

# STRICTLY BUSINESS

The economic philosophy of Malcolm-X

CHARLES ROSS

Your Personal Finance



The release of the movie Malcolm X a few years ago has created a renewed and continuing interest in the charismatic leader. After Malcolm X split with the Nation of Islam, he began formulating a philosophy that embraced black nationalism. This ideology translated means self-respect or personal pride.

A major part of his black nationalism was economics. Pure and simple, Malcolm X felt that blacks should control the economy of their communities. Blacks should own the banks, stores and homes.

His economic philosophy embraced a re-education program in the black community. A program that would teach that as long as blacks spend money outside the communities they live in, the community where you spend the money will get richer and richer and your community will get poorer and poorer.

**Self-reliance**

The economic philosophy of Malcolm X was a simple one. He felt that blacks should take care of their own. By owning and operating businesses in their communities blacks would create job opportunities and would not have to boycott, picket nor beg for jobs.

In addition, he thought every church, civic organization and fraternal order should help by teaching and encouraging entrepreneurship. Malcolm even went so far as to say that if blacks weren't going to be allowed out of the ghettos, they ought to run them.

Malcolm X's message about self-reliance and entrepreneurship is as relevant today as it was almost 30 years ago. People gain freedom by controlling their destinies, and in order to control their destinies, they must control their community. In order to control, you need power, and in America, money is power.

Malcolm X was a man of vision and of courage.

**Getting the lowest hotel rate**

If you're planning to travel domestically or overseas, it's a good idea to make inquiries about hotel rates directly to the hotel. Many hotel chains offer toll free numbers where you can check rates and room availability for any of their locations. But if you call a hotel chain's 1-800 number you often don't get information on the sales or special rates being offered by the chain's hotel in specific cities.

As it is with air fare rates, timing is an important factor in getting the lowest hotel rate. A survey by the Consumer Reports Travel

# SELLING THE DREAM

Martin Luther King family to license civil rights leader's image

THE ASSOCIATED PRESS

ATLANTA - After zealously guarding Martin Luther King Jr.'s name and image for years, the slain civil rights leader's family says it will approve the licensing of merchandise bearing King's words and image.

The change stems from an explosion of King merchandise sold without the family's approval, said King's youngest son, Dexter Scott King.

"We have a legal right to protect what is ours, but whether it's morally right, some people would question," King said. "I think it's both."

King is chief executive of the Estate of Martin Luther King Jr., a corporation established by King's heirs in 1993. He also serves as president, chairman and chief executive officer of the Martin Luther King Jr. Center for Nonviolent Social Change.

"All of this was born out of reaction," King said.

The Rev. C.T. Vivian, who was an adviser to the civil rights leader, supports the family's change of heart.

"If there is money to be



AP/WIDE WORLD PHOTOS

Images of Martin Luther King Jr., seen here shortly before he was assassinated on April 4, 1968, will soon be licensed, according to family members.

made, some of it should go to his family," Vivian said. "Martin could have quit and made millions in corporate America or he could have traveled, giving speeches. But he gave his life to the movement."

"There are millions of people - black and white - reaping the rewards of Martin's work," he said. "There is no reason why his family shouldn't live comfortably."

The estate has already authorized a line of figurines

depicting King's life, a limited edition statuette and a line of personal checks.

Other products being developed include Olympic pins and CDs that, for the first time, will feature many of King's speeches. A motion picture on King's life and an annual television awards program are in the works.

Phillip Jones, president and CEO of Intellectual Properties Management, which oversees the King Estate, said more

than a thousand inquiries pour in each month for King-related products.

"You go into a bookstore and you have a hard time finding speeches, books, sermons written by Dr. King," Jones said. "What we're doing is packaging all of this. We want to make sure that his legacy is available to the public."

King, the Baptist minister who helped lead the fight for civil rights in the 1960s, was assassinated on April 4, 1968, in Memphis, Tenn.

Charles E. Jones, chairman of the African American Studies Department at Georgia State University, questioned the marketing of a civil rights icon.

"You run the risk of turning King into a commodity," he said. "You run the risk of the message being lost to the product. King was not the only leader in the civil rights movement, but he symbolized that movement. The mass selling of King would cheapen what he stood for."

## Black ad firm tries to expand beyond niche

By Herbert G. McCann THE ASSOCIATED PRESS

CHICAGO - The theme is familiar: "Have you had your break today?" But the voice repeating the refrain has a Caribbean lilt, and as it speaks the camera pans an African art scene.

The television advertisement for fast-food giant McDonald's Corp. is known in the business as a "specialty ad," targeting the \$300 billion African American consumer market.

It's been a lucrative niche for

the ad's creator, Thomas Burrell, and his Burrell Communications Group, which has grown in 25 years from a 100-square-foot office to a 110-person advertising agency with 1995 billings of \$90 million and a client list that includes Coca-Cola, Kraft Foods Inc., Proctor & Gamble and Quaker Oats.

Now, Burrell is trying to move beyond that niche and create advertising campaigns for the general market. That move reflects a question facing Burrell and other ad agen-

cies like his: Does advertising targeted to minorities still make business sense?

Some experts say companies are beginning to turn away from specialty advertising. "They have found that the business (justification) is not compelling," said Bobby Calder, a professor of marketing at the Kellogg School of Management at Northwestern University.

That is a view disputed by Rosalind Arnstein of Advertising Research Foundation in New York. "A

lot of the larger ad agencies are forming separate, smaller agencies for the ethnic market - Asian, Hispanic as well as black," she said.

Burrell's effort to scale the walls of the advertising industry - a largely white profession - has its roots in the civil rights movement. With voting rights and equal opportunity came the awareness that blacks brushed their teeth, had underarm odor and at times needed an antacid after a meal.

Census figures indicate

blacks represent a \$300 billion consumer market, leading companies such as Revlon to market a line of cosmetics and Sara Lee's Leggs division to promote panty hose for women of color. And it led to companies like Ford and General Motors, Proctor & Gamble and Lever Brothers, Coca-Cola and Pepsi-Cola to gear their advertising to blacks by using black pitchmen.

And to make sure they got it

See ADVERTISING page 7A

## Group trying to make on-line credit card purchases

NEW YORK - Companies led by Visa International and MasterCard International are teaming up to find a way to make Internet credit card purchases safe from cyber-thieves, according to published reports.

The new technology, called Secure Electronic Transactions, was unveiled last week and should be available by year's end. The New York Times and Wall Street Journal reported.

A call for comment from MasterCard was not returned. Officials at Visa could not be

reached for comment after business hours.

According to the newspapers, the system would allow a user to send credit card account numbers to a merchant in a scrambled form that would be indecipherable to electronic thieves.

A special code would allow a merchant to check electronically with the bank issuing the card to make sure it is valid and the customer is the authorized user.

Demand to buy on the Internet has been growing as

more people become accustomed to the global computer network.

But few people think it's safe to put credit card numbers on the Internet, mostly out of fear that a third party will intercept them.

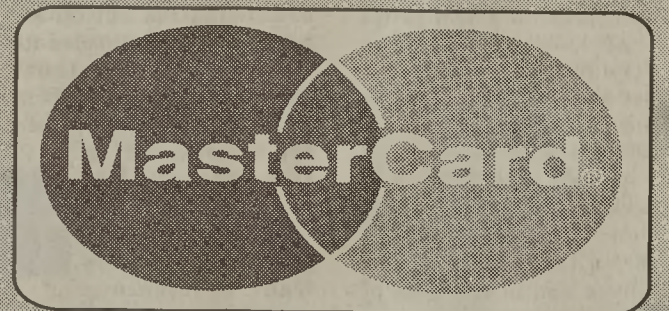
Visa and MasterCard announced last June they would work together to develop one anti-theft system for credit-card companies to use.

Visa has been aligned with Microsoft Corp. in tackling Internet security, while MasterCard and Netscape

Communications Corp. have worked on such a system.

Now those companies, along with IBM, GTE Corp. and oth-

ers will pool their research together to develop one standard, the Times and Journal said.



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