

**CREATING A MULTICULTURAL NEW MEDIA MARKETING SPACE:
an Analysis of Current Media Advertising and Representation
Practices of Minority Men and the Feasibility of the Creation of BROTHER:
a New Media Publication and Multicultural Marketing Solution**

THESIS

**Submitted in Partial Fulfillment of
the Requirements for
the Degree of**

MASTER OF SCIENCE (INTEGRATED DIGITAL MEDIA)

at the

POLYTECHNIC INSTITUTE OF NEW YORK UNIVERSITY

by

Jason Wilson

May 2013

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Vita

Jason Wilson was born in Cleveland, Ohio in August 1982. He completed his undergraduate study at Columbia University in 2004 and received the Bachelor of Arts in Art History and the Creative Writing Certificate. Jason spent the previous year compiling information, researching marketing statistic, topics in race and media and a variety of CMS and programming languages in preparation for this project.

Dedicated to Samuel and Mary Ann Wilson.

AN ABSTRACT

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Advisor: Beth Rosenberg, MA, MS ED

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Much research has been devoted recently to both the salience of the multicultural consumer in the American consumer market and their misrepresentation in popular media. Media practices that are biased against multicultural men in particular serve to damage their social reception and potentially their livelihood. The creation of media channels for more positive images of and targeted marketing initiatives towards multicultural men can be easily achieved and would help to alleviate social phenomena caused by the perpetuation of negative and identity damaging media images of minority men.

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Introduction

On Monday, April 15th, 2013, two explosions ravaged the finish line of the Boston Marathon, killing three individuals, including an 8 year old boy. Despite the rapid progress of the investigation, FBI officials remained tight lipped about their suspicions, refusing to give names or confirm identities of eyewitness photographs of the individuals in question. (Eilgon, 1). On Wednesday, April 17th, John King, a well known CNN News correspondent mistakenly reported live from Boston that a suspect had been apprehended in the case. As egregious as this reporting error was, it was underscored by King's description of the suspect as "a dark-skinned male." King, seemingly well aware of the racial charge that he just sent through the airwaves immediately added, "there are some people that will take offense even at saying that (Wemple, 1)."

That very evening of Kings reporting, Rev. Al Sharpton, a renowned civic leader, president of the National Action Network and host of MSNBC's wildly popular broadcast PoliticsNation openly criticized King's remarks publicly denouncing them as, "perpetuating a stereotypical characterization devoid of relevant facts about the subjects identity (Chandler,1)." Sharpton added that King's remarks, "made every dark skinned male in Boston a suspect. If I reported that a "white-skinned male" was being sought after, I would be publicly maligned as a 'racial agitator.' The media must be responsible and put facts in proper context." Thankfully, for those vilified by King's remarks, Al Sharpton, a political mobilizer and social leader within the national black community, had in recent years been given a network platform from which he could adequately address and denounce King's remarks. Nevertheless, this episode is a stark contemporary example of the socially detrimental media representation that this research initiative is seeking to understand and rectify.

John King's remarks are indicative of the systemic negative bias towards men of color in the mainstream news media. This negative treatment so entrenched in the modern society and news media production that John King, an anchor for one of the nations leading cable news networks, was comfortable enough to single out all dark-skinned men as the potential suspects in a heinous act of domestic terror even while acknowledging the offensive nature of his comment. Consider the number of African-American men whose personal characters were suddenly overcast, and now, the even greater number of non African-American dark skinned men. What is most disturbing about this incident is its timing. It is no secret that the social fabric of the United States has become significantly less whitened throughout the twentieth century. Approximately 30-34% of the United States population is not white according to the United States Census Bureau (United States Census Bureau ,1). A responsible collective media experience for a nation of such varied ethnic make-up would ideally involve an ethical treatment of all of its consumers. Unfortunately this is not the case for the state of the American mainstream media. Despite the ethnic mixing and rapid diversification of urban and suburban spaces and workplaces, the mainstream news and advertising media perpetuate negative images of its non-white citizens and other social "others" that are ultimately negative influences on their psycho-social reception by white and "whitened" counterparts. These biased media practices reflect the media industry's lack of adequate attention to the economic vitality and cultural ingenuity of these "others" as well.

I reference the blunder of John King to offer an anecdotal parallel to ideas that I will espouse concerning the treatment of young black men in contemporary media and the psycho-social effects that this type of inherently negative media treatment has on both white and nonwhite media consumers. Much of this portion of my thesis will be centered on factual information, critical ideas and redemptive solutions offered in a dual report commissioned by the Heinz Endowment's African American Men and Boy's Task Force, "Young Men of Color in the Media: Images and Impacts" by Robert Entman on behalf of the Joint

Center Health Policy Institute, Jerry Kang's "Trojan Horse of Race", and Helán E. Page's writings on media containment, published originally in *American Anthropologist*. One aspect of critical convergence among these texts is their emphasis on the influence that negative media images inevitably have on personal decisions like purchasing and voting that influence policy-making and business practices that would ameliorate the real economic and social problems that effect misrepresented minority populations. Part of my investigation of the psychosocial effects of representation of minority men in the media will focus on treatment of gay men in the media as well. This portion of my thesis will center on the exploration of the complicit social identity formation through advertising presented in the thesis of Johnathan Hanna, and similar findings in the research of Wan-Hsiu Sunny Tsai, originally printed in *Journal of Advertising*. As a social minority, gay men have also been mistreated in the media, and gay minorities are even misrepresented or omitted from gay sensitive media as well. Part of my production endeavor is to include imagery of gay men in the grander image of the multicultural mainstream man.

After exploring the subtext of the media representation of these two minority groups in particular, I will point to targeted marketing research that illustrates the economic necessity of a broader and more intelligent and sensitive proliferation of media and advertising images targeting minorities. I will reference several marketing reports in particular a series of reports compiled by the Nielsen Company regarding the vitality of the African American and Latino markets, along with special coverage of the same topic by AdAge and Google in conjunction with GlobalHue, one of the nations leading multicultural advertising companies. I will also reference a variety of marketing statistics culled from a variety of sources including The Pew Research Institute, The Association of Magazine Media (MPA), and Community Marketing, Inc., in order to illustrate convergences in media usage and consumption habits among minority groups and to further illustrate the vitality of the minority market in an increasingly diversifying United States.

My ultimate goal is to illustrate the absolute necessity for the creation of media channels that aim to redefine mainstream representations of masculinity in terms that more adequately mirror the political and social matrix of our country. I want to champion the creation of a media that spotlights the positive existence of young minority men who have otherwise been misrepresented and set up for social occlusion and failure by way of the proliferation of damaging images.

The aim of my thesis project is to attempt to create a digital marketing space that will be a beacon for marketers willing to explore the possibilities of marketing directly towards ethnic and homosexual men, demographics that are typically overlooked in direct mainstream marketing. I believe that in creating a space that is aligned with the congruent media usage patterns, user experience requirements and consumer interests of young minority men (both social and racial/ethnic minorities), I will also be creating a space that will facilitate a new type of reception of minorities. This endeavor, and others like it will eventually help alleviate the social damages wrought by the onslaught of negative imagery and lack of direct marketing and will create a space for marketers to begin to embrace the economic viability of the minority demographic, and the salience of their media and goods consumption habits.

Creating a targeted media space will also help this demographic carve out a consumer identity that can be adequately juxtaposed with and integrated into the mainstream.. Given the multicultural nature of our capitalist society, and the economic vitality of every demographic, the multicultural media representation should be the standard of fair contemporary media broadcasting and I believe that the 21st century digital media marketers, advertisers, and content producers should be well versed in nuances of fair media treatment of all demographics.

Fujioka references Tajfel and Turner's idea of social identity theory and in-group (the group to which particular individual belongs) and out-group relations (Fujioka, 452.) This idea of social identification through in-group and out-group interrelation is an archetype that is persistent throughout most of the important texts that I used in my research. Fostering a more inclusive consumer identity

would help to alleviate psycho-social constraints that oppress the individual in his day to day interactions with members of the outgroup.

I am hoping that I can challenge the in and out group social dissonances perpetuated in the media (dissonances that will be explained in great detail in the proceeding discussion) by leveraging the digital demands of the increasingly diversifying American population with the seemingly universal language of style and fashion and the broader homogenizing effects that fashion and luxury consumption have across all demographics. Ethnic and race differences ultimately melt away in the pursuit of commodities that signify class distinctions, with this in mind, my research can be interpreted as an argument to stimulate growth in the market with images that perpetuate an inclusive consumption of goods.

On the Negative Psycho-Social Effects of Negative Contemporary Media Representations of Minority Men

The dearth of positive media content dealing with young black men has been an issue that has garnered much academic discussion but very little seems to have been done to effect suitable change in programming or news coverage. Robert Entman, in a report written for the Joint Center, uses a variety of psychological research studies to link the overwhelming proliferation of negative media images of young men of color to their very health and survival. He writes, “the media are among the most powerful sources of mental impressions that people form of categories of out-groups. Thus, for instance, under ambiguous conditions, a white police officer—even a well-meaning one—may react differently to seeing a young man of color than to a white young man.” Though the trigger-anxious police officer is a vivid (though all too real) illustration of the media induced fear that Entman describes, he leverages this morbid fear with more would-be mundane interactions like those between a teacher and a black student, or a doctor and a black patient (Entman, 5). Situations where benevolence and even protection are typically bestowed on the layman turn to

situations of heightened anxiety and perhaps misconduct when a young man of color is involved in the interaction. Entman, armed with a slew of psychological research, blames the media.

Of the research that Entman uses to compile his report, the work of Jerry Kang stands out most notably. Entman discusses findings from Kang's Harvard Law Review writings at length, delving deeply into Kang's discussion of the racial mapping and implicit bias that occurs in everyday social interactions some of which are sensitive interactions, like job interviews or doctor's visits, that could determine a person's livelihood and wellbeing (Entman, 6). For Kang, the results of recent cognitive studies dealing with the subliminal nature of "racial mechanics" (the, "ways in which race alters intrapersonal, interpersonal and intergroup interactions") are "stunning, reproducible, and valid by traditional scientific metrics," and "seriously challenge current understandings of our 'rational' selves and our interrelations (Kang, 1493)." Entman points to a variety of the social experiments that Kang describes in his work, including the "Shooter Bias" (Entman 9, Kang, 1493).

In this cognitive experiment, conducted by Joshua Correll, individuals were shown pictures of both black and white men holding a variety of objects from weapons to ice cream cones, wallets etc... Participants were then instructed to respond (shoot) as quickly as possible under heightened time constraints. Correll's study reveals that white participants were more likely to assume that black targets were armed when they were not (they shot them) and white targets were assumed unarmed even when they were (Kang, 1493). This particular model is a drastic example of the racial mechanics at play, but it underscores the degree to which racial schema are at work even in spur of the moment "life or death" situations. Sadly this harmless video game experiment can be applied readily to a simplified treatment of the 2012 Trayvon Martin incident; an unarmed 17-year-old black teenager is shot dead during an altercation with an armed white man in fear of his life, based on the assumption that the teenager was intrinsically more dangerous than him.

Kang suggests that there are a variety of cognitive schema that are activated during the interpersonal social experience, and the racial schema is one that is activated, “without conscious intention and outside of awareness (Kang, 1506).” His discussion of the implicit in-group/out-group bias and the scientific research that would bind it to fact correlate well with Entman’s theory that the mainstream media patterns of omission and over proliferation of negative images helps to provide whites with the background to fuel not only the subliminal implicit bias, but also a more conspicuous recognition of, “an inherent political conflict of interest with persons of color (Entman 13).” The findings from the dual surveys of Pittsburgh local media coverage of young men of color commissioned by the Heinz Endowment for African American Men and Boys offer a vivid microcosmic example of the sort of failed media coverage that influence what Kang refers to as the negative implicit bias.

One study found that of the coverage concerning young men of color, approximately 86% of Pittsburgh area television news broadcast and 36% of the coverage from both of the local mainstream newspapers were focused on crime. The second study revealed that crime coverage, at 30%, was surpassed only by sports coverage at 43%. According to the Pew research staff who conducted the report, “of the nearly 5,000 stories studied in both print and broadcast, less than 4 percent featured an African American male engaged in a subject other than crime or sports (Portrayal and Perception, 6).” Research gathered for the Heinz endowment report revealed that less than 1 in 10 stories featured African American young men at all, accordingly 36% of those articles focused on crime (Portrayal and Perception, 6, 14.) The report even references Entman’s theory of strategic omissions described above in relation to the patterns seen in Pittsburgh’s media treatment of young minority men, and the damage that these strategic omissions have on the collective esteem of the black community and their faith in the media as a public service (Portrayal and Perception, 10-11).

For Kang, these types of “vicarious experiences” are what shape racial

meaning for in-group/out-group relations. A white viewer, having been bombarded with negative information and horrifying “vicarious experiences” of contact with “the other” black out-group members, will operate based on a racial mechanics commensurate with the connection to these experiences. Kang makes the distinction that these experiences can be hearsay as well as stories that are broadcast by way of popular media (Kang, 1539-40). Fujioka’s studies reveal that blacks respond with a similar in-group/out-group response to persistent negative imagery. He discusses a heightened level of apprehension in blacks in intergroup settings where blacks exhibit coping responses to perceived threats by out-group members (non blacks) (Kang, 453-455). This parallels Kang’s idea of racial mechanics. Blacks response to the battery of negative media imagery is self-reflexive to the degree that they anticipate and anxiously await avoidance of racially motivated inherent bias from out-group members, whose biases are exacerbated by the same source that fuels blacks’ anxiety: mainstream media representations of blacks (Kang, 454).

Now let us return briefly to John King’s remarks. To use Kang’s rhetoric, the immediate cognitive response of the vicarious experience (hearing the news that a dark skinned man was the perpetrator of the Boston Marathon violence) could have triggered an array of negative cognitive responses and memories regarding dark skinned men in both dark and light skinned people alike. What is interesting about this situation, and would most certainly require further study is the fact that the news of the dark skinned criminal was untrue. Are immediate cognitive responses or reinforcement of previously existing biases nullified in this case, or is the damage to the cognitive schema regarding dark skinned men already done?

Kang’s ideas regarding the prevalence of racial schema in the cognition of intergroup social interactions are very poignant especially in relation to Fujioka’s discussion of the social anxiety that is characteristic of intergroup interactions. Their ideas are underscored even greater when considering Helán E. Page’s

anthropological review of media's response to seemingly positive black male imagery versus the black male imagery that will be tolerated by the out-group (white viewers, the predominant force in media production). Her analysis of positive imagery vs. acceptable imagery illustrates the hegemony that is inherent in media production of the images and subsequent mainstream assimilation of black men.

Page advocates an anthropological reading of the barrage of negative media calling for studies that analyze how the media encourages viewers to believe that "only a few exceptionally embraceable African-American men are capable of succeeding, while the rest should be contained because they are innately incapable and tend to fail even when offered a chance (Page, 100)." Page urges anthropologists to theorize the negative imagery of young black men as, "information that is professionally designed and manipulated in a cultural struggle in which the dominant racial group seeks to contain the subjectivity of a competitive nonwhite other through the practice of radicalized cultural politics." Page expounds on the national seeing eye/I, a self referential determination of in-group/out-group relations based on the perceived notions of whiteness and the individuals relationship (level of assimilation) to this ideal (Page, 100). This idea of the degree of whiteness transcends readings of otherness based on skin color and allows for out-group members to be assimilated into the in-group of "the whitened", those that are acceptable and conform to the personal characteristics of civility, professionalism, financial success etc... that are stereotypically associated with whiteness. Page describes how the actions of black men are suspiciously regarded in society based on the "radicalized and gendered information inscribed in contemporary black male imagery (Page, 107)." And, despite how positive a black male individual's public endeavors may seem in relationship to the advancement of his minority in-group, Page illustrates how these actions will undoubtedly challenge the in-group/out-group power relationship and will ultimately be deemed "unembraceable" since, for the

minority male, out-group members are the majority and typically hold positions of control in media image production (Page, 103-107) Page's notion of "unembraceable" vs. embraceable also parallels Kang's theory of racial bias. However, Page's argument touches on a level of media production hegemony that shines a light onto the underlying capitalist influences behind the distribution of dangerously misleading media.

The vast proliferation of decidedly negative portrayals of young men of color plays a role in a variety of psycho-social responses that ultimately create political schisms where there otherwise wouldn't be. By portraying minorities in a light that depicts them as unilaterally opposed to the majority in-group's way of life, the majority in-group creates barriers that ultimately sway their own judgment in a variety of areas that would otherwise serve to alleviate social pressures that constrain the progress of the minority out-group. Frustration with the media tactics of omission and negative reporting were also illustrated in responses from Pittsburgh citizens who participated in interviews conducted as part of the Heinz Endowment report (Portrayal and Perception, 17). Clearly blacks want to be involved in the production of better media that better suits their socio-economic vitality and portrays them in a more positive light. This type of media reform could potentially lead to better psycho-social responses to images of young blacks and perhaps even allow black-specific social and political issues even greater salience in mainstream media production. Presumably this reform in media treatment would allow for an affirmation of a positive and legitimate consumer identity within the black community.

Gays: A Model for Media Treatment of Minorities?

The current state of antagonistic media representations of young minority men hinders the creation of their succinct consumer identity. This particular type of obstruction in participation in media production and commerce is not as in regards to the representations of homosexuals. Several Internet and broadcast

networks exist today that are exclusively devoted to programming targeting the LGBT community. Gays and lesbians are routinely developed and cast into prominent roles in the most popular movies and television shows. Social acceptance of homosexuality has certainly evolved worldwide in recent decades, a fact which begs the question, what role does the formation of a solid consumer identity play in the overall acceptance of such a disadvantaged social minority? Perhaps, to use Kang's understanding of them, the schema involved in social interactions with homosexuals do not hold such a gravity given the scarcity of reliable non-verbal sensory cues available for the discernment of sexual preference. What does a homo look like?

Jonathan Hanna raises some interesting questions about the formation of the consumer and individual identity in relation to hegemonic (out-group) forces that typically define the mainstream and all of its acceptable manifestations, media being one of them. He focuses on advertising to gay consumers in particular because this, "marks the confluence of business's interactions with sexual minorities (Hanna, 1)." Hanna investigates the formation of individual gay identity through the analysis of the coerced acceptance of a fabricated consumer identity. He scrutinizes the advertising history of *The Advocate* magazine in relation to Antonio Gramsci's ideas concerning cultural hegemony and Wolfgang Iser's discussion of phenomenology in the reading process and reveals how *The Advocate*, a groundbreaking media outlet for an underrepresented minority demographic, seemingly sold the gay identity to willing advertisers. He writes, "to embrace the gay community through advertising was not necessarily synonymous with a positive embrace of their sexual orientation or the identity that corresponded with it (Hanna, 15)." Hanna categorizes the advertisements in parables, victimhood, exoticism and assimilation and illustrates how *The Advocate* is an implicit agent of hegemony according to Gramsci. The publication, rather than "establishing itself as an archetype of gay identity maintenance," reflects contemporary cultural developments and maps them onto

the identity of its readers by way of “courting advertising (Hanna, 27).” Hanna’s point is particularly relevant as he discusses the contradictory treatment of the AIDS crisis in advertisements seen in *The Advocate* throughout the 1990’s.

Hanna’s analysis is very similar to Page’s discussion of embraceable vs. positive imagery discussed earlier. Advertisers are willing to portray imagery of gay situations only in so much as the gay image conforms to white heterosexual ideas about gay identity. What is interesting though, is that as a social minority, advertisers are willing to embrace the gay community at-large, albeit through the hegemonic filters of hetero-normative white masculinity. The proliferation of images that can be read as positive for gay self-identity can lead one to construe a sense of solidarity among benevolent brands and the social advancement of homosexuals. Hanna devotes an entire chapter of his work to the discussion of depictions of minorities in the advertisements in *The Advocate* that staunchly adhere to the negative standards of media production that pervade mainstream heterosexual media. This would seemingly place homosexuals in a more positive light in the eyes of advertisers, in relation to ethnic minorities, as far as their acceptability as marketing targets in focused media campaigns is concerned (Hanna, 32-50). Compared with the abysmal media treatment of young black men, this sort of advertising acceptance can be seen as an olive branch.

Wan-Hsiu Sunny Tsai exposes exactly this sentiment in a study focusing on gay’s reception of targeted advertisements. Tsai’s study is interesting because the participants readily identify the hegemonic media formulas that Hanna describes at work in the advertisements that they were shown. Yet, despite this constriction of identity formation, participants expressed a sense of relief that there was visibility, and positive visibility at that. Tsai explains, “because viewers often perceived advertising as an official sanction from corporate America, being included in mainstream advertising carried far more symbolic significance than being included in popular films or television shows (Tsai,89).” Tsai explains how these participants were able to look past depictions of the stereotypical to empower their own identities. Positive reception of the gay

individual as a consumer by large companies and brands attributed to increased and even zealous brand loyalty and symbolized a slew of benefits attributed to social acceptance including political rallying and job attainment (Tsai, 89).

Participants in Tsai's study were also more apt to use their consumption and attainment of wealth as a political tactic to increase awareness of their success as gay individuals and consumers. Tsai makes a distinction that is pivotal to my undertaking by describing the participants understanding of a sort of national identity rite of passage that is achieved through direct targeted advertising. Tsai writes, "in their discussion of niche markets, participants embraced multiculturalism as a fundamental ideological constituent that defines American identity and citizenship (Tsai, 90)." Participants were even willing to acknowledge the exploitative aspects of advertising and to "reconceptualize marketing exploitation as an inevitable consequence of social inclusion (Tsai, 91)." Tsai's participants were so eager to have the social leverage that negative aspects of media portrayals were overlooked in favor of the larger scope of acceptance as gay consumers into the capitalist marketplace. This notion parallels Page's ideas quite nicely, especially when considering possible solutions to the void of imagery that will allow for this type of self-empowerment in the black community.

The idea of cultural identity empowerment through the courtship of advertising is not a novel one, but I believe that it can be applied in a way that will ultimately benefit minority populations or at least allow for further discussion of the development of minority identity in relation to mainstream identity and possibly the assimilation of these identities into a larger multicultural mainstream.

The discussion of increased minority consumer identity will not begin at all unless advertisers are willing to enter into a legitimate discourse with distinct cultural nuances of the target minority demographic. And, without the legitimacy of consumer identity, minority identity still lingers in the shadow of the hegemonic mainstream and remains subject to its oppressive media representation mandates. Unfortunately for the minority groups that I am interested in

advertisers are disinterested in courting their identities and thus changes in media and advertising representations cannot yet be wrought. But, with trillions of dollars at stake, the explanation for this reticence in advertising is nearly impossible to give.

The Multicultural Media Economy: Economic Leverage for a Multicultural Mainstream

In 2010, the gay and lesbian buying power was reported to have been \$743 billion (*Gay and Lesbian Market in the U.S.: Trends and Opportunities in the LGBT Community, 6th Edition*, 10). The African American buying power is expected to exceed \$1.1 trillion by 2015 with 10% of black households earning over 100K annually. (*African-American Consumers: Still Vital, Still Growing*, and 6). The Hispanic buying power is expected to reach 1.5 trillion by the year 2015, and Hispanic households earning 100K or more increased by 71% in the last decade (*The State of the Hispanic Consumer: The Hispanic Market Imperative* 2).

The growth rate of the African American population outpaces that of the representative population by 30% with more than 47% of the population being under the age of 35 (*The State of the African American Consumer*, 4.) 60% of the Hispanic population is under 35 years old, whereas roughly 56% of the Non-Hispanic White population is over the age of 35 (*The State of the Hispanic Consumer: The Hispanic Market Imperative*, 2).

The percentage of black households earning 50K or more increased by nearly 5% from 2003 to 2007 (*African American Market Profile*, 10). The number of black individuals with Bachelors degrees increased from 14.3 in 2000 to 17.6 in 2009 and graduate degree distribution increased from 4.8 to 6.1% in the same time frame (*The State of the African American Consumer*, 7). The face of America is changing, and becoming increasingly more affluent and educated. As a result, these minority groups will demand strategic media attention that focuses on their specific needs and consumption habits. What is most interesting given the information uncovered above is that young minorities and members of the LGBT community are avid consumers of media, new media in particular.

In a 2012 report sponsored by Global Hue and Google, several facets of African American digital media usage were exposed. The findings fly in the face of the abysmal media representations that I described above. According to the report blacks are, “on the vanguard of digital consumption, using search, mobile,

video, and social media more extensively than their general market counterparts. Additionally, this demographic is also overall more receptive to digital marketing (*Google GlobalHue Digital African-American Dynamic Whitepaper*, 2).” The study revealed other nuances of African American digital media usage including the fact that the African American population consumes more news magazines, a fact that is corroborated by the MPA’s market research on the same market (*Google GlobalHue Digital African-American Dynamic Whitepaper*, 4, *African American Market Profile*, 12-13).

African Americans also consume magazine websites by 8% more than the representative population in fact and books by 5% more and newspapers by 6%. Blacks are 8% more likely to own a smartphone (54% of blacks own smartphones) and 3% more likely to subscribe to email newsletters and to frequent social networking sites. It is no secret that African-American consumers are early adapters and are intensely loyal to brands that target them specifically (*In Plain Sight*, 12-13). This media fact couples nicely with findings from the Google report that show that African Americans are more adept at online and mobile search and mobile word of mouth by way of video and content sharing. 72% of African American’s use search daily as opposed to 66% of the representative population and African Americans are more likely to search for products and brands seen in advertisements and to search for products and access their reviews before committing to buy them either at home or via mobile during the purchasing process. African American’s are also the largest demographic of Twitter users. (*Google GlobalHue Digital African-American Dynamic Whitepaper*, 5 – 10)

The levels of congruence among minority media usage is interesting as well. Though the Hispanic community slightly outpaces blacks and Asians in some aspects of media usage, numbers are still higher for all three demographics than whites in activities including text, mobile Internet usage, email, picture downloads and mobile video (with Hispanics leading all demographics in

the final two categories) (*The State of the Hispanic Consumer: The Hispanic Market Imperative*, 10).

There is also congruence in media usage patterns and technology spending and ownership among ethnic minority and sexual minority populations. According to Witeck-Combs Communications data published by packagedfacts.com one in five (20%) gay adults are Twitter users compared with 12% of heterosexual adults. This report also found that gays are more apt to be patrons of brands that target their market specifically through microsites and specialized digital media (*Gay and Lesbian Market in the U.S.: Trends and Opportunities in the LGBT Community, 6th Edition*, 10, 136, 141-147). The CMI Community survey also revealed that Gays are early adapters of new technology: the level of smartphone ownership for the national representative population is now catching up to what it was for the gay community one year ago. LGBT consumers, especially young gay men rely on technology to help organize their day to day lives and also are early adopters of apps and tech that assist in personal life management (*2012 LGBT Community Survey*, 10-12).

Clearly there is tremendous potential for marketing and consumer identity formation, however advertising expenditure in recent years seems to ignore this demographic teeming with viability. Advertising expenditure specifically in African American media stood at \$2.1 billion in 2011, an increase of 6% from the previous year. However, this is just a drop in the bucket when considering the whopping 120 billion dollars of advertising expenditure spent on general advertisements. I cannot definitively ascertain why marketers have turned such a deaf ear to the burgeoning demands of minority consumers. I have tried to lay out a variety of factors that would help explain why there has been such a lack of business interest in creating inclusive channels for direct marketing to minorities. I have laid out this information to try to explain why I do believe that one of the only ways to mitigate the absence of substantial direct representation of socially marginalized minorities is to undertake an initiative to create the multicultural mainstream on my own.

Many of the texts that I employed conclude with this same sort of assertion: underserved minorities need to acquire positions of skill and expertise to create adequate media images of themselves on their own. Tyrone Taborn posits that minority students are currently deterred from pursuing careers in IT and science and technology because of imposed social restrictions that parallel Kang's idea of racial mechanics. For Taborn, the same types of restrictions that inhibit intergroup social interactions also inhibit minority youth participation in the fields of science and technology, fields where independent study can be challenging and often times collaboration with a more learned mentor would prove far more beneficial. Taborn takes a look at the historical influence of blacks in technology and advocates for a benevolent type of social coaxing as a solution to remedy the social barriers that inhibit minorities' pursuit of careers and education in the field (Taborn, 40-41, 56).

Helán E. Page touches on the same sort of exclusion and lack of excellence in the field of science and technology and attributes this to the perpetuation of hegemonic readings of black male imagery and containment of the black male image (Page, 107).

My imperative then, as a digital media professional is to assert my thesis that a multicultural mainstream can be achieved in the event that a viable means of multicultural communication production and publication can be sustained. With this in mind, I sought to create a website that would eschew conventional ideas of demographic segmentation and would take as its starting point, varying degrees of congruence in media, and consumer goods consumption among various young professional male demographics. By creating a media outlet without a priori intentions of creating segmented consumer identities, but rather a media experience that affirms a variety of consumer identities at once, I believe that I can usher in a mainstream that will allow for individual identity creation of a different kind, one that will dictate multicultural to marketers as opposed to marketers dictating hegemony to the multiple cultures. I understand that in order to be able to market properly I would need to make some sort of distinctions so

as to target my exact audience, but overall, my audience would mirror that of most of the websites that I compared and followed in preparation of my thesis, the only difference being that BROTHER would make the distinction that content and advertising be targeted specifically to the minority demographics that already exist in the group of net readers of similar fashion publications. Brother would attempt to draw advertisers into a relationship with a variety of discerning demographics, looking for targeted consumer recognition.

BROTHER: A New Media Space for Reception of Minority Men and the Staging of Targeted Marketing Endeavors

BROTHER, is a mirror to the contemporary men's fashion/ lifestyle publication. It reports on topics that all men are interested in but with more images of gays and colored men. Young minority men are most certainly already reading these publications (or would if there was one) they just aren't being targeted in them, so if we adjust the user experience model and marketing of these contemporary men's lifestyle sites to match the user statistics that I unearthed in my research and gear content towards the specific early adopter tastes of young minority consumers then it would be quite easy to create a platform that would entertain solutions to the current state of negative and non existent minority media representation and targeted marketing initiatives.

Our flagship media would be the website, Brothermag.com. The content of the site would be along the same lines of content that is typical in most men's lifestyle sites. BROTHER would be essentially focused on fashion, the body and technology as these would be easy ways to attract marketers, and is an easy starting point given my professional fashion and media experiences and interests. Blacks and gays are early adopters of products and spend money on lifestyle and beauty goods. With this in mind, I think that it would be easy to attract a variety of brands to advertise on the site. In addition, the Association of National Advertisers reported that in 2012 more than 60% of marketers increased their spending on social and mobile targeted multicultural campaigns ("Marketers

Increase Digital Media Spend for Multicultural Outreach," 1). Which means that they are looking for adequate vehicles to launch these campaigns with. Given the scarcity of publications, and media spaces targeted towards minority young men, an initiative to create them is inevitable if these types of marketing spending trends adhere.

My site would be optimized so that it could be readily accessible by mobile phone and tablet device and this functionality feature would be seminal to our mission to capitalize on the multicultural mobile market. As a result, diligent and engaging social media presence will need to be a focus. Given the popularity of social media apps it could very well be the backbone of the mobile brand cultivation. My target market would include young men, American men of all ethnicities, ages 21 – 35, educated and presumably from a wide variety of professional backgrounds. I hope to attract a large group of aspirational college aged teens as well.

I had initially intended this endeavor to act as a work log, through which I could attract potential creative clients for digital media consultation and creative work as an independent digital media practitioner. I can see, though, the potential of turning the publication idea into a much larger endeavor with a larger staff and more resources to devote to development of a full scale media publication and production company.

METHODOLOGY

1. The first step to accomplishing my goal was acquiring the necessary marketing and user experience research and also acquiring a roadmap for developing adequate web spaces from scratch.
 - a. Jesse James Garret's *The Elements of User Experience: User-centered Design for the Web and Beyond* was a great resource to me throughout the entire process of planning this project. He breaks down the user experience process into five separate steps. I tried to use this text as a road map as much as I could throughout the process of the creation of my site.
2. Garrett begins with the strategy plane, and as such I had to figure out what my strategy would be (Garrett 37- 42). Two of the key aspects of the strategy plane were identifying user needs and product goals. The development of my strategy was highly influenced by the marketing and media usage information that I was rapidly acquiring and sifting through. This helped me to identify my primary user needs, representation and mobile access. Given the nature of minority mobile usage and the nuances of digital word of mouth and mobile searching for price points and product reviews underscored the importance of having a viable mobile presence as well as a desktop web presence. The immediacy of the need for more positive imagery and the lack of outlets that actively facilitate marketing to a variety of overlooked markets who are brimming with consumer possibility.
 - a. BROTHER would be a publication that deviated very little from how users were already using their desktop and mobile devices to consume men's lifestyle and fashion reporting and advertising. But it would stand out by way of the proliferation of brown faces and coverage of topics that effect a vast majority of the population but from the perspective of multicultural citizens who aren't typically represented in magazines, but who are no less beautiful and worthy

of photographic and video representation in the same luxury, retail and commercial editorial contexts.

- b. Brother would be a publication that utilized mobile responsive technology to the best of its advantage in its functionality and in the conception of its content.
- 3. Identifying inspiration/competitors: This step was crucial because it also helped me to figure out what I wanted my site to look like and what I didn't want it to do. I regularly logged on to several sites including, refinery29.com, bullettmedia.com, vman.com, gq.com, and Buttmagazine.com, Hypebeast.com, and Bleulife.com.
 - a. Bleulife.com was perhaps my closest competitor in the realm of reporting of young black men, but the advertisements didn't seem to be all that relevant to the audience the publication was trying to reach. The user experience was also too uncomfortable and cluttered.
 - b. GQ.com is a massive site. Its size really puts it in a place where its analysis would be of no use to me at this point given the smaller scale of reporting that I plan to do. I do however notice how GQ and other well funded magazines offer a variety of advertising experiences that are actually engaging as opposed to frustrating intrusions. GQ.com is a great references for information organization though on a men's lifestyle site. There is a growing diversity in the men that GQ features in its advertisements, editorials and features. I did not notice direct mention or ads targeted to gay men.
 - c. I appreciate Buttmagazine.com's simplicity and its brand development. The pages of the print publication are pale pink and the reiteration of that trademark pink as the background of the sites pages makes the visual strength of the publication stand out. The publication also hosts a social network for its young gay readers to

log on and meet likeminded men from all over the globe. I like that the brand strengthens itself and the culture that it coaxes by also offering maps of international gay hubs and lists of events and destinations that would be of particular interest to its readers. The site is simple and has few ads, however, ads feature a variety of types of men, white and brown as is a practice of one of its most frequent advertisers, American Apparel. I also appreciate Butt Magazine's adherence to ideas that Hanna discussed about identity maintenance through content and advertising as opposed to the identity bartering that he accuses The Advocate of engaging in with advertisers. Butt Magazine's original content and sparse advertising help to make it a publication that affirms a subculture identity, and the subtle ways that this affirmation is achieved through its design and editorial philosophy is remarkable. I aspire to this level of minority cultural affirmation through editorial content with my publication.

- d. Bullet Magazine has since undergone a variety of experience changes but I initially loved its use of the infinite scroll Javascript functionality and the tongue and cheek nature of its headlines. The combination of the two created a captivating browsing experience that made you want to delve a little deeper and return to the site. The artists and creatives featured are also a draw and the implementation of the video and audio selections was relatively painless and not intrusive.
- e. VMan, published by Visionaire, is a well known men's fashion editorial publication and the high end nature of its print publication is translated well into the design of the site. I think this site was most inspirational in what I want BROTHER to do. There infinite scroll and the ability of the user to aggregate stories according to

topic were aspects that I absolutely wanted to achieve with BROTHER.

4. Identifying my user needs entailed scouring the research that I had and also corroborating that information with some research of my own so I constructed a small survey based off of some of the methodologies that came across. I asked participants a variety of questions concerning their media usage, device ownership, advertising reception and brand choices. Participants varied in age, sexual preference, occupation, and ethnicity.
 - a. The user technology needs in my case simply required something that would work on their mobile devices as well as their desktops.
 - b. My content needs were ultimately determined by the contemporary reporting in the inspirational publications that I referenced and also my own understanding of the popular market and fashion and art trends leveraged with my own editorial and fashion experience. Inevitably a little bit of my own user needs are encompassed in determining the needs of the other users. This idea is seminal to my undertaking of this endeavor. With that in mind, I settled on the idea that my content needs would basically be based on my understanding of contemporary men's reporting and fashion trends coupled with the multicultural alternative worldview that I ultimately want to implement.
5. I used the data that I received from my surveys coupled with opinions from discussions with other men concerning the topic of multicultural media to formulate my own personas to get a better grasp of the variety of users that I wanted to attract. Creating the personas was also a great way to visualize the multi-ethnic reality of the American life. Though false, they are more of an indicator that images in a mainstream publication do not communicate how truly diverse our day to day interactions are. (Figures 1 – 5):

BROTHER

PERSONA PROFILE



AGE: 30
NAME: ANTONIO MARKERSON
OCCUPATION: ARCHITECT
INCOME: \$ 90,000.00
SEXUALITY: GAY
RACE/ETHNICITY: BLACK, AFRICAN-AMERICAN

TECHNICAL PROFILE:
Expert user and searcher. Prefers to use his laptop and shares quite a bit via social apps on his iPhone. Antonio also owns an android device for work purposes and is a frequent tablet user.

NOTES:
As a creative, Antonio has gotten used to the lack of people that look like him in the publications that he reads. He is most bothered by negative news portrayals if anything. He would enjoy a publication that showcased a variety of types of men for his own viewing pleasure. As a consumer, not being marketed too as black or as a homo is often a turn off, and Antonio depends more on window shopping, word of mouth and blogs than ads and editorials.

(Figure 1)

BROTHER

PERSONA PROFILE



AGE: 28

NAME: BRANDON PRUITT

OCCUPATION: FRONT-END DEVELOPER

INCOME: \$ 68,000.00

SEXUALITY: GAY

RACE/ETHNICITY: MIXED (BLACK-GERMAN AMERICAN)

TECHNICAL PROFILE:

Expert user and searcher on both mobile and desktop devices in various platforms. Front-End and UX skills are a source of frustration while browsing poorly designed sites.

NOTES:

Brandon is frequently displeased with the lack of representation of black and gay men in the mainstream magazines that he reads. He tends to follow more clandestine publications, but would probably read more mainstream publications if they featured more minorities and gay males in advertising and as contributors.

(Figure 2)

BROTHER

PERSONA PROFILE



AGE: 31

NAME: FEDERICO JUNITO

OCCUPATION: ACCOUNT REPRESENTATIVE

INCOME: \$ 48,000.00

SEXUALITY: GAY

RACE/ETHNICITY: BRAZILIAN/PUERTO-RICAN

TECHNICAL PROFILE:

Expert user and searcher. Spends quite a bit of money on apps for himself and his son. Federico is an avid mobile price comparer, and purchases a new phone once a year. Federico likes to play games and search youtube on his phone. He loves movies so adding movies and sharing videos and trailers seamlessly is a big goal of his.

NOTES:

Federico is obsessive about being able to search for prices on mobile. The proximity of retail outlets in NYC makes it easy for him to jump from store to store so the added time searching for prices and customer service reviews really helps. Yelp is his friend. Federico really would like a site like racked.com but with more of a men's fashion or technology focus.

(Figure 3)

BROTHER

PERSONA PROFILE



AGE: 23
NAME: SHADI ANWAR HANIF
OCCUPATION: GRADUATE STUDENT
INCOME: \$ 45,000.00
SEXUALITY: BI
RACE/ETHNICITY: MIDDLE EASTERN, SAUDI

TECHNICAL PROFILE:
 Expert user. Avid mobile searcher and app user. Avid reader and tech and fashion e-commerce shopper. Shadi owns an Android device for work and sold his iPhone as a result. He works on the new Windows platform and is considering switching his apple laptop.

NOTES:
 As an avid online consumer and blog reader, he is aware that there are very few positive stories about middle eastern young men. Shadi finds that associating with other non middle eastern ethnic men affirms his identity tremendously, and would love a fashion magazine that featured more middle eastern guys or targeted their particular interests in addition to the interests of his brown friends. As a business major the lack of marketing presence is even more stark for Shadi. He hopes to change that in the future.

(Figure 4)

BROTHER

PERSONA PROFILE



AGE: 26
NAME: PETER KANG
OCCUPATION: PROGRAMMER/ADVERTISING
INCOME: \$ 88,000.00
SEXUALITY: STRAIGHT
RACE/ETHNICITY: CHINESE-AMERICAN

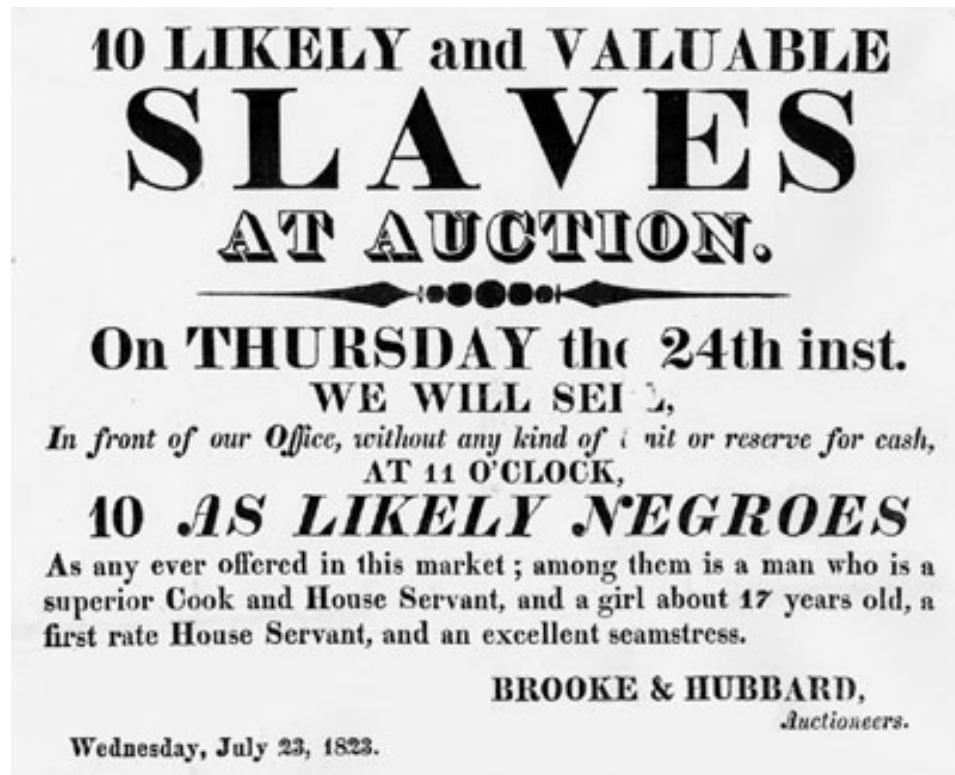
TECHNICAL PROFILE:
 Expert user and programmer. Peter uses a variety of types of devices for a living. He is well aware of leading developments in the social media industry and app technology.

NOTES:
 Peter works for a firm that allows him to use his knowledge of Chinese to help target a variety of international and national markets. He is hyperaware of treatment of Chinese and other asian cultures in contemporary media. He spends a lot of time shopping and bidding and managing his ebay activity on his mobile devices. He prefers the nexus tablet but owns an iPhone as well.

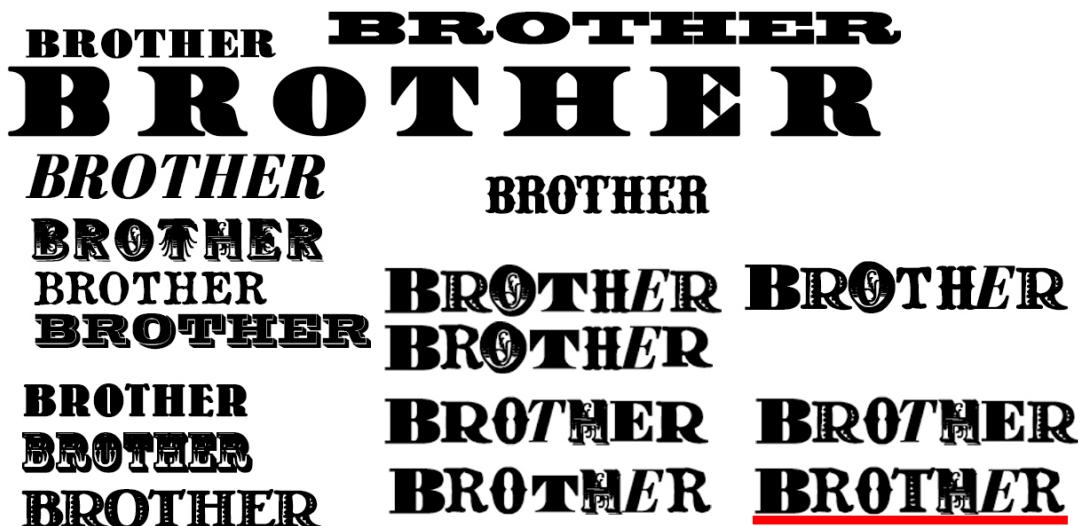
(Figure 5)

6. Creating my content requirements was the next step in fully realizing what BROTHER would do. I consulted with editors, Christene Barberich and Cator Sparks, about their expertise and sought advice for creating a simple and efficient voice and using it to grab an audience. I also began to meet some press agents in fashion and lifestyle by attending fashion tradeshows. From this consultation I was able to come up with some vital differentiations that would set my publication apart and also my mission statement.
 - a. One of the vital aspects of my production endeavor was the weave images of real people into the publication as possible by focusing on street style photographs. In this way I would be able to focus on the word of mouth aspect of marketing and purchasing research that is unique to minority communities.
 - b. I would also need to make sure that the street scenes were infinitely sharable by making use of all of the relevant social media API's and making sure that users could easily share information.
 - c. I would want to focus on creating video fashion profiles of individuals. This would parallel young minority media users penchant for sharing videos via mobile device and would also add a more visceral introduction to young minorities who aren't normally featured in media in such a way.
7. My next step was to create a logo and also some idea boards that would allow me to begin to get a visual idea of the things that I wanted BROTHER to translate philosophically. My logo consisted of exploration of the fonts used in antebellum slave auction bills. I noticed that a variety of wide fonts were used (like BodidlyBOLD which I used for 'B') for titles and standout words like "SLAVE" and "SALE" (See Figure 6). Plain text in the announcements was much softer and with more pronounced serifs. I took a variety of the fonts that I found that seemed to emulate the styles

that occurred in the old auction bills and I found seven of them (one for each letter and arranged them in a variety of orders until I came up with one that seemed to have the right flow and balance of angles within the letters (See Figure 7, with the final design being underlined in red).

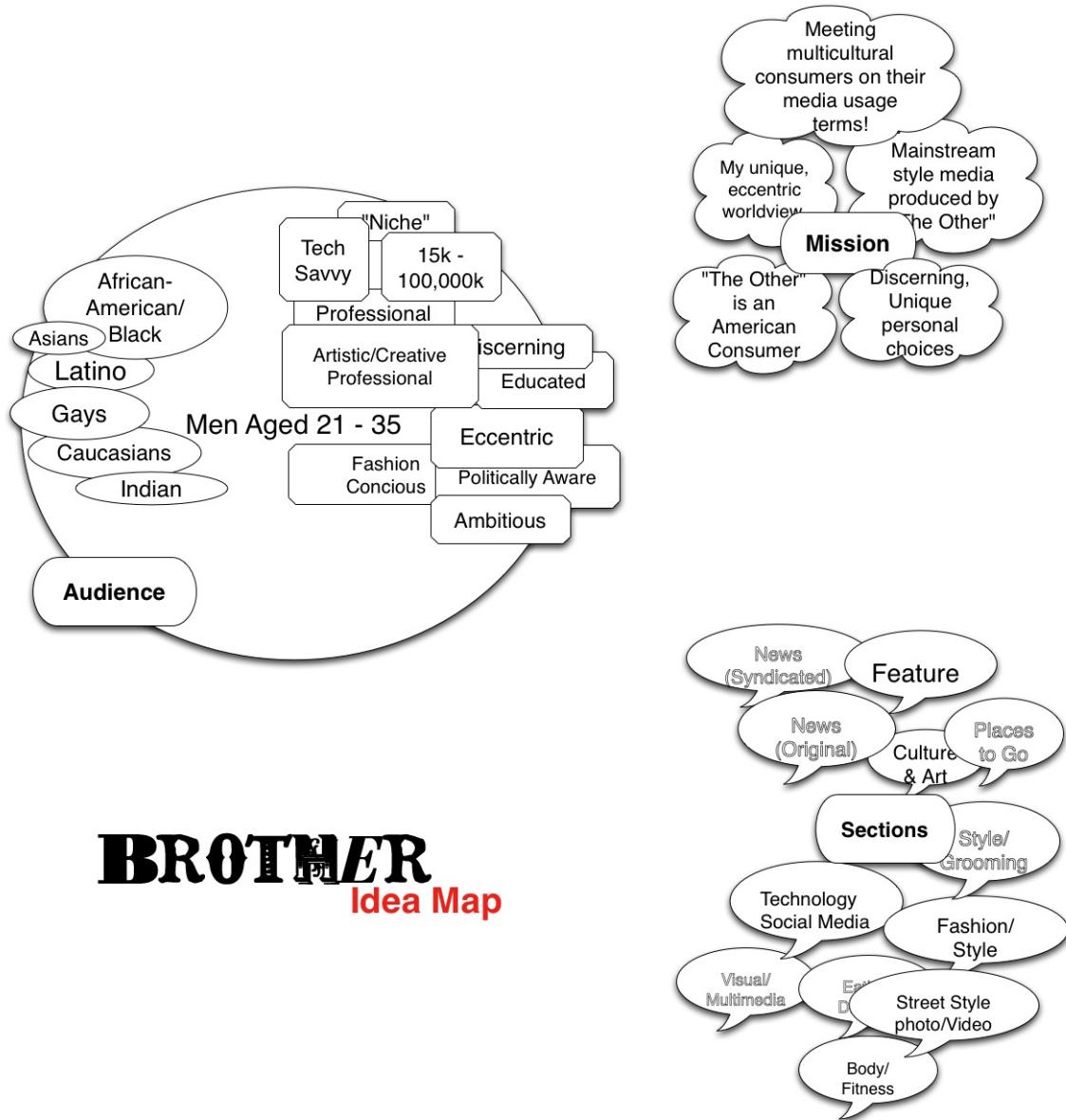


(Figure 6)



(Figure 7)

8. After selecting my logo I set out to translate my idea boards (Figure 8) with the sections that I had set out for my site and some hand drawn wireframes. The result was a flow map that was seemed to align well with the user goals and content requirements that I had selected.



(figure 8)

I decided that my home page would incorporate a basic navigation and that form there persons would be able to separate stories in a similar way to the category aggregation that is part of the functionality of VMan. Using

this idea map and hand drawing my ideas and comparing them with what I did and did not like with other sites was a great transition for me from the Strategy to the Scope portion of Garrett's blueprint of User Experience Design (Garrett, 61 – 65). Garrett mentions the imperative of making sure that you know what you are building and what you are not. Part of my crux in designing the site was determining what I could actually produce on my own and what I could not given the time frame that I wanted to work in. Most blogs are updated daily but I don't have near enough time to update my blog daily with the street photography, and street video scenes as a one man endeavor.

I decided that I would break down my process into separate phases with Phase one being implemented more as a blog phase with minimal syndication and regular efficient original postings. Phase Two would involve more planning and would essentially be the full manifestation of the experience that I am describing now. Phase One would attempt to cover as much of an abbreviated range of the full content so as to begin to cultivate the BROTHER editorial brand. My final sections are as follows:

A. Fashion

- a. Street Style
- b. Shopping
- c. News

B. Body

- a. Fitness
- b. Food/Drink
- c. Grooming

C. Tech

- a. News

D. Arts

- a. Visual Arts
- b. Music

E. Features

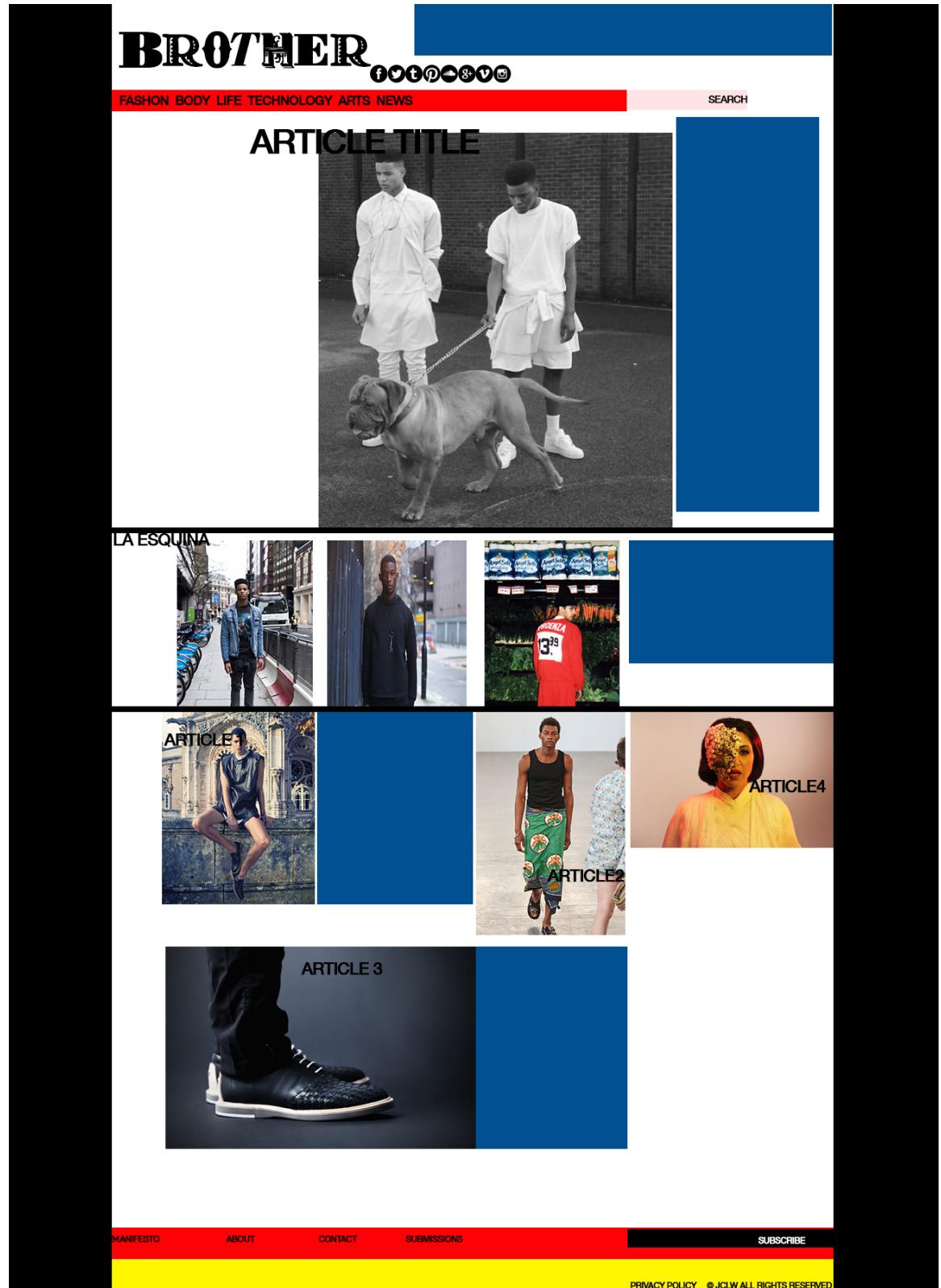
9. My user experience flow gives a better idea of the type of flow that occurs when users are able choose the items that they are looking for directly from the home page. By using the sort of grid formation that I saw on Bullett and VMan and in a variety of mobile optimized information sites coupled with the infinite scroll library, I would be able to create a sort of seamless browsing experience where users were not required to leave the home page to browse the information they needed (See Appendix 1.)
10. My next step was to figure out how I would build and host my site. Though I had a vague aspect of what CSS and Javascript functionality I would be using, I needed some consultation when deciding on what CMS to use. It was after I became familiar with the work that was done to augment wordpress to create Jay-Z's Lifeandtimes.com that I fully jumped on the bandwagon for wordpress. The flow of the site and use of the category aggregation that I saw on VMan was very refreshing.
11. I was able to familiarize myself with wordpress very easily through a variety of web resources including webtuts.com, and as simple as it sounds, youtube.com.
12. After installing wordpress, I had find a theme that was suitable for me to implement the desired scrolling and category aggregation and responsive mobile capabilities that were integral parts of the uniqueness of the user experience. I was able to find a theme on Themeforest.com, I chose Cubrik because it seemed the most in line with my design for BROTHER. I will mention that it was at this point that I sought the help of Jack Tarantino, the web developer for Bullett Magazine, for advice manipulating wordpress.
13. Once my theme was installed I had to go about gathering initial content for the site.
 - a. As I mentioned earlier, since this project is in its initial stages, Phase One of the Content production would revolve around regular publishing of street fashion photos in a street fashion blog. Though

the categories of forthcoming content would adhere with those described above, there would not be much else content besides the street photography to start.

- b. To gather this content I took to the street and just asked people to participate in my thesis.
- c. Seeking participation from strangers in my video profile idea was much harder partially due to scheduling constraints and I will initially have to rely on friends for this segment.

14. My next step was to create each of the content pages as I liked in wordpress. Once that was achieved I had to figure out how to manipulate wordpress to add the pop out functionality that I had envisioned initially. Upon research, I found that creating pop out pages is an advanced wordpress initiative that remains out of my range of production skill at the time of this printing.

15. Implementing a design that performed similar to my original user experience flow and .psd wireframes should be very easy in wordpress given the wealth of documentation and the easily customizable themes and array of plug ins that will allow for greater accessibility to social media API's and functionality. The final site should not deviate too far from my final mock up upon full implementation. (Figure 9 – 10)



(Figure 9) The blue spaces in my design are meant to dignify advertising space.



(Figure 10) Pop Out functionality at work.

16. My next steps for socializing my site include securing my social media presence with the most popular social media apps including Instagram, Facebook, Twitter, Pinterest, Tumblr, YouTube, Vimeo and Soundcloud.
17. I will need to finalize my web host and also secure my domain, at the time of publication the brothermag.com URL was still available however, I may decide on another URL as the destination for the site depending on further developments on the business and implementation plan.

RESULTS

For the purposes of my research, my results consisted mainly of the responses from the survey that I created to supplement my research findings and also the analysis of the feasibility of creating a media space and conducting the necessary marketing and user research to create a product that I aligned with user requirements.

Of the twenty participants in my survey, eleven were straight, one identified as bi, and eight were gay. Five of the gay participants identified to some degree with targeted LGBT ads. Only one reported satisfaction with representation of LGBT men in advertisements. All of them saw some significance in advertisers diversifying their strategies to mirror the diversifying population. Half of the users used IOS devices while the other half used blackberry or android for phone usage. All were tablet owners with only two of them using IOS tablets. The others used Android. Of the straight participants two were mixed-race one identified as others two were caucasian and three identified as African-American/ black. All reported word of mouth as the most influential factor in their purchase decision making. Of the eleven straight participants, five are caucasian, four were African-American, one identified as Hispanic/Latino and one as mixed race. Eight were tablet owners and 6 owned an iPhone. All were smartphone users. Only two participants reported uncertainty with subscribing to a magazine with content targeting advertising and editorial content that targeted straight and gay men simultaneously. The other

nine participants reported that they would subscribe to such a publication.

Though the number of participants did not exceed twenty, patterns seen in the data that I did collect corroborated information that I gathered from academic and marketing resources. Young male users are very active on their mobile devices and they are aware of the content of advertisements. It would seem that the minorities are more aware of their representation and desire more targeted marketing as it can sway their purchasing decisions. That a great number of my straight participants were open to sharing representation space with gays was kind of surprising for me but also mirrored statistics that I came across in my research. This is also a signal that advertisers and media producers and flirt with the possibility of more gay friendly mainstream advertising.

Concerning the feasibility of the creation of such an endeavor, with the array of documentation and user friendly CMS's that are available, any savvy media practitioner with a viable media plan and content solutions should be able to have a publication literally up and running within two days time. The real crux of the publication would be marketing and acquiring the right advertisers and press networks.

This is a crucial aspect of my next step and will ultimately be seminal in the creation of content going forward. Bridging the gap between the new unknown publication and press agents and advertisers who represent brands that minority men want to engage with will be a tricky task to complete. But I have a feeling that once the option is available advertisers and press agents may in fact entertain the idea of opening their markets to a multicultural publication given the salience of young minority men as trendsetters and early adopters in the market.

CONCLUSION

The maintenance of hegemonic ideas of representation of minority men is ultimately damaging to the fabric of American society because it perpetuates a level of anxiety in intergroup social interaction that often leaves minority groups left out of adequate housing, education reform, employment, and generally subject to the type of social neglect that facilitates failure. This damaging representation also manipulates the formation of individual identities in social minorities further disenfranchising them and nullifying their chances for fair representation in media, politics, etc...

The growing affluence and education levels of the young minority demographics can no longer be ignored given their overall salience in the changing economic and political fabric of America. The production of positive images of ethnic and sexual minorities is all too possible and the conflation of these positive with the mainstream is just as feasible. Decision makers need to take the initiative to create inroads for media producers and marketers who are specifically interested in broadening this type of multi cultural representation.

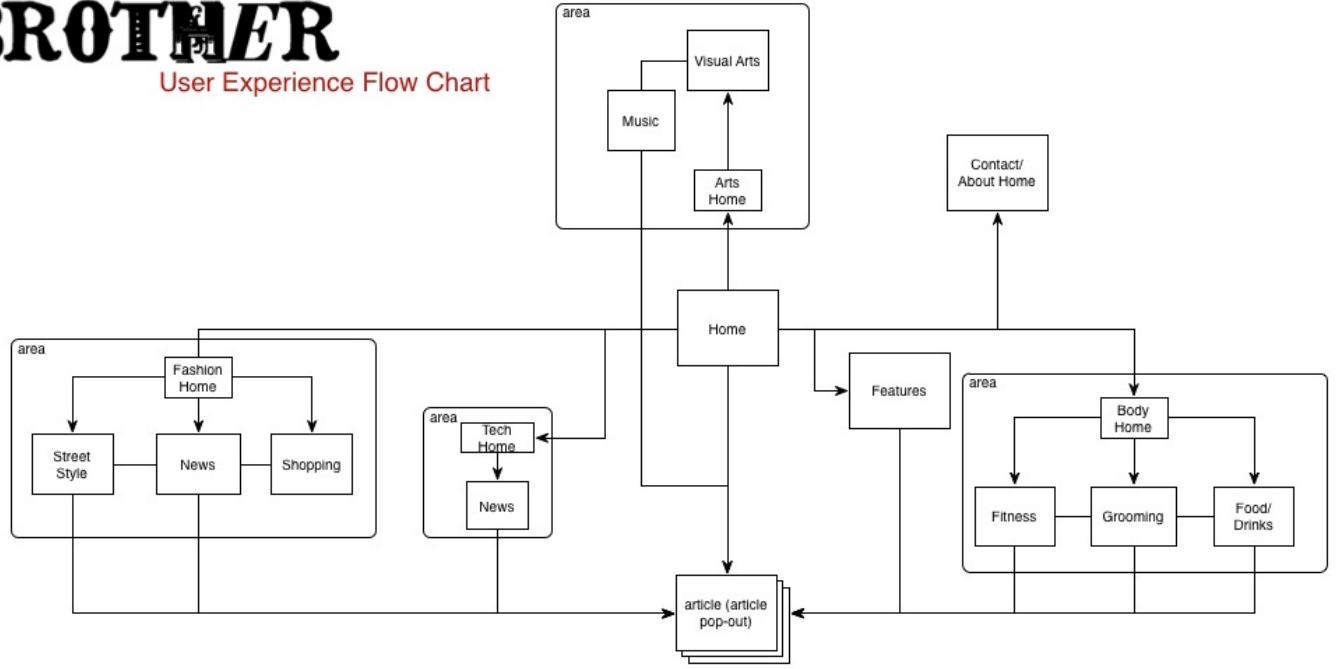
By tapping into the various media usage nuances of each demographic and their specific consumer needs and information consumption habits the media market could tap into unknown sources of revenue and market synergy by enlivening a base of consumers who have never been actively and adequately targeted.

It is fortuitous though that there are a variety of whistle blowers, myself included, who are willing to take the initiative to seek out ways to correct the trend of negative representation and omission from content and advertising production. Hopefully, our endeavors will help to shape a new understanding of the mainstream, one that denounces the hegemony of white and whitened acceptability and more closely resembles the ethnic gradient of my morning commute.

Appendix

BROTHER

User Experience Flow Chart



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