MAGA Anti-DEI Hit List**

For President Donald Trump’s operatives seeking corporate targets to investigate for “illegal DEI,” conservative activists have already done the legwork and drawn up a list according to the Jeff Green and Bloomberg “The 45 Companies on the MAGA Anti-DEI Hit List” article in *Fortune* in February 2025. Source: America First Legal (AFL) and American Alliance for Equal Rights (AAER):

From Amazon.com Inc. to Yum! Brands Inc., 45 companies with a combined market value of almost \$10 trillion have been attacked for their DEI efforts in the past three years by groups led by Stephen Miller, now the White House deputy chief of staff for policy, and anti-affirmative action activist Edward Blum. Corporate lawyers and advisers are now poring over the list for clues as to which companies may eventually end up being investigated by the government.

Corporate diversity, equity and inclusion efforts, many of which were implemented less than five years ago when companies rushed to address historic inequities after the murder of George Floyd by a White police officer, are now in sharp focus as the new administration moves to dismantle DEI. The Justice Department, which is preparing a report by March 1, 2025, identifying steps to deter the use of “discriminatory” DEI programs in the private sector, has even threatened criminal investigations.

The department didn’t respond to requests for comment on its plans. One of Trump’s initial orders regarding DEI asked agency heads to identify up to nine companies or other entities that might be practicing “illegal DEI.”

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The order stated that DEI policies aimed at boosting underrepresented groups can violate federal civil-rights laws.

### **'Target-Rich'**

Companies spotlighted in recent lawsuits and complaints are a good indication of “who they’re going to go after,” said Michael Elkins, who represents businesses on employment law issues as founder and partner at MLE Law in Fort Lauderdale, Florida. “They have a blueprint.”

Miller and Blum’s groups highlighted what they described as “unlawful” practices at the 45 companies, including hiring based on gender or race, scholarships based on race, and funding for startups owned by underrepresented groups.

“This is a target-rich environment,” said Blum, whose lawsuits helped convince the US Supreme Court to end affirmative action in college admissions in 2023 and supercharged right-leaning groups’ assault on DEI in corporate America. Companies are exposing themselves to risk by keeping their DEI programs, he said.

Blum wouldn’t discuss whether he had direct conversations with administration officials, but said companies should be “mindful” of this government and end practices that are “actionable in court, and unpopular and polarizing.” He is pursuing companies including American Airlines Group Inc. and Southwest Airlines Co., and in January 2025, won a settlement with McDonald’s Corp.

### **Lawsuits, Complaints**

Anti-DEI activist Robby Starbuck said he’s in touch with administration officials and plans to “report any evidence of illegal discrimination against any race or sex we find.” Starbuck, who wouldn’t give details about his contact with the government, has claimed credit for DEI rollbacks at more than 15 companies, including Walmart Inc., the world’s biggest retailer.

Miller’s group, America First Legal, has been the most active in its pursuit of company DEI programs that it says discriminates against White men. AFL has filed more than half a dozen lawsuits and more than 30 requests for federal or state investigations of companies.

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It says that race, sex and national origin aren't supposed to be "a motivating factor in employment practice," according to Reed Rubinstein, senior vice president at America First Legal. The Trump administration used similar language in a Feb. 5, 2025, memo clarifying instructions to agency heads on how to identify prohibited DEI.

Most of AFL's complaints against DEI practices at companies such as Walt Disney Co., Nike Inc. and IBM Corp. were sent to the US Equal Employment Opportunity Commission, the federal agency that enforces workplace anti-discrimination laws. The companies didn't respond to requests for comment.

### **DEI Retreat**

Already, consulting firms Accenture Plc, Booz Allen Hamilton Holding Corp. and Deloitte have abandoned their diversity goals, citing Trump's executive order banning diversity efforts at federal contractors. Coca-Cola Co. and PepsiCo Inc., both government contractors, said they're preparing to comply with the order.

Companies should be wary of making dramatic changes in DEI policy, even if they have been called out in the past, said Aaron Goldstein, an employment law partner at Dorsey & Whitney's Seattle office. He said he has clients who have been attacked by conservative groups, but wouldn't comment on whether they are on AFL's list.

The Trump administration will likely go after companies that are high profile and have made strong statements in support of DEI in the past, he said. The best a company can do is examine both external and internal communications—and be prepared.

"If you go running from DEI in a very public way, after having embraced it over the last three years, you might be hit by traffic going both ways," Goldstein said. "The worst thing that can happen to a company is: You're still on that list, but you've lost all your good faith and credibility with folks on the other side of these issues."

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### Companies with outstanding lawsuits:

Company	Complainant	Key Complaint
Ally Financial Inc.	AFL	Hiring based on gender
Amazon.com Inc.	AFL	Race based driver stipend
American Airlines Group Inc.	AAER	Supplier-diversity programs
Bally's Corp.	AAER	Investment based on race
Expedia Group Inc.	AFL	Hiring based on race
IBM Corp.	AFL	Firing based on race
Meta Platforms Inc.	AFL	Hiring based on race and gender
Paramount Global (multiple)	AFL	Hiring/firing based on race
Progressive Corp	AFL	Race based vehicle grants
Southwest Airlines Co.	AAER	Free Flights for Hispanic Students
Target Corp.	AFL	Shareholder risk allegations from DEI

### Companies with federal or state complaints made:

Company	Complainant	Key Complaint
Alaska Air Group Inc.	AFL	Hiring based on race
Anheuser-Busch InBev SA/NV	AFL	Hiring based on race and gender
BlackRock Inc.	AFL	Race-based scholarship
Crowdstrike Holdings Inc.	AFL	Promoting based on race
Dick's Sporting Goods Inc. abortion travel	AFL	Gender discrimination via paid
Hasbro Inc.	AFL	Hiring based on race and gender
Hershey Co	AFL	Hiring based on race
Hy-Vee Inc.	AFL	Minority supplier program
Kellanova	AFL	Hiring based on race and gender
Kontoor Brands Inc.	AFL	Hiring based on race
Lyft Inc. abortion travel	AFL	Gender discrimination via paid
Macy's Inc. abortion travel	AFL	Gender discrimination via paid
Major League Baseball	AFL	Race and gender discrimination
Mars Inc. race	AFL	Hiring and promoting based on



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Mattel Inc. race	AFL	Hiring and promoting based on race
McDonald's Corp.	AFL	Hiring based on race and gender
Microsoft Corp. (Activision)	AFL	Hiring based on race and gender
Morgan Stanley	AFL	Apprenticeship program
NASCAR	AFL	Race and gender discrimination
National Football League	AFL	Rooney Rule is illegal
Nike Inc. race	AFL	Hiring and promoting based on race
Nordstrom Inc.	AFL	Hiring based on race and gender
PricewaterhouseCoopers LLP	AFL	Hiring based on race and gender
Salesforce Inc.	AFL	Hiring based on race and gender
Sanofi SA race	AFL	Hiring and promoting based on race
Shake Shack Inc.	AFL	Hiring based on race
Smithfield Foods Inc. race	AFL	Hiring and promoting based on race
Starbucks Corp.	AFL	Hiring based on race
Twilio Inc.	AFL	Firing based on race
Tyson Foods Inc.	AFL	Hiring based on race
Unilever PLC	AFL	Hiring based on race and gender
Walt Disney Co	AFL	Hiring based on race and gender
Williams-Sonoma Inc.	AFL	Hiring based on race
Yum! Brands Inc.	AFL	Hiring based on race

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## Woke Free Work Places

# Woke Free Work Places

## Author Bio



*Corey Lee Wilson*

Corey Lee Wilson was raised an atheist by his liberal *Playboy* Bunny mother, has three Anglo-Hispanic siblings, a bi-racial daughter, a brother who died of AIDS, baptized a Protestant by his conservative grandparents, attended temple with his Jewish foster parents, baptized again as a Catholic for his first Filipina wife, attends Buddhist ceremonies with his second Thai wife, became an agnostic on his own free will for most of his life, and is a lifetime independent voter.

Corey felt the sting of intellectual humility by repeating the 4th grade and attended eighteen different schools (17 in California and one in the Bahamas) before putting himself through college (without parents) at Mt. San Antonio College and Cal Poly Pomona University (while on triple secret probation).

Named Who's Who of American College Students in 1984, he received a BS in Economics (summa cum laude) and won his fraternity's most prestigious undergraduate honor, the Phi Kappa Tau Fraternity's Shideler Award, both in 1985. In 2020, he became a member of the Heterodox Academy, in 2021 a member of the National Association of Scholars and 1776 Unites, and in 2023 became a member of Moms for Liberty.

## Woke Free Work Places

As a satirist and fraternity man, Corey started Fratire Publishing in 2012 and transformed the fiction “fratire” genre to a respectable and viewpoint diverse non-fiction genre promoting practical knowledge and wisdom to help everyday people navigate safely through the many hazards of life. In 2019, he founded the S.A.P.I.E.N.T. Being to help promote freedom of speech, viewpoint diversity, intellectual humility and most importantly advance sapience in America’s students and campuses.

Some readers might be prone to ask why would someone raised as a wild-hippy-gypsy child of the Sixties take the conservative path and champion conservative causes?

Quick answer: In this day and age it’s the reasonable, logical, and sapient thing to do. By comparison, there is nothing “sapient” about the Progressivism movement and the woke madness that follows it throughout our educational, governmental, and business systems.

Furthermore, to quote Ronald Reagan, “There’s a flickering spark in us all which, if struck at just the right age, can light the rest of our lives.” His spark was ignited in college when he experienced first-hand in the early Eighties the growing illiberalism at his college newspaper and its persistent bias against conservatives, Christians, and President Reagan.

Hopefully, this *Woke Free Work Places* guide will do the same to spark your inspiration and help you craft your anti-wokeness platform for your organization’s well-being.

Guidebook Format Options:

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# Woke Free Work Places

## Removing the Racist “Equity” Aspect of DEI

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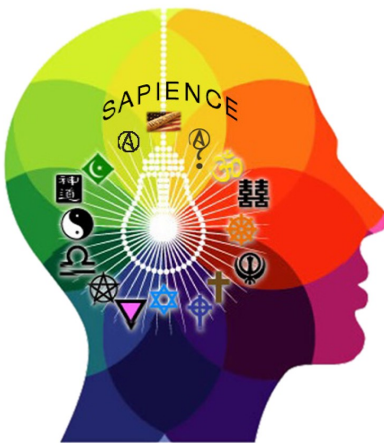
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With rapidity and stealth, the diversity, equity and inclusion (DEI) ideology has come to replace the classical liberal values of merit, excellence, and intelligence (MEI).

The time for a national debate over the conflicting values of DEI and MEI is long overdue in the academy, professional organizations, media, government and large technology companies. DEI bureaucracies have mushroomed and many operate behind the scenes with ambiguous DEI definitions, goals and policies.

Who originated DEI? Why DEI and not another set of laudable values? Does “equity” refer to opportunity or result? How do those of mixed race fit in diversity assessments? Is the goal of racial representation proportionate to that of the population, the history of marginalization, or something else? DEI terms are defined so obtusely that they can refer to a spectrum of policies from mere platitudes to radical agendas including litmus tests and racial quotas.

In its most radical forms, DEI is derivative of neo-Marxist identitarian ideologies that attribute virtually all average group differences—from arrest rates to medical school admissions—to systemic discrimination. However, average group differences in outcomes can reflect a variety of factors as shown in Thomas Sowell's *Social Justice Fallacies*.

DEI is a significant cultural and ideological revolution, one that has been accomplished with almost no debate or operationalization of terminology. The unexamined acceptance of DEI, however defined, is surprising in a free society where critics are encouraged to challenge and debate significant social changes. DEI means many different things to many different people, but one thing remains constant—DEI backers, left wing media, and bureaucrats continue to avoid debating their critics.

Just as Alabama segregationist governor George Wallace never debated Martin Luther King, DEI backers with institutional power show no enthusiasm for defending their ideas in real debates. Without vigorous open and civil debate, DEI bureaucracies will continue to impose doctrinal training programs, litmus tests, censorship and discrimination. Unless this is challenged, we risk entering a new era of institutionalized McCarthyism and the demise of a free and prosperous multi-cultural America.

How did all of this happen? What brought about this almost universal change throughout America? Find out in this provocative guidebook ***Woke Free Work Places: Removing the Racist “Equity” Aspect of DEI by Promoting “Merit” Based Policies & Woke Free Work Environments.***

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