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**News Weekly**

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**Data Zone Page 4**

**MLK Holiday Parade**

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A Data News Weekly Exclusive

# Black Media Left Out of Tobacco Settlement

*The Soul of New Orleans*

**Page 2**




**Home Style**

**Growing from Seeds**

**Page 6**

**Trailblazer**

**Rev. Dr. Ernest Marcelle Jr.**



**Page 5**



# Black Media Seeks Inclusion in Tobacco Settlement



(pictured above) Cloves C. Campbell, chairman of the NNPA said, "It is sad that an industry that sought to exploit our community with a product that is harmful to our health now seeks to further devalue African-Americans by ignoring the Black media when it is being forced to atone for what a federal judge determined was a deliberate effort to deceive the American public."

**By George E. Curry**  
NNPA Editor-in-Chief

WASHINGTON (NNPA) – The National Association of Newspaper Publishers (NNPA) and the National Association of Black Owned Broadcasters (NABOB), two industry trade associations whose members reach more than 95 percent of African Americans, filed a friend-of-the-court brief objecting to the exclusion of all Black media companies in a proposed settlement that requires the tobacco industry to run ads and TV commercials to correct their misleading assertions about the harmful effects of smoking.

The amicus brief was filed last Friday in federal court in Washington,

D.C. U.S. District Court Judge Gladys Kessler is expected to review the proposed agreement Wednesday and consider the merits of the brief filed by NNPA and NABOB.

An agreement was reached Jan. 9 between the U.S. Justice Department, the Tobacco-Free Kids Action Fund and the four major tobacco manufacturers – Altria, R.J. Reynolds Tobacco, Lorillard and Philip Morris USA – on what "corrective statements" the tobacco industry should be forced to make in ads to address the falsehoods they have been telling about the harmful effects of smoking, the addictiveness of smoking, the dangers of second-hand smoke and claims that low-tar

and light cigarettes are healthier than regular cigarettes.

The Justice Department sued the tobacco companies in 1999, charging that they violated the Racketeer Influenced and Corrupt Organizations Act (RICO). Judge Kessler found them guilty in 2006. The judge ruled that the companies were not liable for monetary damages under RICO, but ordered them to make "corrective statements."

The U.S. Court of Appeals for the District of Columbia Circuit has rejected two industry appeals. The Supreme Court has refused to accept an appeal from the tobacco giants, who are still suing over Kessler's order to include the corrective statements in "point of sale" displays at retail outlets.

Under the proposed agreement, the tobacco companies must purchase full-page Sunday ads in 35 newspapers and commercials on either ABC, CBS or NBC network four days a week for a year. Target Market News, which broke the story of the settlement proposal, estimates the value of the ad buy at \$30 million to \$45 million. In her initial ruling against the tobacco industry in 2006, Judge Kessler provided a list of publications where "corrective statements" should be made. Not a single Black newspaper, magazine, or broadcast outlet was included on the list drawn up by the judge.

## The Black media trade associations say that was a mistake.

"...The Defendants targeted the African American community with advertising campaigns which were delivered in part by their paid advertisements in African American print and electronic

media," the amicus brief states. "The proposed remedy does not list any media which specifically targets the African American community. To insure that the Corrective Statements reach the population that the Defendants targeted, the Court should require the parties to jointly select alternative newspapers that specifically target the African American community."

Targeting Blacks with tobacco products has had a devastating effect on the African American community, the brief notes.

"Lung cancer is the second most common cancer in both African American men and women, and it kills more African Americans than any type of cancer," it says. "According to the Center for Disease Control, while adjusting for age, from 2006 through 2010, African Americans had the highest incidence rates of lung and bronchus cancer (64.8 per 100,000 people) of any ethnic group and the general population (61.7 per 100,000 people)."

"In 2011, more than 23,000 new cases of lung and bronchus cancer are expected to occur among African Americans and more than 16,000 African Americans are expected to die from the disease. African American teen smokers also have a greater risk of developing long-term consequences from smoking than other ethnic groups, and are in danger of experiencing the negative effects of tobacco earlier in their lifetimes."

Despite the disproportionate number of deaths, tobacco companies looked to Blacks to replace those who died or quit using their products.

"The record clearly demonstrates that the Defendants specifically tar-

Cover Story, Continued  
on next page.

## INSIDE DATA

Cover Story . . . . .	2	Home Style. . . . .	7
Data Zone . . . . .	4	State & Local News . . .	5
Trailblazer . . . . .	5		

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Cover Story, Continued from previous page.

geted African Americans to encourage them to smoke," the brief observed. "The Defendants recognized that new smokers, who could replace smokers who died or quit, were essential to their continued profits. The Court noted, for example, an internal 1981 Lorillard document commenting that the company "must continually keep in mind that Newport is being heavily supported by blacks and the under 18 smokers. We are on somewhat thin ice should either of these two groups decide to shift their smoking habits."

"To locate new black smokers, the Defendants used targeted marketing tactics. Tactics included sponsorship for youth sports teams, advertisements featuring black athletes, tie-ins with professional sports teams, tie-ins with record companies, and scholarships for underprivileged youth. One memorandum recommended 'tie-in with any company who help blacks - We help them, they help us.' It suggested targeting groups that are 16 and older, and sponsoring Miss Black Teenager contests. It also specifically discussed '[h]ow to reach Younger Smokers: P.O.S. [point of sale] material, sampling, Black inner-city newspapers, [and] Tee-shirt giveaways."

The brief cited data showing tobacco companies "even designed brands with the express purpose of targeting the black community for their use."

Special efforts to get Blacks to become smokers notwithstanding, the Black press is being ignored in plans to educate the public about the misdeeds of the tobacco industry.

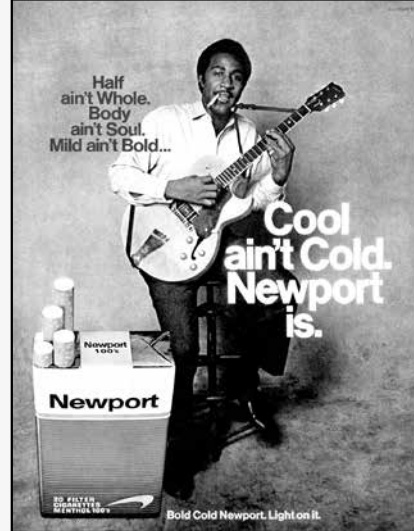
Cloves C. Campbell, chairman of the NNPA said, "It is sad that an industry that sought to exploit our community with a product that is harmful to our health now seeks to further devalue African-Americans by ignoring the Black media when it is being forced to atone for what a federal judge determined was a deliberate effort to deceive the American public."

A 2012 Nielsen report on African American consumers was cited in the brief to show that 91 percent of African Americans believe Black media is more relevant to them. In addition, 81 percent of Blacks believe that products advertised in Black media are more relevant to them.

If parties to the agreement are serious about reaching Black consumers, they can't ignore the NNPA's approximately 200 Black-owned newspapers and NABOB's 200 Black-owned radio stations, three commercial television sta-

tions, and one cable TV network, the brief stated.

It said, "Advertisements with NNPA and NABOB will disseminate the information more comprehensively and more directly to members of the African American community, which was a primary target of the Defendants' extensive marketing practices to promote smoking. Because the Defendants directly and intentionally targeted the African American community, the publication of the text of the court-ordered corrective statement by NNPA and NABOB members will be a more effective and complete remedy for the Defendants' harmful conduct."



Advertisements like those shown above, targeting Blacks with tobacco products has had a devastating effect on the African American community, the brief notes; citing data showing tobacco companies "even designed brands with the express purpose of targeting the black community for their use."

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# Shoot Ya Best Shot!

## MLK Holiday Parades

Photographs courtesy of Bonnefied Images.

In commemoration of Dr. Martin Luther King Jr.'s Birthday, parades were held downtown, in the 9th Ward and on the Westbank. Many marching units participated in the parades along with numerous City officials, pastors and clergymen all unified in appreciation of what Dr. King stood for.



Visit [www.ladatanews.com](http://www.ladatanews.com) for more photos from these events

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# Rev. Dr. Ernest Marcelle Jr.

## *A Profile in Courage*

by: Edwin Buggage

Ernest Marcelle Jr. has paved the way for African-Americans in the quest for justice, equality and opportunity. Throughout his life he's been involved in Civil Rights. Recalling how he became a freedom fighter he says, "Back in high school I was living in Prairieville and I would visit my brother in the summer in Baton Rouge; in 1953, I started working with Rev. T.J. Jemison where there was a bus boycott and I used my brother's car to transport people to and from work. We were successful at integrating the bus; then in 1954 we had another boycott to get black drivers and we were also successful. This was the model used in Montgomery. In fact in 1955 Dr. King was advised by Rev. Jemison on how to successfully stage a boycott, so that's how I got started in the fight for Civil Rights."

Marcelle's life is one of many historical firsts. In many of his early jobs after leaving the military he was the first Black hired in non-menial positions during the dark days of segregation, but the one he's come to be most noted for is as the first Black Louisiana State Policeman. Speaking of what led up to his hiring he says, "A.Z. Young, had a march in Bogalusa to put pressure on Governor McKeithen to hire Blacks

on the state police, he said he wanted to but could not find one qualified, so I called his office and I left my name and phone number not expecting him to call back, but he called himself and I said I heard you on the news saying you wanted to hire Black troopers but could not find any qualified, well I had experience as military police and city police and had two years of college at the time, what kind of qualifications are you looking for? He said he would get a Black attorney working in his office to look into it. I got a letter for an interview, there were two others and they said I will only hire one and it will be you."

As Marcelle sits in his study with photos chronicling a life dedicated to equal rights; telling many stories of his personal struggles on the frontlines battling stereotypes and the racial barriers of the time. Retelling these stories he is not bitter, but someone who has triumphed against injustice with strength and compassion. "When I went to the academy they tried everything to shake me up; so one day in the lunch room one of the recruits punched me in the stomach and the others grabbed me so I wouldn't hit him back, so I went to the superintendent and told him what happened



Photo by Jamie Jones

and he told the other recruits this man is going to graduate I don't want any more incidents. Later as we were troopers the man who punched me was involved in an accident and he was out for a while then began working in the office, he called me and apologized and I told him I did and I told him I had been forgiven him and not so long after that he died. It is my belief then as is now that people can change."

Marcelle advises young men to avoid getting a criminal record because it may cause problems in their lives and limit their opportunities. "I tell young people try not to get a criminal record, your life will be messed up from that point on. What I have seen in my life in law

enforcement if you are stopped and you don't have a record you can get the benefit of the doubt, but once you get a record, they will come up with some reason to arrest you."

He's worked in many capacities ministering and serving those in need. "I've worshipped at Prayer Tower Church of God and Christ for 53 years, I've served as

Assistant Pastor for 35 years. Over the years through the church I've worked with our prison ministry program, we bought supplies for young men and upon release we would help them transition to get jobs."

Marcelle's seen many things change and African-Americans go to heights unimaginable 50 years ago, speaking with glee about of the ascendance of Barack Obama, but understands the challenges he faces as the first African-American President. "I never thought I would see the day there would be a Black president, but the country is changing and history was made. I am excited, but what I understand is that he is the president of the entire country not just Blacks. He is doing things that are so big that it affects all people and Blacks will benefit."

Speaking highly of Dr. King he says the struggle has always been a moral

one, but believes that economic empowerment is the struggle of today. "African-Americans need to come together, but it seems like one of the hardest things to do. It's time to form their own corporations and provide service inside our communities as well as think beyond Black and White, and understand that money and resources can empower our community."

Summing up his life and source of strength against adversity he says it is his lifelong commitment to the Lord, "It had to be the Lord, there are some things I would not have been able to do on my own. I would say get to know the Lord and ask for direction and whatever direction he leads you is fine because God has a plan for everyone and some of us fulfill the plan and some of us don't but make sure you look to the Lord for direction, that's what I've done and it hasn't failed me yet."

**JMJ**  
Joseph M. Jones  
Continuing Education Fund





# Sowing from Seeds/Plant Propagation

By MG Calla Victoria  
Data News Weekly Columnist

Data News Weekly Columnist  
As the cold weather has basically put a stop to the relaxing hobby of gardening across most of the country, now is a great time for avid gardeners to try their hands at other forms of plant propagation that don't require being outdoors. Also as it too cold to enjoy being outdoors perhaps you will have the patience to try sowing from seeds or propagating from the parts of existing plants.

## Growing from seeds

Aside for using cuttings from your existing plants; starting plants from seeds is the cheapest and most gratifying way to grow



new plants. When you grow a plant from a seed you get to experience all of the growth phases of a plant. You can buy seed packs

for next to nothing, you can harvest and save your own seeds, you can get free seeds from friends and many gardening organiza-

tions, or just gather them from the ground. I have a wonderful hyacinth bean vine growing in my yard. This vine is amazing because it has deep purple winding vines, unusual shaped green leaves with purple veining, when it blooms there are these lovely fragrant delicate flowers, and it also makes the wonderful shiny purple seed pods. As the seed pods turn brown I harvest the beautiful black seeds with a white strip on them. Each pod produces about five seeds, and there are hundreds of pods on the vine. So I am always giving away lots of seeds to friends and my gardening club members.

Starting plants indoors now is a great project for you to get a jump on the growing season. You can start your spring veggies now indoors and by spring you should have nice sized seedlings to put into the ground. You can drop the seeds in potting medium and start them like I do, or you can buy those cute little starter trays with spongy plugs that come in packs of twelve, twenty-four, or thirty-six trays. Drop a seed in each one of the plugs, water, keep them on a heating pad and under a grow light; and in a couple of weeks you should see sprouts.

of pinches of rooting hormone in the water. Freshen or change the water as needed and leave it until you see roots forming.

## b. You can also start a new plant by rooting the leaves

There are several methods that can be used in this type of propagation.

1. Split veining-You cut across the major veins on the leaf from the bottom of the leaf. Place the leaf in rooting medium, flat, with the bottom of the leaf facing the soil medium. Cover around the edges of the leaf with potting medium to keep the leaf in place. Water weekly and new plants will grow from each of the cuts that were made on the leaf.

2. Leaf-bud cutting-This method is most popular with trailing plants. Make a cutting just about 1 ½ inches below a leaf. Plant the cutting in soil medium with the base of the stem covered up to the leaf joint, leaving the leaf exposed.

3. Leaf to soil method-You can take the leaf from most succulents and just place it vertically in soil or lay them on top of soil and they will generate new plants.

## c. Cane cuttings

Thick caned plants like bamboo, sugar cane, etc. can be started by cane cuttings. You will notice the jointing of these tall plants. Each cutting should include at least three joints and at least one eye (the small raised bump next to a joint). Lay the cane in the dirt, with the eye facing up and cover with soil and water often. The new plant will grow out from the eye.

## d. Separating plants

There are many plants like bromeliads and succulents that have pupped (made offshoots or baby plants) during the growing season. In most cases each plant will have pupped at least three times. So where you had one plant in a pot, now you have four. The plants need room to flourish and you need more plants to keep, share, and sell.

Check out my gardening tip of the week at [www.thegardeningdiva.com](http://www.thegardeningdiva.com)

Remember, never get too busy to stop and smell the beautiful flowers!



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# HANO To Launch Comprehensive Career Academy To Provide Training and Job Placement for Disconnected Young Adults

The Housing Authority of New Orleans (HANO) announced the launch of the HANO Academy, a full-service training, placement, and support program hub for young adults, ages 18 - 30. Outreach and open enrollment for the inaugural class kicked-off on January 22. Information sessions will take place in the Harmony Oaks Community Center located at 2514 Washington Avenue.

The HANO Academy is a concept developed by the HANO Administrative Receiver to connect low-income residents of Orleans Parish to post-secondary and/or advanced training and employment opportunities. The program targets young adults disconnected from work or school, and offers access to viable career pathways.

Funding for the academy was initially provided by HANO through Crescent Affordable Housing Corporation, the agency's 501(c) 3 organization, to launch the program, and was intended to elicit contributions from other private sources. W.K. Kellogg Foundation, Center for the Study of Social Policy, Baptist Community Ministries and Chase Foundation provided additional funding support for the academy. Program partners include Urban Strategies, Home Builders Institute, Youth Empowerment Project, Partnership for Youth Development, Total Community Ac-



tion, and Enterprise Community Partners.

"Our residents have long voiced their desire for economic opportunities that will allow them to support their families as they work toward self-sufficiency," said HANO Administrative Receiver David Gilmore. "The Academy will layer education, training, placement and supportive services, providing a holistic pathway for our young residents ready and eager to engage in career development."

Services offered through the HANO Academy will include GED preparation and soft skills, work readiness, and occupational skills

training over a fourteen week period for local residents. The first course will focus on developing construction and building maintenance skills to prepare students for employment opportunities at local redevelopment sites. Hard skills training will be provided by the Home Builders Institute, a national leader in construction career development, through its Pre-Apprentice Certification Training program. Future courses will focus on a broader set of occupational skills.

Urban Strategies was engaged by HANO to implement the program, and coordinate wrap around support services that will

include intensive case management and assessment for each participant. Ongoing support and GED preparation will continue for at least one year following each participant's completion of the initial training course. In addition case management staff will assist students in identifying, securing and retaining employment while continuing with their education. Participants will receive stipends and transportation assistance during the initial fourteen-week core training program.

"The HANO Academy addresses what has formally been a very fragmented approach to the development of a pipeline of qualified and career ready individuals," says Esther Shin, Executive Vice President of Urban Strategies. "By integrating education and technology learning with hard and soft skill development and support services into one curriculum, the program is a comprehensive and effective approach toward career readiness for a population that is often underserved."

The HANO Academy is now recruiting for its first class of 20 to 30 individuals. Program sessions are scheduled to begin on February 17. To learn more about the program, eligibility criteria, and for a list of all scheduled information session dates, contact Lesli K Tregre at 504-894-6626.

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## New Office of Motor Vehicles Opens in New Orleans East

On Tuesday, New Orleans Mayor Mitch Landrieu joined Louisiana Office of Motor Vehicles Commissioner Stephen Campbell and City and State officials to celebrate the grand opening of the new Office of Motor Vehicles (OMV) located in the Lakewood Plaza Shopping Center at 7500 Bullard Avenue in New Orleans East.

"We are committed to rebuilding New Orleans East and delivering on our promise to restore critical services and shopping options to the neighborhood. Our

residents will now be able to access essential services at the new Office of Motor Vehicles without having to drive miles across town or outside of our city," Mayor Mitch Landrieu said.

Louisiana Office of Motor Vehicles Commissioner Stephen Campbell said, "The Office of Motor Vehicles is proud to be a part of the continued revitalization of New Orleans. The office will provide much needed additional service to our New Orleans East customers."

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