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The Definition of Success for Generation Next

New Orleans Native Pell Breaks New Ground in Hip-Hop



Pell feels that people connect with his music because it is relatable and people from all walks of life can relate to it.

By Edwin Buggage

Defining Success in the Music Business in the 21st Century

The 21st Century has presented a changing musical landscape; where the web is altering the way art-

ists engage their audience. Today many artists are going the independent route gaining legions of fans worldwide via the Internet. A recent example of this phenomenon is Ryan Lewis and Macklemore who burst upon the scene scoring last year's biggest hits with "Thrift Shop" and "Same Love," winning several Grammy's without the backing of a major label. This

type of business model relies on using new forms of new media and technology integrated into traditional business models. This has turned the old guard of the music industry on its head scrambling to stay afloat amidst a new business climate, but what it has done it's made young independent artists more powerful than at

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any time in the history of entertainment; Or any business venture for that matter, as one could bring their product or service directly to the consumer at low or no cost. It is less about traditional marketing and more about what Author Rob Walker calls "Murketing," a practice that is less about direct sales and where success is measured by marketing buzz, brand identity and publicity. This formula has worked for New Orleans own Currensy, whose built his Jet Life record label into a movement and lifestyle brand. This is the template from which many artists are working today. They realize that through savvy marketing/murketing, and hopefully great music that explores new boundaries they can become a success in today's music industry.

Pell: Taking the Music Industry by Storm and Poised to Become the Music Industry's Next Big Thing

The music business is now entered into a brave new world where all is possible and Rapper/Singer and Producer Pell (Jared Pellerin), is another young star whose creative seeds were originally planted in New Orleans and later Mississippi and he is now emerging as a star on the rise. He is creating major buzz and is poised to become music's next big thing. On the subject of his music and how it resonates with his audience he says, "I feel a lot of people connect with my music because it is very relatable, I pull things from my real life that I think people from all walks of life can relate to," says Pell. Continuing he says of the industry, particularly hip-hop, a world where hedonism is promoted and much of what is out there is 99 percent style and one percent substance. He feels his music is an alternative for people who desire something more from the music they listen to. "I feel people are getting tired of hearing music especially hip-hop that talks about the glitz and glamor that only maybe 4 percent of the world is living and in hip-hop that number may be smaller. I want to make music that has a lasting impression on people that they can listen to it years from now and feel emotions that are real."

His journey began as a young man making beats for his friends while still in Junior High, but then some of them recognized his talent as a rapper and encouraged him to rhyme. So inside of the lab (studio) like a mad scientist he began creating the music that would become the soundtrack for Generation Next or what I like to call the Skittles generation. Young kids of all colors that have been raised on new forms of technology and communication have fewer boundaries in regards to issues of race etc. Pell's music is an eclectic mix that makes a sonic gumbo that pleases the musical palate of people from

a wide range of backgrounds and musical tastes. His talent has been recognized as he has had the opportunity to tour the country with acts that range from hip-hop to electro-pop. On these different stages across the nation Pell is honing his performance chops and enjoying the outpouring of support for his music. "Touring has been amazing; the great thing about it is that you see people that are moved by the music on a real level. This is something that sometimes a lot of younger artists who are unsigned don't get the opportunity to do at this level, so I have been fortunate to have this experience. I think in the long run this will make me a better artist and hopefully have more longevity in the industry."

Working Hard and Having a Plan to Making Dreams Come True

In his short time on the music scene Pell has released three critically acclaimed mix-tapes. That's showcased his Dream Rap Style that has been written about in several local, national and regional publications including Complex and XXL. He is set to release his new LP entitled "Floating While Dreaming." After being on the road touring the country he is returning to New Orleans to have a CD release party at Gasa Gasa on Wednesday, May 28th from 7 P.M. until 12 Midnight, where he will perform live. "I can't wait for the people to hear my new record and get onstage because I am trying some new things and I just can't wait for the people to experience my live show."

Moving forward he sees his career trajectory as someone who wants to grow in the industry and eventually work with other artists who have relevant messages in their music. "At some point I want to grow beyond performing and ultimately would like to impact the industry in a major way. I would like to build my company and work with other artists to have their voices heard putting out music that touches people on a real level that can hopefully change the world."

Pell is a young man whose dreams are fast becoming a reality. He is a young man that is wise beyond his years. He speaks with much confidence when giving his formula for success saying, "When you are pursuing your goals it is about consistency and hard work. In my quest to be a success I turned down a lot of other opportunities that would have benefited me in the short-term to chase my dreams. Another thing that is important is you must be sure of yourself and believe in yourself because there may be times when no one else does. Also I feel you should surround yourself with people who are positive and finally, when you are achieving some level of success you can't rest, you have to keep on pushing for the larger goal never become content until you reach your ultimate destination."



Pell, with his eclectic brand of hip-hop is making an impact on the music industry.



Pell looks forward to building a company and working with other artists, putting out music that touches people on a real level.



Pell is releasing his new CD "Floating While Dreaming" with CD release party at Gasa Gasa on Wednesday, May 28th from 7 P.M. until 12 Midnight,

Roderick "Scubble" Davis

Confessions of a Footwork Junkie



Second Liner Profile Series for Data News Weekly

Rachel Carrico

Roderick "Scubble" Davis is a self-identified footwork junkie. "I've been a junkie since I was five years old. I won't miss a Sunday second-line, and I won't miss TBC at the Celebration Hall." The 22-year-old member of Sudan Social Aid and Pleasure Club was recently crowned Champion of the First Annual Big Easy Footwork Competition (Tremé Center, March 29, 2014). His study began as a child in the Sixth Ward. "First time I saw it [a second-line], I was in elementary school and it was like..." He whistles, as if to say that the drums called him personally to dance. "I felt the feeling. I told my momma [who belonged to the Original Dumaine Gang], 'I want to second-line.' [...] She put me in a club," the Money Wasters, and "I never went back."

At that moment, Davis knew that he was going to be "something special. I knew it. I wasn't going out there to be good—I was going out there to be the best. [...] I wanted to learn. I wanted to be perfect." He was coached by his uncles Chill Will and Tuffy, whom he calls "footwork artists" that "got it bad like I do." They gave him valuable advice. "I always wanted to be fast. [...] They would tell me,

just pace myself sometimes." That approach has come to define Davis' signature style, which values rhythm over flashy showmanship. "Now that I pace myself, it makes me more focused on the footwork," which was impossible when he was "wild," "moving a lot of [his] body," and getting ahead of the beat. "A lot of people want to jump up and down, they want to roll on the ground, but at the end of the day, second-lining is about footwork."

But make no mistake—pacing does not mean low-energy. During Sudan's 2013 parade, Davis' vigorous footwork ripped the soles off of his shoes. "I had to go the rest of the second-line like that. It was an hour and half in and felt like I was wearing flip flops." In fact, Davis can rarely re-use his outfits. "Once I parade, my clothes is done." In 2007, while he was still in high school, he paraded with the Sidewalk Steppers. His mother purchased one of their notoriously expensive outfits, and told him, "I spent all this money—you better cut up." He delivered. "At the end of the second-line, all I had on was a hat, a white Hanes t-shirt, some spider man boxers, and my socks. That's it." The rest of it? "I tore it all up. It was out there."

When asked why he's addicted to second-lining, Davis sighs and shakes his head. "Second-lining is a part of my life. I don't know where I'd be without it. I couldn't

see myself waking up seven days out of the week and not being able to second-line at least once. One day a week. Naw, I couldn't see myself doin' it."

He is recognizable to most people who attend second-lines on Sunday, for his tall, lanky figure is often taking up space with fancy footwork in visible locations: alongside the ropes, on the sidewalk, and quite often high above the crowd, atop a roof or billboard.

"I don't leave the beat," unlike others who, he says, "look good, but sometimes they kind of lose the beat. They're getting ahead of themselves." Davis has learned the art of pacing.

One of the changes that Davis has noticed in second-lines post-Katrina is an increased amount of violence, which he says has kept people away who want to come. Now, though, the increased policing have been effective in curbing violence, and people are feeling safer to return. No matter what the situation, however, Davis "won't miss a Sunday second-line." In his view, "we're all going to die, so if a stray bullet is going to take me out at a second-line, so be it. I'm not missing no second-line."

But he didn't always value pacing, stamina, and rhythmic footwork over showmanship. "When I was younger, I was wild, I just wanted to move. I was moving a lot of my body a lot..."

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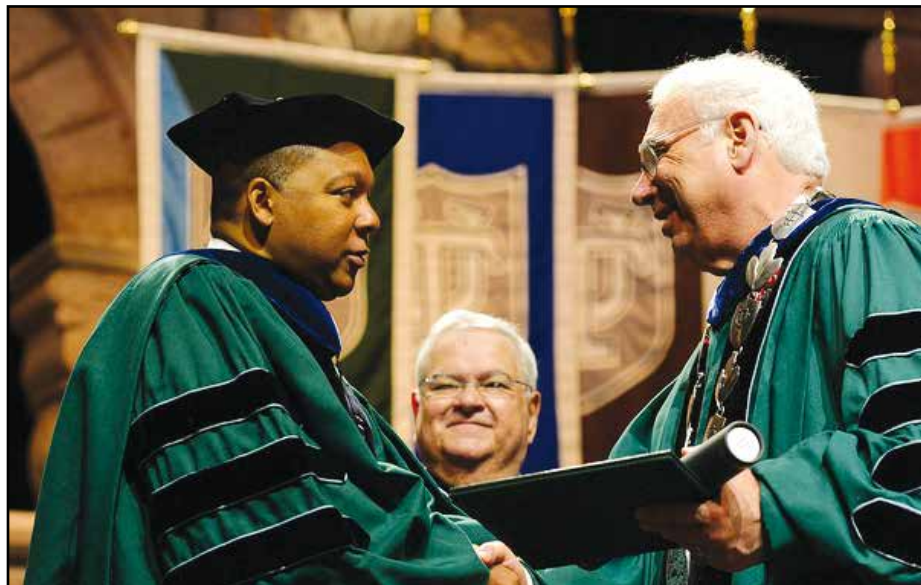
Tulane Commencement Tribute to Scott Cowan

Popular President to retire after 16 years of service

Photos: Courtesy Tulane University and Paul Mainor

More than 2,800 Tulane graduates, their families and friends gathered for the 2014 Commencement Ceremony. Keynote speaker and honorary degree recipient Wynton Marsalis; Carnegie Corporation President Vartan Gregorian and World Bicycle Relief founder F. K. Day, also received honorary degrees; Saints quarterback Drew Brees and jazz clarinetist Dr. Michael White, were each awarded a Tulane President's Medal.

Other highlights included the graduation of Devon Walker, who was paralyzed two years ago in a football game against Tulsa; a full academic procession led by gonfalon-bearing graduates; herald trumpets; performances by Dr. Michael White's Original Liberty Jazz Band and Topsy Chapman; confetti cannon blasts; a traditional New Orleans second-line parade and more. Congratulations to all of the graduates and best wishes to President Scott Cowan.



To Be Equal

Bring Back Our Girls

Why We Should Care

Marc Morial
President and CEO
National Urban League

"Injustice anywhere is a threat to justice everywhere. We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly." – Dr. Martin Luther King, Jr.

A real war on women, marked by murder, rape and slavery is raging in too many parts of the world. In fact and unfortunately, human trafficking is now thought to be among the fastest-growing illegal enterprises globally.

The latest and most grotesque

example is the April 14 kidnapping of more than 200 girls from their Nigerian school by a terrorist group known as Boko Haram. The group violently opposes any activity associated with Western society and for the past several years has been waging a bloody campaign to prevent the education of Nigeria's girls. Yet, I have been asked by several people in the past few weeks why we should continue to care about events happening so far from our borders. The answer is simple: we cannot ignore the fact that attitudes that deny, question or compromise the value of women anywhere are harmful to women everywhere – no matter where they occur.

In many parts of the world and some cultures, outdated, patriarchal and inhumane ideas such as forced marriages, sanctioned wife beatings and even female genital mutilations continue to keep women subservient and from contributing to society and achieving their

full potential.

Preventing girls from getting an education is also another unacceptable tactic used to continually oppress women around the world. As First Lady Michelle Obama pointed out in the White House weekly address in honor of Mother's Day, "more than 65 million girls worldwide are not in school."

In his Sunday New York Times column on May 11, Nicholas Kristof asked, "What's So Scary About Smart Girls?" Simply put, nothing threatens oppressive, male-dominated societies more than educated girls who are likely to have fewer children, become productive workers and boost their economies. As Kristof puts it, "The greatest threat to extremism isn't drones firing missiles, but girls reading books."

In addition to the issue of education for girls, this latest tragedy in Nigeria also highlights the deplorable crime of human trafficking – not just around the world, but

also here at home. The National Human Trafficking Resource Center (NHTRC) reports that from 2008-2012, it received more than 65,000 calls to its hotline and received reports of more than 9,000 unique cases of human trafficking. Of these, 41 percent of sex trafficking cases referenced U.S. citizens as victims, and women were referenced as victims in 85 percent of sex trafficking cases.

As distressing as these numbers are, they still do not represent the entirety of the problem because this data is based on reported incidents only. According to NHTRC, with an estimated 100,000 children in the sex trade in the United States each year, the total number of human trafficking victims in the U.S. reaches hundreds of thousands when estimates of both adults and minors and sex trafficking and labor trafficking are combined.

The awful drama unfolding in Nigeria has touched the heart of

the world, and it has also raised the consciousness of an international community about the continuing fight for the rights of girls and women. As the father of two daughters, I cannot imagine the pain that the parents of the missing girls must be feeling. As a civil rights leader, it fuels my commitment to do what is within my power and influence to ensure that we #BringBackOurGirls everywhere.

While there is no scale or moral equivalence between what is happening in Nigeria and the treatment of girls and women in America today, we cannot ignore our own responsibility to fully educate and empower girls in this country, to champion equal pay, to end violence against women, and to stop the human trafficking of hundreds of thousands of children, girls and women each year.

Marc H. Morial, former mayor of New Orleans, is president and CEO of the National Urban League.

Retired Basketball Players and Others to Provide Civil Rights History Tour to NOLA Youth

The National Basketball Retired Players Association (NBRPA), the only alumni association comprised of former NBA, ABA, Harlem Globetrotters and WNBA players, will be partnering with the New Orleans branch of Stand for Children Louisiana to take at-risk New Orleans youth on an educational Civil Rights History tour of Birmingham, Alabama on June 25, 2014. Up to 200 participating youngsters and chaperones, ages 11-16, will be visiting the world-acclaimed Birmingham Civil Rights Institute, the Historic 16th Street Baptist Church, Rickwood Field (the oldest American baseball stadium that was home to the Black Barons of the Negro Leagues) and the University of Alabama.

For registration information, please visit the Stand for Children Louisiana web site at www.stand.org/louisiana.

This very special journey through Civil Rights History will be led by NBRPA President & CEO Arnie D. Fielkow and attended by Rev. Samson "Skip" Alexander,

who was on the frontline of the civil rights movement and marched alongside Dr. Martin Luther King Jr.; Dr. Dorothy Smith, Dillard University Dean of General Studies; Keith Plessy, a descendent of Homer Plessy from the landmark Plessy V. Ferguson Supreme Court case; Paul Beaulieu of WBOK-AM radio in New Orleans; and NBRPA Member Marvin Roberts, former NBA/ABA player and currently Assistant Vice-President for Student Engagement & Diversity at Utah State University. The NBRPA would also like to thank Orleans Parish Sheriff Marlin Gusman, the New Orleans City Council, former New Orleans Councilman James Carter and New Orleans community leaders Damon Burns, Ronald Burns, Tracie Washington and Babs Johnson for their role in making this exciting youth initiative possible.

The day-long event will be packed with educational activities intertwined with sports as part of an opportunity to let New Orleans youth experience travel with an all-expense paid trip. New Orleans City

Councilmember LaToya Cantrell has been assisting with recruiting participants for the trip and ensuring that any New Orleans youth between the ages of 11-16 that are interested has an opportunity to attend.

"The City of New Orleans is at the heart of the Civil Rights Movement," said Councilmember Cantrell. "The youth of our city will be provided a great opportunity to make a stronger connection to the movement as they learn and explore their legacy as they travel to Birmingham, Alabama."

Registration is required and interested participants may download documents at www.stand.org/louisiana or pick them up in person at Propeller Incubator: 4035 Washington Avenue, Suite 123, New Orleans, LA from 10 a.m. to 4 p.m., Monday-Thursday, or at the office of Councilmember Cantrell: District B, New Orleans City Council, City Hall, Room 2W10, 1300 Perdido Street, New Orleans, LA 70112. Registration ends June 18, 2014 and space is extremely limited.



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Xavier's Montrel, Soifer are 1st-Team NAIA All-Americans

For the first time in the modern era of men's tennis at Xavier University of Louisiana, the Gold Rush have two first-team All-Americans in the same season. Sophomore Kyle Montrel and junior Nikita Soifer received that honor Monday from the NAIA.

They were the best players on a Gold Rush team which finished 13-12 and reached the quarterfinals of the NAIA National Championship for the third consecutive year. The Gold Rush ranked ninth in the NAIA entering the national tournament — the postseason poll will be announced Wednesday — and extended the program's top-10 streak to 28 polls dating to May 2011.

Montrel, from Atlanta and a graduate of Southwest Atlanta Christian Academy, was 16-10 in singles and 19-7 in doubles this season and was chosen Wilson/ITA NAIA Region IV Player to Watch. He is the first Gold Rush tennis sophomore to be named first-team All-America. He received All-America honorable mention a year ago.



Pictured above are Junior Nikita Soifer and Sophomore Kyle Montrel, who both received that honor of All American Monday from the NAIA.

Soifer, from Beer Sheva, Israel, and a graduate of Hof Hasharon school, was 15-10 in singles and 22-7 in doubles. He was second-team All-America a year ago, and he is the program's third player to earn first- or second-team All-America twice. The

others were Zach Taylor in 2011 and 2012 and Loic Didavi in 2012 and 2013.

Montrel and Soifer played No. 1 doubles for Xavier and were 17-6 this year, including three victories against top-20 opponents.

Coach Alan Green's Gold Rush have produced four first-team All-Americans and seven second-team selections, all in the last seven seasons.

The ITA will announce its NAIA All-Americans after compiling its final singles and doubles rankings.

New Orleans Misses Bid on Super Bowl LII

Following is a statement from Greater New Orleans Sports Foundation President and CEO Jay Cicero regarding today's decision by the National Football League to award the location of Super Bowl LII to Minneapolis:

"Congratulations to Minneapolis on their accomplishment. While we are disappointed in today's decision, we are very proud of the presentation and work that went into our bid and putting our city in the best possible position to win. New Orleans' reputation as a Super Bowl host is second to none, and we know there will be future opportunities to showcase our city's unique culture, spirit and love of major events to the NFL. Most importantly, we have to thank Mr. and Mrs. Benson, Rita Benson LeBlanc and the entire Saints staff for their essential support and unwavering enthusiasm about New Orleans' position as a Super Bowl city.

We will continue our pursuit of the nation's and world's premier sporting events, including the Super Bowl, showcasing our great city and state as a premier location and host.

The New Orleans bid promoted the undeniable assets of one of America's most culturally diverse cities with an undeniable spirit for music, fun and love of major sporting events.

This bid and all previous bids for marquee events are the result of unparalleled cooperation and months of details, creativity, negotiation and strategy. It wouldn't be possible without the full cooperation from the State of Louisiana, the City of New Orleans, SMG and the LSED, the Morial Convention Center, the New Orleans Convention and Visitors Bureau and our famous New Orleans area restaurants."

Lower 9th Ward Village Faces Foreclosure

The Lower 9th Ward Village faces foreclosure and fighting for survival. On Friday, May 23rd, 2014 at 6pm, the Lower 9th Ward Village is hosting a benefit concert, Dinner + Jazz, Spoken Word, Dance, Music, Comedy, and more at the Howlin Wolf 907 S. Peters Street, New Orleans. All contributions and donations go to save the Lower 9th Ward Village from foreclosure.

Tickets can be purchased at the door or on event brite: Dinner + Show: \$50-100 sliding scale \$20 PRESALE \$25 at the door, Show ONLY: \$25-50 sliding scale \$10 PRESALE \$15 at the door.

Since 2007, the Lower 9th Ward Village has been a staple in providing assistance and being a beacon for survival in the community. The center is currently housing New Orleans Airlift, a musical house project bringing together the youth to build an instrument house, mobilizing the community to address the lack of grocery stores in the neighborhood, and building a job training curriculum around lot cutting of the 600+ blighted lots in the Lower 9th Ward. Over 50,000 volunteers and visitors have come through the doors to aid with the recovery of the Lower 9th Ward.

In 2012, along with Cash Money Records' artist Lil Wayne, Mountain Dew agreed to build one of the country's only indoor skate parks inside the Lower 9th Ward Village. However, the rest of the building was left in an inoperable state. The skate park opening had a 1,000 skateboard give away with much publicity and public enthusiasm, but that energy unfortunately burned quickly because the building was never able to open to the neighborhood. The Lower 9th Ward Village is currently facing foreclosure and is in need of the support of everyone who believes in the value of the Lower 9th Ward community.

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