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Data

News Weekly

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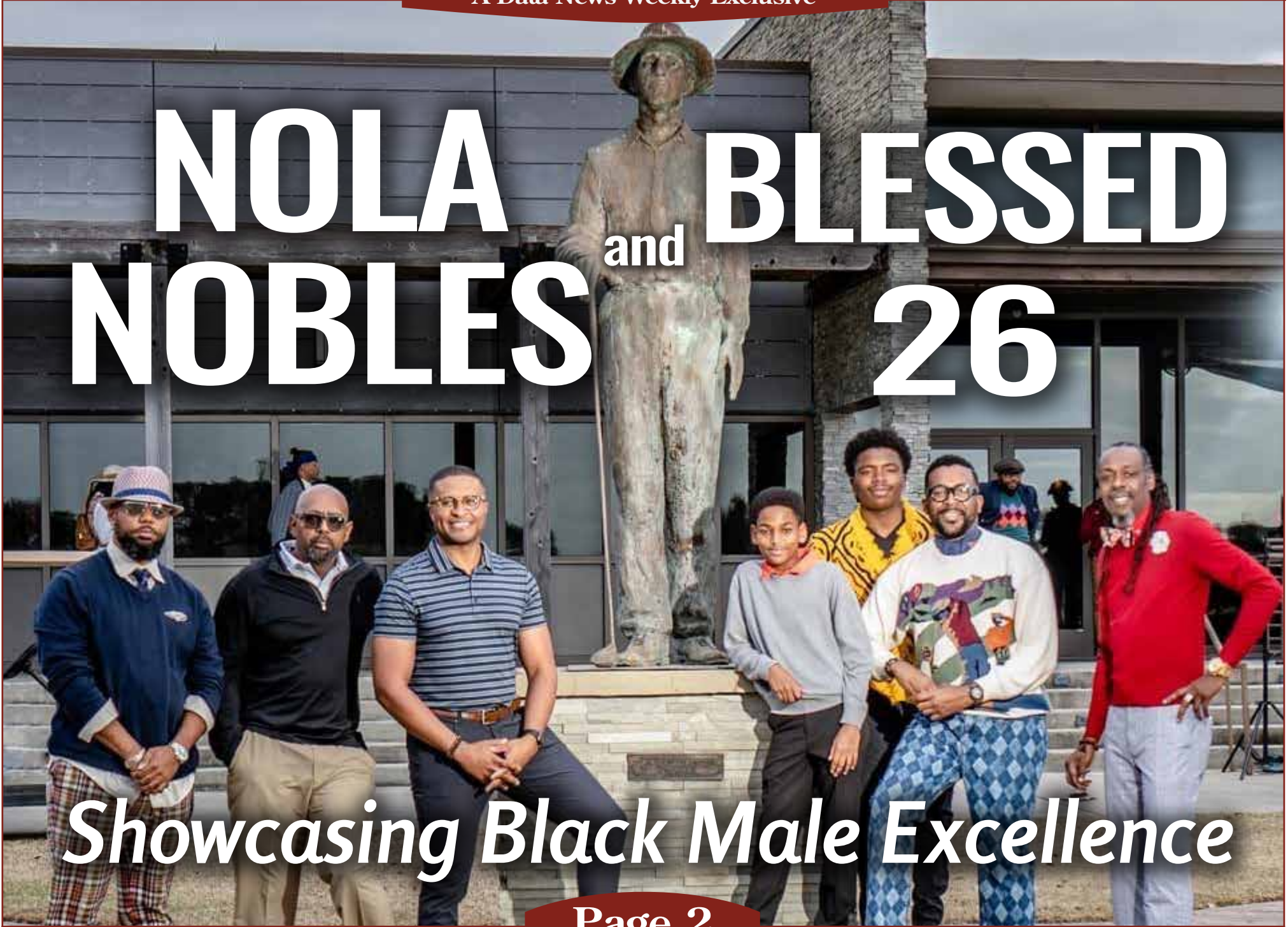
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NOLA NOBLES and BLESSED 26

Showcasing Black Male Excellence



Torrence Taylor (center left) founder of NOLA NOBLES, an organization that works with Black males in the City of New Orleans. His goal is to show that with the proper support Black men can thrive.

Edwin Buggage
Editor-in-Chief Data News Weekly

Inspire to Reach Higher

In a city where too often negative images of African American men are the

norm, it is important to note that many are dedicated to pursuing excellence.

NOLA NOBLES is one such group. Every year founder Torrance Taylor brings together Black men and boys from across the city for his annual photo shoot. In its eighth year it honored

Joseph M. Bartholomew, an African American architect who played and designed golf courses. The gathering took place in Pontchartrain Park, on the golf course named in his honor.

“This year’s theme was “Staying the Course” because we don’t want the

great men who are contributing as such to our rich culture to give up. This year was heavy on inspiration,” says Taylor.

Changing the Narrative

As noted, some of the portrayals of African American males are negative,

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but according to Taylor, putting the spotlight on positive Black men, "It's important that no matter the climate of the city we must still acknowledge the good that's being done. The few good men must not get lost with the others."

Blessed to Be a Blessing and Working Together

NOLA NOBLES have partnered with Blessed 26, who served as this year's event sponsor. "I have been working with Torrance for several years now," says Kendal Francis, Founder and Executive Director of Blessed 26, a program dedicated to uplifting young boys in New Orleans. "I wanted to show what we can do when we work together. There are many people doing great things in this city, and we are showing how we can make a positive impact and change the narrative as it relates to Black males in the City of New Orleans."

Some consider what's going on with the crime wave violence a major uphill battle and hopeless in some regard. But both of these men and others have shown that there are African American men who are working on solutions to the problems that plague young men and boys. "Our goal is to showcase Black men who can provide hope and inspiration to our community. All we need is more investment of resources to replicate the great work we are doing" says Taylor.

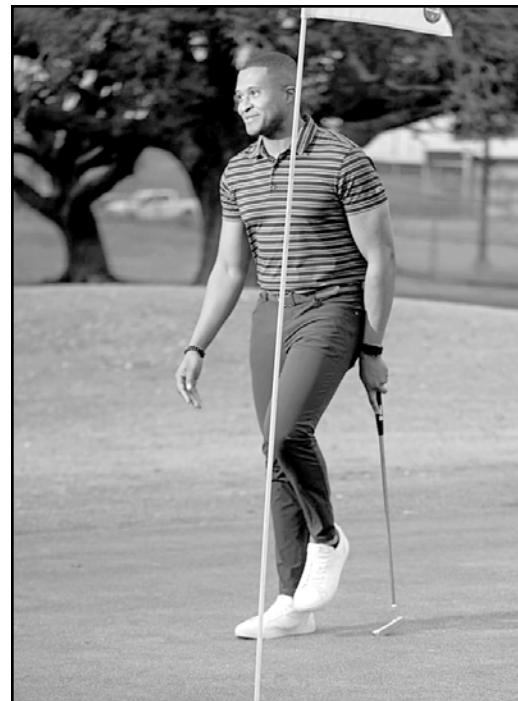
Investing in Black Male Excellence

Moreover, as we have just celebrated the MLK Holiday, we as a community must ask ourselves will we have a community that is healthy and functional, or will we have chaos? Today it is necessary that all sectors of the community commit to making New Orleans a better place for all to live and thrive. For this to occur, it is essential that African American males have the support and resources to succeed.

NOLA NOBLES is working towards this end, "Throughout the year we adopt a high school to help students with life skills. Our partnership with Blessed 26 has allowed students to build the capacity and expand their network that will contribute to them increasing their net worth later in life. We have to build bridges, so our Black males can see their value and work towards reaching their goals," remarks Taylor.

"This is something we both feel passionately about, uplifting and giving our Black males the tools to be the best versions of themselves" says Francis.

Photos by Nicole Elon Mulmore



Kendal Francis is the founder of Blessed 26, another organization dedicated to giving Black males the tools to be successful. This year he sponsored the annual photo shoot. "I wanted to show that when we who are doing positive things combine our resources how much impact we can make towards changing the narrative."



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Prime Example at Whiskey & Sticks on Bayou Road

Photos by Jerry Levine

Kelder Summers, Ken Jones and Kim Robinson hosted a birthday celebration for the Legendary Julius Kimbrough on Wednesday, January 11th, 2023, at Whiskey & Sticks on Bayou Road. They were joined by family and friends of Julius, former owner of the Prime Example Blues & Jazz Club. The event was well attended by family and friends and former patrons of the Prime Example. Good food and good spirits flowed throughout. Whiskey & Sticks is the place to be. Photos by Jerry Levine.



Group photo of family and friends including Terry Jones, Publisher of Data News Weekly leaning forward towards Julius seated in front.



Kim Robinson and Julius Kimbrough



Julius Kimbrough, Jr., Julius Kimbrough, Sr. and Ronnie Kimbrough, his two sons.



Group photo of Julius outside surrounded by friends and family.



Percy Jackson, Julius Kimbrough, and Dr. Jerome Medley



Kelder Summers, Julius Kimbrough and Jan Lily

Visit www.ladatanews.com for more photos from these events.

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Making History

Snoop Dogg, Master P Create The First Black-Owned Cereal Brand With A National Distribution Deal

Data News Staff Edited Report

New Orleans native Master P and Snoop Dogg are taking their breakfast venture to new heights thanks to a historic deal.

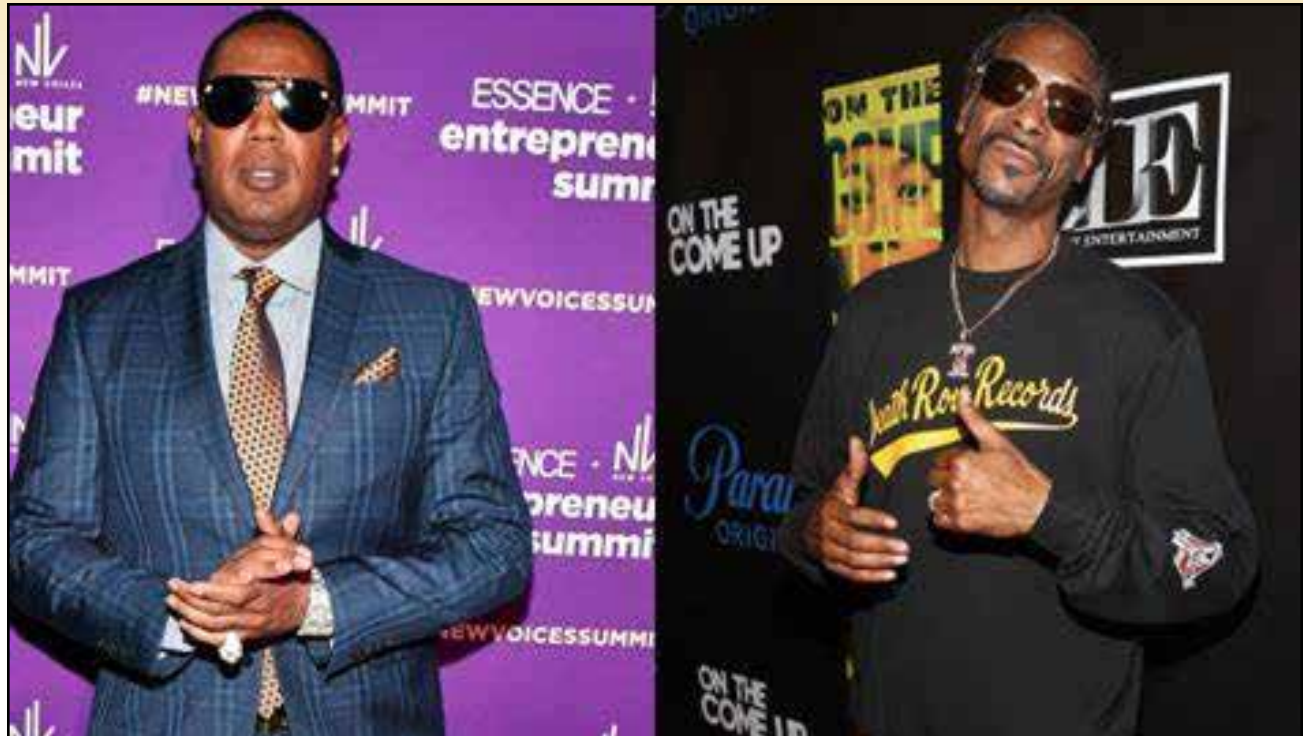
On Jan. 16th, Martin Luther King Jr. Day, Broadus Foods partnered with Post Brands “to add diversity to the breakfast foods category,” according to a press release.

What’s more, the press release states that the deal marks Broadus Foods as the first Black-owned cereal company with a national distribution deal.

“Broadus Foods introduces the best tasting cereal in the game Snoop loopz,” he wrote in an Instagram post. “@snoopdogg we’re taking over the grocery stores. Snooploopz.com The more we make the more we give. #GO-Disgood #familybusiness Berry delicious Fo Shizzle.”

After the rebrand of Snoop Loopz to Snoop Cereal, the cereal is set to be in grocery stores nationwide in June 2023. Additionally, Snoop Cereal’s three upcoming flavors are Fruity Hoopz, Cinnamon Toasteez, and Frosted Drizzlers.

“Dr. Martin Luther King Jr. made sacrifices to create opportunities that many of us can benefit from today,”



Master P (Percy Miller) and Snoop Dogg (Calvin Broadus) continues to make power moves in the world of business with their latest venture.

Master P shared in a statement, per the press release. “We are dream chasers because of him, and we think outside the box. We’ve come a long way; we’re not just consumers.”

A portion of the proceeds of Snoop Cereal goes to Door of Hope — a nonprofit that supports single moms,

single dads, and two-parent families facing homelessness — as previously shared by Afro Tech.

“The heartbreak of homelessness can’t be solved by providing a bed for the night, a hot meal and a shower, or financial assistance alone,” Snoop Cereal’s website stated.

“We address the root causes of homelessness with our holistic approach, while simultaneously keeping families together. We listen to our families, give them a voice, advocate for them, and empower our families with the tools they need to succeed.”

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Friends of King School District Hosted March/Parade Commemorating Dr. Martin Luther King, Jr.'s Birthday

New Orleans Public Schools Superintendent Dr. Avis Williams Served as Grand Marshal

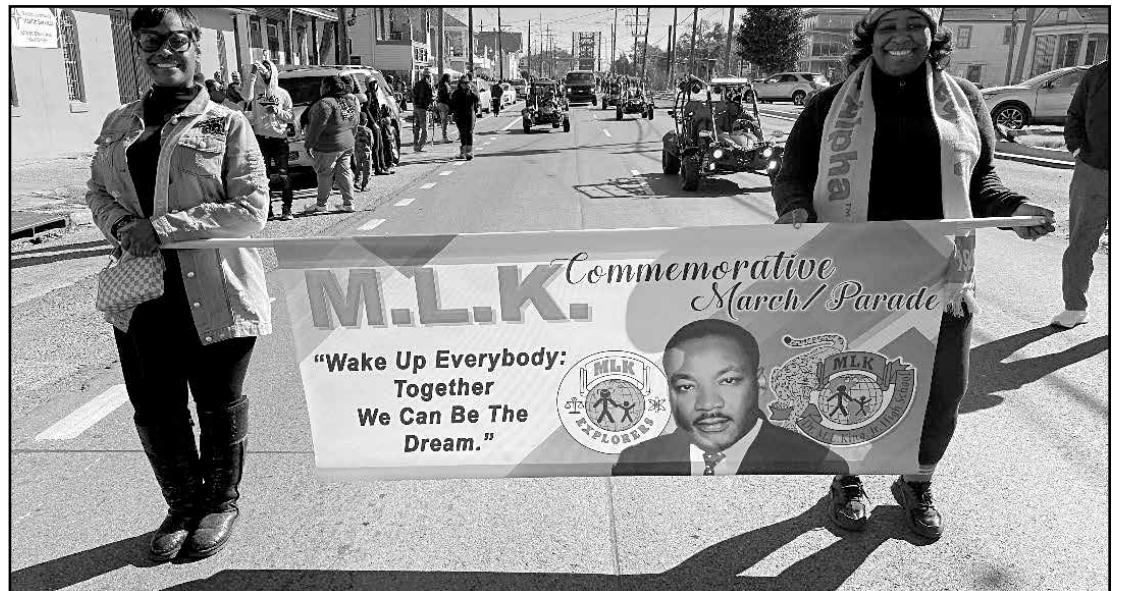
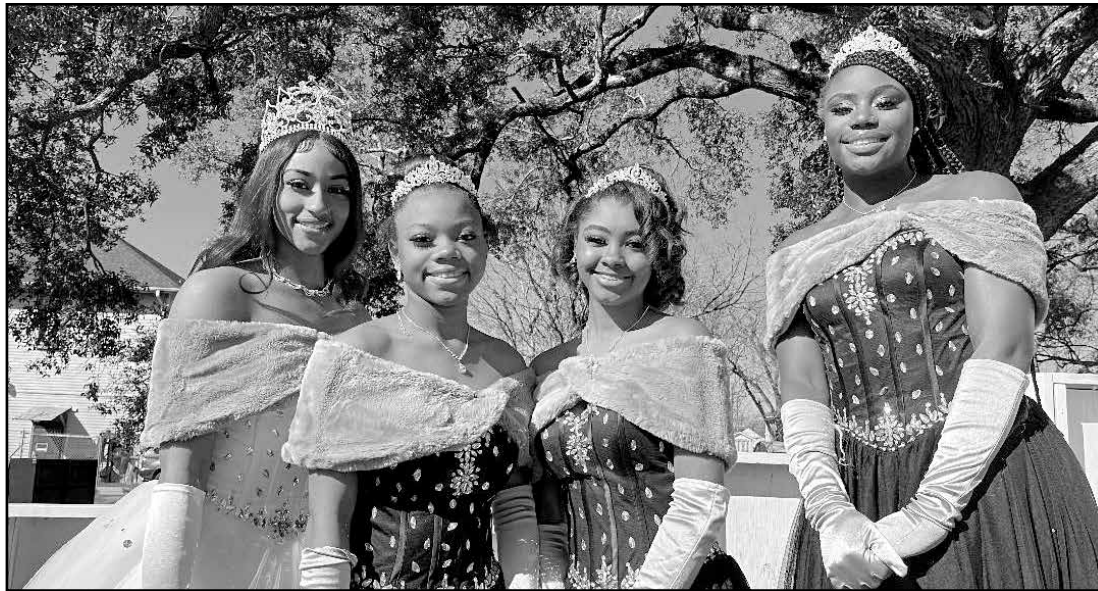
Data News Staff Edited Report

To celebrate the birthday of Dr. Martin Luther King, Jr., the Friends of King School District hosted a march/parade on Saturday, January 14th.

The theme for the parade/march was "Wake Up Everybody: Together We Can Be the Dream." Student participation emphasized the importance of non-violence. New Orleans Public Schools Superintendent Dr. Avis Williams served as the Grand Marshal. She led local middle and high school marching units and Greek Letter Organizations in this commemorative celebration.

"Dr. King Charter School stands as a beacon of hope in the Lower Ninth Ward serving as the only public school in the community," said Dr. Eartha Johnson, President of the Friends of King School District. "Our goal was that we not only honored Dr. King this weekend, but that our country begins to replicate everything he stood for."

Some of the marching units that participated are MLK High School Marching Band, Thurgood Marshall Middle School Band, John F. Kennedy High School Band, New Orleans East Satin Dolls Dance Team, Eleanor McMain Secondary School Band, and more.



State & Local News

Sharonda Williams, Loyola University, Leads 2023 New Orleans Go Red for Women® Movement

Community leader to chair American Heart Association's initiative to improve women's heart health

New Orleans Agenda

The American Heart Association, the world's leading nonprofit organization devoted to the world of healthier lives for all, announces Sharonda Williams, General Counsel, and Director of Government Affairs at Loyola University, as the community volunteer chair of the 2022-2023 New Orleans area Go Red for Women Movement. Go Red for Women is a worldwide initiative of the American Heart Association to increase women's heart and brain health awareness and to improve the lives of women locally, nationally, and globally.

Heart Disease is the No. 1 killer of women in the United States, claiming more lives each year than



Sharonda Williams

all forms of cancer combined. It continues to be a woman's greatest health threat, taking the life of one in every three women.

"Having family members, including both of my grandmoth-

ers, who have suffered from cardiovascular disease, including strokes, I know first-hand the importance of awareness around heart and stroke signs, symptoms and lifestyle changes to prevent or live with them," Williams said.

"Living with risk factors ranging from our diets in this food mecca where we live, and the stressors of the social and global health events that have been affecting us, the work and research the American Heart Association does is even more important. I am looking forward to connecting with our community through the Go Red initiative to spread awareness and build a healthier New Orleans."

"We are thrilled to have Sharonda's experience, conviction and pas-

sion help to drive Go Red in New Orleans. Her passion for building a healthier community and dedication to serving others through the mission of the American Heart Association is boundless. Together, we know that we will have a positive impact on the lives of women in our community and the families that depend on them," said Coretta LaGarde, Executive Director, American Heart Association in Greater New Orleans.

A new addition to Go Red for Women this year is the Women of Impact Initiative. Women are nominated by their peers to participate. The nominees will recruit champions from their networks to form a fundraising team and have a direct impact on women's health and the

Go Red for Women vision of creating a passionate community dedicated to addressing health issues unique to women. The nominee whose team makes the largest impact in each market will be named the local Woman of Impact Award Winner. This year's Go Red for Women Movement and its local achievements will be celebrated on Friday, March 3rd, at the 2023 New Orleans Go Red for Women Luncheon, locally sponsored by Entergy, United Healthcare, LCMC Health and LAMMICO.

For more information or to inquire about tickets to the New Orleans Go Red for Women Luncheon, visit NewOrleansGoRed.heart.org or email AHANewOrleans@heart.org.

More Employers Demanding Employees Return to the Office

Stacy M. Brown
NNPA Newswire Senior
National Correspondent

Josh Wright runs a small eCommerce business that helps consumers get good deals on cell phones and plans but doesn't believe employers should demand everyone return to the office.

Wright says that people who work at home are more productive because they do not have as many distractions as at work.

When people work at home, they can be more focused and focus on their work, Wright said.

"For a small eCommerce business like mine, the cost savings associated with working from home can be significant," he added.

"Remote work eliminates the need for a physical office space, and employees can use their own equipment, which reduces overhead costs."

However, Wright's view isn't shared by many other employers.

According to the Wall Street Journal, employers are losing their patience with empty desks in the office.

The newspaper noted that companies like Vanguard Group, Paycom Software, and others have told employees to come in to work more in 2023 to save money.

Many employers have asserted that in-person work helps with problem-solving, training new employees, and it reinforces corporate culture.

"Employers face a tough decision. Forcing employees to return can cause many of these employees to seek other employment," Caroline Duggan, Chief Brand Officer for Lumineux, said in an email.

"Employees have found they enjoy the flexibility and better work/life balance they have achieved through remote work. It will be difficult to get them to give that up."

Duggan said that many federal employees have continued working remotely.

She noted that District of Columbia Mayor Muriel Bowser had urged President Joe Biden to either have them return or release the buildings they formerly occupied,



so the city could create more housing space.

"The larger issue seems to be around the question of productivity," Duggan added.

"Are employees as productive working from home as in the office? Employers will need to balance their needs with retention to determine what works best for their employees and their company."

However, McKenna Moore, an associate editor at LinkedIn, said remote work may be past its prime.

Moore wrote that, in the current U.S. job market, many employers have taken remote-work arrangements off the table.

"Data from LinkedIn's Workforce Report shows the rapid rise and fall of employers' willingness to target remote candidates," Moore reported.

In an analysis of over 60 million paid job postings on LinkedIn since January 2021, researchers found that remote jobs had the highest number of jobs in March 2022.

But Moore noted that spike gave way to an abrupt decline; in November 2022, barely 14% of paid job postings invited remote applicants.

"It might be helpful for busi-

nesses to have workers located in an office, where they can keep an eye on them and offer constructive criticism to guarantee timely project completion," said Calvin Willis, a tech entrepreneur.

"An organization might see, for instance, that its remote workers are constantly a few days behind schedule on projects, whereas those based in the office never miss a deadline," Willis continued.

"Having everyone in the same room at the same time encourages conversation and cooperation among workers, which isn't always easy to accomplish when everyone has different hours."

The Wall Street Journal reported that, for much of the pandemic, companies took a "fairly soft" approach to policy enforcement, fearful that too rigid a stance on in-office work could harm morale or lead to turnover.

"Although companies set office policies, some managers largely allowed workers to ignore them," the newspaper reported. The average office occupancy in 10 major U.S. cities remained below 50% for much of 2022, according to data from security firm Kastle Systems.

According to the newspaper,

most employees want to work in an office at least a few days a week. They also said that many workers see the benefits of working in an office.

Meanwhile, some employers insisted that enforcing the rules is a matter of fairness to the workers who have been complying.

"Uneven and inconsistent adoption has created inequities in how the model is applied and has made it difficult to realize the benefits of in-person learning, collaboration and connection," Vanguard officials said in a memo, according to the Journal.

Some Vanguard employees said they were told by their managers that if they didn't comply with the return-to-office policy, they would be terminated without severance.

At Paycom, nearly 80% of the company's employees are already working five days a week at the company's headquarters.

Many employees began returning to the office in August 2021.

"From the start of the pandemic, Paycom communicated that working from home would be a temporary solution while we prioritized everyone's health and well-being," a spokesman told the Journal.

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