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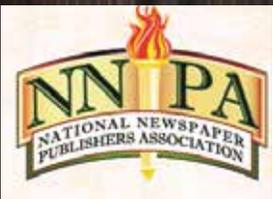
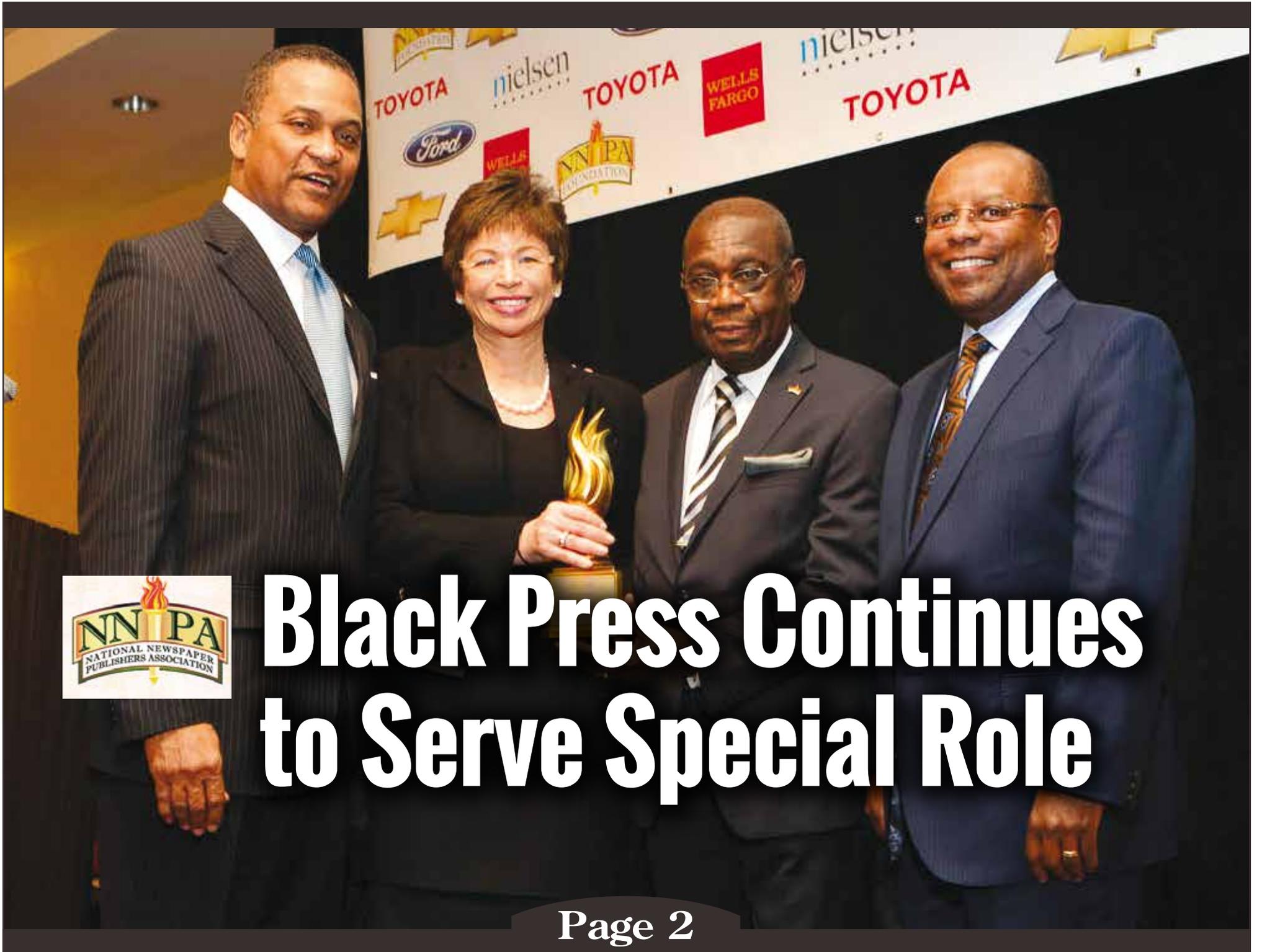


Super Sunday Celebration

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Black Press Continues to Serve Special Role



Data News Weekly Publisher Terry B. Jones presents Newsmaker Award to Susan L. Taylor, President, of The National CARES Mentoring Movement, and former Editor & Chief of Essence Magazine. (Photo credit Margot Jordan)

On the Cover: NNPA Chairman, Cloves Campbell III, Valerie B. Jarrett is a Senior Advisor to President Barack Obama, NNPA Foundation Chairman present Newsmaker Award to Jarrett. (Photo credit Margot Jordan)

By Freddie Allen
NNPA Washington
Correspondent

WASHINGTON (NNPA) – Like its White counterpart, Black newspapers must adjust to a rapidly changing digital age. But unlike White newspapers, the Black Press continues to play a valuable and unique role in the African American community, panelists said at a panel last week at the National Press Club.

“I’m a product of Black schools and Black churches,” said Benjamin Chavis, an on-line educator and longtime activist. “The Black press has a value to all people, but if Black people don’t celebrate the Black press why should we expect other people to celebrate it?”

Harvard Law Professor Charles Ogletree also praised the Black Press noting that he still prefers to hold a printed copy of Black newspapers.

But the youngest member of the panel challenged members of the National Newspaper Publishers Association (NNPA) to target younger readers.

Jineea Butler, found-

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DATA NEWS WEEKLY

P.O. Box 57347, New Orleans, LA 70157-7347 | Phone: (504) 821-7421 | Fax: (504) 821-7622
editorial: datanewseditor@bellsouth.net | advertising: datanewsad@bellsouth.net

Terry B. Jones

CEO/Publisher

Glenn Jones

VP Advertising

& Marketing

Edwin Buggage

Editor

Calla Victoria

Executive Assistant

June Hazeur

Accounting

Contributors

Freddie Allen

Corey Anderson

Edwin Buggage

Kichea S. Burt

ising.fr

Margot Jordan

Roy Lewis

Marc H. Morial

Art Direction & Production

MainorMedia.com

Editorial Submissions

datanewseditor@bellsouth.net

Advertising Inquiries

datanewsad@bellsouth.net

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Cover Story, Continued from previous page.

er of the Socials Services of Hip Hop and the Hip Hop Union said the Hip Hop generation needs support, too.

“Corporations come to the Hip Hop community and engage us,” said Butler. “The disconnect is that the people that came before us don’t think that we want the information.”

During the panel discussion, Butler said that the Hip Hop generation not only wants information, but they also desperately need leadership, too, and the Black Press can fill that void.

“You guys have got to come teach us,” said Butler speaking to an audience of Black publishers. “You need to show us the way.”

Chavis, who works with many Hip Hop artists, agreed that publishers, who suffer from an aging readership, need to attack younger readers, many of whom get their news primarily through mobile devices.

“The Hip Hop generation didn’t fall out of the sky,” he said. “They were given birth by this generation. The irony is some of us don’t even recognize or affirm what we gave birth to. We can use our newspapers to reaffirm that recognition and I guarantee that reciprocity can take off.”

Ogletree said both old and young can benefit from better communications.

“It’s cheaper, it’s efficient, it’s very effective and when young people are reading, we need to make sure they’re reading about what’s happening to us as well,” he said.

Kevin Lewis, director of African American Media for the White House, stated: “There is no Barack Obama president without the Black Press. It’s not just the Black press. It’s the Black community and Black leaders.”

Lewis said President Obama supported the Black Press and recognized that Black newspapers were a great conduit to the Black community.”

But some publishers have complained that the 2012 Obama presidential campaign only spent roughly \$1.2 million advertising in Black newspapers and nearly a billion dollars in other media buys.

Chavis said all advertisers should be held accountable.

“We march for everything else, why can’t we march for the Black press?” asked Chavis, who is also the president of the Hip Hop Summit Action Network, a non-profit group that works with Hip Hop artists and entertainers to engage young people for social and political change. “We need to think about advertising in a new way.”

Lewis said, “There’s a history in the Black Press. I think that there is also a lot of worth in having a physical newspaper.” Lewis continued: “News is so immediate, that there is a value in having something online as soon as something happens. In the past we would be able to embargo something for a week, but now we’re just embargoing it for 10 minutes.”

After the panel discussion, Cloves Campbell, chairman of the National Newspaper Publishers Association, said that reaching that younger, more connected, Hip Hop generation remains a top priority.

“Our readership is getting older and we have to make sure that we put con-



(L-R) NNPA News Wire Editor-In-Chief George Curry, Harvard Law Professor Charles Ogletree, NNPA Foundation Chairman Karl Rodney, Jineea Butler, Social Services of Hip Hop and the Hip Hop Union Founder, NNPA Chairman Cloves Campbell, Civil Rights Leader Benjamin Chavis and Director of African-American Media for the White House Kevin Lewis pose for a photo after the State of the Black Press panel discussion (photo credit Freddie Allen)

tent in our newspapers that the younger generation wants to read,” said Campbell. “Bringing Jineea in was the best thing that we could have done to get that other perspective from a younger person who is right there on the ground with the people we are trying to reach. Having her here and having her participate more in the future will be the key to our success.”

Campbell also said that the Black Press has to embrace technology and learn to connect to readers through social media. Campbell said that Black newspapers also need to be more community-oriented and show more support for local organizations.

He said, “We have to hit the ground and get some perspective on what readers want by hosting forums, round table discussions and focus groups.”



Pictured left to right, Data News Weekly Publisher and NNPA Board Member Terry Jones, chats with Al McFarlane, Publisher of Insight News and Edward J. Goldberg, Sr. Vice President of Internal Affairs at Macy’s Inc. during Black Press Week Luncheon at the National Press Club in Washington, D.C. (Photo credit Roy Lewis)



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Shoot Ya Best Shot!

Mardi Gras Indians Super Sunday Around St. Joseph's Day

Photos by Kichea S. Burt

Aside from Mardi Gras Day, the most significant day for the Mardi Gras Indians is Super Sunday. The New Orleans Mardi Gras Indian Council always celebrates Indian Sunday on the third Sunday of March, around St. Joseph's Day.



Original C.T.C. Steppers SA&P Club Secondline 2013

Photos by Kichea S. Burt

This year's parade theme was "We Don't Talk Just Do It!", and they did it! The parade featured Special Guests: Nu Shoez SA&P Club, C.T.C Queen Joyavia "Monique" Tyler and C.T.C. Diva: April Lewis



Pipeline to the People

By Corey Anderson

Last week, Data News Weekly ran an article in our Health section which included data from the Guttmacher Institute. The study indicates that African-American teen abortion rates are more than twice as high as the national average.

According to the study, the overall national average is 18 abortions per 1,000 women among 15-19-year olds. The African-American abortion rate is 41 per 1,000 women among that age group, which is four times higher than non-Hispanic Whites abortion rate at 10 per 1,000 and twice as high for Hispanics at 20 per 1,000.

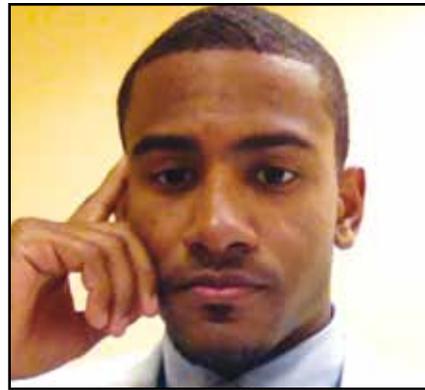
Around the nation women are faced with this profound question every day. For many women, there is no question at all; they would never even consider having their pregnancy terminated for any reason. For others, it is an immense struggle of conscience to have their pregnancy terminated. For those who are victims of rape or face life threatening complications if they carry the fetus to full term, it is an excruciating decision. And, for a very few, it is a relatively easy decision to have a medical procedure performed and nothing more. All of these different views find their way into the discussions in our community through families, churches, schools and politics, with strong conviction in most cases on both sides of the argument.

Data asked the question: There have recently been an effort by some states to restrict or limit access to abortions. What is your view on women having the right to choose abortion?



Korin Bibbins

"I believe that a woman should have the right to choose abortion. What she does with her body is her choice. If a woman does not desire to bring a child into this world, she should have the option to terminate the pregnancy. It's not to say that abortion should be used as a plan B, but should be considered an option given certain circumstances while it is still a fetus."



Lamar Cardenas

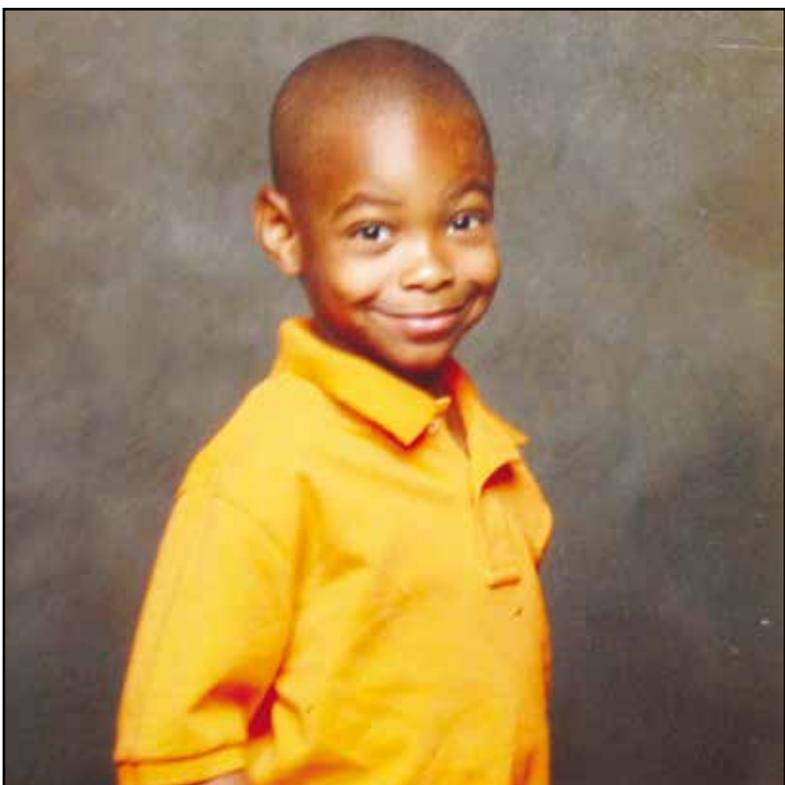
"I believe that decision ought to be conditional. There may be certain cases and situations that may warrant abortions (in a timely manner) such as rape for example, but to use it as a plan C method should be restricted. When we don't act responsibly, we all have to be held accountable."



Mika Green

"One should freely be able to choose whether or not she wants to abort her unborn. We cannot judge without considering every circumstance. However, only God gives life."

Lemonade Day 2013 Entrepreneur of the Week



Meet Jashan! He is an 8-year-old from Edgard, LA. He is an honor student in the 2nd grade at Boutte Christian Academy. During Lemonade Day 2012, he decided to make his lemonade stand a Cars (the animated Disney movie) theme. His orange lemonade made him \$100 in profit! Jashan divided up his profit and decided to pay back his investor, save and share! (Way to go Jashan!) He gave \$25 back to his investor (Mom), saved \$50 for his yearly family trip to Disney World in May, and gave the rest to a local animal rescue shelter—as a result, his family adopted a puppy named Tyke! Jashan is currently encouraging his classmates to participate in Lemonade Day and can't wait to participate again this year.

Be sure to keep your eyes peeled for the next week's Featured Entrepreneur!

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trailblazer

Nicole Slack Jones

Changing the World with the Gift of Song

by: Edwin Buggage

Nicole Slack Jones has traveled the world pleasing audiences with her magnificent voice and stage presence. In her years as a performer she has become a renowned singer, actress, international product endorser and humanitarian. She has become an ambassador of her native New Orleans, showing the best of what the City has to offer. Part of Nicole's mission is constantly working to improve the lives of people, where she places special emphasis on young girls and women across the globe. "Wherever I go to perform, I try to take time to go out whether it is in schools or communities to help inspire young people especially young girls, because in some parts of the world sometimes girls are still deemed as second-class citizens, and I want to use my voice and platform as a place where I can affect change."

Hailing from New Orleans, Nicole was recently featured on an episode of OWN (Oprah Winfrey Network) show *Blackboard Wars*, a reality show that was shot at her alma mater John McDonogh Senior High School, where she is help-



ing put together a choir, "It felt good going back to my high school and working with the students, because I remember being in those same halls and seeing so many talented people not being able to reach their full potential because of lack of support," says Slack-Jones. "I felt like it was important as a graduate of the school to come back and contribute something positive to the kids."

While today Nicole is an internationally acclaimed artist singing in many genres, including, R&B, Jazz and Pop, she says she is rooted in gospel as her late father Phillip Slack Sr. was an accomplished Gospel Saxophonist and her mother Judy Slack is a

highly regarded Gospel Singer. She says that her Christian upbringing and being inside the church is the foundation of her life and that she places high value on serving God and others. "God is at the center of everything I do, and I believe there is no greater high I feel when I see that something I've said, done or with my singing touched someone and gave them the hope and the will to live a better life."

As a young girl from New Orleans who through her amazing talent been able to travel and impact people all over the world performing at UNESCO (United Nations Educational Scientific and Cultural

Organization) last year during its first International Jazz Day where the culture of New Orleans was highlighted she says, "I have been fortunate to see a lot of things in my travels, and I want to be able to share that with the people of New Orleans, I think that Katrina although it was a tragedy gave some people a new sense of vision that they began to see the world through new eyes and some have come back to the City thinking we can make a better New Or-

leans," says Jones. Continuing she talks about her City and its citizens "Also in my travels I get many questions about our City and I enjoy being one of the many voices that can tell our story to the world, and I am proud of my City and its people, because we are resilient and continue to overcome adversity everyday as we rebuild our great City."

As she has been compared to Queen of Gospel Mahalia Jackson and her vocals are reminiscent of the Queen of

Soul Aretha Franklin as she is gaining legions of fans for her soul stirring performances. These are two women who used their art to empower and inspire people. As we are in Women's History Month, one of Franklin's songs "Respect" which became an anthem of female empowerment is a word that resonates with Nicole. "I think many of the things that go on in societies across the globe could be solved if people just learned how to communicate and learn to respect other persons points of view especially women." Nicole Slack Jones embodies the essence of a twenty-first century woman. She has become a success on her own terms and is giving back to women across the globe and changing the world with her gift of song. For this contribution we at Data News Weekly are proud to name Nicole Slack Jones our Trailblazer for the month of March 2013.

Photo Credit: ising.fr

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Councilmembers Cantrell and Gisleson Palmer Initiate Special Event Permitting Reforms to Protect Neighborhoods



Councilmember LaToya Cantrell

District "B" Councilmember LaToya Cantrell and District "C" Councilmember Kristin Gisleson Palmer are initiating special events permitting reforms to protect neighborhoods. The Councilmembers are seeking ways to balance neighborhood quality of life with the parking, public safety and noise issues that music events and festivals place on communities.

The legislative staffs of both Council District Offices met late last week with members of the Landrieu Administration to discuss best practices and reform options with regard to the City's permitting processes for live outdoor music special events.

The meeting with the Administration comes on the heels of the recent passage of a City Council motion, co-authored by Councilmembers Cantrell and Gisleson Palmer, that asks for greater input and communication between District Councilmembers and Directors and Staffs of City Departments that coordinate special event permitting.

The Councilmembers initiated the permitting procedural review and reform following the amplified outdoor music festival BUKU Music + Art Project that was held earlier this month.

District "B" Councilmember Cantrell said, "This is a very productive first step and I look for-

ward to working with the Administration to reform and develop best permitting practices especially with regard to large special events that have an outdoor music venue. Our objective is to balance the noise, traffic and public safety needs of neighborhoods and support our unique music and cultural entertainment options."

District "C" Councilmember Gisleson Palmer said, "In the coming weeks, talks with the Administration will continue. It's a delicate balance, however, I am confident that the Council and the Administration together can thoughtfully reform permitting procedures and ensure that events with an outdoor music venue are reasonably monitored and regulated."

The Council addressed the special event permitting issue last week when it passed Motion M-13-93, requesting greater input and regular communication between District Councilmembers and the Departments of Finance, Safety and Permits, Public Works, Parks and Parkways, NOPD, Sanitation and the Mayor's Office of Economic Development and the Cultural Economy. Specifically, the council action requests that District Councilmembers be immediately informed of any live outdoor music events to be held within four blocks of either side of the Mississippi River levees.

Junior League of Greater New Orleans Hosts Lemonade Day University



On Saturday, April 13, the Junior League of New Orleans will host the very first Lemonade Day University at the JLNO headquarters at 4319 Carondelet Street Carondelet Street. This exciting event is FREE and will be limited to the first 50 kids who sign up. At this workshop children will learn how to develop a successful business plan so they will be ready for Lemonade Day Louisiana 2013.

Email shellyalbo@yahoo.com or call (504) 891-5845 if you would like to register for the event!



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HOW WILL THE GOVERNOR'S PROPOSED TAX PLAN AFFECT YOUR NONPROFIT?

Nonprofit leaders in the Greater New Orleans region are invited to attend a presentation by the Louisiana Budget Project to learn more about Governor Bobby Jindal's proposal to eliminate Louisiana's corporate and personal income taxes. What possible effect might it have on your organization and the people you serve?

PLEASE JOIN US

April 2, 2013, 8:00am to 9:30am
Ashe Cultural Center, 1712 Oretha C. Haley Blvd., New Orleans
Light refreshments will be served.

Sponsored by the Greater New Orleans Foundation
Seating is limited, so please RSVP to oe@gnof.org or call Elizabeth Beler at 504.598.4663.

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