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A Data News Weekly Exclusive

The Most Important Vote In History

We Can Change Controversial
Split Verdict Law on Nov. 6th

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Michael Steele
Knows Who
Wrote OpEd

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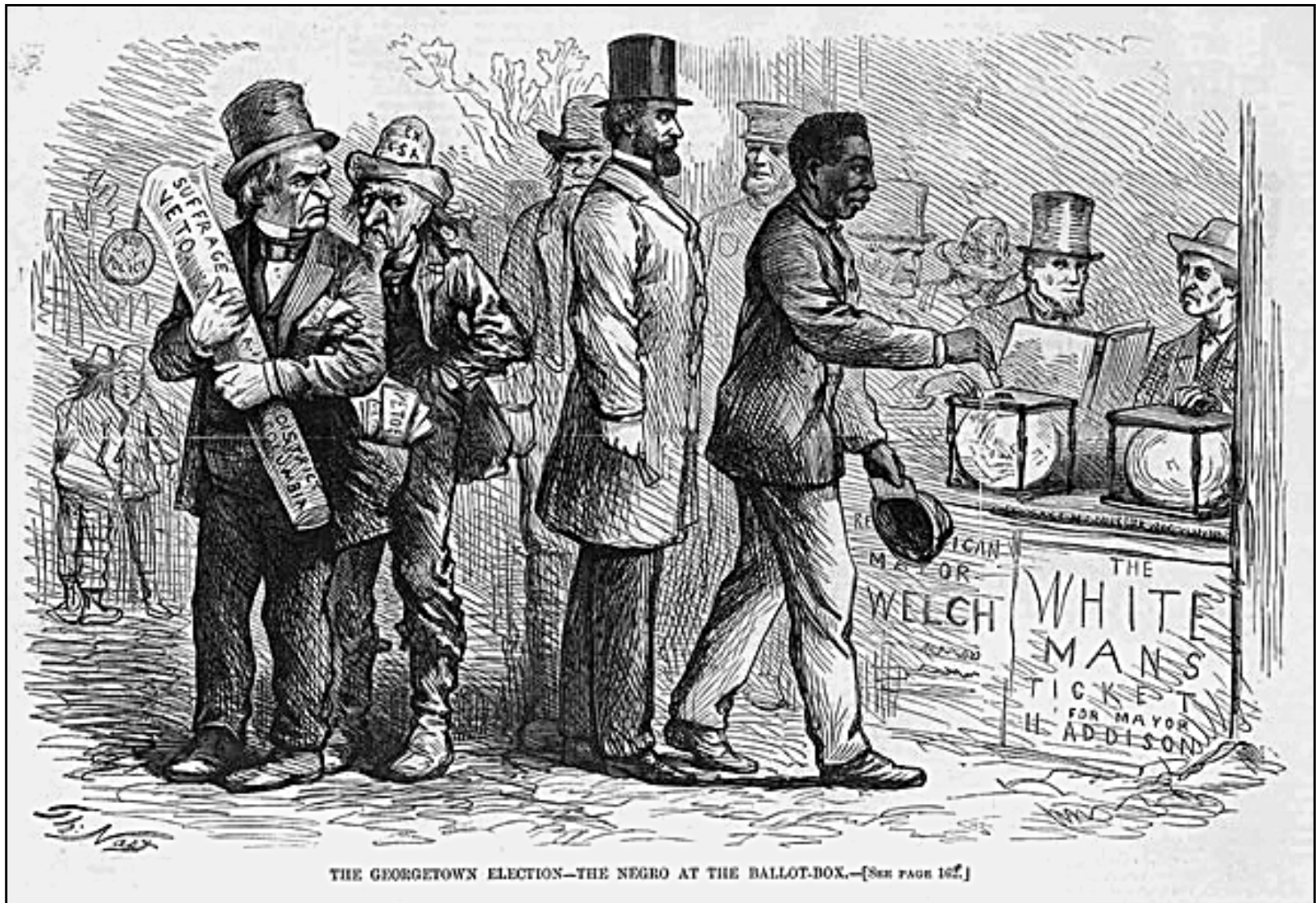
State & Local
The People Say
No to Kenner
Mayor, Yes to Nike



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The Most Important Vote In History

Louisiana Voters Have a Chance on Nov. 6th to Change Controversial Split Verdict Law



Edwin Buggage
Editor

Proposed Amendment No. 2

As the citizens of New Orleans head to the polls on November 6th the weight of history hangs in the bal-

ance. Unlike other elections this one goes beyond voting for those who would hold various elected offices. This election has on the ballot one of the most important and impactful issues that affect disproportionately effect on African-Americans.

Proposed Constitutional Amendment 2 reads, 'Do you support an amendment that require a unanimous

jury verdict in all non-capital offenses that are committed on or after January 1, 2019.'

Controversial Split Verdict Law (Non-Unanimous)

In short, Louisiana is only one of two states (other is Oregon) in the country that do not require a

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unanimous jury verdict in serious felony cases. A result that often leads to sending people to jail often for life. In fact, Louisiana only requires 10 of twelve jurors to consent in serious felony trials to get a guilty conviction. This unusual and controversial practice is something that's contributed to Louisiana being (recently Oklahoma took top spot) as the prison capital of the world.

This law has historical links to a race-based legacy of segregation and racism that in 1898 worked to restore White Supremacy by preventing Blacks from voting and removing them from all aspects of power and relegating them to second-class citizenship. This was occurring as a White backlash in a state that during Reconstruction had Black Legislators and a Black elected official rising to hold offices as high as Lt. Governor and for a short time Governor.

In this law there is a disconnect where in less serious felony case, these are tried before a six-person jury and the verdict must be unanimous for a defendant to be found guilty. So, should we ask ourselves why in cases for more serious felonies that the same rules do not apply?

Legislators Fight to Change Law

This question is something that legislators from all over the state have been debating in recent years as issues of Criminal Justice Reform is front and center in not just Louisiana, but across America. Recently, the Louisiana Senate passed a bill authored by JP Morrell, D-New Orleans, which will allow the voters to decide whether or not to change what some critics call an unfair and archaic law that reminds people of a sad time in the history of racial injustice where laws were designed to reinstate White Supremacy and disenfranchise Blacks.

Troy Carter has held several offices including the New Orleans City Council, State Representative and presently a State Senator in District 7, who was one of the co-authors of this Constitutional Amendment. "I am fully in support of Constitutional Amendment #2 on the November ballot."

Speaking of why people should vote yes on the amendment and correcting the historical legacy of racial imbalance and equity in changing this law he says, "This Amendment gives us a great opportunity to correct one of the last vestiges of Jim Crow Era Laws that are discriminatory on its very face. As one of the co-authors of this amendment I wholeheartedly support and ask our citizens to

vote yes on this very important Constitutional Amendment."

Justice in Black and White

Closer to home, many African-Americans know someone whether it is a family, friend or acquaintance who have found themselves having problems inside the Criminal Justice System. Where justice is not doled out equally and often times it is not colorblind; with a disproportionate number of African-Americans finding themselves only a stone throw away from a loved one being affected by this unusual law. And in the most unfortunate of circumstances it can take away a loved one in some instances serving life sentences.

New Orleans Criminal Sheriff, Marlin Gusman, who is tough on crime, but takes a more balanced approach feels that it is time to change the non-unanimous verdict in the case of serious felonies. In his time as, Criminal Sheriff on Tulane and S. Broad he's been a champion in the field attempting to reduce recidivism rates by taking a holistic approach looking at how all the moving parts of the Criminal Justice System can work together to make New Orleans a safer City and ensure justice for those accused of serious felonies. "I support this amendment. This amendment will bring us in line with 48 states. Depriving someone of their liberty should require a unanimous verdict," says Sheriff Gusman.

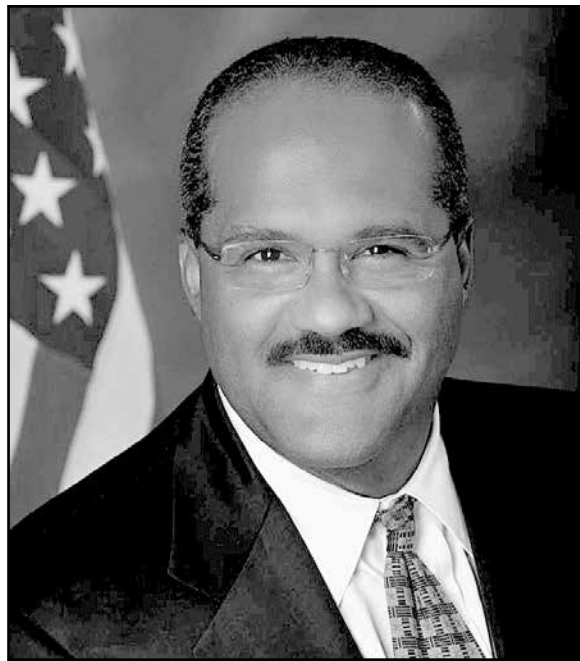


Sheriff Marlin Gusman

The Need for Criminal Justice Reform

There is a demand for reform coming from many who see that the scales of justice are not balanced. As it relates to supporters of repealing non-unanimous verdicts not only on the local and state level have legislators backed this amendment. But on the national level Congressional Black Caucus Chair Cedric Richmond D-Louisiana Congressional District 2, is also a supporter.

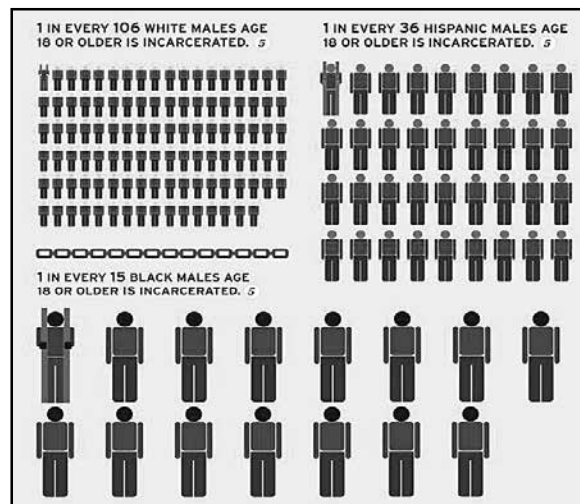
He has been an advocate in this fight for much of his political career. Presently, he is a member of the Judiciary Committee and is Co-Chair of the Criminal Justice



Louisiana State Senator Troy Carter



Congressman Cedric Richmond



and Public Safety Caucus. He was important in advocating for the Department of Justice to begin its investigation into the police involved shooting of Alton Sterling in Baton Rouge.

Also, he took a passionate interest in the Angola 3 Case and led an effort to call for the U.S. Congress to investigate Louisiana's use of solitary confinement. He has become one of the voices of reform in the Washington D.C. making his colleagues understand that the way the Criminal Justice System is presently hurts families, especially those that are non-Whites and lack economic resources. Additionally,

it's costing tax payer's dollars and not doing much to reduce repeat offenses. In short, we are not as a society getting the best return on our investment with the Criminal Justice System in its present form and something must change.

A Chance for Voters to Re-Write and Make History

The reality of the injustices that occur in the Criminal Justice System is as clear as day in the life of the average African-American. And while studies done by countless organizations show the evidence that Blacks are more affected by this and

other types of laws, customs and practices there are some who do not believe this law should be amended, but it is in this day that the voters of Louisiana can turn the page and take Louisiana and move it forward from the plantation of it slave past into the pasture of freedom that is universal humanity and justice for all.

The non-unanimous verdict is an issue that if amended can have real consequences and can determine whether some family loved ones will get the justice they deserve. This is an issue that is in some way finding some bi-partisan support in a fractured political climate.

It is 120 years that's passed since this law was placed on the book by a legislature that saw that restoring White Supremacy at the expense of disenfranchising and incarcerating Blacks. In turn, leaving Louisiana as a state that is an island unto itself as a place of semi-slavery in respect to its Criminal Justice System. Today state legislators led by representatives from New Orleans have led an effort placing on the ballot Proposed Amendment #2 giving the voters a chance to take a part in reshaping and correcting history.

Former GOP Chair Steele Says He Knows Identity of Op-Ed Writer

By Stacy M. Brown
NNPA Newswire Contributor

Former Republican Party National Chairman Michael Steele goes on the record with NNPA Newswire and it turns out there are more resisters inside the White House – a high-level group of Republican resisters to President Donald Trump, not a single individual, but a large and still growing group.

In an NNPA Newswire exclusive, Steele said the damning New York Times op-ed by a senior Trump administration official was likely written by a team of the president's trusted hierarchy and it's a clear signal that America is now witnessing a White House in utter chaos.

Steele, who served as party chair from 2009 to 2011, said Trump has devastated the party and has led Republicans to the brink of a midterm that could see a blue wave from sea to shining sea.

"I think the midterms are going to be a correction election. Voters will correct what they see in government not being about the people's business or government that's more caught up in Donald Trump," Steele said.

"The voters may take the House from the Republicans in order to wake them up," he said.

On Friday, Trump said he wants Attorney General Jeff Sessions to investigate and uncover the identity of the senior administration official who penned the anonymous op-ed in The New York Times this week.

"Yeah, I would say Jeff should be investigating who the author of this piece was because I really believe it's national security," Trump told reporters Friday aboard Air Force One.

Trump has called the author "gutless" and a "coward" and the White House reportedly has a list of 12 people whom they believe could be the author of the piece which claimed there's a "resistance" within the administration.



Former Republican National Committee Chairman Michael Steele speaking with attendees at the 2017 National Council of La Raza (NCLR) Annual Conference at the Phoenix Convention Center in Phoenix, Arizona./Gage Skidmore/Wiki Commons

“No individual will want to go to the boss or go public, so they sit there talking and they write a letter together and give it to one person to take it – in this case to the press,” Steele said.”

Steele said he believes he knows the identity of the author – or, rather he said, authors.

"In many senses, it's a cry for help, an acknowledgment within Trump's White House that, as the saying goes, 'Houston, we have a problem,'" Steele said.

However, unlike so many others who believe it's the work of one senior official, Steele said he thinks

more than one staffer is behind the damning article.

"It's my take that this isn't the hand of or the handprint of one individual," he said. "I've read that and I can hear a lot of different voices that I know personally."

He compared the matter to a group of employees all of whom are upset with the boss.

"No individual will want to go to the boss or go public, so they sit there talking and they write a letter together and give it to one person to take it – in this case to the press," Steele said.

"That letter reflects the views and concerns of many individuals inside the White House."

As to why he wouldn't reveal the identities, Steele likened it to jour-

nalists who maintain anonymous sources. "You have contacts and I have contacts," Steele said.

"My contacts tell me a lot of things that was inspired in the books by Michael Wolf, Omarosa Manigault Newman and Bob Woodward," he said of the authors of recent books that paint the president as unhinged and out of control.

Wolf said he couldn't relate to those like Sen. Ted Cruz supporting Trump because of the nasty attacks the president made against Cruz and his family during the 2016 campaign.

"I'm sorry, no election is worth my dignity," he said. "When I wake up in the morning and look in the mirror for a shave, I want to like the guy that's looking back at me from the mirror. Ted Cruz is in a battle for his political life when he really should be walking away with this election."

Steele said he believes the Republican Party has lost its soul.

He said it was once the party that supported and advocated for Civil Rights and Voting Rights, but now the GOP has become infamous for demeaning and racist statements like referring to certain places as "shithole" countries.

"When you give [credence] to the idea that people from this culture are thieves, murderers and racist and come from shithole countries, I don't know how you come to them and say we want your vote," Steele said.

Finally, he said the upcoming midterms will represent a challenge for Republicans because Trump has had two years in office and voters are now more likely to seek the anti-Trump.

"Before they had Trump against Hillary, someone they didn't like," Steele said.

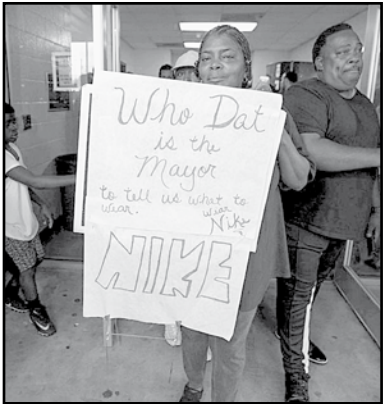
"Now, it's Trump by himself and instead of comparing Trump to Hillary, they are comparing candidates running for office against Donald Trump."

Controversial Nike Memo by Kenner Mayor Ben Zahn Sparks Protest

By Edwin Buggage
Data News Weekly Editor

Mayor Ben Zahn Causes Uproar over Nike Ad Featuring Colin Kaepernick

Kenner Mayor Ben Zahn in a memo dated Sept. 5, 2018 ordered a barring of Nike purchases for booster clubs as a reaction to a recent Nike Ad featuring former San Francisco 49er Quarterback Colin Kaepernick. Who in recent years have come to national and international attention for taking a knee during the national anthem at the beginning of football games to give voice to police violence against Blacks and social injustice in America.



His action along with other players have drawn the ire and disdain of some, including President Donald J. Trump, where he and others have made this issue less about what it was originally intended to be which was a demand for social injustice and wrongly making it into a litmus test of patriotism.

Kenner Just Do It: Unity in the Community

The actions of Mayor Zahn have drawn a public outcry from elected and community leaders in addition to residents. The action of the mayor has made national news and at Susan Park Playground a rally called, "Kenner Just Do It: Unity in the Community" inside the crowded gym a protest took place where hundreds gathered to speak with a collective voice against the action of Mayor Zahn.

Among the crowd was elected officials from both Orleans and Jefferson Parish and several players from the New Orleans Saints including Cam Jordan.

This controversy has grabbed national headlines, again giving the city another black eye as a place where intolerance still exists at the



Susan Park Playground in Kenner, LA was the site for rally called, "Kenner Just Do It: Unity in the Community" inside the crowded gym a protest took place where hundreds gathered to speak with a collective voice against the action of Mayor Zahn who had issued a memo banning NIKE Products from being purchased by the city's parks & recreation boosters in response to NIKE's new ad campaign featuring Colin Kaepernick.

highest levels of government. Kenner resident and event organizer Larry Morrow says the protest goal is about creating unity in the community.

"It is time we need to be coming together," stated Morrow. Saying that the actions of Kenner Mayor Zahn is dividing people in the City of Kenner.

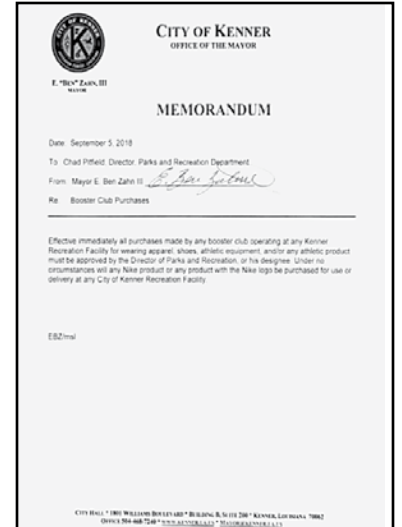
New Orleans Leaders Speak Out Against Actions of Mayor Zahn

New Orleans City Councilman Jay Banks spoke at the rally and talked about how politicizing this issue is shortsighted and affects young people and have the potential of inhibiting them for participating in youth athletics.

Current Mayor LaToya Cantrell issued a statement denouncing this action by Zahn.


"As I have emphasized repeatedly since taking office; I believe in the values of the people of New Orleans stand for, being inclusive, being accepting and supportive of all people to committing to social justice and being intentional about how we make decisions."

"The mandate handed down by Kenner's Mayor is out of step with those values, and not reflective of the way our City does business. Although the Louis Armstrong International Airport is located in Kenner, it is owned and governed by the City of New Orleans. Let me




assure you that our airport will continue to uphold our City's values."



For more on the protest rally, turn to page 7 for extended coverage.





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“Live Entertainment” at Bailey’s Hot Spot II

By June Hazeur
Data News Weekly
Contributor
Photos by Nick Joseph

On Saturday, September 8, 2018, Bishop & Friends performed at Bailey’s Hot Spot II, 2613 Jasmine Street in Gentilly, featuring the 3rd Eye Production Band and Special Guest Earl Smith from Tavasco (a group from back in the day). Bishop is a great singer and performer in his own right. Another great guest performer was Horn and Vocalist Charles Shaaz Spring. Members of the 3rd Eye Production Band included Bryant Foster (drummer), Warner Williams (Keyboard), Petoe Ragas (Bass Player) and Emile Hall (Saxophone). There is “Live Entertainment” at Bailey’s Hot Spot II, every Saturday Night with great bands and special guest appearances. All of the performances were off the chart. There was a full house. Everyone enjoyed the entertainment and the comradery that the club presents by the Owner, Clifford Bailey and also enjoy the music of DJ 3127 Spike Francois every Thursday through Sunday. Come and join us on Saturday and see for yourself. And Data News Weekly was there!!!

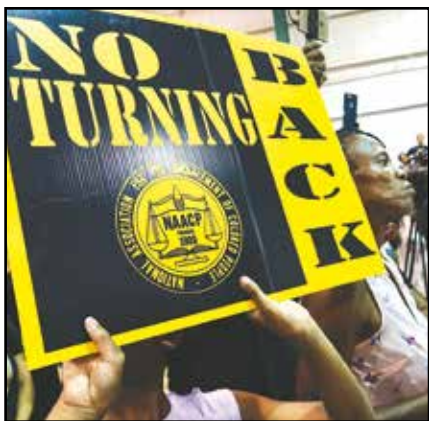


The People Rise Up to Say "Just Do It"

Protest Rally in Kenner Shows the Power of the People Still Exists

Story & Photos by Samjah Iman
Data News Weekly Columnist

After making a bold decision to hire Colin Kaepernick as one of the faces of their brand last week, Nike evoked a celebration across the nation. People young and old were virtually high-fiving each other on social media and singing Nike's praises for offering Kaepernick their platform. The internet felt like a gigantic Nike party that grew more entertaining by the minute. Blogs were reporting the good news, Kaepernick's face was being plastered everywhere on the web, and Nike was being revered. Adults, young



Somehow his letter, that was intended for city employees only, got leaked onto social media causing the socially conscious Kenner, Metairie, and New Orleans residents to become furious. Instagram, Twitter, and Facebook notifications buzzed nonstop, alerting social media users of Mayor Zahn's blatant bigotry. And because of this impudent letter, a protest was formed.

Nike apparel never looked as political as it did on Monday, September 10th at the Susan Park Recreation Center

in Kenner, LA. People from all walks of life, fashionably clad in Nike gear of course, gathered in the small gymnasium to show their support of the classic brand and their disdain for Mayor Zahn's directive. The atmosphere was peaceful yet stern. Outside of the gym, policeman calmly patrolled the area, maneuvered traffic, and assisted spectators with crossing the streets. Inside, adults clapped, shouted, and vigorously said their amens while kids ran around in

Data Zone/Continued on page 7

and old, posted pictures of themselves smiling big while donning everything Nike. The world almost seemed like an okay place for a split second until an uninvited guest showed up, causing the party to abruptly stop. The unwelcomed guest at question was Mayor Ben Zahn of Kenner, LA, and he came to the party in the form of a memorandum that he sent to his Director, Chad Pitfield, of the Parks and Recreation Department. This letter prohibited the purchases of all Nike products at any City of Kenner Recreation facility effective immediately.



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To Be Equal

Breaking the Gubernatorial Glass Ceiling



Marc Morial
President and CEO
National Urban League

"Now we have black and white elected officials working together. Today, we have gone beyond just passing laws. Now we have to create a sense that we are one community, one family. Really, we are the American family." – Congressman John Lewis

In the 24-year history of the United States, four African-American men have presided as the chief executive of a state or commonwealth.

Only two were elected in their own right – Deval Patrick of Massachusetts, in 2006, and Douglas Wilder of Virginia, in 1989. David Paterson of New York was elevated to the office upon the resignation of Eliot Spitzer in 2008.

Before Wilder's election, we have to go all the way back to 1872, during Reconstruction – the period when the federal government enforced racial equality in the former Confederate states – to find another African-American governor. P.B.S. Pinchback served as governor of my home state of Louisiana for six weeks, while an impeachment case against John McEnery was tried.

Given this history, it is nothing short of remarkable that this year, there are three African-American major-party nominees for governor, each of whom stand to become the first Black

governor of his or her state.

If elected, Stacy Abrams, not only would be the first Black governor of Georgia, she would be the first Black woman governor anywhere in the United States. No stranger to the title "first," her record as a trailblazer extends to her school days, when she became the first African American valedictorian in memory at her Dekalb County high school.

She was the first woman and the first person of color ever to hold the office of minority leader in the Georgia state house.

Her political career, too, reaches back to her school, when she was hired as a speechwriter on a congressional campaign when she was just 17.

It's a stunning record of achievement for one born into a poor neighborhood in Gulfport, Mississippi, one of six children in a family

that often relied on the social safety net to make ends meet.

Andrew Gillum, a nominee for Florida governor, also showed early signs of great promise, selected by the Gainesville Sun newspaper as a "Person of the Year" upon his graduation from high school.

At 23, and still an undergraduate student at Florida Agricultural and Mechanical University, he was the youngest person ever elected to the Tallahassee City Commission. He became mayor of Tallahassee at the age of 35.

Ben Jealous, candidate for Maryland governor, is a familiar face to the Urban League Movement. During his five years as president of the NAACP – the youngest person ever to serve in that office – we worked side-by-side on issues of racial justice and civil rights.

Like myself, the son of two fierce

civil rights activists, Jealous was born into the movement. His African-American mother, Ann, faced taunts and threats as one of a handful of Black students to desegregate Baltimore's Western High in 1955. His white father, Fred, participated in sit-ins to desegregate Baltimore's lunch counters.

As editor of the Jackson Advocate, Mississippi's oldest historically black newspaper, Jealous' work helped to expose corruption Parchman State Penitentiary and led to the acquittal of a farmer wrongfully accused of arson.

These three candidates have compiled a stunning record of achievement, and they stand as worthy role models for a new generation of young activists and leaders. While we do not endorse candidates, we do encourage everyone to get out and vote!

Black Political Excellence



Julianne Malveaux
NNPA Columnist

Senators Corey Booker (D-NJ) and Kamala Harris (D-CA) used their time wisely in their questioning of Supreme Court nominee Brett Kavanaugh, the elusive man whose hidden documents would perhaps disqualify him from the court. Both (along with Senator Dianne Feinstein and others) raised important points in grilling Kavanaugh, and Booker went out on a limb to defy Senate protocol and release so-called confidential emails from Kavanaugh. He earned a warning from one of his colleagues, and praise from embattled Democrats who are likely to lose the fight to keep Kavanaugh off the court because the numbers just don't add up.

Harris also pushed Kavanaugh hard, and left him speechless when she asked him if he knew of any laws "that the government has the power to make over the male body?" I whooped when she asked the question, appreciating the point she was making. Kavanaugh could not answer. He simply mumbled and fumbled.

Most of the Democrats brought their "A" game to these hearings, but I'm lifting up Booker and Harris because they are examples of Black political excellence. The two are also chairing the Congressional Black Caucus Annual Legislative Conference, the annual September gathering of African American legislators, activists, and others. Both stand out because of their preparation, excellence, and connections to the African American community.

They weren't the only recent examples of Black political excellence. In Florida, the underfunded Andrew Gillum, the only non-millionaire in the race for governor, pulled out an unexpected victory as Democratic nominee. While he didn't have the money that his rivals had, he had an army of amazing volunteers who combed the

state mobilizing voters.

The Tallahassee mayor who backed Hillary Clinton in the 2016 Presidential race was boosted by a late endorsement from Senator Bernie Sanders and critical campaign dollars from billionaires Tom Steyer and George Soros. His victory was close, but it wasn't a squeaker. And he vanquished former Congresswoman Gwen Graham, daughter of a former governor and part of a political dynasty.

What has been most impressive about Gillum, though, has been his eloquence and self-possession in the wake of his victory. Congressman Ron DeSantis, the despicable Trump supporter who won the Republican nomination, followed the example of his patron in using racially coded language against Gillum, urging voters not to "monkey up" the state.

When asked about DeSantis' ignorance in interviews, Gillum asked voters and others to focus on the issues, not the racism. He appeared unruffled in these exchanges and indicated exactly the kind of principled governor he will be. Excellence.

In Boston, City Councilor Ayana

Pressley defeated 10-term Congressman Michael Capuano. With no Republican opposition, she will be the first African American woman to represent Massachusetts in Congress. Pressley also demonstrated excellence, resilience, and persistence.

Ignoring advice that she should "wait her turn" before running for Congress, undeterred by the fact that many members of the Congressional Black Caucus endorsed her opponent, Pressley remained focused on her message and amassed an amazing army of volunteers to earn a stunning victory. Excellence.

Stacey Abrams, the Democratic nominee for governor in Georgia is also an example of this excellence. She pulverized her opponent, Stacey Evans, back in June, and is now waging a campaign against another Trump-type opponent. Her excellence stands out and makes her a role model for other African American women who seek higher office, often against all odds. She has used her personal story to galvanize people, much in the same ways that Ayanna Pressley and Andrew Gillum have. Their stories are persuasive to voters because they assure

voters that they may be able to better understand their hardships than others can.

What is exciting about the Black political excellence is that it also represents a generational changing of the guard. Gillum is 39, Pressley and Abrams, in their early 40s. Booker is 49, and Harris is in her early 50s. This is quite a change from the entrenched political leadership that endorsed Pressley's opponent. It doesn't suggest that the entrenched generation needs to "step aside"; as some have said, but it does suggest that they will have to find ways to work together and learn from each other.

The awful outcome of the 2016 election has emboldened young African Americans to seek public office, against all odds. It's an exciting development in an otherwise gloomy political time, and it ought also be motivation for people to vote in the midterm elections!

Julianne Malveaux is an author and economist. Her latest book "Are We Better Off? Race, Obama and Public Policy" is available via www.amazon.com for booking, wholesale inquiries or for more info visit www.juliannealveaux.com

Five Common Budgeting Errors and How to Avoid Them

By Blackpressusa.com

When it comes to creating a budget, it's essential to estimate your spending as realistically as possible. Here are five budget-related errors commonly made by small business runners and some tips for avoiding them.

Not Setting Goals. It's almost impossible to set spending priorities without clear goals for the coming year. It's important to identify, in detail, your business and financial goals and what you want or need to achieve in your business.

Underestimating Costs. Every business has ancillary or incidental costs that don't always make it into the budget for whatever reason. A good



example of this is buying a new piece of equipment or software. While you probably accounted for the cost of the equipment in your budget, you might not have remembered to budget time and money needed to train staff or for equipment maintenance.

Forgetting about Tax Obligations. While your financial statements may seem adequate, don't forget to set aside enough money for tax (e.g., sales and use tax, payroll tax) owed to state, local, and federal entities. Don't make the mistake of thinking this is "money in the bank" and use it to pay for expenses you can't really afford or worse, including it in next year's budget and later finding

out that you don't have the cash to pay for your tax obligations.

Assuming Revenue Equals Positive Cash Flow. Revenue on the books doesn't always equate to cash in hand. Just because you've closed the deal, it may be a long time before you are paid for your services and the money is in your bank account. Easier said than done, perhaps, but don't spend money that you don't have.

Failing to Adjust Your Budget. Don't be afraid to update your forecasted expenditures whenever new circumstances affect your business. Several times a year you should set aside time to compare budget estimates against the amount you actually spent, and then adjust your budget accordingly.

Data Zone, Continued from page 7.

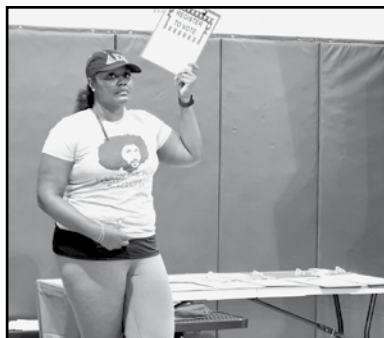


Nike tennis shoes oblivious to the issues that threaten their futures. City officials greeted protesters with warm handshakes while other earnest residents (and non-residents) stood in a circle diligently listening to community leaders advocate and recruit people to register to vote.

Upon leaving the center, I bumped into Councilman Gregory Carroll who seemed eager to make his way into the building. He was clearly on a mission but stopped for a second to greet citizens and give me his thoughts on the turn of events.

"I stand with Mayor Cantrell on this issue. Mayor Zahn's decision is totally wrong. It does not help this city, nor does it make it better. It actually ostracizes us and affects us financially."

The protest lasted for about two hours and had a turnout of close to 1,000 people.





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Xavier University of Louisiana Makes two New Marketing and Communications Appointments

New Orleans, La – Xavier University of Louisiana announced the promotions of two key members of its Marketing and Communications team.

Diana Hernandez, who previously served as Manager of Marketing, Communications and Digital Strategy has been appointed as Director of Marketing and Communications. Ashley Daniels, who had served as Marketing and Communications Specialist, has been named Manager of Digital Strategy.

“Ms. Hernandez and Ms. Daniels both possess the expertise to move Xavier’s Marketing and Communications Department forward, and they will be key to effectively communicating the University’s unique history and mission,” said Xavier President Reynold Verret.

In her new role of Marketing and Communications Director, Hernandez will oversee all aspects of Xavier’s marketing and communications efforts, including leading our marketing strategies, media outreach, advertising campaigns, social media, community relations, and branding implementation for the organization. The department



Diana Hernandez

will report to Patrice Bell Mercadel, Chief of Staff at Xavier.

Hernandez’s experience includes a valuable mix of corporate marketing and advertising agency roles,

which has shaped her integrated approach to communications. She is a results-driven, creative leader and is accomplished in developing successful local and national media



Ashley Daniels

campaigns. Before joining the Xavier team, she was the Public Relations Manager for Transdev Services, public-private operating partner of the Regional Transit Authority.

“I am honored to lead the Marketing and Communications Department and continue advancing Xavier’s history and mission,” said Hernandez. “I look forward to working with all university departments and divisions to promote and share Xavier’s excellence.

A first-generation New Orleansian, Hernandez earned her Bachelor of Science in Marketing from the University of New Orleans.

In the new role of Manager of Marketing and Digital Strategy, Daniels, a 2010 Xavier graduate, will oversee the management of digital communications including digital strategy for social media and Xavier’s website. Daniels bring eight years plus of experience managing multiple facets of marketing programs and platforms.

“From the first day I arrived at Xavier as freshman I knew it was unique and like no other university. I am honored to have the opportunity work with world class faculty and staff to show the rest of the world why Xavier is Excellence,” said Daniels.

Daniels holds a B.S. in Sales and Marketing with a minor in History.

Open Enrollment for Police Community Advisory Boards to End Saturday, Sept. 8th

NEW ORLEANS – The City of New Orleans and New Orleans Police Department (NOPD) today announced the deadline for open enrollment for Police Community Advisory Board (PCAB) membership. Open enrollment will officially end on Saturday, Sept. 8, 2018 at 5 p.m. for PCAB advisory groups citywide.

PCABs are district-based; there is one advisory group per NOPD

District (eight total). Each PCAB member serves a 24-month term. PCABs create the framework for a public participation plan with the NOPD to engage in a collaborative problem-solving process that supports both the community and the police desire to enhance public safety. PCABs are responsible for vetting community ideas and suggestions; working with NOPD to understand opera-

tions, processes and challenges; and building consensus on priority items important to the community before submitting recommendations to NOPD for consideration. PCABs are also responsible for assisting NOPD in recruitment efforts.

Membership is open to all residents in the city of New Orleans who are eighteen years or older who may be interested in serv-

ing as a volunteer leader in their respective police district. Applications for selection can be found online at www.nola.gov/neo/pcab or may be picked up at the Neighborhood Engagement Office at City Hall or any NOPD Station. Completed applications may be submitted online, emailed to neighborhoods@nola.gov or returned to any NOPD station by Sept. 8, 2018.

About the Mayor’s Neighborhood Engagement Office

The Mayor’s Neighborhood Engagement Office is the City’s permanent mechanism for public participation in government decision-making. We create opportunities for dialogue, information sharing, partnership and action between City government and neighborhood residents and leaders.

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“The People’s Paper”

Nia Franklin Wins Miss America

By Stacy M. Brown
NNPA Newswire Contributor

The genius, intelligence, beauty and spirit of Black women, which continues to transform the world, shined brightly again Sunday as Nia Franklin became the first Miss America in the post-swimsuit era.

"It took a lot of perseverance to get here," Franklin, the freshly crowned beauty queen, said after her win. "I want to thank my beautiful family, my mom and my dad, who is a survivor of cancer."

An opera singer, Franklin is a native of Winston-Salem, North Carolina and earned her master's degree in music composition from UNC School of the Arts, according to her biography as reported by CNN.



She moved to New York after being accepted at the Kenan Fellow Program at Lincoln Center Education in Manhattan.

During the competition, Franklin described how music helped her find her identity.

"I grew up at a predominately Caucasian school and there was only five percent minority, and I felt out of place so much because of the color of my skin," Franklin said. "But growing up, I found my love of arts, and through music that helped me to feel positive about myself and about who I was."

Her win set Twitter and all of social media ablaze.

"Congratulations to our new Miss America," famed radio and television personality Donnie Simpson said. "Nia Franklin represented New York and won the crown last night. She's obviously very smart, very talented and absolutely stunning. I'm so proud."

Another popular radio show host, Michael Lyle, Jr., also couldn't contain his joy for Franklin.

"Huge congratulations. Well-deserved and another reason why Black Girls Rock," Lyle said.



Dr. Benjamin F. Chavis, Jr., the president and CEO of the National Newspaper Publishers Association – the trade organization that represents 220 African American-owned newspapers across the country – said Franklin's win is just another statement on the outstanding achievements of Black women today.

"The NNPA Congratulates 2018 Miss America, Nia Franklin. The genius, intelligence, beauty and spirit of

Black women impact and transform the world," Chavis tweeted.

Franklin, who plans to advocate for the arts during her tenure as Miss America, told reporters that she was also happy that the swimsuit competition – which had been part of the overall contest throughout its 92-year history – had been discontinued.

"I'm happy I didn't have to wear a swimsuit," she said. "I'm more than just that."

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A photograph of a young Black woman with curly hair, wearing a blue cardigan over a white top, pointing at a tablet held by an elderly Black woman with short grey hair and glasses. The elderly woman is resting her chin on her hand. They are in a bright room with large windows in the background.

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