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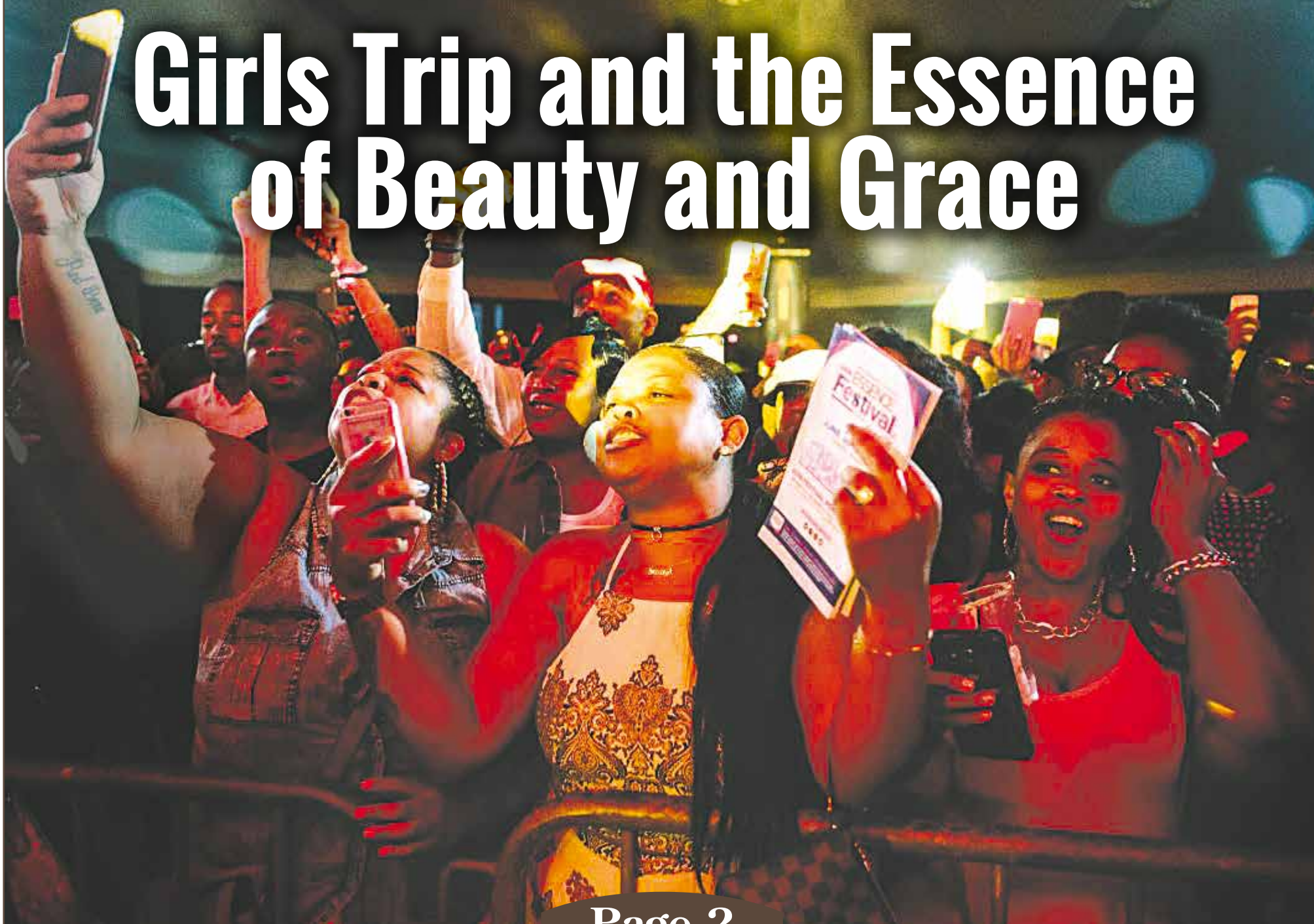
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A Data News Weekly Exclusive

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Girls Trip and the Essence of Beauty and Grace

Girls Trip co-star Deborah Ayorinde and her sister International Model, Singer and Songwriter Demi Grace



Essence Fest, the Ultimate “Girls’ Trip” did not disappoint. Pictured above are MC Lyte, Queen Latifah & Brandy as they wowed the crowd at the 2018 Essence Festival held last weekend. Women from all over the nation descended upon the Crescent City for a 4-day weekend of music, laughter, food and sisterhood, with lots of opportunity to gain and share knowledge with each other as well.

By Edwin Buggage
Data News Weekly Editor

Essence Fest Breaks Record

In the many years of covering the Essence Fest from its inception until now; it is always so amazing to see so many beautiful Black people in what has be-

come the premiere celebration of Black excellence in America.

This year has been a banner year for Essence, in that it is now independently owned and controlled due to the recent acquisition of Essence by Sundial Brands owner Richelieu Dennis. Known for Shea Moisture and other beauty brands that target women of color.

In New Orleans and in the spirit of the City elect-

ing its first woman Mayor LaToya Cantrell and the rising of women’s voices in the #MeToo Movement, this year’s festival had a spirit of empowerment that reminded me of the days when former longtime Editor Susan Taylor and Founder Ed Lewis led the Essence brand, showcasing the best of Black women.

Further, the phenomenal success of last year’s hit film *Girls Trip*, which took in over 140 million dollars

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P.O. Box 57347, New Orleans, LA 70157-7347 | Phone: (504) 821-7421 | Fax: (504) 821-7622
editorial: datanewseditor@bellsouth.net | advertising: datanewsad@bellsouth.net

Terry B. Jones CEO/Publisher Edwin Buggage Editor Cheryl Mainor Managing Editor Calla Victoria Executive Assistant June Hazeur Accounting	Contributors Edwin Buggage Delaney George Kichea S. Burt Julianne Malveaux Dr. Benjamin F. Chavis, Jr. Freddie Allen/AMG/NNPA Kellee Terrell Glenn Summers Brendan Murphy Lauren Poteat Mark Mahoney/NNPA	Art Direction & Production MainorMedia.com Editorial Submissions datanewseditor@bellsouth.net Advertising Inquiries datanewsad@bellsouth.net Distribution On The Run Courier Services
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Cover Story, Continued from page 2.

at the box office globally made the festival feel fresh, new and vibrant.

When it was all said and done, it was a record setting year for the Essence Fest this year with an estimated 510,000 people coming into the City of New Orleans.

Girls Trip Effect

One of the reasons for this growing number of people was last year's smash hit film *Girl's Trip*. It was a fun and inspirational journey of four women coming down to New Orleans for the Essence Music Festival that resonated with women not just in America, but across the globe.

This year, unlike in years past there were women I spoke with while walking through the fest that were from the U.K., the Caribbean as well as from Nigeria, who said they became aware of the fest because of the film and wanted to experience it for themselves.

It was not only evident at the Convention Center, but inside the Superdome or the streets anywhere in New Orleans; there were groups of women wearing matching *Girl's Trip*'s T-Shirts in the spirit of sisterhood.

It was a weekend of celebrating the splendor, beauty and majestic essence of Black women.

Deborah Ayorinde and Demi Grace

I had the unique opportunity to speak with two amazing women who embody the spirit of ebony beauty, displaying a level of otherworldly magnificence that is both inner and outer.

Deborah Ayorinde, who played the laughable and lovable villain Simone in *Girl's Trip* whose skin is luminous and golden brown as she is wearing a peach colored dress and large hoop earrings as her hair is curly and bouncy balancing her beautiful oval face. By her side was Demi Grace, her sister who is dynamic in her own right as an internationally acclaimed model and singer. She is the first woman with dreadlocks to be part of a major hair product campaign. She is looking chic and sexy wearing a sheer silver dress that contrast perfectly against her dark chocolate skin as her hair is in a high dreadlock bun displaying her feline like face.

These two dynamic sisters are beautiful, intelligent and elegant. Ayorinde, speaks of the impact of *Girl's Trip* on women across the globe. "I was honored to be part of this project and how it has impacted women's lives. Oftentimes, I have women approach me and say this is our story or this made me think of myself differently."

While *Girl's Trip* is her first major film role, she has been on the



Demi Grace, (pictured above) is Ayorinde's sister, and is dynamic in her own right as an internationally acclaimed model and singer. She is the first woman with dreadlocks to be part of a major hair product campaign.



"*Girls Trip*" Actress Deborah Ayorinde spoke of the impact of *Girl's Trip* on women across the globe "I was honored to be part of this project and how it has impacted women's lives. Oftentimes, I have women approach me and say this is our story or this made me think of myself differently."

small screen, most notably on Marvel's *Luke Cage* which stars *Girls Trip* co-star Mike Colter. With appearances on several other shows including, BET's *the Game* and Starz's *Survivor's Remorse*; she's also been on the Emmy nominated show drama *The Affair* on Showtime.

While her career on both the large and small screen is taking off she is passionate about working behind the scenes. Obviously, a talented actress she is interested in writ-

ing and directing. While attending Howard University, she won the Paul Robeson Best Actress Award for a short film she wrote, produced and performed.

Her star continues to rise she says, she is excited about what is going on in Black Hollywood and how films like *Girls Trip* are making studios see there are audiences for these types of films. She also says that it is time that more of these types of diverse stories are told on the big and small screen to

showcase black images especially about Black women.

International Beauty and the Making of History

Demi Grace is a singer, songwriter and model. She has become an internationally renowned, sharing the stage with Beyoncé, in addition to making history with Procter and Gamble's Hair Care Brand, Pantene, a collection called Gold Series that provide strength and moisture for all hair types ranging

from relaxed to natural. Besides this groundbreaking feat she is also featured in a Pantene commercial with Jill Hervey (Lion Babe).

She also has a burgeoning music career where she is a diasporic diva traveling the globe and gaining legions of fans along the way. Her music is also featured on an international commercial for Dark and Lovely in addition to being placed in television programs.

Beauty Comes in All Shades

There was a time when many of the perception of Black Beauty did not display the entire range of Black women. Today as Blacks have more control over their images this is changing. Demi is used to breaking barriers, starting their lives in London then moving to the Bay area in California with her and her sisters often times being the only darker skinned Blacks. They were told they were beautiful and exude a level of confidence and grace that they are now passing on influencing women not just in the U.S. but worldwide. "A lot of people do not think of Black outside the U.S. and the issues they face. But some of them are the same as it relates to beauty and to have myself, my sister and others to become positive influences and showing that all Black women are beautiful is a good thing that they can have positives images of themselves in magazines, commercials and in music.

To illustrate this phenomenon there is the video for Pantene Gold Series showing different women of different ages with different textures of hair in an attempt to celebrate the tradition, diversity and beauty of Black hair. The Gold Series was co-created by Black PhD scientists along with over 40 hairstylists and world-renowned dermatologist and provides strength and moisture for women of all hair types relaxed or natural.

Black Girl Magic

With the acquisition of Essence back in Black Hands and the success of films such as *Girls Trip* and other phenomenal feats that show Blacks controlling their own destiny across the globe at their best this is good for the overall trajectory of Blacks in the 21st Century.

Not since the 1960's and 70's when people said Black is Beautiful have we seen the manifestation of it in today. As Black people and especially Black women are embracing their beauty, whether it is in their hair, their curves and just being excellent both inner and outer.

Cover Story, Continued on page 5.

Over Half A Million Attendees Convene For The 2018 ESSENCE Festival

ESSENCE Festival Concert Series Sells Out All Three Nights for the First Time Ever



The 2018 ESSENCE Festival® presented by Coca Cola® attracted more than 510,000 attendees to New Orleans this Fourth of July weekend, marking one of the largest gatherings in the event's 24-year history. Essence's new owner Richelieu Dennis (left) spent time at the festival, moving from event to event seeing first hand the success of the Festival which broke records. Here he is pictured with Data News Weekly Publisher, Terry Jones (right) as they enjoy the festivities and networking with local business owners. (Photo by Glenn Summers)

Data News Weekly Staff Edited Report Photos by Kichea S. Burt

The 2018 ESSENCE Festival® presented by Coca-Cola® attracted more than 510,000 attendees to New Orleans this Fourth of July weekend, marking one of the largest gatherings in the event's 24-year history. For the first time ever, all three nights of the ESSENCE Festival concert series at the Louisiana Superdome sold out. The extraordinary turnout underscores ESSENCE's engagement of Black women around community, culture and content – which was brought to life in innovative ways at the annual celebration.

"This extraordinary gathering

of nearly half a million attendees—on the eve of the ESSENCE Festival's 25th anniversary—speaks to the unmatched convening power of our culture," said Michelle Ebanks, President, Essence Communications. "As one of the country's largest curated live experiences, the ESSENCE Festival engages Black women globally—through a truly unique celebration of culture, connection to community and access to content that inspires and empowers."

The annual 4-day Festival, which took place July 5-8, features entertainment, empowerment, and cultural experiences during the day and a state-of-the-art concert series with the world's best performers each night to comprise a one-of-a-

kind curated content experience:

Over 100 performing artists across the Superdome and the Ernest N. Morial Convention Center. Many of the biggest names in the entertainment industry including Janet Jackson, Mary J. Blige, Queen Latifah, Snoop Dogg, The Roots, Erykah Badu, Jill Scott, Miguel and others performed at the event's nighttime concerts and dozens of others across ESSENCE's Center Stage and 10th Anniversary All-Star Gospel Tribute honoring Dottie Peoples.

More than 100 influencers, leaders, creators and celebrities participated in the Festival's daytime experience – rebranded as 'Conference & Expos' with programming across eight tracks spanning Beau-

ty & Style to Business & Entrepreneurship. Powerhouse speakers included Lena Waithe, Lester Holt and New Orleans Mayor LaToya Cantrell as well as favorites Rev. Al Sharpton, Congresswoman Maxine Waters and Iyanla Vanzant, among others.

First-time, simultaneous live streams of the daytime experience on Facebook, Twitter and YouTube; an ESSENCE Snapchat Live special and millions of #EssenceFest social media posts generating trending status on Twitter.

Expanded consumer Expos such as the 'Beauty Carnival' and 'Entertainment All-Access' drew crowds of thousands each day to the Ernest N. Morial Convention Center. Elevated VIP events and programs

for attendees included the launch of the 'ESSENCE House' at the Ace Hotel, as well as the debut of the 'E-Suite' with exclusive access to career and business programming.

Community give-back and volunteerism at the Festival's traditional 'Day of Service' focused on the theme "Adopt-a-Neighborhood – Central City" to encompass youth center beautification projects, as well as empowerment and entrepreneurship workshops for women & girls. ESSENCE 'Day of Service' also presented the inaugural Excellence Awards honoring local change-agents in the community.

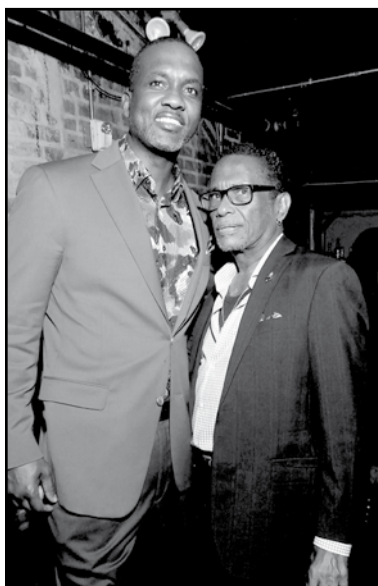
America's Black Women Mayors Empowering Lives

Photos by Kichea S. Burt & Glenn Summers

Data News Weekly Contributors


At Essence, there were all types of events to attend, empowerment seminars and break-out sessions to learn new things, gather new ideas and share information with each other. But, the biggest event was the New Orleans Mayor LaToya Cantrell, Atlanta, Mayor Keisha Lance Bottoms, Charlotte, Mayor Vi Lyles, and Gary Indiana, Mayor Karen Freeman-Wilson coming together for a powerful conversation around Black women dominating leadership roles in the political arena. Moderated by Lester Holt this session was by far the biggest thing not to miss.

Mayor LaToya Cantrell brought in the Essence Music Festival in style as she held the Annual Essence Mayor's Party at Canal Place. Hip-Hop Legend MC Lyte was the DJ and MC for the event. Also the Essence team led by new owner Richelieu Dennis were in the building to welcome partygoers for Essence Weekend and Data News Weekly was there!!!



Cover Story, Continued from page 3.

During this weekend it was a wonderful time in New Orleans witnessing real life Girls Trip and Black Girl Magic with Black women affirming one another defying stereotypes, displaying the essence of beauty, grace, style, sexiness and sisterhood. Being the living embodiment of the title of the poem by our poet laureate Maya Angelou... Phenomenal Woman, but in this case, I'll call it Phenomenal, Immaculate, Resilient, Incredible, Amazing, Beautiful Black Women.



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Essence Fest, More than Music

Photos by Glenn Summers
Data News Weekly Contributor

The Essence Music Festival is more than just night time concerts. It is truly a party with a purpose. It was also a time to celebrate empowerment and inspiring each other to greatness. From the parties, the shows and the suites inside the Superdome, movers and shakers in the world of business, politics, entertainment, education and other fields of endeavors enjoyed food, drinks, fun and networking and Data News Weekly was there.



Essence new owner Richelieu Dennis
and Data News Weekly Publisher
Terry Jones



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



Terry Jones and Mayor LaToya Cantrell



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

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Roland Martin

Pleading Our Own Cause



Julianne Malveaux
NNPA Columnist

Kudos to Roland Martin, the pioneering journalist who has taken his departure from TV One and turned it into a digital platform. He'll be back with a daily program, but he'll be online instead of traditional media. He has financing from AFSCME, the American Federation of State, County and Municipal Em-

ployees, and he is also hoping for funding from us, the folks who say they miss the program and say they want unfiltered news. From his website, www.rolandmartin.com, you can join his #BringTheFunk support group and help Roland bring the funk!

Roland has had it with the traditional media, and he is right to point out the lack of commentators and hosts on conventional media—the networks and the “key” cable outlets. Many of those folks have to toe the line, and can't be, but so “controversial.” But sometimes one person's controversy is another person's truth. The corporate media squirms when journalists call out our 45th president on his many lies, because some of them are still

currying favor with him. And unless light shines on the filth that is occurring in Washington, it will continue. Forty-five said he would “drain the swamp,” but he has become one of the world's great alligators, profiting from his presidency both through ties to China (even as he imposes tariffs), through his many name-branded hotels, and through all kinds of other shady deals.

Dorothy Leavell, the publisher of the Crusader newspapers in Chicago and Gary, Ind., is the chairman of the National Newspaper Publishers Association (NNPA). At the organization's June conference, she convened a panel that focused on fake news and the Black Press. I was privileged to participate with

the National Association of Black Journalist (NABJ) President Sarah Glover, pugnacious attorney A. Scott Bolden, and marketing expert Deborah Gray-Young. I think that fake news is not only about the Trump shenanigans and lies, but also about news that is unreported or distorted. For example, how come every time a White person shoots up a classroom, movie theatre, or public space, the focus is on their “mental illness,” while whenever a Black person commits a crime, of any sort, the focus is on criminality. Why has Rev. Barber's Poor People's Campaign been so underreported, and why was the June 12 shackling of faith leaders outside Supreme Court wholly ignored by the mainstream (and

even the sidestream) media? Why has there been so little focus on the economic status of African American people, except when “45” crows about all the improvements he has (not) made on the economy.

Just the other day, I was commiserating with someone about the ways the mainstream media ignores the African American community. The brother I was talking to said, “this is why I miss Roland.” So, Roland is coming back roaring, lifting up the oft-quoted 1827 line from Freedom's Journal, the nation's first Black newspaper, “We wish to plead our own cause. Too long have others spoken for us.” Roland Martin and the NNPA have made the

Commentary, Continued
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Another Assault on the Black Press

Black Newspaper Publishers Take a Hit with Trump's Tariffs on Canadian Newsprint



Benjamin F. Chavis, Jr.
NNPA Columnist

Amid the rush to comprehend the ramifications of a full-scale international trade war initiated by the errant and backward tariff policies of the Trump Administration, there are results of the tariffs that need to be challenged by Black America. The financial sustainability of the Black Press of America is now facing a catastrophic and a possible deadly impact, because of these new tariffs.

The current dispute over the rising costs of the paper product termed “newsprint,” because of tariffs on Canadian newsprint threatens the future of member publishers of the National Newspaper Publishers Association (NNPA) and could further isolate and disenfranchise African American busi-

nesses and communities in cities and towns across the United States.

Import duties the U.S. Commerce Department is now applying to Canadian-made newsprint is already increasing costs enough to prompt layoffs and scaled-back news coverage by some of the nation's major dailies and weekly publications. If these tariffs remain in place, scores of newspapers with smaller circulations, notably those that serve African American communities, could be forced to cease publishing a print edition or close altogether.

During the past 191 years, the Black Press has survived, endured and overcome past firebombing and improvised explosive attacks, as well as other deadly manifestations of racial violence. The newsprint tariffs appear to have been put in place by the Trump Administration after being encouraged by the interests of a single paper mill in Washington State called NORPAC.

NORPAC argues that Canadian government policies give Canadian paper producers an unfair advantage in the U.S. market. NORPAC says the added duties, or tariffs, at the border are protecting it. NORPAC can fight for its self-interest

but the U.S. government has an obligation to consider the impact the tariffs are having on the nation as a whole, and in particular the impact on African American owned newspapers and businesses.

We forthrightly oppose the Trump tariffs on newsprint and demand an end to the disastrous trade policies that are hurting our businesses and communities.

Given that newsprint and labor account for most of the cost of running a newspaper, it is easy to see how jacking up the price of newsprint by more than 30 percent could spell the difference between these publications eking out a modest profit or going out of business. Around 2,000 newspapers have closed or morphed into something else in the last 15 years.

The NNPA is proud that its 215 member-publications are moving forward even in the face of these new contrived dangers and obstacles in the marketplace. Our newspapers enliven and inform the debate within African American and other communities that we serve and help to empower with news, information, and the reaffirmation of the vitality of Black cultural genius and excellence in all fields of endeavor.

Our printed editions are especially important in communities where people are less likely to be able to afford or take full advantage of broadband Internet access. However useful today's technological innovations are in sharing information, for many people, there is no substitute or affordable alternative to the local weekly newspaper of, by, and for the African-American community. Our newspapers are the lifeblood for our communities.

The tariffs threaten more than local newspapers. Newsprint is used for promotional materials by retailers and civic groups. It is used by book publishers and printers. Often these are small businesses serving local communities. If newsprint goes up in price, printers will get fewer contracts and have fewer customers. Ironically, the tariffs NORPAC wants in place will actually threaten paper producers and a range of related business. A coalition of these businesses, the STOPP Alliance, estimates some 650,000 jobs could be at risk—all to help one company that has no allies or supporters within the U.S. paper industry.

The U.S. International Trade Commission (ITC) is reviewing the

facts in this case and is expected to announce its recommendations on what to do with the tariffs later the summer. In the meantime, members of Congress from both parties have introduced legislation to suspend the tariffs immediately.

The STOPP Alliance has also created an online petition to urge the ITC to end the tariffs. Consider adding your voice to this effort by clicking on this link. After all, the threat the duties on newsprint pose to daily and weekly print publications serving communities in urban and rural areas is especially acute.

If there was ever a time when the country needed a range of authentic and “trusted” outlets to share news and perspectives, it is today. In today's world, the newspapers that serve African American communities will continue to play a crucial role. Errant trade policies and duties championed by a single company must not be allowed to diminish the meaningful role of the Black Press of America.

Dr. Benjamin F. Chavis, Jr. is the President and CEO of the National Newspaper Publishers Association (NNPA) based in Washington, D.C. Dr. Chavis can be contacted at dr.bchavis@nnpa.org. Follow Dr. Chavis on Twitter @DrBenChavis.

Four Things to Know About Triple Negative Breast Cancer

By Kellee Terrell
Black Health Matters
Contributor

Dr. Edith Mitchell, renowned oncologist and researcher from Philadelphia's Sidney Kimmel Cancer Center at Thomas Jefferson University, gives us the 411 on Triple Negative Breast Cancer.

+++++

Triple negative breast cancer means that when the tumor is tested it comes back negative for the following receptors: estrogen, progesterone, and the HER-2/neu positive/negative gene. If you are diagnosed with breast cancer, make sure you know the results of your receptor test.

+++++



Dr. Edith Mitchell

These cancers grow faster than other breast cancers and can spread to other organs in the body such as the liver, lungs and the brain. Most women diagnosed with this form of cancer are diagnosed at an advanced stage of the disease.

+++++

Triple negative breast cancer re-occurs more frequently than other forms of breast cancer. And when it comes back, it comes back with a vengeance and responds less to treatment.

+++++

But not all is lost. People can survive this disease with access to quality health care. Make sure you work with your doctor to find the right treatment at the right time that will work for you.

Patrice A. Harris, MD, Wins Office of AMA President-Elect




By Brendan Murphy
AMA Newswire

Atlanta psychiatrist Patrice A. Harris will take the helm of American Medical Association after being elected president Tuesday at the Annual Meeting of the AMA House of Delegates in Chicago.

Harris, who is the chief health officer for Fulton County, becomes the first African-American woman to hold the office. Following a year-long term as AMA president-elect, she will be installed as president in

June 2019.


Harris has experience as a private practicing physician, public health administrator, patient advocate and physician spokesperson. She currently works in private practice and consults with both public and private organizations on health service delivery and emerging trends in practice and health policy, according to an AMA news release. Harris is also an adjunct assistant professor in the Emory Department of Psychiatry and Behavioral Sciences.




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Get Ready for the New School Year!

Healthy Blue to Host Back to School Celebration and School Supply Giveaway August 4th at Sojourner Truth Neighborhood Center

Celebrate the upcoming school year with a fun day of music, games, refreshments, health screenings, community resources, and school supplies (while supplies last) to help students in grades K - 5 and families get "day one" ready for the new school year.

The Back to School Celebration is possible with support from Healthy Blue in partnership with Providence Community Housing, Enterprise Community Partners, Immanuel Community Church, and Faubourg Lafitte



Tenants Association.

The event will take place on Saturday, August 4th; 10:00 a.m. - 12:00 p.m. at Sojourner Truth Neighborhood Center, 2200 Lafitte Street, New Orleans, LA 70119

School supplies will be distributed while supplies last. Students must be accompanied by a guardian to receive school supplies.

To learn more about the Back to School celebration at Sojourner Truth Neighborhood Center, visit Healthy Blue's Facebook page at www.facebook.com/HealthyBlueLA

Fashion

Top Celebrity Looks from Essence Fest 2018



Delaney George
Data Fashion & Style
Columnist

Essence Fest: Music, food, fashion, fun, and your favorite celebs. What more could you possibly want?

If there was ever a better time to step out the house in your cutest sundress and that gaudy sun hat you've been dying to pull off, it was last week. The streets of Nola were filled with melanin beauties, pop-up shops, events and the hottest celebrities around.

The celebrity presence at Essence this year was like no other with headliners like Janet Jackson, Missy Elliot, and Mary J. Blige. But musical guests weren't the only stars gracing the City. Stars like Gabrielle Union and Issa Rae also graced last weekend's fest. But what all of these stars have in common is that they all came to Nola to SLAY!

So many stars showed us their fashion glitz and glam for Essence and we've chosen our top celebrity looks from last week's festival.

Check out our favorite celeb fashions below and email Delinkey@yahoo.com for more information.



Supermodel Ebonee Davis bares some skin in this hot two piece peach set.



Janet is glowing with this high pony and super stylish makeup.



The singer came to Nola to shine. Brandy is seen here with gorgeous diamond triangle earrings and a white frock blouse.



Looking like a jewel herself, local star Toya Wright pulls off this super chic Egyptian look.



Cynthia kicks back at Essence Fest in this hot all black top and skirt set with strappy heels.



Gabby shines bright in this orange flowing sundress.



Our favorite anchor slays in this super cute fringe ensemble paired with jeans.

NNPA Honors General Motors with 2018 National Meritorious Leadership Award

By Freddie Allen
Editor-in-Chief,
NNPA Newswire and
BlackPressUSA.com

The National Newspaper Publishers Association (NNPA) honored General Motors with the 2018 National Meritorious Leadership Award at the group's recent annual convention in Norfolk, Va.

The NNPA is the oldest and largest trade group representing Black-owned media companies and newspapers in the United States. NNPA member publications reach an estimated 20 million readers in print and online, combined, every week.

Dr. Benjamin F. Chavis, Jr., the president and CEO of the NNPA, said that the trade group enthusiastically presented the award to the automaker.

Dr. Chavis noted that General Motors is the single-largest advertiser with the NNPA and one of the largest financial supporters of the trade group.

"Beyond that, this is our third year working with General Motors to identify, nurture, mentor and provide academic fellowships to the next generation of African American journalism scholars across the nation," Chavis said. "We are so proud of the NNPA [Discover The Unexpected] fellows."

The 2018 NNPA Discover The Unexpected (DTU) Journalism Fellows are: Tyvan Burns of Norfolk State University; Diamond Durant of Morgan State University; Daja



Lester A. Booker Jr. (center), the Corporate Giving Communications Lead for General Motors, accepts the 2018 National Meritorious Leadership Award, on behalf of the global automaker at the NNPA's annual convention in Norfolk, Va. NNPA Chairman Dorothy Leavell (left) and NNPA President and CEO Dr. Benjamin F. Chavis, Jr. present the award. (Mark Mahoney/NNPA)

Henry of Howard University; Denver Lark of North Carolina A&T State University; Natrawn Maxwell of Claflin University; and Ila Wilborn of Florida A&M University.

In 2016, the year the NNPA DTU Journalism Fellowship was launched, the program only accepted applications from Howard University students; in 2017, the application process expanded to Clark Atlanta University, Morehouse College and Spelman College. This year, the NNPA DTU Journalism Fellowship program opened the ap-

plication process to all Historically Black Colleges and Universities nationwide. Dr. Chavis said that he's looking forward to continuing the growth of the program.

"We are proud of the continued partnership between General Motors and NNPA for nearly 50 years," said GM Corporate Giving Communications Lead Lester Booker Jr. "As GM works toward a future with zero crashes, zero emissions and zero congestion, we recognize the importance of diversity and its role in the ever-

changing global marketplace."

Booker was on hand to accept the 2018 National Meritorious Leadership Award on behalf of the automaker.

"Partnerships such as this afford us the opportunity to engage with customers around the world," Booker said.

For Telva McGruder, the president of the General Motors African Ancestry Network (GMAAN), that engagement begins in our own neighborhoods. McGruder delivered a presentation about GMAAN's mission during the NNPA's annual convention.

GMAAN is one of 10 employee resource groups (ERGs), "focused on attracting, developing and retaining employees of African Ancestry while engaging our communities where we live and work," according to General Motors' web page on ERGs.

"We do a lot in communities that are in areas of the United States that are far away from Detroit," McGruder said.

McGruder said that she's interested in increasing coverage of GMAAN activities and programs through NNPA newspapers.

McGruder continued: "The work that we're doing is right in line with what NNPA values."

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Freddie Allen is the Editor-in-Chief of the NNPA Newswire and BlackPressUSA.com. Follow Freddie on Twitter @freddieallenjr.

Commentary, Continued from page 8.

case that if we want our story told, we have to support it.

It is a shame that the Black Press is so poorly embraced. NNPA newspapers need ads, and they also need subscriptions, but while many of us talk a good game, we don't sustain Black-owned media enough to help it thrive. So, they go seeking ads to survive, perhaps compromising integrity while doing so. The Black Press, those who plead our cause, must not feel that they have to buck-dance to the whim of advertisers. Advertising, all too often, is contingent on the support of a specific position, or avoidance of controversy. Thus, in launching his #BringTheFunk group, Roland is challenging African Americans who say that they want real news to

support it. That means contributing a little or a lot to grow the digital platform Roland is building.

Everybody wants to go to heaven, but nobody wants to die. In other words, everyone wants real news, and nobody wants to pay for it. One of the ways to support real news is to take out a subscription to an NNPA newspaper, or three. Another way is to help Roland bring his particular brand of reporting and analysis to us through his digital platform. Check his powerful statement out at www.rolandmartin.com. And check out the ways you support fake news by failing to challenge the mainstream media. Do you write letters to the editor? Reach out to producers? Ask hard questions about representation? Silence is consent.

Julianne Malveaux is an author, economist and founder of Economic Education. Her latest book "Are We Better Off? Race, Obama

and Public Policy" is available to order at Amazon.com and at www.juliannemalveaux.com. Follow Dr. Malveaux on Twitter @drjlastword.

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Our DTU 2018 Fellows are geared up and ready to go discover stories of inspiration and innovation in our African American communities. Follow us and show our HBCU students some love along the way. The journey begins!



NNPA.ORG/DTU

#DTU2018, #ChevyEquinox, #Chevy, #NNPA