

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"

**Style &
Energy**

**Old Clothes,
New Ideas**



FREE
COPY

**Data Zone
Page 7**

August 25 - August 31, 2018 53rd Year Volume 17 www.ladatanews.com

A Data News Weekly Exclusive

**It's
Back to
School
Time!**



Page 2



**Newsmaker
Remembering
Aretha**

Page 4

**Commentary
Omarosa Isn't
Your Dog!**



Page 8

It's Back to School Time

Are Your Kids Ready to Go?



Data News Weekly Staff Report

Starting School

Every year kids start school — and every year parents wonder what to do. Whether it's your child's first day at preschool or the start of fifth grade, there are always new challenges. Kids, as well as parents, often

struggle with saying goodbye at the classroom door and hello to the start of a new year.

Some kids will start the year off easily, breezing into the classroom with a quick goodbye — but after a few days (or even weeks) — cling as you try to leave. Others will enter the building only under protest from day one. Then there are those who rush off to school with great enthusiasm but meltdown the instant you pick

them up. Others may get stomachaches, or have difficulty falling asleep. Some may even experience going to school as a rejection, particularly if a younger sibling stays home with a parent or caregiver.

These are challenging but frequent reactions to the start of school. "All kids have a lot to adjust to when they are going to a new school or moving up to a new grade. And their reactions to starting school will vary.

Cover Story, Continued on page 3.

INSIDE DATA	
Cover Story	2
Newsmaker	4
State & Local News . .	5
Data Zone	6
Commentary.	8
Health News	9
National News	10

DATA NEWS WEEKLY
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	Contributors Cheryl Mainor	Art Direction & Production MainorMedia.com
Edwin Buggage Editor	Stacy M. Brown	Editorial Submissions datanewseditor@bellsouth.net
Cheryl Mainor Managing Editor	Wikimedia Commons	Advertising Inquiries datanewsad@bellsouth.net
Calla Victoria Executive Assistant	Pexels.com	Distribution On The Run
June Hazeur Accounting	Julianne Malveaux	Courier Services
	Cash Michaels/NNPA	
	Samjah Iman	
	Jeffrey L. Boney	

Please call 504-309-9913 for subscription information or to obtain a back issue of the paper ONLY.
Dated material two weeks in advance. Not responsible for publishing or return of unsolicited manuscripts or photos.

Cover Story, Continued from page 2.

One of the big adjustments is separating from their parents and creating a bond with their new teacher," says Linda Lendman, M.S.W, family coordinator at the Rand School in Montclair, NJ.

"Parents as well need to let go, learn to trust the teachers, and support their children's independent experience. And they need to recognize that their children may not approach school and learning the way they did," says Michael Thompson, Ph.D. author of "The Pressured Child."

To help you ease your kids into the school experience, try these practical strategies for getting off to a good start.

Before School Starts

A little advance preparation can make the first week a lot easier. Tailor these strategies to suit you and your child as you prepare for the big day.

Practice going to school. Make a dry run to help your child get familiar with the route and the routine. Point out interesting sights or places familiar to your child. Notice the swings, slides, or other fun stuff that you think your child will like — and try them out together.

Describe what will happen on the first day. Keep in mind that a child starting school for the first time or going to a new school may have a hard time imagining what it will be like (You've been to school before, but they haven't.) "Talking about the basic sequence of the day will help your child make a mental movie of what to expect. Kids form pictures in their minds and reviewing the process in detail will make things more familiar and less scary on the first day of school," advises Diane Levin, Ph.D., Professor of Education at Wheelock College.

Ask your child compelling questions. Specific questions will help your child imagine what school will be like and help you talk about the fun stuff and the hard stuff. You might ask,

"What do you think the hardest part of school is going to be?"

"Is there anything that worries you about starting school?"

"What are you really looking forward to?"

Start going to bed earlier. One or two weeks before school begins, start rolling bedtime back to a school schedule. Begin slowly, waking your child up 15 minutes earlier every day and going to bed 15 minutes earlier each night until she is back on track.

Meet kids in the class. If your child is going to a new school, find out if there will be a class gathering before the first day; it can be help-



ful to see familiar faces when she walks into a new classroom. Even if your child already has friends at school, schedule some play dates with kids your child may not have seen over the summer.

Learn about the drop-off policy. Find out about the policy for parents walking children into the classroom and how long you can stay. If you anticipate that your child will need extra time to adjust, talk to the teacher before school starts, if you can.

Give children control over what they can control. Offering simple choices may help calm nerves and get kids excited. For example, if you pick out a new backpack or

lunchbox, let your child choose the color. If you shop for school supplies, let your child find the items in the store and check them off on your list. The day before school starts let your child choose clothes for the first day — but keep veto power!

Plan ahead how you will say goodbye. Think about what your child needs in a goodbye. What will be most helpful — a quick goodbye, or five minutes of cuddle time with you?

Read books about starting school. Whether you're going to a new school or a new grade, books about it will get kids talking and feeling comfortable. Some good ones

include "The Berenstain Bears Go to School" by Stan and Jan Berenstain, "Annabelle Swift, Kindergarten" by Amy Schwartz, "First Day Jitters" by Julie Dannenberg, "I Am Absolutely Too Small for School" by Lauren Child, and "Get Ready for Second Grade, Amber Brown" by Paula Danziger.

The First Days of School

Try these strategies to help your child (and you) get in the groove of the first days of school.

Get up early. This means you can have a relaxed breakfast, leave in enough time to deal with upsets — and still get to school on time.

Don't talk about how much you

will miss your child. Don't let your own worries get in the way. Walk your child into school (or put her on the school bus) and then talk to other parents if you need support. Your child has enough to worry about on the first day without soothing your anxieties.

Focus on fun. If you escort your child to school, check out the playground before you go in. Meet the teacher together and take a look around the new classroom for things you know he enjoys, like art supplies, a fish tank, or the reading corner.

If your child gets upset, acknowledge the feeling and ask her for suggestions. You might say, "I know you're upset. I bet other kids are too. Let's think about what will help you feel better." Suggest reading a book together or starting an activity.

Ask the teacher for help. If your child won't let you go, turn to the teacher. She probably has a lot of experience with this. You might say, "Let's go say hello to your teacher together. She will take great care of you."

Make a swift exit. Take your cue from the teacher and from your child, but when it's time to go, go. A quick exit may be more useful to your child than a drawn-out goodbye. You can often call school later to check on how a young child is doing. And you'll probably find out that she's doing fine.

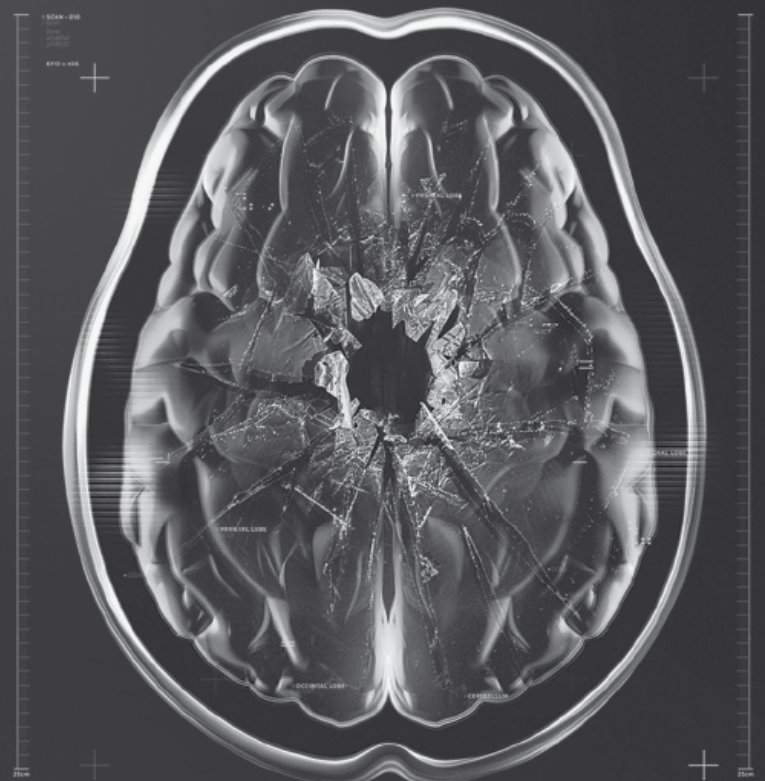
WITNESSING VIOLENCE CAN CHANGE A KID'S MIND.

YOU CAN HELP THEM HEAL.

New research shows that witnessing traumatic events — like domestic violence, shootings, or even fighting — can impact the physical development of a child's brain. Learn how your everyday gestures can help reverse the effects.

Childhood trauma
Changing minds.

ChangingMindsNOW.org
DEFENDING CHILDHOOD **Ad** FUTURE'S
WITHOUT VIOLENCE



Queen of Soul Aretha Franklin Dies at 76

By Stacy M. Brown
NNPA Newswire Contributor

Aretha Franklin, arguably the greatest voice in music history, has died.

The Queen of Soul was 76.

"She will be so missed as a mother, sister, friend, cousin," said longtime friend Roger Friedman, who also covered the Queen of Soul for decades and originally broke the story about her cancer fight on showbiz411.com.

"Her legacy is larger than life," Friedman said. "It's not just that 'Rolling Stone' called her the No. 1 singer of all time, or that she's the Queen of Soul. Long live the Queen."

Franklin passed away at her home on Thursday, August 16.

"The NNPA profoundly mourns the passing of our beloved 'Sister Leader' and Queen of Soul Aretha Franklin," said NNPA President and CEO Dr. Benjamin F. Chavis, Jr. "Her creative genius was matched by her steadfast courage as a freedom-fighting singer and leader for civil rights. Black America and all people of goodwill throughout the world will miss her, but her legacy will never be forgotten."

Dr. Chavis continued: "Long live the spirit and legacy of Queen Aretha Franklin."

Dorothy Leavell, the chairman of the NNPA and publisher of the Crusader newspapers in Chicago and Gary, Ind., said that she was saddened by the loss of the music icon.

"I send a message of sadness and respect for our beloved Queen whose musical genius [shined brightly] and resounded around the world," Leavell said.

The fourth of five children,



Queen of Soul Aretha Franklin died on August 16, 2018. The Grammy Award-winning artist was 76. (Wikimedia Commons)

Aretha Louise Franklin was born on March 25, 1942, in Memphis, Tennessee, to Baptist preacher Reverend Clarence La Vaughan "C.L." Franklin and Barbara Siggers Franklin, a gospel singer, according to her biography.

Franklin's musical gifts became apparent at an early age. Largely self-taught, she was regarded as a child prodigy. A gifted pianist with a powerful voice, Franklin got her start singing in front of her father's congregation.

By the age of 14, she had recorded some of her earliest tracks at his church, which were released by a small label as the album "Songs of Faith" in 1956. She also performed with C.L.'s traveling revival show

and, while on tour, befriended gospel greats such as Mahalia Jackson, Sam Cooke and Clara Ward.

Hitting her stride in 1967 and 1968, Franklin churned out a string of hit singles that would become enduring classics, showcasing Franklin's powerful voice and gospel roots in a pop framework.

In 1967, the album "I Never Loved a Man (The Way I Love You)" was released, and the first song on the album, "Respect"—an empowered cover of an Otis Redding track—reached No. 1 on both the R&B and pop charts and won Aretha her first two Grammy Awards.

She also had Top 10 hits with "Baby I Love You," "Think," "Chain

of Fools," "I Say a Little Prayer," "(Sweet Sweet Baby) Since You've Been Gone" and "(You Make Me Feel Like) A Natural Woman."

Franklin's chart dominance soon earned her the title Queen of Soul, while at the same time she also became a symbol of Black empowerment during the Civil Rights Movement of the time.

In 1968, Franklin was enlisted to perform at the funeral of Dr. Martin Luther King Jr. during which she paid tribute to her father's fallen friend with a heartfelt rendition of "Precious Lord."

Later that year, she was also selected to sing the national anthem to begin the Democratic National Convention in Chicago.

In 1987, Franklin became the first female artist to be inducted into the Rock and Roll Hall of Fame and was also awarded an honorary doctorate from the University of Detroit.

Prior to her passing this week, Stevie Wonder and the Rev. Jesse Jackson were among those who paid a visit to her at her home in Detroit.

"I prayed with her," Jackson said.

In a statement, former President Barack Obama lauded Franklin as "The Queen."

"America has no royalty but we do have a chance to earn something more enduring," Obama said. "For more than six decades since, every time she sang, we were all graced with a glimpse of the divine. Through her compositions and unmatched musicianship, Aretha helped define the American experience."

Obama's statement continued: "In her voice, we could feel our history, all of it and in every shade—our power and our pain, our darkness and our light, our quest for redemption and our hard-won respect. She helped us feel more connected to each other, more hopeful, more human."

And, Obama added, sometimes she helped us just forget about everything else and dance.

"Aretha may have passed on to a better place, but the gift of her music remains to inspire us all," Obama said. "May the Queen of Soul rest in eternal peace. Michelle and I send our prayers and warmest sympathies to her family and all those moved by her song."

This article was originally published at BlackPressUSA.com.

Stacy Brown is an NNPA Newswire Contributor and co-author of "Michael Jackson: The Man Behind the Mask: An Insider's Story of the King of Pop." Follow Stacy on Twitter @stacybrownmedia.



Find us on:
facebook®



New Orleans Finest
Auto Sales, LLC

KEITH BROWN
Owner

9860 Lake Forest Blvd, 70127

Office (504)241-0110

Cell (504) 723-5652

NOLA ChristmasFest Announces 50,000-Square-Foot Expansion and 2018 Dates

Family-Favorite Holiday Festival Starts December 22 and Ends December 31

(New Orleans) – NOLA ChristmasFest, the largest indoor holiday event on the Gulf Coast with 320,000 square feet of holiday activities, opens to the public on Saturday, December 22 and runs through Monday, December 31, 2018, at the New Orleans Ernest N. Morial Convention Center.

Officials announced today that the sixth annual NOLA ChristmasFest will encompass an additional 50,000 square feet to accommodate new attractions and make room for more family-friendly holiday fun. Nearly 45,000 visitors from around the world enjoyed the 2017 Christmas festivities.

NOLA ChristmasFest 2018 will once again feature Pay One Price (POP) ticketing for the New Orleans area's only real ice skating rink and ice slides, holiday characters, amusement rides, themed in-



flatables, arts and crafts, and much more. The Gingerbread House exhibit, Kringle Carousel, Winter

Whirl, Snowball Fight Area, Snowy Summit Climbing Wall and other favorites will be back under one roof

at this year's NOLA ChristmasFest.

New attractions this year include Bouncy, billed as "the World's Tallest Snowman," and Snowzilla, Jr., providing attendees with a thrilling slide down a 90-foot ramp. Also new will be polar golf, curling games on artificial ice, and a step-inside snowglobe for selfie photos will be added to NOLA ChristmasFest this year. The expanded floorplan will also provide ample space for family gatherings, birthday parties, and corporate events.

Keepsake photos with Santa will be available for purchase through 3 p.m. on Christmas Eve. Face painting, edible cookie decorating, food and drink, and a selection of holiday gifts will also be offered for purchase.

NOLA ChristmasFest, a special holiday event based in downtown New Orleans, will display thou-

sands of dazzling lights and dozens of Christmas trees decorated by local businesses. Convention Center Boulevard will be draped in holiday décor with over one million mesmerizing lights synced to traditional and contemporary Christmas music.

NOLA ChristmasFest will be open to the public every day in Hall H of the New Orleans Ernest M. Morial Convention Center from December 22-31 including special hours on Christmas Eve, Christmas Day and until 9 p.m. on New Year's Eve. Evening hours may vary. Convenient, nearby parking will be available for visitors and locals alike, and visitors are encouraged to take advantage of very affordable Papa Noel hotel rates to enhance their holiday stays. For more information, please visit www.nolachristmasfest.com.

District "C" Councilmember Kristin Palmer Requests Review of City Boards and Commissions

In her role as Chair, Councilmember Palmer has directed the Governmental Affairs (GA) Committee to review and address long-standing issues within the city's more than 75 boards and commissions. The Council Research Division will assist in finding inconsistencies and recommend necessary changes to boards or commissions to ensure they are in compliance with the City Charter.

"It is important to recognize citizens who serve New Orleans by volunteering on one of the city's boards and commissions, but it's also imperative that we provide proper oversight to the way these organizations function and operate," said Councilmember Palmer. "Many of the boards and commissions have been forgotten, neglected or overlooked for years, and we must enact good governance reforms where appropriate."

The GA Committee will focus on three major issues:

Inconsistent Attendance at Board Meetings

Improper Term Limits and Lengths for Board members


Charter Rule Violations

Councilmember Palmer continued saying, "In order to facilitate



District "C" Councilmember Kristin Gisleson Palmer

this request, I have authorized Council Research to send formal requests to each of the city's Boards and Commissions, asking them to complete a background questionnaire which includes information such as current membership, articles of incorporation, budget, and attendance records. By conducting a transparent process, I hope the public will better understand these bodies' functions and how they affect our citizens' daily lives."



LIONMAN Foundation, Inc.


in Partnership with


BLUE LION Karate Academy International


Presents


The Legend Of LIONMAN

1000 Beams of Light











Helping Kids To Be Strong! Confident! Successful!





GrandMaster Eric O'Neal, Sr.
LIONMAN Foundation, Inc.
BLUE LION Karate Academy

9954 Lake Forest Blvd., Suite 5
 New Orleans, LA 70127
 818-252-9707
 504-244-8395

GEO@LIONMANFoundation.org
info@BLUELIONKarate.com

www.LIONMANWorld.com
www.TheLegendOfLIONMAN.com
www.BLUELIONKarate.com

Farewell Dear Queen

By Cheryl Mainor
Data News Weekly Contributor

This past week, the world said its last good bye to the Queen of Soul, Ms. Aretha Franklin. Cable news anchors stopped their political chatter simultaneously with breaking news, "Aretha Franklin, the Queen of Soul has passed" continuously flowed from chair-to-chair as an endless parade of celebrities and news men and women took time to pay her RESPECT. The many legacies she leaves behind include tremendous grace and poise, beauty, talent, faith, strength and courage. There was never one like her before her, and there will never be another after her. She broke the mold, and so let it remain broken, and may her memory forever be the best part of the history of this nation. We are, as a people, so very proud to have called her our sister, mother, daughter and friend, and so we bid the Grand Lady a fine farewell, may she rest in Heaven forever.



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

Connect to the Source

Data News Weekly, your one stop for what's happening in New Orleans.



ladatanews.com



WBOK 1230AM

A BAKEWELL MEDIA COMPANY

Real Talk for Real Times...

1639 Gentilly Blvd. New Orleans, LA 70119 (504)942-0106

www.wbok1230am.com

Style & Energy

You Don't Need New Clothes, Just New Ideas...

By Samjah Iman
Data News Weekly Fashion
& Lifestyle Columnist



I was once the girl who would always claim she had nothing to wear when it came time to get dressed for an occasion. I would often go out and buy a new clothing item every time I was invited to an event. Then I got more creative when it came to putting together an outfit and my "I have nothing to wear" days became few and far between.

Each piece in the outfit on this post is old. I was looking for something to wear one day so I began piecing things together. I found an oversize shirt that I made into an off-the-shoulder top by tying it up, a black and white skirt to offset the top, and yellow pumps to make the entire look pop.



Looking good doesn't have to be expensive. All you need are a few staple pieces and a bit of creativity. I'm sure there are many pieces in your closet that can be transformed or mixed and matched. For instance, if you have long dress with a split or a short skater dress, wear it over some jeans and add some heels to jazz up the look. If you have a huge t-shirt, tie it up to create an off-the-shoulder top or wear it alone as a dress with your favorite sneakers.

These days almost anything goes with fashion. So, before you go shopping next time, see what you can dig up in your stash. There's nothing that a few staple pieces and a little originality can't solve when it comes to style.

Peace and Blessings,
- Samjah Iman

SUMMER SALES EVENT

Make summer go right with America's Best-Selling Brand.*



2018 ESCAPE**
0% APR FORD CREDIT FINANCING FOR 72 MOS. PLUS \$1,000 FORD CREDIT BONUS CASH



2018 EDGE**
0% APR FORD CREDIT FINANCING FOR 72 MOS. PLUS \$1,000 FORD CREDIT BONUS CASH



2018 EXPLORER**
0% APR FORD CREDIT FINANCING FOR 72 MOS. PLUS \$1,000 FORD CREDIT BONUS CASH



2018 F-150 ***
0% APR FORD CREDIT FINANCING FOR 60 MOS.



Go Further

*2017 Calendar Year. **Not all buyers will qualify for Ford Credit financing. 72 months at \$13.89 per month per \$1,000 financed regardless of down payment on 18MY Escape, 18MY Edge, 18MY Explorer. Ford Credit Bonus Cash requires Ford Credit Financing, not all buyers will qualify. For all offers, take new retail delivery from an authorized Ford Dealer's stock by 9/4/2018. See dealer or go to BuyFordNow.com for qualifications and complete details.*** Not all buyers will qualify for Ford Credit financing. 60 Months at \$16.67 per month per \$1,000 financed regardless of down payment is available on 18MY F-150, excludes Raptor. For all offers, take new retail delivery from an authorized Ford Dealer's stock by 9/4/2018. See dealer or go to BuyFordNow.com for qualifications and complete details.

Omarosa Is Not Your Dog, Trump



Julianne Malveaux
NNPA Columnist

I am no fan of Omarosa Manigault Newman, the mononymous diva who dominates the airwaves whenever she wants to. Her new book, "Unhinged," which I won't read, is billed as a tell-all on "45's" White House and its shenanigans. In making the rounds, "Omiosie" (my nickname for her) has played tapes that seem to corroborate at least some of her allegations about "45." More importantly, her tapes are evidence that the game captured the hunter. In other words, Omiosie took a page from 45's book and trusted fewer people than even "45" did.

Now the 45-defense machine, led by Sarah Huckabee Sanders, has gone out of its way to paint her as all kinds of liars. Surprise, surprise.

And folks have run to the airwaves to suggest that the People's House on 1600 Pennsylvania Avenue is inhabited entirely by liars. If you elect a clown, expect a circus. But this is more than a spectacle now; it is the systematic denigration of Black people and Black women that must be repudiated and rejected.

The dehumanization of Black people allowed whites to enslave us and then justify enslavement. The defeminization of Black women allowed White men to use us sexually, and shielded them, after enslavement, from any consequences. Legally, it was almost impossible, until recently, to convict a White man of raping a Black woman. Recy Taylor's rapists got away with it, and White women stood by them. Omiosie may be an integrity-challenged lowlife (that didn't start with this book), but she is not a dog. Calling Omarosa a dog is a sly way of 45 trying to call her a b—ch, or a female dog. She is, as we all are, a terribly flawed human being. In naming her a dog, as in calling Congresswoman Maxine Waters "low IQ" is casting aspersion on all Black women.

The civil rights activist Ruby Sales addressed this on a Facebook

post that bears sharing.

Ruby Sales' Facebook post said: "Trump called Omarosa a dog. For younger folk let me break it down. His slander is laden with White Supremacist historical slander of Black women in a culture of White male rape and a reign of terror. Their assault against Black women extends back to captivity and enslavement in sites of terror in a strange land where we were hostages to the sexual whims of White men. Moreover, these men were also pedophiles who raped young Black girls."

The Facebook post continued: "To justify their perverse behavior, desires and the colonization and invasion of the lives and body territory of Black girls and women, they slandered us as whores and immoral sexual predators whose sexual appetites know no limits. So when you sit quietly and allow Trump—no matter what you think about Omarosa—to call her a dog, you give him a pass to raise up the White smear of us that your older sisters went to the mat placing our lives on the line to end this culture."

Omarosa isn't the only former White House aide who has writ-

ten about the dysfunctional White House. Sean Spicer did the same thing, yet he has not been called a dog. Instead, he was feted in Washington with a book party that actually charged an admission fee. No shade and no disparagement from the White House. Censure seems only to come when a Black woman is speaking her truth.

It is an interesting time to be an African American woman. On the one hand, during this September month, we see eleven Black women gracing the covers of magazines. Beyoncé is on the cover of Vogue; Rihanna on the cover of British Vogue; Tracy Ellis Ross on the cover of Elle; Zendaya on the cover of Marie Claire; Issa Ray graces the cover of Ebony; actress and comedian Tiffany Haddish is on the cover of Glamour; Lupita Nyong'o is on the cover of Porte; and there are others who show up on smaller publications. In total, writes Joy Sewing, African American women graced eleven magazine covers in the all-important September issues, the issues that often attract the most advertising and also set trends for the fall and the rest of the year. The Beyoncé cover for Vogue is espe-

cially impactful, because Beyoncé used her influence and editorial direction to bring a young, Black man in as her photographer. It was the first time that an African American was the cover photographer for Vogue magazine in its history.

On the one hand we are being celebrated, and on the other hand, we are being slammed. Commercial sensibilities are out of sync with the bigotry of this president, but can these commercial sensibilities be used to topple 45's bigotry? Beyoncé brought a Black cover photographer to Vogue Magazine. Can her Bey-hive bring change to prevailing racist attitudes? Will the women who pick up these magazines send a strong message to the woman-hating, genital grabbing President? Omorosa may be a lot of things, Chump, but she is not your dog, and neither are the rest of us!

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.julianmalveaux.com. Follow Dr. Malveaux on Twitter @drjlastword.

Is the Black Vote Still Being Treated Like a Political Piñata?



Jeffrey L. Boney
NNPA Newswire Contributor

When it comes to politics in this country, there is one thing that seems to be a constant—the Black vote is important and always tends to make a difference.

Although Blacks make up roughly 13 percent of the overall population in the United States, Black voters remain a powerful voting bloc that can change the trajectory of any election.

Now, it is no secret that Black people overwhelmingly vote for Democratic candidates in nearly every national election, with identi-

cal results being shown in local and state elections.

Even in elections where a race is considered to be nonpartisan, such as for a Mayor or City Council seat, Black people have historically voted for the candidates that have self-identified or campaigned as a Democrat.

While this has been the norm for decades, Black people have been on the receiving end of neglect and disparate treatment by candidates who win with the overwhelming support of the Black vote.

It is an interesting phenomenon to watch, as Black people are strategically sought after and courted for their vote, with the hope of securing their collective support for specific candidates or certain issues. Black people are typically courted with the same archaic methods to get them registered and to the polls, while providing limited resources for voter outreach and education.

On the surface, African Ameri-

cans are marketed to as if their sacred vote means so much, but historically that often changes once their vote is cast.

The way African American voters are treated, it is as if they have become a political piñata.

You know what a "piñata is right?

According to the Merriam-Webster dictionary, a "piñata" is "a decorated container filled with candies, fruits, and gifts that is hung up at parties or celebrations and hit with a stick by blindfolded persons until it is broken and the things inside it fall out."

As it relates to voting, African Americans are often treated like the treats on the inside of a piñata. They don't care how they get Black votes, they just want that vote no matter how Blacks are treated or handled. Blacks are consistently pounded and beat over the head with political messages during campaign season until they give up their precious and valuable vote. Then once

that piñata is finally opened, or in this case when the Black votes are finally cast, Black voters are either forgotten or vilified depending on the outcome of the race.

The routine is simple. When the results don't go the way those who courted the Black vote wanted it to go, they blame the Blacks for the results. However, when the outcome is favorable to those who courted the Black vote, they celebrate the results, reap the benefits and then essentially ignore those same loyal, African American voters after the election is over.

Because Black voters overwhelmingly vote for Democratic candidates, it would make sense for the Democratic Party to avoid treating Blacks like piñatas and taking them for granted.

African Americans are more than just a vote. Blacks have sacrificed and contributed mightily to the betterment of our nation, and to our state and local governments.

No political party should ever treat the Black community and Black voters like political piñatas. Black people need to receive the same type of support and political respect as all other groups of people in this country. If African Americans aren't respected and are continuously treated like political piñatas, then they might just become galvanized to the point where they either switch political parties or create their own—whatever it takes to avoid becoming a proverbial political piñata.

This upcoming midterm election in November, along with the events leading up to it, will be telling and will show how much effort the Democratic Party has done to engage their loyal voting bloc – Black voters.

The National Newspaper Publishers Association (NNPA), which

New Study Provides Critical Insights On Unique Health Needs Of African-Americans

National Medical Association, National Black Nurses Association and Pfizer Partner on Action Plan to Increase Health Equity of African Americans

ORLANDO, Fla./NNPNews-wire- African-Americans express more motivation to pursue a healthier lifestyle than non-African-Americans, yet are less likely to describe themselves as being in good health, according to recent findings from the African-American Health Engagement Study (AAHES), a collaboration of Pfizer, the National Medical Association (NMA) and the National Black Nurses Association (NBNA). The AAHES study examines the health attitudes and behaviors of African-Americans and reveals important health-related cultural differences compared to other non-African-American respondent groups. Areas of focus in the study include spiritual health relative to other dimensions of health; awareness of and attitudes towards clinical trial participation; perception of state of health; and level of motivation to take action on health.

The AAHES research, which commenced in 2017, is designed to garner insights that could inform meaningful and effective actions to increase health equity in African-American communities. According to recent data from the Centers for Disease Control, African-Americans face a greater risk of death at almost every stage of life compared with other American racial and ethnic groups, and African-Americans overall have a life expectancy more than three years shorter than that of non-African-Americans.

"Our mission is to ensure access to the highest quality of healthcare for persons of color," said Eric J. Williams, DNP, RN, CNE, FAAN, President, National Black Nurses Association. "Our participation in the study helps us better understand health attitudes and behaviors of African-Americans. Through our partnership with Pfizer and the National Medical Association, we are working to develop a sustainable plan of action that will make an impact on critical disparities that affect the health of our community."

Key findings of the AAHES study include:

- 84% of African-American study participants described themselves as "highly motivated to improve overall health," compared with 76% of non-African-American participants. Moreover, 75% of African-American respondents claimed to be taking some action



According to the African-American Health Engagement Study (AAHES), a collaboration of Pfizer, the National Medical Association (NMA) and the National Black Nurses Association (NBNA), 75 percent of African-American respondents claimed to be taking some action to stay healthy, compared to only 52 percent of non-African-American respondents. (Pexels.com)

to stay healthy, compared to only 52% of non-African-American respondents.

- 67% of African-Americans surveyed agreed with the statement "I will do better on my health tomorrow," compared with 53% of non-African-Americans surveyed.
- 36% of all African-American study participants ranked their overall health (including physical, mental/emotional, and spiritual health) as "very good" or "excellent," compared to 43% of study participants in other groups.
- 79% of African-American study participants viewed spiritual health as extremely or very important to overall health and wellness, compared to 59% of non-African-American participants. 45% of African-Americans reported being satisfied with their body regardless of weight, compared to 36% of respondents in other groups.
- 87% of African-American participants believe African-Americans are not well-represented in clinical trials, but only 33% of African-American women and 41% of African-American men stated that they are willing to enroll in a trial if it means changing or starting medication.


When it comes to trusted sources of health and medical information, African-American respondents said that they place their highest level of trust in medical organiza-

tions focused on African-Americans. African-Americans' least trusted sources for health related information are widely used media channels, such as cable news and commercial broadcast networks.

Doris Browne, M.D. President, National Medical Association, said, "As the collective voice for African-American physicians and the leading voice for parity and justice in medicine and increasing health equity, the National Medical Association, in alliance with the National Black Nurses Association and Pfizer, will work together to address the underlying causes of health inequity with greater creativity, innovation, and precision."

The death rates for African-American women from heart disease and breast cancer are far


Health, Continued on page 10.



CUMULUS

THE POWER OF RADIO

TO ADVERTISE YOUR BUSINESS, CALL (504) 581-7002



Old School
106.7
Old School and Today's R&B



NEW ORLEANS
POWER
102.9
NON-STOP HIP HOP + R&B



ALT 92.3
gulf south. rock. alternative.



NASH
FM 106.1

ladatanews.com

South Carolina Rep. Jim Clyburn Says that Democrats that Want to Win in November Must Advertise in the Black Press

Rep. Jim Clyburn (D-S.c.) Says That President Trump Has A Deep-Seated Hatred For People Of Color That Manifests Itself Every Day.

By Stacy M. Brown
NNPA Newswire Contributor

While there's at least a perceived growing number of Democrats who say they want to replace California Rep. Nancy Pelosi as the Democratic leader in the House of Representatives, South Carolina Rep. Jim Clyburn has emerged as a favorite among his peers to become the first African American to hold that position.

In an exclusive interview with the NNPA Newswire, the 25-year congressman said that, while he's ready for the challenge, Democrats currently have much bigger fish to fry.

"The first order of business is to win the [midterm] elections on November 6," Clyburn said. "That's what I've been concentrating on."

Clyburn and Congressional Black Caucus Chair Cedric Richmond each told the NNPA Newswire that they've identified 37 districts across the country they believe can be won by Democrats this year, which would wrest control of the House from Republicans.

"We feel, with the right kind of effort, we can win," Clyburn said.

Clyburn listed three keys to success this November.

The first key, Clyburn said, is to prioritize the Black vote; Democrats can't afford to take the African American vote for granted.

The secondly, the Democrats shouldn't rely on an anti-President Donald Trump wave to get out the vote. Finally, Clyburn said that candidates must advertise in the Black Press, if they want to win in November.

"We are also talking about districts where Barack Obama won twice and where Hillary Clinton also won, but these voters don't turn out for the so-called 'off-year elections,'" Clyburn said. "We can't let these voters feel like we're taking them for granted."

Clyburn, 78, said he was recently taken aback by one candidate, who said that he could win the Black vote by running on an anti-Trump platform.

"Wait one second," Clyburn said that he told the individual. "We can't just go around being 'Republican-light.' We have to be out there putting forth an alternative message, for our base, and we have to reach out to Black voters and let them know we're not taking them or any



In this photo, ahead of the anniversary of the Affordable Care Act on March 23, 2012, House Democratic leaders held a press conference to highlight the benefits of the Affordable Care Act for America's families and small businesses.(Wikimedia Commons)

of our base for granted."

To that end, Clyburn said advertising campaigns must largely include the Black Press.

"It's very, very important... Chairman Richmond and I have had candidates in and we've been telling them that one of the best ways to demonstrate that you're not taking the Black vote for granted is to advertise in the Black Press," Clyburn said.

The National Newspaper Publishers Association (NNPA) is the oldest and largest trade group representing the Black Press, comprised of more than 200 Black-owned newspapers operating in the United States.

"I've been in [the Black Press]. My daughter and I ran a newspaper down South, so I know that candidates tend to take Black media for granted," Clyburn said. "They tend to judge Black media the same way they do other media and you just can't do that, because the business model is totally different."

Each Sunday after attending Morris Brown A.M.E. Church in Charleston, S.C., Clyburn said he and other churchgoers habitually pick up the local Black-owned newspaper.

"People tend to pay attention to the headlines, the stories and the ads in the Black Press so it's vitally important that candidates know this," Clyburn said.

A former history teacher, Clyburn said Trump's obsession with dismantling Obama's legacy is reminiscent of tactics employed by

Andrew Johnson to demean his predecessor, Abraham Lincoln.

Johnson, who was impeached by House, had a vision of America as a White man's government, according to historians.

"If you remember, it's the same kind of reaction Johnson had to Lincoln and I remember sitting alone once in the Oval Office with Obama and I told him that this would be the kind of reaction he could expect," Clyburn said.

"[Obama] was never going to get the kind of respect for his presidency that was shown to

presidents before him," Clyburn said. "The narrative that exists in this country is that there are certain things that Black folks are not supposed to do and one of those things is becoming the president of the United States and [President Trump] and his administration, feel they have to do whatever they can to wipe out any semblance that Barack Obama was ever president of the United States."

Clyburn continued: "[Trump] has a deep-seated hatred for people of color and it manifests itself

every day."

Though he doesn't support or agree politically with former Trump aide Omarosa Manigault Newman, Clyburn said he was deeply troubled when Trump referred to her as a "low life" and a "dog."

"I'm the father of three daughters and I'm deeply insulted by the president of the United States referring to an African American woman the way he referred to her," he said. "Politics aside, I'm insulted that the president of the United States would denigrate the office in this way."

Clyburn continued: "The president asked an important question when he was running, 'What do we have to lose?' Well, we have lost dignity and the respect of the presidency, because of his coarseness in the office. When you lose respect, you've lost about everything there is to lose."

While he still supports Pelosi, Clyburn said that if the Democrats take back the House, he's up for the job as speaker.

"I have always supported her, but I have always remembered a sermon I heard my father give a number of times," Clyburn said. "That sermon stayed with me and he said, 'keep your lamps trimmed and burning to be ready when the bridegroom comes.' My point is, I've never forgotten that sermon so I keep my lamp burning so I'm ready."

Health, Continued from page 9.

greater than that of other women in America (CDC Health, United States 2016 Report). African-American men of all ages experience higher mortality than men of other races and ethnicities and have significantly higher rates of malignancies such as prostate cancer (CDC Health, United States 2016 Report).

"We see our partnership with the National Black Nurses Association and the National Medical Association as a critical way to increase trust and communication and better meet the health needs of African-Americans," said Freda Lewis-Hall, M.D., Chief Medical Officer and Executive Vice-President, Pfizer. "Certain medical conditions are more prevalent and devastating for African-Americans and other populations of color; diversity in clinical trials is one criti-

cal approach to closing disparity gaps. African-Americans account for 12 percent of the U.S. population but make up only five percent of clinical trial participants. When it comes to increasing African-American participation in clinical trials, we cannot overstate the importance of trust and collaboration."

Beyond clinical trial awareness and recruiting, the AAHES provides insight into other areas where the organizations can work together to increase health equity, including increasing the capacity of African-American health care provider organizations; facilitating more effective health-seeking behaviors in African-Americans through health education and community initiatives; and defining and launching targeted initiatives to respond to specific health care needs in African-American communities.

Commentary, Continued from page 10.

represents over 200 Black-owned media companies across the U.S., has been focused on encouraging 5 million Blacks to register to vote and go to the polls before the midterm elections in 2018. The NNPA is calling on the Democratic Party, the Republican Party and all of their affiliates to invest in voter outreach utilizing Black newspapers across the country and to join the NNPA's efforts to get Blacks registered and to the polls in November.

Jeffrey Boney is a Political Analyst for the NNPA Newswire and BlackPressUSA.com and the associate editor for the Houston Forward Times newspaper. Jeffrey is an award-winning journalist, dynamic, international speaker, experienced entrepreneur, business development strategist and founder and CEO of the Texas Business Alliance. Follow Jeffrey on Twitter @realtalkjunkies.

Charlottesville Struggles with Race, History and Survival



The makeshift memorial to Heather Heyer, the 32 year-old White woman who was killed by a Neo-Nazi, because she was demonstrating on behalf of Black people and against racism. (Cash Michaels/NNPA)

By Cash Michaels
NNPA Regional
Correspondent

CHARLOTTESVILLE, Va.—To say that Charlottesville, Va. held its collective breath on August 12th – the first anniversary of the deadly “Unite the Right” White Supremacist Violence a year ago that tragically took the life of Heather Heyer, a 32-year-old White Anti-Racist Protestor, is an understatement.

Virginia Gov. Ralph Northam, and Charlottesville city officials, declared a state of emergency, mobilizing every available police officer and state trooper in an unyielding show of force, to preempt the kind of street clashes that infamously marked the Ku Klux Klan and skinhead demonstrations in August 2017.

Stung by withering criticism that law enforcement did little to quell the violence that erupted last year, officials virtually shut down the core Charlottesville downtown area for the August 10th–August 12th weekend to vehicular traffic, and screened pedestrians for weapons.

Indeed, the “over-policing” this year, many residents complained, actually raised tensions, especially since the “Unite the Right” rally organizers moved their demonstration to Washington, D.C. this year.

Anti-racism protesters—most of whom were students from the University of Virginia at Charlottesville (UVA), bristled when a phalanx of state troopers, local police, hovering helicopters, and at one-point, National Guardsmen with rifles and armored vehicles, flooded the corner of Fourth and Water Streets downtown; the same corner where Heather Heyer was fatally struck by the car allegedly driven by a Neo-Nazi.

There were intense verbal confrontations, and four arrests, but ultimately, no violence.

“Yes, there are some inconveniences, but we’d rather err on the side of safety this year,” said Councilman Wes Bellamy, who helped to calm tensions between demonstrators and police.

While church and civic groups sponsored numerous events to promote racial and spiritual harmony during the tragic August 12th Anniversary, some residents were resentful, saying that Ms. Heyer may have been the only protester killed last year, but there were many other victims of White Supremacist Violence then as well who are rarely spoken of.

“I think that there’s a universal acceptance that what happened here was disgraceful,” Civil Rights Activist Rev. Al Sharpton told reporters after preaching Sunday morning service at First Zion Afri-

can Baptist Church. “But they do not want this to be representative of their city, and they want to move forward.”

And then there are the everyday challenges that many say are more important than removing Confederate statues.

Charlottesville is suffering many of the same struggles as other growing small and mid-size metropolitan areas, and those who consider themselves the working poor here say that not much is being done in the area of raising low wages, creating economic opportunities, or developing enough affordable housing stock for struggling families.

“They’re building all of the new homes and apartments for folks making six-figures,” said “Lloyd,” an independent cab driver who had to change professions in order to make ends meet.

For the first time in its history, Charlottesville has two African-Americans on its City Council—Mayor Nikuyah Walker and Councilman Bellamy—both of whom were elected on the promise of improving the quality of life.

But talk with residents, like cab drivers who find themselves having to work seven-days a-week just to keep up with a spiraling cost of living in housing costs alone, and you get a sense of abandonment against the backdrop of the “haves” getting

what they want, because they have those “six-figure salaries.”

For many Black residents, the racial history of Charlottesville strongly lends itself to a sense of oppression. Even Mayor Walker, during an appearance on CBS news analysis show “Face the Nation” Sunday.

“The issue is this deep-seated racism that we have here,” Mayor Walker said. “And that’s the challenge. And that’s a lot of work.”

And it doesn’t help that many believe the White power structure in Charlottesville, the home of Thomas Jefferson, caters to University of Virginia—arguably the largest employer in the city next to the hospital system. UVA is also an institution that was built on the backs of slaves.

Leaders like Councilman Bellamy insist that progress is being made when it comes to planning for affordable housing, economic development, and even the hiring of more Black police officers (few were seen on patrol during the state of emergency).

But until that progress is seen, and felt, residents say the hard feelings surrounding race, and lack of forward mobility for the average working person in Charlottesville, will remain tragic anniversary after anniversary.

This story was originally published at BlackPressUSA.com.

DATA CLASSIFIED

Call 504-821-7421 to
place your classified ad.

Job Opportunity

Freelance Writers Wanted

Data News Weekly, “The People’s Paper,” is looking for freelance writers to join our team print and digital team. We want to hear from you if you are a working journalist, or an aspiring journalist who has 2 years or more of newspaper or PR writing experience. We need writers who can cover New Orleans news stories, ranging from local high school sports, community events, City Hall and entertainment. Experience in print is necessary, experience in digital and social media are encouraged.

Compensation is competitive and great story ideas will be appreciated.

If you are interested, please email your resume and 3 writing samples to: terrybjones@bellsouth.net and datanewseditor@bellsouth.net.

**We can’t wait to
hear from you!**

**This space can be
yours for only \$80**

Call Now!

504-821-7421



☰ ASSESSING HOUSING OPTIONS

▶ UNDERSTANDING BENEFITS



Find articles, tips and tools from experts and others who have been in your place.

aarp.org/caregiving

Caregiving Resource Center

Care for your loved one. Care for yourself.

