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New Orleans

# Data

News Weekly

"The People's Paper"

**Jazz Fest  
Week 1**



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A Data News Weekly Exclusive

# National Urban League and PepsiCo Foundation Celebrate Black Restaurant Accelerator Milestone



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# National Urban League and PepsiCo Foundation Celebrate Black Restaurant Accelerator 100-Grantee Milestone

*BRA Celebrated with the Expansion of Historic New Orleans Businesses*



Pictured from left to right: Councilman Eugene Green, Demetric Mercadel, Vance Vaucresson, Julie Vaucresson, Marc H. Morial, Judy Reese Morse, C.D. Glin, Charlene Denizard and Klassi Duncan.

Data News Staff Edited Report

The Black Restaurant Accelerator (BRA), is a joint initiative of the National Urban League and the PepsiCo Foundation, recently marked the milestone of its first one hundred grant recipients with the soft opening of a new restaurant, made possible by the program. Part of PepsiCo’s \$400 million Racial Equality Journey Commitments, the BRA is a five-year, \$10 million in-

vestment from the PepsiCo Foundation working in partnership with the National Urban League to preserve and support Black-owned restaurants. The program has been a lifeline for many across the nation who continue to experience the impact of the Pandemic. A shining example of the progress that grant recipients in eleven other cities have made with the BRA’s support, Vaucresson Sausage Co. – which has operated throughout three generations in the His-

toric 7th Ward since 1899 and is the last remaining food vendor to have served the Inaugural New Orleans Jazz & Heritage Festival – will launch Vaucresson Creole Café & Deli. This business expansion breathes new life into a century and a quarter of New Orleans’ Creole tradition. Fellow Louisiana establishments include Addis Nola, Beaucoup Eats, Ray’s on The Avenue and Taste & See Personal Chef Services. Nationwide, one hundred restaurateurs used the \$10,000 grants to:

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### DATA NEWS WEEKLY

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C.D. Glin, Marc H. Morial, Julie Vaucresson and Vance Vaucresson.

Save more than sixty jobs and hire staff.

Expand their businesses by opening new locations.

Grow their businesses by taking actions like upgrading or procuring delivery vehicles, investing in kitchen equipment, setting up outdoor seating amid COVID regulations, launching marketing efforts including digital platforms to reach more consumers.

In addition to supporting one-hundred restaurants with grants, four hundred additional Black-owned restaurants were provided with support including:

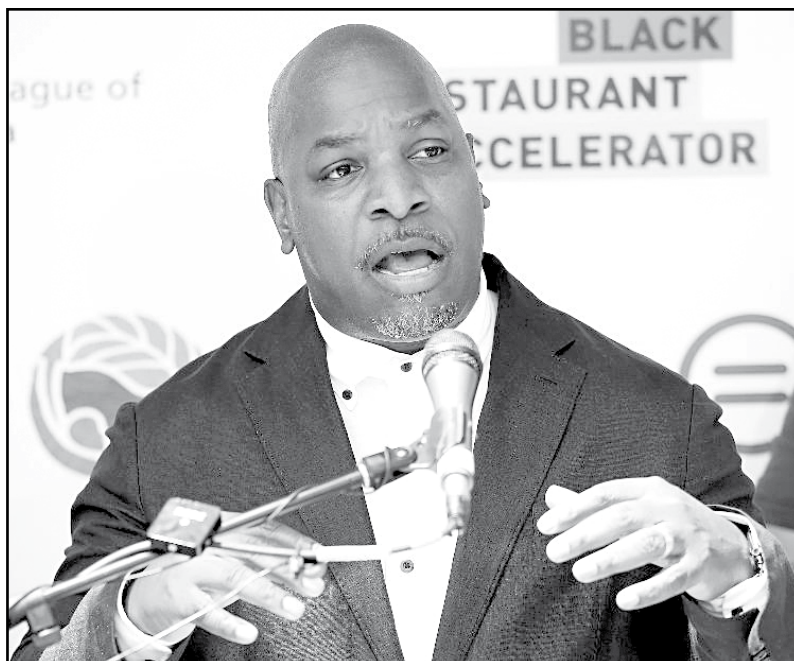
1,150 counseling and 1,185 training sessions to provide resources needed to grow their businesses.

Approximately \$1.6 million of financing and contract opportunities

Creating fourteen new business ventures

"Black-owned businesses are the beating heart of our communities. We've supported small businesses for decades and watched how they create jobs, inspire new enterprises, and establish legacies for generations," said Marc H. Morial, President & CEO, National Urban League. "While the Pandemic has deepened disparities that hinder our communities, the impact of this program is a testament to the resilience we can foster when we provide the right support. And we need other members of the business community and policymakers to step up, join us and act with urgency to ensure these entrepreneurs have equitable access to critical resources."

The Pandemic hit Black-owned businesses the hardest, with 58 percent already facing financial distress. According to a University of California, Santa Cruz study, 41% of Black-owned businesses have shuttered since February 2020 compared to just 17% of White-owned businesses. In New Orleans, many had to make



C.D. Glin



Marc H. Morial and Charlene Denizard

difficult decisions about the future of businesses that have been in their families for generations.

"Investing to ensure Black-owned restaurants survive is critical to enabling communities to thrive," said C.D. Glin, Vice President of the PepsiCo Foundation and Global Head of Philanthropy, PepsiCo. "Our partnership with the National Urban League and its Entrepreneurship Centers provides comprehensive support in that it provides more than just access to capital but also essential support services that help them reimagine their businesses and make them sustainable for generations."

"As we welcome back tourists against the backdrop of the cultural events returning to the city, it's es-

sential to preserve institutions like the Black-owned restaurants," said Judy Reese Morse, President & CEO, Urban League of Louisiana. "The Black Restaurant Accelerator is key to addressing some of the historical challenges and turning the tides as we seek to preserve the businesses that feed the soul of New Orleans."

As one of the world's leading convenient food and beverage companies, PepsiCo recognizes the importance of combatting deep-rooted inequity and creating long-term economic opportunities for Black communities. In 2020, PepsiCo launched its Racial Equality Journey, which focuses on three pillars: People, Business, and Communities.

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# Jazz Fest Week 1

Photos by Demian Roberts  
Data News Weekly  
Contributor

Jazz Fest is back and better than ever. Thousands went out on the first weekend of food, fun and music. Data News Weekly was there to catch some of the highlights. This is just the beginning of a summer filled with amazing festivals across the City of New Orleans.



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Ceelo Green



New Wave Brass Band

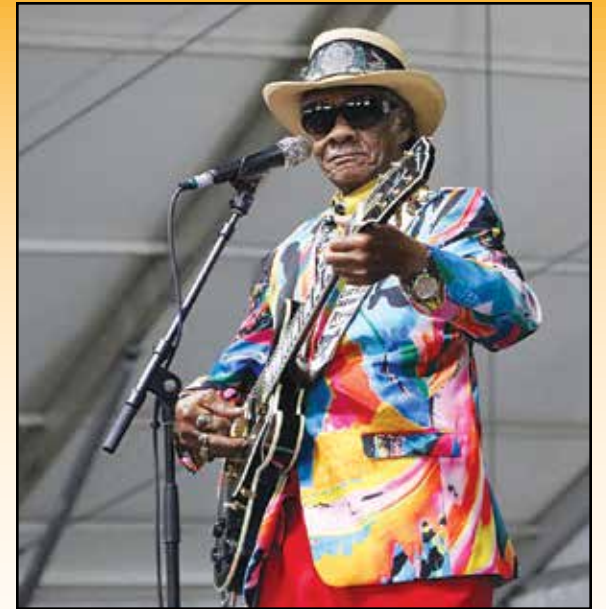
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Visit [www.ladatanews.com](http://www.ladatanews.com) for more photos from these events.

Jazz Fest, Continued from page 4.



Leo Jackson and the Melody Clouds



Little Freedy King



Creole Wild West Youngest Member



Germaine Bazzle



Marlon Jordan



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# "You Cannot Pour from An Empty Tank"

*Talking Wellness in Education with Einstein Charter Schools CEO Ashley Daniels-Hall*

Data News Staff Edited  
Report none

Ashley Daniels-Hall began her education career as a first-grade teacher in Jefferson Parish. Today, she's the CEO of Einstein Charter Schools. When she thinks about the leader she wants to be, she takes lessons from her time in the classroom.

"I think about how much joy I wanted my kids to have...I wanted them to know how they are empowered by reading, how it's so uplifting and allows them to make their own choices later in life," she explains.

"And that leads me to think, what would a CEO who supported that have looked like for me as a first-grade teacher? Someone who really created...the conditions for a collaborative space focused on joy, social-emotional learning, and high expectations."

Daniels-Hall has translated this vision into action. To create those joyful, empowering, effective classrooms, she's thinking about what teachers need.

She's created a cohort aimed at supporting Einstein teachers in their own social-emotional wellness. She hopes it will help great teachers thrive and develop a sustainable practice that helps them build long careers as educators.

"We need to make sure that our teachers are well," she explains.

This year, fifty teachers are par-



Daniels-Hall (fourth from left) at the Sarah T. Reed Alumni Picnic



Students at Village de L'est Elementary School. (Photo credit: Kenya Harry)



Daniels-Hall (center) with students at Einstein Schools Senior Breakfast

ticipating in the social-emotional learning (SEL) cohort. If the program goes well, Daniels-Hall plans to expand the practices across all four schools in Einstein's network: Sarah T. Reed High School, Village de L'est Elementary School, Ein-

stein Middle School, and Sherwood Forest Elementary School.

She believes that teachers deserve wellness in what can be a rigorous and exhausting field. She also feels this program will ultimately serve students. Well-supported

teachers are more likely to stay in the classroom, and when they feel holistically cared for, they're more able to bring care to their children.

Daniels-Hall feels this is critical, as many of her students face challenges outside of school that they

bring with them to the classroom.

"So many of our children live in daily unrest that they don't really know what safety, or a true calm of spirit feels like," she says.

She says that teachers are often the first ones in a school to sense that a child is struggling. They're also often the first ones to be asked to help. As they teach children academic content and build a strong classroom culture, they're often asked to also serve as a listening ear and connect children to resources.

"With that SEL cohort, we're thinking about how do we really build teachers up to be able to pour into themselves, to allow us to pour into them, so that they have the energy to pour into these children? You cannot pour from an empty tank."

## Queens on Thrones

# A Motherless Daughter: Celebrating Mother's Day



Diva Dionne Character  
Female Empowerment  
Columnist

My mother never said she loved me, she never gave me a hug and she never mentioned being proud as a Parent. None of these things

stopped me from becoming the woman I am today.

Raised by my grandmother, my aunt, the church ladies, my best friend's mom, the neighbor in the next block, my village grew stronger and stronger, leaving me to believe that all things were possible when you're surrounded by so many badass sistas, who could bring a force to be reckoned with to the dinner table. These women were like biological mothers as they all loved me the same.

Even though this may be a hard time for you to think about your



loved ones, you should remember all the good times, remember the secrets shared, remember the little things for they will be with you always. Don't let the loss of your mother or sister become the death

of your happiness. Share what they gave you with another sister and let their love grow. Let go of the hurt and dwell in the laughs.

Mothers are special and kind. They've won wars and will fight on your behalf because a mother represents the highest level of love and while that may be a hard job for some, there is always another woman who can help support the need for nurturing.

As we celebrate Mother's Day, let us recall those strong women in our lives who continue to support the roles of those who helped us

become phenomenal women. Let us celebrate our sisters who give us purpose and wisdom alongside those who are great examples of womanhood.

Mothers are the lesson plans to the universe. We should enjoy them as they raise strong women around the world who can love all children, no matter the mother, because there are far too many women for you to ever feel like a motherless daughter as you continue to grow in your magnificence.

Dionne Character can be reached at [www.characterhollywood.com](http://www.characterhollywood.com).

# Neighborhoods of Color are Breathing Unhealthier Air Than in the Previous Two Decades Combined

Stacy M. Brown  
NNPA Newswire Senior  
National Correspondent

According to a report published this week by the American Lung Association, almost half of Americans – 137 million people – are experiencing more days of “very unhealthy” and “hazardous” air quality than in the previous two decades combined.

The Lung Association’s State of the Air report also revealed that seventy-two million people of color live in counties that received at least one failing grade for ozone and particle pollution.

More than fourteen million dwells in areas where health officials doled out failing grades on all three measures.

The report looks at America’s exposure to two types of air pollution: ozone, also called smog, and particle pollution, commonly called soot.

The American Lung Association has issued the State of the Air for 23 years using data analyzed from official air quality monitors.

Officials have pushed the motto that the more you learn about the air you breathe, the more you can protect your health and take steps to make the air cleaner and healthier.

“We’ve seen much better air quality in most areas today than when we started the report. But over the last five years, we’ve seen an uptick, and we attribute a lot of that to climate change,” said Paul Billings, Senior Vice President of Public Policy for the American Lung Association.

“We’ve had some of the hottest years on record – creating dry conditions that lead to drought and wildfires,” Billings stated.

State of the Air 2022 shows that an “unacceptable number of Americans are still living in areas with poor air quality that could impact their health,” said Harold Wimmer, National President, and CEO of the American Lung Association.

“More than 137 million Americans live in counties that had unhealthy levels of particle pollution or ozone. In addition, communities of color are disproportionately exposed to unhealthy air.”



More than 15.9 million people with incomes meeting the federal poverty definition live in counties that received an F for at least one pollutant. Over 2.6 million people in poverty live in counties failing all three measures.

The report also found that people of color were 61% more likely than White people to live in a county with a failing grade for at least one pollutant and 3.6 times as likely to live in a county with a failing grade for all three pollutants.

## Other highlights from the report include:

Some seventy-two million people of color live in counties that received at least one failing grade for ozone and/or particle pollution. Over fourteen million people of color live in counties that received failing grades on all three measures, including nearly ten million Hispanics.

People experiencing poverty—More than 15.9 million people with incomes meeting the federal poverty definition live in counties that received an F for at least one pollutant. Over 2.6 million people in poverty live in counties failing all three measures.

Children and older adults—Some 31 million children under age 18 and nearly twenty-one million adults aged sixty-five and over live in counties that received an F for at least one pollutant. Almost 4.7 million children and 2.8 million seniors live in counties failing all three measures.

## People with underlying health conditions.

Asthma—2.3 million children and nearly ten million adults with asthma live in counties that received an F for at least one pollutant. More than 320,000 children and 1.4 million adults with asthma

live in counties failing all three measures.

Chronic Obstructive Pulmonary Disease (COPD)—Over 6.1 million people with COPD live in counties that received an F for at least one pollutant. Almost 800,000 people with COPD live in counties failing all three measures.

Lung Cancer—More than 66,000 people diagnosed with lung cancer in 2018 live in counties that received an F for at least one pollutant. And 7,400 people diagnosed with lung cancer live in counties failing all three measures.

Cardiovascular Disease—More than eight million people with cardiovascular disease live in counties that received an F for at least one pollutant. More than one million people live in counties failing all three measures.

Pregnancy—Adverse impacts from air pollution have been shown both for those who are pregnant as well as for the developing fetus. More than 1.5 million pregnancies were recorded in 2020 in counties that received at least one F for particle pollution. Of those, 210,000 are in counties that received failing grades for all three measures.

The American Lung Association recommends that every federal agency, the White House, and Congress must immediately act to dramatically reduce air and climate pollution and drive an urgent nationwide transition to zero-emission transportation and electricity.

They said 40% of the investments made to meet these goals must improve air quality, health, and life in underserved communities.

Additionally, local governments have the power to help ensure that city and county operations are zero-emission and that residents can choose zero-emission forms of transportation and electricity, the officials said.

The report’s authors noted that the actions must benefit the communities most impacted by unhealthy air.

Further, officials said individuals also could take action to protect themselves and their families from the dangers of air pollution.

“Regardless of its grade or ranking in this report, any community can experience days with unhealthy levels of air pollution,” the authors stated.

## The following are some precautions to reduce risk:

Check daily air pollution forecasts in your area at gov. The color-coded forecasts let you know when the air is unhealthy in your community. When the air is bad, move your exercise plans and other activities indoors.

Protect yourself from wildfire smoke if you live in a fire-prone area. Learn more about using masks and creating a clean room inside your home with our wildfire resources at org/wildfire.

Reduce your own contributions to air pollution. Prioritize walking, biking, and public transit over gasoline-powered vehicles. Conserve electricity and purchase your power from clean, non-combustion sources if you can. Don’t burn wood, leaves, or trash. Learn more about how to reduce your impact with our Stand Up For Clean Air initiative at org/air.

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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 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](mailto:terrybjones@bellsouth.net) and [datanewseditor@bellsouth.net](mailto:datanewseditor@bellsouth.net).

We can’t wait to hear from you!

## Job Opportunity

### Administrative Assistant Wanted

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