

## TOM JOYNER'S MORNING SHOW

Tom Joyner wants this information to enlighten his listeners and others. You have probably heard of 'NUD' as a result of the Tom Joyner morning show related to Comp USA . **NUD (Non Urban Dictate) is the acronym for a very subtle and little-known marketing term specifically directed toward people of color.**

'Non Urban Dictate' - These three words essentially mean that a company is not interested in the Black consumer. A NUD label means that a company does not want their marketing and advertising materials placed in media that claim an urban audience (black folks) as their main target. There are legitimate reasons for companies not using urban radio.. It may be that Blacks don't index high in certain categories or that a company's strategy is to market to the Black consumer down the road after they have established a strong position in their primary target.. But, **NUD usually means that a company is not interested in the Black consumer.** Companies evade discrimination liability by embracing it as theory rather than policy. As a service to Black consumers, the Urban Institute will list all companies that have a NUD policy. Armed with this information, we feel that Black consumers will be able to make informed buying decisions.

### **Here's a list of Companies with NUD policies:**

1. Starbucks
2. Jos. A Bank
3. Comp USA
4. Weight Watchers
5. Keebler
6. Life Savers
7. Continental Airlines
8. Northwest Airlines
9. America West Airlines
10. HBO - Apollo Series
- 11.. Paternal Importers
12. Calico Corners
13. OMScot
14. Pepperidge Farms

15. Ethan Allen
16. Busy Body Fitness
17. Mondavi Wines
18. Builders Square
19. Pottery Barn
20. Lexus
21. Aruba Tourism
22. Ciba Vision
23. Kindercare
24. Grady Restaurant
25. Eddie Bauer
26. Don Pablo

Please spread this information on to any other consumer that you consider a friend and advise them to do likewise.

Remember, you CANNOT act wisely unless you are informed wisely.

The Urban Institute  
2100 M Street, NW..  
Washington  
JDR02010