Southern and Grambling Sponsors and Fans are Ready for the Brawl in the Bayou

The Soul of New Orleans

Page 2

Newsmaker
Former Congressman Will Remain Free During Appeals

Trailblazer
Captain Charles Leach

Page 4
Page 11
Southern and Grambling Sponsors and Fans are Ready for the Brawl in the Bayou

Shaniece B. Bickham, Ph.D.
Managing Editor

New Orleans will be taken over once again by die-hard fans of Southern University and A&M College and Grambling State University for the 36th Annual State Farm Bayou Classic. The Bayou Classic festivities will kick-off Friday, Nov. 27, with the football game between the long-time rivalry schools taking place Saturday, Nov. 28. As the event sponsors and loyal fans will attest, the Bayou Classic is more than just a football game, it is a treasured tradition.

One of the Bayou Classic’s long-time sponsors, Coors Light, has supported higher education and the mission of Historically Black Colleges and Universities since 1986. As an official sponsor of the XXXVI State Farm Bayou Classic®, Coors Light will donate $10,000 each to Grambling State University and Southern University’s scholarship funds.

“As one of the nation’s most renowned African American collegiate sporting events, the Bayou Classic remains a showcase for the Grambling State University Tigers and the Southern University Jaguars,” said Moses Brewer, MillerCoors’ multicultural relations director. “We’re proud of our scholarship sponsorship to Grambling and Southern universities, and to the student-athletes who play on their highly regarded football teams.”

The Coors Light brand will use proceeds from its sales to provide the donations to Grambling and Southern for the student scholarships. The checks will be presented after the game at the Superdome. “Part of our ongoing commitment to the HBCU community is to help students realize their full potential,” said Sheldon Boyea, brand manager, African American Marketing for MillerCoors.

Other sponsors of the Bayou Classic include, but are not limited to, title sponsor State Farm, Ford, Southwest, Coca-Cola, thesource.com, Kellogg’s, The office of the Louisiana Lieutenant Governor, NBC Sports, Russell, and the United States Marines.

The event’s sponsors aren’t alone in their enthusiasm about the sports extravaganza, however. Supporters of both Southern University and Grambling State are also anxious for the big weekend to arrive. "The Southern and Grambling rivalry is so important and exciting, not only for the football teams, but also for the students, faculty, alumni, or any other person that walked the halls of SU or watched the Bayou Classic on TV, said Johnnie Jackson, an alumnus of Southern University. “This rivalry is so different because it is not just based on records. When these schools come together, it’s all about history, the revenue it brings to our state, and the “friendly” comments to the opposing team’s fans about whose band will do the best at halftime.”

Rayford said, “There’s no other place where I can get good food, great football, and a battle of two bands plus a Greek Step Show all in one city in two fun-filled nights...only at State Farm Bayou Classic... GO Tigers!”

A recent graduate of Southern University, who is currently a graduate student at the school, has fond memories of attending the Bayou Classic as a student, and

Continued next page.
now as an alumna. “As a student Bayou Classic played a vital role in my maturing along with my classmates who I consider to be family, said Sarah Dugas. “Bayou Classic for me as an undergraduate was a time for me to get together with my classmates and relax from the stresses of class. Bayou Classic was also an opportunity to meet other students from not only GSU, but also from other colleges and universities from all over. It was also big because it was a time to introduce out of state classmates to the lifelong tradition that makes us call SU home.” According to Dugas, as an alumna, Bayou Classic is an even better experience because it is similar to a big family reunion, not only with her family, but with colleagues from other universities.

“It gives me a chance to network with other people on a business/graduate level. It is also a great feeling to be able to say I am an alumna of Southern University” because it is like saying look what I have accomplished and I am representative of a school that made me who I am,” added Dugas.

Coors light wants you to visit www.Statefarmbayouclassic.com to enter for a chance to win tickets to the classic and an opportunity to go on-field to win a pro bowl package.

No purchase necessary. Must be 21 or older. Open to legal residents of Louisiana. Void where prohibited. Ends on November 15, 2009.
Former U.S. Congressman William J. Jefferson, 62, of New Orleans, La., was sentenced on Nov. 13 to 13 years in prison, followed by three years of supervised release, for using his office to corruptly solicit bribes, the Justice Department announced. Jefferson was also ordered to forfeit more than $470,000. The Judge in the case decided on Nov. 18, however, to allow Jefferson to remain free while he appeals the ruling.

“The court’s sentence reaffirms the principle that all people - no matter what their title or position - are equal before the law,” said Principal Deputy Assistant Attorney General Mythili Raman. “In a stunning betrayal of the public’s trust, former Congressman Jefferson repeatedly used his public office for private gain. The lengthy prison sentence imposed on Mr. Jefferson today is a stark reminder to all public officials that the consequences of accepting bribes can and will be severe.”

“This sentence should be a clear signal that our society will not tolerate bribery; it’s not just another cost of doing business in government,” said Neil H. MacBride, U.S. Attorney for the Eastern District of Virginia. “Mr. Jefferson’s repeated attempts to sell his office caused significant damage to the public’s trust in our elected leaders. This sentence will begin to repair that damage and to restore that trust.”

On Aug. 5, 2009, Jefferson was convicted by a federal jury in Alexandria, Va., of 11 charged counts, including conspiracy to commit bribery, honest services wire fraud and to violate the Foreign Corrupt Practices Act (FCPA), as well as substantive convictions of bribery, honest services by wire fraud and a violation of the Racketeer Influenced and Corrupt Organization Act. Jefferson was acquitted on three counts of honest services wire fraud, an obstruction of justice charge and of violating the Foreign Corrupt Practices Act.

According to evidence at trial, from August 2000 to August 2005, Jefferson used his position as an elected member of the U.S. House of Representatives to corruptly seek, solicit and direct that things of value be paid to himself and his family members in exchange for his performance of official acts to advance the interests of people and businesses who offered him

Newsmaker, Continued on page 12.

OFFICIAL MEDICARE ANNOUNCEMENT

Medicare Open Enrollment begins November 15th

Every year from November 15th to December 31st Open Enrollment gives you the opportunity to review your Medicare plans. Use our resources to see if your plans still meet your needs. Visit Medicare online, call to speak with a Medicare representative and check your mail for the 2010 Medicare & You handbook to review available plans.

Visit us online to review your plan at www.medicare.gov.

Call 1-800-MEDICARE (TTY 1-877-486-2048) to get help from a trained Medicare representative or learn where you can get help locally.

Check your mail for the handbook 2010 Medicare & You to review available Medicare plans.

My Health.
My Medicare.
Over time, market conditions will change and technologies will evolve. But the culture of new ideas through true diversity remains constant. The diversity of our employees, suppliers and customers enhances the success of our company – and that’s never changed.

AT&T welcomes you to the Bayou Classic!
Entergy’s New Orleans Area Customers Enjoy Lower Bills

November electric bills for Entergy Louisiana, LLC customers are down almost 50 percent from last year and are the lowest they have been in more than seven years.

Thanks in part to lower natural gas prices and a one-time refund, Entergy Louisiana customers who use 1,000 kilowatt-hours of electricity in November can expect to see a bill of $65.39. That’s electricity in November can exceed what use 1,000 kilowatt-hours of Entergy Louisiana customers have been in more than seven years.

Entergy Louisiana customers are chiefly driven by a drop in natural gas prices. The price of natural gas peaked at a cost of more than $13.50 per MMBtu in July of 2008 before falling to as low as $3.58 per MMBtu earlier this year. The Henry Hub price for the beginning of November was $4.28 per MMBtu. The reduction is also helped by a one-time credit of $9.14 per 1,000 kWh that is the result of the company’s recent formula rate plan settlement with the Louisiana Public Service Commission.

“We are pleased that the reduction in the price of natural gas has led to lower electricity costs for our customers,” said Entergy spokesman Philip Allison. “We are fortunate to be able to pass along savings at a time when the holidays are approaching and many customers are experiencing challenges from the current economy.”

In addition to lower bills, Entergy customers throughout the state of Louisiana are benefiting from proactive maintenance practices that have steadily reduced the number of outages by nearly 25 percent since 2004.

“We monitor the frequency and duration of outages on a daily basis,” Allison said. “It allows us to identify areas that need to be inspected and proactively address potential issues that could affect reliability before it becomes a problem for the customer.”

Local Business and Community Leaders Serve as Principals for a Day

When the morning bell sounded in various New Orleans public schools on Nov. 13, local business and community leaders—not principals—were in charge of the front office. HandsOn New Orleans and Merrill Lynch, in partnership with New Orleans Public Schools and the Recovery School District, gave business and community leaders an opportunity to shadow 33 area public school principals for the second consecutive year through the Principal for a Day event.

Principal for a Day allows business and community leaders to serve as principals for a half-day to observe first-hand the needs of our city’s public schools. Sixty leaders from companies such as Chevron and Cox New Orleans, as well as local government and community organizations volunteered their time and talent to this worthwhile endeavor.

“This event exposes leaders to the accomplishments as well as some of the challenges facing most of our schools,” said HandsOn New Orleans Executive Director Kertrina Watson Lewis. “Ultimately, those half-day experiences will result in increased resources that help to enhance the learning environments in our schools and meet critical needs.”

Principal for a Day is made possible through support from Merrill Lynch, one of the world’s leading financial management and advisory companies. “We believe that spending time with other leaders in the community, helping improve our education system is the best investment we can make.
“Health is very important. And everything you do, it starts with that.”

– Dale Owens, Peoples Health member

**Knowledge is Power when it comes to your health.**

Join us for the Senior Health Series. It’s an ongoing round of presentations designed to empower you with knowledge and help you lessen the impact of conditions ranging from diabetes to heart disease, asthma to osteoarthritis and much more.

The series is free and open to the public and includes complimentary glucose and blood pressure screenings.

For a list of upcoming events, visit us online at [www.peopleshealth.com](http://www.peopleshealth.com) or call toll-free:

**1-800-567-0289**

TTY/TDD (Telephone Device for the Hearing Impaired) 1-888-631-9979

These events are only for educational purposes and no plan-specific benefits or details will be shared. Peoples Health is an MA organization with a Medicare contract.
Data’s feature Shoot Ya Best Shot showcases candid photos from around town. To have your photos included in the Shoot Ya Best Shot special section, email them along with the photographer’s name to datanewsphotos@gmail.com.

Photos: Glenn Summers

James Carter and Chief Riley

Val and Glenn Amedee

Edwin Buggage and Clarke Peters from the Wire and Treme

Make the holiday meal your crowning achievement.

The holiday meal is not a time to leave anything to chance, especially when serving a traditional favorite like Chitterlings. So go with the brand that has been a holiday favorite for over 40 years: Queenella. Our chitterlings are triple cleaned. And sure to satisfy all your party guests.
ENTREPRENEURSHIP. Guided by our vision to be the best beer company in America, MillerCoors’ commitment runs deep to inspire and support the next generation of great American business owners. With an investment of more than one million dollars in business grants and resources, it is our goal to create more job opportunities in our communities across the nation. For more information on our community involvement please visit www.millercoors.com
Mayor C. Ray Nagin Welcomes Southern University and Grambling University to New Orleans for the State Farm 36th Bayou Classic

Welcome all visitors, family and friends of the classic.
Captain Charles Leach
On the Ones and Twos of Life

Edwin Buggage
Editor-in-Chief

He is someone who is a well known personality throughout the city who has brought many people together. Whether it has been at a party or through his business and philanthropic efforts, Charles Leach, who is also known to the world as 'Captain Charles,' is a man on a mission to make the place he calls home a better city.

Leach started his journey into deejaying as a teen at Booker T. Washington Senior High School. “New Orleans is a place with so many talented people, and at that time, every school [would] have talent shows, and I would deejay between some of the acts,” said Leach. “I just enjoyed the way music made people come together, and along with deejays like Slick Leo, A.D. Berry and LBJ, I felt like it was something I wanted to pursue.”

Over the years, his work has taken him across the globe, where his clients have included Michael Jordan, the Essence Festival, the NFL, BET Comic View, the Tom Joyner Cruise and many others. “Although a lot of people know me from my urban club gigs, I have a diverse clientele,” said Leach. “It is just about music and creating a good atmosphere and that’s what I do no matter who is my audience.”

Many people know him as one of the premiere deejays for the smart set, but what they do not know is that he is involved in uplifting his community. “I live in the Broadmoor area and I am committed to helping rebuild and revitalize it. I am reinvesting, buying properties in the community and rehabbing them because it is important that we do what we can to bring our community and city back,” he said. “Our community is coming back because we have an active community association, and I see some wonderful things about to happen in Broadmoor. I will be on the frontlines doing whatever I can to contribute something positive to its revitalization.”

His work does not stop there; Leach has also committed his time to and resources to become an entrepreneur as well. He has operated a snowball shop, and is now embarking on opening a cafe. “I wanted to be an example for our community that we can rebuild itself from within and that we do not have to wait for others. We can begin by investing our own resources and doing it ourselves,” said Leach.

Leach is well known for his work with young people, and has been honored by the Early Childhood Association for his community service leading the way for children.

“It is about giving back and inspiring our kids. I came out of the Magnolia Project where people didn’t have a lot in material things, but they were a close knit community that gave me love and the will to want to better myself and give back. And that’s what I am trying to do—inspire kids so that they can do whatever they want to do if they are willing to make the sacrifices to be successful,” said Leach. He has taken that spirit to give back. As the holidays approach, Leach has over the years held an annual toy giveaway at Samuel J. Green Middle School.

He is a New Orleanian to the core and when he travels people ask him about the city. “A lot of people care about this city, and a lot of people have come to help. Working together with local people in the community is the key to our city fully recovering,” said Leach. “That is what I tell people. It is not just about the government, it is about the spirit of the people and their will to rebuild that has gotten the city and neighborhoods as far as we have gotten so far,” said Leach.

Leach is a man who makes a living making people feel good with the gift of music, and Charles Leach is a man rooted in his community—but they are one in the same. “Whether I am doing a club or event or working on my business ventures, it is about people feeling good and uplifted,” he said. Everyday he continues to push ahead, as a positive force and for his service, we bestow the honor of naming him the Data News Weekly Trailblazer for the month of November.
Karl Washington, Youth Leader
9th Ward Global Youth Foundation

When it comes to special events and event management, there is no one who can work a show like Karl Washington. With over twenty years of experience, his scope of services range from event planning, production management, theatre lighting, stage management... and the talent goes on and on, which is why he is known as “Mr. Super Producer” in the industry.

As an independent event producer, Karl Washington has produced many memorable events for the City of New Orleans, such as the Grand Opening of the Mahalia Jackson Theatre, the State of the City of New Orleans Address and The Mayor’s Essence Music Festival Welcome Party.

A graduate of Carver Senior High School and a product of the 9th Ward Desire Housing Development, Washington is now a certified social worker with a B.S. in psychology. He is the founder and president of Culture Shock, which he then envisioned and founded the 9th Ward Global Youth Foundation.

Giving back to his roots as a youth leader and basketball coach for the Sampson Recreation Program, Washington has joined forces with various outreach organizations throughout the City of New Orleans to host the 9th Ward Global Festival, Nov. 21 and Nov. 22 from 11 a.m. to 7 p.m. at Sampson Park, located at 3100 Louisa Street.

Entertainment will be provided by Kermit Ruffins & The Barbeque Swingers, Carver Sr. High Drum Section, Culu African Dance Company, Traveler, Ben Hunter and more. There will also be a parade, poetry, drumming and a Fashion Forward Fashion Show hosted by “yours truly,” along with a Health Fair.

The purpose of this two-day event is to bring back needed resources and events to a forgotten community through recreation, culture and enrichment opportunities to revitalize the community.

For more information on the 9th Ward Global Festival, contact Karl Washington at karlwash2002@yahoo.com.

If you have an upcoming event, Dionne Character can be reached at www.dionnecharacter.com.

Newsmaker, continued from page 4.

the bribes. The things of value, according to evidence at trial, included hundreds of thousands of dollars worth of bribes in the form of payments from monthly fees or retainers, consulting fees, percentage shares of revenues and profits, flat fees for items sold and stock ownership in the companies seeking his official assistance.

Evidence at trial showed that Jefferson performed a wide range of official acts in return for things of value, including leading official business delegations to Africa, corresponding with U.S. and foreign government officials, and utilizing congressional staff members to promote businesses and businesspersons. The business ventures that Jefferson sought to promote included telecommunications deals in Nigeria, Ghana and elsewhere; oil concessions in Equatorial Guinea; satellite transmission contracts in Botswana, Equatorial Guinea and the Republic of Congo; and development of different plants and facilities in Nigeria.

Others involved in this scheme included Vernon L. Jackson, a Louisville, Ky., businessman, and Brett M. Pfeffer, a former congressional staff member for Jefferson. Both men pleaded guilty to charges of conspiracy to commit bribery and the payment of bribes to a public official and were sentenced to 87 months and 96 months in prison, respectively.

This case was prosecuted by Assistant U.S. Attorneys Mark D. Lytle and Rebeca H. Bellows of the Eastern District of Virginia and Assistant Chief Charles E. Duross of the Criminal Division’s Fraud Section. The case was investigated by the FBI’s Washington Field Office, with assistance of the Financial Crimes Enforcement Network.
Black Men Exposed:
A Conversation with Real Men on Real Issues

Part II

Dr. Robert J. Spears, DDS
General Dentistry
Dr. Spears Has Reopened In New Orleans East

Schedule Your Appointment Today!
9235 Lake Forest Blvd.
New Orleans, LA 70127
504-241-8214

Coloring Outside the Lines
With the recent fiasco regarding a Justice of the Peace in Louisiana denying a marriage license to an interracial couple making headlines, it brought back the age old problem of marriage across racial lines. Customs as well as laws were put in place to deny persons to marry across racial lines. It wasn’t until the 1967 Supreme Court decision Loving v. Virginia that outlawed restricting interracial marriage throughout the United States.

Since then the number of interracial marriages not just between blacks and whites have grown, but blacks and other groups as well. It is not an uncommon site today to see interracial couples walking down the street. Today, the U.S. President Barack Obama is a product of one such union.

Eric Joseph is a fifty-something black man who can be described as a bohemian. With his scruffy beard and short cropped salt and pepper afro, he is an artist, musician, writer and intellectual. He has been in an interracial relationship for 23 years—14 of which he has been married. There are some who still look at this as taboo, or worse, that black men seek out white women. Joseph says, “In my case it has been nothing but a positive on both sides. My wife’s family welcomed me with open arms, in part perhaps because they were involved in Civil Rights. They have always been open-minded where the issue of race never mattered,” he said. “And my family also welcomed my wife and we have raised Kendra who is white, my wife’s daughter from a previous relationship. She is now 23 and I am the only father she has ever known.”

It is not just white and black unions, but black men are crossing uncharted water with other races as well. Marcel Bates is a 37-year-old entrepreneur. He is a New Orleans native who has spent most of his life in Los Angeles, California. Today, he is a married father with a small son and his wife is a Latina of Mexican descent. His story sharply contrasts with that of Joseph’s. “With my wife’s family initially, there was some resistance because I am African-American, and with some of the other Latina girls I may have dated, there was friction in the beginning. But as they got to know me things weren’t as bad,” said Bates. “Sometimes I feel it is just people afraid of things they never experienced or know about, but when they do, they get past them.”

Some criticize black athletes and entertainers for marrying and dating outside of their race, but are there some reasons this happens? Is there some disconnect between black men and black women that get in the way of having successful relationships? “I think some black women can be too critical of black men. They are emasculating in ways that may contribute to why some men feel more comfortable with women of other races,” said Charles Dicker.

Micaiah is a young high school student who is a study in contrasts. He is very Cosby-like in his demeanor. He is a lean, cut, articulate, and well-read young man who attends an excellent school. He lives in the Hollygrove Neighborhood, which was...
Medicare Open Enrollment begins November 15th

Every year from November 15th to December 31st Open Enrollment gives you the opportunity to review your Medicare plans. Use our resources to see if your plans still meet your needs. Visit Medicare online, call to speak with a Medicare representative and check your mail for the 2010 Medicare & You handbook to review available plans.

Visit us online to review your plan at www.medicare.gov.

Call 1-800-MEDICARE (TTY 1-877-486-2048) to get help from a trained Medicare representative or learn where you can get help locally.

Check your mail for the handbook 2010 Medicare & You to review available Medicare plans.

My Health. My Medicare.
once a stable working to lower middle class area. Hollygrove is now a mix of older residents from its heyday that has become overcrowtred with drug activity and vice. Micah talks of becoming a doctor, and is dating a girl that is Indian. He says the black girls in his neighborhood looked at him differently. "Some of the black girls in my neighborhood look at me and think, 'he's a nerd,' or 'he's not hard,'" said Micah. "I think we should not get caught up in having these simple definitions of what black is in respect to black males. Yes I have an Indian girlfriend, but I did not seek her out because she was not black. But I do think some of the black girls I see can sometimes overlook a nice guy because they can only see black men one way. There all types of black men out here."

Making It Work

What are the problems with black men? There are a host of things that stem from a lack of fathers in the house, a community that sometimes does not promote fatherhood and family, so much that an article appeared in 2006 in the Washington Post entitled 'Marriage Is For White People.' How absurd can this be that the black community has gotten to a point where something like this could be echoed without an outcry from the leadership?

Where are all those who are the racism and black thought police when it comes to issues of marriage, family and fatherhood? It is families that have been the backbone of the black community throughout its history. In the aftermath of slavery, people walked and searched to rediscover their families and connect with those they shared a bond with. Today because of disagreements, conflict, lack of communication, and apathy, some people have a laissez faire attitude towards commitment, marriage and relationships.

Dr. Aaron Harold is a pastor of the New Millennium Full Gospel Church, a relationship counselor, and columnist that focuses on relationships. "I just think that communication is the key to making things work in a relationship. We do not spend enough time talking about what we want from our mate," said Harold. Harold, who's been married for 33 years, said, "It is about patience and understanding that there will be bumps in the road and you have to be willing to compromise and sacrifice, and work together as a team. And today I think some of our young people don't think about relationships or value them the same way we did in previous generations."

Although Dr. Harold's words ring some truth, they do not tell the whole story. True, people should communicate, people should work as a team, but the reality of today is that people will separate, and divorce. If there are children involved, what should they do so that the children do not suffer, or to make sure that neither of the parents' growth is stifled? Glenn Summers owns a multimedia company and is a divorced father that has a three-year-old daughter named Caitlyn. Understanding the realities of balancing fatherhood, career, and pursuing his goals of growing his company he said, "Sometimes relationships just don't work out, but your child is still your responsibility. You have to make time to be there for them. As far as getting along with the mother, do the best you can to be cordial, but if it does not work, just stay focused on your child and living your life and reaching your full potential."

Back at Chill's shop, there is Felton, a young dad of 18 with his girlfriend and their baby boy getting his first haircut. They are an attractive young couple; she is casually dressed, slim with a café au lait complexion, and he is light-skinned with a baggy t-shirt and pants hanging low. When asked now that he is a dad what his plan, he replied, "Plan," he says with a look like what are you talking about; his girlfriend interjects and says, "your goals." With his New Orleans drawl he said, "I want to be a pharmacist and be there for my son because mine wasn't there for me." Chill then jumps in and said, "You know that's great that you want to be a pharmacist and be there for your son, but you have to present yourself differently if you want to reach your goal and be a success in your career and with your family." He looks at Chill and nods in agreement. After their son's haircut is finished, they want to take a picture to commemorate the moment, but they don't have a camera.

Since I had my camera phone, I snapped a picture and sent it to them. I hope they received it, and that the photo reminded them that they are a family, and that they are only at the beginning of their journey through life. I also hope that Felton stays true to his promise of being there for his girlfriend and most importantly, his son.
Coors LIGHT
Proud Sponsor of HBCUs Since 1986
GREAT BEER
GREAT RESPONSIBILITY

STATE FARM
SINCE 1974
BAYOU CLASSIC™

COORS LIGHT
Cold Activated Bottle

THE WORLD’S MOST REFRESHING BEER®

©2009 COORS BREWING COMPANY, GOLDEN, COLORADO 80401 • BEER • CSG0952009