

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"

Battle of the Bands



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Data Zone Page 7

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A Data News Weekly Exclusive

Celebrating Women's History in New Orleans



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Recognizing 20 Amazing Women in New Orleans

Eric M Craig and Delaney George

During the month of March, people all over the United States take a moment to reflect on the achievements and successes of women all throughout history, and current strides made in present day.

Right here, in the City of New Orleans, there are countless women making strides, and their own unique impacts on local and national levels. Specifically, women in New Orleans make impacts in fields of education, media, fashion, art and literature.

In honor of Women's History Month, we've asked some of New Orleans finest women leaders to answer one question: How does Women's History Month inspire you?



Alexis Miller
Local Entrepreneur and Event Curator
Owner of a non-profit basketball organization called Nola League
"Women's history month motivates me to aim high and not place limits on what I can accomplish"



Paige Alexander
Self-Employed Fashion Designer
Brand: L'jai Amor
"Seeing other women prosper inspires me to do the same and hopefully inspire other women by what I do"



Monica Pierre
Emmy Award-Winning Journalist
CEO of Pierre Principle Communications
"Women's History Month causes me to pause and applaud women who used their grit, gifts and faith to create something out of nothing"

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**Sybil Morial****Author and Educational Activist**

"When I was in college with Martin Luther King, I was inspired by a sermon he gave about women. He said 'Woman is a great institution.' He went on to talk with great emotion about our moral strength, our resourcefulness, our dependability, our love. I thought 'Yes we are!' That awoke my feminine spirit.

**Judge Nakisha Ervin-Knott****Judge, Division D Civil District Court Orleans Parish**

"Women's History Month inspires me because it highlights and reinforces the vast contributions of women in society and our role in influencing so many aspects of everyday lives. As we stand on the shoulders of so many great women who have gone before us, it is imperative that we continue to nurture and uplift the women of tomorrow.

**Demetric Mercadel****Public Affairs Customer Service Specialist Sr. – Low Income Champion, Entergy New Orleans**

I am inspired by Women's History Month because the significant roles and accomplishments of hardworking women are being showcased. It is most humbling to stand on the shoulders of these women, such as U.S. Congresswoman Shirley Chisholm and U.S. Representative Barbara Jordan - both women I admired in my youth - and most importantly, my mother, Entrepreneur Phyllis Mercadel, who taught me the values of giving back to the community and supporting young women that follow!

**Patrice Bell Mercadel****Public Information Officer, Transdev/RTA**

"As I celebrate Women's History Month and reflect on the many contributions that women have made throughout history - both those known and unknown - I am inspired to continue to push myself to learn more, do more, and be more. Women are boundless in their capacity to learn, to love, and to grow."

**Carol Bebel****Co-Founder and Executive Director, Ashé Cultural Arts Center**

"Women's History Month is a great opportunity to hear about all these fabulous women who often do both things very well and are celebrated in the history books for it. These women can also be placeholders for many other unnamed women who do not make it to history recollections and books, although they, too, have done remarkable things. Women's History Month is just a moment to meditate on the awesomeness of womanhood, while giving great

thanks and gratitude to God for the being that came to be called 'WOMAN.'"

**Malana Joseph Mitchell****Director of Public Relations, The Spears Group**

Throughout my life, I have been inspired by many strong, hardworking and selfless women who share a passion for life, their work and inspiring others to make this world a great place for generations of women to come. These women include the strong women in my family - my late mother Margo Joseph, Mildred Samuel, Mayta Samuel, Myra Borne,

Pamela Francois, Tashana Gaudet, Meghan Borne, and Lakeyta Samuel to name a few... During Women's History Month, I am simply inspired by ALL women, and I pledge to acknowledge all of the amazing women I am fortunate to cross paths with and actively commit to being a great role model for young girls.

**Nayo Jones****Jazz Musician**

"The power, beauty and strength of women in general inspires me to continue striving to be the best

Cover Story, Continued on page 5.

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History of the Black Masking Tradition Part 2

Harvey Brown
Data News Weekly
Contributor

As St. Joseph's Night and Super Sunday have come to an end for the year, it serves as a time to reflect about Mardi Gras Indian Culture.

Last Week, New Orleans Data News Weekly interviewed Chief Shaka of the Yellow Pocahontas Tribe, who gave an historical account of the history of the Mardi Gras Indian Tradition. In his initial interview, he noted the tradition is a cultural mix between the indigenous people of the Americas and free and captive Blacks. The original Mardi Gras Tradition can be dated back to 1718, according to Chief Shaka.

While Mardi Gras Indian Culture has matured over the years, there has been different stories about the



Chief Shaka upholds black masking tradition on Super Sunday. Photo by Eric Waters.

origin of it. While there have been different stories on the Mardi Gras Indians, there is one fact that Chief Shaka said that needs to be clear: The Mardi Gras Indian Culture was created to give homage to the native people of this continent that helped both captive and free Blacks.

The Lasting Impact of the French

There have been several laws that have had an immense impact of Black culture. For instance, In the 18th Century, the French created a set of laws that applied particularly to captive and free Blacks in Louisiana. In fact, New Orleans is recorded to have the largest population of free people of color.

In 1724, the French created a Black code containing 53 articles. In it were two important articles that impacted Blacks.

The first code stated that Africans born on the continent had to be Catholic. The second was that African slaves could not work on Sunday.

On Sundays, Blacks were able to gather at Congo Square. There, Blacks drummed, danced and sang, Chief Shaka said. The people did that not for entertainment, for weddings, births, rebellions and arrivals. It wasn't until French intervention when African drum and dance was used for entertainment.

The developments of musical instruments, such as drums native to Africa but replicated in the United States, slowly began to transcend with Mardi Gras Indian Culture.

Representation in Neighborhoods

Mardi Gras Indian Tribes each represent a particular New Orleans neighborhood. There is an estimate of over 1,400 maskers, according to Chief Shaka.

"We started these nations and tribes—over forty of them today—

and it's a powerful thing. We didn't name them after indigenous nations."

Without making mockery, the Black maskers developed their own names such as the Yellow Pocahontas, Wild Tchoupitoulas and Wild Magnolias to name a few.

"The unique thing about paying homage to a culture, is that it should never be easy," Chief Shaka said. The culture still maintains the requirement of hand sewing and crafting suits for Mardi Gras Day. On average, each suit can take up to a year to make. Chief Shaka believes that part of the reason Black maskers continue to hand sew is to pay homage to African and indigenous traditions.

"Now our style of sewing is going back to understanding why the whole thing started in the first place," Chief Shaka said.

Suits evolve with the information that was received after a period time. As the culture understands its origins and why people mask, the suits evolve.

While there are different reasons behind people mask, Shaka believes that homage should come first.

"We have the right to tell our story in our own words based on the information we have. It's okay to hear one story from one Indian to the next you may hear because there is so many moving components to this culture, where everybody mask for a different reason," Shaka said.

"Nobody is wrong in this case. The only thing we want to clear up is who we're paying homage too, which is the indigenous people who were hear before the transatlantic slave trade."

To read the rest of the story, and to view the video interview with Chief Shaka, visit LA-DataNews.com.

Newsmaker, Continued on page 6

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City to Expand Homeless Services at the Old VA Hospital

Data News Staff Edited Report

On March 15th, Mayor Mitch Landrieu in partnership with the Downtown Development District (DDD), State and Federal officials and local service providers announced plans to expand Homeless Services at the former Veterans Affairs Hospital located at 1530 Gravier Street. The expansion will include 100 new overnight shelter beds on the floor above the Community Resource and Referral Center (CRRC), which serves as a Homeless Day Shelter. The expanded, comprehensive facility will allow low barriers to entry, including no admission fee or sobriety test, longer length of stay and 24/7 access.

"Today's announcement allows us to deliver on our promise to expand services and reduce barriers that prevent the homeless in our City from accessing care," Mayor Mitch Landrieu said. "Last year, 44 homeless people died on our streets and many more struggle to get the care they need. That is why the City and over 60 Homelessness Service Providers that make up the



The expansion will include 100 new Overnight Shelter Beds for New Orleans' homeless population. Photo by Matthew Weitunski.

Continuum of Care are constantly conducting outreach that is making a real difference in lives of our most vulnerable. Together, we have accomplished major reductions in homelessness, and we were able to effectively end Veteran Homelessness. We believe additional

overnight shelter beds established directly adjacent to services already available at the Community Resource and Referral Center at the VA can be critical as we seek to connect even more homeless to the necessary services they need to get into stable housing."

Mayor Landrieu continued, "Unlike any other City in America, residents of New Orleans know what it is like to be without a home. After Hurricane Katrina, many who never thought they would ever be homeless were suddenly left with nothing. That's why it is important

we all come together to continue to make our City better."

Kurt Weigle, President & CEO of the Downtown Development District, said, "We are all impacted by homelessness in some way, but none more than those faced with living on the streets. To address the homeless problem downtown we need additional services in the downtown area. So, the expansion of low barrier shelter beds at the Community Resource and Referral Center is about more than just emergency housing; it is about creating a front door to a system of care to provide the homeless with permanent homes and the services they need to stay housed."

"I am very happy that New Orleans is making a step forward to encourage the homeless and to help them move into permanent housing. I am really excited for this to come to reality because it has been something we've been talking about and working on for a while. I just want to thank the Mayor for focusing on this problem," said former homeless resident David Johnson.

Cover Story, Continued from page 3.

version of myself so that one day I'll hopefully inspire young girls to dream big, set goals and never stop believing.... We all have the ability to be great!"



Vera Warren-Williams
Founder and Director,
Community Bookstore

"Women's History Month for me is an affirmation and a confirmation and celebration that the work that I do is not only inspired but guided by women who have gone before

me, who stand with me, and for who shoulders we stand upon."



Juanita Jackson
Owner, Duchess Bed and Breakfast

"Even with the men up front, women were taking care of things in the back. We are the number one source of inspiration.... Women have been the backbone and matriarch of a business. That we can keep it together, still raise a family, still make money, and make a difference."



Honorable Dale Atkins
Clerk of Court and Ex Officio Recorder, Orleans Parish

"Celebrating Women's History Month gives me the opportunity to reflect upon the leadership and courage of women that have been trailblazers in histories. It gives us a platform as women to focus on what extraordinary women have done to lay a foundation for us."



Latoya Cantrell
City Council Member,
District B

"It reminds me of the many groundbreaking roads that our foremothers started—women like Civil Rights Activist Septima Clark, who used literacy as the pathway to voting and full citizenship, and Madame C.J. Walker, who became the nation's first African-American female Millionaire despite the obstacles of racism and chauvinism. And it tells me the fight is far from over when we live in a state that

has the second biggest gender wage in the nation. Celebrate our past; participate in the present and prepare the way for a better future!"



Shearon Roberts
Associate Professor,
Xavier University

Women's history is both the celebration of our firsts, as well as the role of women as pillars in our communities and in our homes. It's

Cover Story, Continued on page 10.

Super Sunday at A.L. Davis Park

Photos by Tod Smith and Kichea S. Burt

This past Sunday over 30 tribes participated during Super Sunday, flaunting their hand-sewn masking suits. The parade took place around A.L Davis Park, with thousands in attendance.



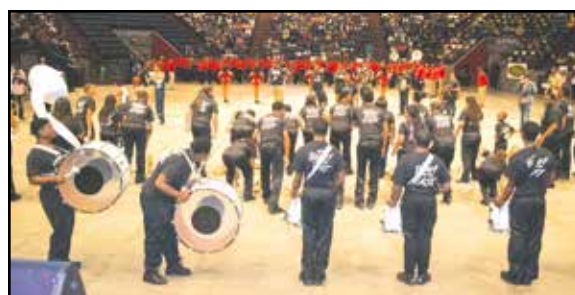
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Battle of the Bands at UNO Lakefront Arena

Eric M Craig
Multimedia Editor

On Saturday, March 18th, eight marching bands in and around the New Orleans Metro Area competed against one another to win the bragging rights of being the biggest and baddest marching band in the region. In attendance were St. Augustine Marching 100, McDonogh No. 35 Marching Band, Landry Walker Marching Band, St. Mary's Marching Band, St. Paul's Marching Wolves and Golden Blues, Abramson Sci Academy Marching Band and East St. John Marching Band.

Before the show, Power 102.9 and Old School 106.7 presented Artist Denisia, Tainerz, Taylor Girlz and 5th Ward Weebie.



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

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It's Time for Black Parents to Stand Up for the Every Student Succeeds Act



Benjamin F. Chavis, Jr.
NNPA Columnist

Today, across the United States in nearly every African American community, millions of parents are striving to do all that they can to ensure that their children receive the highest quality education possible. In many cities and towns, the public school dropout rate is now declining among African American students.

This is the perfect time to reaffirm the critical importance of attaining a good education. The Every Student Succeeds Act (ESSA), we believe, offers African American parents more opportunities to get involved in determining the quality of education for their students at the local level.

Even while there are more legislative debates in the U.S. today concerning funding for education, until a different law is enacted, ESSA is the law of the land. Our task is to encourage more parental awareness, involvement and engagement.

What we are hearing from African American parents from the west coast to the east coast is that they need more information concerning how each state is planning to respond to the mandates that the

new ESSA law requires.

The National Newspaper Publishers Association (NNPA) reaches more than 20 million African Americans per week and the feedback that we are receiving from interested parents is very telling and instructive. Education is a priority issue and parents in our communities are "fired-up and ready to go!"

Black parents today are becoming more involved in parent-teacher association (PTA) meetings in record numbers across the country, because of the prevailing uncertainties and challenges concerning the funding and accountability of public education in America. That's the good news.

We have always advocated for more parental involvement in the education of our children. Yet, the

bipartisan passage and enactment of ESSA is now being undermined and challenged by some of the most ultra-conservative members of the U.S. Congress; some education advocates believe that their opposition to ESSA stems from lingering resentment towards President Barack Obama, who signed the bill into law in December 2015. The law is currently being implemented state by state.

Simply put, we cannot afford to be silent about the education of our children. As a parent and grandparent, I know personally how important every day and every year of education is to the future development of one's life and career success.

In our communities, we all know that it takes a village to raise a child

successfully, but that village must have an adequately funded and high quality, effective public school system for the village to do its job with respect to the education of every child in the village, without discrimination and unequal educational opportunities and access.

Thus, let's keep standing up and speaking up at PTA meetings. As parents, let's demand the implementation of ESSA to help bridge the educational gaps caused by prior inequities and poor funding.

The future of the village and the future of the nation are at stake. Education is the key to empowerment. Let's remain vigilant and active. This is not the time for passivity. All the children and youth of our communities deserve a better education and life.

Law Enforcement Agencies Take Action Against Deceptive Auto Dealers



Charlene Crowell
NNPA Newswire
Columnist

When it comes to purchasing and financing a vehicle, Black and Latino consumers—more often than other racial or ethnic groups—are frequently targets of deceptive advertising and abusive financing practices.

In recent days, two law enforcement agencies have acted to curb yo-yo scams and other abusive and deceptive practices of auto dealer groups. The separate actions link a shared consumer abuse that occurs from Los Angeles to New York.

A settlement announced in mid-March between the Federal Trade Commission (FTC) and Sage Auto-

motive, which has dealers throughout the Los Angeles area, requires Sage to stop yo-yo scams and deceptive financing and advertising practices. Sage will also pay more than \$3.6 million to be returned to consumers who were harmed by these illegal actions. This enforcement action is the first-time that the FTC has taken action on yo-yo scams.

Yo-yo scam occurs when a car dealer sends a consumer home thinking that the financing is final, but then later tells the consumer that he or she has to agree to a new financing contract or return the car. Often, dealers tell the consumer that the down payment is non-refundable, the car traded-in has been sold, and/or threatens to have the consumer prosecuted for theft, if the car is not returned.

According to FTC's complaint, Sage frequently engaged in yo-yo scams, falsely told consumers that their money or trade-ins would not be returned, and threatened

consumers with criminal prosecution or repossession if they did not sign new, more expensive finance contracts than they were initially promised.

By targeting financially challenged consumers and consumers with limited English language skills with false promises of low prices, low down payments and low monthly payments, Sage also packed unauthorized add-on products into contracts. The end result for many customers was that they drove off with a more costly financing contract than originally understood.

The FTC stated, in filing the complaint, "The car-buying process is a two-way street. The FTC expects dealers to honor their contractual obligations, and will pursue those who use yo-yo financing tactics and pack unwanted costly add-ons onto consumers' contracts."

"These practices are not new, but the increased regulatory attention is new and is very welcome," noted Chris Kukla, an EVP with the Cen-

ter for Responsible Lending. "We urge the FTC to continue to use their authority to create a level playing field in the auto sales and lending market. This will ensure that legitimate dealers can fairly compete for business and that consumers will be treated fairly and honestly."

On March 16, the New York City Department of Consumer Affairs (DCA) announced charges against Queens-based Major World. Major World's dealerships and its principals are charged with using deceptive and illegal practices to profit from low-income and non-English speaking consumers. These actions violate the city's own Consumer Protection Law.

"Our city's working families, so many of whom are immigrants and often struggle to make ends meet, rely on their cars to go to work and school," said DCA Commissioner Lorelei Salas. "Buying that car is usually one of the largest purchases a family makes and it sickens me that Major World, who claims

to treat its customers like family, so deceptively traps hardworking New Yorkers into auto loans they can't afford. Here in New York City, we are leveraging all the tools we have to curb this burgeoning national crisis."

Major World's deception includes:

Advertising Deceptively to Lure Vulnerable Consumers

Inflating the Price with Non-Existent Accessories

Falsifying the Consumer Credit Applications and

Failing to:

Disclose and even conceal financing terms;

Provide contracts in Spanish after negotiating in Spanish; and

Sell roadworthy vehicles

DCA is seeking revocation of Major World's licenses to operate second-hand automobile dealer-

Commentary, Continued on page 11.

Sixth Annual Class Got Brass Competition



Kichea S. Burt Photographer

On Sunday, March 19th, Congo Square New World Rhythms Festival and New Orleans Jazz & Heritage Foundation hosted a contest for Louisiana Middle Schools and High Schools to form New Orleans-style brass bands. The contest encouraged the teaching of youngsters interested in and playing the indigenous music of New Orleans—

with more than \$40,000 worth of instruments at stake, including a top prize of \$10,000.

All participating schools receive gift certificates worth \$750 for instruments to support their schools' music programs, and prizes are awarded for the top competitors in the Beginners and Advanced categories. The top prize for first place in the Advanced Category is \$10,000.

Competing bands are limited to 12 members – only one bass drum, one snare drum and one tuba. All other instruments must be part of the recognized brass band tradition. Schools are encouraged to augment their bands with “steppers,” or dancers. Each school contestants must open their performance with a traditional dirge. They also must perform an up-tempo song from the traditional brass band repertoire as

well as one contemporary song.

The contestants for this year were all so very good. Many bringing “steppers” and/or dancers as well as a bit of theater. This year's 1st, 2nd and 3rd place winners in the Advanced Groups were Landry

– Walker High School, St Augustine High School, KIPP McDonogh 15. In the Beginner Group 1st, 2nd, 3rd places went to Park Forest Middle, from Baton Rouge, LA, St. Katherine Drexel Prep, and Lincoln School for The Arts.

Publisher

All Elections Matter



Terry B. Jones
Publisher,
Data News Weekly

Today, across America and around the globe, after the election of Donald Trump as our nation's 45th President, people are civically engaged at levels not seen in decades. My question is, as we mobilize around these national issues, will it translate to our citizens getting to the polls for local elections in higher numbers? We at Data News Weekly in staying true to our over 50-year commitment as “The Peo-

ple's Paper” encourage everyone to get out and vote this Saturday, March 25th.

Voting for our community should be of the utmost importance especially after a Presidential election where nationally if African-Americans would have turned out in higher numbers in a few states we would be having a different conversation today. Therefore, we must become vigilant about getting out in higher numbers to exercise our civic responsibility and hard fought rights by voting.

Moving forward we as a community must decide that low turnout numbers at the polls are unacceptable. Also in what may be a rough four years at the national level the lesson that should have come from this election is they have consequences. Some of which can be detrimental to our community, its interest and our survival. For this reason, we must re-engage and let

our voices be heard. Across America we see our fellow citizens in town hall meetings with their legislators letting them know they will not idly stand by while they make public policy decisions without their constituents input. We in New Orleans must join this chorus of voices by becoming educated, aware and active surrounding issues that affect our community.

When all things are considered, it is our future that is on the line. We can either put it in the hands of others by our absence at the polls or get involved and continue the fight that many who have come before us have fought, sacrificed and in some instances died for. Admittedly, we are at a crossroads as to who we will be in our nation and our City. But with all hands on deck we can make a difference when we as a community decide that every vote counts and that all elections matter.



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Delaney's Armoire

Three Bold, Fashionable Uses for Old Jeans



Delaney George
Fashion Columnist

With Spring officially beginning on March 20th, it is safe to say that the New Orleans heat has officially returned. While jeans are not the usual go-to choice in warmer temperatures, these fashion innovations might change that stigma.



Popular style DIY slippers hand made from Jean material or actual jeans.



Jean skirt from YazzleDazzle.com paired with formal all white night out top. Shot by: Azyrian Delaney Model Riyel



Curry sports a jean choker held together by a safety pin. Shot by: Jasmine Hampton

Jean Sandals:

We all love sandals in the Spring. With jeans in mind this different kind of shoe fits the bill: jean sandals. Easily created with a hot glue gun, a pair of trusty scissors and a worn-out pair of daisy dukes, this sandal is bound to be a bold, classic style.

Jean Skirts:

Jean skirts have come and gone and have been short and long. But this Spring, these skirts will leave a mark. Jean skirts, whether they are classic denim or distressed, are perfect to pair with any outfit or ac-

cessory. The article is timeless, and is the epitome of staying fashionably cool in the heat.

Jean Chokers:

Chokers are one of the hottest trends in today's fashion world.

Coming in several varieties, such as velvet or diamond, nothing screams edgy like a jean choker. Made from an old pair of jeans and a safety pin, these DIY jean accessories prove to be simple to make and easy to wear.

So, next time your throwing away your high-waisted hand me downs consider chopping them up to spice up your style.

Cover Story, Continued from page 5.

the ability to celebrate my mentors who have gone before me in journalism and academia like Dr. Jinx Broussard or to celebrate my own mother Bernadette Roberts, who raised 5 kids, worked a full-time job, and inspired every student that came through her classroom.



Judge, Candice Bates Anderson
Judge Section C
Orleans Parish Juvenile Court

"If it were not for women that paved the way, I'd be unable to do the work that I do as a Juvenile Court Judge. If it wasn't for social workers, teachers, and activist that fought for the rights of women, I'd be unable to change the lives of children in our city."



Rowena Kay McCormick-Robinson
Model and Talen Agent
CEO of Chic Nouvelle Model and Talent Agency
"Women's History Month inspires

me because it highlights the passion of a hard working women whose efforts have come into fruition."



Nakeila Polk
Outreach Specialist, City of New Orleans Capital Improvement Program

"I am very conscious of the fact that my successes aren't just my own. I'm where I am because other women made strides and sacrifices so that there was a door open for me. Now I'm making sacrifices in order to leave that

door open so that more women can come in behind me. We are so much stronger together."



Denisia
Singer/Song Writer
Independent Artist

"The strength of the women who've come before me has invigorated me to strive more."



Christine "Cfreedom" Brown
Producer, Writer, Photographer

To be a Black woman or mother is an immense duty and privilege; taken for granted by many but necessary for every human beings existence.

Visit us online at
www.ladatanews.com for more
from Women's Month.

The Curly Corner

Seven Natural Hair Tips for Beginners



Destiny Johnson
Natural Hair Columnist

Contrary to popular belief, going natural is not an easy task. Some people believe that just because you're ditching relaxers for afro picks that you can be carefree with your hair. They say we no longer have to worry about getting our hair wet, heat damage and thinning edges but women who have been natural for years know that those assumptions are very wrong. Some women have even gone natural only to run back to perms due to their misconceptions about taking care of natural African-American hair. It isn't easy but it's an amazing journey that teaches you more about hair care as well as overall health. Most naturals know that beautiful hair starts from the inside and not necessarily the 150 hair products you've purchased from Target. So, if you're interested in taking the plunge and saying hello to your gorgeous curls and kinks, here are a few tips I've developed to get you started:



Going natural isn't easy but it's an amazing journey that teaches you more about hair care as well as overall health.

1. Do not buy every single product that you can find at the beauty supply that is labeled "Natural" or "Curls". You will be overwhelmed.
2. Don't be so quick to Big Chop just yet. Some new naturals would benefit by cutting little by little as their hair grows. It will depend on how much heat and stringy ends from past hair perms are visible.
3. Don't expect your hair to look like anyone else's.
4. Don't look for curls, look for how your hair grows. Everyone (including myself) does not have big, loose curls. You will have to get to know your hair and accept your lovely texture as is.
5. Research products that YouTube Beauty Gurus with hair just like you use to maintain their hair. Products that work on finer or coarser textures may not work on you.
6. Find out what hair type you are and this will help you do the best research to find the best product that work for you. Are you 3A, 3B, 4C or a mix of two or more?
7. Be true to your curls and love them just the way they are defined or undefined.

Happy Growing!
Follow me on Instagram @See-
kyourcurls

Commentary, Continued from page 8.

ships in New York City and nearly \$2 million in restitution and fines from Major World on behalf of 25 known consumers who were harmed by its deceptive and unlawful practices. Further, the agency believes that given Major World's footprint in the area, the small number of consumers who may have been harmed may be a fraction of the number of people likely harmed by their predatory business practices.

"These recent actions should send a signal to auto dealers that these deceptive and abusive practices need to end," added Kukla. "Federal, state and local law enforcement agencies need to continue to use their authority to root out these practices once and for all."

Charlene Crowell says that a yo-yo scam occurs when a car dealer sends a consumer home thinking that the financing is final, but then later tells the consumer that he or she has to agree to a new financing contract or return the car.

MCDONOGH 35

The National McDonogh 35 High School Alumni Association is reaching out to all graduates as it begins the celebration of the school's Centennial Celebration (1917 to 2017).

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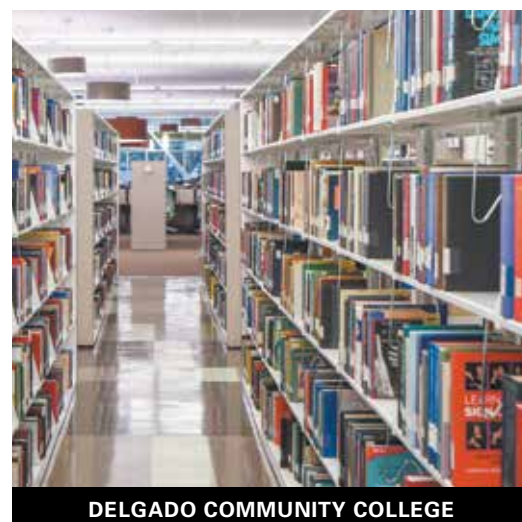
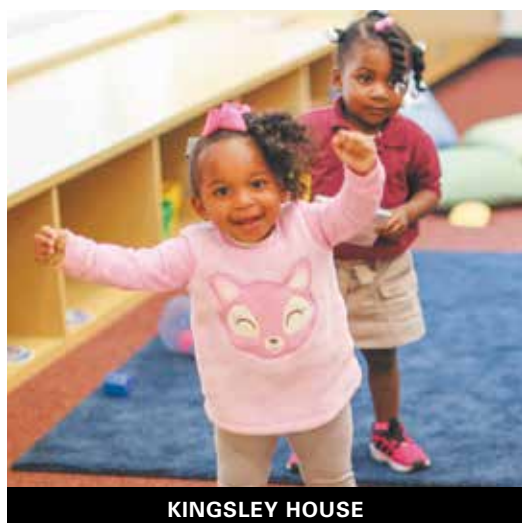
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