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News Weekly

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Performance**

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**Data Zone
Page 10**

August 27 - September 2, 2016 51st Year Volume 18 www.ladatanews.com

A Data News Weekly Exclusive



Dan Packer



Marc H. Morial



Donna Brazile



Maxine Waters



James Farmer



Tanya Lombard



TRULY YOUR NEWSPAPER
IN LOUISIANA

The Soul of New Orleans

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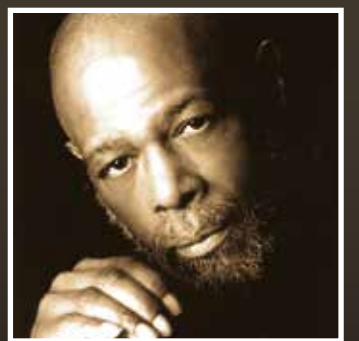
Newsmaker

Remembering
George Curry
The Voice of
the Black Press

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In The Spirit

**Spiritually
Speaking**



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2016 People's Golden Service Awardees

First Annual People's Golden Service Awardees:



Data News Weekly Celebrating 50 Years as the People's Paper

By Terry B. Jones
Data News Weekly Publisher

It's been 50 years since Data News Weekly began and throughout the years we have worked hard earning the trust of our readers and living up to our motto as the "People's Paper". During our storied history we have been on the frontline of history, telling the stories of Black New Orleans.

This has been an amazing journey as we continue the vision of my father Joseph "Scoop" Jones, the founder of Data News Weekly. He was a man who was committed to publishing a paper that would give people news they could use, celebrating and highlight who we are and our contributions to this great city.

Today as we reach the half century mark we have grown beyond simply being a local newspaper, but one that has a stellar reputation nationally and having an international reach via the web.

It is our goal to continue to grow Data News Weekly and become an even more valuable media asset addressing the needs of our readers and advertisers in new and innovative ways. We are honored to be more than simply a newspaper, but an institution in our city.

Again we would like to thank those who have supported our mission at Data News Weekly as we celebrate our 50th anniversary. Moving forward, we will stay the course, being your voice, lighting the torch and leading the way to the future as the People's Paper of Black New Orleans.

“On this our Golden Anniversary we would like to thank all those who have supported us over the years; our advertisers, friends, supporters, our staff both past and present, but most importantly the citizens of our great city.”

Cover Story, Continued
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DATA NEWS WEEKLY

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Cover Story, Continued from previous page.

On Friday, August 26th Data News Weekly will end its 50th Anniversary Celebration by honoring six recipients with the People's Golden Service Award. This new award honors six leaders for positively impacting and empowering the African-American Community within the City, state or nation. The award ceremony will take place at Generations Hall, located at 310 Andrew Higgins Drive, New Orleans, LA 70130. The Award Gala starts at 8 p.m.

This year's six recipients include Donna Brazile, Vice-Chairwoman of the Democratic National Committee; Marc Morial, CEO of the National Urban League; Congresswoman Maxine Waters, U.S. Representative for California's 43rd District; Tanya Lombard, Assistant Vice-President of AT&T; Jim Farmer, Retired Vice-President of GMAC; and Dan Packer, Former CEO and President of Energy New Orleans Inc.

Data News Weekly has provided short bio's that describe the impact each of the leaders have had in the City of New Orleans and/or throughout the nation.

Gore's race. Additionally, she has worked for several other democratic candidates including Jesse Jackson (1984) Walter Mondale-Geraldine Ferro (1984) and Dick Gephardt (1988).

Terry Jones, Publisher of New Orleans Data News Weekly, spoke highly of Brazile's contributions to the nation.

"She's been an exemplar of Black leadership within the United States. Brazile demonstrates strong roots to her Louisiana home. She has been instrumental in her leadership in New Orleans.



Marc Morial

Marc Morial

Marc Haydel-Morial, former Mayor of the City of New Orleans, is a 2016 People Golden Service Awardee. Morial is the current President and CEO of the National Urban League, an organization, one of the largest Civil Rights Organizations in the nation.

The Former Mayor is originally from the Seventh Ward in the City of New Orleans. Marc Morial is the son of former Mayor Ernest N. "Dutch" Morial and Civic Leader Sybil Morial. Marc Morial received a degree in Economics at the University of Pennsylvania in Philadelphia (1980). In 1983 Morial graduated from Georgetown University in Washington, D.C.

Morial has served in the Louisiana State Senate in 1992. In 1994, Morial ran for mayor in New Orleans and served two consecutive terms from 1994 to 2002. As Mayor, Morial's accomplishments included the returning NBA basketball to New Orleans, chartering the Charlotte Hornets, and reducing crime rates within the City of New Orleans.

Terry Jones, Publisher of Data News said Morial has made vital contributions to the African-American Community and the City of New Orleans.

"During his time as Mayor was supportive of Data News Weekly and African-American establish-

ments in New Orleans," Jones said.

"Morial also as President of Urban League he has been extremely instrumental in working with the Black Press. He's been a friend of Data throughout the years along with his father, Ernest Morial. In return they have been a major support of Data News Weekly.



Maxine Waters

Congresswoman Maxine Waters

Congresswoman Maxine Waters is a Congressional Representative

for the California's 43rd District, and has served in that position since 1991. Originally from St. Louis, MO, Congresswoman Waters is the longest serving African-American woman in the United States Congress. She is the former Chair of the Congressional Black Congress.

The Congresswoman serves the South-Central Los Angeles area and communities of Westchester and Playa Del Ray. She is a graduate of California State University of Los Angeles and graduated with a Bachelor Degree in Sociology.

While Waters is an accomplished Civil Servant, she is known for being outspoken and a voice for the minority and women communities. She has co-founded the Black Women's Forum and Community Build, organizations geared towards assisting disenfranchised residents in Los Angeles communities. Waters is also a recipient of the Bruce F. Vento Award from the National Law Center on Homelessness and Poverty in consideration of her work to help and secure assistance for

the homeless population. In 1992 Waters gained national spotlight for her relief efforts in Watts during the Rodney King riots in 1992. The Congresswoman advocated for the removal of the apartheid regime in the South Africa.

In 2002 Waters voted against and the continued support of the Iraq war in 2002, urging the country to withdraw troops from the country.

Waters is also known for her role and assistance in helping New Orleans residents during Hurricane Katrina. In the house, Waters advocated against anti-poverty issues during the rebuilding of New Orleans.

Data News Weekly's Publisher Terry Jones said "Congresswoman Maxine Waters has worked not only with Data News Weekly and the Black Press for years throughout the nation," Jones said.

"Waters has been Instrumental with housing and other assistance throughout Katrina, and has been supportive of the City through-

Cover Story, Continued on next page.



Donna Brazile

Donna Brazile

The first People's Golden Service Awardee is Donna Brazile from Kenner, LA. Brazile is currently the Chair of the Democratic National Committee, which is the official governing body of the National Democratic Party.

Brazile is a graduate from Louisiana State University (1981) with a Bachelor's Degree in Industrial Psychology, and a Fellow of the Harvard University's John F. Kennedy School of Government.

Brazile is also known as an Author, Academic and Political Analyst in the United States.

The Chairwoman is an accomplished Political Strategist in the United States. She was the first African-American woman to manage a major political party presidential campaign in Vice-President Al

**NEW ORLEANS,
LOUISIANA**

862-PLAY

Cover Story, Continued from previous page.

out her tenure as a United States Congressional Representative," he added.



Tanya Lombard

Tanya Lombard

Tanya Lombard is the Assistant Vice-President of Public Affairs at AT&T since 2010. Lombard has been a supporter of several African-American publications throughout the nation.

Lombard is originally from New Orleans, LA and attended College at Xavier University of Louisiana. She graduated in 1990 with a Bachelor of Arts. She has served as an elected official in Louisiana and the Orleans Parish Democratic Executive Committee.

According to Uptown Pro Magazine, Tanya Lombard said "The goal is to help one more person understand the power of technology they hold in the palm of their hand," Lombard said.

At AT&T Lombard has pushed to support several minority endeavors. She has worked with the NAACP advocating T-Hive which is an initiative created by promoting digital literacy in different communities. Additionally, Lombard has been a supporter of several African-American Civil Right groups through AT&T that promote the economic, social and political growth of minority communities, and has created several programs that support Minorities within media in underserved broadband communities.

Terry Jones, Publisher of Data News Weekly is honored to recognize Lombard at the First Annual People's Golden Service Awards.

"Lombard is an instrumental figure and exemplar in New Orleans. She is a prime example of service to the minority community as a Black leader in the United States. Her initiatives to support underserved communities across the country are honorable and well-needed," Jones said.



Dan Packer

Dan Packer,

Dan Packer is a Businessman and Leader that has impacted the African-American Community in New Orleans and throughout the nation. Packer received his Bachelors of Art from Charter Oak State College and his Masters of Business Administration from Tulane University.

The businessman joined Energy in 1982 and demonstrated strong ethic as he excelled through the ranks of the company. Packer is noted as the nation's first African-American to manage a Nuclear Power Plant in 1996, he was named the President of Entergy New Orleans and in 1998 he was promoted to the Chief Executive Officer of Entergy. Packer is known for his support and leadership during Hurricane Katrina.

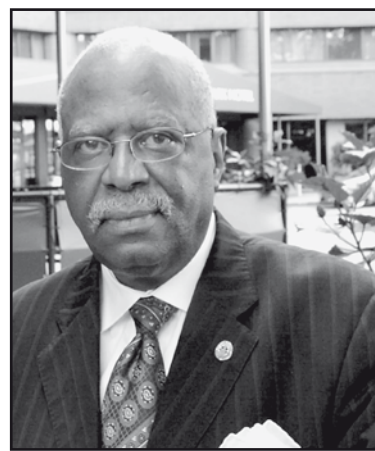
Additionally, Packer serves on the Board of the Louisiana Community and Technical College Systems, a Board of Trustee member at Loyola University, New Orleans and has been a Commissioner at Port of New Orleans since 2010.

Packer's extensive business leadership has allowed him to become a well-respected Black leader in the New Orleans community.

Terry Jones, Publisher of Data News Weekly, is honored to recognize Dan Packer as a 2016 People's Golden Service awardee.

"Dan Packer has been a strong supporter of Data News Weekly for decades. Initially he sponsored the first seven trailblazer awards that allowed Data News Weekly to celebrate and recognize excellence in leadership in the African-American Community," Jones said.

"Packer is still a friend and supporter of Data News Weekly, and will continue to support its efforts to recognize important leadership in the City of New Orleans and throughout the nation," He added.



Jim Farmer

Jim Farmer

Jim Farmer was the President of Communications and Public affairs with General Motors for 28 years. Throughout his leadership, he proved to be a valuable friend to Data News Weekly.

Farmer is a graduate of Central State University, located in Wilberforce, Ohio. He graduated with a Degree in Marketing. Farmer continued his education through Duke University's Fuqua School of Business where he completed an Executive Education Program.

Farmer's career at General Motors started in 1976 as a Public Relations Specialist for the Corporate office. While rising through the ranks of sales, marketing and public relations, in 2004 he was named the Vice-President of Communications and Public Affairs for the General Motors Acceptance Corporation.

Currently Farmer is a member of several professional organizations including The Arthur W. Page Society, The Executive Leadership Council and the National Association of Black Journalist. Farmer received a Lifetime Achievement Award from the National Association of Newspaper Publishers in 2002.

Terry Jones, Publisher of Data News Weekly is elated to recognize Jim Farmer for this year's People's Golden Service Award.

Farmer has remained a friend of Data News Weekly for years. When Hurricane Katrina hit and devastated New Orleans and Data News Weekly, Jim Farmer helped sponsor Data News Weekly to continue its press production after the displacement from the storm," Jones said.

"Jim Farmer continues to support Data News Weekly's mission of promoting Black excellence in the City of New Orleans, and has remained a friend of Data News Weekly," Jones added.

*Congratulations
to Data News Weekly
for 50 Great Years!*



Erroll Williams

Orleans Parish Assessor
Erroll Williams

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TRAILBLAZERS

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Lionel Milton

Susan Henry

Dr. Erica Murray

Brandon Okpalobi

Marian Pierre

Gail Glapion

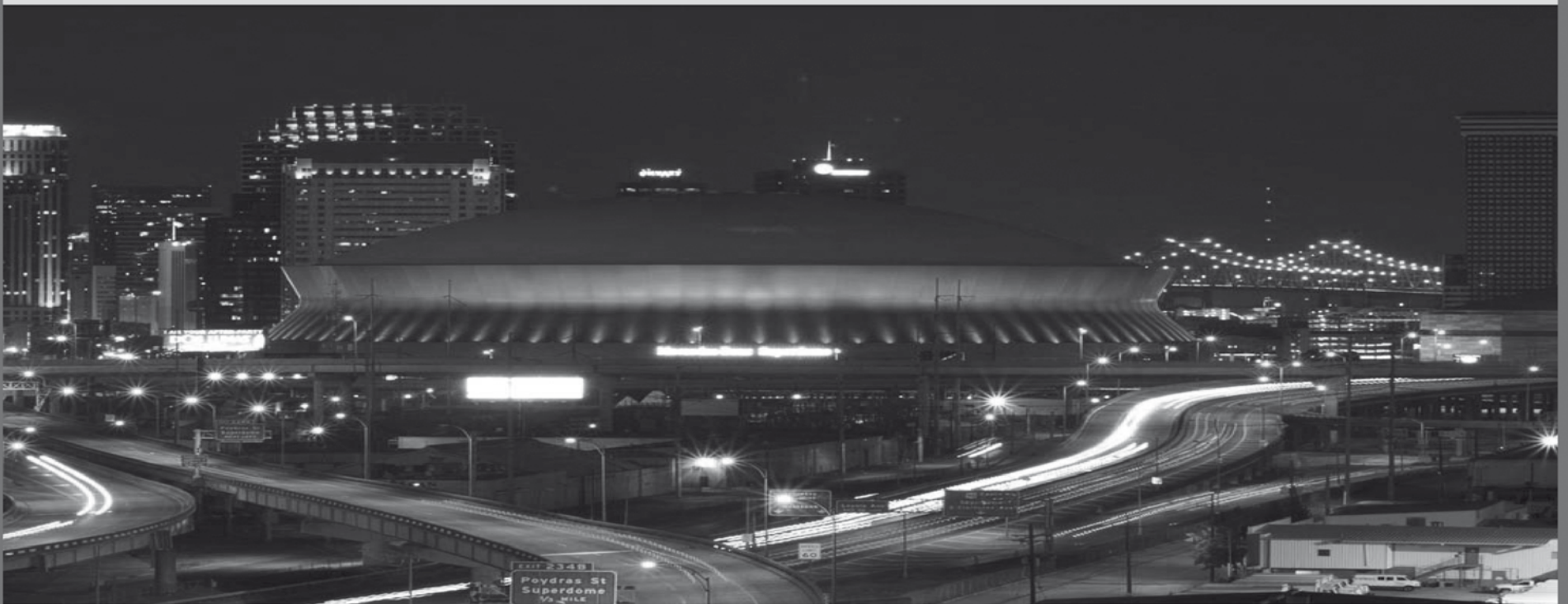
Toya Barnes-Teamer

Sonita Singh

Gretchen Bradford

Terry Williams

Oliver Thomas



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Caroline Fayard Partners with Springfield Faith Community to Open Supply Distribution Center

Data News Staff Edited Report

The Caroline Fayard campaign this week announced the opening of a new supply distribution center in Springfield, created in partnership with local faith communities to help connect flood victims with donated supplies and necessities. Located on the site of the former Piggly Wiggly grocery at 31660 Highway 22 in Springfield, La., the site is open to any and all flood victims and is set to officially begin operations this Monday, August 22nd at 8:00am.

Distribution of collected donations, including school supplies, cleaning supplies, diapers, food, water and new clothes, will take place each day from 8am-12pm, and



US Senatorial Candidate Caroline Fayard (left) with local residents announced the opening of a new supply distribution center in Springfield, to help connect flood victims with donated supplies and necessities.

3pm-7pm. Staffed by volunteers from area churches and headquartered out of building space donated by Caroline Fayard and her family, the new supply distribution center is intended to serve flood victims from throughout the area and from all over the state, for the duration of their need.

"We are honored to have the opportunity to help our friends and neighbors in Springfield, in Livingston Parish, and flood victims from across the state in whatever way we can," said Caroline Fayard. "It's our hope that this new distribution center can help get donated items into the hands of families that need them, and that the old Piggly Wiggly can become a hub for recovery and generosity in wake of the flood's devastation."



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Mayor Landrieu, Greater New Orleans Foundation Donate \$40,000 Raised by the NOLA PAY IT FORWARD Fund

Data News Staff Edited Report

Today, Mayor Mitch Landrieu announced that the City of New Orleans, in partnership with the Greater New Orleans Foundation (GNOF), will donate \$40,000 in grants through the NOLA Pay It Forward Fund to four community organizations that are helping those affected by the recent major flooding in Louisiana. On Monday, Mayor Landrieu reactivated the NOLA Pay It Forward Fund for New Orleanians to contribute to early recovery efforts following major flooding that started last week in most of northern Louisiana and parts of southern Louisiana.

"The people of New Orleans know what it's like to suffer through a disaster and we will never forget those who helped us when we need-



ed it most," Mayor Landrieu said. "Through this donation, we hope to pay it forward to other communities that are starting to recover and rebuild. We are grateful to those who generously contributed to the NOLA Pay It Forward Fund. But there is more work to do and we

ask our residents to continue helping our neighbors affected by this devastating event."

"We're so grateful to people from all over the United States who are responding to our crises," said Martha Landrum, vice president of marketing and communications at the Greater New Orleans Foundation. "Their generosity is making these rapid response grants possible."

Through the NOLA Pay It Forward Fund, the Salvation Army of Baton Rouge, Greater Baton Rouge Food Bank, Second Harvest of Greater New Orleans and Capital Area United Way will each receive \$10,000.

Community Organizations and How to Help

The Salvation Army of Baton Rouge is looking for monetary or supply donations and volunteers to help sort and distribute the dona-

tions coming in.

Greater Baton Rouge Food Bank was significantly impacted by flooding and were only able to enter to the facility on Tuesday. A significant amount of canned goods were ruined by the floodwaters.

Second Harvest of Greater New Orleans is seeking donations to deliver disaster packs, including food and water, to the many communities affected by the flooding.

Capital Area United Way is housing volunteers coming in to help from out of town. They are in need of phone bank members and donated supplies.

The City and GNOF will play a continuous role in supporting the long-term recovery needs of the communities affected by the major flooding. Subsequent rounds of funding will be used to fund organizations that are mobilizing vol-

unteers and resources to assist in rebuilding efforts and grassroots organizations driving community rebuilding in the affected parishes.

NOLA Pay It Forward Fund

Mayor Landrieu launched the NOLA Pay it Forward Fund in May 2011 to contribute to recovery efforts following the Mississippi River flooding disaster. It was also activated in 2012 in the aftermath of Superstorm Sandy to support recovery efforts in the northeast and in May 2013 following catastrophic tornadoes in Oklahoma. The fund is housed with the Greater New Orleans Foundation.

Those interested in donating to the fund can go online to www.gnof.org/NOLApayitforward. Donors can also contact Allie Betts, donor relations manager at the Greater New Orleans Foundation, at 504-598-4663 or allie@gnof.org.

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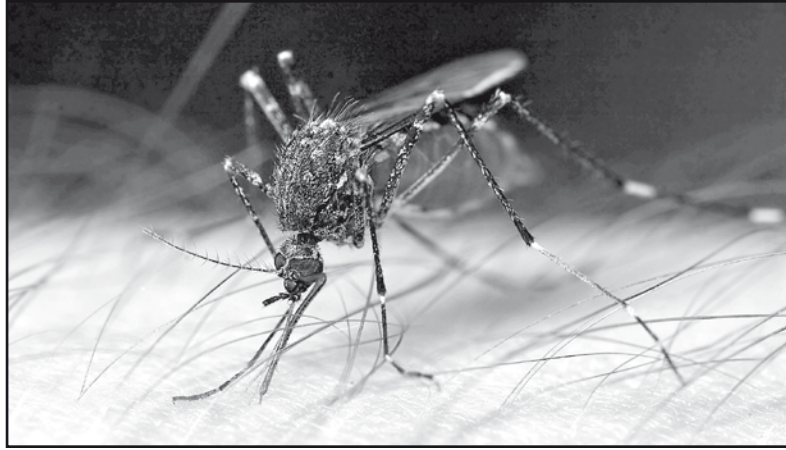
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City Urges Residents to Protect Themselves, Homes from Mosquitoes

Data News Staff Edited Report

This week, the City of New Orleans is reminding residents of the precautions they should take to protect themselves and their homes from mosquitoes, which are known to transmit diseases like Zika virus, West Nile and chikungunya. Because of the recent heavy rainfall and high temperatures in New Orleans, the city is at a greater risk of seeing an elevated number of mosquitoes in the area. At this time, there are no locally transmitted cases of the Zika virus in New Orleans or Louisiana; however, travel-related cases have been identified in New Orleans and elsewhere in Louisiana. Additionally, there are no cases of West Nile or chikungunya in New Orleans.

Mosquitos breed in standing wa-



ter. Therefore, residents are strongly encouraged to assist in reducing mosquito populations around their homes and businesses by removing trash and clutter; disposing of discarded tires and containers that can hold water; turning over wading pools, buckets, trash cans, children's toys or anything that could

collect water.

The New Orleans Mosquito, Termite and Rodent Control Board (Mosquito Control Board) maintains a robust mosquito surveillance program, and earlier this month, the city announced plans to allocate an additional \$500,000 to more aggressively target the two mosquito

species that are the primary carriers of Zika virus, the Yellow fever mosquito and the Asian Tiger mosquito. The Mosquito Control Board uses an integrated mosquito management approach which includes mosquito population surveillance, public education, source reduction, eliminating mosquito breeding sites, biological control and pesticides when appropriate. Spray trucks and airplane spraying are also used when needed.

Mayor Mitch Landrieu has also urged Congress to appropriate money to be used for local preparedness and vector control. In May, he testified before the U.S. House of Representatives Democratic Steering and Policy Committee in support of the Obama Administration's request of \$1.9 billion in federal emergency supplemental appropriations funding to respond

the threat of the Zika virus. Click here for his testimony external link.

In April 2016, the City of New Orleans released a comprehensive plan external link to address the Zika Virus threat. The plan guides coordination among various departments and identifies preparedness and response initiatives to be taken in the city. Currently, the Mosquito Control Board and the New Orleans Health Department are coordinating with key partners to provide information about the Zika virus to the public and conduct door-to-door outreach in high-risk neighborhoods across the city. Partner agencies include the Louisiana Department of Health (LDH), the Centers for Disease Control and Prevention (CDC), Tulane University School of Public Health & Tropical Medicine and the Louisiana Mosquito Control Association.

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DATA NEWS WEEKLY

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WEEKLY'S



ANNIVERSARY
CELEBRATION
PRESENTS



OUR 2016 HONOREES



Marc Morial
CEO of National
Urban League



Maxine Waters
U.S Representative
for California's
43rd District



Dan Packer
Former CEO and
President of Entergy
New Orleans



Tanya Lombard
Assistant
Vice-President
of AT&T



Donna Brazile
Chairwoman of the
National Democratic
Committee



Jim Farmer
Retired Vice-
President of GMAC

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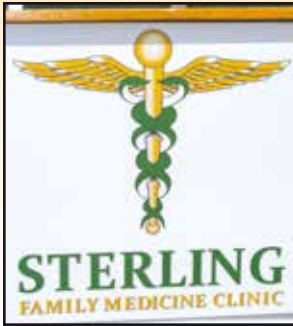
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Plus Surprise Guests



New Family Medicine Clinic Opened in Lower Garden District

Eric Craig
Multimedia Editor

On August 20, 2016 Kerry Sterling held a grand opening for what he calls the First Family-Centered Medicine Clinic in the Lower Garden District area. Over the past year, Sterling has turned the 1831 Felcity St. property into a family centered area. inspired by his mother, Sterling plans to serve the community through affordable and accessible medical services.



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We thank Dan Packer, retired Entergy New Orleans President and CEO, for his service to the company and community and continued dedication to excellence.



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Lovevolution Opening Performance

Eric Craig
Multimedia Editor

On Saturday August 20, 2016, Lovevolution performed new singles from their up-and-coming album Black and Gold. The band is a duet of Mr. Lorrius and Semaj, a husband-wife power team that sing a variety of music ranging from social justice to contemporary. In between their performances, several artist also had the opportunity to display their talents.



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WHEN THE FEST IS OVER, OUR WORK IS JUST BEGINNING!

George Curry, Black Press Champion, Dies at 69

The Journalist was Reviving the Award-Winning Emerge Magazine at the Time of his Death

By Richard Prince
Journal-isms

George E. Curry, a veteran journalist who championed the Black press and was reviving online his beloved Emerge magazine, died Saturday at 69, according to a message from his sister's Facebook account.

"It is with deep regret to inform everyone that my brother, George passed away earlier today," said the message, from the account of Christie Love.

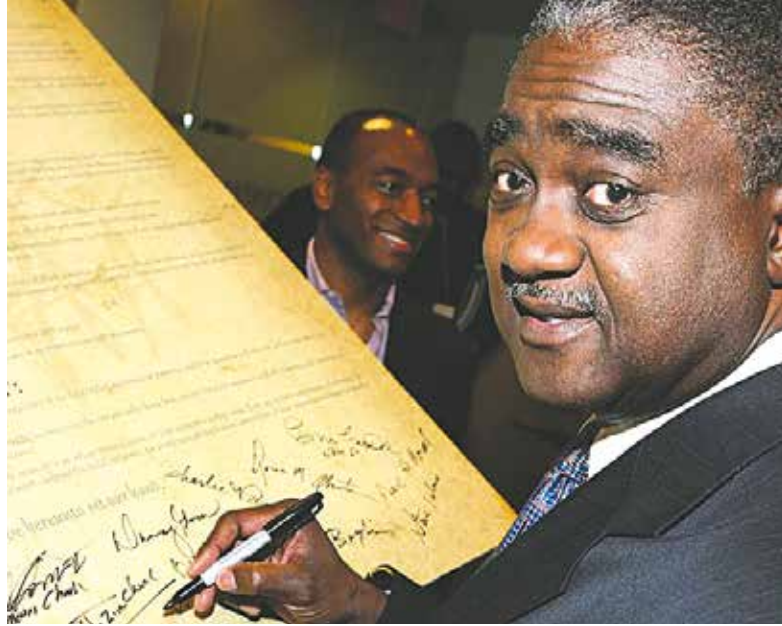
"It was a shock to our family and we are dealing with the news, as best we can. R.I.P. brother George Curry." Curry lived in the Maryland suburbs of Washington, D.C.

Hazel Trice Edney, publisher of the Trice Edney News Wire, reported Sunday that Curry "died suddenly of heart failure.

"Rumors of his death circulated heavily in journalistic circles on Saturday night until it was confirmed by Dr. Bernard Lafayette, MLK Confidant and Chairman of the Southern Christian Leadership Conference shortly before midnight.

"This is a tragic loss to the movement because George Curry was a journalist who paid special attention to civil rights because he lived it and loved it," Lafayette said through his spokesman Maynard Eaton, SCLC national communications director. . . . Edney noted the popularity of his weekly columns in the Black press.

Curry was twice Editor-in-Chief of the news service created by the National Newspaper Publishers Association, trade organization for the Black press, but left in October of 2015.



George Curry during Press Conference Unveiling AIDS in Black Face: 25 Years of an Epidemic - June 5, 2006 at Open Society Institute in New York City, New York, United States. (Photo by Tim Grant/WireImage for BET Productions)

He then turned his attention to creating an online version of Emerge magazine, for which he was Editor-in-Chief from 1993 until its final issue in June 2000. A GoFundMe drive had raised \$16,088 of its \$100,000 goal. The site posted eight articles on Friday.

Emerge was best known for its cover stories on Supreme Court Justice Clarence Thomas, one showing the justice sporting an Aunt Jemima knot and the second depicting him as a lawn jockey for the far right. Curry wrote that the covers "were effective because in the minds of many Blacks disgusted with Thomas' voting record, that's exactly what he is. And we had the temerity to say it." Emerge aimed to be the political-magazine counterpart to Ebony, Jet, Essence

**Newsmaker, Continued
on page 15.**

**JUAN
LAFONTA**
and Associates, L.L.C.

"We Fight For You"

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AND FOR BEING THE
"The Peoples Paper"



Congratulations
DATA NEWS WEEKLY ON YOUR
50TH ANNIVERSARY.
Thank you for being there for the
New Orleans Community.
50 Years is quite an Achievement
keep up the good work.

Enhancing Black-Owned Newspapers in the Age of Social Media



Benjamin F. Chavis, Jr.
NNPA Columnist

The National Newspaper Publishers Association (NNPA) salutes the first class of the Discover the Unexpected (DTU) NNPA Journalism Fellowship program and congratulates the students on taking the next successful step in their professional careers.

The NNPA and Chevrolet offered students from the Howard University School of Communications the unique apprentice opportunity to work at NNPA member newspapers in Chicago, Atlanta, Washington, D.C., and Detroit.

As the NNPA member newspapers shared the legacy of the Black Press with the students, the journalism fellows were able share their knowledge of social media and rec-

ommended a number of strategies for reaching a younger audience.

Black-owned newspapers are not opposed to the digitalization of our content or to the digital distribution of the trusted, vibrant, prophetic voice of the Black Press of America. In fact, as Black-owned media companies, it makes good business sense for our newspapers to embrace digital and social media platforms that have the power to enhance and increase the value and profitability of our publications.

One mutual benefit that emerged this summer during the NNPA/DTU Journalism Fellowship program was the students' ability to increase the daily utilization of social media as an integral component of their reporting on behalf of our newspapers. It was a summer of news reporting. It was a journalistic "Freedom Summer." It was a print, digital and social media summer.

Brandi Montgomery and Brelaun Douglas were at "The Atlanta Voice"; Briahna Brown and McKenzie Marshall at the "Chicago Defender"; Victoria Jones and Rushawn Walters at "The Washington Informer"; and, Tatyana Hopkins

and Sidnee King were at the "Michigan Chronicle." In addition to writing front-page news stories pertinent to improving the quality of life of Black America, all of the NNPA fellows were actively engaged on Facebook, Twitter, Instagram, Snapchat and Youtube.

Most of the 209 Black owned newspapers that are affiliated with the NNPA now have active websites with various degrees of interactivity and digital capabilities. But the challenge of linking social media with the world of Black-owned media, while formidable, will be a growing opportunity to enhance the future economic sustainability of Black-owned newspapers.

One goal that the NNPA is now actively planning and researching is how to effectively and efficiently establish the NNPA Digital Network (DigitalNetwork@nnpa.org). The truth is that by having the DTU fellows working at some of our member newspapers has helped to crystallize the need and the opportunity for the timely development of the NNPA Digital Network. Again, the digital network will not replace or supplant the NNPA's existing net-

work of 209 Black owned newspapers. The digital network will help to increase the market value of the trusted content of NNPA member newspapers.

We are living at a time when candidates to be President of the United States routinely communicate to their constituents and supporters via Twitter, Facebook, Google and Instagram. The national and global news cycles are now ten seconds in length. Yet, there is still market demand from millions of people across the United States and throughout the world for more in-depth and detailed news accounts of what is happening in a rapidly changing and challenging world.

Black-owned newspapers in print and their online editions provide in-depth news coverage and uplift the cultural genius of Black America as part of the long unique and respected tradition of the Black Press of America. From our perspective, we are encouraged by the emergence of committed student journalists like our DTU fellows. The future maybe challenging, but the opportunities to soar with success and progress are much greater.

Social media has increased the instantaneous awareness and involvement of millions of people. It is driven by content. Black-owned newspapers are content rich. As various social media platforms become additional distribution vehicles for Black-owned newspapers, the overall value of Black-owned print and digital media will increase correspondingly.

Learn more about the Discover the Unexpected (DTU) program at <http://www.nnpa.org/dtu/> and use the hashtag #DiscoverTheUnexpected on Twitter. Follow us on Twitter @BlackPressUSA, @NNPA_BlackPress and @NNPAD-TU, like our Facebook pages at NNPA Black Press and Black Press Matters.

Dr. Benjamin F. Chavis, Jr. is the President and CEO of the National Newspaper Publishers Association (NNPA) and can be reached for national advertisement sales and partnership proposals at: dr.bchavis@nnpa.org; and for lectures and other professional consultations at: <http://drbenjaminfchavisjr.wix.com/drbcf>

Can We Rebuild Black Wall Street?



By James Clingman
NNPA News Wire
Columnist

"There are [Blacks] who are willing to worship the pyramids of 4,000 years ago, but will not build pyramids in the present so their children may see what they left behind as well. We have a leadership who rallies the people to look at past glories, but leave their children neglected, who will make great analytical and oratorical dissertations on

the inadequacies of Eurocentric education and yet will not contribute one penny of their money or their time to the construction of their own schools." — Dr. Amos Wilson, Afrikan Centered Consciousness versus the New World Order.

Montoya Smith, host of the Atlanta talk show, "Mental Dialogue," asked, "Can we rebuild 'Black Wall Street?'"

"No, really," he added, recognizing the depth of his question and assuring folks he was not kidding or just being rhetorical.

So, what was Black Wall Street? Most of what I have learned about it was obtained from a book by John Sibley Butler titled, "Entrepreneurship and Self-Help Among Black Americans, A Reconsideration of

Race and Economics," which contains an exhaustive section on Tulsa, Oklahoma's history and a detailed account of what took place in its Greenwood District. Some of the information below comes from Dr. Butler's book. I also learned from face to face conversations with six of the survivors of the Tulsa Riot.

Black Wall Street was burned to the ground in 1921 by a White mob. The Greenwood District, located in the northern section of Tulsa, Oklahoma, was once called "Negro Wall Street," and "Little Africa." It was home to hundreds of Black owned businesses and sat on valuable land desired by White oil speculators, who even tried to buy parcels of that land from Blacks for ten cents on the dollar immediately follow-

ing the Tulsa riot. Fortunately and wisely, Blacks refused to sell.

Despite hundreds of Black lives lost in the riot and all of Greenwood's businesses destroyed, the story of that economic enclave during the ensuing seventeen years was one of triumph over tragedy. By 1923, as a result of Blacks pooling their money to capitalize new enterprises, the Black business district was even larger than before, and Greenwood was completely restored by Black people by 1938. Ultimately, urban renewal and integration, which allowed Blacks to shop at non-Black stores, led to the demise of "Black Wall Street."

To Amos Wilson's point, Greenwood was a pyramid built by Blacks in the early 1900's. Instead of look-

ing back and merely reveling in the successes of Mound Bayou, Mississippi, and other enclaves that came before them, Black people in Greenwood built upon those legacies. Thus, my answer to the question posed by Montoya Smith, (Can we rebuild Black Wall Street?) was and is an emphatic and unequivocal, "Yes!"

My answer to that question is based on the fact that we have done it before under far worse circumstances than we are under today. But as I listened to the other guest on Montoya's show, Mr. Jay West, entrepreneur and president of the Lithonia Small Business and Merchants Association located on the

**Commentary, Continued
on page 15.**

Shirley Chisholm and the Fight for Equal Rights for All Women



Julianne Malveaux
NNPA Columnist

With a woman heading the ticket of the Democratic Party, it may be challenging for us to remember that women have had the right to vote for less than a century (and Black folks less that). But the 19th Amendment that gave women the right to vote was ratified on August 18, 1920, just 96 years ago. At Congresswoman Bella Abzug's (D-N.Y.) insistence Congress designated August 26 as Women's

Equality Day in 1971. The first part of the joint resolution of Congress reads, "Whereas the women of the United States have been treated as second class citizens and have not been entitled to the full rights and privileges, public or private, legal or intentional, which are available to male citizens." Reading the words reminds me how far women have come, how far we still have to go, and how little the status of women of color is included when we speak of the status of women.

How far have we come? Few would have predicted that an African American would win an election and effectively lead the United States for eight years, few would have predicted that a woman would have more than a fighting chance of winning the United States presidency. And yet the very campaign that signals progress is also one that

illustrates how much more work needs to be done before women's equality is attained. Too much of the rhetoric around Secretary Clinton's candidacy is downright sexist. She should be judged by her positions and there should be absolutely no talk about her looks, hairstyle, attire, or tone of voice. No man could stand the kind of scrutiny that she has had to endure. No man has ever been subject to such scrutiny.

The continuing saga of sexual harassment at Fox News is another example of the distance we must travel to reach women's equality. The company's former CEO, Roger Ailes, is accused of multiple counts of sexual harassment, and this is a clear case of where there's smoke, there's fire. One wonders how many other companies have similarly hostile work environments and how often women, simply at-

tempting to earn a living, are placed in the position of having to manage unflattering comments, downright harassment, coerced sex, and even rape. There are documented cases of women being raped in the military then being discharged because they can't work with their rapists. And let's not get started on some of what happens on some campuses. That a Palo Alto judge sentenced a Stanford student to a scant six months in a rape witnessed by another student is amazing. That his father actually decried the sentence as too high a price to pay for a few minutes of "action" speaks to how much work we have to do to reach women's equality.

And ain't I a woman. What about Black women's equality? It chagrins me that Congresswoman Shirley Chisholm's (D-N.Y.) historic run for president has been all but ignored in much of the media frenzy about candidate Hillary Clinton. However, it does not surprise me given the many ways African American women's contributions are sidelined, marginalized or simply ignored. African American women earn less their White counterparts do, but head more households and have more economic responsibility. African American women are far less likely than their White counterparts to be found in the "C" suite in corporate leadership, and far more likely to be further down the ladder in every aspect of life in our nation.

While people say they saw the glass ceiling shatter with Hillary Clinton's nomination, others saw the millions standing at the sticky floor with few opportunities to climb up to that glass ceiling. Those standing on the sticky floor are disproportionately women of color, especially those who earn low wages and have fewer opportunities than others. Maybe Hillary Clinton will bridge the gap when she pursues a progressive economic agenda that includes fair and equal pay, affordable childcare, and other benefits for working women.

There has been significant progress for women since the 19th Amendment was passed, significant progress since Congress designated August 26 as Women's Equality Day. Yet women still don't have even a third (not to mention half) of the seats in the House of Representatives or the Senate, nor in any state legislature in the nation. Women aren't even 10 percent of our nation's corporate leaders. Women still face hostile work environments. While commemorating the progress that has been made in nearly a century, we must also ask whether it will take another century to reach real equality for all women.

Julianne Malveaux is an author and economist. Her latest book "Are We Better Off? Race, Obama and Public Policy" is available via amazon.com. For more information visit juliannealveaux.com.

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Spiritually Speaking...

It's Not the Falling Down It's the Getting Up



James A. Washington
NNPA News Wire
Columnist

I guess the essential question is can one really put their life in the hands of the Lord? To some limited degree, I can honestly say I know the effects of trying to give my life to Christ. Exhilaration is a word that comes to mind and that's because there is an emotional aspect associated with a real effort. It's the effort that compels me to ask the question. Is it possible for you, me, anyone to really get inside of what

putting your life in the hands of the Lord really means? For now, I can only share what I think.

The obstacles that stand in the way of making a concerted effort are for some huge and obvious; for others they can be subtle and almost indiscernible. For example, pride can get in the way because pride has no place in your relationship with God. It should follow then, that pride has no place in your relationship with your fellow man either. To pride you can add envy, jealousy, vanity, greed, lust selfishness and bitterness just to name a few more impediments to that honest effort I'm talking about. They all can get in the way of trying to let God order your steps in His Word. In sports you always hear, it's not whether you fall or fail, it's what you do after that counts. Failing is an integral

part of the game. I just know falling and failing are also parts of the true Christian experience. Time and again we fail. Time and again we fall. Is it possible in the context of your life to get up and try again? I believe it's what God expects and certainly desires for you and me.

Many of us want to rely on our own abilities and talents to solve our problems, cure our addictions, or figure our way out of today's dilemma. We also routinely pass judgement, think and act as if we're better than others and if we're truthful with ourselves, give God no credit for the many blessings we have. It (life) is easy to blame for our predicaments. I'm just saying try and put it all in the hands of the Lord. It's that let go let God thing. Submit first and then listen to what God has to say. Without a conscious deliberate

effort to submit, you cannot hear God's voice.

Personally I believe Satan shouts. God whispers. If you've ever been whispered to, then you know you have to pay attention and block out the extraneous to hear what someone is trying to tell only you. You can be anywhere and hear what someone is trying to tell you. As a parent you can hear your child's voice in a crowded room, in a park or on a playground full of other children. As such, I believe if we make the effort, we can all hear God's direction for our lives. There is a singularity to hearing God's Word. He is specific and particular in what He says to you as opposed to what He says to me. I believe once you hear Him, the reaction is like finally seeing that optical illusion you've been trying so hard to fig-

ure out; once you see it, you can't not see it anymore. The same is true for others around you. What's my word? Exhilarating! Now you know others who are making that honest effort also.

Failure is a byproduct of all of our efforts. Remember it's all about the sincere effort. The saved make it over and over again. And for the most part I want to believe they succeed. The reality is failure makes us all stronger and success is but an effort and a submission away. It's not about one failure at a time but one success at a time. And therein lies the answer to my initial question.

May God bless and keep you always.

James

James A. Washington is President & Publisher of the Dallas Weekly Newspaper. He can be reached at jaws@dallasweekly.com.

Commentary, Continued from page 13.

outskirts of Atlanta, Georgia, I became even more convinced.

Immediately impressed by Mr. West and the work his group is doing in a city that is approximately 85 percent Black, I sought him out to learn more. Jay West understands and promotes local business support. "I do 95 percent of my shopping right here in Lithonia," West said, "because I know that one dollar spent here has the multiplier effect of three dollars, as our businesses support one another."

West is absolutely correct, and the Lithonia merchants association will benefit collectively and individually from circulating their dollars. They will grow their businesses and create more jobs. This nascent organization can be the model from which new Black Wall Streets can be built across this nation. It is on track to encourage more entrepreneurship and demonstrate the power of a cohesive, mutually supportive, self-directed, and economically empowered network of conscious business owners and consumers who are committed to growth and sustainability.

True partnerships between educated consumers and business professionals in Black economic enclaves comprise the basis for real power in the marketplace, i.e. collective purchasing programs and affinity groups, revolving loan funds, business equity funds, and financial leverage to stimulate future growth. Lithonia is in that space right now, and there is plenty of room for more cities and segments within those cities to do the same.

To draw the discussion closer to home in Atlanta: "Can Sweet Auburn be sweet again?"

John Wesley Dobbs called Auburn Avenue the "richest Negro street in the world." Suffering its own riot in 1906 that left 25 Black men dead, the Sweet Auburn neighborhood can also be restored, and with leaders like Jay West and others in Atlanta, I am confident that we will build more pyramids in the Black community.

James Clingman is the nation's most prolific writer on economic empowerment for Black people. His latest book, "Black Dollars Matter! Teach Your Dollars How to Make More Sense," is available on his website, Blackonomics.com.

Newsmaker, Continued from page 12.

and Black Enterprise.

"Emerge covered the most important people, topics, and turning points of this remarkable period in penetrating articles by an all-star cast of writers, including Nelson George, Les Payne, Thulani Davis, Ralph Wiley, Jill Nelson, Tananarive Due, and Trey Ellis," read a promotion on the cover of "The Best of Emerge Magazine," a 2003 collection that Curry edited.

Another standout was "Kemba's Nightmare," a 1997 account by Reginald Stuart.

It "was about an extremely sheltered, Straight-A high school student from Richmond who went to college and fell in love with a drug dealer," Courtland Milloy wrote that year in the Washington Post. "Arrested and convicted of conspiracy to traffic in cocaine, Kemba [Smith] — a first-time offender who prosecutors admit never actually touched the stuff — went to prison in 1995 under federal mandatory minimum sentencing laws for 24 1/2 years without parole. She was 24 years old. . . ."

Although he had left NNPA, Curry continued to champion the black press. Last month, he challenged a New York Times story on Black media, saying ownership, not customer base, is the relevant issue.

"The larger failure was not addressing the importance of Black-owned and operated media. . . . The issue is not race or ethnicity per se — it's an issue of trust. African Americans trust the Black Press and distrust the White-owned corporate media. . . ."

In 2003, Curry was named Journalist of the Year by the National Association of Black Journalists for his work with the Black press, and in accepting, delighted NABJ's Dallas convention audience with impressions of Jesse Jackson and James Brown. He had long covered Jackson, especially during Jackson's presidential campaigns of the 1980s.

Curry also co-founded the Greater St. Louis Association of Black Journalists and founded the St. Louis Minority Journalism Workshop, a training program for aspiring high school journalists that was

replicated in other cities; was the first African American president of the American Society of Magazine Editors; and, through his George Curry Media, syndicated his columns. He was also active on the speakers' circuit.

Last year, Curry wrote about the heart attack he sustained after covering and participating in the 50th anniversary of "Bloody Sunday" in Selma, Ala.

"At the urging of 'Uncle Mike' Fauvelle of Setauket, N.Y., I am writing about my second close call with death, hoping that it, too, will prompt you to not only pay closer attention to your health, but be aware of the small signs of trouble and do something about it immediately if you sense something is awry," he wrote.

The presence of George Curry, a stalwart voice of the Black Press will be greatly missed.

Follow Richard Prince on Twitter. Facebook users: Like "Richard Prince's Journalisms" on Facebook. Journalisms is originally published on journalisms.com. Reprinted in Data News Weekly by permission.

Hardscapes

Following the Path

LMG Calla Victoria
Data News Weekly
Contributor

With any garden design, a lot of thought has to be given to the pathways through your little slice of paradise. First and foremost, the pathways need to be drawn out on paper. Ideal pathways are ones that wind and meander, exposing only small sections of the garden at a time. After deciding on the flow of the pathway through your garden, then you must decide on what materials you plan to use for the hard-scape. Will it just be pea gravel, stepping stones, concrete, pavers, or some whimsical mosaic design. I would not suggest concrete because it cracks and that can be costly to repair. However, if a paver gets damaged, you just pop it out and replace it. Pavers come single



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or you can buy sheets of pavers, you just lay them in the ground as they already are designed in specific patterns. You can purchase paver molds and make your own pavers with some concrete mix. Or if you are very lucky you will get a truck load of free pavers, like I did. But be creative, and do something unusual and unexpected.

Once you have decided on your materials, you have to mark off the area where you pavers or whatever you have chosen will be laid.

You can: a. Mark off the area with spray paint.

b. Use a hosepipe or links of rope to identify the area.

After the area has been marked off, the pathway has to be prepared meaning dug out and lev-

eled off, then add a layer of sand, then a layer of gravel over the sand, then some sort of a weed cloth to prevent weeds from coming up through your pathway; then finally lay your pavers. Everyone who has laid pavers this traditional way has voiced the same complaint to me, that in a couple of years you have to repeat the process because the pavers settle in the ground and they shift. So I am going a different route. First and foremost, I will be using an ingenious new "pound in" edging that I found, called EasyFlex No? Dig Landscape Edging. I will use it to layout the design of the pathways, and as it is built? In edg-

ing, no way the pavers are going to shift. So before the pavers are laid, the area will look just like a track, and the pavers can easily be dropped in. I will use a small amount of sand to level off uneven spots, put down the weed cloth and lay the pavers, and seal the pavers with polymeric sand in the spaces. Also as opposed to digging out a path, I will be building up the land around the pavers.

Check out my website at www.thegardendiva.com to see all of the images and the step-by-step process.

Remember, never get too busy to stop and enjoy the wonderful flowers!



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Michigan Leaders to Trump: African Americans Have Everything to Lose Under Your Presidency

Data News Staff Edited Report

Following his remarks Friday in Dimondale, a suburb of the state capitol city of Lansing, African American leaders in Michigan are speaking out about just how much Black America has to lose if Donald Trump becomes president. Black leaders say that Hillary Clinton's agenda to create jobs and expand economic opportunities for everyone, not just those at the top, stands in stark contrast with Trump, who looks out for himself and those like him.

According to many in Black elected officials who are Clinton supporters, Trump's policies would do nothing to expand opportunities for all Americans, including the African American community. In contrast, Clinton would build on the progress under our nation's first African American president to create jobs and by making investments in infrastructure and housing, breaking down barriers for the formerly incarcerated, supporting small businesses and investing in youth employment.

"African Americans have so much to lose if Donald Trump is elected as the next president," said Congresswoman Brenda Lawrence. "Donald Trump does not understand our community or the real issues facing our families. Trump continues to talk at us, instead of talking to us and working with us. Hillary Clinton is different – she listens to us and understands the work that needs to be done to break down the barriers in employment, housing and our schools. I am proud to be an African American woman and I am happy to support someone who understands my black and brown brothers and sisters and that person is Hillary Clinton."

"Hillary Clinton is a fighter for justice and opportunity," said Congressman John Conyers. "She has



rupt, frankly...' In Michigan, that would have meant the loss of hundreds of thousands of good-paying jobs, not only among the major automakers but also the many manufacturing suppliers across the state," said Gerald Kariem, Director of the United Auto Workers Region 1D. "Our state's economy has made progress since the Great Recession, in large part due to rescuing the auto industry – which Hillary Clinton voted for. This election, Michiganders have a clear choice: do we continue our state's recovery, building upon the Obama Administration's hard work, or do we go back to the same failed economic policies that benefit the wealthiest few at the expense of working families – implemented by a man who has shown no respect for American workers throughout his career?"

dedicated her life to fighting for equal rights for all of us. Unlike Donald Trump, Hillary Clinton understands the need for rising wages, better schools, and criminal justice reform. Meanwhile, Trump questions the legitimacy of our first African American president's birth certificate, failed to disavow hate groups like the KKK, and spews hate to incite fear in some Americans. There is so much at stake in this election. Donald Trump cannot become president."

"Unlike Donald Trump, Hillary Clinton doesn't just talk, she actually shows up in our communities and gets to work," said Flint Mayor Karen Weaver. "Hillary has visited Flint

and sat down with our families to hear from them and come up with workable solutions. Hillary helped to establish Flint WaterWorks, a jobs program for Flint's young adults to help distribute clean water, healthy food, nutrition information, and other services to families in our community. She has released a detailed plan to fight for environmental justice, built off of her thorough understanding of Flint's challenges. Hillary has been fighting for Flint families – and that is why I am confident Michigan voters will have her back in November."

"When asked whether the auto rescue was a good idea, Trump said, 'you could have let it go bank-



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Donors and Sponsors Generously Support African-American History Museum

By Stacy M. Brown
NNPA News Wire Contributor

Sponsorships and donations have been pouring into the new Smithsonian's National Museum of African American History and Culture (NMAAHC), which is set to open on Sept. 24 on the National Mall in Washington, D.C.

Most recently, the popular 1990s R&B group En Vogue donated their performance-worn dresses to the museum.

"Our dresses from the 'Never Gonna Get It/My Lovin' video and the 'Giving Him Something He Can Feel' video will be debuting in the Smithsonian African American History museum on September 24," group member Terry Ellis said. "So, we're really super excited about that."

NBA Icon Michael Jordan also announced this month that he was providing a \$5 million gift to the museum along with his game-worn 1996 NBA Finals jersey.

The museum will reportedly place the famous jersey in a wing called "Michael Jordan Hall," that will feature stories of 17 historic athletes.

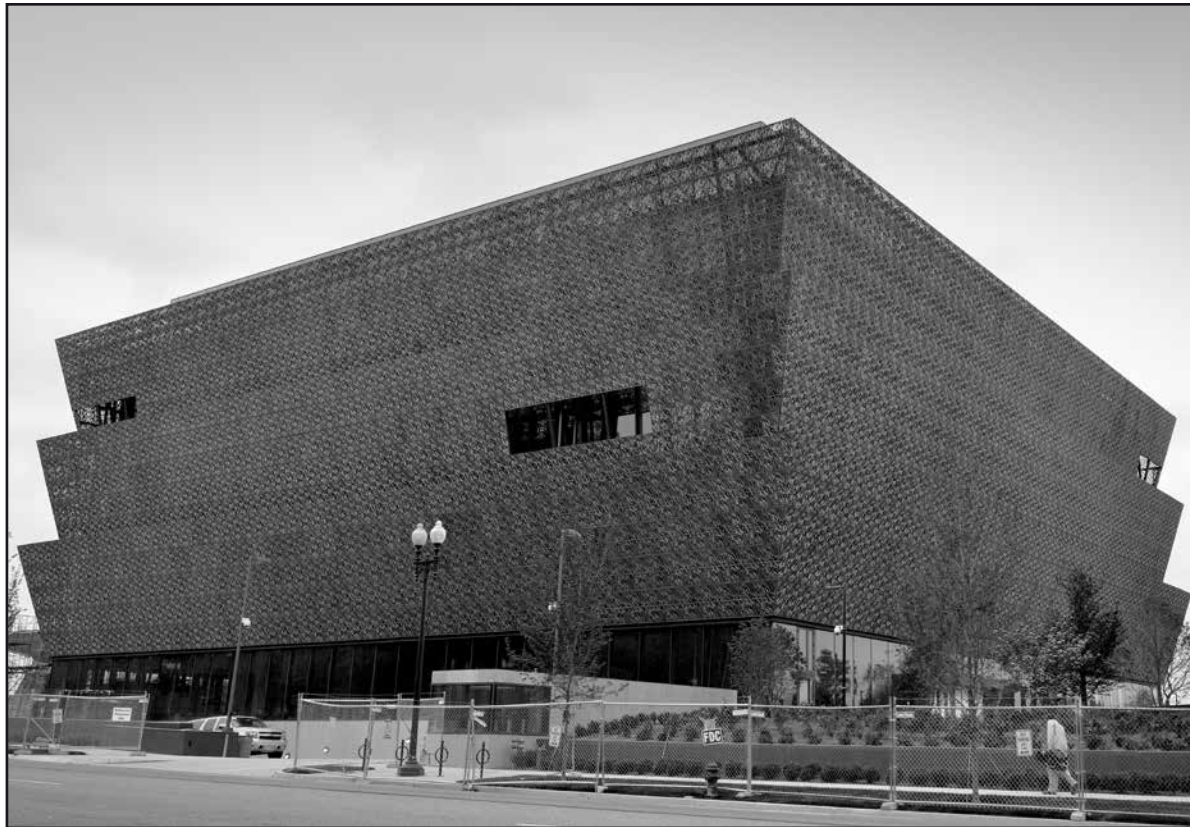
In a news release, Jordan noted athletes like Jesse Owens whose "talent, commitment and perseverance broke racial barriers and laid the groundwork for the successful careers of so many African-Americans in athletics and beyond."

Also, in a statement, museum director Lonnie G. Bunch III said Jordan's contribution will enable museum "visitors to explore how sports were used to break barriers as a way to gain full participation in American society."

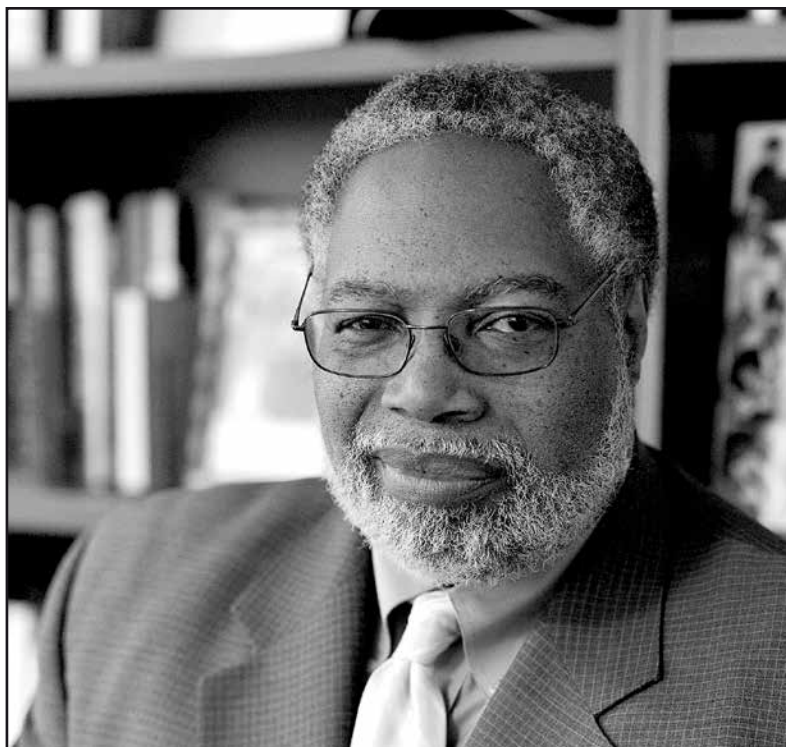
The National Museum of African American History and Culture is the only national museum devoted exclusively to the documentation of African-American life, history, and culture. It was established by an Act of Congress in 2003, following decades of efforts to promote and highlight the contributions of African-Americans, according to the museum's website. To date, the museum has collected more than 36,000 artifacts.

Nearly 100,000 individuals have become charter members of the museum and, when it opens, it will be the 19th and newest museum of the Smithsonian Institution.

Museum officials noted the four pillars upon which the NMAAHC



The National Museum of African American History and Culture is the only national museum devoted exclusively to the documentation of African-American life, history, and culture. To date, the museum has collected more than 36,000 artifacts.



Pictured above is Lonnie G. Bunch, III, Director of The National Museum of African American History and Culture

stands: It provides an opportunity for those who are interested in African-American culture to explore and revel in this history through interactive exhibitions; It helps all Americans see how their stories, their histories, and their cultures are shaped and informed by global influences; It explores what it means to be an American and share

how American values like resiliency, optimism, and spirituality are reflected in African-American history and culture; and it serves as a place of collaboration that reaches beyond Washington, D.C., to engage new audiences and to collaborate with the myriad of museums and educational institutions that have explored and preserved this

important history well before this museum was created.

Earlier this year, The Hartford, a popular financial services company, announced its founding sponsorship of the museum. The company made a \$1 million contribution over five years to support the design and construction of the building.

"The Hartford has been a part of American history for more than 200 years, growing, thriving and changing along with our nation," said Susan Johnson, head of diversity and inclusion at The Hartford. "We are proud to be a founding sponsor of the National Museum of African American History and Culture and celebrate the important contributions of African Americans to the American Dream."

On Feb. 22, 2012, the Smithsonian broke ground on the NMAAHC at a five-acre site on Constitution Avenue between 14th and 15th streets in Northwest Washington, D.C.

The 400,000-square-foot building has five levels above ground and four below. It will have exhibition galleries, an education center, a theater, café and store as well as staff offices.

Pinnacle donors – those who have contributed \$20 million or more – include the Lilly Endowment Inc., Robert Frederick Smith,

and the Oprah Winfrey Charitable Foundation.

Capstone donors – those who have contributed at least \$10 million – include the Atlantic Philanthropies, Bill & Melinda Gates Foundation, The Andrew W. Mellon Foundation, The Rhimes Family Foundation and David M. Rubenstein.

Cornerstone donors – those who have contributed at least \$5 million – include 3M, American Express, The Boeing Company, Ford Foundation, GE, Robert L. Johnson, Kaiser Permanente, The Rockefeller Foundation, Target, United Health Group, and Walmart.

Keystone Donors – those who have contributed at least \$2 million – include 21st Century Fox and News Corp, Bank of America, The Walt Disney Company, W.K. Kellogg Foundation, Kovler Foundation, Medtronic Foundation, The Moore Charitable Foundation/Louis Moore Bacon, Stavros Niarchos Foundation, Northrop Grumman, Prudential, Smithsonian Channel, Earl W. and Amanda Stafford, Patty Stonesifer and Michael Kinsley, Time Warner Foundation, Toyota, United Technologies Corporation, Walton Family Foundation, Anthony and Beatrice Welters and the Vincent Wilkinson Foundation.

Verizon, Xerox, Wells Fargo, Google, Tyler Perry, New York Life, MetLife Foundation, Fed Ex, Ford Motor Company Fund, General Motors and a host of others have donated at least \$1 million, making them "milestone donors."

"After more than a decade of hard work and dedication on the part of so many, we will open the doors of the museum and let visitors see that it is a place for all people," Bunch said in an earlier statement.

Bunch continued: "We have created exhibitions and programs designed to unite and capture the attention of millions of people worldwide. It will be a place for healing and reconciliation, a place where everyone can explore the story of America through the lens of the African American experience."

The National Museum of African American History and Culture officially opens to the public following the dedication ceremony on Saturday, September 24, 2016. The museum keeps its doors open for extended hours Sunday, September 25, from 10 am to 10pm.

Thinking About Health

Drug Prices Keep Rising With No End in Sight

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Recently a tweet from Lauren Sausser, a health reporter in South Carolina, caught my eye. "Crazy drug prices became personal. My dad will start Keytruda regimen on Friday, \$15,000 per infusion, once every three weeks indefinitely." The high cost of pharmaceuticals had hit home!

Her 61-year-old father, Jim McCallister, who lives in Spartanburg, S.C., had been diagnosed with a melanoma discovered during a routine skin exam a few weeks earlier. It had spread to his lungs. Doctors recommended the drug, which uses the body's immune system to attack cancer cells and has showed promise in treating aggressive melanomas.



McCallister's employer-provided insurance is paying for most of his treatment, and the family is looking into Merck's co-pay program. In the meantime, McCallister faces several thousand dollars of out-of-pocket costs.

McCallister may be lucky cost-wise. But the fact remains: Somebody is paying for the high cost of Keytruda and other new drugs coming on the market. Sausser said her dad asked if insurance would cover the drug. "The doctor told him they would find some way."

That's the nub of the dilemma.

For many like McCallister, there may be help, often from the drug companies themselves in the form of patient assistance plans. Remember drug company AstraZeneca's ads for some of its costly drugs: "AstraZeneca may be able to help?"

Sometimes state or local government programs, private charities, nonprofit agencies, or coupon programs help patients pay for their drugs. Patients who can't get help from any of those sources often go without.

None of the assistance programs, however, attack the underlying prices for the drugs, which pharmaceutical makers can set according to what the market will bear. They can pretty much do whatever they want with little push

back from those who end up paying the bills – governments, insurers and patients. The U.S. has no cost controls, and government doesn't negotiate drug prices the way many other countries do.

So the price of commonly prescribed drugs like the EpiPen, a shot that stops life-threatening allergic reactions, has risen to more than \$600 for two pens. In 2009 two pens cost \$100. The price for Abilify, an antipsychotic, has risen 113 percent between 2007 and 2014, and the cholesterol-lowering drug Crestor has climbed 103 percent over the same time period, according to The Campaign for Sustainable Rx Pricing, a group of employers, insurers, and unions that are trying to raise public awareness of high drug prices.

That helps explain why Medicare recently reported its spending

on prescription drugs increased more than 17 percent in 2014 even though the number of claims from the program's 38 million beneficiaries rose only 3 percent.

Medicare's prescription drug law was never meant to pay all a person's drug expenses. This year once a beneficiary and her drug plan have paid \$3,310 for medicines, she reaches the coverage gap where she must pay the cost of most of her drugs. If she spends, out of her own pocket, another \$4,850 for drugs this calendar year, she qualifies for catastrophic coverage and pays only 5 percent of all her remaining drugs for the year.

The trouble is that with prices so high, it's easy to end up in the coverage gap paying out-of-pocket. Even protection offered by catastrophic coverage may not be enough. That's especially true for



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