

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"

Data Zone

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The History of Black Hair

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Black History

The Legacy Lives On



In Data News Weekly this month we will be featuring a four-part series that will look at where we have been but more importantly where we are going in the 21st Century.

By Edwin Buggage

Black In America 1619-?

Again it is February the month where African-Americans pay homage and reflect on their contributions to the fabric of America. Originally, a one week long celebration in February started by noted Historian Dr. Carter G. Woodson in 1926 and later as the nation celebrated its bicentennial in the year 1976 it was extended to include the entire month. Today as African-Americans have made leaps and bounds occupying space in every corner of American life, the United States has transformed itself to a nation that has even elected an African-American President in Barack Obama. That today the hands that once picked cotton and less than 50 years ago fought for the ballot now has one of its own occupying the oval office.

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Tootie Montana brought the Mardi Gras Indian culture to the world. He was a National Endowment for the Arts recipient; was honored by President Reagan and the Smithsonian, and was celebrated at the New Orleans Museum of Art on his 50th year. He pioneered three-dimensional costumes, elaborate crowns, and beautiful processions. He received a lifetime achievement award for his contributions as an artisan from the City of New Orleans.



Carter G. Woodson was an African American historian, author, and journalist. He was one of the first scholars to study Black History. Dr. Woodson is known as the Father of Black History because he helped initiate U.S. Black History Week, which is now U.S. Black History Month.

In Data News Weekly this month we will be featuring a four-part series that will look at where we have been but more importantly where we are going in the 21st Century. It will focus on today and what are the things people are doing to contribute to the great legacy of African-Americans. Part One that appears in the body of this work will focus on the legacy of yesterday's hero's and shero's who paved the way for today's leaders. It takes a look at it using a different approach deviating from the usual well-known figures of history. Instead it is a personal essay that takes its lead from the slave narrative tradition and David Walker's 1829 work 'Appeal to the Colored Citizens of the World.' Hopefully, it strikes a universal chord conveying that it is the everyday people who are the foundation, the house of change is built upon. That ordinary people doing extraordinary things through sacrificing, hard work, uniting in the spirit of change and investing in the next generation are as important as Martin Luther King Jr. and other historical figures; for they are on a more tangible level to impact people's lives.

Continued on page 4.



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Rethink Possible



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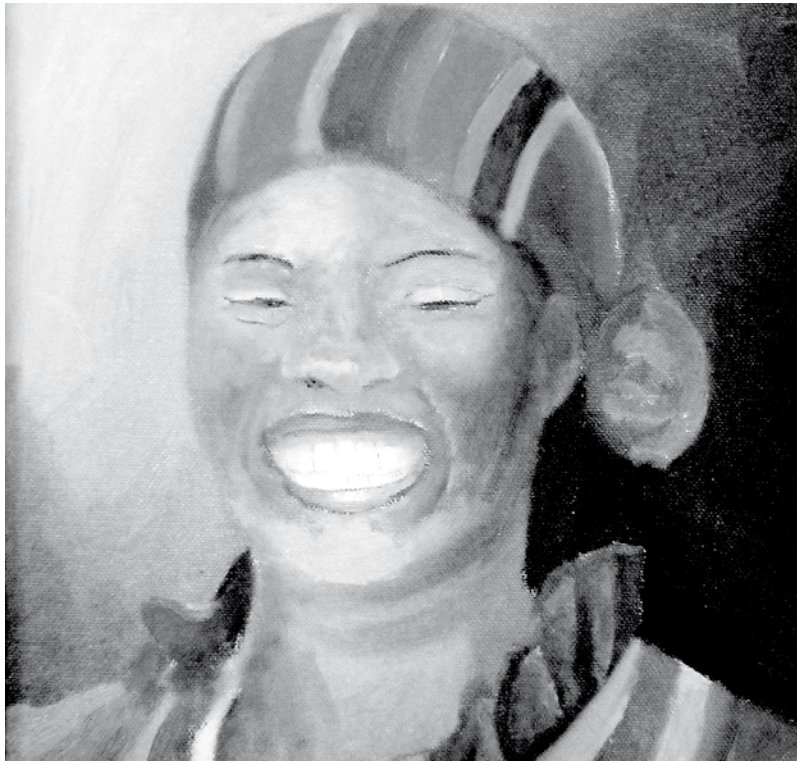
Part two will focus on Raising 'Today's Black Family' and will highlight successful ways that parents are using support groups and social activities to socialize and guide their children down the road to a positive future. Part three will highlight 'Young Leaders' in the business, political, civic and educational communities, and the things they are doing at work to contribute to the legacy of moving the race forward. Finally, in part four they've always been the backbone of our community and Data News Weekly feels it is important to conclude our series featuring 21st Century Black Women and the great strides they have made today. To showcase what they've historically been as the Chaka Khan's Song so aptly put has been and still continues to be every woman.

A Tree is Only as Strong as Its Roots

Today as we see the ascendance of many Blacks into the upper wrung of society whether

it is in politics, education, business or any host of endeavors it is important to note that many people have struggled and sacrificed. That these pioneers and trailblazers did not simply tap on the door but in some cases had to kick it in so that it could open so their children and grandchildren could have opportunities to aspire to reach higher.

Today, it is the young people who relish in all the glory that access affords, but today it is important to pay homage to the sacrifices that many parents made so that their children could have a better life. Today, we beam with pride about the success of many of our brothers and sisters who are grasping to the brass ring that is the American Dream. And yes we call them hero's and an inspiration, but the true heroes are the women and men who came before them who could never reach their full potential because of societal barriers, that many people of intelligence and talents were not able to fully explore the full range



France Menton - Creole Beauties, portrait by Ken Barclay

of possibilities that life had to offer.

For centuries there was a racial double standard in regards to

freedom and its meaning for African-Americans. What did Lady Liberty's light mean or Old Glory flying high and the Declaration of Independence and its demand of life, liberty and the pursuit of happiness? For Blacks this had no meaning, and the framers of these words and symbols of democracy in regards to African-Americans these were empty words and symbols ringing of hypocrisy. But in spite of these barriers with patience and perseverance Black people poured every ounce of positivity in the cups of their children hoping that they'll see the day when they'll be judged by the content of their character and not the color of their skin.

It has been the heroes of yesterday who braved the insults and second-class citizenship. It was those who toiled in the fields being pulled out of schools to work while others were afforded education. It is those who were the washerwomen and cleaning ladies who beamed with pride to say their child was the first to graduate high school or college. It is those who could not read, but made sure their children would go to school and be armed with the tools to succeed and hold their heads up and walk with pride. For their victory was a victory for not only their family, but the community and the race. It is on these people's shoulders that today's leaders stand on, and it is incumbent upon the people of today to give a hand up and inspire the next generation to move the race forward.

Mama's and Grandma's Hands: Profiles in Courage

In part four of our series we will talk about 21st century women, but it was the women who came before them who paved the way for them to be where they are today. It is the same women who also helped mold young men into the men they are today. With nurturing and care the Black women have been the foundation of the Black community. She has been the woman who always worked; she is the woman who was in the fields alongside the Black man and has always done what she can to keep the family together. In the Black community the mother and the grandmother also known as big mama, madea and a host of aunts and other women from the community would get together in the absence of men, band together to help look out for each other's children. This is the community I remember in my days of growing up in Broadmoor.

Ms. Eva, Mrs. Rush, Madea, Mother, Ms. Linda, Ms. Audrey, Ms. Anna, Ms. Paula and a host of others, were women who were surrogate mothers to me growing up. These were women who had their own kids and grandkids but they were all connected through the strand that we were one community and all the kids were everybody's responsibility. As the wave of feminism and women's rights swept through the White community at the time, strong Black women were already a force to be reckoned with in my neighborhood.

These were the type of women who would work two jobs so their child could go to a private school. These were the type of women who would band together while one was working on a college degree or getting their high school diploma and a neighbor or relative would watch their children so while pursuing excellence they knew their child would be safe. These are the women who were as proud as any mother when one of the children from the community became successful.

A 504 Homecoming: History Revisited and Revived

As we have past the five year mark of Hurricane Katrina, something that changed our lives forever. The neighborhoods that were once filled with life, love and laughter are only a sliver of their former selves. But the spirit of the people remains among the ruins.



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Continued next page.

Equal Access Dominates Discussions During Black Newspaper Publishers Conference

By Richette L. Haywood

St. Thomas, VI – Equal access. Those two words dominated discussions, during the National Newspaper Publishers Association (NNPA) 2011 Mid-Winter Conference. Recognizing the need to grow its reach into federal and corporate arenas, the oldest and most influential Black Newspaper Association had executives/consultants from the top 25 Fortune 500 companies and industry insiders present the publishers with concrete lessons learned and best practices to expand its penetration into those markets during the country's economic recovery.

"We pride ourselves on being very on point. We focus on the influence that we have. And, we have a responsibility to enhance the quality of life for our Black brothers and sisters," NNPA Chair Danny J. Bakewell, Sr. told the group. Collectively, the association needs to implement a strategy to gain equal access to advertising revenue.

Based upon an audit of the country's Black owned and operated newspapers, Chuck Morrison, Executive Vice President and General Manager of Uniworld, pointed out that the Black Press had no advertising reciprocity, based on the data he compiled. Specifically, he said that of the top 25 companies with a significant market share in the African-American community, some firms



l to r - NNPA Chairman Danny Bakewell with one of the Event Sponsors General Motors representatives, Jocelyn Allen, Director of Cross Brand & Diversity Communications, Eric Peterson, US VP of Diversity and James Farmer, GM Consultant, at the NNPA Mid Winter Conference in St. Thomas, USVI.

did no advertising with the Black Press during the review period. The 13 worst offenders, in alphabetical order were; Allstate, Anheuser-Busch, Chrysler, Coke, Kraft, Johnson & Johnson, Miller Coors, Nissan, Pepsi, Sony, Toyota, U.S. Government and Walt Disney. The companies that consistently spent advertising dollars with the Black Press, in alphabetical order, are; AT&T, Comcast, Ford, General Motors, Home Depot, and Macys.

Developing strategic approaches positioning the Black Press to gain equal access to federal and corporate advertising dollars

were discussed during several workshops. Dennis Hunn, NNPA Executive Vice President Advertising and Marketing stressed "... we need to know where we are, define where we need to be, and, finally, develop a step-by-step plan to describe how we get there." Among the strategies discussed to help the newspapers generate revenue was marketing and special events. In addition, as a part of its overall strategy, the NNPA is developing an enhanced infrastructure to expedite execution of its internal processes.

The call for equal access did not end with its members. But,

extended to the people of St. Thomas, Virgin Islands, the conference site. Mr. Bakewell told the publishers the association's support of the U.S. Virgin Islands 30-year agreement with the owners of locally produced Cruzan Rum, was the right thing to do. The Black Press will continue to support economic development in St. Thomas, specifically as it applies to the competition between St. Thomas and Puerto Rico to secure the manufacturing rights for Cruzan Rum. Nathan Simmonds, Senior Policy Advisor for the United States Virgin Islands told the publishers "the benefits

of the rum agreement are not just paper deals." Economically, the agreement with the company will generate \$50 million in revenue this year and is projected to triple within in the next six years. Applauding the publishers for not "believing the hype", Mr. Simmonds said "thank you for getting the facts and utilizing your power of the press to help us move forward."

During the closing night Salute Dinner, Award-Winning Actress and Author Victoria Rowell thanked the membership for its coverage of the on-going challenge faced by Blacks to gain equal access to jobs in the entertainment industry. She commended the association for its support that recently resulted in the hiring of the first African-American Writer on the popular daytime soap opera "Young and the Restless", where she appeared for 17 years. "This is only step one" said Rowell, referring to the three time award winning writer being hired on a six week trial basis for the show. "None of this could have been expedited had it not been for you. The Black Press has always been good to us. We have a long way to go in Hollywood. But, none of this could have happened, the way it happened, had it not been for the Black Press. We need access. And, this is what the fight is about."

Continued from previous page.

As I walk through my own neighborhood I still remember the days where the neutral grounds was our football field, or Ms. Trudy who sold frozen cups with fruit cocktail at the bottom during the summer. This is part of our history in New Orleans a unique place of unique people with a unique culture.

This year began with me reflecting on my own history. In 2010 I left my city and was living in Paris, France and while it is an amazing city, I longed for my city, the music of my city, the taste of beignets from Café Du Monde and the people of my city. I missed what for five years had become my passion, covering our city and chronicling its modern history. As I walked the streets of Paris I saw many similarities, but as great as it was, it was not home and in my

mind paled in comparison to my city's greatest asset, its people.

But I must say that 2011 is beginning on a high note for me with the return of two of the most important people in my life, my Grandmother Geraldine Lamar, and my Mother Glenda Bugage. These are two women who gave everything so that I would be armed with the tools to be a success. My Grandmother was a strong woman who sometimes gave me medicines of truth that were sometimes hard to swallow, but in the end was always good for me. She was a woman who showed me what strength, character and being responsible was all about. She was an independent woman before songs were made about it. After having a stroke before Katrina she was airlifted out and relocated to Houston

then Dallas, Texas. It has been a long five years and now she has returned, today although not the same woman she was, she is home to live another day among her loved ones. It has given me more time to see her and tell her I love her and thank her for all she has done and for her to see that all her hard work and sacrifices has paid dividends.

And my mother has also returned, she stayed behind to be with my grandmother during Hurricane Katrina, and then the waters rose after the levees broke and she had to seek refuge at the Superdome along with my sister and nephew during the hellish days of post -Katrina eventually winding up in Dallas, Texas where she would remain for five years. I remember those days during the Katrina debacle not

knowing whether my loved ones were dead or alive. Wondering were they trapped on the Interstate or on the roof of a house or in the confines of the Superdome or Convention Center. It would be several days later, I received a call from my mother telling me she was o.k. and I wept with joy knowing my family was safe, but I also wept because I knew our lives would never be the same. That much of the artifacts of our past had been washed away, and when I eventually came back to the city it looked like the set of a science fiction movie called Apocalypse 504.

At first going home felt strange, as we are a close knit community in New Orleans and I missed being able to go over to my mother or grandmother's house to eat, talk and get those golden nuggets

of wisdom. To learn about who and what you are and feel the unconditional love of family. This is one of the cornerstones of life in New Orleans. It is a city of families, neighborhoods, culture and history. And my mother instilled this in me from a very young age that family is important and to never forget where you came from. Today in spite of all the wreckage, I celebrate life; I hear the sounds of brass bands blaring and smell the scent of the flavor of life that is New Orleans. And, I am glad to be reconnected to my past as I move and look forward to the next chapter in writing my own history for my children Eric and Elise and future generations.

Beauty & Beyond

The History of Black Hair

Part I

By Janice Meredith

Whether its actress Halle Berry sporting her pixie hair cut or hip-hop diva Nikki Minaj rocking pink, purple or red weave, Black hair has long had the power to set trends and reflect societal attitudes. Since February is Black History Month, a time to remember important people and events that shaped the lives of African-Americans, I thought it was an opportune time to explore the evolution of Black hair. It is a story that continues to evolve.

Throughout this month we will explore Black hair and the people who have shaped it. Here is a look back at some of the key events and people who shaped the Black hair story.

1444: Europeans trade on the west coast of Africa with people wearing elaborate hairstyles, including locks, plaits and twists.

1619: First slaves brought to Jamestown; African language, culture and grooming tradition begin to disappear.

1700s: Calling Black hair "wool," many Whites dehumanize slaves. The more elaborate African hairstyles cannot be retained.

1800s: Without the combs and herbal treatments used in Africa, slaves rely on bacon grease, butter and kerosene as hair conditioners and cleaners. Lighter-skinned, straight-haired slaves command higher prices at auction than darker, more coarse-haired



ones. Internalizing color consciousness, Blacks promote the idea that Blacks with dark

justed. "Good" hair becomes a prerequisite for entering certain schools, churches,

I used to think
being good was enough
until I learned that
I could be great.
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skin and coarse hair are less attractive and worth less.

1865: Slavery ends, but Whites look upon Black women who style their hair like White women as well-ad-

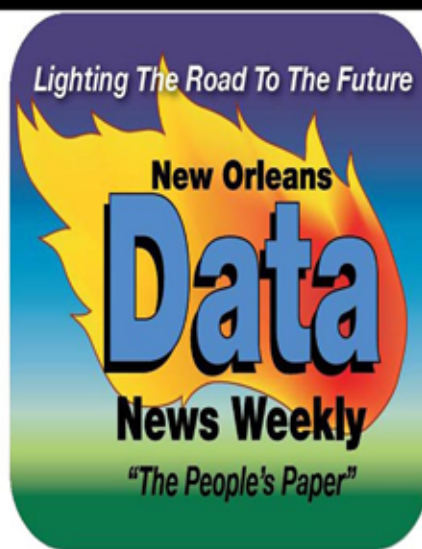
social groups and business networks.

Look for The History of Black Hair, Part II in next week's Data Zone

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Major Decision Looms for New Orleans' City Council

By Seth DiStefano

NNPA - It's not often that building a new prison might represent a watershed moment in criminal justice reform. But in New Orleans, Louisiana, that's exactly what is happening.

In the wake of Hurricane Katrina, the damage to the Orleans Parish Prison severely curtailed the ability of local authorities to maintain levels of incarceration that, until the storm hit, were the highest per capita in the country. For a city of approximately 465,000, the pre-storm prison capacity of 7,200 enabled one of the most dysfunctional and unfair criminal justice systems in the nation.

Following the destruction of Katrina, however, local governments had to build a correctional facility. What has followed can be called one of the most significant debates on criminal justice reform in the country, on one side are the local grassroots activists, criminal justice experts, and good government advocates, on the other, is the pro-incarceration, politically entrenched Sheriff who seeks to maintain one of the nation's largest per-capita prisons.

Though the Sheriff's initial proposal was for a prison with less capacity (5,800 beds as opposed to 7,200) than the original, it's still far out of proportion when compared

to cities of comparable size. New Orleans now has approximately 350,000 residents. Building a prison this out of balance with the population will only further enable the city's troubling pattern of locking up the poor, people with mental disabilities, and persons of color who cannot afford the bail or fines that got them incarcerated in the first place.

Despite long odds, local activists and community based organizations waged a remarkable campaign to significantly reduce the size of the local prison. A recent Mayor's report recommended a facility more in line with the area population. The report now awaits action by the City Council.

What happens next will certainly impact the future of criminal justice reform in New Orleans, a system that has traditionally been one of the most troubled in the nation.

Seth DiStefano is the Senior Organizer for the Criminal Justice Reform Project of the NAACP Legal Defense and Educational Fund, Inc.



Who would have thought? William Purvis did in 1897. The Fountain Pen, developed by William Purvis, is just one of the many life-changing innovations that came from the mind of an African American. We must do all we can to support minority education today, so we don't miss out on the next big idea tomorrow. To find out more about African American innovators and to support the United Negro College Fund, visit us at uncf.org or call 1-800-332-UNCF. A mind is a terrible thing to waste.

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Educate Military Recruits



Judge Greg Mathis

Mathis' Mind

As if we haven't gotten enough bad news lately about the ineffectiveness of America's education system, we now find out that nearly 25 percent of high school graduates who take the military entrance exam can't pass it. According to a report from the Education Trust, a national organization that works to promote academic from pre-K through college, young military recruits can't correctly answer basic math, reading

and science questions. This has military leaders worried that the number of Americans eligible for military service will dwindle, putting our national security at risk.

This is just more bad news for the country's education system, which ranks 14th on a list of 34 developed countries for reading skills, 17th for science and 25th for math. On an international scale, our student's are being outpaced by their counterparts in Europe and Asia and, as a nation, we've yet to develop a system that allows our students to compete.

In his recent State of the Union address, President Obama challenged not only Congress but the country as a whole: imploring us to a better job of educating our students and preparing them for a life past high school. He called for expanded educational funding and greater par-

ent involvement. Though he didn't necessarily speak about teacher accountability - teachers unions fund campaigns at high dollar amounts so that's a touchy political subject - we also know this area needs to be addressed as well.

If we don't invest more money and time we'll continue to lose jobs to countries that better prepare their students for the work-

force. Now, we have the added worry of the impact our subpar schools will have on our ability to protect ourselves as a nation. Improving the national education system is a priority for this country; our status as a world power - both economically and militarily - depends on our ability to do better by our students.

DISAPPOINTMENT

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Stopping Diabetes

Test Makes it Quick and Easy

By Brandon A. Perry
NNPA Contributor

Avoiding diabetes is easier than many people might think.

According to Indiana University researchers, a simple blood test can help stop the onset of diabetes and reduce long-term medical costs.

The hemoglobin A1c test, which can be administered quickly in a physician's office during a routine visit, can accurately and easily determine if a patient is pre-diabetic, or at significant risk of developing diabetes.

"Identifying more individuals with pre-diabetes through a simple test in a physician's office gives us a real opportunity to halt progression to the disease, which is clearly a win-win situation," said Dr. Ronald T. Ackermann, associate professor of medicine

at the Indiana University School of Medicine, a scientist with the Regenstrief Institute and leader of a team of researchers who have examined the A1c blood test.

The A1c test measures average blood glucose level during the last eight to 12 weeks. Many researchers believe it is much more convenient than typical fasting tests, which require patients to go without food overnight and return for additional testing.

Currently, only seven percent of all Americans with pre-diabetes have been tested and are aware of their status, according to a report in this month's issue of the American Journal of Preventive Medicine.

The A1c test is especially helpful if the patient has risk factors such as being obese, over the age of 45, having past episodes of diabetes during a pregnancy or having a family history of the disease.

If the test indicates the person is indeed pre-diabetic, they and their physician can make adjustments that are needed to keep them from getting diabetes. Sometimes the adjustments can be as simple as adding some exercising, modifying one's diet and losing between 10 and 15 pounds.

"That can cut in half your chances of getting diabetes, greatly improve your health and lower your need for health care," said Ackermann. "Lifestyle interventions in the pre-diabetic stage offer benefits not only by preventing type 2 diabetes, but also by reducing cardiovascular risk factors."

Diabetes, especially its type 2 form, is growing rapidly with the increasing rate of obesity and has reached epidemic proportions in the United States.

The report in the American Journal of Preventative medicine says approximately 60 million Americans, one-third of the

adult population, are pre-diabetic. Thirty percent of these individuals will develop type 2 diabetes in less than a decade, yet most don't know they are at high risk for the disease.

Having the quick, cost effective A1c test given to more patients is especially good news for African-Americans, who suffer from diabetes and its complications at a disproportionately high rate.

According to the U.S. Department of Health and Human Services (HHS), African-Americans are twice as likely than non-Hispanic Whites to be diagnosed with diabetes. African-Americans are also 2.2 times as likely to die from complications of diabetes.

"Diabetes is a significant challenge in the African-American community that must be addressed effectively," said Dr. Garth N. Graham, assistant HHS secretary for minority health.

"African Americans are also

more likely to suffer complications from diabetes, such as end-stage renal disease and lower extremity amputations," said Graham. "Prevention is highly important."

Last year the UnitedHealth Group, a large nationwide health insurance carrier, began paying for a diabetes prevention program offered by the YMCA. The health plans, however, only pay for this treatment when a blood test shows pre-diabetes.

"Since health plans are beginning to pay for pre-diabetes treatments, doctors now have a more compelling reason to encourage patients who have risk factors to complete a screening test," Ackermann said. "And the A1c test could help doctors perform testing on a much larger scale than ever before."

Special to the NNPA from the Indianapolis Recorder

McKenna Museum of African-American Art Opens New Exhibit

On Saturday, January 29th. The George and Leah McKenna Museum of African-American Art hosted a fundraiser for The Tambourine and Fan Organization, with art exhibits celebrating The Mardi Gras culture. This exhibit featured new works by Jamar Pierre and introduced his protégé, Gregorya'un Magee-Hunter.

Jamar Pierre is an accomplished artist with over 15 years experience working with the Tambourine and Fan Club. The Tambourine and Fan organization is devoted to instilling cultural awareness, building self-esteem in Treme, as well as retaining Super Sunday and Mardi Gras Claiborne within the community. A percentage of the proceeds will enable Pierre to re-create the 80 ft. banners at the Claiborne Ave. (Basin St and Claiborne) overpass, as well as murals at



Dwight & Beverly McKenna of The George and Leah McKenna Museum of African-American Art with artists Jamar Pierre and Gregorya'un Magee-Hunter.

Hunter's Field (St. Bernard and Claiborne), which were destroyed by Hurricane Katrina. The works and paintings by Pierre tell the story of Mardi Gras rarely seen by tourist which represents the "real" culture of New Orleans.

Gregorya'un Magee-Hunter is a young emerging artist with a creative mind. Most of his artwork has been influenced by life lessons and experiences. Gregorya'un believes his artwork should be displayed to bridge the gap between generations. He is currently working on a collection of works called "Threw My Eyes" that will include self titled artwork expressing life

through the eyes of his generation.

The exhibit opened on Saturday, January 29, 2011 and will remain for viewing until March 12, 2011. The McKenna Museum is committed to the preservation of the distinct culture found within the African-American community of Louisiana.

Hours of McKenna Museum are:

Tuesday and Wednesday by Appointment

Thursday thru Saturday 11AM - 4PM

The Gallery is closed Sunday and Monday

Special Events, Activities and Exhibits Celebrate African- American Heritage and Culture

Black History Month at Audubon Nature Institute Engages and Inspires

Black History Month activities last all the way into March at Audubon Nature Institute, with great gospel music, a scavenger hunt, and the popular Audubon Zoo event Soul Fest inviting visitors to explore and enjoy the richness of African American culture.

During Black History Month, visitors at Audubon Zoo, Audubon Aquarium of the Americas and Audubon Insectarium learn exciting Black history facts and become eligible to win a prize through a scavenger hunt. Each weekend in February, visitors ages 5 – 17 can learn about African-American environmentalists, scientists and zoologists. Those completing the scavenger hunt will be eligible for a drawing to win a free family membership to Audubon attractions. Scavenger hunt sheets are available at each attraction, or can be downloaded at www.auduboninstitute.org. Prize drawings will be held each weekend.

At Audubon Zoo, “Get Yah Praise On,” scheduled for February 19, 2011, is made even more special with an appearance by

internationally-acclaimed gospel artist Bishop Paul S. Morton, promising a hand clapping, foot stomping good time for all. This praise and worship experience features several local African-American ministries performing at Audubon Zoo’s Capital One stage. Presenting sponsor for Get Yah Praise On is the New Orleans Black McDonald’s Operators Association. Tabasco Brand Products is contributing sponsor for the event, which is included in regular admission to Audubon Zoo.

Black History Month festivities culminate March 12th and 13th with the 8th Annual Soul Fest presented by Wellcare at Audubon Zoo. Soul Fest features live music, great soul food cuisine, handmade crafts and children’s activities. The New Orleans Black McDonald’s Operators Association is a contributing sponsor for Soul Fest.

“Black History Month and Soul Fest at our Audubon attractions showcase the impact African-Americans have had on our city, our nation and our world,” said

Audubon Nature Institute Director of Community Relations Eileen Lumar-Johnson. “As we share and celebrate the history and contributions of African-Americans through our family-friendly venues, we will no doubt inspire, uplift and engage the thousands of guests who celebrate Black History with us each year,” Lumar-Johnson said.

Audubon Zoo is located at 6500 Magazine Street in New Orleans. Audubon Aquarium of the Americas and Entergy IMAX® Theatre are located at #1 Canal Street. Audubon Insectarium is at 435 Canal Street in the U.S. Custom House. Visit www.AudubonInstitute.org for details, or call 1-800-774-7394.

SCHEDULE OF EVENTS

“Black History Scavenger Hunt”

Audubon Aquarium of the Americas, Audubon Insectarium and Audubon Zoo

February, 5 & 6, 12 & 13, 19 & 20, 26 & 27, 2011

Visitors ages 5-17 years learn and collect interesting facts about African-American environmentalists, scientists and zoologists through a fun a Black History scavenger hunt at Audubon Zoo, Audubon Aquarium of the Americas and Audubon Insectarium each weekend during February. Names go into a drawing for a family membership. Drawings take place each weekend for the family membership give away.

“Get Yah Praise On” presented by New Orleans Black McDonald’s Operator’s Association

Audubon Zoo

Saturday, February 19, 2011

Audubon Nature Institute will host its Third Annual “Get Yah Praise On” praise and worship showcase with special guest, internationally-acclaimed gospel artist Bishop Paul S. Morton. Local African-American ministries perform during this hand clapping, foot stomping, spirit filled gospel music experience. The

event takes place at Audubon Zoo’s Capital One Stage.

Soul Fest presented by Wellcare

Audubon Zoo

March 12th & 13th, 2011

Soul Fest, now in its EIGHTH year, celebrates African-American food, music, crafts and culture. It was created to celebrate the achievements of African-Americans while educating Zoo visitors about their heritage, culture and wellness. The festival showcases handmade arts and crafts by local and national artisans, and features local businesses exhibiting their products and services. In addition, the festival offers delectable Creole cuisine and authentic soul food dishes prepared by native Louisianans. Soul Fest incorporates cultural awareness and community outreach with gospel sounds, R&B entertainment and hip-hop artists, setting the stage for smooth, rhythmic strolling under majestic 100 year-old oak trees.

Entergy Offers ‘SmartView’ to Qualified Customers

Smart meter test program to help customers take control of energy usage

Customers of Entergy New Orleans, Inc. will soon receive tools to help reduce their energy usage while saving them money on their electric bills thanks to the work of the utility and the U.S. Department of Energy. Partially funded by a \$5 million stimulus federal grant, the test program named SmartView is placing smart meters and other equipment in the homes of up to 7,400 customers in New Orleans - at no additional charge.

Beginning this summer, Entergy New Orleans will test smart meters, also known as Advanced Meter Infrastructure or AMI. The cutting-edge technology provides near real-time energy usage infor-

mation in the convenience of the customer’s home.

“We encourage customers to take advantage of this unique opportunity that’s aimed at giving them more control over their energy usage and lowering home energy costs,” said Charles L. Rice Jr., president and chief executive officer of Entergy New Orleans, Inc. “It’s also an exciting opportunity for Entergy to test new options for energy management and to better understand the impact that smart grid technology has on our customers.”

Entergy New Orleans will partner with qualified customers and provide them with easy-to-use tools, training and information at

no additional costs. Participants will be selected on a first-come, first-served basis, and registration is limited. Qualified participants must be Entergy New Orleans residential electric customers with active accounts since Jan. 1, 2010 and meet specific household income requirements.

For more information, call Entergy New Orleans toll free at 1-855-33-SMART (1-855-337-6278), visit the Entergy New Orleans Customer Care Center at 3400 Canal St. in person or visit entergy-neworleans.com/smart-view. Customers can also contact or visit these partnering organizations to learn more about the program:

Catholic Charities
2200 Lafitte St.
(504) 827-9963

Council On Aging
2475 Canal St., Ste. 400
(504) 821-4121

Green Light New Orleans
8203 Jeannette Street
(504) 324-2429

Kingsley House
1600 Constance St.
(504) 523-6221

Neighborhood Development Foundation
1429 Rampart St.
(504) 488-0155

Total Community Action
1420 S. Jefferson Davis Pkwy.; (504) 827-0337



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President Obama's Challenge To Keep the Nation Competitive Should Resonate With Black America

President Barack Obama's second State of the Union address unsurprisingly focused on job creation while challenging all Americans to keep the United States competitive in the global marketplace.

"Sustaining the American dream has never been about standing pat," President Obama said. "It has required each generation to sacrifice, and struggle, and meet the demands of a new age. Now it's our turn."

Repeatedly encouraging Americans to "win the future" through creativity, the President compared the current need for innovation in technology to the space race against the Soviet Union in the 1950s and 1960s. "This is our generation's Sputnik moment," said the President, referring to the world's first earth-orbiting man-made satellite launched by the communist nation in October 1957, which resulted in the creation of National Aeronautics and Space Act (NASA). "Half a century ago, when the Soviets beat us into space with the launch of a satellite called Sputnik, we had no idea how we'd beat them to the moon. The science wasn't even there yet. NASA didn't exist," he



President Obama

said. "But after investing in better research and education, we didn't just surpass the Soviets; we unleashed a wave of innovation that created new industries and millions of new jobs."

Speaking for a little more than

an hour, President Obama challenged all Americans to work together to move this nation forward. "The future is ours to win. But to get there, we can't just stand still," he said. "We know what it takes to compete for the jobs and industries of our time. We need to out-innovate, out-educate and out-build the rest of the world. We have to make America the best place on Earth to do business."

James Mitchell, President of the National League of Cities (NLC), reflecting on President Obama's speech agreed with the vision. "The National League of Cities shares the President's vision for our nation's future in investing in education, reforming our immigration system in a comprehensive manner, promoting innovation in our communities, rebuilding our nation's infrastructure, and eliminating regulatory barriers to growth," said the Charlotte, NC Council member. He pointed out that "cities are where ideas turn into action. Investment and innovation are essential, if our communities are to grow and prosper as the nation recovers from the recession."

On the local level, "City leaders recognize that fiscal discipline is essential to the economic stability of our communities and our nation, as the vast majority of cities are required to balance their budgets every year... As our nation,

our communities, and families continue to climb back from the depths of the recession, NLC applauds the President's call for a partnership."

But, the President's speech did not go far enough, said the National Black Chamber of Commerce (NBCC) President and CEO Harry Alford. "We are excited about the President's change of position towards taxes. Tax cuts for oil companies and other corporations should lower prices and create more jobs. He also promoted Free Trade which is a refreshing new approach for President Obama. Other than that it was rather flat," said Alford. "We are in a financial crisis like never before. What we needed from him was a 'home run' that would give us optimism and motivate Wall Street. We are still waiting."

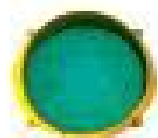
Black America has suffered nearly double the unemployment rate of White America, during the economic crisis. Taking on the challenge to lift Black America, Rep. Emanuel Cleaver (D-MO), Chairman of the Congressional Black Caucus and member of the House Committee on Financial Services (the committee with jurisdiction over all issues pertaining to the economy, the banking system, housing, insurance, and securities and exchanges), stated the message of President Obama's State of the Union Address should resonate with Black

America. "Our country continues to confront remarkably high job loss with unemployment nearly double the national average in the African-American community. As President Barack Obama eloquently stated, there is still much work to be done. Not only to heal our economy and put Americans back to work, but to reclaim the American Dream." He went on to say "I am encouraged to press on with the 43 members of the Congressional Black Caucus working with Democrats and Republicans alike to develop innovative policy to get our nation's economy and our communities moving forward to full economic recovery and social equality. Through supporting infrastructure investment, small businesses, reforming education, and defending and implementing healthcare reform our future looks bright. As the Congressional Black Caucus, however, we serve constituencies that continue to struggle to find their place in the American Dream. Tonight, President Obama has challenged us all. This is another call to action and reminder for us to continue laying the foundation for our children in making the great promise of America, the practice of America."

Improving Science, Technology, Engineering, and Math (STEM) Education was a central theme of the President's State of the Union Address. The President's emphasis on higher education should be applauded, said Meta Renee Williams, Executive Director, Federal Agency Relations for the National Association for Equal Opportunity in Higher Education (NAFEO). "From the standpoint of higher education, I am very, very encouraged that the President continues to support higher education," said Williams. Specifically, she said Historically Black Colleges and Universities (HBCUs) should be "encouraged by the position we sensed between the two (political) parties. It is clear HBCUs have a major role to play in the President's 2020 (initiative), if America is going to be successful in achieving the goal" of meeting President Obama's commitment to ensure that America will regain its lost ground and have the highest proportion of students graduating from college in the world by 2020.

FA*KE

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Who would have thought? Garrett Morgan did in 1923. The Traffic Signal, developed by Garrett Morgan, is just one of the many life-changing innovations that came from the mind of an African American. We must do all we can to support minority education today, so we don't miss out on the next big idea tomorrow. To find out more about African American innovators and to support the United Negro College Fund, visit us at uncf.org or call 1-800-332-UNCF. A mind is a terrible thing to waste.

