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Jazz Fest Sizzles!

**Data
Zone
Page 4**

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A Data News Weekly Exclusive

Dee-1

**On a Mission with
a Vision to Redefine
Hip-Hop**

Page 2



**Newsmaker
Lemonade Day
2014**

Page 6

**National News
Banned
for Life !**



Page 7

Dee-1

On a Mission with a Vision to Redefine Hip-Hop



"I had crack houses near where I lived and there were people who were selling drugs and driving fancy cars and the like, but my parents they showed me a different way. I valued what I saw in them which was inner peace and a certain aura about them that was more attractive to me than rims on a car," says Dee-1.

By Edwin Buggage

Hip-Hop at a Crossroads to Remain Relevant

When many think of hip-hop in its contemporary context it conjures up images of hedonism, misogyny

and materialism run amok. It is unfortunate that in recent history much of the commercial hip-hop fits inside this small window for the world to see. One that displays the worst stereotypes of African-Americans and is destructive at many levels, but today via the internet many young artists are taking their careers into their own hands, wrestling the reins of hip-hop back.

Back to a time where lyrics mattered and the spirit of the music gave voice to the voiceless. There is a young man who has taken this blueprint and leading a renaissance in relevant rap.

Dee-1 (David Augustine) is an artist from New Orleans armed with amazing lyrical skills that is gaining legions of fans through his mix of infectious catchy

Cover Story, Continued
on next page.

INSIDE DATA

Cover Story 2

Data Zone 4

Newsmaker 6

National News 7

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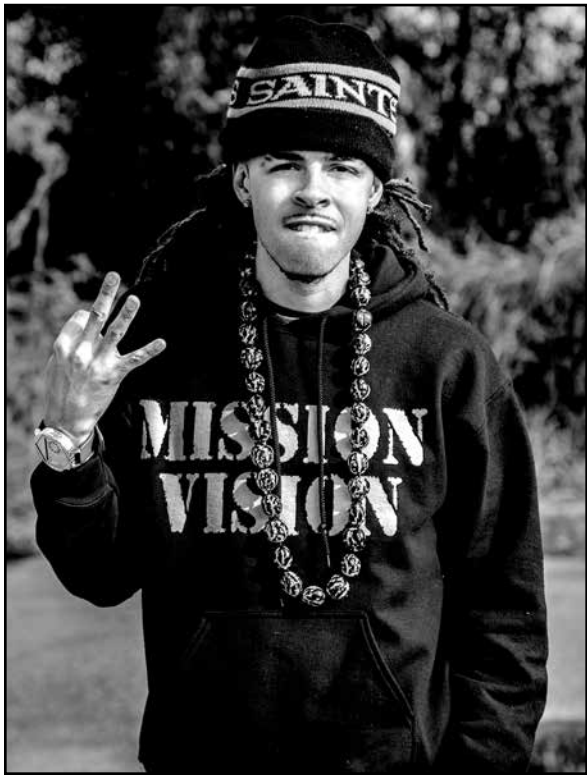
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Cover Story, Continued from previous page.



Everywhere I go my goal is to impart on the audience is to strive to be Real, be Righteous and be Relevant that is the 3R's and it is part of this lifestyle I impress upon people and that is mission vision.



Dee-1 kissing his mother Bernita Augustine after he and the crowd sings her Happy Birthday.



Dee-1 speaking with Hip-Hop Legend Chuck D of Public Enemy.

beats married to thought provoking lyrics. Describing himself he says, "I am a man of God who happens to be a good rapper and I am from New Orleans and happen to be Black. I think that is the four things that embody me, who I am as a person and as an artist at this point."

This former middle school math teacher, who graduated from LSU (Louisiana State University), is still teaching but in a different way, "I am a teacher, even if I am not in the classroom anymore. I am now trying to educate and inspire people through my music." His plainspoken lyrics connect with people from all walks of life. He says this is because he uses real life situation as inspiration. "I get my inspiration from conversations I have in everyday life, so as opposed to talking all the time I like listening to people who have real issues going on with them and it is one of the things that inspires my music and I feel that is why so many different types of people can connect with my music and I am glad I can reach such a diverse group of people with my music and message."

Rocking the Mic at Jazz Fest and Going to the Next Level

After releasing several critically acclaimed mix-tapes his most recent effort being Psalms of David Volume 4., he has garnered enough buzz that he now has a major label recording deal. But he is staying true to his grind, still releasing mix-tapes along with his upcoming EP on RCA. With a hint of elation

in his voice he says, "I have a new mixtape in June called "Good Luck with That", and in August I will be releasing an EP with RCA, it has production from Super Producer Mannie Fresh, my band 5th Child and several other local producers."

Last week Dee-1 played to throngs of people on the Congo Square Stage at Jazz Fest right before the legendary socially conscious Hip-Hop Group Public Enemy. A moment that he says was humbling and another step up in his journey to the top as he gains more fans. "To play before Public Enemy has been my favorite Jazz Fest. It symbolized the progress I've made. This is the third year I have played it and usually I go on real early, so to go on before Public Enemy was amazing. When I think of Public Enemy I see a lot of similarities between Chuck D and myself lyrically because he is a great inspiration for me. So that meant a lot for me to go onstage right before them."

Not only did he get to go onstage right before Public Enemy, with his great show he earned a new fan in the process in Public Enemy's front man Chuck D. Recalling this great moment he says, "I got to meet Chuck D backstage and he told me he was listening to my set and he really liked what I stood for and the positive messages in my music. And some time ago I actually read a book by Chuck D hoping I got a chance to meet him, so when I did I pulled the book out of my backpack and when I met him it put a big smile on his face, and I got him to autograph the front cover. It is

called "Fight the Power: Race Rap and Reality". Then a couple of days later the radio station he owns hit me up on twitter and they want to do an interview with me live, so that is pretty cool."

New Orleans Rapper Dee-1 Leader of a New School of Hip-Hop

Dee-1 has been cited as a different brand of Hip-Hop, but he says it is just a different side of the same coin. "I am similar to other artist from New Orleans because we go through all of the same things whether you're from the 7th Ward, 9th Ward, 3rd Ward, uptown or wherever. We all know about the projects, we all know about the Public School System, we all know about the great culture, the food, the second-line, Mardi Gras, murder, and the Saints. We all have some of the same experiences but my perspective on this stuff I feel is what sets me apart." Going further on what sets him apart from other rappers he says, "The stuff that I see that is negative, I don't feel that I should glorify it or celebrate it. For example something like we're the murder capital, and I might be saying the same words but in a way to shed light on how we should do something about it. I actively participate in marches against stopping the violence down here; In my music I am talking about more love and more peace and less murder."

Dee-1 is someone who is wise beyond his years and is a young man rooted to positivity in such a way that regardless of what the

outcome of his commercial career as a rapper he is by many measures a success. "My manual for life is God and the Bible, I have grown up around many people of noble character and that is what I follow. I feel success is not always about who has the most money. I have seen so many guys I know coming up looking up to drug dealers but that hasn't been my experience." Continuing he says speaking of his parents and their great influence on him he says, "I had crack houses near where I lived and there were people who were selling drugs and driving fancy cars and the like, but my parents they showed me a different way. I valued what I saw in them which was inner peace and a certain aura about them that was more attractive to me then rims on a car."

In addition to rocking the mic, Dee-1 is presently on the lecture circuit, talking about some of the places he's been and future speaking engagements he says, "I have spoken at ivy league colleges Harvard and Brown University, I've just finished a HBCU (Historically Black Colleges and Universities) tour where I spoke at Howard University, Clark-Atlanta, North Carolina A&T, Hampton and a few others. I have also spoken in prisons and in churches all over the country. And my next speaking engagement will be as the Keynote Speaker at Joseph S. Clark High School here in New Orleans for their graduation so I am excited about that."

The 3 R's and Mission Vision

As he speaks around the country he says regardless of his audience he always talks about the 3R's and Mission Vision which is the name of his company and a way of life. "It is a constant that's everywhere I go my goal is to impart on the audience is to strive to be Real, be Righteous and be Relevant that is the 3R's and it is part of this lifestyle I impress upon people and that is mission vision. Mission Vision is also the name of my company and is an approach to how I live my life, so I take that with me everywhere I go and I throw my 3R's up and everyone knows what that means."

Dee-1 is a man that is walking in favor and his immense talent is taking his life and career to the next level. On his path to greatness he says of what gives his life meaning and purpose, "My life is about challenging myself to repay God, I feel he gave me life so I feel I can give him everything, so all of my talent and my energy and efforts is to glorify God and leave this world in better shape than I found it is how I find meaning and purpose."

Dee-1 (David Augustine) is a Rapper that is redefining Hip-Hop with his righteous rhymes, and he sums up his hunger to do relevant music and changing lives by rapping a few lines from his song One Man Army, "Spitting like I know I'm a die soon/ I make you visualize my music so I call it itunes. And since God is with me no man can harm me/this is the story of a one man army."

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Shoot Ya Best Shot!

Photos by Kichea S. Burt

The New Orleans Jazz and Heritage Festival better known to us as Jazz Fest 2014, did not disappoint this year. Again, the stage sizzled with top performers. From home grown favorites to international super stars, Jazz Fest still brings it. Here are some highlights which show why it is the greatest music festival in the country. Of course, Data was there!!!



WWOZ Piano Night 2014

Photos by Kichea S. Burt



Lemonade Day 2014

Much More Than Your Average Stand

By Eric Griggs, M.D.

"As a kid, I received my first business experiences working in my dad's warehouse and even selling lemonade." "Lemonade Day has become an annual tradition here in Louisiana and will have a significant impact on our future business leaders for many years to come." "I am challenging the entire state to get involved and help us open more than 15,000 new businesses on Saturday, May 3rd."

John Georges (Publisher of The Advocate/Georges Enterprises CEO/Lemonade Day Louisiana Co-Founder)

As the temperatures begun to rise and Spring finally rears its head, we are reminded that it is that time of year again. That's right, Lemonade Day! This Saturday, May 3, 2014 will celebrate the 7th Annual National Recognition of Lemonade Day. Michael and Lisa Holthouse founded Lemonade Day as a "strategic 14-step process that walks youth from a dream to a business plan, while teaching them the same principle to start any big company." (lemonadeday.org/our-story) His goal was to reach a million kids across the country, empowering them to become future entrepreneurs. The program first launched in Houston, Texas and has expanded to more than 50 cities nationwide. In 2011, Lemonade Day was brought to Louisiana due to the efforts of John Georges, successful businessman and former gubernatorial candidate and Todd Graves, founder of Raising Canes Chicken Fingers.



Lemonade Day Louisiana Co-Founders John Georges and Todd Graves pictured with adorable lemonaders and Lemonade Day Louisiana City Director Stacy Schlieve. John Georges CEO/Owner, The Advocate and Georges Enterprises Co-founder of Lemonade Day Louisiana



From their Facebook site:

"Lemonade Day Louisiana is a FREE, fun, experiential learning program that teaches youth how



to start, own and operate their own business using a lemonade stand as well as fundamental lessons about life, success and themselves.

The foremost objective of Lemonade Day is to empower youth to take ownership of their lives and become productive members of society – the business leaders, social advocates, volunteers, and forward thinking citizens of tomorrow.

Each child that registers receives a backpack with an Entrepreneur Workbook that teaches them the 14 lessons of Lemonade Day like creating budgets, setting profit-making goals, serving customers, repaying

investors, and giving back to the community. Along the way, they acquire skills in goal-setting, problem solving, and gain self-esteem critical for future success. They keep all the money they make and are encouraged to spend some, save some and share some.

What do kids learn by participating in Lemonade Day?

Financial Literacy & Economics
Capital equipment & consumables
Supply & demand
Credit, debt, gross & net income
Marginal utility
Return on investment
Compound interest

College Readiness & Career
Critical thinking & collaboration
Interest in attending college
Civic responsibility
Customer service
Teamwork & problem solving
Presentation skills & design
Life Skills/Personal Development
Leadership
Belief that attaining goals is within reach
Personal productivity
Self-direction & time management
Social responsibility & charity
High order thinking
Social skills & self confidence
Academics
Math calculations
Reading & interpreting data
Oral & written communication."

That's quite the recipe for a robust lemonade experience, much more than a little sugar, water and lemons. Last year was the first year the program expanded statewide. More than 13,000 children participated. This year's Lemonade Day City Champion for the Greater New Orleans Region is Mr. Ahston Ryan, President & CEO of First NBC Bank.

For more information about Lemonade Day on Saturday May 3, 2014, go to:
louisiana.lemonadeday.org

Or call Dana Hansel (State-wide Lemonade Day Director) at **504-484-0973** or lemonadedayinfo@yahoo.com

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Racist LA Clippers Owner Banned from NBA and Fined \$2.5 Million

By George E. Curry

WASHINGTON (NNPA) – After Los Angeles Clippers owner Donald Sterling was sternly denounced for racist comments by a spectrum of individuals, ranging from President Barack Obama to NBA superstar LeBron James, NBA Commissioner Alan Silver on Tuesday fined Sterling \$2.5 million and banned him from the NBA for life.

At a news conference Tuesday, Silver said he will ask the NBA Board of Governors to force Sterling to sell the Clippers, an action that would require a three-fourths approval. The fine, the maximum allowed under the NBA's constitution and bylaws, will be donated to anti-discrimination and tolerance organizations jointly selected by the NBA and the NBA Players Association.

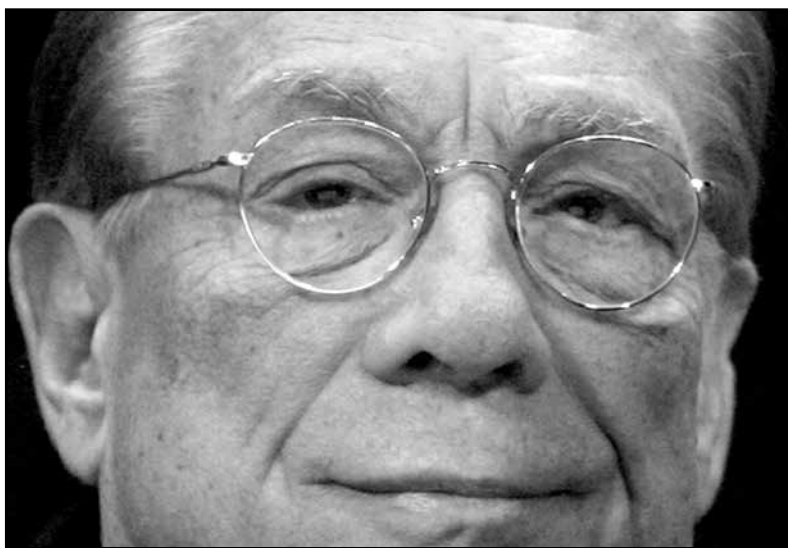
"The views expressed by Mr. Sterling are deeply offensive and harmful. That they came from an NBA owner only heightens the damage and my personal outrage," Silver said at the news conference in New York City. "Sentiments of this kind are contrary to the principles of inclusion and respect that form the foundation of our diverse multi-cultural and multi-ethnic league.

"Accordingly, effective immediately, I am barring Mr. Sterling for life, from any association with the Clippers organization or the NBA. Mr. Sterling may not attend any NBA games or practices, he may not be present at any Clippers facility, and he may not participate in any business or player personnel decisions involving the team."

This was Silver's first major crisis since succeeding David Stern as commissioner in February. About 75 percent of the players in the NBA are Black.



Pictured is NBA Commissioner Alan Silver on Tuesday at a press conference announcing that the NBA will fine Sterling \$2.5 million and ban him from the NBA for life.



Donald Sterling, Owner of the Los Angeles Clippers, has been banned from the NBA for his racist statements.

The firestorm that culminated in Silver placing a lifetime ban on Sterling was touched off Saturday after celebrity website TMZ posted nine minutes of an audio tape of a secretly-recorded conversation between Sterling and Vanessa Stiviano, his mistress who describes herself as a descendant of Mexicans and African Americans. Another website, Deadspin,

posted a 15-minute version of the tape on its site.

On the tape, the man identified as Sterling, told his mistress, "It bothers me a lot that you want to broadcast that you're associating with black people. Do you have to?...You can sleep with [black people]. You can bring them in, you can do whatever you want. The little I ask you is not to pro-

mote it on that ... and not to bring them to my games..."

"I'm just saying, in your lousy f***** Instagrams, you don't have to have yourself with, walking with black people...Don't put him (Magic Johnson) on an Instagram for the world to have to see so they have to call me. And don't bring him to my games."

Magic Johnson was not amused.

He took to Twitter to say, "Cookie and I will never go to a Clippers game again as long as Donald Sterling is the owner. I feel sorry for my friends Coach Doc Rivers and Chris Paul that they have to work for a man that feels that way about African Americans."

The NBA conducted a three-day investigation to verify the voice on the tape was that of Sterling.

"The central findings of the investigation are that the man whose voice is heard on the recording and on a second recording from the same conversation – that was released on Sunday – is Mr. Sterling, and that the hateful opinions voiced by that man are those of Mr. Sterling," Commissioner Silver said at the news conference.

On another side of the world, at a press conference Monday in Kuala Lumpur, Malaysia, President Obama called the comments "incredibly offensive racist statements." He told reporters, "When ignorant folks want to advertise their ignorance, you don't really have to do anything, you just let them talk."

Sterling's long-time estranged wife, known as Shelly, also denounced her husband.

"Our family is devastated by the racist comments made by my estranged husband," she said. "My children and I do not share these despicable view or prejudices."

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