

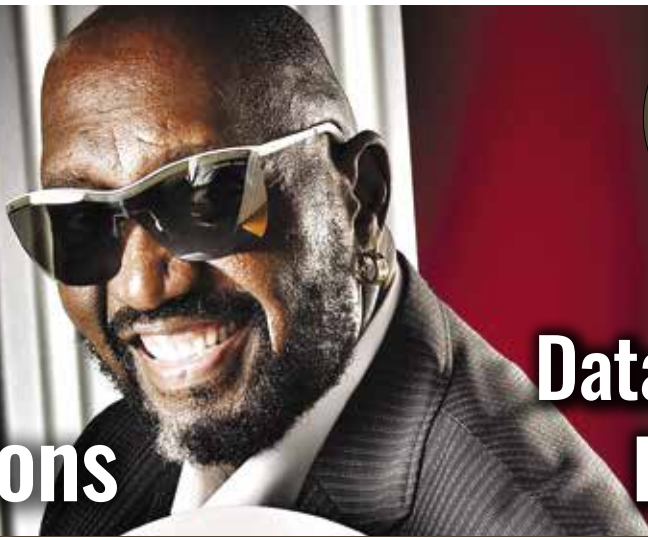
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New Orleans

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News Weekly

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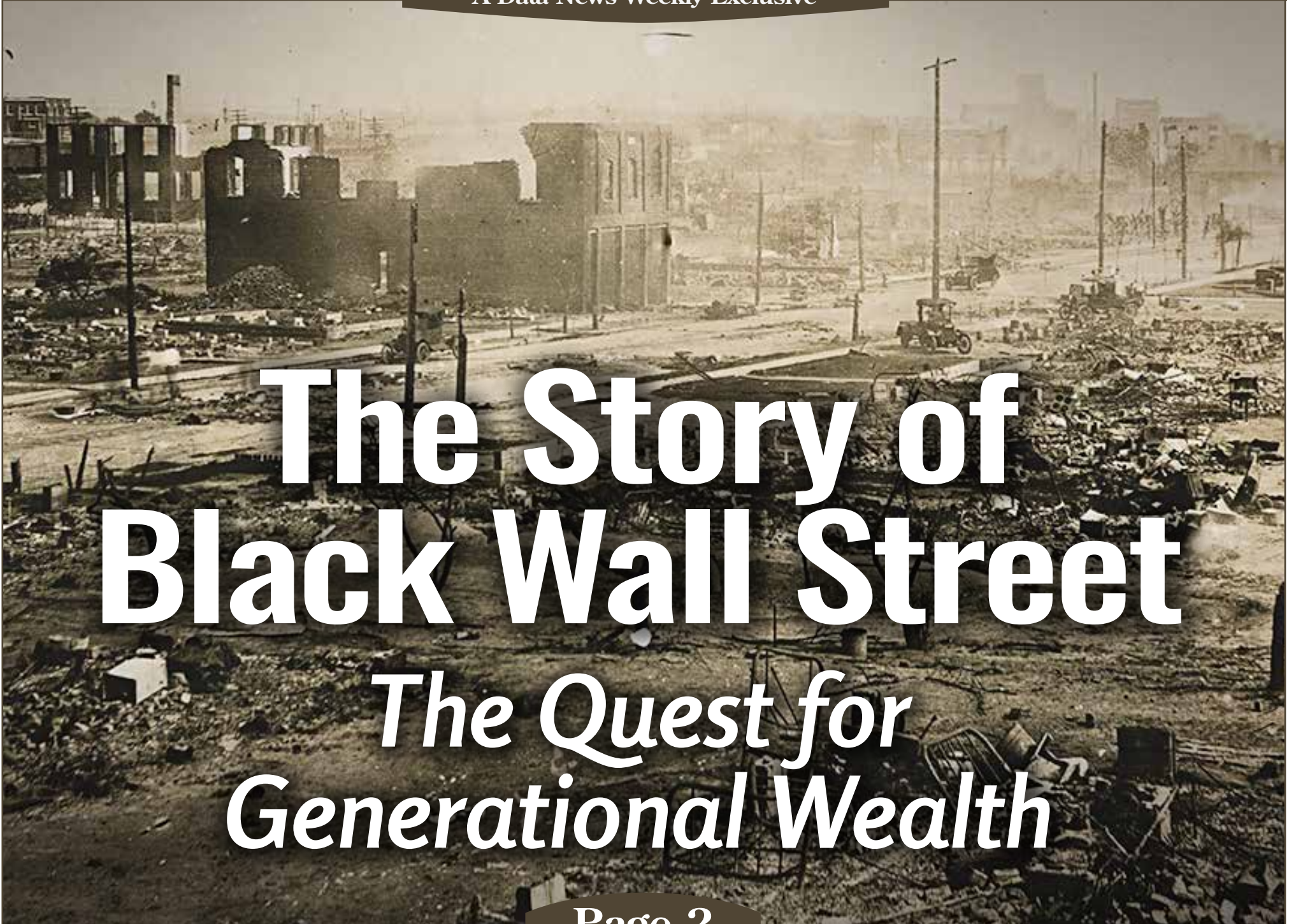
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Otis Williams and The Temptations

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A Data News Weekly Exclusive



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The Story of Black Wall Street and the Quest for Generational Wealth



Two Caucasian men standing near railroad tracks across the street from a burning building during the Tulsa Race Massacre, 1921. The background shows a group of people standing and watching the building burn.

Written and Edited by Edwin Buggage

This month Data News Weekly places its focus on all Black cities and communities. This is an important fact because today people are making demands for social justice. In addition to Criminal Justice Reform and other issues affecting African Americans, today

lanes to economic freedom and generational wealth are becoming more a part of the conversation in the 21st Century.

Moreover, demands for economic freedom and uplift is not a new phenomenon. Throughout history, many leaders that include W.E.B. DuBois, Booker T. Washington, Marcus Garvey, and others on the heels

of slavery promoted Black empowerment in the face of segregation.

The most prominent of this to uplift the race was to all-Black cities and communities that emerged after slavery into the early 20th Century. Most significant, was the rise of Black Wall Street. Which were names given to sections of several all-Black sections

On the cover: Blocks of destroyed homes in the Greenwood District following the 1921 Tulsa Race Massacre.

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Cover Story, Continued from page 2.

of town centers of commerce. The most well-known of these were the Greenwood District located in Tulsa, Oklahoma.

Included below is the story of this great time of inspiration and aspiration presented by blackpast.org

Greenwood District: An Inspiration for a New Generation

The Greenwood District in Tulsa, Oklahoma, grew into the most famous and prosperous Black urban community in the United States during the early 1900s. Dubbed the "Negro Wall Street" by Educator Booker T. Washington, this community had a flourishing population that included both a working class and a middle class of prosperous citizens.

After the Civil War, most of the all-Black townships that had been established in the United States were located in Indian and Oklahoma Territories. One of those townships, Greenwood, was created in 1906 by one of Tulsa's earliest pioneers, O.W. Gurley, who had come from Arkansas to Oklahoma in the 1889 Land Rush. A Black Educator and Entrepreneur who gained wealth by speculating on land, Gurley purchased forty acres on the northern outskirts of Tulsa, which itself had been incorporated only eight years earlier in 1898. Gurley sold his land to African Americans who soon developed a small community. Tulsa grew rapidly because of the oil boom in the surrounding countryside and by 1910 annexed Greenwood.

During the first two decades of the Twentieth Century, Greenwood appealed to African American southerners migrating to the North and West in hopes of escaping the economic and political repression of Black people in the South. Many of them came to Tulsa and soon created a prosperous community in segregated Greenwood.

According to 1920 city directories, there were 108 Black business establishments, including two newspapers, forty-one groceries and meat markets, thirty cafes and restaurants. There were also offices for thirty-three professionals, including fifteen physicians and attorneys in Tulsa's African American community serving the nearly 10,000 residents. In addition, Deep Greenwood had clothing stores, funeral parlors, billiard halls, hotels, barbershops, hairdressers, shoe-makers, tailors, nightclubs, and two movie theaters. Because most White establishments refused to serve African Americans, Black entrepreneurs held a captive market rich in pent-up demand.

By 1920, the Black "Wall Street" also had twenty-two churches and



A burned brick building in the Greenwood District following the 1921 Tulsa Race Massacre.



A flat-bed truck produced by the Nash Motor Company parked in front of Convention Hall in Tulsa, OK, during the 1921 Tulsa Race Massacre. Convention Hall is located at 101 West Brady Street. A dead African American man lies on the bed of the truck. A Caucasian man with a rifle or shotgun stands guard on the bed of the truck. He is looking down at another African American man who sits on the bed. The truck has a sign on the side that reads "Oil Well Supply Company." The background of the photograph shows other African American men with their hands up while under arrest as they enter the building for internment.



A dead victim of the Tulsa Race Massacre lying near a wooden slat fence. The front of the postcard contains a printed caption stating, "A Victim [sic] of Tulsa Race Riot 6/1/1921." Another photograph in the collections of this scene confirms that this location is at the Saint Louis & San Francisco "Frisco" Railway Depot.



A photocopy of the front page of the state edition of the Tulsa Tribune newspaper published June 2, 1921, containing articles concerning the 1921 Tulsa Race Massacre. The headline reads "Clear Streets by Marital Law, Troops in Command; 9 whites, 68 Negroes Dead."

was a center for jazz and blues music. It was the place where a young Count Basie first encountered big-band jazz. The schools in Green-

wood were described as exceptional compared to those in the "White" areas of town. Deep Greenwood, as it was now often called, was further

advanced economically than some of the White areas of Tulsa.

On May 31, 1921, the Tulsa Riot nearly put an end to the thriving district. An estimated three hundred Black men, women, and children were killed and thousands severely injured. Most of the thirty-five square blocks of Greenwood, both businesses and residential neighborhoods, were destroyed by White rioters and nearly 10,000 thousand African Americans, virtually the entire Black population of Tulsa, was left homeless.

After the destruction of Greenwood, the City of Tulsa denied aid to the survivors of the riot. However, the African American businessmen and residents of Greenwood took it upon themselves to rebuild their community, using their own resources and help sent from across the United States. By the summer of 1922, more than eighty businesses were again up and running.

The Tulsa Riot of 1921, although a major setback for Greenwood, was not the event that caused the decline in Deep Greenwood's economy. The National Civil Rights Movement of the early 1960s eventually led to Civil Rights Act of 1964. As African Americans began to use businesses and accommodations throughout Tulsa and move throughout the city, the Greenwood businesses began to decline. Urban renewal and freeway construction in Tulsa in the 1960s and 1970s accelerated that process.

A Renewed Interest in Greenwood

Today, Urban Renewal bulldozers have flattened much of Greenwood. However, in 1965, Edward Goodwin Sr., Founder of The Oklahoma Eagle Newspaper, opted to purchase a few spared blocks of land in order to preserve some of Greenwood's history. Building the Greenwood Cultural Center and rehabilitating the block of land has led to a new life for the district. The cultural center has hosted eight Jazz and Juneteenth Festivals and helped to not only reintroduce the community's culture but also spread the History of Greenwood.

Last year marked the 100's Anniversary of the Tulsa Race Riot that destroyed Black Wall Street. It is in the spirit of these and many other great achievements of African Americans, it is important to know that Black Excellence is possible. It was then, as is now as the nation again is in the throes of racial reckoning. A time where questions of a nation being true to its founding creed of all people being created and treated equal can possibly become a reality.

Rock Hall Partners with the Motown Museum to Host Virtual Interview with Inductee Otis Williams and The Temptations

Stacy M. Brown
NNPA Newswire Senior
National Correspondent

The band, along with Manager Shelly Berger, will discuss their iconic careers and

celebrate their 60th Anniversary with the release of their new album TEMPTATIONS 60

CLEVELAND – In partnership with the Motown Museum, the Rock & Roll Hall of Fame is proud to announce a virtual interview with 1989 Inductee and founder of The Temptations, Otis Williams.

This special event will be hosted by Rock Hall Vice President of Education and Visitor Engagement, Jason Hanley and includes long-time manager Shelly Berger and members of the Temptations as they celebrate their 60th Anniversary and the release of their new album TEMPTATIONS 60 on UMe.

The new album, nearly all-original songs, features some of the group's award-winning producers, including Smokey Robinson and Narada Michael Walden.

"The Temptations set the bar for Motown groups," said Hanley.

"What better way to honor and celebrate the group's 60th anniversary and new album release than by joining forces with the Motown Museum for this interview with Otis Williams. It is such a pleasure to talk to Otis, Shelly, and the group about their rich history, classic songs, and the legacy of the Temptations that continues today."

"Motown Museum is delighted to partner with the Rock & Roll Hall of Fame as we celebrate this milestone for Motown's legendary Temptations," said Robin Terry, Chairwoman and CEO of Motown Museum.

"This unique opportunity to hear directly from iconic original Temptations' Member Otis Williams and the group's longtime Manager Shelly Berger – a beloved member of our Motown alumni family – simply cannot be missed by their legions of fans around the world."

Otis Williams said, "When we started out as a part of that Motown movement that took the world by storm in the 60s, I never could have imagined we'd still be performing today."

"To mark our 60th Anniversary with two of the most distinguished



Otis Williams founder and original member of the Temptations.



The Temptations made history on recording on the historic Motown label.



institutions in American music culture, recognized for preserving, inspiring and teaching music history between generations, is such a great honor for me and The Temptations. We feel blessed and have to give thanks to God."

The Temptations, often referred to as American music royalty, are world-renowned superstars of entertainment, revered for their phenomenal catalog of music and prolific career.

Their music transcends generations, and their story is a road map through American history.

What began in Detroit, when a remarkable combination of soulful voices united, was the genesis of an epic journey that introduced multiple superstars to the world and produced some of the greatest music of our era.

Fans can tune in to the Rock Hall's YouTube Channel or Motown Museum's YouTube Channel at 7p.m. ET on Friday, February 4th.

Following the broadcast, the interview will remain available on-demand for fans to view at their convenience.

The interview will premiere on SiriusXM Rock & Roll Hall of Fame Radio,

channel 310, and on the SXM app on February 15th at 4p.m. ET.

Additionally, The Rock Hall has added A jacket worn onstage by Otis Williams in the 1990s to the Detroit case in the Museum's Cities and Sounds exhibit.

This event is a part of the Rock & Roll Hall of Fame's Sounds of Black History Month lineup.

For a complete schedule of programs visit rockhall.com/events.

Beloved Community Receives \$5 Million from JPMorgan Chase to Strengthen Child Care Businesses

DNW Staff Edited Press Release

Led by Beloved Community, twelve New Orleans organizations will work together to address inadequate investment in childcare, high wage disparities and limited access to affordable, quality childcare. A collaborative of twelve organizations will receive \$5 million over three years to make childcare a family-sustaining career.

Led by Beloved Community, the organizations will work together to foster Black and Latinx women-led childcare businesses that value Black and Latinx women as caregivers, entrepreneurs, employees, and mothers. The project has been named NOLA C.A.R.E.S.: Creating Resources, Access, and Equity for Success.

"This investment from JPMorgan Chase is going to be catalytic for economic mobility of Black and Latinx women in our region. We're honored to partner with such committed and innovative leaders to provide comprehensive support that includes workforce development, entrepreneur capacity-building, community engaged research, and ultimately access to more quality childcare options for all New Orleans families," said Rhonda Broussard, Founder and CEO of Beloved Community. This is the second consecutive year that a New Orleans proposal has won an Advancing Cities competition.

NOLA C.A.R.E.S. will implement two key interventions: 1) introducing childcare as a workplace benefit and 2) providing capital and/or business and workforce training to support Black and Latinx women who provide childcare for Black and Latinx families. Over the course of the three-year commitment, the collaborative will help at least 120 Black and Latinx women receive a Child Development Associate certification, establish an Early Learning Facilities Fund to make low- or no-cost childcare facilities more widely available, create a cohort of 20 local hospitality businesses to develop and implement plans for racially equitable workplaces that help Black and Latinx women advance into management positions, engage at least 500 women in participatory research and support public policy to provide low-cost facilities to child care centers and increase



The site of official announcement of the commitment and collaborative was made on February 7th at the TEP Center, the transformed site of historic McDonogh 19 school in the Lower Ninth Ward.

public subsidies and worker compensation in New Orleans.

"Improving access to quality childcare has many deep and lasting benefits. It can mitigate the gender wage gap and increase lifetime earnings. It can provide children with a safe and stimulating environment, so they

thrive. It helps employers retain talented, dedicated, working mothers," said Greg Rattler, Executive Director and a market leader for JPMorgan Chase in New Orleans. "This partnership is working together to create the right solutions for our city and its people. It's exciting to think how many lives will be

made better by the work of this wonderful collaborative effort."

The official announcement of the commitment and collaborative was made on February 7th at the TEP Center, the transformed site of historic McDonogh 19 School in the Lower Ninth Ward.



Mayor Cantrell addressed the group stating, "I am grateful and excited that the City of New Orleans has once again been selected to be a part of JPMorgan Chase's Advancing Cities initiative. This bold, collaborative effort will aid not only in boosting our economy, but also reducing poverty and crime and building better futures for our children and our city. Overall, this partnership is a great example of how we are prioritizing high-quality early childhood education and care, especially for our underserved Black and Latinx communities."



Rhonda Broussard, Founder and CEO of Beloved Community, said, "We're honored to partner with such committed and innovative leaders to provide comprehensive support that includes workforce development, entrepreneur capacity-building, community engaged research, and ultimately access to more quality childcare options for all New Orleans families."

Fresh Market Aims to Address Food Deserts in Lower Ninth Ward

Nia Brown
Data News Weekly
Contributor

A new market is under development for summer 2022 in the Lower Ninth Ward in New Orleans. The Fresh Stop Market, which will be located at 5029 St. Claude Ave., is an initiative designed by Sankofa, a non-profit Community Development Corporation will provide accessible fresh and organic produce to the community. Sankofa will also engage community members to lead educational programs in the community learning kitchen. The non-profit hopes it will be a catalyst for more growth and economic development in the area.

"We don't have any healthy fresh food available constantly in a quality area, or a quality environment," said Rashida Ferdinand, the Founder and Chief Executive Officer of Sankofa.

"It is important that we bring to spaces where people live with what they need directly, and address those gaps that impact people's



Rashida Ferdinand, Founder and CEO of Sankofa.

health and wealth... It is not something that's normally available in our community," Ferdinand said.

After Hurricane Katrina in 2008, Ferdinand founded Sankofa to build a healthier community over the inequity and instability that communities faced. Sankofa's first project was creating fresh markets to help achieve food security and offer accessible nutritious food. The work of the fresh markets has helped Sankofa see

other needs that contribute to inequalities across New Orleans' communities. The organization leads educational work on health and environmental and green infrastructure, along with being able to create safe spaces and outdoor recreation at their Wetland Park and Nature Trail.

"It's building on this work by bringing a capacity through a space that we own, that's community led and run, and that we won't lose,"

Ferdinand said. "That we will be able to use and partnership with other people and other groups to learn how we can improve our health and wellness for us to also build a model that can be replicated and shared with other communities that are experiencing similar disparities, similar issues," she added.

Sankofa's mission "to be community generations to come," aims to show the impact that can be made when a community comes together, the staff shared. Their team of program leads have staff members who work on different long-term issues. Their team plans together with community and government partners to help align with community needs in a given neighborhood so that they can consider what is wanted and what to bring socially for the community in a collaborative approach of what the community is thinking.

The non-profit's team said that the projects that have been done over the past few years are sustainable or growing to generate revenues so that there is a model for the community to build a capacity in

sustainability. Sankofa is also working with other groups that address other quality of life issues for people and to address social determinants of health and well-being including, walkability, safe spaces, wealth building spaces, and working with business development and Affordable Housing leaders to support creating a more comprehensive, holistic healthy neighborhood.

"To be 'community generations to come,' that has been our mission since our investment," Ferdinand said. "So, it's important for us to consider what we were building through the lens of health and wellness through a lens of equity, for not just what's happening today but for coming children and our future."

Partnership is at the heart of projects like the Fresh Market, so that these projects directly reach the community members they aim to serve.

"We are investing in the lives of the people and their needs and their voices to address health and social disparities," Ferdinand said.

State & Local News

Black Chamber Works to Help Black-owned Businesses Recover from Pandemic

Tyana Jackson
Data News Weekly
Contributor
Photos courtesy NORBCC

In an effort to continue achieving new economic development for Black communities in the city, the New Orleans Regional Black Chamber of Commerce elected new board members and a new executive director who will work to better help Black-owned businesses emerge stronger from the Pandemic. On Feb. 1st, the chamber named Jeffery Hunt as its new Executive Director, adding that Hunt's 18-years of experience will aid the organization in sustaining New Orleans' Black businesses.

"I think the issue that most Black businesses are facing is the access to capital and other financial tools needed to grow," said Hunt, who is one of only two Certified Chamber of Commerce Executive Professionals in Louisiana.



Jeffery Hunt was named as the new executive director of the New Orleans Regional Black Chamber of Commerce on Feb. 1, 2022.

During the first month of the Pandemic, 41-percent of Black businesses closed which was the largest drop in businesses ever recorded. Hunt's knowledge of public policy and leadership excellence will be put to use to help Black businesses achieve success again, the chamber noted in its announcement.

"NORBCC is well-positioned to be a catalyst and support to Black businesses as we continue to ex-



Perry Sholes will serve as the new chair of the chamber's board of directors.

perience the various challenges ahead," said Perry Sholes, who was named the new Board Chairperson for the Chamber. "Strategic stability and innovation are the foundation from which I plan to lead us," Sholes said in a statement.

With the Black population of the city around 60-percent, the chamber said there is a wave of new entrepreneurship within the community. However, access to resources

that allow businesses to grow is often disproportionate for Black businesses, where investment is often lacking. The chamber has begun to implement many strategies that will benefit businesses. This includes establishing a nonprofit foundation to assist with the financial challenges Black businesses might have faced as a result of the Pandemic; an Ambassador Program to help further connect business owners to their customers; and engaging in partnerships with other stakeholders.

To support these goals, the chamber has added professionals from a wide range of fields to its executive committee and board of directors. In addition to Sholes, Krista Pouncy-Dyson, will serve as the chamber's immediate Past Chairperson; Rubi Brown as the Vice Chairperson; Josline Gosserand Frank as the Second Vice Chairperson; Andre Lewis as the Treasurer; Stephanie Chambliss, as

Secretary; and Dana Brown-Martin as the Membership Chair.

New board members Jolie Bernard, Joann Minor, Lynette White Colin, Diana Holmes, Schuyler Williams, Dr. Shondra Williams, Jon Lyndon Renthrope, and Renato Glasper will come on board the chamber's directors this year, along with returning board members: Ed Robinson and Arlanda Williams.

The chamber also hopes to connect with younger demographics connecting them to resources that allow them to create and innovate in the city.

"As an HBCU graduate, I certainly want to engage the thriving HBCU base in the 10-parish region in advancing their entrepreneurial spirit and connecting them with meaningful opportunities by way of internships and other programming that help students achieve their goals," said Hunt, in a hopeful outlook to connect with the new generation.

McDonald's® USA and Media Entrepreneur Roland S. Martin Launch Scholarship to Help HBCU Students on the Path to Graduation

More than \$100K in scholarship funds available for eligible HBCU upperclassmen—applications now open at TMCf.org

NNPA Pressroom

CHICAGO — McDonald's USA and Roland S. Martin, a lifetime member of Alpha Phi Alpha Fraternity, Inc., are awarding more than \$100,000 in scholarships to rising juniors and seniors attending Historically Black Colleges & Universities (HBCUs). The effort, in honor of the fraternity's 115 years of scholarship and Black excellence, is to help address the often-insurmountable financial challenges faced by HBCU students attempting to fund a four-year college education.

Data shows that on average, scholarships and grants only cover 25% of the total cost of college per year and often scholarships for HBCU students are centered on transitioning them from high school to college. For upperclassmen, the rising costs of tuition and growing loan debt paired with the limited scholarship funds offered for this group can make it financially difficult to graduate.

"HBCUs and their students are vital to the fabric of our nation, and I will always champion for their success," said Roland S. Martin. "I've witnessed first-hand the financial struggle that impacts Black college students, especially those in their final semesters. So, I'm pleased to partner with McDonald's and TMCf to celebrate my beloved fraternity, Alpha Phi Alpha, and provide a resource that will help Black students graduate."

With the help of Thurgood Marshall College Fund (TMCf), seven rising juniors and seniors will be awarded \$15,000 scholarships for the 2022-2023 academic year. In alignment with Alpha Phi Alpha's century-long commitment to scholarship, McDonald's continues its longstanding support of community, education and feeding and fostering community with this scholarship, which is additive to its existing Black & Positively Golden Scholarship program that awarded \$500,000 to HBCU students last year.

"We know the outstanding work being done at HBCUs, which is



why our team is devoted to use our scale and resources to expand educational opportunities for Black students," said Reginald J. Miller, Vice President and Global Diversity, Equity and Inclusion Officer at McDonald's. "Our hope is that this scholarship effort helps build and support the pipeline of diverse talent that will go on to be change-makers in our society for decades to come."

Applications are now available on the Thurgood Marshall College Fund website at TMCf.org. Award winners will be announced prior to the start of the Fall 2022 semester. Students interested in applying must meet the following eligibility requirements:

Be 18 years or older

Be enrolled as a junior or senior at a TMCf member institution and private HBCUs in Fall 2022

Have a cumulative grade point average of 2.7 or higher

Submit a brief essay on how they demonstrate Black excellence and leadership within their campus community

Be a U.S. citizen or legal permanent resident with a valid permanent resident card or passport stamped I-551

In addition to the scholarship funds, recipients will also have the unique opportunity to engage one-on-one with McDonald's executives currently working in their respective fields of study. This real-world learning opportunity will provide additional benefit to students as they plan for the next step into their professional careers.

"For more than two decades, we've worked with McDonald's to provide critical resources to stu-

dents when they need it most. Matriculating through college can be tough, and funds to support navigating that journey is a crucial part of ensuring graduation is attainable," said Dr. Harry L. Williams, President and CEO of the Thurgood Marshall College Fund. "And we're excited to extend our partnership with this scholarship to offer even more funds to HBCU students next year."

This scholarship is just one of the many ways that McDonald's continues to support its commitment to the Black community, building on brand initiatives that provide skills training, mentorship and education resources to support people who are building a path forward and

achieving their goals. Since 2020, through strategic initiatives like the partnership with TMCf, the company and its owner/operators have awarded more than \$1 million in scholarships to deserving HBCU students who are positioned to be the next generation of transformational leaders across business, STEM, politics, law, the arts, and a multitude of other careers.

For more information on the scholarship or to apply, visit www.TMCf.org. For more information on McDonald's commitment to uplifting the communities it serves, visit www.blackandpositivelygolden.com and [@wearegolden](https://twitter.com/wearegolden).

About McDonald's Education Efforts

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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.

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

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