

# Wealthy Blacks an untapped bloc

**Special to Sentinel-Voice**  
NEW ORLEANS (NNPA) — Wealthy African-Americans are a largely untapped and widely overlooked demographic despite having \$29.8 billion in purchasing power, according to results from a study released recently.

The paper, "Marketing to Affluent African-Americans: Strategic Insights for Reaching an Untapped Market," consisted of online interviews with affluent African-Americans as well as a series of regional focus groups held in Atlanta, Chicago, Miami and

Washington, D.C. It features the results of insights on the behaviors, attitudes, opinions and spending patterns of affluent African-Americans, defined as individuals earning at least \$75,000 annually.

"This study provides marketers with insights, case studies, interviews with executives and data to help them more effectively target this growing audience of consumers," said Andrea Hoffman, CEO of Diversity Affluence, a consultancy that specializes in providing marketing insights on affluent ethnic consumers. "Market-

ers will benefit immeasurably from engaging these influential consumers who have been waiting to be acknowledged for years, but have been largely ignored by most luxury brands," she said.

The paper was the result of a collaboration between *Diversity Affluence* and *UPTOWN* magazines.

Hoffman recently coined a new term, "Royaltons," to refer to American affluent ethnic consumers. African-American Royaltons (AARs) refer to a small but wealthy group of influential people who purchase items such as Rolex watches, luxury cars and who frequently travel internationally. Hoffman also noted that the intelligence gathered from researching AARs will enable marketers to more effectively reach some of the most powerful and untapped consumers in today's marketplace.

Other results from the survey:

—Royaltons conduct extensive research on luxury items before they buy.

—Decisions influencing their purchase included tailored advertising, personalized service and event marketing at the retail level.

—AARs are aspirational, and focus on trading up to more luxurious brands.

—Fashion is an expected luxury and is equally important to both men and women.

—Men's fashion spending is focused on career and casual wear, while women spend money on purses and shoes.

"Black is the new 'green,' and any marketer who learns the nuances of this core group of consumers and the vehicles to properly reach them will have access to unlocking AARs' vast buying potential," Hoffman said. "This is especially true in these cost conscious times when every company is scrutinized and accountability takes center stage."

## FBI: Hate crimes sank lower in '07

WASHINGTON (AP) — Hate crime incidents decreased slightly last year, despite a surge in crimes targeting gays and lesbians.

The FBI reported more than 7,600 hate crime incidents in 2007, down about 1 percent from 2006. The decline was driven by decreases in the two largest categories of hate crimes — crimes against race and religion.

But prejudice against sexual orientation, the third-largest category, increased about 6 percent, the report found.

The FBI report does not compare its data from one year to the next because the number of law enforcement agencies participating in the annual count varies from year to year. More agencies contributed to the 2007 report than the 2006 report, however.

The data released Monday is consistent with previous years. Racial bias remained the most common motive, accounting for more than half of all reported hate crimes. Blacks, Jews and gays were the most frequent victims of hate crimes, the report found.

The FBI report is purely statistical and does not assign a cause for the slight overall decrease or increase in anti-gay hate crimes. More than a third of all hate crime incidents were categorized as vandalism or property destruction. Intimidation was the second most common hate crime, followed by simple assault.

The report was based on data drawn from 13,241 law enforcement agencies nationwide, covering about 85 percent of the nation's population. By comparison, the broader crime report the FBI puts out every year draws data from about 17,000 law enforcement agencies.

## Lynching

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right to extradition from Wichita, Kan., where he was arrested. Both men are charged with murder and tampering with evidence.

### Suspects Linked to Manslaughter Conviction

In 2003, Lamar County D.A. Gary Young served as Finley's court-appointed defense attorney when Finley pleaded guilty to manslaughter for shooting a friend to death.

The victim in the Finley manslaughter case was White and Finley told police he was sitting in a truck with his friend when two Black men tried to rob them. Finley said he fired at the robbers but accidentally shot his friend.

An autopsy determined the victim suffered three gunshot wounds to the head, but the district attorney at the time accepted Finley's story that the shooting was an accident. He was offered a plea bargain on a reduced manslaughter charge and eventually served a little over a year of a four-year prison sentence. The alleged robbers were never found.

McClelland falsely testified before a grand jury that Finley was with him at the time of the shooting. For lying under oath, McClelland was convicted of aggravated perjury and served over two years in prison.

### Grassroots Groups on the Ground

Members of the New Black Panther Party, Houston Millions More Movement and the Nation of Islam conducted a fact finding mission in Paris on Oct. 5 to comfort the grieving family, interview witnesses and plan a massive town hall meeting at the end of the month.

"We want justice for this family and we want these two criminals prosecuted to the fullness of the law," said Krystal Muhammad of the New Black Panther Party. "We will be monitoring this case closely."

New Black Panther Party members met with District Attorney Young Oct. 6 and held a press conference downtown. "We are asking for an outside agency to come in and ensure that justice is served," said party member Derrick Brown.

"This is a hate crime," said Paris activist Brenda Cherry to *The Final Call*. She has been working with the McClelland family. "This is just like Jasper all over again."

"This killing does not surprise me and it bears witness to the racism that still exists in Paris and other towns," Creola Cotton told *The Final Call*.

Cotton knows firsthand about Paris' racial disparities. Last year, her then-14-year-old Black daughter, Shaquanda Cotton, was sentenced by a local judge to up to seven years in detention for shoving a hall monitor at her high school. Just three months earlier, the same judge sentenced a 14-year-old White girl to probation after convicting her of torching her family's house. The case drew national attention and resulted in Shaquanda's early release.

"Recently after nooses started popping up everywhere, the [Min.] Louis Farrakhan warned us that these type of hate-filled activities would increase," said Deric Muhammad of the Millions More Movement, who visited the victim's family and the crime scene. "That crime scene looked like the aftermath of a bloody lynching. If this is not a hate crime, I don't know what is."

Jesse Muhammad writes for *The Final Call*.

## Your Horoscope Says... Oct. 30-Nov. 5

### ARIES

You'll have a busy week, as the energy around you seems supercharged. With everyone rushing about, you'll wonder how you'll get anything done, much less the things you feel you must get done. Not to worry. Stay calm and flexible and a way will be found.

Soul Affirmation: Anticipation of a beautiful night will light up my week.

Lucky Numbers: 31, 46, 55

### TAURUS

You may feel a bit crabby about your health early this week. If you feel you need a physical checkup, make the appointment this week. If you want to feel and look better this week, skip lunch and take a walk instead.

Soul Affirmation: I enjoy learning new things about myself this week.

Lucky Numbers: 22, 38, 42

### GEMINI

All vibes are positive this week, and your vibration may be the most positive of all. Many friends and family members may call, and all will want to see you. You've got a way with words this week, so use them to spread the sunshine around.

Soul Affirmation: I master fear by knowing that all is well.

Lucky Numbers: 1, 33, 35

### CANCER

Get out and enjoy the sunshine this week. Remember that the sun is always shining somewhere in our big island home, so use your imagination if the weather isn't perfect where you are. You can still enjoy your week and the sun that is shining — whether you see it or not!

Soul Affirmation: What I need to

be is fully present inside of me.

Lucky Numbers: 6, 15, 40

### LEO

You may find that discussions at home have taken a sudden, spiritual orientation. Give everyone room to express their personal beliefs without trying to preach your point of view. Your open-mindedness helps you with deep learning this week.

Soul Affirmation: The winner is me. I smile for the cameras.

Lucky Numbers: 31, 32, 54

### VIRGO

Feeling bold, are we? Well, go with the flow of your feelings! No other sign can call on inner courage as easily as you. Whether at home, at work or out on the town, let your personal statements be stylish and bold!

Soul Affirmation: This week is the week the Lord has made. I rejoice in it.

Lucky Numbers: 23, 38, 52

### LIBRA

Tempers may flare around you this week but it's nothing personal, so keep your mind on your own work and let others act up. You'll be doing yourself a big favor if you get some exercise this week!

Soul Affirmation: I change the way I look at business this week.

Lucky Numbers: 28, 32, 50

### SCORPIO

Restless feelings may arise over health matters, or perhaps education or the lack of it. Do what you need to do to feel comfortable with yourself. If it involves seeing a dentist or taking a class, what's stopping you? Self-improvement can be a very enjoyable game!

Soul Affirmation: Hope is future's way of shining on me this week.

Lucky Numbers: 12, 14, 21

### SAGITTARIUS

Set a limit on what you can do for others this week. You'll enjoy your feelings more if you are straightforward about refusing a less than appetizing assignment. Trust your feelings and say "No, I won't." Clear boundaries help you define yourself.

Soul Affirmation: I get joy from giving good things.

Lucky Numbers: 13, 39, 41

### CAPRICORN

Let happiness flow inside and outside of you this week. Refuse to be drawn into any pseudo-crisis and you'll stay happy. Stay quietly on task and you'll have accomplished much by the end of this busy week.

Soul Affirmation: I flavor my life with good wishes towards everyone this week.

Lucky Numbers: 16, 28, 52

### AQUARIUS

A dream in which you already are, what you hope to be, will offer much insight into your current situation. Take some practical steps to keep the focus on this wonderful vision. You know you can be what you see!

Soul Affirmation: I am a giver of good words this week.

Lucky Numbers: 15, 23, 50

### PISCES

Do you realize that you are the only one who can tell you what to think and how to feel? Let go of any behaviors that are keeping you from achieving the things you want to achieve. Be creative and positive this week.

Soul Affirmation: I focus on long-range financial security this week.

Lucky Numbers: 14, 31, 42