

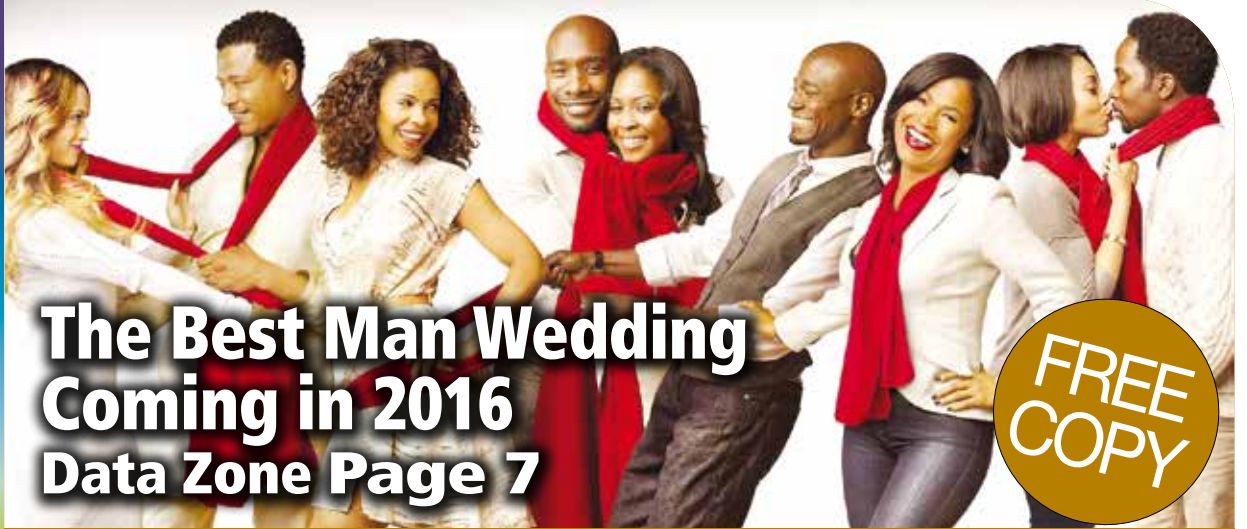
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News Weekly

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**The Best Man Wedding
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Data Zone Page 7**

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Satchmo Summerfest 2014

*A Celebration of the Life and Legacy
of Louis Armstrong*



John Boutte



Kermit Ruffins

by Edwin Buggage

The Life of Satchmo: A True Measure of Greatness

In a City chockfull of festivals with new ones proping up every day, there is one that has come to em-

body the true spirit of the City of a great New Orleansian. Louis Armstrong was a native of the Crescent City and went from a troubled child to a renowned musician and pioneer of jazz and a statesman for his City and the world. His actual birthdate August 4, 1901, but during his life he liked to say he was born on July 4th. He was at the forefront of a musical revolution that changed

the world of popular music during the Jazz Age. And throughout his life he was a revolutionary figure who changed music and in his own way society.

Today the world recognizes New Orleans as a great musical City, and Armstrong is one of the people who put his native City on the map. He became a well-known figure throughout the world known with his great play-

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Kid Merv



Glen David Andrews



Charmaine Neville

ing in addition to his unique vocal style that became his signature that many imitate today. He was a true innovator who became a recording industry superstar and a movie star. James Andrews is a trumpeter from New Orleans who has come to be known as Satchmo of the Ghetto. "Louis Armstrong played a big part in my life with his music and his personality and him being from New Orleans and Treme' I picked different styles from him and in my shows I try to tap into the same passion and spirit he brought to the music every time I perform."

Satchmo, the Man, His Music and the Making of History

Armstrong's life was one full of triumphs in the face of challenges. He was a man who bucked the segregated and racist system of America at the time and with his horn became an ambassador to the world and lived a life with dignity. While not living much of his adult life in his native New Orleans during Mardi Gras season in 1949 he returned as the King of the Krewe of Zulu parade, a feat that landed him on the cover of Time magazine.

During the 1950 and 60's there was a wave of music that shifted towards younger artists dominating the music charts, leading to a demise in the chart position of Armstrong's recording. But in 1964 he once again made history at age 62 becoming the oldest performing artist to have a #1 hit record when his version of "Hello Dolly" hit the charts in early 1964. He was one of few artists to hold this spot in a year that saw Beatlemania take over America. Seven years later he would pass away, but before he passed he would sing a song that would be-

come forever associated with him. "What a Wonderful World," would do the same thing on the other side of the Atlantic, hitting number one and making him the oldest artist until recently to hold down the number one spot on the pop charts. But this song with its simple words and melody would come to mean many things to many people. And for some it became a rallying cry for the aspirations of a people in the middle of a struggle for the right to be free. He was a man who led an amazing life breaking many barriers, his life came to an end on July 6, 1971 and people from around the world mourned his passing and today continue to celebrate his life, legacy and his music.

Satchmo Summerfest Celebrating the Life and Legacy of Louis Armstrong

Since 2001 the City of Armstrong's birth has been the home of Satchmo Summerfest. The inaugural event was a tribute to his 100 birthday. But like another fest the Essence Fest that was planned as a one year event, Satchmo Summerfest continues to grow and is one of the premiere festivals during the summer months in New Orleans. This year it features some of the best of New Orleans Music. Hitting the stage for the three day event artists such as John Boutte', Charmaine Neville, Glen David Andrews, Kermit Ruffins and the Barbecue Swingers, Kid Merv and many others. The festival also includes movies and seminars about Satchmo and all this great entertainment is free. Trumpeter Kid Merv is a staple at the fest and says he is excited to be playing at an event that honors one of his heroes. "I look at the life of Satchmo


and I think of all the great things he did not just with his music, but the way he represented himself and the people of New Orleans. I am honored to be part of a fest that honors and pays tribute to his life." Continuing he says, "For me perform-

ing at SatchmoFest is a highlight of my life thus far because I studied his life and many of the older musicians Danny Barker, Milton Batiste, Harold Dejean and all the musicians playing traditional New Orleans music. As an artist I would

like to continue to create New Orleans authentic jazz and preserve it for future generations and keep the music alive."


The fest continues to grow and

Cover Story, Continued on page 9.



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A Summer Theatrical Workshop

The award winning Uptown Music Theater (UMT) is in the final week of their Kid's Town Summer Theater Program. During the program the kids learn the ends and outs of musical theater including music, dance, acting, writing, costume and set design, as well as other theatrical arts classes. Youth enrolled in UMT have benefitted from personalized training with some



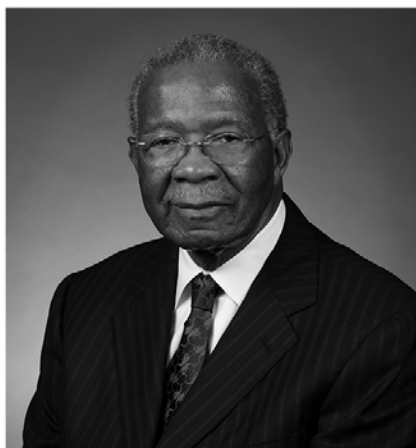
Photo: Clifton Faust

of New Orleans' most respected local professionals including, Delfeayo Marsalis, Producer; John Grimsley, Director; Leah Chase, Vocalist; Lloyd Dillon, Acting Coach; Trena Marsalis, Education Director; and many others. "At Uptown Music Theatre, we believe the dramatic arts have the power to change the hearts and minds of young people and empower them to

grow into productive adults," commented Delfeayo Marsalis UMT's Founder.

During this final week the intensity heats up as the kids prepare for their culminating performance of Annie Jr. this Friday and Saturday at the Ellis Marsalis Center. Show times are 7:00 pm on Friday and 4:00 and 7:00 pm on Saturday. For ticket information call (504) 563-7591.

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Karl Washington

Teaching Young People How to Win in the Game of Life

by: Edwin Buggage

Karl Washington is a man who is known around town for organizing major events through his company Culture Shock International that has for over two decades put on major events across the globe. But what many do not know is that he is also a man who continues to make a difference in the lives of young people. Harkening back to his background growing up in public housing and his work in social service as the places where his commitment to young people begin to take shape. "Some people do not know, but I am a registered social worker by profession and I feel it is my responsibility and obligation to make a difference and impact the lives of our youth and give back because they need guidance, love and support, so they can become successful in life."

For many years he has volunteered his time coaching sports and working with young kids in a program he designed to help them with self-development, in addition to life and job skills. "I coach basketball and baseball at Sampson Playground, located in the upper Ninth Ward. I also mentor youth around the City." Continuing he says, "My goal is to



empower young people, so I also produce an event called the NOLA Global Youth Week. It consists of a six week training curriculum and a weeklong schedule of events centered on youth. I feel it is very important and necessary because we live in a City that has festivals for everything under the sun, but rarely do we have any-

thing that focuses on and celebrates the youth."

His reach in helping young people extends beyond New Orleans. Washington produces an event that hones in on the untapped talent of young people across the nation, speaking on his Global Youth Festival he says, "I am always excited and amazed at the talent

our young people present when given the opportunity. During the festival it is young people that per-

form as well as execute all aspects of it. My goal with the festival is about empowering young people and introducing them to experiences that can be a gateway that gives them the tools and skills set to achieving their goals."

Washington feels more people need to find time to volunteer in helping the youth of New Orleans. "I think if some of the adults of our City just took a little bit of their time to actually touch some of our kids and show them love, not just simply rhetoric, but let their words begin to mean something." Continuing he says, "We need more people to go and volunteer in parks, go to schools, churches, and community centers. It could also help even taking a young person to work with them so they could witness the value of hard work. What many adults in our City and beyond need to realize is there is value in spending just a little time with some of these young people knowing it is an invest-

ment in the future and can make a major difference in their lives."

Being a coach Washington spends a lot of time motivating kids to perform at peak levels and to be winners. He uses these same skills off the field with the young people he encounters. He says that when asked about giving advice to young people on how to be successful he replies, "Believe in yourself, be mindful of the decisions you make, go in for the long haul and never make quick decisions that may lead to your demise, find something you like and tap into your gift whatever it is, also don't let yourself be subjected to negative peer pressure. But most importantly, get an education and a skill so you can support yourself and contribute to society." Karl Washington is someone who helps the youth of the City and beyond hit home runs, winning the game of life and for his work he is Data News Weekly Trailblazer for July 2014.

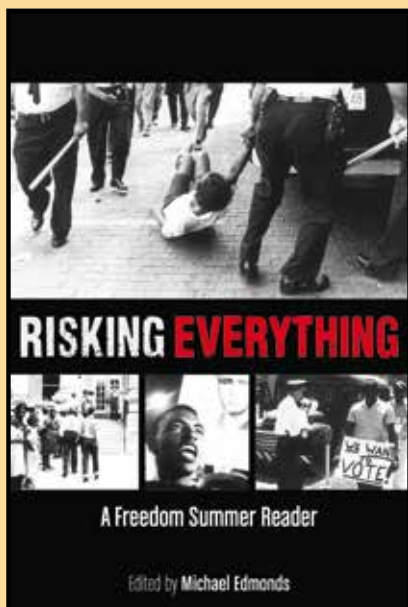
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Risking Everything

A Freedom Summer Reader



Risking Everything
A Freedom Summer Reader
 edited by Michael Edmonds
 c.2014, Wisconsin Historical
 Society Press
 \$18.95 / higher in Canada
 244 pages

You stand on the shoulders of giants.

You've probably heard that all your life and it's true: a lot of people have come before you to smooth your path. You benefit from their work, efforts, and their struggles – but you probably don't think about it much.

Or maybe you don't know about it. But read the new book "Risking Everything," edited by Michael Edmonds, and you'll learn.

Not long ago, when a volunteer expressed surprise at what he discovered about the Civil Rights Movement, historian Michael Edmonds realized that the young man only knew "a children's book understanding... a sanitized version..." of the movement.

It's an understanding that many Americans have. This book seeks to remedy that in a small, but monumental, way.

Fifty-four years ago, 42 percent of Mississippi's citizens were Black, yet 90 percent of eligible African Americans could not vote. The prevailing attitude in Mississippi then was single-minded: "white-only."

In the winter of 1963-64, after "much discussion," the Student Nonviolent Coordinating Committee (SNCC) decided to move forward with plans for voter registration in the state. They initially called it the Mississippi Summer Project but it later became known as Freedom Summer. Volunteers included about a thousand college students, most of them white Northerners; clergy, lawyers, and medical personnel.

When opponents heard what was coming to Mississippi, they "swung into action." Laws were passed to make most forms of protest illegal. Local and state police "beefed up their arsenals; Jackson even bought a tank," says Edmonds. Black citizens who participated in

the program endured harassment and threats; racist groups held "sessions" on how to murder and dispose bodies without leaving evidence. And still, volunteers persevered by holding voter registration classes, by starting and running Freedom Schools and establishing libraries, and by continuing to hold meetings to spur "enthusiasm for the program in the Negro community."

But just nine weeks after it started, the Mississippi Summer Project ended. Organizers, says Edmond, were "exhausted, disappointed, and angry" because they felt that little had been done and white supremacy was "as deeply entrenched as ever." What they didn't know, however, was that they "had actually accomplished more than... leaders could appreciate at the time." They had "awakened sleeping giants."

When I first started "Risking Everything," I wasn't sure what to expect. The cover gives almost nothing away; in fact, it's a little bland.

Not so, with what's inside.

Through eyewitness reports and information from more than 40 documents, editor Michael Edmonds brings readers an in-the-trenches look at Freedom Summer in a way you'll never get from any class. Included are letters to home from Freedom workers, training manuals, essays, testimonies, transcripts, photographs, and curriculums; as Edmonds himself says, "No punches are pulled."

And that's what makes this an excellent book: it's both a paean to those who did their jobs that summer, and as education to anyone who's too young to remember what happened fifty years ago. And if that's you – in either case – then you'll like this book. For you, "Risking Everything" is a giant eye-opener.

Visit www.ladatanews.com for more photos from these events

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Are You Ready? "The Best Man Wedding" Set To Debut In 2016

Fifteen years ago *The Best Man* entered our lives and became a classic romantic comedy. Last winter, its sequel *The Best Man Holiday* was poignant and delivered beyond viewers expectations. It also left us with an intriguing cliffhanger. Therefore, we could not contain ourselves to find out when Part 3 of *The Best Man Trilogy* would debut.

Thanks to Entertainment Weekly, our prayers have been answered. They report that director Malcolm D. Lee and Universal Pictures will release *The Best Man Wedding* on April 15, 2016. They stated:

Universal has announced that the third film, which follows 2013's *The Best Man Holiday* and 1999's *The Best Man*, is titled *The Best Man Wedding* and will be released on Friday, April 15, 2016. As the film's description puts it, the gang returns to "celebrate the group's most unexpected wedding to date." Malcolm D. Lee will again write and direct, with Sean Daniel returning to produce.

We will be sure to keep you up to date with trailers and interviews about the film. In the meantime, mark your calendars and share the good news!



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Data News Weekly Newspaper, The People's Paper, is hiring for two positions in our New Orleans Office.

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Sales Manager/Retail Ad Manager

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- Team player and leader
- Understanding of Analytics and ad serving technology
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- Recruit talent

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HIP HOP CORNER

Breaking the Chains



By Jineea Butler
NNPA Columnist

Rikers Island Correctional Facility in New York is in the news again, this time allegedly for an officer brutalizing inmates. I did time at Rikers Island. Not, not as an inmate, thank God, but as an employee. It's another world behind those bars, where only the strong survive.

I remember my first day on the job when my director told me, "Never let them see you sweat." I thought, what have I got myself into. The irony is when I was about 12, my mom and dad asked me what I wanted to be when I grow up. I said, "I want to work in a jail!" Both of them had a Fred Sanford "Elizabeth, I'm coming" moment. They couldn't fathom how they were raising their children in an upper middle-class neighborhood to

keep my brother and me away from crime and criminals and I wanted to pursue a career in criminal justice.

My job was counselor of addiction treatment and my assignment was to create a mock therapeutic atmosphere for clients who were possibly eligible for an alternative to incarceration with a 12-24 month drug program. We had to organize groups daily for a house of 50 inmates, four times a day. The catch was even known every inmate voluntarily signed up to be in the program, though not many wanted to participate. The word was that the Substance Abuse Intervention Division program (SAID) was more comfortable than general population and if you didn't have an arson, murder or robbery charge, you could request to be in designated units. Former Mayor Bloomberg has since eliminated the program, but it was definitely effective.

I've probably come in direct contact with more than 5,000 individuals who found themselves on the island for one reason or another. I met Hip Hop Artists Chi Ali, Tony Yayo, and worked extensively with Flavor Flav, mapping out his return to the public eye.

One thing is certain, once you have been touched by the system, you will never be the same.

I can proudly say I graduated from Rikers University because it wasn't until I went behind those walls did I see the world clearly. Countless amounts of Black and Latino men came through those revolving doors, sometimes twice and even three times. In many cases, the time represented a rite of passage for the younger guys and most of the older ones were caught up because of the sins of their youth. If a Caucasian or Asian got caught in the system, it was mostly because they were disconnected from their families. Some people need to be locked up no doubt, but the Correction in the Department of Correction needs to happen, but in most cases it does not.

So many things hinder an inmate's development that I began to wonder what is it all about. Population control at its finest; the practice of artificially altering the rate of growth of a human population.

The first thing I noticed was the dorm living quarters were set up like slave ships. You can immediately determine the design is a replica

of the bottom of the ships where the slaves infamously laid side by side throughout the Trans Atlantic African Slave Trade. The Bronx even has a ship on water that operates as one of the 10 jails. I realized two populations were locked up, the staff, which included me and the inmates or the overseers and the slaves. The inmates will tell you quick that you can go home, which was very true. The epiphany came when I realized that door locked behind me just like it does them and I was volunteering to be locked up everyday exposing my mind to this inhumane treatment whether delivering it or experiencing it.

The correction officers who easily could of been their cellmates are the ones who are affected the most. Some inmates were dangerous. The more time they had on the job, the more ruthless they would become. I had officers who would try to circumvent my authority by disrupting my groups, instigating gang beef. I was a civilian, I didn't have a gun or bullet proof vest on or sit in the 'Bubble'. Make no mistake the culture is corrupt. The Stanford Experiment showed us back in 1971 the serious detriment and

psychological torment that takes place between the prisoners and the guards. Gary Heyward, an officer who worked with me during that time ended up doing two years in prison and wrote an excellent tell all book appropriately titled 'Corruption Officer' which is being redistributed by a division of Simon and Schuster March 2015.

The only way of avoiding the experience is convincing our brothers and sisters to throw in the towel on the street game. Most are willing, as we see evidenced with Hip Hop artists who are no longer selling drugs for a living, but we have to present a viable alternative for those who feel the only way to survive is risking their lives on a daily basis for death or incarceration. And those of you who want another opportunity to be successful, present yourself in a manner that is acceptable to the audience you are presenting to. If you can learn how to turn it up, you can definitely turn it down.

Jineea Butler, founder of the Social Services of Hip Hop and the Hip Hop Union is a Hip Hop Analyst who investigates the trends and behaviors of the community and delivers programming that solves the Hip Hop Dilemma. She can be reached at jineea@gmail.com or Tweet her at @flygirladyjay

Dogs Eat Better than 1 Million Children



Julianne Malveaux
NNPA Columnist

The South African charity Feed a Child (<http://www.feedachild.co.za/>) chose to highlight child poverty in South Africa by portraying a little Black boy being fed like a dog by a seemingly affluent White woman. In the ad, the boy has his head on the woman's lap, at her feet, on his knees, and licking off her fingers. The point, they say? Ac-

cording to the ad's tagline "The average dog eats better than millions of children."

The ad ran for about five days in South Africa and its airing generated such a maelstrom. Feed a Child withdrew the ad and "unreservedly" issued an apology. Ogilvy and Mather, the international agency that produced the ad, also apologized "unreservedly. In her apology, Alza Rautenbach says, "Like a child, I don't see race or politics – the only thing that is important to me is to make a difference in a child's life and to make sure that that child is fed on a daily basis."

I wonder exactly how long this woman has been living in South Africa, considering she "doesn't see race." While the institution of apartheid no longer exists, the structural

basis for apartheid is alive and well, given the level of poverty, the lack of jobs, and limited opportunities for education. Either Ms. Rautenbach and her Ogilvy and Mather colleagues have their heads in the sand, or they are being disingenuous.

Not only is this ad racist, but it reinforces the tendency of some White people to associate people of African descent with animals, or as some sub-species, not human beings. In the United States, this harks back to slavery when African Americans were seen as good enough to work to exhaustion, good enough to have sex with, but not good enough, by law, to be taught to read and write. Not good enough to be treated equally. In colonized parts of the African continent and

Latin America, the same parallels were often made. Europeans justified their exploitation by referring to African people (or Latin American Indian, or the people that Christopher Columbus "discovered" as "uncivilized" and less human than the colonizer. Sub-human beings.

President Barack Obama and First Lady Michelle have been portrayed as subhuman by racist bloggers. The New York Post published a cartoon, in 2009, of a dead ape, with the caption "They'll have to find someone else to write the next stimulus bill." After a week of protests, Rupert Murdoch issues a tepid apology. At least the Feed A Child team chose apologize "unreservedly."

The Feed A Child people are, at best, insensitive louts. They aren't

the only ones at fault though. The ad agency's willingness to produce this ad is repugnant, and anyone who is thinking of using this agency might want to think again. There were people on the set when this ad was produced, or behind the scene in edit. Did even one of them have made some noise, or are they so accustomed to African people being treated as animals that they had no quarrel with this offensive ad? It suggests that there were few, if any, Africans involved in the development and production of this reprehensible ad. Perhaps that is why Alza Rautenbach does not see color.

The goals of the Feed A Child, founded in 2010, are stated on their website. They say they feed chil-

Malveaux, Continued
on page 11.

Spiritually Speaking...

Born Again. Really?



James Washington
Guest Columnist

From time to time, I rethink or feel a little déjà vu regarding the subject of "born again," particularly my own. I am reminded at times about how that phrase gets associated with everything but its biblical intent. It is my opinion and referencing my personal history that I suggest to you that I could not and certainly not willingly, fit

into the category of a "born again Christian." At the time I could not subscribe to what my definition of that meant. Today, a born again Christian is an enigma more closely associated with a holier-than-thou religious zealot with a rather conservative political agenda, as opposed to simply a true believer (my term). Then something happened on the way to the ranch and yep, I got saved.

Then I began to understand those things about faith that would indicate a new me. Now, I can easily profess a clearer understanding of this born again thing. Quite to my surprise, born again defines me pretty well, biblically speaking that is. "Jesus answered, 'I tell you the truth, no one can enter the king-

dom of God unless he is born of water and spirit. Flesh gives birth to flesh but spirit gives birth to spirit. You should not be surprised at my saying you must be born again.'" John 3:5-7. Rather than think born again is some kind of right wing conservative political movement, this passage lets us know that being born again relates to an awakening in each and every one of us to the real presence of the Holy Spirit in our everyday lives. It just makes sense to me because you do begin see yourself as a new creature operating with a new lease on life (and it is a lease). I defy anyone who comes this way not to see life itself from a new, renewed perspective. "Now that you have purified yourselves by obeying the truth so

that you have sincere love for your brothers, love one another deeply from the heart. For you have been born again, not perishable seed, but imperishable (seed), through the living and enduring Word of God." Peter 1: 22-23.

My bible explains it to me this way. This imperishable seed, the seed of the Word of God, planted and accepted in a person's soul, is eternal because God's Word is eternal. By becoming good soil, by being spiritually involved in the whole process of your own salvation, a new eternal life is born. Therefore, the life you live, once you've acknowledged your faith, is a new life given in the service of the Almighty, hence "born again." Personally, my rebirth has been and

continues to be, remarkable if, to nobody else but me. I cannot view myself as the same person I once was. Those who were around me then and are around me now might agree that there is a discernible difference. See me? See my Lord and Savior Jesus Christ. Talk to me, hear Him. Understand me? Understand my faith walk in the name of the Almighty. Believe me. I know I have a long ways to go. But I know I'm travelling these days in the right direction, one foot in front of the other; blessed in the knowledge of the truth, free in the hope of the same for you.

May God bless and keep you always.

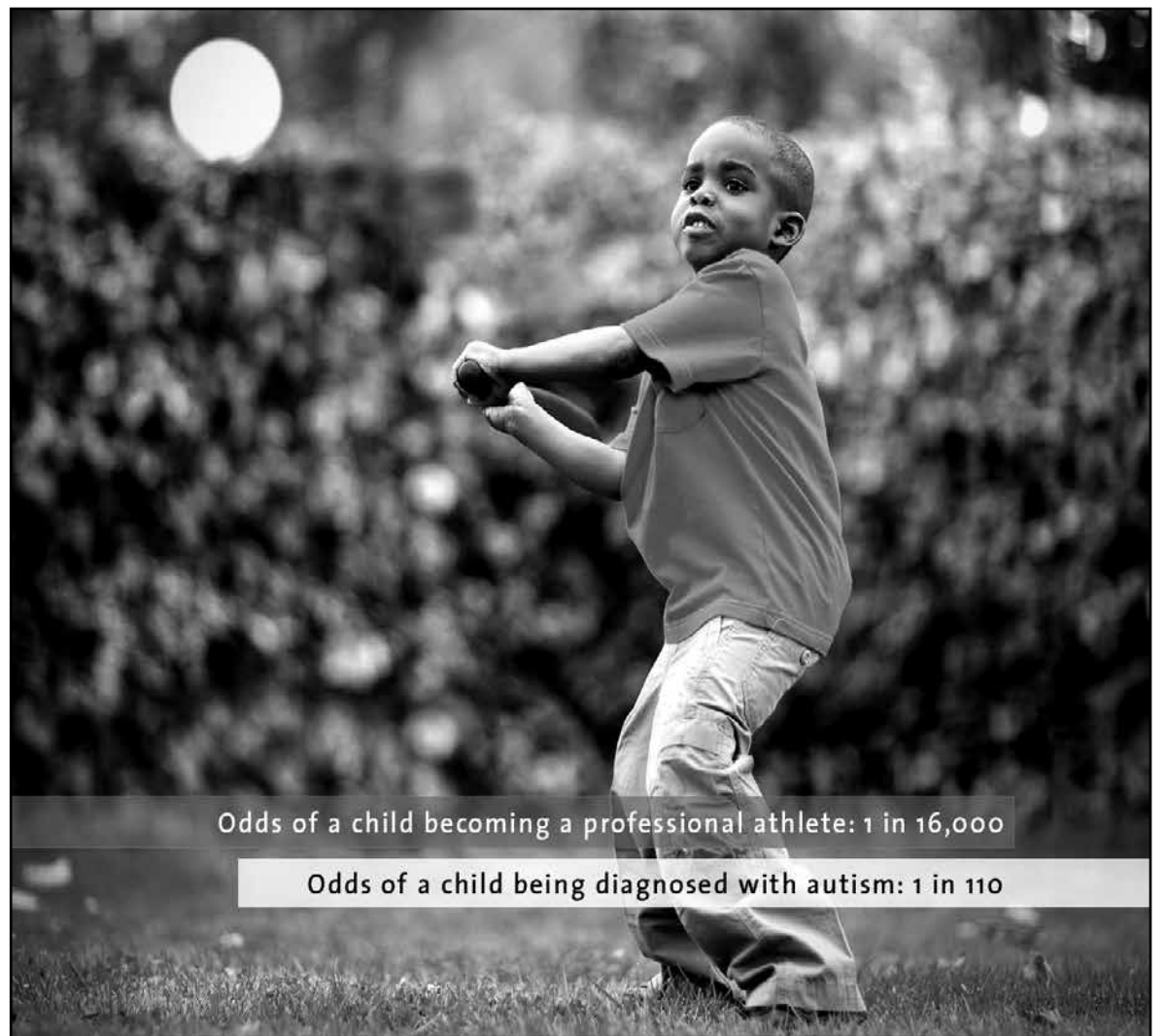
COVER STORY, Continued from page 3.

is sponsored by French Quarter Festivals, Inc., an organization that also produces the highly successful French Quarter Festival and Christmas New Orleans Style. "SatchmoFest," in over a decade has become one of the premiere festivals for those who want something a little more intimate in a festival experience. This is something that James Andrews likes playing to the smaller group by festival standards but is always an enthusiastic crowd. Known for his great stage presence he promises to give a great show filled with homage to Satchmo, along with some of their original tunes. "This year at the festival we are going to cover a lot of his songs, but we are going to turn them into our own. We are going to play some of our original stuff and his stuff mixed together," says Andrews.

It has been over thirty years since the passing of Louis "Satchmo" Armstrong and his influence continues to grow. Influencing musicians around the world, and after his passing much of the work surrounding his civic activity has also began to surface. He is a man who lived a complex life at a time in the history of a country where his horn

gave him access to the life, liberty and pursuit of happiness many of his fellow darker brothers could only dream of. And as he navigated through these tumultuous times he gave the world the gift of song inspiring future generations of all races and people of all nations. James Andrews speaks of why his life and legacy is important and should be celebrated. "Satchmo was a wonderful personality and humanitarian and people still honor him around the world for his generosity. He was true world ambassador and the love he had for other human beings was evident in his many good works and he was always one of the first ones to give people a hand. He is an example of what great music can do to bring people together and build bridges of understanding."

Satchmo SummerFest 2014 will take place over the weekend of July 31-August 3, primarily on the grounds of the Old U.S. Mint, conveniently situated on the edge of the French Quarter between the French Market and Esplanade Avenue. The festival is free and open to the public.



Odds of a child becoming a professional athlete: 1 in 16,000

Odds of a child being diagnosed with autism: 1 in 110



Some signs to look for:

No big smiles or other joyful expressions by 6 months.

No babbling by 12 months.

No words by 16 months.

To learn more of the signs of autism, visit autismspeaks.org



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2 Groups Announce Plan to Boost Spending Among Blacks

By Jazelle Hunt

WASHINGTON (NNPA) – The U.S. Black Chambers (USBC) and the National Association of Black Hotel Owners, Operators, and Developers (NABHOOD) are formally partnering to make sure that a significant portion of the \$40 billion African Americans spend each year on travel and tourism remains in Black hands.

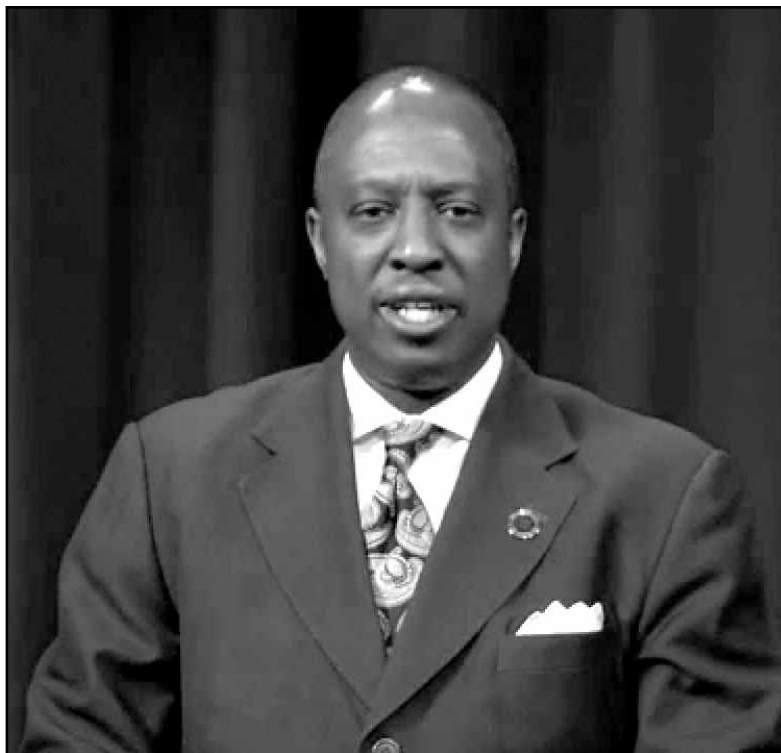
The partnership was launched last week at the start of USBC's professional development conference, held at the Marriott Marquis in the District of Columbia. The newly-opened, four-star hotel, next to the Walter E. Washington Convention Center, was jointly financed by Capstone Development, a private, Black-owned development firm.

"Today is about more investment in the hotel and travel industry," Ron Busby Jr., USBC president, said at a press conference. "As African Americans, we have conferences, events, weddings, and vacations, always with White-owned establishments. I think we can bring some that money back to us."

A Nielsen study conducted in cooperation with the National Newspaper Publishers Association (NNPA) found that African Americans spent 40 billion each year on the travel and tourism industries last year.

But Andy Ingraham, president and CEO of NABHOOD, few of those dollars turn over in the Black community.

"I'd rate [concerted Black pa-



Ron Busby Jr., USBC president (pictured above) announced the partnership last week at the start of USBC's professional development conference, held at the Marriott Marquis in the District of Columbia. The newly-opened, four-star hotel, next to the Walter E. Washington Convention Center, was jointly financed by Capstone Development, a private, Black-owned development firm.

tronization] as pretty nonexistent," he said. "We have to create awareness, because most people who come in contact with this idea think it's a damn good idea."

Interestingly, Nielsen finds that Black Americans are 28 percent more likely than other groups to read financial magazines such as Forbes and Fortune, yet have low levels of participation with mainstream financial products such as purchasing stock or mutual funds.

Although Black Americans have yet to truly wield their power as

consumers, prominent brands have taken notice, including Marriott International.

"We see the power of the African American wallet, spending, and economic value," said Apoorva Gandhi, vice president of Multicultural Markets and Alliances for Marriott. "It's really important to us that we are consistently authentic in how we employ – through recruitment and developing executive professionals – and also how we market to, and do business with this segment."

The hotel brand has been named

one of Black Enterprise's top 40 companies for diversity for eight consecutive years. Marriott has also maintained decades-long partnerships with major Black organizations such as the National Urban League, NAACP, the National Black MBA Association.

"One way we try to reach the African American segment is through our multicultural and diversity partners," Gandhi says. "One, because these are great organizations doing great things. But also, they are gateway groups to their demographic. We work to support their goals because, frankly, they're our goals too."

Marriott says it was the first hospitality company to establish a diversity and inclusion program. Today, it is also one of a handful of big-name hotels working to cultivate Black executives and owners.

Interestingly, Norman Jenkins, NABHOOD treasurer, and founder of Capstone Development, the company that co-financed the Marriott Marquis in D.C., is also a former Marriott executive. Under his leadership, the brand boasted of at least 500 minority-owned or minority-franchised Marriotts around the world in just three years under its Diversity Ownership Initiative.

Jenkins represents the other angle of Black economic power: gatekeeping and ownership. By owning a business, African Americans can solve many of their own community problems.

"Black businesses still struggle to find funding, either through equi-

ty or debt, to let them grow to what they could be," Busby says. "But we know Black business is the key to the unemployment that is wreaking havoc on our communities."

As Ingraham explained, more business at Black-owned hotels results in more hires and more corporate promotions of other African Americans working within the establishment, who can eventually become executives or owners. More business also means that hotels have to buy more goods from suppliers, and can choose to patronize other Black-owned businesses in the process.

NABHOOD counts more than 500 Black-owned hotels and hospitality venues in the United States, and nine abroad, mostly in the Caribbean, with the exception of one in Ghana and another in Liberia. The organization has a listing of these Black-owned properties on its website, www.nabhood.net.

The two organizations will continue their partnership for the long run, with the next collaboration at the 18th Annual International Multicultural and Heritage Tourism Summit and Trade Show this weekend in Miami.

"We're trying to sign as many agreements as possible for people to give us a chance to provide the level of service they are accustomed to," Ingraham explains. "The opportunity exists for each of us to play a role in change the economic tapestry. If we could just revise our conscience level and agree to do business with each other, we can all benefit."

Malveaux, Continued from page 8.

dren "of no particular color or "ethical (sic)" group. They also say one of their goals is to "restore dignity". Do these Feed A Child people really think it is dignified to portray an African child as a dog?

The Feed A Child organization may well have good intentions but "good intentions are not good enough." If they can't respect the people they are trying to help, then they really don't need to help. Their ad depicts the noblesse oblige than many colonized people find offensive. Instead of having an African child crawl around like a dog, why

not show a full dog dish and a half-full child's dish to make a point. Treating a child as a dog reinforces the notion of White superiority that Caucasians like Alza Raugenbach embrace.

As for Ogilvy and Mather, they really ought to know better. What is the purpose of having an international company if there is no international sensitivity to these matters? Ogilvy and Mather was founded in 1948 in New York City. They've seen their share of social transformation. Someone at the agency should have had the integ-

riety to put a foot down and said "no way." Instead, they chose profits over people.

In the name of helping hungry children, Ms. Rautenbach has dehumanized them and Ogilvy and Mather here the instrument of their dehumanization. These folks really ought to be ashamed, but clearly they know no shame. Just dehumanization.

Julianne Malveaux is a Washington, D.C.-based economist and writer. She is President Emerita of Bennett College for Women in Greensboro, N.C.



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New Orleans Civil Rights Tour Was Right on Time!

By Ty Green
Data News Weekly Guest Columnist

Led by former New Orleans City Councilman Arnie Fielkow, who now heads the NBA Legends as CEO and President of the Retired Players Association based in Chicago, Illinois, the tour hit the road on June 25th heading to Birmingham, Alabama. It was just before dawn, as four buses lined up outside the doors of City Hall at 6:00 am. Some 200 youths ages 11-16 came from various camps, church organizations and community centers to partake in what turned out to be an exciting well-orchestrated and well planned event. The participants were issued tee shirts displaying the events purpose "N.O. Civil Rights Tour" along with the various sponsors who engaged and supported the occasion.

This was year five, Mr. Fielkow and the city joined forces. However, it was the office of District C Councilwoman LaToya Cantrell who chaired the rotation. By 7:00 am the buses departed New Orleans with 11 chaperons, Feilkow's staff of three, two New Orleans police officers, a member from Sherriff Marlon Gusman's office, and Julius Felton, who kept Cantrell informed via text and conversations throughout the day. Other notables included Civil rights Pioneer from New Orleans Rev. Skip Alexander, Dr. Dorothy Smith, Keith Plessy and Marvin Roberts.

The buses arrived at Rickwood Field, home of America's oldest baseball park, where the Birmingham Barons took on the Mississippi Braves of the Southern League.



This historic park, built in 1910, has hosted such great Hall of Famers as Ty Cobb, Babe Ruth, Reggie Jackson, and Satchell Page. As you might recall, when NBA legend Michael Jordan took a two year leave from the game to play baseball, he too donned the Barons uniform.

While the game was in progress, the youths scattered throughout the stadium for refreshments, finding snow balls, cold drinks, and were treated to potatoes chips and hot dogs by Fielkow's staff. I noticed a large line of both men and women patiently waiting to get into this building. Being inquisitive, I slipped through the side door as men were exiting, and inside I found Hall of Fame pitcher Dwight Gooden, formerly of the New York Mets and Yankees signing autographs. Wow! Our next stop saw us arriving at the His-

toric 16th Street Baptist Church, home of the Southern Christian Leadership Conference, where Rev. Dr. Martin L. King Jr. was known to have recorded some of his greatest speeches. It was also the very site where on September 15th 1963, four little girls were victims of a bomb explosion at the church while attending Sunday school and 20 other church members of the congregation were injured as well. Later that same day, a young Black male was killed by a police officer, while another Black youth was killed by a group of white men, ending perhaps, one of the worst days in the history of the city of Birmingham.

We proceeded right across the street from the church, where the Birmingham Civil Rights Institute building was erected. There, the kids were stunned to see historic

pictures of the Civil Rights Movement, statues of various leaders, with the likes of Rosa Parks sitting on the bus, fountains depicting the Jim Crow labeled Colored and White, and perhaps the most horrifying for most of the kids, including my 15 yr. old daughter, was the statue of a Ku Klux Klan member standing in his infamous white robe.

As riveting as the scenes in the museum and the church were, the youths seem to acknowledge and appreciated what happened back then and how we have overcome since the movement.

For our final stop we traveled to the University of Alabama, home of the Crimson Tide, to see their amazing athletic facilities. Again, the youths were wowed as they were graced with speakers who encouraged them to stay in school, persue an education at the highest level, and someday they could achieve their dreams.

Mr. Feilkow had no strikes on this tour! The kids were treated to a great trip, were educated about Black history, and were afforded an opportunity to see up-close and personal how lives were changed from back then to now. "I'm honored to bring this trip back to New Orleans and its youth. We want to make this an annual event", Feilkow said. "I want them to live and feel what transpired during the Civil rights Era."

Due to time constraints, we were not able to see the ending of the game or identify the winner, however, based on what I did see, Mr. Feilkow and his staff hit a home run with this historic event, scoring big with the youth of the Crescent City.

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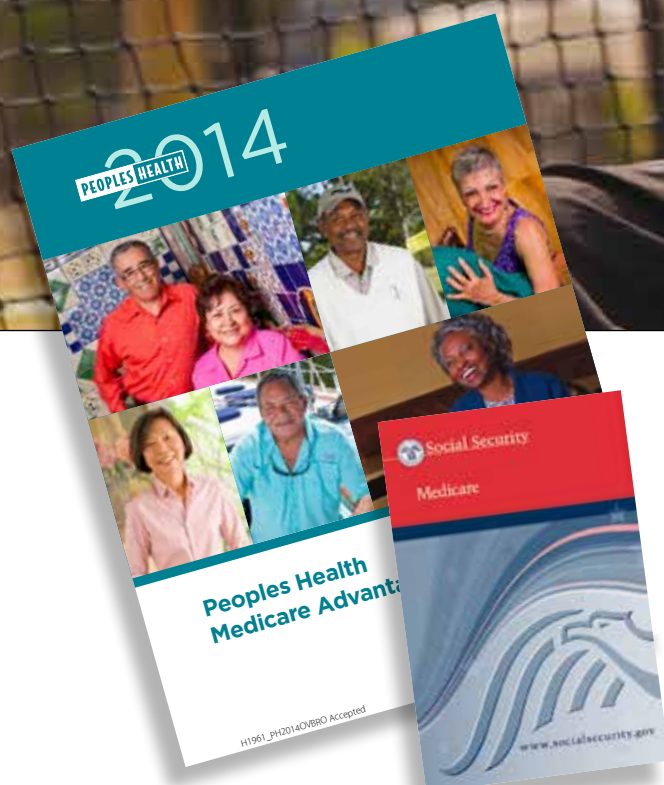
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