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A Data News Weekly Exclusive

Showcasing Black Academic Excellence

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Showcasing Black Academic Excellence

BET's College Hill Receives Accolades from New Orleans City Council for filming Season 3 at Xavier University



Lisa Alexis- Director of the Office of Cultural Economy for the City of New Orleans, NOLA Councilmember-At-Large J. P. Morrell, NOLA Councilmember Eugene Green- District D, NOLA Councilmember Oliver Thomas- District E, NOLA Councilmember Lesli Harris -District B, Tracey Edmonds (CEO & President of Edmonds Entertainment), Ashley Irvin Hawkins (Xavier Marketing and Communications), Sean Rankine (Executive Producer & Owner of This Way-Out Media), Mark Seliga (Executive Producer & Owner of This Way-Out Media), Patrice Bell (Vice President of External Relations Xavier University), NOLA Councilmember-At-Large Helena Moreno, NOLA Councilmember Joseph "Joe" Giarrusso- District A, NOLA Councilmember Freddie King III- District C

Story and Photos by: Xavier University of Louisiana

Last Week, the New Orleans City Council acknowledged the significant contributions of BET+, Edmonds Entertainment, and This Way-Out Media to the local community, emphasizing the importance of their work in promoting the cultural richness of Xavier University of Louisiana District B and the city itself through their

landmark decision to film the latest season of "College Hill: Celebrity Edition" at the nation's only Historically Black and Catholic University. Xavier's selection as the host to the wildly popular television program underscores the institution's pivotal role in the Educational Landscape and Cultural Heritage of New Orleans.

Xavier is set to celebrate its first 100 years of service in 2025, and the announcement by BET+ of it as the latest location of "College Hill: Celebrity Edition" was

met with enthusiasm from both the entertainment industry and the academic community.

The upcoming season, set to debut later in 2024 on BET+, will feature a star-studded cast, including notable figures such as Karlous Miller, Tamar Braxton, and Saucy Santana. This diverse lineup aims to showcase the Vibrant Culture and Diversity of New Orleans while highlighting the unique contributions of Xavier University of Louisiana.

On the cover: Mark Seliga (Executive Producer & Owner of This Way-Out Media), Sean Rankine (Executive Producer & Owner of This Way-Out Media), Tracey Edmonds (CEO & President of Edmonds Entertainment), NOLA Councilmember Lesli Harris - District B Ashley Irvin Hawkins (Xavier Marketing and Communications), Patrice Bell (Vice President of External Relations Xavier University), NOLA Councilmember Oliver Thomas - District E

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During a meeting yesterday, the New Orleans City Council was treated to remarks from several officials from Xavier and representatives of Edmonds Entertainment and Way-Out Media, including Xavier Vice President of External Relations, Patrice Bell; Xavier's Assistant Vice President of Marketing and Communications, Ashley Irvin Hawkins; Tracey Edmonds, CEO & President of Edmonds Entertainment; and the Executive Producers and Owners of This Way-Out Media, Sean Rankine and Mark Seliga.

"We are thrilled that 'College Hill: Celebrity Edition' has chosen Xavier University of Louisiana as the backdrop for its transformative collegiate experience," shared Irvin-Hawkins. "This partnership highlights our institution's rich history and culture and amplifies our commitment to Academic Excellence and Social Justice."

Xavier is renowned for its academic prowess and powerful legacy of producing more Black students who graduate from medical school than any other institution in the nation. For decades, it has ranked among America's top Historically



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Black Universities and Colleges (HBCUs). Founded by St. Katharine Drexel and her Sisters of the Blessed Sacrament, Xavier has graduated legions of alums instilled with its mission to promote a more just and humane society.

With Xavier's outstanding contributions set to be emphasized through the lens of popular culture on the national stage as filming of the third season commences, anticipation mounts for a season that promises to Celebrate the Legacy of HBCUs and showcase the unique



Xavier University of Louisiana continues to be one of the nation's leading HBCU's. Exemplifying its historical legacy of academic excellence. Something that will be spotlighted in season 3 of BET+ show College Hill.

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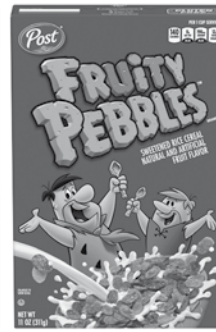


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LOUISIANA SHRIMP

Beyoncé's 'Texas Hold 'Em' Becomes Her Ninth Solo No. 1 with Strong Radio Presence

Data News Staff Edited Report

Just one week after Beyoncé became the first Black woman to lead Billboard's Hot Country Songs chart with her twangy "Texas Hold 'Em," the single now reigns over the publication's all-genre-inclusive Hot 100 Songs List.

"Texas Hold 'Em," along with the single "16 Carriages," was released during the Super Bowl and later debuted on the Hot 100 at No. 2. It moves to the peak in its first full tracking week with a total of 29 million streams and an increase of over 200% in radio reach for 16 million airplay impressions, according to data provided by Luminate. It previously debuted with 5 million.

"Texas" becomes the singer's ninth solo No. 1, and her first since "Break My Soul" topped the chart for two weeks in 2022 (Destiny's Child, with Beyoncé as a member, previously scored four Hot 100 No. 1s).

With significant numbers of adds at top country stations, "Texas" has also placed Beyoncé on the Country Airplay Chart's Top 40 for the first time in her career, as the song rises from No. 54 to No. 34 in the latest tracking week.

Following the arrival of both "Texas" and "16 Carriages," fans and insiders began speculating whether country songs from Beyoncé, a Black artist whose singles have historically been serviced to pop radio, would get support from country stations. After a couple of days of uncertainty after the Super Bowl about whether her single would be promoted to the country format, it got an official push and some very encouraging initial results. Sony Nashville's Trade Ads showing "Texas" got 79 initial adds, representing about half of the reporting stations - the most for any song that week.



Beyoncé continues to break new ground, showing why she is Queen B. Recently, she became the first Black woman to lead the Billboard Country Charts, with her international hit "Texas Hold 'Em" she also brought attention to the Black origins and contributions to the genre.



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

Angel Reese Headlines Reebok's 'Not Made to Be Subtle' Collection

Data News Staff Edited Report

Reebok introduced the newest addition to its award-winning and innovative women's apparel range, the 'Not Made to Be Subtle' Apparel Collection.

Featuring both performance and lifestyle women's offerings, Not Made to Be Subtle is designed to support and celebrate all things her - unapologetically. Headlining the collection's Global Marketing Campaign is Reebok's Partner, NCAA Women's Basketball Champion and Fashion Superstar Angel Reese.

The LSU Tigers power forward is a fierce advocate for individuality and explosive energy. Reese epitomizes all that Reebok and the Not Made to Be Subtle Collection stands to empower women to explore and express themselves through movement and fashion.

"I love using fashion as a vehicle for creativity and expression in everything



Angel Reese

I do," said Reese. "The Not Made to Be Subtle Collection lets me do just that

– with bright, bold colors and unique designs I can express myself, tackle

an intense workout, and show up with style every day in confidence."

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Edgar 'Dooky' Chase III Passes Away

Marie Bell
Data News Weekly
Contributor

Last week, the Chase Family has announced that their patriarch, Edgar "Dooky" Chase III passed away at age 74.

Representatives for the family say that he passed away with his wife Alva and family by his side.

Chase's life was one of impact, he was a Lifelong Educator and University Administrator mentoring and educating thousands of students and young professionals. Additionally, he was also an Attorney and CPA



Edgar Chase III

and attorney focusing on community building.

Well wishes have come from people from all walks of life both locally and around the globe on the passing of Chase.

"Our condolences go out to the Chase family. Edgar was a man of quiet dignity, who in the legacy of his family contributed to the lives of people not just in New Orleans, but around the country," says Terry Jones, Publisher of Data News Weekly.

In lieu of flowers, the family requests donations to be made to The Edgar "Dooky" Jr. and Leah Chase Family Foundation in his honor.

State & Local News

Zakenya Perry Neely Appointed as Director of Partnerships & Market Solutions/Marketing

Strengthening NAFCC's Mission for Quality Family Child Care

Data News Staff Edited
Report

Washington, D.C. – The National Association for Family Child Care (NAFCC) proudly announces the promotion of Zakenya Perry Neely to Director of Partnerships & Market Solutions/Marketing, effective February 9, 2024. Zakenya has been a cornerstone of our community, dedicating herself fully to our shared goals and playing a crucial role in our collective achievements. In her new position as Director of Strategic Partnerships, Zakenya will be at the helm of our National Team, tasked with crafting and executing a forward-thinking, collaborative strategy to connect with key stakeholders in the Family and Early Childhood Education (ECE) Communities. Her efforts will ensure that NAFCC remains at the forefront of addressing the unique challenges within the family childcare sector.

Zakenya's portfolio will include a broad range of activities, from devising and upholding



Zakenya Perry Neely

NAFCC's Partnership Strategy to utilizing these alliances to effectively implement our strategic goals. She will also elevate NAFCC's standing as a beacon

of thought leadership in the ECE field. As the primary liaison for the organizations keen on partnering with NAFCC, Zakenya will be instrumental in forging

and nurturing impactful relationships with potential funders and sponsors.

In her capacity, Zakenya is set to lead the expansion of NAFCC's Partner Program, acting as a key facilitator for partner engagement across our organization and ensuring streamlined communication with all our partners. Beyond her principal duties, Zakenya will act as NAFCC's Ambassador, representing our values and vision at conferences and events, and take charge of special projects and the initiation of new partnerships or programs, highlighting her unwavering dedication to NAFCC's progress and success.

Zakenya's profound alignment with NAFCC's mission and her belief in the transformative power of Family Child Care position makes her perfectly for this role. Please join us in celebrating Zakenya Neely's promotion! Her passion, leadership, and pursuit of excellence are set to propel NAFCC to greater achievements.

We eagerly anticipate the positive changes Zakenya will bring in her new role.



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Movie Mogul Tyler Perry Stops Production on \$800M Studio Expansion after Seeing Video AI Model

Lauren Victoria Burke
NNPA Newswire Contributor

Tyler Perry was planning an \$800 million expansion of his studio in Atlanta. Now the plans are on hold. Why? Because of a new text-to-video Artificial Intelligence (AI) Model. The new AI Model by Chat-GPT entitled "Sora" creates video from a text prompt.

In an interview with the Hollywood Reporter on Feb. 23rd, Perry, who is worth over \$1 billion, said that the new technology will cause job loss in the movie industry. The question of how Artificial Intelligence Technology will impact employment across fields is a growing concern.

In the creative fields around special effects and animation design, Artificial Intelligence is all but certain to cause impact and create job loss. But there are other jobs that are likely to be impacted.

With the rise of e-commerce and Automated Checkout Systems, traditional retail roles may diminish. Cashiers: Similar to



Tyler Perry

retail salespersons, Automated Checkout Systems are reducing the need for human cashiers. Telemarketers: AI-driven chatbots and Voice Recognition Systems are increasingly handling customer inquiries. Data Entry Clerks: Automation tools can handle routine data entry tasks

more efficiently. Bookkeepers and Accounting Clerks: AI can automate many financial tasks, potentially reducing the need for manual bookkeeping.

Over the years, Tyler Perry has expanded his talents from filmmaking, television production, and writing. He established Tyler

Perry Studios, one of the largest Film Production Studios in the United States, located in Atlanta, in 2006. Perry's films often explore themes of faith, family, and resilience, resonating strongly with Black audiences.

Some of Perry's notable films include: "Diary of a Mad Black Woman" (2005), "Madea's Family Reunion" (2006), "Why Did I Get Married?" (2007), and "For Colored Girls" (2010).

In addition to his film work, Perry has created successful television series such as "Tyler Perry's House of Payne" and "The Haves and the Have Nots."

Now like so many others in an ever-changing industry impacted by changing technology, Perry will navigate changes brought on by AI.

Lauren Victoria Burke is an Independent Investigative Journalist and the Publisher of Black Virginia News. She is a Political Analyst who appears regularly on #RolandMartinUnfiltered. She can be contacted at LBurke007@gmail.com and on twitter at @LVBurke

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