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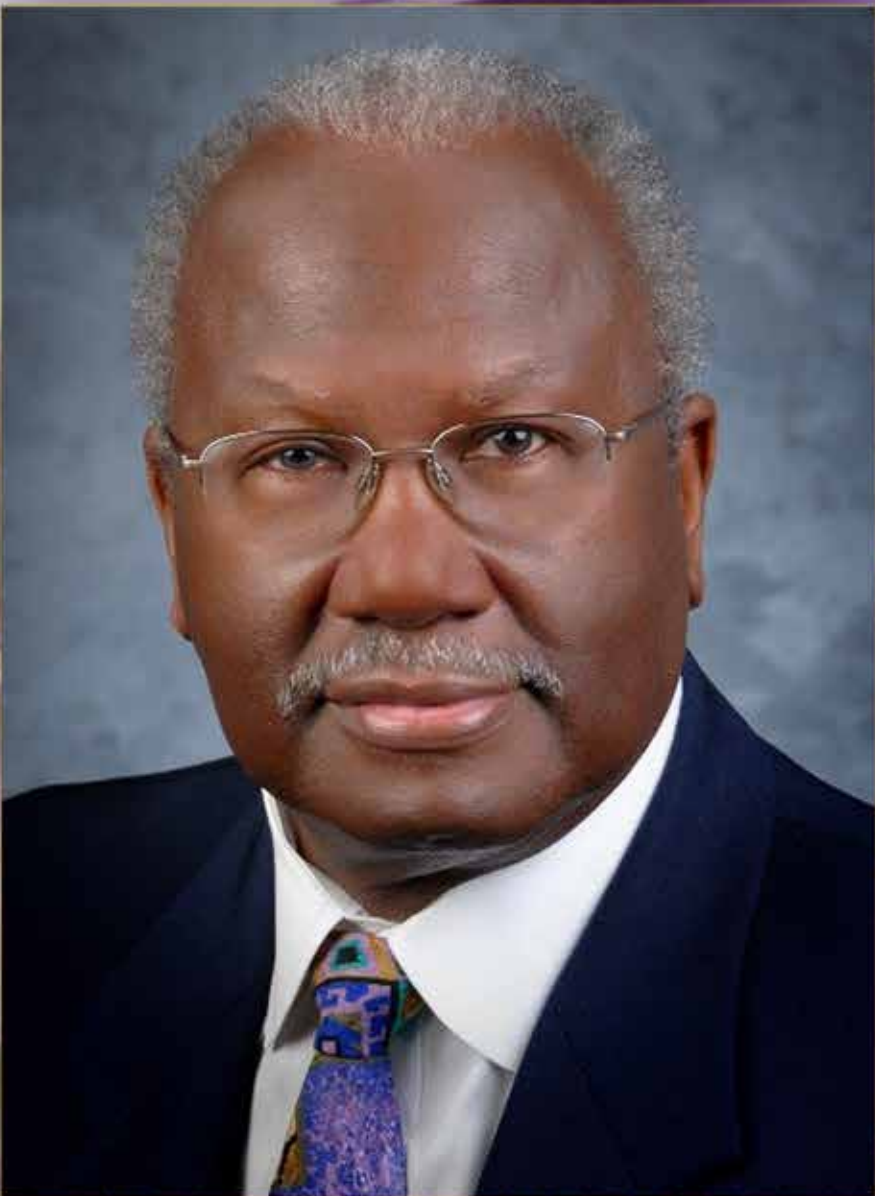
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Judas and the Black Messiah

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Part 3

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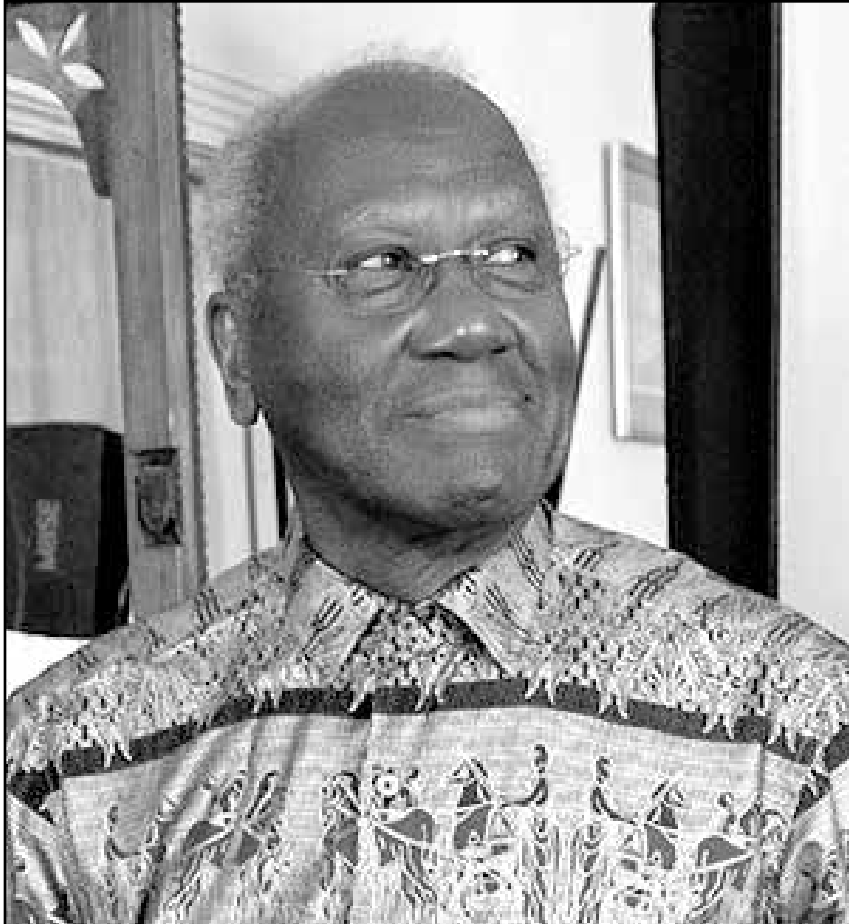


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Cover Story

Re-Writing the History
Part 3

Don Hubbard

A Profile in Courage and Inspiration for the Next Generation

"Activism was always part of my life; my family was involved in the NAACP and also a political organization uptown called the OPPVL -Orleans Parish Progressive Voters League headed up by Rev. A.L. Davis. It was natural to do some things different," recounts Hubbard.



Hubbard in the 1960's help lead efforts to desegregate the City of New Orleans and to combat police abuses. In 1963 he helped organized a Civil Rights March on City Hall and was a key leader in the activities that led to the integration of lunch counters, restaurants, department store fitting rooms, and other public accommodations, by their efforts through boycotts against stores on Canal Street like Woolworth's and McCrory's lunch counter, the Loews Theater and other entities.



Hubbard has been involved fight for justice for over six decades. He is also one of the co-founders of SOUL (The Southern Organization for Unified Leadership) that's become a political force, over the years working to get people elected who would serve to better the lives of Black New Orleanians. Today, it is still viable and relevant as it was when it started as the City continues to face new challenges.

Edwin Buggage
Editor-in-Chief

New Orleans is a City with a rich history relating to the fight for Civil and Human Rights. While some know the stories of Plessy v. Ferguson or the recent re-naming of Jefferson Davis Parkway to Norman C. Francis that honors the life and legacy of Dr. Norman C. Francis.

Today, as the City is working to re-writing the his-

tory to reflect a more accurate picture of New Orleans; many of those who have shaped history both locally and nationally are still living among us. They are filled with stories that are enthralling, educational and inspirational.

In part 3 of our series Re-writing the History, we spoke to Civic and Business Leader Don Hubbard. As some know these names, we had the opportunity to speak with him about his life and legacy as a history making New Orleanians.

The Journey to Justice: Coming Full Circle

St. Charles Avenue is a major thoroughfare, where the historic streetcar passes and where families gather for Mardi Gras parades. On this street there are a mix of businesses both large and small and beautiful homes, but only a few owned by African Americans. Near Louisiana Avenue is the Hubbard Mansion, a bed and breakfast owned by Civic and Business leader Don Hubbard, who started it as a gift to his late wife Rose who wanted it as a retirement business.

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Hubbard became a force in business and entered into arenas, even when it was something he'd never done, he would not be deterred. This was on full display as Hubbard, who'd never promoted a fight along with Sherman Copelin brought the Muhammad Ali vs. Leon Spinks rematch to New Orleans in 1978; that at the time earned nearly 5 million dollars at the box office. An estimated 90 million viewers watched the main event in the U.S. and estimated to have been watched by a record 2 billion viewers in 80 countries.

His journey is one that's taken him in some ways full circle to the neighborhood he grew up in and where his spirit of activism began.

"Activism was always part of my life; my family was involved in the NAACP and also a political organization uptown called the OPPVL - Orleans Parish Progressive Voters League headed up by Rev. A.L. Davis. It was natural to do some things different," recounts Hubbard.

Speaking of the instance where his 5 year old, self-recognized, that racial difference existed on a streetcar ride that's near where he lives today says, "I remember we didn't have a car and we caught the bus or streetcar and we usually caught the Louisiana to the Freret bus down to Canal Street; but my mother decided to give me another experience and we walked down to catch the St. Charles Streetcar and we were sitting on the back of it while some White kids were on the front playing. And I told my mother I wanted to go sit up there and my mother said no let's sit back here. I am five years old, I said no I want to sit up there and asked why couldn't I? And later my mother said something to me that resonates in my head today, 'their waiting for you to change it.' I didn't realize what that meant until high school, basically it meant when there was something you didn't like that you did not need a crowd, you gotta change it. That was my beginning of getting involved with CORE (The Congress of Racial Equality)."

This led Hubbard in the 1960's to help lead efforts to desegregate the City of New Orleans and to combat police abuses. In 1963 he helped organized a civil rights march on City Hall and was a key leader in the activities that led to the integration of lunch counters, restaurants, department store fitting rooms,



Hubbard with Michael and Leon Spinks wearing the Heavyweight Championship belt.

and other public accommodations, by their efforts through boycotts against stores on Canal Street like Woolworth's and McCrory's lunch counter, the Loews Theater, and other entities.

From New York to Mississippi: The Longest Ride of My Life

Many know of the story of Schwerner, Chaney and Goodman; the three young Civil Rights workers who were killed in Philadelphia, Mississippi during Freedom Summer by members of the Ku Klux Klan in 1964. This story was also the basis of the 1988 film Mississippi Burning.

Mr. Hubbard who has told this story many times again recounts how as a member of CORE, he drove the car filled with fliers, t-shirts, and other information. This promoted voting that the young workers were killed in from New York and how it could have been him that lost his life.

Recalling those tumultuous and

uncertain times he says, "CORE meeting everyone at the meeting like Lena Horne and Brock Peters people I'd seen on TV and heard of but didn't know. Rudy Lombard who introduced me to CORE and we'd been doing some work getting people registered to vote in Mississippi and we couldn't move around."

"So, Rudy Lombard talked to Lena Horne about helping us get transportation we could use in the Mississippi Summer Project. Lena Horne arranged with a car dealership for us to have a Ford Station Wagon, and Rudy said you have to bring it down there. I went and they loaded the car up with freedom now flyers and hiding it with a sheet. I thought I could do it in a day. I got up and began driving in what I call the longest ride of my life."

"I was in Mississippi and couldn't take a nap and there was a young White boy in an Air Force Uniform thumbing a ride. I offered him a ride if he would drive and I got in the back seat and went to sleep.



Near Louisiana Avenue is the Hubbard Mansion, a bed and breakfast owned by Civic and Business leader Don Hubbard, who started it as a gift to his late wife Rose who wanted it as a retirement business. Photo by Keith Taylor



Lauding his accomplishment in an Ali like voice he says, "I am the world's greatest boxing promoter because I started at the top, I started with Ali and he gave me a ring commemorating it. According to the local Chamber of Commerce that fight put the Superdome on the map."

He probably saved my life because here I am driving a brand-new car full of CORE Material with a temporary New York license plate on it."

The Politics of SOUL (The Southern Organization for Unified Leadership)

SOUL have become a political force, that's over the years worked to get people elected who would serve to better the lives of Black New Orleanians. Today, it is still as viable and relevant as it was when it started as the City continues to face new challenges.

"When I moved to New Orleans East my street was the only two streets that were paved by the Gentilly East Development Association. We brought a diverse group of people together. Black political ballots organized by neighborhoods that everybody should get something. It was King Wells from Pontchartrain Park who said since we are bringing everybody together why we don't call it The Southern Organization for Unified Leadership that meant everybody had a seat at the table."

The Fight Business and Being the Greatest

As a fighter for Civil Rights, Hubbard became a force in business and entered into arenas, even when

it was something, he'd never done before he would not be deterred. This was on full display as Hubbard, who'd never promoted a fight, along with Sherman Copelin brought the Muhammad Ali vs. Leon Spinks rematch to New Orleans in 1978; that at the time earned nearly 5 million dollars at the box office. An estimated 90 million viewers watched the main event in the U.S. and estimated to have been watched by a record 2 billion viewers in 80 countries.

"I remember telling Boxing Promoter and Manager Butch Lewis the rematch should be in New Orleans and I should promote it," he says with a laugh. They laughed and said you come to one fight and now you want to be a promoter. Eventually, I got a meeting with Ali and went to Chicago and I spoke with Ali and said to him they are trying to have this fight in South Africa; how can you do that while Mandela is still in jail. I said I want to bring the fight down to New Orleans. My company operated the Superdome, and we came to a deal.

Knowing he would face challenges to make it happen he says:

"They asked me for a 50,000 guarantee on the date and I had 72 hours to raise the rest of the

Cover Story, Continued on page 7.

Grammy-Winning Artist PJ Morton to Take Up Artist Residency at Dillard University

Jacobe Swagerty
Data News Weekly Contributor

While New Orleans native Paul Morton Jr., better known as “PJ Morton,” needs no introduction in his city, he will reintroduce himself and his work to his home community as the 2021-2022 artist-in-residence at Dillard University.

Fresh off the release of his 2021 Grammy-nominated Best Gospel Album: “The Gospel According to PJ”, the Award-Winning Recording Artist hopes to share his expertise in the record industry with students and the community where he first discovered his talents.

“I’m so excited to be partnering with Dillard University,” Morton said in a statement. “As both an HBCU graduate and a New Orleanian, it’s very important for me to pass on any and everything I can to educate and inspire,” said Morton who is a graduate of St. Augustine High School and Morehouse College in Atlanta, Ga.

As an artist in residence, the “Gumbo” artist has joined together with the school to conduct master classes in music publishing, talent management, studio production and songwriting. Students will also work alongside the musician through internships that specialize in merchandising, videography and management, all critical areas that would benefit the new generation of independent artists.

“Residencies have a variety of objectives,” said Cortheal Clark, the Chair of Humanities at Dillard. “For example, this performance residency with PJ Morton introduces our students to the collaborative nature of the performing arts, to the arts of a particular culture, and to the arts as a professional career,” Clark said.

The residency would be structured

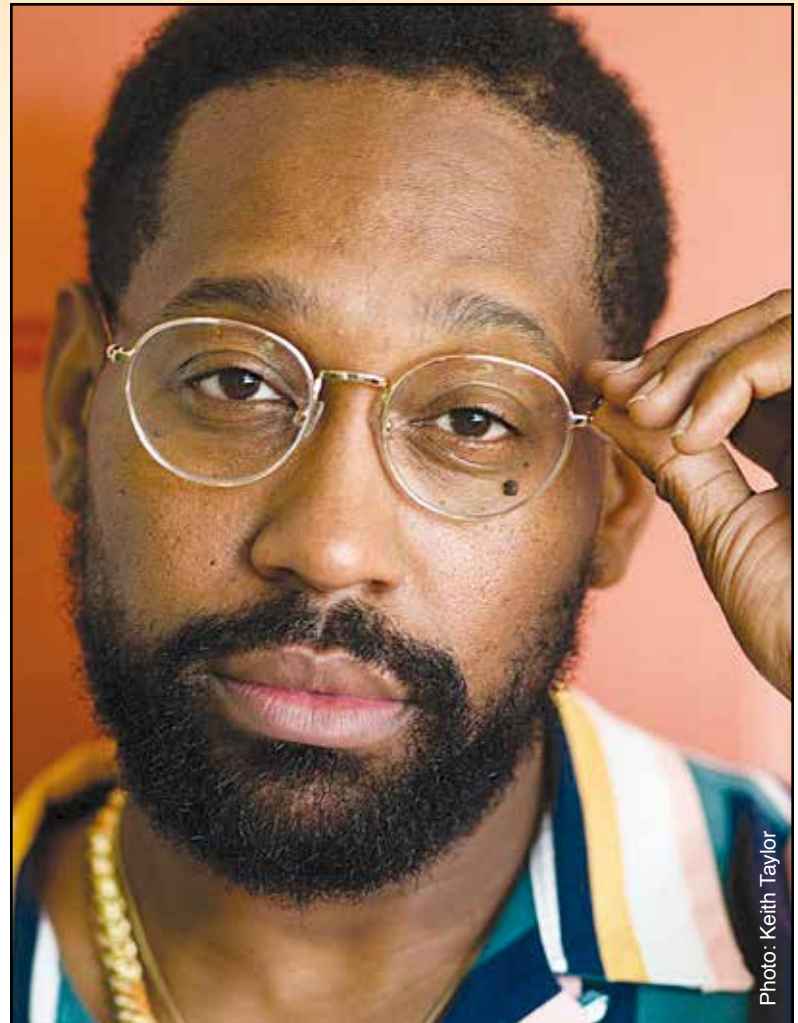


Photo: Keith Taylor

New Orleans Recording Artist PJ Morton will spend the year as an artist-in-residence mentoring students at Dillard University in 2021.

to allow students to sample a series of different musical art forms or to be introduced to different genres within one art form, Clark explained.

The university hopes the residency will strengthen possibilities for students who wish to excel in creative careers. The two-time Grammy-Winning Artist would serve a critical role in supporting humanities programs that goes beyond simply education but career development and industry access and mentoring.

“PJ Morton is key to New Orleans building out a music economy, where we aren’t simply a City known for great live music performances, but people can do everything else related to the music industry,” said Dr. Walter Kimbrough, Dillard’s President.

“As Dillard works to strengthen our music industry program in line with the city, having PJ Morton as our first artist in residence is a big deal for us,” Kimbrough added.

The collaboration is one the administration believes will benefit the City, as students will get to work with a Grammy-Winning Artist to learn the ins-and-outs of the entertainment business in a unique way, Kimbrough said.

As much as the residency will deepen connections with Morton, through his songs, the community has been uplifted over the years by the music of this native son. They will now have more access to him as he gives back over this year.

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Judas and the Black Messiah

Education and Inspiration Coming Together On-Screen

Edwin Buggage
Editor-in-Chief

The must-see movie of the current crop of films that are out is the much-anticipated Judas and the Black Messiah. That's presently in theaters and available on HBO Max.

It is a riveting story as told by Director Shaka King about Bill O'Neal (Lakeith Stanfield) who steals a car using a counterfeit FBI badge as his weapon of choice. His immediate capture enables an FBI Agent (Jesse Plemons) to blackmail him into working as an informant. He then infiltrates the Chicago Chapter of the Black Panthers and works himself into the inner circle of its leader, Fred Hampton (Daniel Kaluuya).

Kaluuya does an amazing job portraying the charismatic Fred Hampton, who led the Chicago Chapter and was brutally assassinated by police during a raid in 1969. Also, in real life O'Neal died in 1990 in what was determined as suicide.

While this film does take creative license with the story; but it is a compelling film that shows the apolitical outsider O'Neal, who when learning about the Panthers and all the good work they do in the community; he is torn between working as an informant and admiring the courage of the Panthers as they fight against injustice.

I think this is a must-see film and it lends itself in these times where people are fighting against systemic racism

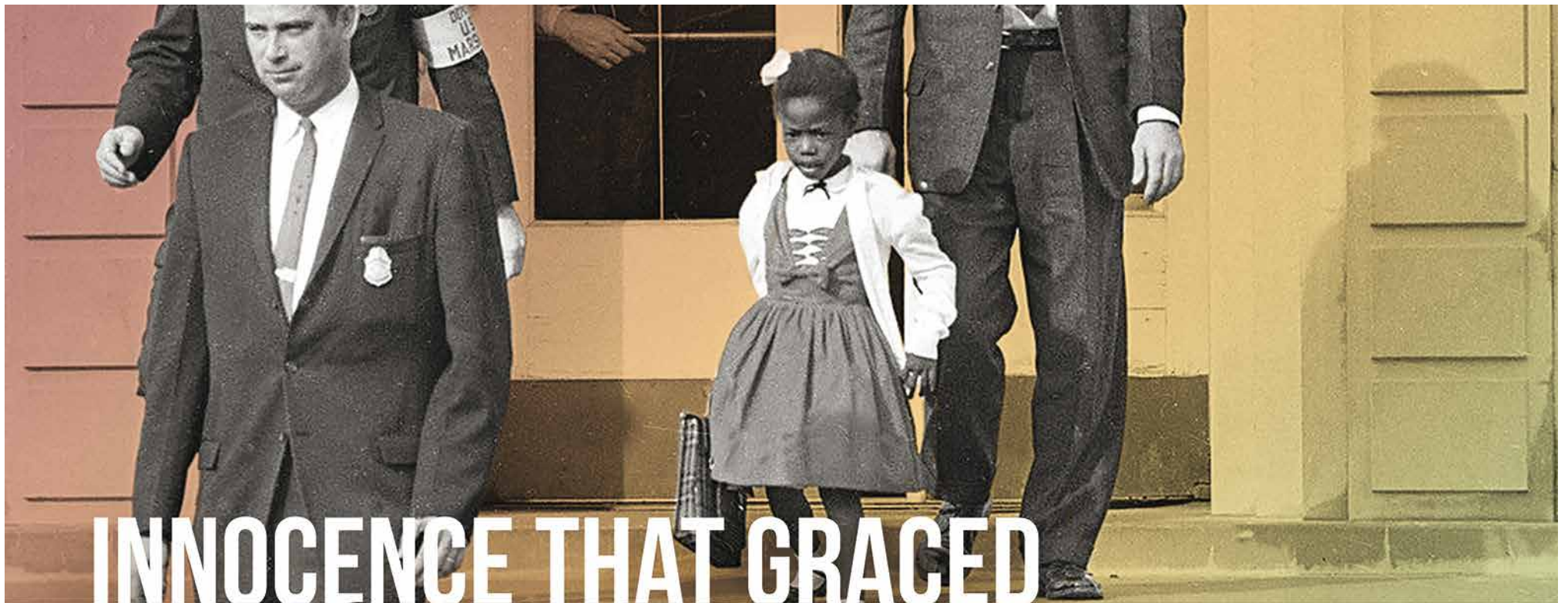


Daniel Kaluuya, gives an amazing performance as Black Panther Leader Fred Hampton in the film Judas and the Black Messiah.

to check it out. But to keep in mind it is not an exact account of what happened during these times.

For a better look at the life of Fred Hampton and the Black Panthers; go to YouTube and type in Fred Hampton Documentary. There is a great documentary called "The Murder of Fred Hampton" from 1971.

Furthermore, I as am many thinking that it is time for us to focus on and study Black History not only in February but make it a 365 day a year endeavor. Then and only then can we and that includes non-Blacks make our communities better by being educated, informed, inspired, and committed to the struggle for justice and equality.



On November 14, 1960, led by U.S. Marshals through a screaming crowd, Ruby Bridges was the sole black child to desegregate William Frantz Elementary School in New Orleans. Be inspired by her story and those of many others who dedicated their lives to *Making Rights Real*.



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New Orleans Experience Coldest Weather of the Season

Eric Connerly
Data News Weekly
Contributor

Across the entire State of Louisiana, freezing temperatures have brought the coldest weather of the season.

Some in the City of New Orleans and in the surrounding areas in southeast Louisiana have experienced power outages and frozen roads.

Tasha, a resident of Gentilly noted that for a short time her electricity went out, but came back on shortly after going out.

In Kenner, it was reported that after a transformer went out that several thousand people were without power.

In some instances ice accumu-



In Kenner, it was reported that after a transformer went out that several thousand people were without power.

lations have caused road closures and pipe-bursting cold temperatures through Mardi Gras Day have caused some to bypass the festivities because of both COVID-19 and the cold weather.

James, a resident of Hollygrove said that he's kind of glad for the cold because it's kept some people indoors during Mardi Gras and the potential of a rise in COVID-19 cases in the City.

The City asked citizens to stay at home and to not do any non-essential travel during this snap of cold weather.

"The possibility of a super spreading event like Mardi Gras has been reduced greatly because of the weather. It was good that many people took heed and are staying indoors."

Commentary

From Desire To Purpose... A Dreamer's Journey *New Year, New You...Open To Change*



Renée Dugué
Co-Founder and Executive
Director of Reborn and Rising

It's the New Year BayBay, and you made it! How did you bring in 2021? Even in a Pandemic, I'm sure it was in the usual Naturally New Orleans tradition of great food, close family and friends, and beaucoup fun...and fireworks!!! As I write from Houston, my inner firebug tingles remembering how we rang in the New Year when I was a kid. My Dad would put on a display that literally spanned the whole block and lasted what seemed like an eternity after midnight. Man, those were the days and times that make me miss home so much! Every day since I've been gone, I've desired to return. Finally, after fifteen years, realizing the blessing of simply seeing 2021, I've resolved to fully embrace change and appreci-

ate what I have, right where I am.

Now, as a typical Taurus woman, this will not be a cakewalk. I'm fiercely stubborn, with OCD, and in recovery from a serious sugar addiction, which means NO KING CAKE this Mardi Gras season! LAWD Sweet (not plastic baby) Jesus take the wheel! I say that jokingly, but I'm dead serious in knowing this is not easy for me. I pray constantly for peace of mind to hear and listen to The Spirit's whispered instructions, and to follow through with my heart's intentions. Although I purpose to prioritize peace, love, and light while honoring The Most High with actions that exemplify my gratitude, I am human...a Taurus woman with a temper that can flame out of control, and last longer than my Daddy's fireworks. But every day Our Creator wakes me to see a new sun, breathing life into my body, it shows that no matter what I've done, I am forgiven in unconditional love and renewed to continue on my journey.

Every sunrise reminds me that I am not alone, and neither are you in your desire to move forward and grow. What's your New

Year resolution? Have you written it down? If you haven't, please do so. Get a pen and paper and declare your desires and how you intend to fulfill them. If setting goals for the entire year is too much, do shorter more manageable periods that work for you. Keep your resolution where you can see it daily as a reminder of what you are working to achieve. Set yourself up for success by clearing out obvious obstacles and creating an environment that energizes you. Seek kindred soul connections that encourage and inspire you. Sync in solitude with The Source, and hear God speak to you. Be encouraged to stay open to change and yet remain unwavering in your faith as you walk one step at a time, one day at a time on your path from desire to purpose.

Renée Dugué is a Licensed Massage Therapist based in Houston, TX. Her private practice provides in-person and virtual healing services. Also a humanitarian, she walks daily for her WALK4WATER Campaign's efforts to provide clean water to Africans in need. Visit RenéeDugué.com to connect and learn more about her personal philosophy of healing through helping.

State & Local News

Urban League of Louisiana and Louisiana Legislative Black Caucus

Presents: Virtual Empowerment and Policy Conference Feb. 26-27, 2021



Victor Jones, Ed.M., J.D. - Sr. Attorney Advisor, State of Louisiana



Krystal Allen - Founder, K. Allen Consulting

Urban League of Louisiana

The Urban League of Louisiana has produced Advancing Education Equity reports for New Orleans and Baton Rouge. They paint the picture of how subgroups of students are doing across these school systems and the findings have remained largely the same - students of color, students with disabilities, and English language learners do not share the same access, opportunities or outcomes as their counterparts. In this session, leaders and advocates will share their visions for equity in education and the specific actions they believe must be taken to achieve it.

Join us on February 26th and 27th as we convene to discuss topics including:

- Economic Opportunity
- Health Equity
- Criminal Justice Reform
- Voter Education & Engagement
- Education Equity
- and more!

The Annual Empowerment and Policy Conference, powered by the Urban League of Louisiana and the Louisiana Legislative Black Caucus, is a statewide convening designed to examine systems, influence policy decisions and enact changes that will positively impact the African American and other communities.

The conference is FREE to attend, but space will be limited.

Louisiana Republican Party Censures Sen. Bill Cassidy for Voting to Convict Trump

Data News Staff Edited Report

Last week the Louisiana Republican Party censured Sen. Bill Cassidy (R-La.) for voting to convict former President Donald Trump of incitement during the close of Trump's second impeachment trial.

The Louisiana State party's executive committee voted unanimously to censure Cassidy, who won reelection in November, hours after the Senate voted to acquit Trump. Though a majority of senators (57)



Sen. Bill Cassidy (R-La.) was one of seven GOP senators, to join all 50 Democratic senators in voting to convict Trump for inciting the deadly insurrectionist attack on the U.S. Capitol on Jan. 6th.

voted to convict the former president, conviction required a two-thirds majority.

Cassidy was one of seven GOP senators, including Susan Collins of Maine and Mitt Romney of Utah, to join all 50 Democratic senators in voting to convict Trump for inciting the deadly insurrectionist attack on the U.S. Capitol on Jan. 6th.

"The Constitution in our country is more important than any one person," Cassidy said in a brief statement Saturday. "I voted to convict President Trump because he is guilty."

Cover Story/ Continued from page 3.



"I see these young people and they are out there fighting for what's right. They see something and they aren't waiting; they are taking the mantle of activism and changing it. That is something I am encouraged by seeing the next generation continuing to fight for justice, says Hubbard."

money. I came home and told my wife we are in the fight business. I

knew how to promote because as a kid I learned from Pops Staples, I grew up with his kids as teenagers and I'd dealt with Dionne Warrick. And Sam Cooke and I were close friends."

Lauding his accomplishment in an Ali like voice he says, "I am the world's greatest boxing promoter because I started at the top, I started with Ali and he gave me a ring commemorating it. According to the local Chamber of Commerce that fight put the Superdome on the map."

Black Excellence and the Future of Civil Rights

As he looks around and see the work of young people in the Black Lives Matter Movement, he is in-

spired and optimistic about the future of the struggle for Civil Rights.

"I see these young people and they are out there fighting for what's right. They see something and they aren't waiting, they are taking the mantle of activism and changing it. That is something I am encouraged by, seeing the next generation continuing to fight for justice."

Seeing a changing world where Black Excellence is no longer in the shadows but on full display, Hubbard says that greatness was always there and was the inspiration for how he's led his life, one of courage and with a yes, I can attitude.

"Growing up all my heroes were Black, so I knew that if we were given a chance, we could show the world that we could compete on any level."

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Job Opportunity

Freelance Writers Wanted

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

Compensation is competitive and great story ideas will be appreciated.

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

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This shouldn't be how we say hello...or goodbye.



It's our reality right now. But it won't be if we do what it takes to beat COVID-19. Vaccines are coming, but until enough of us are vaccinated, we all still need to wear our masks, stay at least six feet from others, and avoid indoor social gatherings. The more we slow the spread, the faster we'll return to normal hellos ... and fewer goodbyes.

Learn more about vaccines and slowing the spread at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)



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