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## Marketing to Muslims!

### Marketers and Advertisers in the United States Plans on Capturing the Muslim Dollar!

With more than 1.3 millions in the Tri-State Area and an estimated 7 million more across the USA, marketers and advertiser are closing in. Muslims gross worth is estimated at 200Bln nationwide with the Tri-State accounting for about \$45Bln. Muslims are generally more educated and wealthier than the average American with a much focused spending pattern; this is good news for marketing companies.

American Muslims come from many ethnic backgrounds and their only common ground is Islam, a subject most marketers avoid, but are slowly embracing. Consumer companies and advertising executives are focusing on ways to use the cultural aspects of the Muslim to help sell their products.

Grocers and consumer product companies are considering ways to adapt their goods to Muslim rules, which forbid among other

things, gelatin and pig fat, which is often used in cosmetics and cleaning products. Retailers are looking into providing more conservative skirts, even during the summer months, and mainstream advertisers are planning to place some commercials and ads on the satellite channels and media outlets that cater to Muslims.

Marketing to Muslims carries some risks. But advertising executives, used to dividing American consumers into every sort of category, say that ignoring this group — estimated to be about five million to eight million people, and growing fast — would be like missing the Hispanic market in the 1990s.

“The race for the Muslim dollar is at the crossroads, we were traditionally being marketed by our Islamic organizations, charities and schools, the next wave, is the marketing of consumables to Muslims,” says  
**Read More on Page 3**



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## Six Imams, The Untold Story

One of the most important civil rights cases, the Six Imams case, is currently being litigated and there is much at stake for minority communities in America. Members of minority communities may relate to being profiled. Whether on the street, while driving or while flying, marginalized communities have historically been exposed to heightened scrutiny because of their race or religion. In the wake of the tragedies of 9/11, issues relating to the legality and benefit of profiling have been raised. In particular, the permissibility of profiling Muslims or those thought to be Muslims at airports has been the topic of much debate. The purpose of this article is to inform Americans of the important issues at stake in the Six Imams case and to counter the misinformation that has

been spread by those seeking to legalize religious profiling.

At the heart of the Six Imams case is the extent to which law enforcement and air carriers can religiously, racially and ethnically profile passengers. The Six Imams were deplaned, arrested, detained and interrogated after praying and speaking Arabic in an airport terminal. Despite being cleared of any wrongdoing, their airline carrier refused them further flight service. The Six Imams brought suit against US Airways and the Minneapolis/St. Paul Airport Police Department for violations of the 1<sup>st</sup>, 4<sup>th</sup> and 14<sup>th</sup> Amendments, Title VI of the Civil Rights Act of 1964 and 49 U.S.C. § 40127(a).

**Read More on Page 5**

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# Six Imams... From Page 1

The 1<sup>st</sup>, 4<sup>th</sup> and 14<sup>th</sup> Amendments make it unlawful for the state to arrest a person without probable cause that the person has or is about to commit a crime. Title VI and 49 U.S.C. § 40127(a) prohibits the denial of air transportation on a person's race, religion and national origin. Therefore, the only way to justify the denial of flight service and the arrest of the Six Imams and give rise to probable cause was to fabricate that they acted suspiciously.

In order to raise this suspicion, US Airways issued statements that the Imams had purchased one way tickets. The media reported that the Imams moved erratically on the plane and praised Saddam Hussain. US Congressmen with a history of anti-Muslim comments, such as Representative Peter King (R-NY), stated on the House floor that the Imams criticized President Bush and the war in Iraq prior to boarding the plane and that the Imams sat in a similar seating pattern as the 9/11 hijackers.

The truth is that the Imams never uttered a word about politics while in the airport. (Although if they had, such conduct would be protected by the 1<sup>st</sup> amendment) In fact, they were returning from the North American Imam Federation conference and spent the time in the airport reminiscing about the weekend. They sat in the seats that were pre-assigned to them by US Airways. Two of the Imams moved from

their seat to see if they could make a blind Imam more comfortable. Lastly, each of their round trip tickets was purchased well in advance.

It appears that the objectives of those whom disseminated this false information were to



defeat any challenge to religious or ethnic profiling. The intensity with which certain people opposed the Six Imams' claims before the case was heard in a court of law should raise great concerns for all Americans.

Fortunately, the Six Imams case is being heard in Court. Regardless of whether one has garnered the support of the public or of the politicians, in America each person is guaranteed their day in court where an impartial examina-

tion of the facts will be conducted. On November 20, 2007, the Honorable Ann Montgomery conducted such an inquiry and rejected almost every argument set forth by US Airways and MAC's motion to dismiss motion for summary judgment. The Court stated that the facts as pled by Plaintiffs "could support an inference that Plaintiffs' race and religion were motivating factors in MAC's [Airport Police] decision to arrest Plaintiffs." Furthermore, she ruled that it was "dubious" that the events as set forth by Defendants "would lead a reasonable person to conclude that Plaintiffs were about to interfere with the crew of Flight 300".

This preliminary victory has since quieted the critics. However, the case is far from over. The potential of this case to set important precedent regarding religious profiling is great. Therefore, all Americans, in particular minorities in America should pay close attention to the case. Although the campaign that was waged against the Six Imams may have caused some Americans to shy away from standing beside the Imams, it is our hope that America will consider our recent victory in this case as a victory for civil rights. The decision reminds us that no amount of media manipulation can change the truth and that we should not be frightened away from standing by those who have been wronged because those who oppose us appear strong. We encourage each of you to follow the progress of the suit and show your support for the Six Imams.

If you are interested in learning more about the Six Imams case Omar Mohammedi of the Law Firm of Omar T. Mohammedi, LLC will be speaking on the case at a panel entitled "Justice in Motion" on April 25 at 6:30 pm at 140 West 62<sup>nd</sup> St. Fordham Law School, Rm 203. The event is co-sponsored by the Association of Muslim American Lawyers ("AMAL") and the Council on American-Islamic Relations-NY. (By Angela Migally, Esq. The Law Firm of Omar T. Mohammedi, LLC)

## Quran Competition

Al-Noor School Invites All Muslim Schools to participate in a **Quran Recitation Competition** on Sunday May 3 & 4 2008 at Al-Noor School 675 4<sup>th</sup> Ave., Brooklyn, NY 11232

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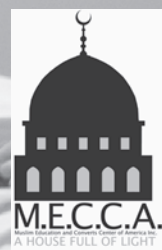
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### Public Lectures

#### Friday May 2nd

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#### Sunday May 4th

Location: Abidin Masjid, Liberty Ave., Richmond Hill, NY  
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