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The Party with a Purpose

Essence Fest 2017

Exclusive Interview with Essence Communications General Manager Joy Profet



Joy Profet, General Manager of Essence Communications and Hip-Hop Mogul Percy “Master P” Miller. Essence Magazine is partnering with Miller’s Team Hope NOLA Foundation to create college scholarships and help improve communities around New Orleans.

Edwin Buggage
Editor

The “Party with A Purpose” Returns to New Orleans

This year a sea of ebony faces from all over America will converge on the Crescent City for the Essence Music Festival. Since its inception in 1994 this party with a purpose has been one of

the premiere events for African-Americans, drawing over a half a million people annually and bringing in a quarter of a billion dollars in revenue impacting the local and state economy.

The festival is one that is ever evolving and this year continues the amazing legacy with four days of music, empowerment, community and entertainment. Data News Weekly caught up

with Essence Communications General Manager Joy Profet, who’s responsible for the brand’s financial, planning and administrative functions. As General Manager, Joy also partners with the leadership team to design and execute Essence’s strategic vision across all media platforms and has direct management of the ESSENCE Festival.

Essence Promises a Great Time with Activities for all to Enjoy

“A party with a purpose, the Festival is the largest cultural celebration of experiences to empower the community,” Profet says.” It will be taking place June 29th - July 2nd in New Orleans, and is set to feature 50 performing artists at the Superdome and over 300 speakers

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across 15 stages at the Convention Center. The daytime ESSENCE Empowerment Experience (EEE) is free of charge and open to the public. This year's speakers include Iyanla Vanzant, Congresswoman Maxine Waters, Ava DuVernay, Rev. Al Sharpton, Phaedra Parks and many more. Also, our daytime Entertainment All Access experiences provide attendees with an exclusive look into fan favorites and upcoming shows and films, plus meet & greets with the casts. Headliners for this year's nightly concerts in the Superdome include Diana Ross, Mary J Blige, Chance the Rapper, Solange, John Legend, Chaka Khan, Master P and more."

Essence and their Commitment to Empowering the Community

The festival is one that's constantly evolving since beginning in 1994, when it was planned as a one-time event celebrating the 25th Anniversary of the magazine. But today it is one of the preeminent events catered to African-Americans.

Additionally, the Essence Brand is committed to empowering and celebrating those in the community that are doing great things and committed to service. "We're doing quite a few new things. This year's "Woke Wonderland" theme is modeled after our highly-acclaimed May 2017 "Woke 100" issue of ESSENCE Magazine & we'll be honoring Ava DuVernay and Patrisse Cullors with the first-ever Woke Awards. Woke Wonderland encourages our audience to be outspoken and fearless leaders within their communities."

"We are inviting everyone to post their fearless resolutions on Essence social platforms for a chance to be featured in our Woke Wonderland Gallery. We are fortunate to



Essence Music Festival takes place between June 30th and July 2nd.

have the support of our artists and speakers to advance the purpose behind the Essence Festival. Essence is pleased to partner with Master P's Team Hope NOLA Foundation for our Annual "Day of Service" on Thursday, June 29th - benefiting the scholarship fund developed by Essence and Team Hope NOLA to benefit New Orleans youth."

"As a part of this partnership, we'll kick off our Day of Service with a community beautification initiative at the Guste Homes Senior Residence where we'll gather hundreds of volunteers for a morning of planting, painting, and senior citizen support."

"After that we'll be hosting our first-ever Charity Celebrity Basketball Game at Xavier University. Players will include celebrities Ray J, Trey Songz, Terrence J, Romeo Miller, Mystikal and Curren\$y, along with former NBA players Chris Jackson, Robert Pack, Caron Butler, Ben Gordon and more."

"At the Convention Center, we

have our first-ever three-day Path to Power, Business & Entrepreneur Conference, which is being hosted on the second floor. At the Superdome, first time performers Diana Ross and Chance the Rapper are opening and closing the weekend respectively, and we'll also feature our first-ever "ladies' night" on Saturday curated by headliner Mary J Blige and inspired by her new album *Strength of a Woman*."

"Essence Fest has come to be known as the "Party with A Purpose" speaking of the larger goals and agenda she says, "The Essence Festival reach goes far beyond music, entertainment and celebrity. We are committed to empowering the people of Louisiana - and from all over the world - who come to Essence Festival each year."

"Our goal is to celebrate our community and provide it with the tools to succeed in all their endeavors, whether it's through this year's Path to Power Entrepreneurship

Conference or Beauty Carnival-themed Expo. Additionally, the daytime Arts & Culture Marketplace aims to support local businesses, featuring original designs and handcrafted arts from more than 300 vendors, and the Festival's Annual Day of Service initiative gathers hundreds of volunteers for a day of community service and beautification."

"Overall, the Festival's economic impact to the City & State is about \$250 million annually. We are creating community through the shared experience of the Festival, and the fact that daytime programming is all free and open to the public is what makes it true to the Essence Brand. The Festival truly is a Party with a Purpose."

Essence and Its Special Relationship with New Orleans

New Orleans and Essence has a special relationship. The Crescent City has proven time and time again

it is the perfect fit for Essence Fest in terms of logistics with the capacity of hosting large events and a culture that has a *je ne sais quoi* that blends the old and new world into another worldly experience that is unique, special and amazing.

Speaking about Essence and its special relationship with New Orleans, Profet says, "This event would not be possible without the unwavering support of the people of NOLA and the City's administration. New Orleans is the natural home of the Essence Festival. For 21 of our 22-year history, Essence has hosted the Festival in New Orleans and Louisiana, the only exception being the year after Hurricane Katrina. In no other city and state do the roots of music, art, food and culture run so deep."

"There is also a rich sense of ancestral pride in the City of New Orleans, one that allows our audience to reflect on self, discover new familial ties, and reunite bonds of friendships and community. Apart from the cultural connectivity between New Orleans and Essence, our audience enjoys the convenience of New Orleans. Whether walking, renting a car or taking a streetcar, New Orleans makes it easy to be in the center of the action, any time and all the time."

The Essence Fest is an amazing event for African-Americans and others who are interested to look inside the window to witness and experience the greatness of the African-American community. It is a celebration, but one that reflects on the aspirations and resilient spirit of a people who have come a long way in their sojourn in America. And New Orleans as many have noted as the most African City in America is the place where every year it is on full display at the Essence Music Festival.

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Profile in Courage and Service

Clerk of Civil District Court Dale Atkins Talks About Her Commitment to Giving Back to the Community

Edwin Buggage
Editor

Giving Back and the Making of History

Historical figure Dale Atkins became the first African-American woman elected as Clerk of Civil District Court in the State of Louisiana in 1990. While widely-known as one of the longest serving local public officials in recent memory, many may not know about her compassionate soul that cares for her community and giving back during her off-hours.

Atkins grew up in New Orleans 7th Ward near what was then the St. Bernard Housing Development as the oldest of three children, born to David and Yvonne Atkins. At an early age, her parents stressed the value of getting a good education and the importance of community service. She attended Xavier Prep High School and, upon graduation from Xavier Prep, Dale was selected by the school's faculty to receive the Mother Katharine Drexel Award. The award is named for the school's founder and is given to an outstanding senior who most closely exhibits the values and achievement of its namesake.

"I grew up in a family that stressed helping others and I learned this from my grandparents John and Nina Williams and in church at Fairview Baptist Church where selfless service was stressed by Rev. Andrew Darby. It was significant in terms of my life and the young people in Fairview where he encouraged us to do whatever our dreams are but most importantly to help others. I just believed based on that the blessings I have had growing up in that neighborhood going to public school then having the opportunity to go to Xavier Prep, then to the University of Notre Dame and Southern Methodist University Law School it was only because lots of people helped me and it is the only way I began to repay is by helping others," Atkins says, speaking of why giving back has been an important part of her life.

A Commitment to Service and the Helping the Next Generation

In addition to her work as Clerk of Civil District Court, she serves on numerous boards and commissions; engaging in many activities



Honorable Dale Atkins

dedicated to empowering others. Some of which include: the Louisiana Council on Child Abuse, the Mayor's Domestic Violence Advisory Board, the YWCA of New Orleans Board of Directors, and on the Advisory Boards of the American Red Cross and the United Negro College Fund. She has also served as a member of the United Way Campaign serving in 1990-1991 as Chairman of the United Way and Non-Profit Groups. She has volunteered with the Covenant House Mentor Program.

"In my position as Clerk I have tried to give back in very specific ways. One by helping our young people by providing them with summer employment, internships, two by providing them with opportunities to advance in their careers by nurturing entry level positions such as in our payroll department, human resources and finances and three by giving individuals an opportunity for employment to those who may be challenged in different ways. Specifically, the office was recognized in March of this year by the Lighthouse of Louisiana for hiring employees who have some physical challenges. This use to be Lighthouse for the Blind; but this is not the first time we have received recognition, because I just believe that everyone if given an opportunity can contribute to the work place in some meaningful manner and that if people have meaningful employment they will be productive citizens so we provide an environ-


ment where we try to look at where your talents are and match them in some way with what we do."

Atkins received numerous awards and certificates in recognition of her accomplishments and her commitment to the community, including the Louis A. Martinet Presidential Award, the Covenant House Volunteer Award, the N.O. Chapter of the SCLC Rosa Parks Award for Community Service and the YWCA Role Model Award. She is a member of the New Home Full Gospel Church where she serves on the Scholarship Committee. One service that remains close to Dale's heart includes her work with her high school Alma Mater. Dale is a founding member of the five-person alumni group, 5116 Magazine St., LLC, who came together in 2013 to keep open her high school, Xavier Prep. Thanks to the efforts



of 5116, the school reopened in the fall of 2013 under the name of St. Katharine Drexel Prep. Dale serves as the Chairperson of the Board of Directors for 5116 Magazine St., LLC and on the Board of Directors for St. Katharine Drexel Prep. She is glad she can help to inspire and uplift young people.

Giving her formula for success to the next generation she says, "You have to believe whatever your faith is there is something greater than them and all of us because that faith will carry you through difficult times. The second thing I would tell them is it's not just words when people tell them if you work hard you can achieve; and I know that means you must have the opportunities to achieve but don't think upon background or family economic status,


Newsmaker, Continued on page 7.



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NABJ Seeks High School Students for Journalism Workshop

Eric M. Craig
Multimedia Editor

This summer, high school students will have the opportunity to attend a five-day journalism workshop sponsored by the National Association of Black Journalist. The workshop, which takes place August 9th to 13th at the Hilton New Orleans Riverside Hotel, is free and open to students in the 9th Grade and May 2017 High School graduates.

The High School Journalism Workshop—JSHOP—partners' veteran journalist with incoming high school students and recent high school graduates. Over the last eight years, journalist have assisted over 100 high school students in seven different cities. Twenty-five percent of participants go on to major in Mass



NABJ's JSHOP has supplied critical communication skills to several high school students and recent high school graduates across the country.

Communication and Journalism, while 75 percent of participants cite the program for improved critical thinking and communication skills.

"In our current environment, it is vital that we not only support journalists in the industry but clear a path for those coming behind us. Without a doubt, we must stay faithful to the tenets of truth,

diversity, inclusion and growth," said Sarah Glover, NABJ National President. "JSHOP allows high schools students to experience our profession in a way that shows them the value of our work, and

why we need new people to join our ranks. And even if JSHOP participants are not interested in journalism careers, they walk away with a new skill set and a new network."

This year, the National Association of Black Journalist and its accompanying JSHOP will be hosted in New Orleans. Last year NABJ held the conference in Washington D.C. and it will be held in Detroit, Michigan in the Summer of 2018.

In 2012, NABJ held JSHOP on Xavier University's Campus, with over 15 students in attendance.

At the end of the workshop, NABJ will display the student-generated content on the official NABJ website.

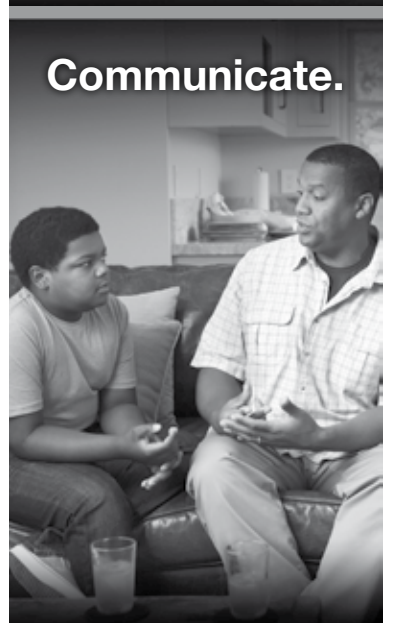
To apply, visit the NABJ official website at www.nabj.org/page/HighSchoolWorkshop16. The deadline to submit the application is on Friday, June 30th.

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Community Spotlight

New Orleans Native Stars in Big Picture

Eric M. Craig
Multimedia Editor

If you haven't seen it, you've probably heard about it.

On June 16th, the Biopic "All Eyez on Me" screened across the nation. While Demetrius Shipp, Jr., played Tupac Shakur in his adult years, one New Orleans native played him during his childhood.

Eleven-year-old Cairo Moore, played an 11-year-old Tupac in "All Eyez on Me." Moore has acted in films since the age of six.

Moore has been featured in a student film called Pangaea which was screened at several film festivals," said Denise Roubion-Johnson, Moore's grandmother. "Besides acting he is the Brand Ambassador for Happy Village Kids Clothing Line which his mother Renee Johnson is the owner and designer."

Moore had the opportunity to at-



(L-R) Actors Kat Graham and Cairo Moore

tending the premiere of the movie in Los Angeles, meeting Rapper 2Chainz and Costar Hill Harper

Beyond acting, Moore's hobbies include playing sports, rooting for the New Orleans Saints.

"All Eyez on Me," placed No. 3 in the Box Office during its opening week.

Newsmaker, Continued from page 5.



(L-R) Honorable Dale Atkins and a representative from Lighthouse Louisiana, Natalie Harrison. Lighthouse Louisiana honored the Orleans Clerk of Civil Court's Office as the Employer of the Month for our efforts to hire men and women with vision/hearing impairments or other special abilities.

you can't achieve whatever your dreams are because your talent and abilities are not based on money. Dream big, always dream big and realize that often times it is not the smartest person in the room who achieves, it is the person whom works the hardest."

Finding Solutions and Building Bridges of Understanding

Throughout her life and career, she is the eternal optimist who has worked with people from all walks of life solving the problems of New Orleans and beyond. When speaking of the political divide that we are experiencing on a local, state and national level and possible solutions she says, "I don't think there is a single answer, but there is an answer. When I think about what is going on in the country there is a lack of respect and recognition that we all are human beings, and I believe all lives matter and there is a certain amount of decency that we should treat each other with. We basically must find a way as a society to provide decent jobs and healthcare for individuals and I think that starts with the recognition that no matter who we are; our race, creed or color or facts of sexual orientation we all deserve to be treated with respect. We all want the same things that every other family has, we want to provide our family with a decent place to live, a decent education for our kids and if we have this available it can help contribute to an environment where we can all prosper together as a City, state and nation."



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Go Further

NOLA Caribbean Festival

Kichea S. Burt Photographer

This year, the 4th Annual NOLA Caribbean Festival marked its ground at Central City BBQ located on 1201 North Rampart Street. The event had several artist, vendors, and thousands in attendance.



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Cajun-Zydeco Festival 2017

Kichea S. Burt Photographer

On June 24th and 25th, the New Orleans Jazz & Heritage Foundation held its 11th Annual Cajun-Zydeco Festival at Louis Armstrong Park. The festival showcased several Legendary Cajun and Zydeco Artist, including the D.L. Menard with the Jambalaya Cajun Band, Chubby Carrier & the Bayou Swamp Band, Lost Bayou Ramblers, and others.



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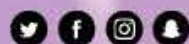
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Arnold Crump's Retirement Party

Eric M. Craig
Multimedia Editor

On Saturday, June 24th, Xavier University Mass Communication Alumni and Faculty held a retirement party in honor Professor Arnold L. Crump, celebrating 21 years of service to the Mass Communication Department. Alumni and now-former colleagues congratulated Crump on his achievement, mentorship, and leadership in the department. Xavier University President Emeritus Norman C. Francis praised Crump for his undying commitment to the university and its mission.



TECHNOLOGY UPDATE

from the Clerk of Civil District Court
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Visit www.ladatanews.com for more photos from these events

Chief Alfred Doucette - Flaming Arrows

Glenn Jones
Data News Weekly
Contributor

42 tribe series Chief Alfred Doucette- Flaming Arrows
By Glenn Jones
Timeline
Big Chief Alfred Doucette- Flaming Arrows
Big Chief Jabby 1940'-1952
Big Chief Merch (Theodore Goodman) 1952- 1970
Big Chief Kevin Goodman 1970 - present

As Big Chief Alfred Doucette prepared for his interview, he reflected on how things changed in his neighborhood and community.

Thinking about his youth, the Chief remembers his grandfather, father, mother, and older brother as mentors in his life.

"Back then everybody wanted to teach you something," the Chief said. "They wanted you to be better than they were."

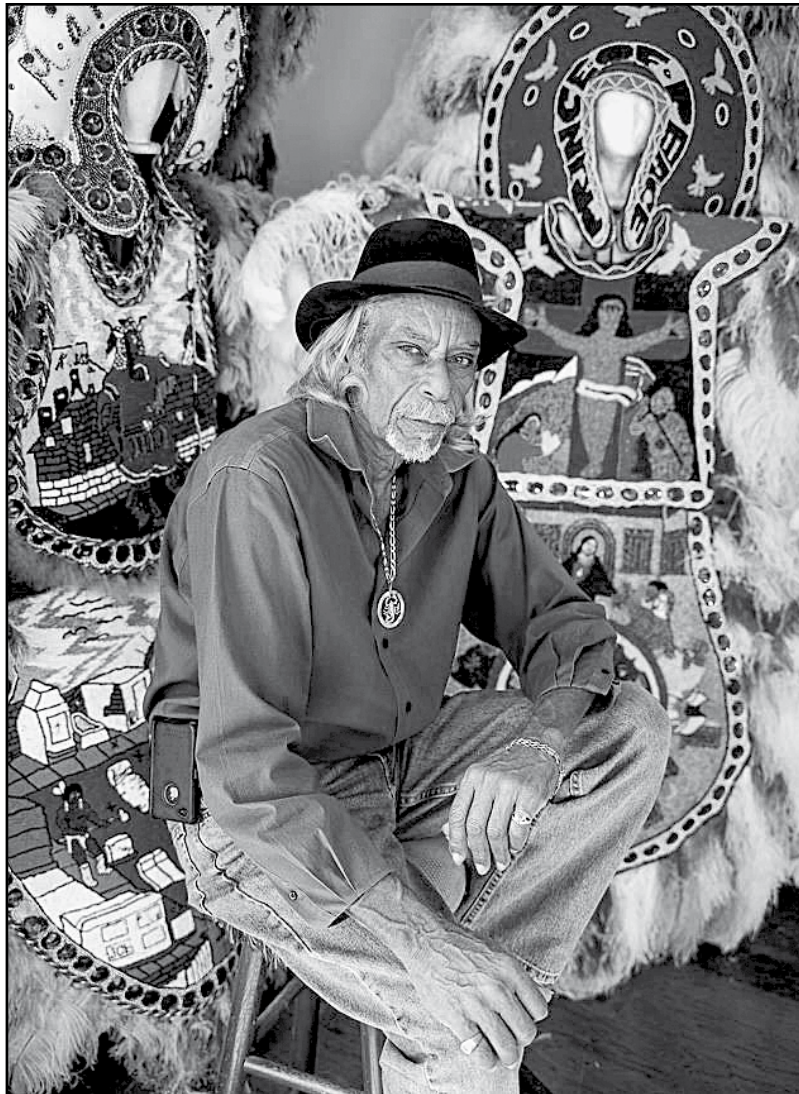
"I'm a Master Carpenter, Master Body-and-Fender man. I built race cars and integrated the tracks in Mississippi back in the 60s. Me, Otis, Hank, David and Kingsely Roy—we went out there and raced all day and won the money and the trophy.

Chief never let any obstacle stop him from getting what he deserved.

"I wanted a mansion because I used to work in them as a boy—I got one. I wanted race car—I got one. I wanted a Benz—I got one. I wanted Indian suit—I got one... them!"

Q: Chief how did you get introduced to this culture?

"In 1952 my daddy had a carpenter business and Henry worked for my dad. Jabby, out the 9th Ward, would come and get Henry for Indian practice. Henry lived 2 blocks away on Rocheblave and he masked as a Wildman. My brother, Merch (Theodore Goodman), got



Chief Alfred Doucette- Flaming Arrows

interested through Jabby, and he started making Indian suits. And, all of a sudden, a whole bunch of guys from out the neighborhood started masking and it seemed to spread throughout the City."

Q: Chief where do you get your inspiration for the themes of your suits?

"The Strange Fruit Suit came from a dream I had. Some people from around the corner were getting ready for a second-line. I told them I had a dreamed about a lynching and the man's momma said, 'Chief if you're thinking about doing a suit about lynching then you need to hear Billy Holidays

Strange Fruit.' From there I went straight to Maline's house. I downloaded and it pulled up—and when I heard that song I knew what I had to sew. I sewed that suit—Klu Klux Klan, Boy hanging from a tree, slave ships, slave auctions—I brought it to them. I put it out on the streets. I put it on their mind. When they saw me come out, they bowed on one knee. My Prince of Peace suit as well. The biggest compliment you can get from an Indian in the streets is for them to bow on one knee."

Q: What style of beading or style of suits do you create?

"My suits are different, much

lighter than most. See those boys Shaka and how their crowns can be 15 feet high in the air? Mine are nine feet. I asked Shaka how much that crown weighed and he said 'maybe 100 pounds, Chief.' I said, 'wooh.'"

"Tootie Montana was another one that did his suits like that. He was a plasterer and made stuff for his Indian suits with mold plaster. He made iron hook ups to hang that stuff and put it on his shoulders and walked with it."

Q: What Impact does this culture have on the kids?

Dedication!

"Not just anybody can do this. You will hear people say 'Boy, I'mma sew for next year,' but that just be talk. This is strictly dedication. It's just like a kid going to school to read and write. This is strictly dedication. And, if you don't dedicate yourself to something you're not going to have nothing. See, kids don't know that what they see, and what they see is not right. Kids got to recognize the right thing will get you to the right place, and the wrong thing will get you to the wrong place. It's as simple as that. Our kids today are not getting educated at school or home."

Q: When was this culture at its purest?

"Claiborne Street [before the Claiborne expressway] was our corridor. They had all those Oak trees over there. We used to picnic—people from all over town. People used to come between Esplanade and Orleans and swap food, ideas and network. It was a big ol' family thing and the Indians and the revelers used to come through and that was our Mardi Gras. Our Mardi Gras was on Claiborne Street (for the Blacks) and they made cowboy costumes, baby doll costumes anything they could think of they made. But, the Indians were the main attraction!"

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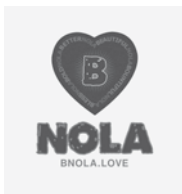
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Local NOLA Baker Receives National Recognition

Harvey Brown
Data News Weekly
Contributor

Earlier this year, the non-profit organization SCORE, in partnership with Sam's Club, recognized Cakes & Desserts by Monic as one of 102 American Small Business Champions. Owned by Monica Anderson, the bakery is located on South Carrollton Avenue and Palm Street.

"Thank you to my wonderful community both locally and on-line for supporting me and helping me succeed. This would not have been possible without you," Anderson said.

The small business owners were rewarded with \$1,000 Sam's Club gift cards, an all-expense-paid trip to a training networking event, and small business mentorship provided by SCORE.

Anderson submitted her busi-



Monica Anderson.

ness to the American Small Business Championship, citing some of the strong attributes of her small business. Today, Anderson's business stands as a contender for grand champion, which has a \$25,000 grand prize. The three winners will be chosen on how well the American Small Business champions utilize their rewards, and how well the winners promote the championship over social media.

"SCORE is very pleased to honor the hard work and accomplishments of

these 102 small business owners. They come from all across the United States, and provide diverse products and services for their clients, but all share in their dedication to making their dreams a reality," said SCORE CEO Ken Yancey. "It is our pleasure to provide the mentoring, tools and resources that will help them continue to grow their businesses and enhance the communities they serve."

"At Sam's Club, we proudly support and celebrate the unique experience of the small business owner," said Tracey D. Brown, Senior Vice President of Operations and Chief Experience Officer at Sam's Club. "We are inspired daily by their ability to navigate challenges and triumphs on the road to success. And now, hopefully, the rest of the nation will be, too, as they get to know some of the nation's most promising small business owners."



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'FunkJazz Kafé Diary of a Decade'

John McAdams
Data News Weekly
Contributor

This coming Thursday, during Essence Weekend, FunkJazz Kafé will host a screening of "FunkJazz Kafé' Diary of a Decade, a Music Documentary that chronicles the Evolution of Black Music from the 1980s to the early 2000s. The event begins with a reception at 6 p.m. and the screening will begin at 7 p.m. The screening will take place on Thursday, June 29th, at the Carver Theater. Tickets can be purchased at www.funkjazzkafe.com or at the door.

"We've been planning to screen in New Orleans since the film's inception because of the NOLA's deeply rooted legacy with music



and the cultural arts," said Jason Orr, the Creative Director of Funk Jazz Kafé'.

The film, narrated by Performing Artist Chuck D, follows the Evolution of Black Music, featuring special appearances by Janelle Monáe, Jamie Fox, Jill Scott, Erykah Badu and other well-known performers.

"Everybody that experiences this award-winning documentary film either is reminded or becomes aware of the rich musical legacies that Black artists and innovators have created entire genres by just having a sensibility of their social environment and the pioneers before them," Orr said.

After the screening, a question and answer seminar will be held with the documentary's Producer and Writer, Jason Orr.



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WE LAUNCHED OUR NEW WEBSITE!

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Delaney's Armoire

Afomi Black Label Non-Traditional Wedding Dresses



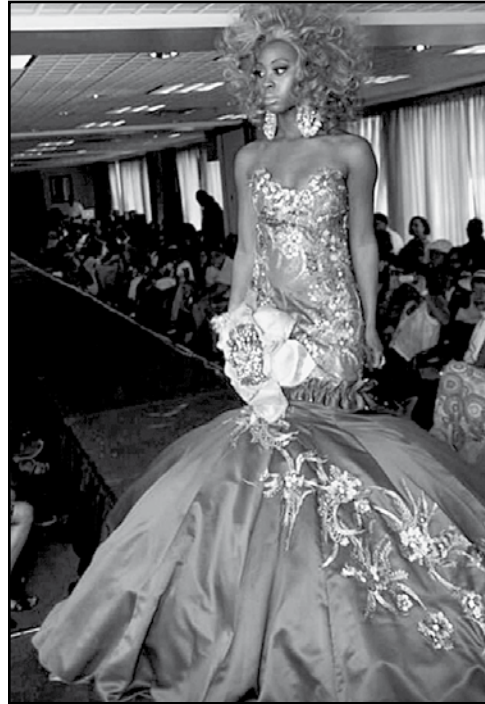
Delaney George
Fashion Columnist

Fairytales and fashion have been a dynamic duo since Cinderella lost her Prada Glass Slipper. In her quest for love, she traded her last season's rags for one night-use of a Christian Dior Gown. The outfit of a princess, queen, or prince is always the essence of elegance and love, and Designer Naima Furbose is no stranger to love, fashion, and fairytales.

Furbose, a New Orleans na-



Afomi Black Label prom gowns



Afomi Black Label gown hits the runway



Naima Furbose, Creator of Afomi Black Label



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tive and non-traditional wedding gown designer, has been designing for over seven years. Furbose designs for the unorthodox bride who has a story to tell and a testament to make love.

"Each gown is designed for each specific woman. I allow clients to come in and tell me their ideas for about an hour and I create something they will cherish, keep, and remember for a lifetime," Furbose said.

No one gown in Afomi Black Label, Furbose's Brand, is the same. Longtime client and model of Furbose's, Priscell Holman said, "Afomi Black Label is like a fairytale; the designs are so over the top and amazing." Furbose's inspiration for her gown comes from the structure of gowns in the early 1900s.

Furbose's passion for art, love,

fashion and production has landed her an upcoming opportunity to showcase her entire vision to an international audience during Essence weekend. The show will be about the empowerment of women, displaying the woman breaking her shell, showing her power, all while attending an extravagant non-traditional wedding.

"There's so much power in femininity and I make sure I include this in my gowns and in my production to show the power in womanhood," Furbose added.

As a transgender woman, Furbose has faced several struggles in her design career. Misconceptions and discriminations are common issues for Furbose, and sometimes reflects on her design process.

"Going from a young man to a beautiful woman, you will deal

with a lot of people who are uncomfortable or uneducated about trans people. It affects my design process because of the way I translate my ability to create who I am, into creating who my client wants to be through their gown" said Furbose.

Throughout the past couple of months Furbose has contemplated ending her designing career, finding love, and has experienced other outside pressures. However, through it all and the process of creating her production, Furbose has found love and her fairytale in more ways than one.

"I am literally watching something I prophesized a year ago, manifest right in front my eyes. I am anxious and nervous for the show but I am blessed to watch all of this happen right before my eyes in such a short amount of time," Furbose said.

Furbose's Afomi Black Label Show will be June 29th, from 10 pm - 2 am at the Hilton Garden Inn. More information on the event and Furbose can be found at Afomiblacklabel.eventbrite.com or by calling 504-315-4618.

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).

If you are a graduate or if you know of someone who graduated from the school, contact the alumni association at mcdonogh35alumni-association@yahoo.com, mcdonogh35alumniassociation.org, or write to McDonogh 35 Alumni Association, P.O. Box 50306, New Orleans, LA 70122, ATT: Alumni Association.

Submit New Orleans school items to Orleans@nola.com. Include contact information.



The Curly Corner

How to Maintain Length Using the Search and Destroy Method



Destiny Johnson
Natural Hair Columnist

I recently grew my natural hair to my mid-back when straightened. My goal length is to have my strands reach my waist this time next year. I have never had hair that long before. I was always one of those girls whose hair would sit right above my bra strap and then stop. I was also visiting a hairstylist almost every two weeks. When my grandmother was too tired to press my hair, I would spend about 65 dollars to sit in a stylist's chair for a couple of hours for a press and curl.

Every session ended with a trim. They would always tell me that my hair would grow longer and healthier with a trim. However, my hair never really got any longer. After I put aside my twice a month heat routine and maintained natural hair with weekly deep conditioning, my hair began to grow effortlessly. I also began to do what's known as the "Search and Destroy" method as opposed to trimming my hair. This allows me to maintain my length while getting rid of split ends before they reach to high up the hair shaft.

Trimming is still very necessary to maintain healthy hair, but instead of trimming an inch or two off every 3 to 6 months, the "Search and Destroy" method will help to keep your strands clear of any split ends and single strand knots. To perform



Long healthy hair is within your reach. Via Addisonrenee.com

this method, I take a section of my hair and twist it going down vertically. After doing this, the spit ends should become more visible so you can easily cut them. Always use hair shears and never regular scissors. Although this method will not get rid of all your split ends, it can help attack most of them and promote healthy hair for the time being.

After clipping as many split ends as you can find, use Jamaican Black Castor Oil or Coconut Oil to seal your ends for protection. Then, place your hair in a bun or other protective style so your ends are not exposed. To reduce the number of split ends that may show up later, stick to protective styling and don't skip your weekly deep conditioning treatment.

Happy Growing!

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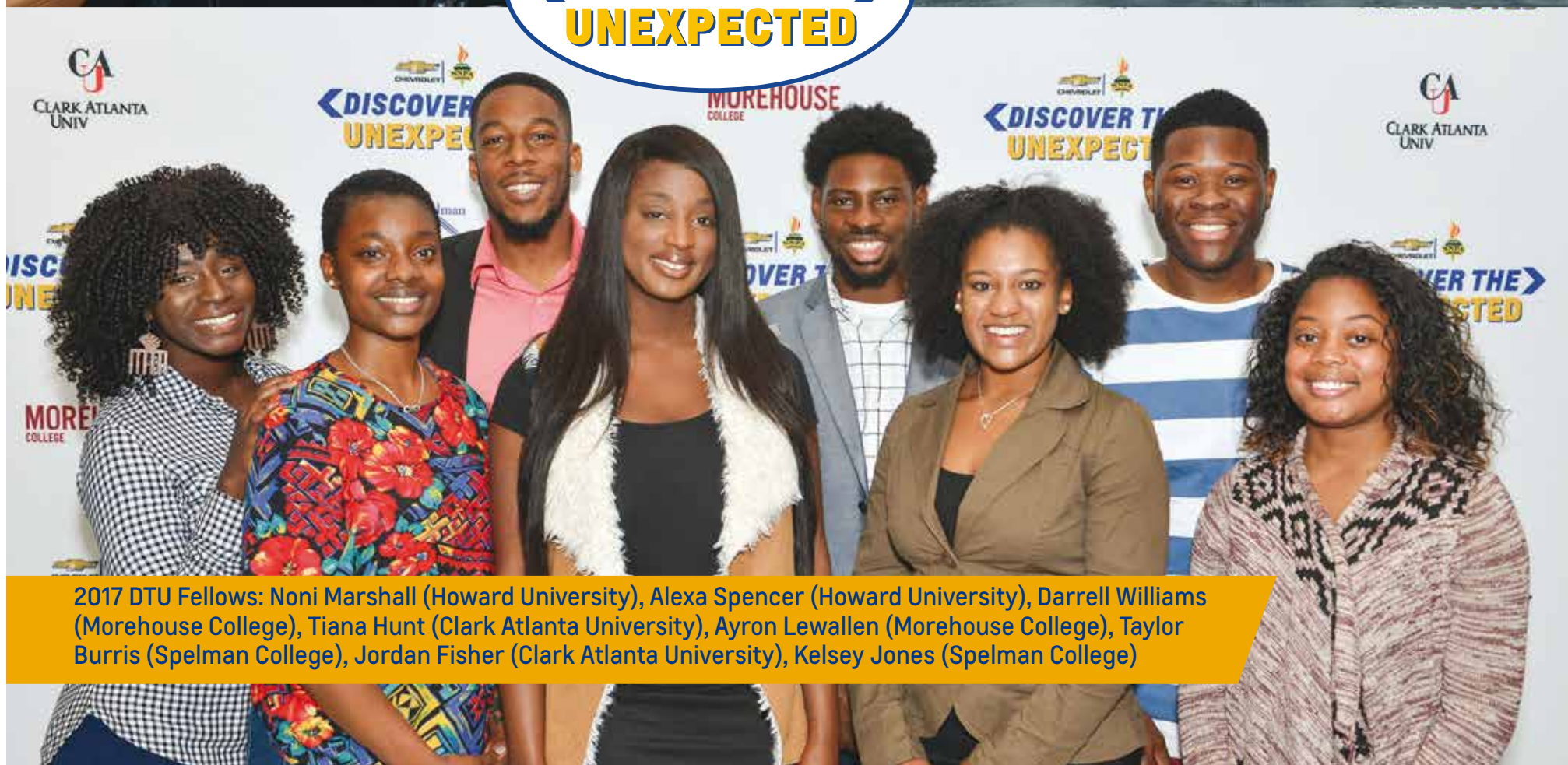
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2017 DTU Fellows: Noni Marshall (Howard University), Alexa Spencer (Howard University), Darrell Williams (Morehouse College), Tiana Hunt (Clark Atlanta University), Ayron Lewallen (Morehouse College), Taylor Burris (Spelman College), Jordan Fisher (Clark Atlanta University), Kelsey Jones (Spelman College)

Our DTU Fellows are busy connecting and collecting amazing stories from the African American community! This year, Discover the Unexpected presented by the all-new 2018 Chevrolet Equinox in partnership with the National Newspaper Publishers Association includes students from Howard University, Spelman College, Morehouse College and Clark Atlanta University. Check out the inspirational stories and exciting videos from our 8 DTU Fellows from Atlanta, Washington D.C., Raleigh and New Orleans.

#discovertheunexpected

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