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New Orleans

Data

News Weekly

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November 26 - December 2, 2022 57th Year Volume 31 www.ladatanews.com

A Data News Weekly Exclusive

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*and Better
than Ever*

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2022 Bayou Classic is Back and Better than Ever



Data News Staff Edited Report

Bayou Classic is the historic gridiron rivalry between Grambling State University and Southern University, encompassing a weekend series of entertaining and socially enriching events from November 25th – 30th in New Orleans, La. The famed classic embodies a family-friendly atmosphere and fosters an economic impact of \$50 million to the greater city of New Orleans. With record-breaking attendance in 2015 since the classic returned to New Orleans following Katrina in 2006 after a one-year hiatus in Houston, the Battle Of The Bands & Greek Show boosted its attendance numbers to 29,652 and 62,907 for the 42nd Annual Bayou Classic game. The 44th Annual Bayou Classic in 2017, pushed the Bayou Classic to the top spot as the #1 HBCU Classic, and the most attended football game in the FCS division. Last year, the 46th Annual Bayou Classic held the #1 HBCU Classic title for the third year with a game attendance of 68,341 fans.

Events taking place:

Business At Bayou Classic

A Black Business Showcase in partnership with the Louisiana Chamber Of Commerce Foundation

Networking * Technical Assistance * Business Marketplace
Business at bayou is a business expo that showcases nonprofit, corporate, and local businesses. Students, alumni, and visitors are invited to stop by the business at bayou to purchase items from small black businesses and learn more about networking opportunities.

**Friday, November 25th
10:30 Am - 4:00 pm
Hyatt Regency New Orleans:
Empire Ballroom Foyer
Free and open to the public**

NBCU Academy Seminar

NBCU Academy will be conducting a seminar during the Bayou Classic with select students from Xavier University of Louisiana, Grambling State University, Southern University and A&M College, Dillard University and Southern University at New Orleans. Students will hear from Nbcu Academy and NBC Sports leaders on their career paths, industry insight and a robust presentation on professional development. This event will take place from 10:30 am -11:45 am CT on Friday November 25th at the Hyatt Regency St. Louis.

**Friday, November 25th
10:30 am - 11:45 am
Hyatt Regency New Orleans**

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DATA NEWS WEEKLY

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Bayou Classic Coaches Luncheon (Invite Only)

Friday, November 25th
Noon
Hyatt Regency New Orleans

Bayou Classic Vendor Village

Friday, November 25th &
Saturday, November 26th
Poydras Street At Loyola Avenue

Greek Show & Battle Of The Bands

Greek Show presented by Procter & Gamble
Battle Of The Bands Presented By CDW
Friday, November 25th
Doors 5:00 pm;
Event 6:00 pm
Caesars Superdome
For battle of the bands & greek show, Southern University "Human Jukebox" Marching Band will be on the south end zone side of the Caesars Superdome and the



Grambling State University Tiger Marching Band will be on the north end zone side.
Please note: clear bag policy for entrance

Bayou Classic Battle Of Bands Young Alumni After Party

Event is presented by Herewego Entertainment, Big Stan Productions & Gee Willie
Friday, November 25th
11:30 Pm

Metropolitan Nightclub (generations hall - Downtown Nola) 310 Andrew Higgins Boulevard
For tickets visit: www.Herewegoent.com

Annual Bayou Classic Parade

Saturday, November 26th
9:00 Am
Downtown New Orleans
Route: parade begins on Elysian fields Avenue at N. Peters Street; proceeds down Peters street onto



Decatur Street; turns right on Canal Street; turns left on St. Charles Avenue; turns right on Poydras Street; turns right on Loyola avenue; Parade ends at Duncan Plaza located on Loyola Avenue at Perdido Street.

2nd Annual Special Olympics Louisiana Unified Flag Football Rivalry Game

Saturday, November 26th
9:00 Am - 10:30 am

Kipp Booker T. Washington practice field (3900 block of Erato Street)

Annual Bayou Classic Fan Festival

Embrace the culture fan fest stage, presented by the city of new orleans, the office of cultural economy and New Orleans tourism & cultural fund
Saturday, November 26th
9:00 Am - noon
Champions Square at the Caesars Superdome
Please note: clear bag policy for entrance
Live performances from: Dj Raj Smoove Fresh X Reckless Allie Baby Krewcial Denisia Stone Cold Jzzle Flagboy Giz Dj Jubilee Neno Calvin

Bayou Classic Invitational High School Battle Of The Bands

Presented during the annual

Cover Story, Continued on page 7.



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Leather Weather is Here!



Tracee Dundas
Fashion Stylist

New Orleans may be the Deep South and historically tagged as one of the hottest cities in the country, but don't get it twisted, southern fashion aficionados have a great appreciation for leather weather. As soon as the temperature drops to 65 or below, every southern fashionista is pulling out their leather fashions. It's that

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on page 5.



Black faux-leather, one-and-done, jumpsuit with cap sleeves, plunging neckline and tie-belt, side pockets from I.N.C. Concepts at Macy's.



Royal Blue, faux-leather mini dress with square neckline, puffed sleeves from Fashion Nova



Brown, faux-leather ankle-length, sleeves, front slit, fitted A-line dress from Zara.



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everyone 5+ at vaccines.gov



Data Zone, Continued from page 4.

time of year when summer apparel is pushed aside and outcomes the leather goods. Afterall, leather and cold weather is a combination that goes hand in hand with the winter season. From moto jackets to jumpsuits, in faux or suede; get ready for leather outfits for both men and women with high impact. The key is to style it thoughtfully to avoid "The Matrix" effect. The secret is to break it up, include layers and a touch of drama. Mixing textures by pairing your leather piece with knit sweaters, feather touches, and sequins can elevate your style for a flawless look that will have everyone doing a double take. Accessories can also be an excellent way to add leather accents to your outfit. From above-the-knee boots to a wide leather Gucci belt or a statement handbag; beautiful, buttery leather accessories can build upon basic outfit and take it to the next level without breaking the bank. It just has to look like you did.



Olive Green, Bolangaro Trevor Men's leather suit, single-breasted style jacket, straight leg pants from ASOS Design.



PHOTO 7: Black, waist length relaxed fit, leather jacket with zebra print, 2-piece set and above the knee black leather boots from All Saints.



Khaki, fallen shoulder statement style with gather bodice, belted, midi pencil dress with front slit from ASOS Design.

Irish Green, faux-fur cuffs add a dramatic effect to this stunning leather jacket and straight leg pants from I.N.C. International Concepts at Macy's.



Black, men's leather biker jacket, lapel collar, snap button detail with zipper cuff and asymmetrical front closure from Zara.



Red, leather knee-length, long sleeve dress, front ruching with gold buttons, black beret, black above the knee boots and clutch from New York & Co.



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INNOCENCE THAT GRACED A MOVEMENT

On November 14, 1960, four six-year-old girls desegregated New Orleans schools. Ruby Bridges entered William Frantz Elementary School and Leona Tate, Tessie Provost and Gail Etienne attended McDonogh 19 Elementary School.



LIEUTENANT GOVERNOR
BILLY NUNGESSER

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Councilmember Thomas Hosts Over 375 Local Seniors at Annual Thanksgiving Luncheon

Data News Staff Edited Report

In his post as Councilmember of District E, Oliver Thomas is bringing a brand of leadership that is all inclusive. Last week, Councilmember Oliver Thomas hosted his Annual Thanksgiving Luncheon today for local seniors at The Sanchez Center. This year's event was hugely successful, serving free meals to over 375 senior citizens from all fourteen citywide community centers.

Also, the event included a series of gift card raffles and, of course, a delicious selection of Thanksgiving dishes and southern cuisine. Entertainment was provided by Captain



District E City Councilmember Oliver Thomas (c) pictured with his staff at recent Thanksgiving Luncheon held for local seniors at the Sanchez Center located in the Lower Ninth Ward.



Charles, PinStripe Brass Band, The Baby Dolls, King Zulu 2022, and The Zulu Tramps. The New Orleans Ballet Association also provided a Thanksgiving skit by the Lower 9th Ward as well as seated exercises for the seniors.

"My staff and I look forward to this event all year, and are incredibly overwhelmed by this year's turnout," said Councilmember Thomas. "Thank you to all the musicians, chefs, community partners, and volunteers for helping to pull this off for our seniors, who have helped to build and shape the city we know today. This is the least we can do to show our appreciation, and I look forward to continuing the tradition next year."

Commentary

Has Black Friday Lost its Luster? Depends on Whom You Ask

Despite the relatively small sample size in the survey, a growing number of shoppers said Black Friday had lost its appeal.



Stacy M. Brown
NNPA Newswire Senior Correspondent

According to a survey conducted in October, nearly 70 percent of consumers plan to skip Black Friday and holiday shopping altogether this year.

While some believed retailers manipulated shoppers, a relatively large amount (18%) said they won't shop because of large crowds.

Despite the relatively small sample size in the survey, a growing number of shoppers said Black Friday had lost its appeal.

"While Black Friday sales provide a great opportunity for brands to keep customers coming back for more, it also presents noteworthy risks for shoppers around buying too much," said Michael Podolsky, CEO, and co-founder of PissedConsumer.com, which conducted the

survey.

"Consumers are now savvier with their purchases and how much they spend. That is not just inflation causing the shift in consumer behavior," Podolsky stated.

"The survey revealed that 85% of shoppers now rely on online reviews when buying as they intend to avoid general unhappiness with shopping."

Small business growth expert Stephanie Scheller of Grow Disrupt said there's little question that the days of getting excited about the day after Thanksgiving shopping sprees have ended.

"While there are still 'doorbusters' at some places that are worth participating in, most places offer great deals online or are starting so early that it's not worth the fight for Black Friday beyond tradition," Scheller offered.

"I think that the problem with this is that we'll end up diluting the power of the concept, and while overall shopping numbers might be okay, the one-powerful-day for generating sales for the holiday season concept is likely to fade."

According to Adobe Analytics, Black Friday 2021 raked in \$14.04



billion in online sales, with \$8.9 billion spent on Black Friday and \$5.14 billion on Thanksgiving.

The spending represented a .63% decrease from 2020 when Black Friday sales raked in \$14.13 billion in online sales.

At the height of the coronavirus pandemic in 2020, 100 million consumers shopped online, while in-person Black Friday shopping fell 37 percent from 2019.

"Digitalization has encouraged the growth of online stores, due to which special deals and offers remain no more exclusive," said Matt Gillman, founder of SMB Compass.

"People prefer online stores

more than regular stores, which affects Black Fridays. And this is because of the perks online stores offer at the same costs. So, along with the low prices, we can focus on providing a better shopping environment."

Despite declining sales and enthusiasm from many corners of the nation, some still enjoy the tradition of leaving the dinner table early to stand in the long lines that often accompany Black Friday sales.

"I usually think of shopping as therapy; therefore, I always look forward to Black Friday for the excellent prices," said

Sean Harris, managing editor at Family Destinations Guide, which provides information and reviews of resorts, hotels, and global destinations.

"Black Friday not only allows me to fill my closet with the newest styles at discount prices, but it also makes it possible for me to find some excellent offers on electronics and books," Harris exclaimed.

"I primarily rely on gadgets to simplify my life as a tech-savvy individual. Therefore, I require everything, from an air purifier to a coffee foaming machine.

"As a result, Black Friday will never lose its appeal to me because I can obtain incredible electronics discounts online.

"The same is true for books, which are a staple of mine and are available in bulk in specially curated best-seller collections every Black Friday Sale."

Emily Saunders, Chief Revenue Officer for eLuxury, noted that Black Friday always loses its luster during an economic downturn, but she said she's skeptical about whether those declines are permanent.

"Brick-and-mortar retail is fading, but Black Friday still has a strong heartbeat when economic times are good," Saunders asserted.

"It recovered with a vengeance once the Great Recession was over, and online shopping had become an established alternative.

"I equate it to network television. Everything aired on major networks is being watched by far fewer people compared to the pre-streaming days, but you'd never know that on Super Bowl Sunday. It still elicits around 100 million viewers each year."

LSU and Tulane in AP College Football Top 20

The two may possibly face-off in Cotton Bowl

Fleur De Lis
Data News Weekly
Contributor

This was a great week for Louisiana football. LSU under Head Coach Brian Kelly continues to roll being ranked No. 6 in the new Association Press Top 25 college football rankings released Sunday (Nov. 20th), after beating the University of Alabama-Birmingham, 41-10. This came on the heels of their stunning defeat of their archrival Alabama Crimson Tide, led by LSU Coach Nick Saban. This year, they are showing they have what it takes to win.

Closer to home the Tulane Green Wave under Head Coach Willie Fritz are 9-2 and moved up two spots in the poll to No. 19 after shutting down SMU, 59-



24. This week the Green Wave are on the road where they will face off against the 21st-ranked Cincinnati Bearcats, who are

(9-2). If Tulane wins this game, they'll host the AAC Championship Game.

Depending on how both teams

fair in the coming games we may see a match-up between the two Louisiana powerhouse football teams playing in the Cotton Bowl.

State & Local News

Scholars at G.W. Carver High School Led New Orleans in Academic Growth in 2021-22



New Orleans Agenda

Louisiana Department of Education officials released 2021-22 School Performance Scores this week. G.W. Carver High School took the top spot among all non-selective high schools in New Orleans in the magnitude of academic growth that students made across core subjects.

Additionally, Carver students achieved higher ACT scores in 2021-22 than the year prior, indicating school-wide progress and strong academic preparation for graduates.

Congratulations, Carver students and families! We are so proud of you!

Great work, Carver teammates and educators!

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Bayou Classic Fan Festival

The bayou classic invitational high school battle of the bands is sure to add tremendous excitement to the already popular bayou classic fan fest. Scheduled from 11:15am to noon on Saturday November 26th at Champions Square, this inaugural event will feature six of new orleans top high school marching bands – St. Augustine, I.B. Laundry, Edna Karr, G.W. Carver, Abramson Sci Academy and McDonough 35, who will compete for an amazing array of music education prizes provided by the Ludwig, a division of Conn Selmer, as well as trophies. Curtis Akeem, a Ludwig percussionist, and social network influencer known for his 'Dolla Watson' comedic character, will entertain as the celebrity MC. **Saturday, November 26th 11:00 am Champions Square At The Caesars Superdome** Please note: clear bag policy for entrance

49th Annual Bayou Classic Football Game

Presented by Procter & Gamble **Saturday, November 26th**

Kick off 1:00 pm

Doors open at 11:30 am

Caesars Superdome

The Southern University Jaguars will be the home team mainly sitting on the west side near sections 129-156 of the Caesars Superdome and the Grambling University Tigers will be the visiting team mainly sitting on the east side near sections 101-128

Please note: clear bag policy for entrance

Bayou Classic Celebrity After Party

Event is presented by Herewego Entertainment, Big Stan Productions & Gee Willie

Saturday, November 26th

10:00 pm

Metropolitan Nightclub

(Generations Hall - Downtown NOLA) 310 Andrew Higgins Boulevard

For tickets visit:

www.herewegoent.com

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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 and datanewseditor@bellsouth.net.

We can't wait to hear from you!

Job Opportunity

Administrative Assistant Wanted

Data News Weekly, "The People's Paper," is looking for an administrative assistant.

Compensation is competitive and detail orientation will be appreciated.

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