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New Orleans

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A Data News Weekly Exclusive

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# A City at a Crossroads

*Affordable Housing Crisis and the Future of New Orleans*



New Orleans is a City full of history, culture and heritage. It is evidenced in the food, music, architecture and most of all its people.

**Jeffrey May, MURP**  
Principal, International Development and Planning (IDP)

**New Orleans a Rich History**

New Orleans is a City with a rich and vibrant history. It is a place with a culture that is full of splendor and a culture that in its 300-year history is a blend of the many who've come to the shores of this jewel on

the mouth of the Mississippi, creating a gumbo that's flavor is a gift to the world.

After Hurricane Katrina and the breaching of the Federal Levees left the City devastated and with an uncertain future; this history is at risk of being altered to being unrecognizable or vanishing completely. Undoubtedly, New Orleans is a City of great architecture that is akin to the great cities of the world, but the secret ingredient of what makes this City special is its people.

**A Changing City and the Preservation of Culture**

Over the past decade the Crescent City is experiencing people who are moving into communities and changing the fabric of what they represented. For example, the sight of spontaneous Second Lines to honor those who've passed in Treme' or any neighborhood or musicians in the French Quarter continuing the tradition of the ancestors now have to consider "noise" ordinances.

**On the cover:** Former site of the Laffite Housing Project, is the site of new development in the Treme' Neighborhood where gentrification is changing the composition of its residents. William Widmer for ESPN

Cover Story, Continued on page 3.

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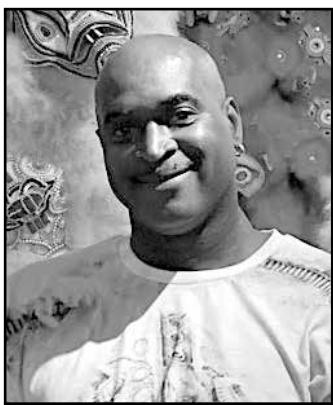
Cover Story, Continued from page 2.



The future of New Orleans is its young people and for them to thrive and contribute to the City their families need affordable housing options.



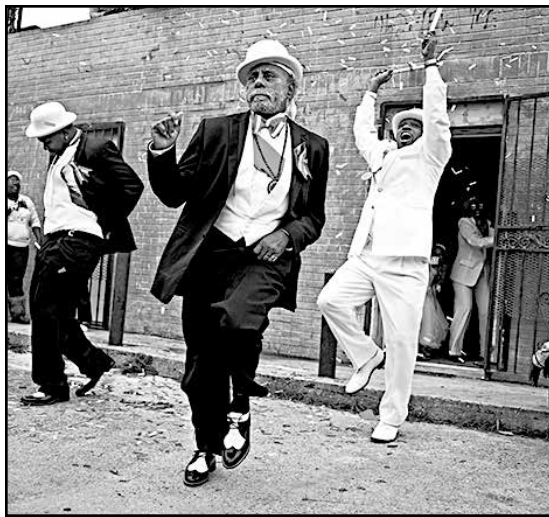
New Orleans post Katrina is struggling with an Affordable Housing Crisis for those who own homes, where assessments are making some consider selling their homes. Also many former residents of the City can no longer afford the rents that's increased significantly since Hurricane Katrina.



Shaka Zulu is part of the Black Masking Tradition (Mardi Gras Indians) and is an ambassador for New Orleans culture and heritage and is an advocate for its preservation. He believes the most important thing to continue these traditions are the people who live in the communities who create it and their presence in the City is essential.



New Orleans is a city where one of its most popular dishes is Gumbo. It is also a metaphor for all who have come to the City to create its unique cultural heritage. Today the City is struggling to find a way to balance the traditional culture with the influx of new residents.



Many of the great culture bearers live all throughout the city and use it as a muse to create the wonder and splendor that is synonymous with New Orleans. Today, because of the rising cost of living some cannot afford to live in the City. This is something that threatens the survival of the culture for future generations. Photo Credit Leslie Parr



Neighborhoods that once housed the people that are the culture bearers of the City are now being pushed out because of high rents or property taxes that make it unaffordable to live in the areas that's kept the City vibrant and alive.

This state of affairs threatens a place where a living, breathing culture is vital to its identity and brand and may transform New Orleans into a museum city... showing "how" they use to live and where the existence of the actual people is marginalized, minimized and virtually non-existent.

There are things we can do as a City to prevent these things from happening, but first we must understand what is going on to come up with the best possible solutions where a City can embrace change and yet continue to maintain its rich traditions.

An essential component of this is the City's most vital asset, and that is the people that are the blood that runs through the veins and is the heartbeat that gives New Orleans life. For this to happen, it is important to realize, the City must address affordable housing for both homeowners and renters.

### Gentrification: A Dilemma for New Orleans

Gentrification is the phenomenon when higher income households move into communities, typically communities of color, where lower income residents have existed, which then influences an increase in public and private investment and a better quality of life there. With this increase of quality of life comes higher property values that causes the displacement of the existing lower income residents. In some cases, residents who make and create the local culture and flavor of this great City.

As Gentrification increases property values, so do the value of all properties in proximity to it. Lacking community assets and amenities, the area's most susceptible to gentrification are those most attractive to the investors because of the return on investment.

The United States Department of Housing and Urban Development (HUD) calls these areas Racially and Ethnically Concentrated Areas of Poverty (RECAPs) are housing markets that are quite vulnerable in hot real estate

markets. The home values, public and private investments, political capital and clout with the decision makers are low. All areas of a City need investment for maintenance and preservation. Those areas that are neglected overtime are the geographies where rents are lowest as well as all other quality of life indicators. They are the most financially and resource starved places.

Progress does not need to be a zero sum in nature. My forward movement should not be viewed as backward movement for you. This seems to be the case in New Orleans presently, and a new approach that balances the scales are needed.

But in the scenario stated, progress will be feared by the stakeholders. The residents who lived in these communities when they were the worse environments, dreamt of their communities being revitalized and experiencing the benefits from the change. But this is often not the case when revitalization happens as fewer people of color or lower incomes are living in these communities. For this reason, new approaches are necessary moving forward.

### A New Approach: Everyone has a seat at the table and all voices matter equally when planning a community

Civil Rights in land use and governance matters! In general, everyone wants the housing and job markets to grow as long as they are a part of that growth. When you are not a part of it, but subject to it, zero sum feels like 0 - 1; and the existing residents are the losers. The change is not only an issue because of the conflict of culture created by community revitalization. It is a Civil Rights Issue when the gentrification causes the displacement of families with children, persons with disabilities; and black and brown households. The Fair Housing Act, as amended applies to land use and governance under 42 United States Code 3608 (e) and (d)5. This statute of the Act is the Affirmatively Further Fair Housing (AFFH) regulation that requires program participants such as the City of New Orleans and the Housing Authority and others across the United States of America to plan, invest and marshal pub-

lic and private resources into these RECAPs.

Cities are a living organism or system. They are have moving and shifting parts. New Orleans is a world class and renown City because of its history, music, food culture and overall allure. Segregation in New Orleans, like the rest of America, must be addressed by all levels of government to ensure compliance within the private housing market. We have established federal laws to protected classes. Is now incumbent to fully enforce them to ensure protected groups are not discriminated against are pushed out of communities that are redeveloping.

New Orleans residents and its leadership would do well to remember the importance of the Fair Housing Laws. Protected class members need to use the Fair Housing Act and AFFH rule to organize and defend their rights to live in the City. The elected officials and power brokers of the City should support an environment that champions Fair Housing and Affordable Housing before it loses the people that make it great!



# New Orleans Mourns the Loss of Two Great Voices in Media; Nancy Parker and C.J. Morgan

**Edwin Buggage**  
Editor-in-Chief

The Crescent City is mourning the loss of two great voices in media. Longtime radio personality C.J. Morgan and Fox 8 Anchor, Nancy Parker recently passed away.

Both were loved by many and will be missed. Data News Weekly spoke with some of their colleagues who spoke about their lives and legacy.

Nicondra Norwood, is a meteorologist at Fox 8 and worked with Nancy Parker for many years and both were also members of Delta Sigma Theta Sorority.

"Nancy was the most loving and nurturing person; she was generous to a fault with her time and care. Her family was her life and it kills me to speak about her in the past tense. She brought light to everything and even on her worst day you wouldn't know it."

Continuing she says, "We as a station are devastated. Personally, I watched Nancy as a high school student when she worked in Baton Rouge and got such a thrill when I had the chance to meet her. It was a privilege to work with someone I'd looked to as a professional role model when I started at Fox 8. Her amazing genuine nature took me in as a friend, inviting me to her home and to spend time with her family. She also became a role model as a wife and mother and I'm so grateful to have known her and to carry her love and advice with me always."

One of Nancy Parker's other colleagues that's mourning her loss and was visibly shaken on air is Health Educator Dr. Eric Griggs.

"Yes...Nancy Parker was a beautiful spirit... that favorite relative that could always make you smile. She was a quintessential profes-



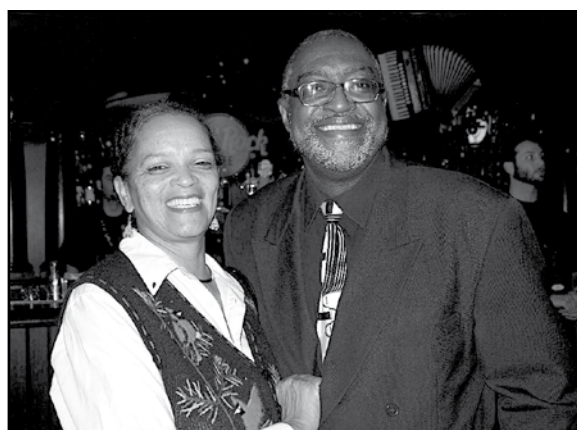
The great radio personality C.J. Morgan.



Fox 8 longtime Anchor Nancy Parker.



Nancy Parker with colleague Meteorologist Nicondra Norwood.



C.J. Morgan and wife Linda.



WDSU TV-6 Meteorologist Damon Singleton, Nancy Parker and LeBron Joseph judging burgers at BurgerFest.



Nancy Parker with Fox 8 colleague and friend Eric "Doc" Griggs.

sional, mother and friend. She's a part of the heart and spirit of New Orleans and of anyone that came in contact with her. She will be dearly missed but the legacy of her spirit will remain. We are praying for her husband, children, and family."

LeBron Joseph is a media veteran from both radio and television, who knew both C.J. Morgan and Nancy Parker. He is presently

co-host of News with A Twist on WGNO TV26.

"CJ Morgan ushered in a new age of radio in the early 90's and, along with Monica Pierre went on to become one of the highest rated morning shows in the country. He was always prepared and solid on-air and led our team of broadcasters for 16 years. He was quite

possibly the most listened to local air talent in the history of Black Radio in NOLA."

Speaking on the passing of Nancy Parker he says, "The tributes coming from around the country for Nancy Parker speak to the fact that she was the total package. A great human being, loving wife,

wonderful mom, and an excellent journalist; she had the smarts, in addition to being kind, hard-working, and all around beautiful. To be taken in her prime is gut-wrenching for all of us."

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# Marcus Garvey Celebration 2019

By Muhammad Yungai  
Universal Negro Improvement  
Association

On Saturday, August 17, 2019, New Orleans celebrated the life and legacy of The Honorable Marcus Mosiah Garvey, who was born in Jamaica on August 17, 1887. That was 132 years ago! Fate chose to make Garvey a great man and race patriot with the mission of rescuing and resurrecting the great Black Peoples of the world. He became the world's leading Pan-Africanist in the tradition of Martin Delany, Alexander Crummell and Edward Wilmot Blyden.

Garvey founded the Universal Negro Association and African Communities League in 1914, dedicated to the uplift of Black people worldwide.

He bought steamships with the purpose of stimulating commerce



New Orleans Celebrates the birthday and life of Marcus Garvey. . Lumumba Moulton Photographer



among all peoples of African descent. He founded the Negro World Newspaper, Negro Factories Incorporated and many other institutions, which are too numerous to mention in this space.

Brother Baakir Tyehimba, Proprietor of the Black Star Café on the West Bank in an area dubbed "Little Africa", sponsored this year's Celebration which included food, music, poetry and speakers and even an obstacle course for the children.

Speakers represented several organizations including the Nation of Islam [NOI], the Universal Negro Improvement Association [UNIA], Commonwealth of the National Black Community [CNBC], the Black Panther Party [BPP- old and new] and the Republic of New Afrika [RNA].

The crowd was lively, and spirits were high! The spirit of revival was in the air in terms of celebrating the Legacy of Marcus Garvey invoking



memories of those commemorations in the '80's and '90's at Armstrong Park.

The existing Parent-Body [national] UNIA is planning a Centennial Celebration of this International Convention next year [2020]. For more information about this event and other information on Garvey/UNIA please contact Brother Muhammad Yungai, Acting President of Universal Negro Improvement Association and African Communities League, Black Star Line Division, 466 at wiseone777@att.net .

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# Renee Johnson

## Moving Fashion Forward

*An Ode to the Past*



**Renee Johnson**  
Data News Weekly  
Fashion Columnist

Data News Weekly would like to welcome our newest Fashion Columnist, Renee Johnson, to the team. Renee Johnson is a New Orleans native, a fashion designer/modiste, and a fiber artist.

Her fashion lines include: Afri Modiste, custom made evening wear for ladies and Renee J. New Orleans, a manufactured line of formal and semi-formal garments for ladies as well. Renee has presented her fashions at New Orleans Fashion Week and clients include New Orleans first female mayor, LaToya Cantrell. Although she has traveled to over 10 countries, Renee's biggest design influence is the city she was raised in, and attributes New Orleans for the success she has gained as a designer and artist.

The Arts Council of New Orleans, in partnership with Canal Place Shopping Center, has chosen Renee to be an artist in residence for Round 2 at Salon Studio, in Canal Place. Renee Johnson's exhibition, "The Last Modiste", is a display of some of her most recent work created while in the Salon Artist Residency. Seven artists, including artist collaborations, were chosen through a call to artist in March. There were over 75 artists who applied, with winning artists being awarded six months of free studio space and a solo exhibition in the Salon Gallery.

The exhibition, "The Last Modiste", is a tribute to New Orleans modiste, (a French word for dressmaker) and the sewing practices they have passed on for generations. "Modiste played a major part in designing the fashion history of New Orleans. It is important, especially in such a unique city, to honor the people and culture that have shaped us into the city that we love" said Renee.

Located at 333 Canal Street, on the second level of Canal Place, in the Salon Gallery; the exhibition can be seen on Wednesdays through Mondays, from 1pm to 6pm. In addition, there was an artist reception on August 10th from 6pm to 9pm. To contact Renee about her exhibition, or to be featured in a future fashion column, email her at afri-modiste@gmail.com



The Exquisite Designs of Renee Johnson Afri Modiste



Lindsay Barre wearing Afri Modiste



The exhibition, "The Last Modiste", is a tribute to New Orleans modiste, (a French word for dressmaker) and the sewing practices they have passed on for generations. "Modiste played a major part in designing the fashion history of New Orleans. It is important, especially in such a unique city, to honor the people and culture that have shaped us into the city that we love" said Renee.



Designer Renee Johnson (on the left) Rochelle Johnson-Bourgeois (on the right) wearing Afri Modiste

Visit [www.ladatanews.com](http://www.ladatanews.com) for more photos from these events



# Heavenly Host of Stars Gala

*Benefit Performances for the Sister of The Holy Family*

**Terry B. Jones Publisher**  
**Photos by Glenn Summers**  
**Hosted by Norman Robinson**

On August 18, 2019 the Grammy-nominated and legendary Hall of Fame Group The Whispers took the stage at the Hyatt Regency New Orleans in a benefit performance for the Sisters of the Holy Family. The Annual "Heavenly Host of Stars Gala" is a major fundraising event to help sustain the long-standing ministries of the Sisters of the Holy Family as well as retirement needs of elderly Sisters. There was a patron

**Data Zone,**  
**Continued on page 10.**



left to Right Frank & Paulette Stewart, Tod Smith, Sr. Marie Elizabeth Jerry, SSF, Sr Judith Therese Barial SSF in tan clothing, Sr Therese Sue Joseph SSF, Alden McDonald, David Ellis, Sr Richard Francis Daigle SSF, Jane Nalty, Sr. Leona Bruner SSF, Emily Arata





# Who Cares About Fair Elections?



**Julianne Malveaux**  
NNPA Columnist

The US House of Representatives passed the Securing America's Fair Elections (SAFE) Act in June by a nearly totally partisan vote of 225-184 in late June. Only one Republican voted for legislation that would mandate paper ballots, increase election security, and create safeguards to prevent foreign interference in our elections. Senate Majority Leader Mitch McConnell (R-KY) opposes the legislation and won't even allow it to be introduced or voted on in the Senate.

House Speaker Nancy Pelosi (D-CA) was eloquently angry when she raised a series of questions, "I just would really like to know

from my Republican friends, what's wrong with replacing outdated, vulnerable voting equipment? What is wrong with requiring paper ballot voting systems to ensure the integrity of our elections? What is wrong with enacting strong cybersecurity requirements for elections technology vendors and voting systems? We must be relentless in the defense of our democracy, fighting on all fronts to keep America safe."

Republicans don't seem to want to defend democracy, though. They simply want to win. And McConnell, who behaves like the 45th President's handmaiden, has abandoned his duty as Senate leader in favor of partisan shenanigans. Former special counsel Robert Mueller III testified that Russian election interference was happening even as he testified, too many Republicans chose to ignore his warning because it does not serve them. McConnell is among those who seem to hope that Russian interference aids Republicans and perhaps ensures the reelection of the most odious human being ever to occupy

the Oval Office.

Meanwhile, people are organizing and attempting to overcome interference by mobilizing the Democratic base of voters. Barbara Arnwine, who founded and leads the Transformative Justice Coalition ([www.tjcoalition.org](http://www.tjcoalition.org)) gathered dozens of activists to participate in a day-long strategy session on voting rights on August 7, fifty-four years after the Voting Rights Act was passed in 1965. Arnwine's organization is among the many planning to ensure both voter turnout and election fairness in the upcoming elections. With so many focused on the 2020 election, and appropriately so, it is essential to note that 2019 elections are also significant. Kentucky, Louisiana, and Mississippi will elect governors, New Jersey, and Virginia are among those who will elect state legislators, and some cities will elect mayors.

Activists can use these elections to test our broken system, and as practice, perhaps for 2020. But activists must also be clear that Republicans don't seem to want fair

elections. If they did, McConnell would schedule a vote on the SAFE Act, which provides dollars for better, safer, voting technology.

Both houses of Congress are on recess this August month, and won't reconvene until after Labor Day. Most members of Congress will say that they aren't taking a six-week vacation because they are also working in their districts. Citizens need to meet with them, organize town hall meetings, and get input from those recalcitrant Republicans (all of the Democrats voted for the SAFE Act) on why they eschew fair elections.

Some of them use a "state's right" argument, suggesting that states can manage their own elections on their own terms. African Americans understand states' rights all too well. States' rights made it necessary for our nation to pass a Voting Rights Act, despite the guarantees included in the 13th, 14th, and 15th amendments. The question to ask is the questions Speaker Pelosi asked when the legislation came up for a vote on June 27. What's wrong

with election fairness?

It is indisputable that Russia interfered in the 2016 elections to aid the 45th President. It is undeniable that millions of voters have been purged from the polls since 2016 with Secretaries of State eager to influence elections, as they did in both Georgia and Florida in 2018. It is indisputable that while Florida voters attempted to restore votes to former felons, the legislature undermined that vote by requiring people to pay all fines and fees before they are allowed to vote.

If the Congressional vote on the SAFE Act is any indication, Republicans don't want election fairness. They want to win by whatever means necessary. We've invaded foreign countries to "ensure democracy," but our Congress does not have the decency to ensure democracy at home. Since the government won't do its work, civil society organizations will have to. Kudos to Barbara Arnwine and the Transformative Justice Coalition for their work on voter fairness!

## Jamestown to Jamestown

### *Commemorating 400 Years of the African Diaspora Experience*



**Derrick Johnson**  
NAACP President and CEO

History commonly and most often points to late August in the year 1619 when some "20 and odd Negroes" originating from Angola arrived in the British colony

of Jamestown, Virginia as the first documented enslaved Africans to land in what is now the United States. This nation and its wealth were built through forced labor and the very existence of Black men and women.

It's truly ironic that as this country celebrates 400 years of democracy, the Black community is still fighting for equal rights, justice and freedom.

The century that followed emancipation saw the creation of policies that discriminated against Black people and largely excluded them from wealth building, creating an inherited disadvantage for future generations. This is why the idea of reparations, brought

forth during the Civil War era, has continued to be a topic of grave concern for the NAACP.

On a daily basis, we grapple with domestic terrorism and state sanctioned violence in the guise of White supremacy — all under the watch of one of the most racist administrations since the Jim Crow era. Along with his xenophobic policies, President Donald Trump is doing all he can to punish immigrants and alienate Black Americans, using hateful tweets and chants of "Send her back," as a rallying cry for his base. At NAACP's annual convention, our delegates voted unanimously to call on the House to begin impeachment proceedings against President Trump.

We can't and won't Whitewash or glorify this experience — but it has made us stronger and more resilient than ever.

We know from the incredible Black voter turnout in the mid-term elections that African Americans are not only the most critical voting bloc, but the most powerful when we are encouraged to participate actively in our Democracy.

Next week, the NAACP will embark on a historic and spiritual journey to commemorate the 400-year anniversary of the Trans-Atlantic Slave Trade. More than 200 African Americans will pay homage to the strength, power and resilience of our people.

In our journey from James-

town, Virginia to Ghana, we will not only retrace the footsteps of our ancestors through the slave dungeons and along the shores where the enslaved had their last bath before their trek to the western world — we will also immerse ourselves in the vibrant culture and join leading government and business leaders to learn more about business, development and investment in Ghana.

Through this experience, we hope to actualize the healing and collective unity so many generations have worked to achieve in ways which bring power to our communities in America, Africa and throughout our Diaspora.



# Kathleen Blanco, Louisiana's First Female Governor Dies at 76

## Data News Staff Edited Report

BATON ROUGE, LA — Louisiana's first female Governor Kathleen Babineaux Blanco, died Sunday, August 18th after battling a rare, incurable type of cancer that had spread to her liver. She was 76.

Her body will lie in state in the Louisiana Capitol Rotunda Thursday as part of a three-day celebration of her life.

An Interfaith Service is scheduled at St. Joseph's Cathedral in Baton Rouge before an honor procession at the State Capitol. Blanco will be met with a military salute on the front steps and then lie in state for public visitation.

A public visitation and prayer service is also scheduled in Lafayette. A Mass of Christian Burial is set for Saturday before a private burial.

Elected and civic leaders from across the state including New Orleans Mayor, LaToya Cantrell, Present Louisiana Governor, John Bel Edwards, NOTMC President and CEO Mark Romig and many others have given their condolences.

Many will remember Blanco, as her name is synonymous with Hurricane's Katrina and Rita, in a statement she said it was her dying wish



Governor Kathleen Babineaux Blanco

that she be remembered for her faith in God, commitment to family and love of Louisiana."



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# White Arkansas Woman Pulls Gun on 4 Black Fundraising Teens

## Associated Press

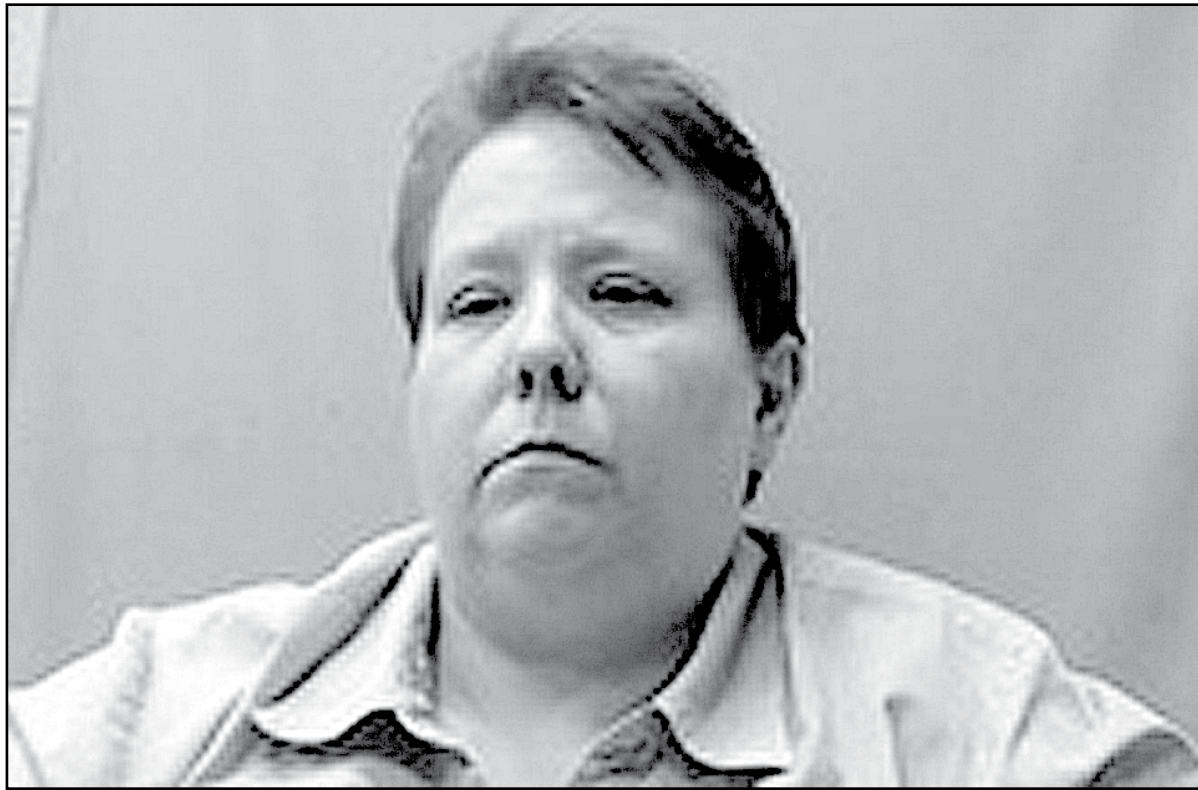
Wynne, Ark. – The wife of an Arkansas jail administrator was arrested and charged with assault several days after police say she pulled a gun on four Black teenagers who were going door to door to raise money for their high school football team.

Police in the eastern Arkansas city of Wynne, about 100 miles northeast of Little Rock, said the incident happened Aug. 7. Police responding to reports of “suspicious persons” found the four children on the ground, with Jerri Kelly, who is White, standing over them holding a gun, Memphis TV station WMC reported.

The officer let the children stand up, and they told him they had been selling discount cards to raise money for a school athletic program. The Wynne School District said two of the four children were wearing football jerseys.

Kelly, 46, was charged Monday with aggravated assault, false imprisonment and endangering the welfare of a minor.

Cross County Sheriff’s Depart-



Jerri Kelly

ment Captain Jeff Nichols said a warrant was put out for Kelly’s arrest, and she turned herself in Monday evening. She was released that night on \$10,000 bond.

Kelly, who is the wife of Cross

County Jail Administrator Joseph Kelly, couldn’t immediately be reached for comment Thursday

and it wasn’t clear whether she had an attorney who could comment.

Nichols said a mugshot of Kelly wasn’t taken on Monday because she had a “medical emergency” as she was being booked. He said he could not release more information, citing medical privacy laws. He said she came to the jail to have a mugshot taken after her initial court appearance on Thursday morning, in part because of community backlash.

“She was afforded the same booking process and procedures as anyone that’s brought into our facility,” Nichols said. “She received no preferential treatment.”

Bill Winkler, who said he has lived in the neighborhood where the incident took place for four decades, said children are typically out this time of year selling discount cards for the football team.

“Usually it’s right before football season, late summer or early fall,” Winkler said.

Wynne School District Superintendent Carl Easley said the district is considering stopping door-to-door fundraisers.

## Data Zone

### Data Zone, Continued from page 7.

party that began at 5:30 pm with the gala beginning at 7 pm. Serving as Honorary Gala Co-Chairs were Frank and Paulette Stewart.

The Heavenly Host of Stars Gala was a star studded event with performances by popular local artists Sharon Martin, Wanda Rouzan, Naydja CoJoe, and Dwight and Connie Fitch. And what is a New Orleans party without great food. This year’s event partygoers were treated to the culinary delights generously donated and prepared by Chef Yvan Didelot of the Hyatt Regency New Orleans Hotel. The gala is a great way to give back and say thank-you to the Sisters of the Holy Family for their hard work and dedication in our community.

On this night, it was one filled with great music, food and people from the civic, business and elected officials and many others came together to support the work of the Sisters of the Holy Family.

And of course Data News Weekly was there!!!



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# Roc Nation Enters into Long-Term Partnership with NFL as League's Official Live Music Entertainment Strategists

*Partnership will Support NFL's Inspire Change Social Justice Initiative*

Data News Weekly Staff  
Edited Report

Shawn "Jay-Z" Carter has risen a long way from the Marcy Projects in Brooklyn of his early life to become a global icon. Today Jay-Z, is an award-winning music artist and business mogul.

In recent years, he along with his wife, the chart-topping sensation Beyoncé have been lending their voices to various social issues.

In continuing with this effort, Roc Nation led by Jay-Z, announced it has entered into a long-term partnership with the National Football League as the league's official Live Music Entertainment Strategists.

The partnership will begin as the NFL's 100th season kicks off and will serve as a commitment from Roc Nation and the NFL to nurture and strengthen community through music and the NFL's Inspire Change Initiative.

In his new role, JAY-Z will be heavily involved in the league's Social Justice Campaign, the "Inspire Change" Initiative. A core component of the partnership will be to amplify the Inspire Change platform priority areas identified by NFL Players, including Education and Economic Advancement, Improving Police-Community Relations, and Criminal Justice Reform.

Roc Nation will spearhead and advise on the selection of artists for NFL Tent Pole Performances, including the Super Bowl, and will assist in the production and promotion of new music as well as culture and cause-focused initiatives.

"With its global reach, the National Football League has the



NFL Commissioner Roger Goodell and Shawn "Jay-Z" Carter at Roc Nation and NFL Partnership Announcement at Roc Nation on August 14, 2019 in New York City. (Photo by Kevin Mazur/Getty Images for Roc Nation)

platform and opportunity to inspire change across the country," said Shawn "JAY-Z" Carter. "Roc Nation has shown that entertainment and enacting change are not mutually exclusive ideas – instead, we unify them. This partnership is an opportunity to strengthen the fabric of communities across America."

Roc Nation and the NFL will work together to create and distribute music content across multiple music streaming services for a variety of initiatives. Roc Nation will work alongside the league with artists to curate the richness of football culture nationwide. Content initiatives may include a Live Visual Album, "Songs of the Season" original music, archived and current

content from live NFL music events and artist podcasts.

"Roc Nation is one of the most globally influential and impactful organizations in entertainment," said NFL Commissioner Roger Goodell. "The NFL and Roc Nation share a vision of inspiring meaningful social change across our country. We are thrilled to partner with Roc Nation and look forward to making a difference in our communities together."

Roc Nation will also consult and collaborate on various aspects of production, promotion, marketing, and communications for live music events and related activations, which include new endeavors such as Songs of the Season and a Pro Bowl Community Concert.

NFL Commissioner Roger Goodell explained that the partnership with JAY-Z will serve as a checks-and-balance system for the league.

"We don't want people to come in and necessarily agree with us; we want people to come in and tell us what we can do better," Goodell said in an interview. "I think that's a core element of our relationship between the two organizations, and with Jay and I personally."

"The NFL has a great platform, and it has to be all-inclusive," Jay-Z said in an interview with the New York Times. "They were willing to do some things, to make some changes, that we can do some good."

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