

WEEKEND EDITION

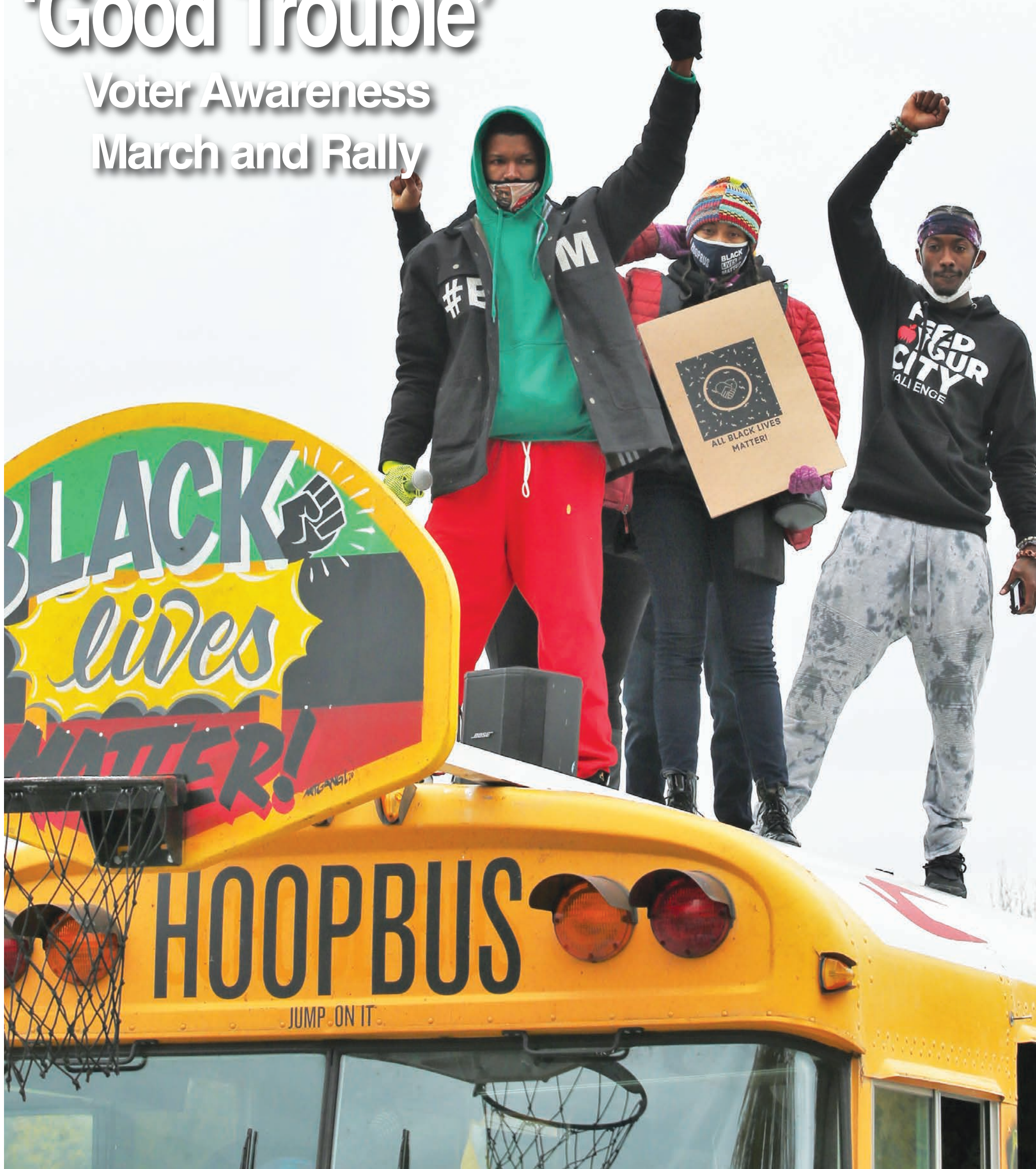
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BULK RATE U.S. POSTAGE MILWAUKEE, WISCONSIN PERMIT 4668

THE TRANSFORMATIVE JUSTICE COALITION, RAINBOW PUSH AND LOCAL COMMUNITY LEADERS PARTICIPATED IN THE JOHN LEWIS "GOOD TROUBLE" VOTER AWARENESS MARCH TUESDAY. THE MARCHERS, INCLUDING THOSE STANDING ON THIS BUS, CARAVANED FROM THE MLK (CONTINUED ON PAGE 3)

IWILLVOTE.COM.WI

'Good Trouble' Voter Awareness March and Rally



‘Sisters’ view racism, hate crimes as key issues in 2020

The Black Women’s Roundtable (BWR), an intergenerational public policy network formed by the National Coalition on Black Civic Participation (NCBCP) and ESSENCE, the number one media company dedicated to Black women, released their 6th annual “Power of the Sister Vote” poll. According to its creators, the poll is designed to “gauge the political concerns, attitudes and opinions of Black women across the country.”

Poll results were previously announced during the Congressional Black Caucus Conference.

However, this year’s results were delayed in order to capture insights on the impact of COVID-19 and attitudes on the historic nature of having a Black woman on a national ticket.

Similar to prior polls, the survey shows that political involvement among Black women continues to remain strong. However, the 2020 poll reveals that by a much wider margin than 2019, the single biggest issue Black women feel is a significant threat to U.S. Democracy is “Racism/Rise in Hate Crimes.”

The 2020 BWR/ESSENCE Poll shows that:

- Black women are overwhelmingly concerned about survival, safety and stability when it comes to issues impacting Black communities.
- The overall top three issues Black women believe are adversely impacting US Democracy are Racism/Rise in Hate Crimes; Corruption in Government; and Voter Suppression.
- Black women identify “reduc-

ing structural/systemic racism” and “policing and criminal justice reform” as the top two issues they want presidential candidates to commit to addressing to win their vote, followed by “Eradicating COVID-19” and “Protecting the safety net (Medicaid, Medicare, Social Security).”

The poll also shows if the 2020 Presidential Election were held today, Black women would overwhelmingly favor the Biden/Harris Ticket (90%). Respondents gave the current president a failing grade for the fourth straight year (80%).

Black women’s confidence in the Democratic Party dropped slightly and remains greatly impacted by generational divides. Still, the majority of Black women in all age groups agree that Democrats best represent their interests, with 87% of Black women 55 and over, 58% of Black women 25-35, and 60% of Black women 18-24 agreeing.

Regarding their voting plan, Black women are especially likely to vote by mail/absentee ballot (41%) or vote early in person (35%).

Additionally, the survey reveals higher levels of voter enthusiasm due to the Supreme Court hanging in the balance.

According to Melanie L. Campbell, President of the National Coalition on Black Civic Participation and Convener of the Black Women’s Roundtable, “The 2020 BWR/ESSENCE Poll is a reflection of the activity we are seeing on the ground. Black women have continually shown their commitment to advocacy and

voter protection all over the country. This is the third year in a row the Rise in Racism and Hate Crimes has registered as a top concern. (Since 2017) we have seen a shift from more aspirational concerns to those rooted in survival and security. The disproportionate impact of the pandemic and the racial reckoning has solidified this trend.”

“There is absolutely no question of the power of Black women in driving major social and community change – and Election 2020 is no different as one of the most important ever for Black women and communities in the United States, especially in the face of an unprecedented pandemic, economic instability, police brutality, social unrest and more as Black women focus on keeping our families healthy, safe and prosperous,” said Caroline Wanga, Interim CEO of ESSENCE Communications, Inc.

“With our multi-platform coverage at the cusp of one of the most historic elections in our lifetime—including a regular column and our new digital cover featuring vice-presidential nominee Kamala Harris and the stories of the Black women leading the Harris-Biden campaign.



Saniya Gay, Miss Juneteenth (Delaware) was crowned the 1st National Miss Juneteenth in Memphis, TN. recently. National Juneteenth Observance Foundation (NJO) affiliates from across the country were present for the first national gathering. First runner up was Miss Juneteenth (Nevada), Anyiah Brown and second runner up was Miss Juneteenth Florida- Helena Chambers/

MILWAUKEE COMMUNITY JOURNAL


WEEKEND EDITION

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A REPOSITORY OF
PEOPLE, ACHIEVEMENTS,
PERSONAL COMMITMENTS
THAT HAVE HELPED TO SHAPE THE
BLACK COMMUNITY OF MILWAUKEE!

TEST YOURSELF:
HOW MANY PEOPLE DO YOU KNOW? HOW MANY OF YOU
SHOULD BE INCLUDED IN THE 2021 EDITION?
LET’S CELEBRATE OUR GIFTS AS WE INSPIRE THE FUTURE!

Through a generous grant from the Brewers
Community Foundation, Inc. Milwaukee Com-
munity Journal Publisher, Patricia O’Flynn
Pattillo, author, with support from
Researcher/writer Kathy Gaillard, Executive
Director of the Wisconsin Black Historical Soci-
ety/Museum, Clayborn Benson III; and
Atty./writer Sheila Parrish Spence, descriptions
of community thought-leaders from the present
and the past have been alphabetized into a dic-
tionary-style reference source for your
personal library or for gifts for the holi-
days. Many of these legends graced the
pages of our paper; and their lives added
value to our community’s evolution.

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Transformational voter march

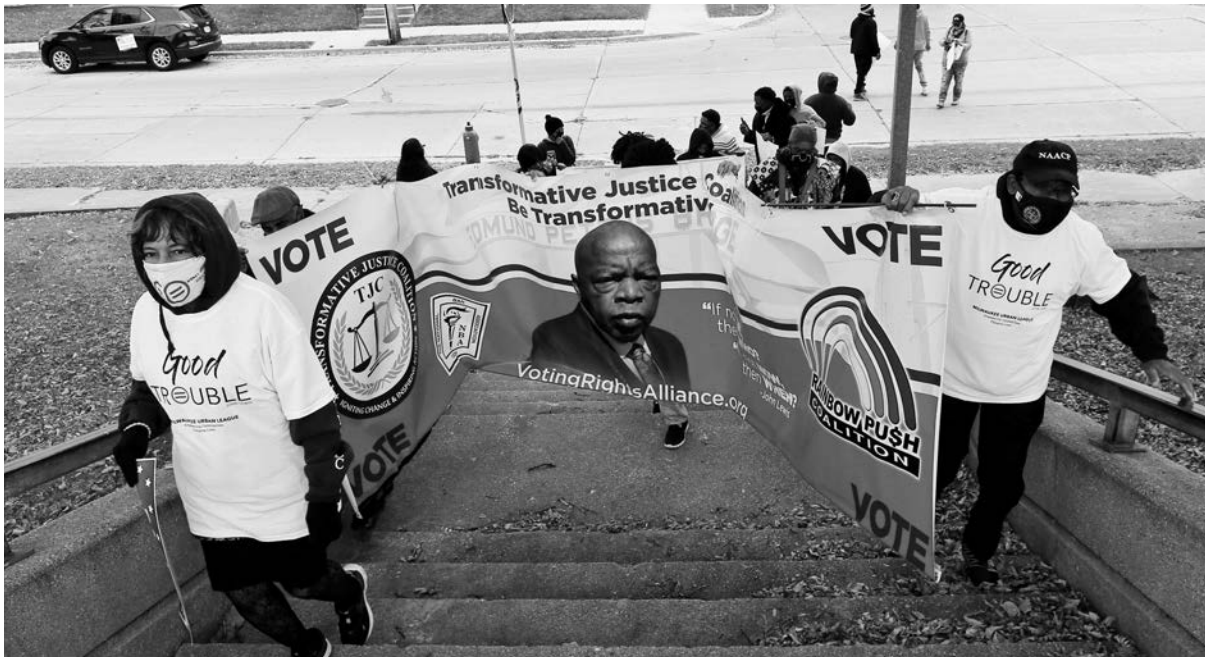
(continued from page 1)

STATUTE ON KING DRIVE TO THE CLINTON & BERNICE ROSE CENTER. THE EVENT WAS DESIGNED TO RESTORE AFRICAN AMERICAN VOTER TURNOUT TO THE HISTORIC HIGHS OF 2008 AND 2012. VOTER EDUCATION, AWARENESS, AND MOBILIZATION ARE FOUNDATIONAL TO AN UNPRECEDENTED LEVEL OF PARTICIPATION IN MILWAUKEE.

DURING WHAT MIGHT BE CONSIDERED ONE OF THE MOST CHALLENGING TIMES IN THE HISTORY OF CONSTITUTIONAL DEMOCRACY, CIVILIANS ARE BEING ASKED TO COME TOGETHER TO RAISE AWARENESS AND CELEBRATE THE IMPORTANCE OF VOTING.

SAID STATE SENATOR LENA TAYLOR: "FUTURE GENERATIONS DEPEND ON US TO EDUCATE AND EMPOWER. IT IS EVER MORE IMPORTANT FOR ALL OF US WHO BEAR THE BURDEN OF MISSED OPPORTUNITIES, HOPELESSNESS, AND DESPAIR TO BECOME PARTNERS IN RAISING AWARENESS.

"WE ARE CALLING ALL THE PEOPLE OF MILWAUKEE TO BE PART OF THE SOLUTION THROUGH EXERCISING THE FRANCHISE. AS WE FACE THESE UNPRECEDENTED CHALLENGES TO OUR DEMOCRACY AND THE RIGHT TO VOTE IN THE STATE OF WISCONSIN, THIS MARCH AND MOTORCADE URGED ALL TO BE A PART OF THE SOLUTION AND JOIN THIS VOTER EDUCATION AND OUTREACH EFFORT."



Community pop-up and grocery giveaway Sunday

The Parklawn Assembly of God and Dream Team United MKE will be hosting a community pop-up and grocery giveaway at 3725 N. Sherman Blvd. on Sunday, October 25, 12:30 to 3:30 p.m. . Dream Team United MKE member Alderman Russell W. Stamper, II and 7th District Alderman Khalif J. Rainey are urging residents in need to take advantage of this opportunity.

The event will feature the distribution of food boxes and other products. Residents are asked to meet in the parking lot of the Parklawn and are encouraged to wear masks. There will be enough supplies to distribute boxes to 500 families, and supplies will be distributed on a first come, first serve basis. For questions call 442-7411.



Souls to the Polls

**October 25
SUPER
SUNDAY**

**CHURCHES UNITE TO VOTE EARLY
Midtown Shopping Center
Press Conference: Sunday, 10/25 at 1pm**

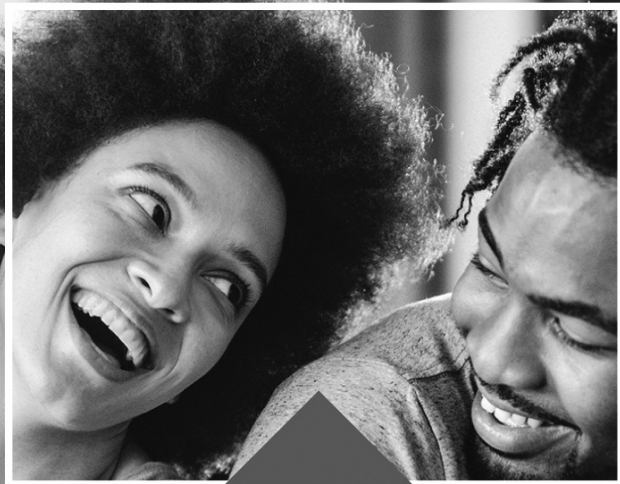
Over 500 Milwaukee faith leaders have joined together to stand up for our community as partners in Souls to the Polls. We are building a strong voting block to make sure this election means a better future with real change.

**POLLS ARE OPEN
FROM 10 AM TO 4PM**

**MIDTOWN CENTER
5700 West Capitol Drive**

JOIN US AT 1:00 PM

**Vote Early:
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Outreach offers accessible and

Black consumers spend more, loyal and diverse

CHICAGO – For 10 years, Nielsen has been dedicated to telling the story of the power of Black consumers and their diversity, long before the call for social justice sounded.

According to “The Power of the Black Community – From Moment to Movement,” the 10th annual report in Nielsen’s Diverse Intelligence Series on African American consumers, Black influence on the economy and pop culture continues to drive not only significant moments in history, but drive change across industries and digital platforms.

From video streaming, radio listenership and podcasting to buying Black and staying connected to social movements through social media, African Americans are leading the conversation with an unprecedented impact on brands, policies and what the country watches, buys and listens to.

“African Americans are calling out systemic racism while at the same time creating opportunities for growth across social platforms and businesses with various levels of innovation,” said Cheryl Grace,

senior Vice President of Consumer Insights and Engagement, Nielsen. “African Americans have historically navigated these imperfect structures— but this current global reckoning brought on by a unique confluence of moments, proves the power of the Black community and its incredible influence.” Grace is also the founder of Nielsen’s Diverse Intelligence Series of annual reports about U.S. multicultural communities.

Key findings from the report include:

There has been an overall increase in buying power across the community, and also where and what African Americans are buying.

African Americans are limiting the amount of time they are spending out in public due to COVID-19, and shopping where they can get more value.

Blacks make more frequent trips to the store, spending less per trip than the total population.

Online shopping is a convenient and safe alternative to brick-and-mortar shopping – this year, 48% of African American house-

holds shop online, 11% more than the average household.

In the last decade, there have been more successful Black brands, Black-owned businesses, and investment in expanded economic opportunities for African Americans.

African Americans are nearly three times as likely to take to social media to show support of their favorite companies and brands.

African Americans are now 58% more likely to expect the brands they buy to take a stance on issues and 37% more likely to buy a brand when they do

The Black Lives Matter movement has influenced allies to take action as well. For example, Hispanic consumers outpaced African Americans in their expectation that the brands they buy support social causes as well.

African Americans have been at the forefront of the COVID-19 crisis, as they’re more likely to be employed as essential workers.

Needing to strike a balance between work and home, African Americans are spending the most time on their smartphones com-

pared to the total population.

In one week, African Americans spend over eight hours social networking, about three hours watching videos and over one hour streaming audio on their smartphones.

Smartphone ownership for African Americans has grown from 44% in 2011 to 98% in 2020—faster than the total population.

Podcasts have become a central stage for Black voices.

African Americans spend

ThriveOn COLLABORATION



CONNECT VIRTUALLY

Due to COVID-19 and social distancing guidelines, we are asking the community to join us virtually for our ThriveOn Collaboration office hours. Each session features a different topic and will be held from 2:30 to 3:30 p.m., unless specifically noted. Visit the ThriveOn website for more details.

- Oct. 27 – Breast Cancer Awareness
- Nov. 10 – Prostate Cancer Awareness
- Nov. 17 – Alzheimer’s Awareness
- Nov. 24 – Healthy Eating and American Heart Association
- Dec. 1 – Resources for Parents: Virtual Learning
- Dec. 8 – National Handwashing Awareness/Flu Season
- Dec. 15 – Prepare your Mind, Body & Soul for the Holiday Season

Thriveoncollaboration.org

Questions:

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- Sunday, November 1st, 2020

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Paid for by the Democratic Party of Wisconsin, Ben Wikler, Chair, www.wisdems.org. Not authorized by any candidate or candidate's committee.

Course report shows

more time per week streaming audio, including podcast listening, than the total U.S. population.

In a typical week, almost half (49%) of African American podcast listeners spend about one to four hours listening to podcasts.

Radio has remained a trusted channel for news and information for African Americans, reaching 98% of them every month.

Black consumers are the No. 1 ethnic group in watching live TV, playing game consoles, smartphone media consumption, and streaming audio.

The Top 20 advertisers' spend on media focused on African Americans has increased from \$3.34 billion in 2011 to \$3.86 billion in 2019—almost a 16% increase.

This time of racial reckoning has placed great responsibility on Hollywood and other media publishers to be more inclusive in the stories and characters they tell.

With streaming offerings, Black audiences now have a lot more choice in programs that depict their real-life experiences,

Black households have steadily increased subscriptions to streaming services— from 65% in 2019 to 70% in 2020.

African Americans are more likely to download a video podcast, watch live TV, or keep up with news through a streaming service, compared to the total population.

For the first time, Nielsen this year created an Inclusion Opportunity index, which was used to study the most popular programs on broadcast, cable and SVOD to determine how representative they are of different demographics.

One study comparing inclusion of Black men and women found that Reality, News/Weather and Drama are representative of Black men, compared to their representation in the U.S. population.

But Black women are far from parity across the board, coming close to it in one genre: Drama.

Fifty six percent of the top broadcast shows analyzed have a Black female cast member.

In the past decade, there's been considerable growth in African Americans' population, buying

power, education and income.

There are 48.2 million African Americans in the U.S.

From 2020 to 2060, Black Americans will contribute to more than 20% of the total U.S. population growth.

African Americans are significantly younger with a median age of all 32—six years younger than the national average and 11 years younger than non-Hispanic whites.

With smaller households and younger children, Black grandparents are filling the role of caregivers.

African American households are smaller than the national average at 2.48 vs. the national average of

nielsen
.....

POWER OF THE BLACK COMMUNITY—FROM MOMENT TO MOVEMENT

The African American
Diverse Intelligence Series
2020

Photo and story from the NNPA—Black Press of America

2.52.

Twenty nine percent of these households are more likely to have children under 18 compared to 27% of all U.S. households.

Five percent of African American grandparents live with their grandchildren, and 40% of those grandparents are the main caregivers. For more details

download the report at: www.nielsen.com/africansamericans. Join the conversation on Facebook (Nielsen Community) and Twitter (@NielsenKnows)..

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Limit 2 rewards per transaction. Quantities less than 5
priced up to \$4.99 each.



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Pizza
Select Varieties,
19.3-28.4 oz
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Family Size Crackers
10-20.6 oz or Nabisco
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20 oz or Almond Breeze
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14.8 fl oz or Magnum
Ice Cream Bars, 3-6 ct
or Talenti Gelato Layers
or Pints, 11.4-16 fl oz;
Select Varieties
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Marie Callender's Pot Pie,
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Dinners or Bowls, 10.5-14 oz;
Select Varieties
\$1.99 /EA*



Healthy Choice
Café Steamers
9.25-10.3 oz or
Marie Callender's Pot Pie,
15 oz or Marie Callender's
Dinners or Bowls, 10.5-14 oz;
Select Varieties
\$1.99 /EA*



11.99
-3.00
Off 1
DIGITAL COUPON OFFER
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Tide Liquid
Laundry Detergent
92 fl oz or Tide Pods or
Gain Flings, 32-42 ct or
Downy Defy, 22.9 oz;
Select Varieties



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16.9 fl oz Bottles
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-1.00
Off 1
DIGITAL COUPON OFFER
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9.25-10 oz; Select Varieties



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in person, early or on Nov. 3.

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