

A Data News Weekly Exclusive

Turning Back the Hands of Time?

*Jeff Landry is Governor:
Now What Must We Do as A Community?*



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Turning Back the Hands of Time?

Jeff Landry is Governor: Now What Must We Do as A Community?



With the recent Inauguration of Jeff Landry as the Governor of Louisiana, we must become more educated about political policies and how they affect our community. Additionally, given it is a Presidential year as well we must mobilize, organize and demand a seat at the table of power to shape the agenda of our city, state, and nation.

Terry B. Jones
Publisher, Data News Weekly

This weekend marked the beginning of a new regime in the leadership in Baton Rouge. Jeff Landry is now our state's Governor and much of the state leadership is also Republican. Although Jeff Landry spoke of

unity and platitudes that befitted the ceremonial aspect of the occasion, we must ask ourselves what will happen in the area of public policy and the everyday lives of the African Americans in the State of Louisiana.

Ask yourselves about what will happen in the areas of criminal justice. Where during his address, his use of language that included "uncivilized and outrageous"

violent crime is a dog whistle to signify Blacks and the City of New Orleans. I would argue that the image that most Whites would conjure up when he said these words.

These are the times that we as citizens of the state ask ourselves what we must do to not have the hands of time tuned back. This means that those whom we

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have chosen to represent us must have the fortitude, courage, and principles to stand up for the rights of their constituents.

Also, we must provide a long-term agenda and measure of success for the African American residents of our city and state. African Americans make up 32.8% of the state's population, therefore, it is important that whoever is in office whether Democrat or Republican, there is intentionality related to shaping policies that positively impact African Americans. This is especially relevant in the areas of education, workforce development, affordable housing, and economic opportunities. Indeed, this language is more suitable than some of the rhetoric and messaging Landry used to get elected.

Understanding that some of the exaggerations that many campaigns use is not useful in governing. Governor Landry, now you must govern, and this means for the benefit of all the people of our state.

Further, while his speech called for unity, questions remain about how should voices of dissent or dif-



fering perspectives be considered when he also stated concerning education, safeguarding school from "the toxicity of unsuitable subject matter." Ask yourself, what does that mean? Critical Race Theory, Black History Month, critiques of the historical inequities that take

place in American history. I ask Gov. Landry, what is so toxic about having a more inclusive conversation about race in our state, even if it is uncomfortable?

As we enter a Presidential Election Year, we as a community must become more educated, informed,



and most importantly active in the things that impact our community. Additionally, we must create our narratives to combat the false and inaccurate portrayals of our community. We at Data News Weekly will continue our tradition of doing just that and being on the frontlines

as "The People's Paper."

It is too early to forecast what the next four years will look like, but we must be vigilant in not letting this administration create policies that adversely affect our community and turn back the hands of time.

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Tracee Dundas
Fashion Stylist

Before Rhianna Fenty Beauty, Mac Cosmetic or CoverGirl Queen there was Fashion Fair Cosmetics. Eunice W. Johnson established the brand to address the lack of makeup options for women of color. Johnson, with her husband, John H. Johnson founded Ebony Magazine, a monthly designed to emulate Life Magazine and its style of boldly photographed front covers. Mrs. Johnson had the vision to name the publication Ebony for the dark brown timber found in tropical trees. She also recognized the nonexistence of makeup colors for melanin skin tones and the opportunity to fill a void.

Johnson began the Ebony Fashion Tour (later known as Ebony Fashion Fair), a Traveling Fashion Show that started as a fundraiser in 1958 for a hospital in New Orleans. The fashion tour was a pioneer in using African American models on the catwalk and highlight the works of African American and world-renowned designers. Building on her difficulties in finding cosmetics suited to the skin tones of the diverse models that toured with the show, Johnson created Fashion Fair Cosmetics as a line of makeup that would be sold in leading department stores. It quickly became a symbol of empowerment for women of color. However, despite pioneering the makeup industry, the brand struggled due to new and intense competition tapping into the opportunity to market to women of color, forcing the Fashion Fair Brand to file for bankruptcy in 2018.

Now, Fashion Fair is back under new leadership and has relaunched.

New Orleans native Desiree Rogers, the new CEO and co-owner, Fashion Fair has been revived with a focus on modernization and cultural resurgence. The brand return comes at a time when the market for Black beauty products is flourishing. The relaunch also represents economic empowerment as Black-owned businesses encounter systemic barriers. Fashion Fair's revival demonstrates the resilience and viability of



Eunice W. Johnson with Ebony Fashion Models –
Courtesy of Johnson Publishing Corporation, LLC



Desiree Rogers



Black entrepreneurship.

Eunice Johnson aimed to redefine beauty standards, celebrating the beau-

ty of Black women and Rogers is determined to carry the torch. It serves as a reminder of the transformative power in

embracing diversity and challenging societal perceptions of Black Beauty.

Photo Credit – Ebony Magazine

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

Swearing in of State Senator Royce Duplessis

Data News Staff Report

It was a joyous day for State Senator Royce Duplessis. On this wonderful occasion, he was sworn into office with many of his fellow legislators and family members present. Over the years he's been in elected office, he's been a legislator who's been able to build bridges and get things done. Data News Weekly congratulates State Senator Duplessis.



Royce Duplessis is sworn in with his family present.



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White House Infrastructure Czar and Former New Orleans Mayor Mitch Landrieu Leaving Job and Expected to make Case for Biden Reelection

Data News Staff Edited Report

White House Infrastructure Coordinator Mitch Landrieu is leaving his post after two years and is expected to help push publicly for President Joe Biden's reelection.

The Democratic President tasked the former New Orleans Mayor with setting up a system to invest more than \$1 trillion over the coming years on roads, bridges, sewer systems, fiberoptic cable, ports and an array of other projects tied to the 2021 Bipartisan Infrastructure Law.

Biden said he knew Landrieu, who helped rebuild New Orleans after 2005's Hurricane Katrina, was "the man to help me rebuild the country."

"Mitch has always known that the real measure of success is not about scoring partisan points — it's about building bridges, and fixing the problem at hand," Biden said in a statement obtained by The Associated Press. Landrieu, who also plans to work in the private sector promoting clean energy, logged more than 119,000 miles (192,000 kilometers) as he worked with governors, mayors and other officials on accessing the money, venturing



Mitch Landrieu

into areas where few Democrats go and introducing himself at rural antique stores and in coal towns.

Landrieu, 63, is among the Biden loyalists who could one day aspire to the Oval Office. California Gov. Gavin Newsom and Michigan Gov. Gretchen Whitmer are also helping the reelection effort and drawing

speculation about 2028.

Before the 2020 election, Landrieu was mentioned as a possible Democratic Challenger to Republican Donald Trump. As a mayor and former lieutenant governor in Republican Louisiana, he made racial equality a priority by removing New Or-

leans' Confederate monuments.

Under Landrieu's watch, 6,100 federal employees have been hired to help distribute infrastructure funds. He's expressed some worry about the fate of projects that can take a decade or more to complete if a Republican administration takes power and wants to cut spending.

Former House Speaker Nancy Pelosi, D-Calif., credited Landrieu for working to ensure that infrastructure money went to Republican and Democratic communities alike, even though just 13 GOP House members voted for the package.

"Vote no and take the dough is kind of their motto, but he treated everybody the same, as if everybody had voted for the bill," Pelosi said in an interview.

Landrieu nonetheless faced some GOP criticism over how the money was dispensed. In 2022, 16 Republican governors sent a letter to Biden objecting to how the Infrastructure Law was being implemented, citing "excessive consideration" of social equity, climate change and union workers.

"Your administration should not attempt to push a social agenda through hard infrastructure investments and instead should consider economically sound principles that align with state priorities," the letter said.

Landrieu has stressed infrastructure as a nonpartisan issue, saying, "There is no Republican or Democratic way to fill a pothole. Everybody just wants the damn pothole filled."

State & Local News

LSU's Angel Reese Cashing in on Her Success

Elise Schenck Data News Weekly Contributor

Some can't get enough of Angel Reese. The LSU star is showing that female athletes can capitalize on their success on and off the court. Her stock instantly rose after her team, the Louisiana State University Lady Tigers, won the NCAA Women's Basketball Championship in April 2023.

In addition, her social media following exploded, and a slew of endorsement deals were hers for the choosing. "She's a businesswoman as well as anything else," Bob Lynch, the CEO of Sponsorship-Tracking Company SponsorUnited, told Forbes shortly after the Tigers



Angel Reese



won the title.

At the beginning of 2024, Reese is among the highest-paid athletes with name, image, and likeness (NIL) deals. Garnering endorse-



ment deals with Coach, Amazon, TurboTax, Raising Cane's, Starry, and more. On3 estimated her NIL valuation at \$1. million.

Concerns Raised by Democratic Leaders Over Biden-Harris Campaign's Black Voter Support and MAGA Wall Challenge

Stacy M. Brown
NNPA Newswire Senior
National Correspondent

In a critical assessment of the Biden-Harris reelection campaign, South Carolina Democratic Rep. James Clyburn, a key party influencer, and former President Barack Obama have each expressed reservations regarding the campaign's struggle to secure robust backing from Black voters and its apparent inability to breach the MAGA Wall. Clyburn, a linchpin in Biden's victorious 2020 White House bid, and Obama, wielding enduring popularity, particularly among the Black community, conveyed their concerns separately.

During a candid interview on CNN's "State of the Union," Clyburn voiced his unease. "I have no problem with the Biden Administration and what it has done," Clyburn stated. "My problem is that we have not been able to break through that MAGA Wall in order to get to people exactly what this president has done." Despite highlighting these concerns, Clyburn underscored that he was "not worried" but "very concerned," revealing that he had personally discussed these issues with President Biden.

Delving into specifics, Clyburn focused on Student Debt Relief as an exemplar of Biden's commitment to fulfilling promises. He addressed the criticism surrounding a segment of Biden's Debt Relief Plan struck down by the Supreme Court, noting, "I'm still hearing from people as recently as yesterday that he did not keep his prom-



Joe Biden

ise on Student Loan Debt Relief. And he has."

Clyburn pointed out the broader achievements. "Eighty percent of what he said he would do, he has done and is continuing to do it, and people don't focus on that," he stated. "They only focus on that 20 percent affected by that court decision rather than what he did to get beyond the court decision."

Simultaneously, Obama has discussed President Biden's reelection campaign structure. Reportedly, Obama has emphasized the

need for the campaign to operate independently, making decisions without constant clearance from the White House. According to the Washington Post, Obama's concerns stem from the belief that the campaign requires empowerment for effective decision-making.

The newspaper highlighted Obama's enduring concerns about the political strength of the twice-impeached and four-times indicted former President Trump, citing Trump's devoted following, a conservative media ecosystem favor-

ing him, and a polarized nation as potential advantages for Trump in the 2024 election.

In a statement, Eric Schultz, a Senior Adviser to Obama, affirmed the former president's commitment to supporting Democrats. "We place a huge emphasis on finding creative ways to reach new audiences, especially tools that can be directly tied to voter mobilization or volunteer activations," Schultz remarked. "We are deliberate in picking our moments because our objective is to move the needle."

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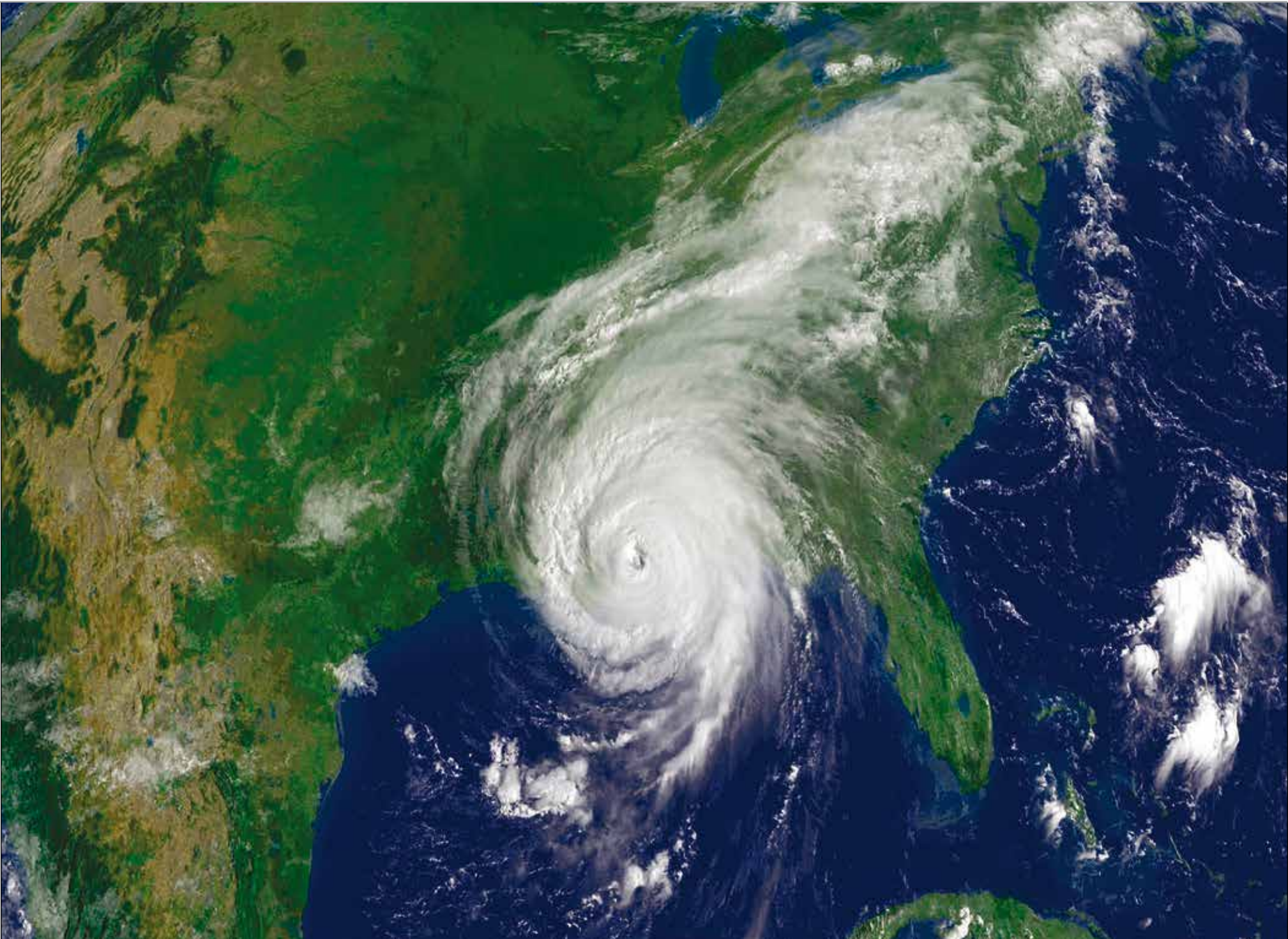
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