

Lighting The Road To The Future

New Orleans

# Data

News Weekly

"The People's Paper"

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Christmas With the  
Ladies of Jazz

November 19 - November 25, 2011 46th Year Volume 24 [www.ladatanews.com](http://www.ladatanews.com)

# New Orleans Food Co-Op



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# New Orleans Food Co-Op

## A Recipe for Healthy Living



By Edwin Buggage  
Photos by Kichea S. Burt

New Orleans is a City that is still healing from the wounds of Hurricane Katrina. Six years later it continues to be a tale of two cities where it is the best of times for some and the worst for others. There are communities that are thriving while others are simply surviving. In the aftermath of this calamity there are many public health issues as New Orleans has become a “toxic city” in many ways. The lack of hospitals, blight, access to affordable housing, and a lack of quality education within the City are formidable; but one of the things that are not looked at but is equally problematic on a very basic level is the issue of “food deserts”. It defined as neighborhoods or communities where there is a lack of access to places that residents can purchase healthy food. This problem leads to other public health concerns and a high percentage of the population suffering the effects of

unhealthy eating. Diseases like diabetes, high blood pressure, obesity and a host of other problems, shorten the life of residents and decrease their quality of life. Many of these things can be prevented. In the City of New Orleans’ Bywater, Marigny, and St. Roch area, an alternative to unhealthy eating habits and community control have merged into a grocery that is called the New Orleans Food Co-Op. It is located on 2732 St. Claude Avenue inside of the Healing Center. “We feel it is not just a need, but the right for people to have access to healthy food,” says Lori Burge, General Manager of the Co-Op. Located in one of the most diverse communities in New Orleans, the Co-Op is a full service grocery store that provides healthy foods in addition to more conventional items; a place where people of the community can become member-owners. Accord-

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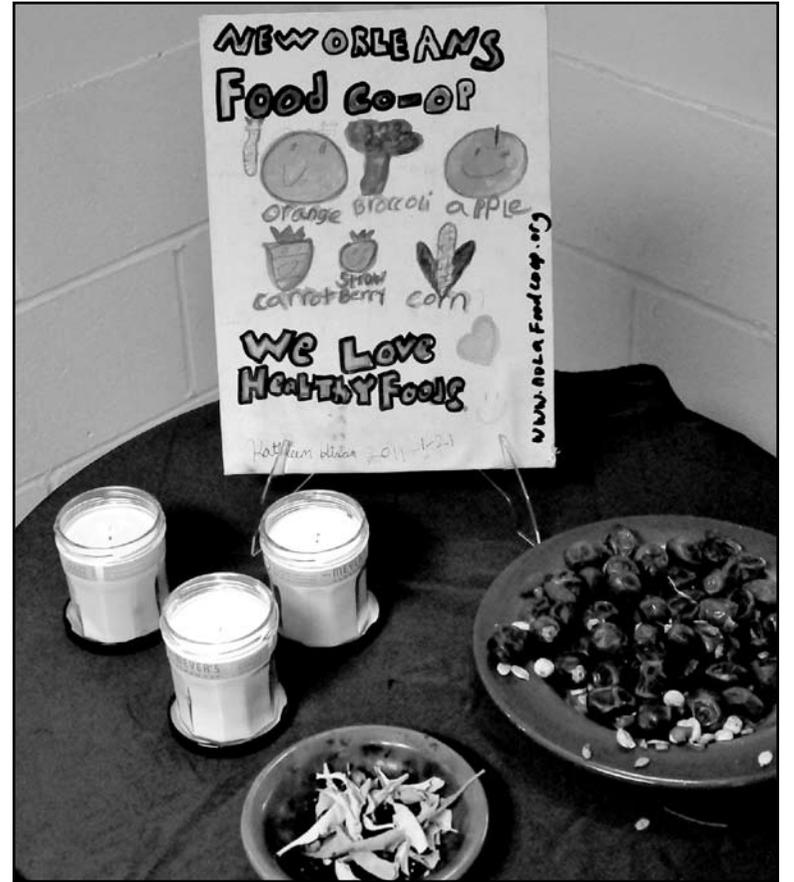
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Cover Story, Continued from previous page.



ing to Burge, this as opposed to corporate owned stores, place the power in the hands of the consumer who has a stake in the business and its decisions on what to stock and the direction of the business. "People are really excited about the Co-Op and how it empowers them as member-owners, but we also want people to know that you do not have to be a member to shop at the Co-Op," says Burge.

Burge feels that education is important in combating the problem of unhealthy eating in "food deserts". "We have children that come from area schools on field trips all the time, but eating healthier is not simply about the children becoming educated, but the parents as well. There is still a long way to go when it comes to creating a lifestyle centered on healthy eating."

In "food deserts" there is lack of access to healthy food and there is a dearth of fresh fruit and vegetables. Healthy diets are not promoted or are thought of as not affordable causing yet another problem for families trying to stretch an already strained budget. "In our store our prices are competitive and we do community outreach on how to eat healthier on a budget," says Burge. Continuing she says, "The store accepts EBT (Food Stamps) and is in the process of working towards taking other forms of vouchers for low income customers."

The store's clientele is a unique mix of people in a community that consist of residents ranging from artists, to business owners, professionals, elderly people and working class people. Also there are people who have lived there for decades and those just moving into the City starting anew. The New Orleans Food Co-Op

serves as a space that binds a community and most appropriately inside of the Healing Center Building. This story of success is the first step in turning a community around

one healthy bite at a time. And is an example of different people working together for one cause, one that is very basic, the right to have access to healthy food.

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# Jerome Smith

## a Drum Major for Justice

By Edwin Buggage

### Strides towards Freedom

For the past two issues Data News Weekly has told the story of the New Orleans Freedom Riders and their contribution to the rich legacy of the national Civil Rights Movement of the turbulent 1950's and 1960's. A time where ordinary people came together to make extraordinary things happen; forever placing their stamp on the history of a nation. And within this great archive, there are still many untold, stories of the heroes and sheores that fought for social change and have lived to witness the storied day where people could live as Dr. Martin Luther King Jr. so eloquently and poignantly stated in his "I Have a Dream" Speech at the foot of the Lincoln Memorial during the

March on Washington. "I have a dream that one day people will be judged not by the color of their skin, but by the content of their character." While this day has not come fully to pass many of the social barriers that existed during the time of Jim Crow no longer exist. That today what was once a mountain to climb is now only a speed bump, as African-Americans occupy many spaces within the landscape that is the United States that was unthinkable just a half a century ago including and African-American, Barack Obama occupying the White House.

While the pages of many books on the history of the Modern Civil Rights Movement are filled with names that have become familiar in the lexicon, when one thinks of Civil Rights there are many others who have contributed so much to



A dedicated activist, humanitarian, former freedom rider and giant among men. New Orleans' own Smith is revered and respected as a mentor, teacher and nurturer of at-risk African American youth in the Seventh Ward and Tremé neighborhoods. A faithful volunteer of more than 40 years, Smith has been instrumental in operating programs that uplift the lives of Black youth. Above Photo and Cover photo were courtesy of General Mills Feeding Dreams, of which Smith was honored as New Orleans' 2010 Community Champion.

this rich legacy and are simply footnotes on the pages of history.

It is our goal in this series to tell their stories as told by those who

were on the frontlines and lived through this time of social upheaval. For admittedly, this series cannot fully capture the scope and magnitude of these courageous individuals, but it is our hope that today's generation recognize their opportunities, and roads to greater freedoms have been paved by others who've come before them. And that it was their blood, sweat, sacrifice and sometimes death was the price people paid in this quest for freedom, liberty and justice.

### The Evolution of a Revolutionary

In February of 1968 Dr. King made a moving speech entitled, "The Drum Major Instinct" in which he talked about how individuals instinctively desire to be the leader and seek credit, praise



An Important Message from Medicare

## Open Enrollment is Earlier This Year. October 15th to December 7th

Even if you are happy with your Medicare Plan, Open Enrollment is the time to compare what you have to all the choices available next year. If you're happy with your current plan, stick with it. Or you might find a new one with better coverage, lower costs, or both. Be sure to check out all the benefits provided by the healthcare law. Most people with Medicare will get free cancer screenings, yearly wellness visits, preventive care and 50% off brand name prescription drugs when you're in the donut hole. This law also provides better fraud protection, making Medicare stronger.

Visit us online to review your plan at [medicare.gov](http://medicare.gov).

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Check your mail for the 2012 Medicare & You handbook to review available Medicare plans.

"I spend more than 100 nights on stage, performing from coast to coast. But each fall, I take a break from my busy schedule to review my Medicare. I might be able to save money, get better coverage or both."

Now that's something to sing about."

— Shirley Caesar



Scan to learn more.



and recognition whether they deserve it or not. But in this speech he suggested that if one is to lead to be charged to lead in the areas of selflessness or in the capacity to give and to love, to be compassionate and care for their fellow human beings. In these powerful words preceding his death, he said speaking of his life and legacy, to let people talk about how he loved and gave unselfishly to humanity and how he challenged those around him to do the same.

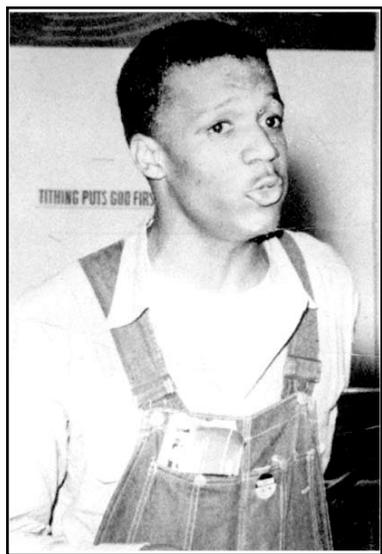
In our journalistic journey down the road to freedom, in countless interviews one name continues to come up and is synonymous with the struggle for fairness and the fight against injustice. Jerome Smith is a man who still to this day is on the frontlines fighting the fight he started over a half a century ago. He continues to contribute to the cause as he did as a youth, still defiant and courageous as he reflects on his life and how he came to dedicate his life to the fight for freedom, "One of my first encounters was with the police is when I was 13 years old trying to use the library. I witnessed a man by the name of Jack O'Dell on television being arrested on Washington Avenue and they were showing all these books he had in his possession; as I was looking at the TV it was an old black and white there was no color then," recounts Smith with a hint of nostalgia. "So I walked up to this library to see why they put this man in jail for reading books; and I only saw one word on the book and it was social. And being young at the time I didn't understand why they would put a man in jail for being nice. I had gotten there and I was not allowed in, so as I was leaving the public library I was walking down St. Charles Avenue near Lee Circle and was stopped by the police and they wanted to know where I was coming from and I said I was coming from the Library. They didn't believe me and they said I was trying to steal something and one of the officers punched me in the chest."

Years later as Smith became involved in the historic movement, he recounts a chance encounter with Mr. O'Dell, "Many years later I was visiting with historian John Henrik Clarke, who once had a publication called Freedomways and I was telling him this same story, he said wait a minute I want to show you something. He comes back with this man, and that was the man they arrested twelve or fourteen years earlier in New Orleans; he was a labor organizer and was also involved in the

initial stages of Dr. Martin Luther King Jr. work." Continuing he says reflecting of this life changing, "And when meeting him he started crying, saying he couldn't believe I went to the library and he told me, that if anything made my life work important it is the fact that I was motivated enough to go and read the books he had in his possession."

### Each One Teach One... Planting the Seeds for Greatness

Recounting his upbringing and the historical legacy of his native City he says, "My mother would read to me and my brother almost every night when we were young, we were exposed to Paul Robeson



JEROME SMITH

and knew that he came to New Orleans and visited Booker T. Washington High School in the 1940's." Many today know Smith as an activist and know little of his early years of being involved in music and the arts and that many of the seeds planted he would use in community organizing and become his life's work, "I attended Joseph S. Clark and I was the drum major," says Smith. "We had a powerful band that had renowned New Orleans drummers James Black and John Boudreaux were in the band; and we were the only high school band who had an upright bass player. It was a tremendous time. We would win most of the competitions." Speaking of the path he had for his life at the time, I thought I would go to college and I intended to play in the band and perhaps make drum major and become a first grade teacher."

Talking about his time at Southern University in Baton Rouge and how it shaped his ideology and commitment, before coming to Southern I received a great education in New Orleans and tested out of many of the sciences

and was told I should be in premed," says Smith. Little did he know that this time would change the direction of his life, "I needed another course and I took history in this history class, I was able to follow up on the type of readings my mother had exposed me to; and the stories my father had told me and all the places he had been as a seaman. Then it became a spiritual thing with me." As young people began to make strides towards freedom challenging the segregation of the day he says of this time, "When the brothers in Greensboro, North Carolina were having the sit-ins we were meeting in the dormitories talking about this struggle and we were reading things outside of the curriculum



Morning strategy session, Greenwood. From left: John Lewis (SNCC), unidentified youth, unidentified man in coveralls, Jerome Smith (CORE), Dave Dennis (CORE). (1963) Photograph © Richard Avedon.

as it related to social uplift. Then we became involved in civil rights as students." Smith, who not only is a living piece of history through his commitment, but with his depth of knowledge says of the historical significance Historically Black Colleges and Universities and its students to the cause of the Civil Rights Movement, "I feel Southern University in Baton Rouge does not get the credit it deserves in the forming of New Orleans CORE and the Freedom Rides."

### Re-Writing History

Talking about his time as a Freedom Rider he is a harsh critic of those he feels have misrepresented or edited out or ignored important parts of this time in history, "The PBS Movie is a whole lot of hype," says Smith. "Number one there has never been many other places in the country where people participation more continually than New Orleans; we went to many places and we are approaching fifty years since our McComb, Mississippi incident where I suffered a severe head injuries after being hit with brass knuckles; I

had the number of Greg Marshall who was Robert Kennedy's assistant and I got Doratha "Dodie" Smith-Simmons to make the call. And they offered to have FBI officials drive us back to the city, but I insisted we're not going to leave except the way we came." Smith says of some of their other activities, "We had Freedom Highways where we tested Howard Johnson's Hotels from one end of the country to another, so every day it was like a Freedom Ride for the period of a month or more and that just was us."

Jerome Smith feels the City of New Orleans post-Katrina is in a crisis and much of its history in his opinion are being bleached away and that the struggle to

my life in McComb, Mississippi and so many others I felt it did not paint a full and accurate picture of that time in history. "

### Reflections...the Past, Present and Future of Civil Rights

Jerome Smith continues as he has been lauded a community champion by General Mills Feeding Dreams for his work as an activist, educator and humanitarian. And he continues being active with Tambourine and Fan a Summer Camp he founded and has run for over four decades. He talks of a time when his students participated in a Freedom Ride of their own, "In 1992 a bus with our kids from New Orleans was sent to Selma where our young people joined in a ride to Selma to support children who were fighting against segregation in the schools because none of the kids were getting on the first track; and their parents had them tested outside of the school and many of them were making scores higher than the White kids. We had this major protest and some of these kids were beaten and went to jail and this is part of our history and legacy I feel it is young people today who have to take a stand against injustice."

Smith feels the struggles of today lies in proper education and re-committing to the cause of equality. "If you look around the City is changing and some of those who are leaders are not doing enough to focus on the issues facing the African-American community." Continuing he says, "We are the people who make this City what it is, our traditions, our culture and our heritage and today we have to fight for our right to continue to have a place in this City. And today Smith is still on the frontlines after five decades of fighting for freedom, and he recounts the day an incident when he was 10 years old with a woman that has come to sum up his life and mission. "I was ten years old and moved the screen on the bus that separated Black and White during the most rigid days of segregation, and this older Black woman slapped me and said don't you disrespect these good White people, ten she pulled me off the bus and her tone changed as she hugged me and told me she was proud of me; and to never quit fighting for what's right." Today Jerome Smith is still fighting the righteous fight and is a drum major, marching in the fight for justice.

fight for justice continues, "When you look at some of the things that's happening around us our institutions, neighborhoods and traditions are being threatened." Continuing with defiance in his voice and what seemed like a call to arms, "We cannot ignore what's going on, look at what's going on in public housing, they are trying to bleach out our existence giving these places some soap opera name, and ignoring our existence and contribution like we were garbage."

Of the recent attention to the Freedom Rides, Smith feels not enough attention focused on some of the people and places that were important and historically significant, "Some of the coverage from the media and those who made films about this time I felt It was an insult to our beginnings, we trained at church, 40 percent of the Freedom Riders trained at A.L. Davis' church so how can you want to do some national thing and not go to this church; and it was an insult to all the blood we spilled here, some of our friends who later on died, like George Raymond who saved

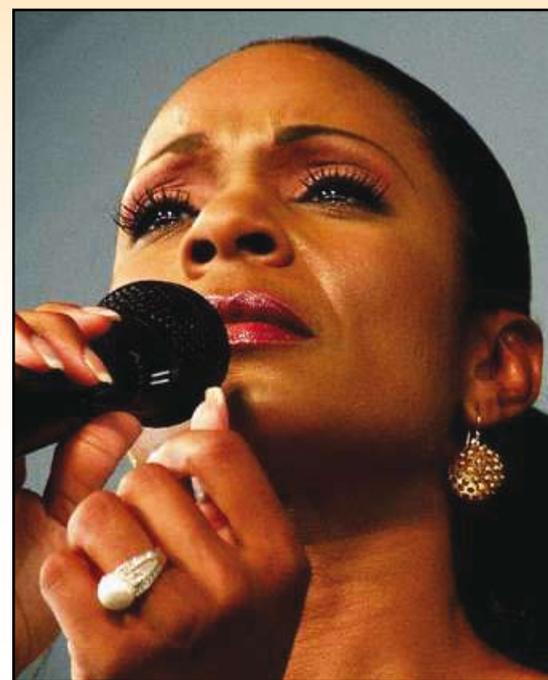
# 2nd Annual "Christmas with New Orleans Ladies of Jazz"



Germaine Bazzle



Leah Chase



Stephanie Jordan

Germaine Bazzle, Leah Chase, Stephanie Jordan" in Concert; Presented by Music Alive Ensemble at the UNO Performing Arts Center Recital Hall, Sunday, December 4, 2011.

New Orleans Ladies of Jazz; Stephanie Jordan, Germaine Bazzle, and Leah Chase will perform for the 2nd Annual "Ladies of Jazz Holiday Concert" in collaboration with the Music Alive Ensemble on Sunday, December 4, 2011 from 4:00 pm - 6:00 pm at the

University of New Orleans Performing Arts Center Recital Hall (Lakefront Campus). Principally sponsored by the New Orleans Jazz & Heritage Foundation, admission to this limited seating holiday concert is free but RSVP is suggested by emailing RachelJordan-La@earthlink.net.

Last week, the group announced the release of the 'Christmas with New Orleans Ladies of Jazz and Music Alive Ensemble; I Saw Three Ships' album

created from tunes from last year's concert. The CD debuts online on November 14, 2011 at [www.RachelJordanMusic.com](http://www.RachelJordanMusic.com) and [www.TuneCore.com](http://www.TuneCore.com) with a hard the copy available for sale on Friday, November 25, 2011 at \$10 each.

Patrons making a donation of \$50 or more to Music Alive Ensemble, a 501(c) (3) non-profit organization will also receive a free CD. To learn more about Music Alive Ensemble, please

visit [www.musicaliveno.com](http://www.musicaliveno.com).

Under the direction of Violinist Rachel Jordan and founded in 2002, the Music Alive Ensemble is a blend of professional classical and jazz musicians, composers, arrangers and educators living in Louisiana. This concert provides music lover an opportunity to enjoy some of New Orleans most renowned jazz divas in Bazzle, Chase, and Jordan performing some of your favorite holiday tunes.

## Kick-off of Treme' 2012 Celebration Scheduled for Bayou Classic Weekend

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Brassy music, incredible food, good friends - this is one jam session you don't want to miss. Fall in line behind the Original Pinettes Brass Band, the New Birth Brass Band, the Tremé Brass Band and more. This is our music, our culture, our place to celebrate.

Get your tickets now at **Treme2012.com** or call **(504) 523-5652**.

There's No Place Like Tremé  
 Faubourg Tremé is America's oldest free Black neighborhood. It's the community that gave rise to jazz, brass

bands, incredible architecture, Mardi Gras Indians, and several pioneers of the Civil Rights Movement. Had it not been for Tremé, our world would look and sound a lot different today.

The Tremé Bicentennial Committee includes representatives from the neighborhood and around the City. The committee is planning a year of events in partnership with the State of Louisiana, City of New Orleans, New Orleans Tourism Marketing Corporation, and New Orleans Multicultural Tourism Network. All proceeds from the Kick Off party will support the committee's work.

Call **(504) 523-5652** to learn more.

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# Shoot Ya Best Shot!

## Down in the Treme!

The Sudan Social Aid & Pleasure Club & Versatile Ladies of Style Second Line Parade 2011 was held on Sunday, 11/13/11 In the Treme, and everyone was buckjumping and having fun! Data was there!



# The Legacy of Jesse Jackson



George C. Curry  
NNPA

has his own radio and television shows. And like Jackson, he has become a confidante of the man who occupies the White House.

At a ceremony last week at Georgetown University to celebrate Jesse Jackson's 70th Birthday and a half century in the civil rights movement, Sharpton proved that he not only had studied Jesse Jackson, but the civil rights movement just as carefully.

"We try to go from '68 to '08 – like we leapfrogged from Dr. King to the President of the United States, Barack Obama," Sharpton explained. Much of the progress in Black economic and political development between the time when Dr. King was assassinated in Memphis and the election of Obama in 2008 should be largely attributed to Jackson, Sharpton suggested.

Al Sharpton has patterned his career so closely after the Jesse Jackson model that he could be justifiably charged with identity theft. Like Jackson, he began wearing a Martin Luther King medallion around his neck. Like Jackson, he started his own civil rights organization. Like Jackson, he ran for President of the United States. Like Jackson, he now

Jesse Jackson was amongst the handful of top aides to Dr. King. When King was killed in Memphis, Ralph Abernathy succeeded King as President of the Southern Christian Leadership Conference, but it was Jackson who assumed the mantle as Black America's top civil rights leader.

Jackson, who was selected by King to head Operation Breadbasket in Chicago, challenged major corporations to not only hire more Blacks, but to expand opportunities for African-Americans to own automobile dealerships, fast food franchises and provide goods and services to Fortune 500 companies.

Sharpton listed Richard Parsons, former CEO of Time Warner, and American Express CEO Ken Chenault as beneficiaries of Jackson's early work.

"There would not have been anybody in the corporate elite had it not been a movement led by Jackson to say you can't put a glass ceiling on how far we can go," Sharpton explained. "It wasn't that Blacks weren't qualified to be chairman of major corporations until the '80s. There was no movement that had broken the ceiling."

Lifting the ceiling from national politics was also part of the Jesse Jackson legacy. Although other African-Americans had run for president – including Frederick Douglass, Shirley Chisholm and Dick Gregory – none were as successful as Jackson in 1984 and 1988.

Georgetown University Professor Michael Eric Dyson, who organized the appreciation event with his wife, Marcia Dyson, who

served as Operation PUSH Trade Bureau's first chief of staff, said what many in the audience were thinking: "Without Jesse Jackson, there would be no Barack Obama."

The Jackson-Obama relationship turned sour after Jackson was recorded saying that the then-presidential candidate talks down to African-Americans and he would like to dismember a certain part of Obama's body. While that crude comment hurt Jackson's standing among African-Americans excited about the prospect of electing the nation's first Black President, it does not alter the fact that Obama would not be in the White House without Jackson's presidential campaigns.

Curry. Continued on page 11.

# The Laws of Consumer Power in Motion



Cheryl Pearson-McNeil  
NNPA Columnist

the object." And the Third Law of Motion is "for every action there is an equal (and opposite) reaction." Those of you who read this column regularly, immediately, see the connection between Newton's Three Laws of Motion and your power, right? For those of you who need a little help read on.

Globally, Nielsen measures what consumers like you watch and buy. Our clients – advertisers, networks, major corporations and retailers – pay us for this information to help them best determine which programs, services and/or products to provide you. This is a clear case of the Third Law: "for every action (whatever/wherever/whenever you watch or buy something) there is an equal and opposite reaction (companies determine where and whether to provide more or less of a program, product or service or advertising dollars based on your action).

But what if you don't like how a company is reacting to your actions? For example, African-Americans watch 40% more TV than others (action) but we don't

often see people who look like us or positive images of ourselves portrayed on television (an opposite reaction). Then you should invoke the First Law which says: An object in motion continues in motion with the same speed and in the same direction unless acted upon by an unbalanced force." YOU can be the unbalanced force. Stop watching the programs that don't portray positive images. Tell your kids to stop watching them too! Speak up when products aren't in your stores, or when the stores themselves aren't in your neighborhoods. Unless you do something to throw things off balance they will continue in the same direction.

Nielsen recently released The State of the African-American Consumer Report, a groundbreaking, in-depth, first-of-its kind study developed in collaboration with the National Newspaper Publishers Association. It highlights the buying power and areas where Blacks over-index (or use more of) specific products and services.

We make more shopping trips annually each year (167) than

other households; 1/3 of all African-Americans own a smartphone (that's 14 million of us ya'll!). We talk more on our mobile phones than Whites (1300 minutes vs. 606). We tend to be brand loyal.

But companies may not be reacting accordingly: In the advertising industry, money spent on television advertising alone reached \$69 billion in 2010, But for African-American media. Only \$1.9 billion was spent totality for all media buys:

\$916 million on TV

\$704 million on spot radio

\$362 million in national magazines

When it comes to advertising, some companies are doing it right: Procter & Gamble remained number one in African-American media buys, followed by L'Oreal (SoftSheen Carson by the way is a L'Oreal brand), Johnson & Johnson, General Motors and McDonald's were the top five companies who advertised to the African-American market. Their ads have people who look like us in them and we can find their products and/or services in our

neighborhoods.

We have to move other companies in this same positive direction. That's not always easy. But the Second Law of Motion, which I've dubbed The David versus Goliath Law can be helpful. It basically says, the bigger something is the more force you're going to have to exert to move it. You or I alone may not be able to get more advertising dollars going to Black Media. You or I alone may not be able to get the images changed on the screen. But collectively, with a projected spending power of \$1.1 trillion by 2015? Lordy, what a force we can be!

What does it take to get you into motion? Download The State of the African American Consumer Report at [www.nielsen.com/africanamerican](http://www.nielsen.com/africanamerican) or look for an excerpt of it as an insert in your local Black newspaper. And then get moving. More power to you.

Cheryl Pearson-McNeil is Senior Vice President of Public Affairs and Government Relations for Nielsen. For more information and studies go to [www.nielsen-wire.com](http://www.nielsen-wire.com).

# Louella Givens Calls Opponent Out on Unethical Campaign Practices

In a meeting with local community leaders from the River Parishes of St. John and St. Charles, Board of Elementary and Secondary Education (BESE) District 2 Incumbent Louella Givens set the record straight on another distortion of the truth by her opponent Kira Orange Jones.

"My opponent has misled voters once again," Givens explained to the crowd who attended the meeting held to clarify the 2011 redistricting process which placed the River Parishes in BESE's 2nd District.

"Ms. Orange Jones has made false claims that I've represented the parishes of St. Charles, St. John and Assumption for the last eight years when in reality, these parishes were recently added to BESE's 2nd District as a result of a 2011 redistricting plan.

To those of you who don't know me let me introduce myself, I'm Louella Givens - a Louisiana native who has advocated for our children and local control of our schools for the past 40 years! I want everyone to see me, not the distorted image my opponent has

produced."

Prior to the 2011 redistricting, BESE's 2nd District only consisted of Orleans Parish; the River Parishes stretched across BESE's 3rd and 8th Districts. Only when the districts were redrawn and passed by the Louisiana Legislature in the 2011 session, did District 2 include parts of Assumption, St. Charles, St. James and St. John parishes.

In the community gathering, Givens went on to point out that this wasn't the first time Orange Jones violated the trust of the voters. Earlier this week, accusations were brought forth about Orange Jones' misrepresentation of her own voting record and community involvement. These accusations led to a New Orleans judge issuing a temporary restraining order barring the recently registered Democrat from making any additional false claims in her campaign ads.

"What we have here is a person being controlled and funded by big shot businesses and people like New York Mayor Mike Bloomberg. Outside interests are



Louella Givens

coming into Louisiana and lying about me and my represented district," explained Givens. "I need you to help me clear the name of 'Louella Givens' in your communities and churches."

The meeting was held at the New Life Spirit Church in LaPlace.

St. John resident and retired Teacher Beverly Harris was one of many in attendance who said they had heard all of the rumors, but didn't know what to believe.

"As a teacher I've always kept up with BESE," Harris said. "I'm glad Mrs. Givens met with us in

person to help us all understand what's happening."

Others, like Reverend Gary Bolden, Sr. wanted to know what they could do to put a stop to the rumors.

"I'm concerned when people come into our community and don't tell the truth," Rev. Bolden said.

Givens explained her intentions of getting in front of as many people as possible in order to clear her name and spread her message.

flowing in from out-of-state big wigs. What I do have is the support of the Superintendents Association, the Principals Association, the School Boards Association, the AFL-CIO, the Teachers Unions and the Coalition for Louisiana Public Education. That should prove to you that the real people who work in our public schools know what's at stake in this election. "Givens told the group that she will work around the clock, meeting with groups throughout the New Orleans and the River Parishes until Election Day November 19th.

## Run-Off Election 2011

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By Eric Connerly  
Data News Staff Writer

Again the citizens of the City are being asked to go to the polls to vote in the run-off election that is taking place on November 19, 2011. There are two races on the ballot that Data News Weekly has been focused on, for we feel it is our duty as the "People's Paper" to encourage civic involvement.

In the race for Civil District

Court Division E it pits Attorney Claire Jupiter, who has been an attorney for over three decades running against political newcomer Nakisha Ervin-Knott. It has been a hard fought contest where both candidates bested the well-financed, heavily endorsed and only White candidate Kris Kiefer in the primary election. It's been a fight for endorsements as both candidates have been mobilizing their base and trying to attract those who supported Kiefer in the primary. And in what is expected to be a low turnout election; turnout is key to any candidate's margin of victory.

The other race on the ballot Data News Weekly has been following is the Louisiana Board of Elementary and Secondary Education District 2 (BESE). That has incumbent Louella Givens running against Teach For America New Orleans CEO Kira Orange Jones. In the primary

it was a close race with neither candidate getting a majority of votes running against several lesser known candidates. This race is taking place in a redrawn district reflecting changes due to the 2010 Census. As this seat is a race where the winner will sit on a governing body that oversees and implements policies affecting young people and education. This race in some instances has turned personal; with both camps and its surrogates launching personal attacks against their opponents.

Again we at Data News Weekly encourage our citizens to get out and vote, as noted in our last issue turnout was in the 20 percentile in many of the races. We feel it is important to get involved, so we ask as we have dedicated our last three issues to New Orleans Freedom Fighters do not let their efforts be in vain. Please get out and vote on November 19th, the future is in your hands.

# The President's Agenda and the African-American Community

**President Barack Obama held the first ever African-American Policy in Action Leadership Conference at the White House on Nov. 9th to coincide with the release of a report, "The President's Agenda and the African-American Community."**

NNPA Newswire - In front of a gathering that included Rep. Donna Edwards (D-Md.) Cincinnati Mayor Mark Mallory and Philadelphia Mayor Michael Nutter, the President used the conference to lay out his policy achievements three years after winning the Oval Office with the solid embrace of Black Americans.

He also called for "persistence" in the face of tough times. He restated his belief that the 15.1 percent unemployment rate among African-Americans is "way too high" and touted the administration's accomplishments in spite of the political resistance the admin-



President Barack Obama speaks in the Eisenhower Executive Office Building on the White House campus in Washington, Wednesday, Nov. 9, 2011, during an unscheduled visit to the African American Policy in Action Leadership Conference. Photo: Charles Dharapak / AP

istration has faced. "We've got a lot of work to do," Obama said.

"Now, some of these strategies are longer term - all the good work that we've done, for example, in education," Obama said in the first White House gathering of his administration to be devoted to policies directly affecting African-Americans. "The payoff is

not going to be tomorrow. It's not going to be next year. It's going to be five years from now and 10 years from now as we steadily see improvement in the performance of our public schools."

The conference was convened in the wake of a stream of criticism of Obama from Black pundits such as TV talk show host

Tavis Smiley and African-American scholar Cornel West who say his policies haven't touched African-Americans in the way many Black voters expected.

National Urban League (NUL) President Marc Morial, who was invited to the conference but was not able to attend, hasn't been part of the chorus of critics of Obama

but said a conference of this magnitude should've happened much sooner. "Many of us would have preferred it if this had been held earlier," Morial told The Root. "But that's not the most important thing. The most important thing is that there's a commitment by the White House to strengthen the dialogue with a broader group of leaders who are very interested in the direction of the country, and who represent communities that have really taken for the worse in the recession."

Obama says that we've been through tough times before though and with a little persistence, America can rise from this recession too.

"Our parents have been through tougher times; our grandparents have been through tougher times," Obama said. "We know tough times. And what we also know, though, is that if we are persistent, if we are unified, and we remain hopeful, then we'll get through these tough times and better days lie ahead."

## FHA May Require A Taxpayer Bailout By The End Of Next Year: Report

The Federal Housing Administration's cash reserves have dropped so low that there is close to a 50 percent chance it could run out of funds and may require a taxpayer bailout next year, the Wall Street Journal said, citing an annual independent audit of the agency's finances.

The audit estimated that the value of the agency's reserves were \$2.6 billion as of end-September, down 45 percent from a year ago, according to the newspaper.

The audit, to be released on Tuesday by the FHA, was prepared by Integrated Financial Engineering Inc, an analytics firm, the WSJ reported.

The FHA, which provides mortgage insurance for millions of homeowners, has not run out of money and has not needed any Treasury funds partly because it has repeatedly increased homeowners' insurance premiums to raise cash and enforced tighter risk controls, the newspaper said.

"Even in the tough economic environment, we have been successful in protecting the (insurance) fund. We still clearly see there are downside economic risks that we have to be vigilant about," Carol Galante, Acting Commissioner of the FHA, told the Journal.

The FHA could not immediately be reached for comment by Reuters outside regular U.S. business hours.

Commentary/ Continued from page 8.

Sharpton was uncharacteristically diplomatic in how he addressed the relationship between Obama and Jackson, noting that after Dr. King had helped Carl Stokes become the first Black Mayor of Cleveland, he was excluded from the victory celebration.

"The misnomer is that students watching think because you weren't at the party that you had nothing to do with the achievement," Sharpton said. "Don't get confused by the invitation list to the party with those who created what you are celebrating."

At the tribute to Jackson, he was celebrated for developing a long list of leaders, including Sharpton, Former Secretary of Labor Alexis Herman, Political Strategist Donna Brazile, Activist Marcia Dyson, Assistant Agriculture Secretary Joseph Leonard, Black Leadership Forum Executive Director

Gary Flowers, ACLU Washington Director Laura W. Murphy and Lezli Baskerville, President of the National Association For Equal Opportunity (NAFEO).

Rev. Freddie Haynes of Dallas, in what he called an oratorical thank-you note to Rev. Jesse Jackson, spoke about the impact of Jackson's presidential campaigns.

Looking at Jackson, he recalled: "After your speech I was in the barber shop - and you know how we kick it in the barber shop in the 'hood - and some brothers were talking about, 'Did you hear Jesse?' Jesse. Jesse. Jesse. And I wasn't feeling them disrespecting Rev. Jesse Jackson like that. So I said, 'Do you know Rev. Jesse Jackson?' And the brother jumped right back at me and said, 'I don't know Jesse, but Jesse knows me.'"

Sharpton said, Jesse Jackson led the way in urging children

to spend less time in front of TV, curbing violence in the Black community and getting youth to believe that "I Am Somebody."

Sharpton stated, "In many ways, I would say that from the economic fights from the end of the decade he started in the '70s to the political empowerment that resulted in the first Black Attorney General and the first Black President to the whole concept of coalition building, he has defined the last part of the 20th Century and the first part of the 21st Century."

Michael Eric Dyson put it this way: "Like Muhammad Ali, he shook up the world."

George E. Curry, former Editor-in-Chief of Emerge Magazine and the NNPA News Service, is a keynote speaker, moderator, and media coach. He can be reached through his Web site, [www.georgecurry.com](http://www.georgecurry.com). You can also follow him at [www.twitter.com/currygeorge](http://www.twitter.com/currygeorge).

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# The Good, the Bad, & the 4th and 1



By Kingfish  
Data News Sports Columnist

What a heart attack game. This game will be remembered for the 4th and 1 call in overtime by the Atlanta Falcons, but the drama was throughout the game. There were so many story lines in this game its incredible.

One, the Saints once again abandoned the running game to the point of only running 16 times for 41 yards; Two, the Defense not being able to stop the opposing Offense on 3rd down, when it counted, in regulation. The Saints shot themselves in the foot with

penalties on special teams and Defense. Third, the Falcons moving the ball with ease. Fourth, but not least who in the hell is Douglas? This Falcon receiver had his way with the Saints secondary like a child predator with a handful of lollipops...seriously...little resistance.

On a lighter note Brees breaks yet more NFL records, surpassing Brett Favre for 37 straight games with a touchdown pass and had his 51st - 300 yard passing game which ties him with Dan Fouts for fourth and only 12 games from tying Payton Manning and Dan Marino at 63 for the most ever in the NFL. It is no doubt that Brees is a prolific passer but just like Dan Marino, if that is all your team has you won't win championships. Defenses are planning for Graham and Sproles. If anyone noticed, the Falcons had a game plan for Sproles. The Falcons shut him down and the Saints came into the game with the best 3rd down conversion percentage in the league. They did not fare anywhere close to that this Sunday.

The bright note is that Brees saw this and found the always-reliable Colston who got 113 yards in receptions in the game. That connection opened up Graham for a good game. As I have stated before Brees needed to find his other receivers. The results I believe are obvious.

Now to my much-maligned Saints Defense they showed up in overtime. That 4th and 1 stand was the best all season and they deserve all the props they have gotten locally and nationally. The Saints have received more recognition for the play nationally than the dominant performance against the Colts game. But truth be told the Defense should have won this game in regulation. Roman Harper had a game wining interception in his hands in the goal but dropped it. Tracy Porter had a great third-down pass knock down that was called for pass interference. In Porter's defense it was a horrible call. Glad to have Porter back in action. One thing should be said for the Defense they have had to deal with injuries to key players all season. Dare I say it "I want Sharper back".

Since his departure the turnover ability has also departed. He was the Saints "Honey Badger. Ball hawking is not something that can be coached, either you have or you don't. The Saints without him don't have it.

The Saints have a bye week this week with a 7 and 3 record and a game and a half lead in the division. The Saints absolutely are in control of their own destiny. Really that's all a team and fans can hope for. With this two-week break hopefully the Defense can get healthy and re-establish themselves. There upcoming schedule is not easy. The Giants are first with the ridiculous Lions Defense after that and to make matters worse the Tennessee Titans with a revived Chris Johnson after that. The Saints have their work cut out for them. These challenges are absolutely do able with this talented team. This has been an entertaining season thus far and should continue to be.

Enjoy the week off I'll be back in two weeks.

Geaux Saints!!!

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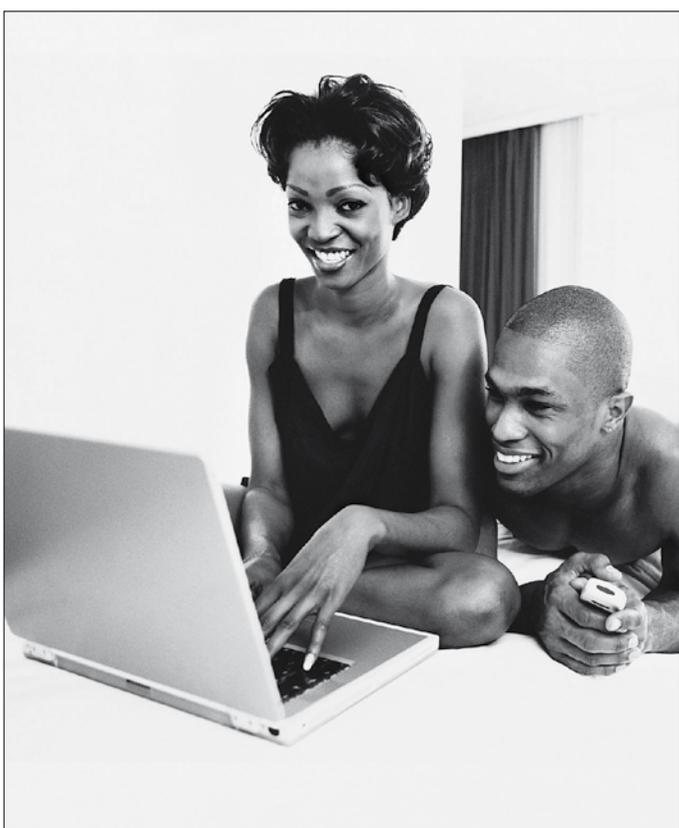
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