



ADVOCATE

Fresno's African American Community Newspaper

JESSE E. COOLEY, JR.

Fresno Icon Laid To Rest

See Obituary And Advocate Photos On Page 15



FRESNO'S NAACP BACK ON TRACK

Holds Press Conference On Steps Of Fresno City Hall

FRESNO, CA - On Wednesday August 6, Fresno's NAACP held a press conference in front of City Hall to introduce their new President Pamela King and to address issues they plan to confront in the Fresno community. Even though Ms. King was recently elected, the NAACP did not hesitate to jump right in addressing their concerns about school administrative boards here in Fresno. "A lot of folks don't know that we don't have any African American male Principals in Fresno Unified School District," explains King. "We only have 5 female African American women but the population at Fresno Unified is 66% minority students."

The NAACP's next date to Continued on Page 12 ▶



(Above) Flanked by supporters, Board member Bishop John Simms speaks at press conference. (Right) NAACP President Pamela King announces new strategies that the organization will employ to end racist trends in the community with board members and supporters.



Congressman Calls Obama a "Tar Baby"

CNN WHITE HOUSE PRODUCER BECKY BRITAIN

WASHINGTON (CNN) - In the heat of the political debate over the debt ceiling last week, Rep. Doug Lamborn (R-CO) may have crossed the line when he said that being associated with President Obama would be similar to touching a "tar baby".



Rep. Doug Lamborn

"Even if some people say, well the Republicans should have done this or they should have done that, they will hold the President responsible," said Lamborn said Friday during an interview on a Denver radio station. "Now I don't want to even have to be associated with him. It's like touching a tar baby and you get, you get it, you know... you are stuck and you are part of the problem now and you can't get away."

Now critics are questioning his use of that term and are calling it highly offensive to the president.

The term "tar baby" is a reference to 19th-century Uncle Remus stories about Br'er Rabbit but has taken on a negative connotation towards African-Americans.

Lamborn spokeswoman Catherine Mortensen said

the comments were a misunderstanding and he apologizes.

"Congressman Lamborn regrets any misunderstanding. He simply meant to refer to a sticky situation or quagmire," she said.

The Republican congressman is not the first to run into trouble with the phrase. Mitt Romney referred to the Big Dig construction project in Boston as a "tar baby" in 2006 during a fundraiser on the campaign trail. And Sen. John McCain also used the term during his campaign for president. Both men apologized.

The White House has not given any comment on Rep. Lamborn's remarks. ■

HOT FUN IN THE SUMMERTIME

African American Museum and the Advocate Hold Motown 60's & 70's Concert

Hot in the Summertime Concert Series will be held this Saturday, August 6, at The African American Museum. There will also be raffles and door prizes to win. At 9pm the Main Act, 'The Last Troopers of the Real Thang,' will take the stage. This event will last until 11pm. Tickets for the show are \$15. For more information call Publisher Mark Kimber, (559) 268-7102. ■



WAYANS Brothers To Give Fresno Performance

See concert information on The Best Of Black Local Entertainment Feature on Page 4

TV Station Edits Black Boy's Statement to Make Him Seem Violent

BY BOB BUTLER

A Chicago television station is being blasted by civil rights leaders and news media professionals for airing edited video of a 4-year-old boy that took his statements out of context, violating the basics of journalism ethics.

The Maynard Institute published a story on July 21 detailing how Chicago CBS station WBBM ran a story about the June 29 shooting of two teenagers in the Park Manor neighborhood.

A freelance photographer inter-

viewed the youngster about whether the shooting frightened him. The station aired the portion of the interview in which the boy responded by saying he was not afraid and wanted his own gun.

However, it failed to air the portion of the child's quote in which he said he wanted a gun because he planned to be a police officer.

"This was wrong so many ways, it's hard to know where to start," said Hagit Limor, investigative reporter at WCPO-TV in Cincinnati and the President of the Society of Professional Journalists (SPJ).

The following is a transcript of what the station aired June 30th:

Boy: "I'm not scared of nothing." Reporter: "When you get older are you going to stay away from all these guns?"

Boy: "No." Reporter: "No? What are you going to do when you get older?"

Boy: "I'm going to have me a gun!" Anchor Steve Bartelstein ended the story saying, "that was scary indeed." Co-anchor Susan Carlson exclaimed, "hearing that little boy there, wow!"

After the story ran July 21, the Continued on Page 12 ▶

RESORTED STANDARD U.S. POSTAGE PAID FRESNO, CA PERMIT NO. 35 CHANGE SERVICE REQUESTED

THE CALIFORNIA ADVOCATE P.O. Box 11826 • Fresno, CA 93775 www.caladvocate.com Volume 45 No. 27 ~ August 5, 2011



Community Calendar for Events in July-August, 2011

Community Events

Gospel Hip Hop Fashion Show

AUG 27 Praise Church's Gospel Hip Hop Fashion Show will be held on Saturday, August 27 at 3pm at the Regency Center at Praise Church. The "Rip the Runway" type Fashion Show Fundraiser will feature gospel rap music and live gospel talent. For more information please call 765-9644 or 375-3563.

Tdap Vaccination Available

AUG 1 California law requires that all students entering 7th through 12th grades provide proof of a Tdap vaccination in order to start school this fall. The Tdap vaccination clinic schedule is as follows: August 1-26 from 8am to 4pm at the Fresno County Department of Public Health. Parent or legal guardian must be present for children under 18 years old. Bring child's insurance card or Medi-Cal card. Bring all immunization records. No one will be refused serviced due to inability to pay. For more information call (559) 445-3550.

Saints Community "2011: Now What?" Women's Retreat

AUG 5 Saints Community "2011: Now What?" Women's Retreat is being held on August 5-7 at the Evergreen Conference Center (ECCO) in Oakhurst. Special guest speaker is Consuelo Meux Ph.D, an evangelist, trainer, author, coach, expert in women's leadership, executive, organization and health coach. Two nights, five meals. Room rates are \$118-\$244 per person. For more information call (559) 227-9819.

S.P.I.R.I.T Back To School Community Event

AUG 20 S.P.I.R.I.T. (Strong Position Influence Reflects Independent Thinking) is holding its annual Back2School Community Event. This one day event will be held on Saturday, August 20th, from 12pm to 6pm. This event is being held on the entire campus of the Pearly Grove Baptist Church, 735 E. Church Ave Fresno, Ca. 93706. This community event will attract over 1200 community members. Children and adults will enjoy a day of stage performances, inspirational speakers, a talent and fashion show. There will be free food and free fellowship. For more information call (559) 572-2328.

S.I.S.T.A.S. In Christ Blackbeards Family Entertainment Fundraiser

AUG 11 Blackbeards Family Entertainment Center Presents S.I.S.T.A.S. In Christ Fundraiser on August 11 from 6pm to 9pm at Mount Pleasant Missionary Baptist Church. For \$11 you can enjoy unlimited Xtreme Laser Tag, Waterslides, Bumper Boats, Junior Racers, Ropes Course, Cap'n Kids Rideland, Sidewinder Pro-Racers, Pirate Ship Ride, Speedway Nascars, all 3 Miniature Golf Courses, and Bank Shot Basketball. For more information call (559) 284-6531.

Mount Pleasant Missionary Baptist Church 85th Anniversary Celebration

AUG 19 Mount Pleasant Missionary Baptist Church will hold its 85th Church Anniversary Celebration August 19-21. 207 E. San Joaquin, Fresno, Ca 93706. For more information about this event, please call (559) 441-1719.

YOUTH SUMMER PROGRAMS

Fresno United Neighborhood and Fun Camps

AUG 1 Fresno United Neighborhoods and Fun Camps will be 6 weeks of crafts, games, sports, crafts, cooking, special events, swimming and trips. Beginning July 15 - August 5 from 9:00am - 1:00pm. For ages 8 - 12. Cost is FREE (except for swimming & trips). Will take place at Romain Park, 745 North 1st Street, Fresno, CA 93702 and the Frank H. Ball Park, 760 Mayor Ave., Fresno, CA 93706.

SPORTS

Free Vaccination for Fresno Unified Students

AUG 6 Free vaccinations and sports physicals for Fresno Unified Students. Vaccination Dates: Saturday, July 30th at Sunnyside High School, 1019 S. Peach Avenue, in the North Hall, rooms 119-122. Saturday, August 6th at Hoover High School 5550 N. First Street, in rooms 112-115. Parents must accompany students who need the Tdap vaccination and bring a copy of the student's shot record. Parents do not need to be present for the sports physicals, but they must fill out and sign the student's sports physical form.

ENTERTAINMENT

Motown 60's & Old School 70's at the African American Museum

AUG 6 The African American Museum of the San Joaquin Valley will host its Hot Fun in the Summertime event August 6. Motown 60's & Old School 70's music will be played with a performance by The Last Troopers and the Real Thang. Venders will also be in attendance. Proceeds benefit the African American Museum. The cost is \$15 per show. For more information call (559) 268-7102.

The Wayan's Brothers Live

AUG 28 The Wayan's Brothers, Shawn and Marlon, will take the stage at the William Saroyan Theater August 28 at 7:30pm. Marlon and Shawn are best known from "In Living Color" and "The Wayans Brothers" and they have also been featured on the big screen in "Scary Movie" and "White Chicks." All tickets are \$38.50 and are available at FCEC Box Office and on Ticketmaster.com.

Keep Cool During the Summer Heat with Open Pools!

AIRWAYS POOL:
5442 E Shields Ave., Fresno, CA 93727

ROMAIN PARK:
745 North 1st Street, Fresno, CA 93702

MOSQUEDA COMMUNITY CENTER:
3670 E Butler, Fresno, CA 93727

FRANK H. BALL:
760 Mayor Avenue, Fresno, CA 93706

MARY ELLA BROWN COMMUNITY CENTER:
1350 Annadale, Fresno, CA 93706

*Pools are open between
1:00-5:00pm on the weekdays and
12:00-5:00pm on Saturday.*

Get more gigabytes
at a rate that won't byte back.

Computer Loans
from just
3.00%*
APR

Borrow up to \$2,500 at a rate as low as 3.00% APR -
only for a limited time at EECU!

When it's time for a new desktop or laptop computer, it's time for a computer loan from EECU! We've slashed our rates to give you maximum purchasing power! Take advantage of up to 100% financing, convenient payment options, and special discounts on select Dell computers. Whether you need more computing power for school, home or business, finance it with EECU for high-performance savings!

Apply today in person, by phone or online!

*Special computer loan rates effective 5/1/11 to 9/30/11. The actual rate of interest applicable to your loan will depend upon credit history and other factors, and will be disclosed to you before you become obligated. The rates range from 3.00% to 9.00% APR. Minimum loan amount is \$500; maximum loan amount is \$2,500. Rates subject to change without notice.



EDUCATIONAL EMPLOYEES
CREDIT UNION

We Take
YOU
Personally!

1-800-538-EECU
myEECU.org

Join us on Facebook at
www.facebook.com/MyEECU

NCUA
Federally Insured
by NCUA

fashion and home
clearance!

50% to 75% off

Orig.* prices

selections for her:
sportswear for misses, petites & women • more

selections for him:
sportswear • designer collections • more

selections for the home:
bed & bath • housewares • tabletop • luggage • more

Free shipping at macys.com with any \$99 purchase
(\$8 flat-fee shipping with purchases under \$99). No promo code needed; exclusions apply.

the magic of
 **macys**
.com

FIND MACY'S EVERYWHERE!    Shop, share and connect anytime.

ORIG. PRICES ARE OFFERING PRICES, AND SAVINGS MAY NOT BE BASED ON ACTUAL SALES. SOME ORIG. PRICES NOT IN EFFECT DURING THE PAST 90 DAYS. *Intermediate price reductions may have been taken. Orig. items are available while supplies last. Prices and merchandise may differ at macys.com. Advertised items may not be at your local Macy's and selection may vary by store.



THE MACY'S GREAT AMERICAN ELF ADVENTURE IS UNDERWAY!
Get it. Design it. Parade it.
For daily clues and passwords, go to facebook.com/macys to learn more!
One per customer; while supplies last. No purchase necessary.
Employees not eligible.

BEST OF BLACK LOCAL ENTERTAINMENT



The Wayan's Bros Coming to the Soroyan Theatre August 28th

Brothers and Comedians Shawn and Marlon Wayans will take the stage at the William Saroyan Theater August 28. Marlon and Shawn are best known from "In Living Color" and "The Wayans Brothers." They have also been featured on the big screen in "Scary Movie" and "White Chicks." You can pick up your tickets at the FCEC Box Office. They are on sale now for \$38.50. For more information call 1-800-745-3000, or visit ticketmaster.com.

First Obama, Now Spider Man Is Black Also

BY BRIAN TRUITT, USA TODAY

We have an African-American president, so why not an African-American Spider-Man, too?

Revealed in Marvel Comics' Ultimate Fallout Issue 4, out Wednesday, the new Spider-Man in the Ultimate universe is a half-black, half-Hispanic teen named Miles Morales. He takes over the gig held by Peter Parker, who was killed in Ultimate Spider-Man Issue 160 in June.

In his first appearance, he simply breaks up a fight. But readers will learn the true origin of Morales and how he became the new Spider-Man when Ultimate Spider-Man re-launches in September with a new No. 1 issue.

"The theme is the same: With great power comes great responsibility," says writer Brian Michael Bendis. "He's going to learn that. Then he has to figure out what that means." The new Ultimate Spider-Man series, as well as Wednesday's Ultimate Fallout issue, will be available digitally the same day as in stores.

In the regular Marvel Universe, Peter Parker will still be the same web-swinging Spider

as he has been since his first appearance in 1962. But in the Ultimate line, launched in 2000 to tell contemporary stories, he received a new origin and a reimagined supporting cast that paralleled the Spidey in regular Marvel continuity.

Morales' journey will be a similar vehicle for today's fans, says Marvel's editor in chief, Axel Alonso.

"What you have is a Spider-Man for the 21st century who's reflective of our culture and diversity. We think that readers will fall in love with Miles Morales the same way they fell in love with Peter Parker."

In addition to an alliterative name, Miles has a connection to his predecessor in how he received his powers. But he will have different abilities, too. Supporting characters such as Peter's Aunt May and Gwen Stacy also will give Miles nuggets of wisdom to help his transition from young kid to New York City superhero.

Italian artist Sara Pichelli, who was integral in designing the new Spider-Man's look, says, "Maybe sooner or later a black or gay — or both — hero will be considered something absolutely normal."

Local Hip-Hop Artist 'B.Wash' To Release New CD

Advocate Exclusive

Bryant 'B.Wash' Washington speaks to the California Advocate about his upcoming album release, his journey in becoming a successful rapper and his love for his home town.

"I'm slowly working to be where I want to be. I feel like a lot of people have gathered up and are rooting for me to do a lot of big things and big things have been coming, I have been rolling with the punches. A lot of people associate money, a buzz, a ring, or a name with success, but my thing is that happiness is the ultimate success that you can have in this business."

"I am extremely excited to be where I am right now. I have been making music for 10 years, but for a lot of people who have been doing this, no disregards their efforts, they do 8 years to what my 8 months have been. I feel that my talent has been shown amongst another level and I am glad that people recognize it. It's really difficult to be able to be who you want to be and have a stage and people come out and have everybody backing you, like, "Yeah, that's that skinny black dude with the tattoos, lets see what he has." It's slowly growing and I am enjoying every minute of it."

Advocate: Could you give us a brief history of yourself?

B. Wash: My rap name is B. Wash. I was born and raised in Fresno California on the east side right up the road from Cedar and Tulare. I stayed there my whole life and honestly had a great opportunity because my mom wanted to move to a better side of town so I've gotten a bit of the eastern side and the northern side in my music. One day you're in the hood and the next you're at Clovis West with a whole bunch of Caucasian people. I think through that it just kind of triggered my music. Through that I have been able to touch every single group of people out here in Fresno and I love my home. I'm trying to put Fresno on the map like the other greats: Fashawn, Planet Asia, Diego Redd, and I love Fresno. A lot of people can knock it if they want to. The weather's bad but the heart is good.

Advocate: So you started rapping 10-years ago?

B. Wash: I started making music 10 years ago. It started as poetry, and I used to write what would be considered as 'corny poems.' Then the poetry and the music started coming together and I talk real fast and it just started flowing with the poetry. I tried to make a new sound of music. I was 8-years-old when I wrote my first poem, but I wrote my first song when I was 13. It was called "Just Do It" and it was probably one of the worst songs in the whole world.

Advocate: What do you consider your style of music to be? What mainstream artist would you compare yourself to?

B. Wash: I choose not to compare myself to anybody because I am so weird. I have a rock style. I'm starting a new style of music.

Advocate: One of your latest music videos is your song "Rock." What was the concept behind it?

B. Wash: I had the video shot inside of a warehouse. The concept of the video was basically that we packed up this warehouse with people and we throw a rock party. While everyone is partying, I'm not partying, I'm locked up inside this little bathroom, just talking to the camera, letting everybody know indiscreetly how I feel about the music. How I feel about my genre of music. Like I said, "I'm not just a rocker but I do rock: live electric guitars, the whole 9 yards." I'm in the back and I try to come out and everybody is interacting with me. I look at everybody and I leave and I go back on stage and as soon as I come off stage I go back in the bathroom. I just want to show how I interact with people mostly and show the feel of a real rock style underground party.

Advocate: Why did you choose to make the music video in the Central Valley?

B. Wash: Everybody asks me, "Are you in Vegas or are you in San Francisco?" Every single person that I talked to about the video asks "where did you shoot that at?" I'm, like, "its home." You can go out to Vegas you can go out to San Francisco, I love all of them, but you will never feel at home until you are back home. You will never be able to shake hands with people that you have been with your whole life. So I think that the video has a homey feeling. This is the first video that I shot. It has a lot to do with me personally shooting it at home. Because not only is it my city but the vibe of the people are there. You can let your hair down.



Advocate: What has been the highlight of your career so far?

B. Wash: When I sold my first mix tape. Someone saying, "I will pay to support because I respect what you do." At the end of the day it's not just about being respected but it's feeling like people care. They're touched by what you do and you are touched by what they do. If I never get another 5 dollars, someone's bought my joint and from there it has escalated. I really have big dreams and I am taking it a step at a time. I feel like every little piece of it makes up my milestone. Another big thing for me was opening up for Rick Ross at the Palms in Las Vegas.

Advocate: What does music mean to you and the influence that it has on your generation?

B. Wash: Sometimes I feel like the direction of what my music is saying may not be the most positive or where it needs to be, but I know one day it will. Because music speaks so loudly, I think that clarifying who you are is the biggest thing you can do. What do you think? How do you feel? What does your soul say? I woke up this morning and it was one of the worst days that I had, but it's all good because tonight I get to go out and party or read a book or just chill. That is telling a story. Representing yourself through music, and I think that is what music is all about. As far as this generation goes, I don't think that people realize that it [music] has the potential to save the world. That head motion: Nothing else makes you do that, nothing else makes you snap your fingers on cue. You will never be able to feel the way music makes you feel. The base line, you can feel that base line in your soul. Music is a different area of life. If you take music out of your life there's a big chunk of it missing. People really need to look at it like that and people really need to watch what they say.

Advocate: Upcoming Projects/Shows:

B. Wash: I just had a concert at the nightclub, Twist. I learned a lot. It was very enlightening. I have an album release coming out late August called "Thoughtful Therapy." The rundown of the album is that I am in therapy and going through sections of my life through genres of music. Through the music I am getting my therapy. I have a show with Snoop Dogg, Michael Buble and Kelly Price the first Saturday in August.

Advocate: What challenges do you face as an African American artist in the industry?

B. Wash: You're going to face problems as an African American, period. I think because of the versatility of what I do I get to be grouped in very well with all types of cultures. If anything it would be towards the color of my skin, not the content of my character, but you will occasionally find a certain group of people that may love your music but won't feel you. It's sad to say, but if you're performing at a show and there are Caucasian males rapping there, you may be headlining and have 30 people walk out. I think that their ignorance is pain for me because it hurts. It still hurts your feelings because you know that you could be grasping in this feeling and you would rather not even listen to it because of the color of my skin. I don't think that in the industry there is a huge setback for my skin color. I just feel like there's a lot of fans, people, and listeners that won't even tune in to what you have to say because of that, and it's sad. Of course people associate African Americans as the typical stereotype, so anywhere I go, if I meet an executive or a boss and you're shaking hands, they are always skeptical of what you are going to say. When he opens his mouth is he going to say finna? Then their personality totally changes when they get to know you. It's sad that it could not just be that way from the get-go. I just wish people were blind sometimes and they just had ears so they would not be so shallow.

ENTERTAINMENT NEWS & REVIEWS

UNFORGIVEABLE BLACKNESS: The Rise and Fall of Jack Johnson



He was the first black heavyweight champion in history and the most celebrated – and reviled – African American of his age. Now, in the first full-scale biography in more than twenty years, a prize-winning historian brings this controversial American figure vividly to life.

BY GEOFFREY C. WARD

WINNER OF THE NATIONAL BOOK CRITICS CIRCLE AWARD

"A remarkable book...a rousing story, a terrific biography, and first-rate history. With immense skill, Geoffrey Ward has not only brought Jack Johnson back to life but has provided a telling window onto what it was like to be a great black athlete in early-twentieth-century America."

– Doris Kearns Goodwin

"Born Arthur John Johnson in Galveston in 1878, Jack Johnson 'was an inexhaustible tender of his own legend, a teller of tall tales in the frontier tradition of his native state.' He remembered his father, for instance, as 'the most perfect physical specimen I have ever seen,' even though the man was only five and a half feet tall and was disabled by

a bad leg earned in the Civil War. Years later, he would allow a legend to surround him that he single-handedly captured a U-boat on the high seas, 'subdued the Austrian captain and blew up the submarine and was rescued after drifting three days.'

"Johnson himself, Ward writes, was magnificent, handsome, and picture-perfect, and he attracted women of all races as he traveled from city to city and continent to continent, taking on all contenders in prize matches. Indeed, he wrote, 'I have found no better way of avoiding race prejudice than to act with people of other races as if prejudice did not exist.' It did, of course, in those days of Jim Crow, and Jack Johnson was derided by the press and eventually investigated by the fledgling FBI on charges of having engaged in white slavery.

"He was, Ward writes, 'a

master of timing in the ring...Outside the ropes, that mastery often deserted him.' Johnson eventually fled the charges and lived in exile in Paris and elsewhere abroad. On returning to the US, Johnson spent only nine months in federal prison and was released for good behavior, but his magic was broken...

"Good reading for fans of boxing and American history alike." – Kirkus Reviews

"Ward depicts the fear and resentment Johnson spurred in white Americans in voluminous detail that may startle modern readers in its frankness...The portrayal practically bursts with his research." – Publishers Weekly

"A stunning exploration in the unbelievable bigotry of whites in early-twentieth-century America." – David Levering Lewis

Belafonte: Hollywood Won't Yield to Those of Color

LOS ANGELES –

Harry Belafonte says Hollywood has yet to explore the breadth of black experience and that the industry will "never ever yield to the needs of people of color."

The 84-year-old entertainer made the remarks at a presentation on artists and activism Wednesday during the National Association for the Advancement of Colored People's 102nd annual convention in Los Angeles.

Louis Gossett Jr., Tatyana

Ali, Hill Harper and members of the Black Stuntmen's Association appeared alongside Belafonte. He urged the NAACP to form a group of artists and thinkers to inspire the kind of "radical thought" necessary for change. Belafonte also called on black actors and filmmakers to "come together and create some institutional base that's ours," including studios and distribution channels. The six-day NAACP convention ends Thursday.



NEW BOOK EXPLORES BLACK CULTURE IN LATIN AMERICA

"Black in Latin America" (NYU Press), by Henry Louis Gates Jr.:

This spring, Henry Louis Gates Jr. produced a four-episode series for PBS tracing the legacy of the slave trade in six Caribbean and Latin American countries. "Black in Latin America" is the book companion to the television series of the same title.

The reason for Gates' journey is a startling fact: Of the roughly 11 million Africans who survived the trans-Atlantic slave trade, just 450,000 made it to the United States. The rest were dispersed throughout the region and Gates, renowned

for his African-American studies, wanted to know how their descendants live now.

More than an outline of the research featured in the series, Gates' book is a thoughtful travelogue through Mexico, Peru, Cuba, Haiti, the Dominican Republic and Brazil.

It explores black history in these six countries, which Gates visited in 2010, but it doesn't linger in the past. Through music, cuisine, art, dance, politics, religion and language, Gates finds living links to Africa. He also finds

the other legacy of the slave trade, a sometimes subtle but persistent racism despite pledges of multiculturalism.

Gates' academic questions about race stem from conversations in cafes, hotels, museums, street parties, nightclubs, taxi cabs – the casual places where anyone goes on vacation. "Black in Latin America" would be an interesting companion to any guidebook for the Caribbean and Latin America, as it reveals not just a hidden history but also an evolving sense of identity.



BY SIMON VOZICK-LEVINSON
ROLLING STONE

Jay-Z invited a handful of reporters to a hotel in Soho to hear *Watch the Throne*, his highly anticipated full-length collaboration with Kanye West. Arriving minutes before 9 P.M. – just as soon as he could tear himself away from watching the Yankees game to see if Derek Jeter made his 3000th hit – he led the group upstairs from the lobby to a small suite, where we crowded onto couches and accepted flutes of his favorite aperitif, Armand de Brignac champagne. Lucky teenaged fans named James and Derek, two of the first people to pre-order *Watch the Throne* earlier this week, were also in attendance; West was not.

Exuding casual cool in jeans, a white t-shirt and a backward Yankees cap, Jay-Z hunched over a black MacBook connected to massive speakers. What we were about to hear was a work in progress, he explained. Most of the songs don't have confirmed titles, and all lyrics and track sequencing are still subject to change substantially before the album's release date (another detail that has yet to be finalized). "This is the first single," he announced as he cued up a cascade of circular guitar riffs and polyrhythmic percussion. Just kidding! That wasn't anything from *Watch the Throne*, just a random MP3 of Malian duo Amadou et Mariam's 2005 jam "Coulibaly."

The joke worked because of the secrecy surrounding *Watch the Throne*. Security on this project has been so tight that none of the journalists in the room had previously heard any of the 11 tracks Jay-Z went on to play. The only taste anyone had gotten was "H.A.M.," the bombastic single released in January – which wasn't included in last night's playlist,

CD Review:

JAY-Z 'Watch the Throne'

and which Jay-Z said might not even make the final album ("We're going back and forth"). So what does this epic meeting of the minds sound like? Read on for first-listen impressions of all 11 tracks.

1. The first track we heard, tentatively titled "No Church," is Jay-Z's current favorite of the bunch. It's easy to see why. An apocalyptic rumble of a beat backdrops a diabolically earwormy hook (courtesy of Odd Future crooner Frank Ocean) about religion and power. Jay-Z unspools brainy couplets about great thinkers like Socrates, Plato, Jesus, Kanye and himself; Kanye raps about drugs and sex, among other topics.

2. If "Liftoff" isn't a chart hit within the next year, I'll be surprised. Jay-Z and Kanye get downright triumphal over synthesized fanfare à la West's "All of the Lights," and Beyoncé's anthemic hook is the type of thing that makes radio programmers go weak in the knees. Huge.

3. No one boasts like Jay-Z and Kanye West. Here they talk delightful trash over a fearsome beat that grows from icy synthesizer plinks and minimalist snare attack to a fuzzed-out industrial breakdown. Midway through is a bit of sampled dialogue from 2007's goofy comedy *Blades of Glory* (Kanye's idea): "No one knows what it means," says Will Ferrell, "but it's provocative."

4. Probably the best song we heard last night, bearing the working title "Otis," spins gold from a chopped-up sample of Otis Redding's classic "Try a Little Tenderness." It's a nice callback to the soul-laced beats Kanye used to give Jay-Z back in 2000 and 2001. ("That's our zone," Jay said later. "That's what we do better than anyone else.") Their rhymes are tricky, showoffy stuff, with the two old friends trading lines like a 21st-century

Run-DMC. Every head in the room was nodding by the end of this track.

5. *Watch the Throne* isn't all braggadocio. This slower, introspective number finds Jay-Z and West both addressing their hypothetical future children. They don't hold back, and the self-doubt and soul-searching in their verses is genuinely moving. I can't recall ever hearing Jay-Z open up quite like this before, not even on "This Can't Be Life." Kanye's verse is pretty special, too – after the playback, Jay-Z said he thinks it's one of Ye's top three performances ever.

6. Back to stunting! A sample of Andrea Bocelli's schmaltzy "Con Te Partirò" gets sped down and mangled into an improbably heavy groove as Jay-Z and Kanye tout their international lifestyle in slick verses. The phrase they chant during the chorus, and presumably the working title for this one, is "Living So Italian." Very catchy. "It was actually fun for us," Jay later explained of this track. "We were laughing."

7. Diced-up vocal snippets and gut-punching bass back aggressive rhymes from Kanye and Jay-Z. One of them references YC's recent hit "Racks on Racks," a nod to the contemporary rap trends this album both embraces and outpaces.

8. A sample of English dubstep producer Flux Pavilion's single "I Can't Stop" comes crashing into an enormous wall of Dirty South synths, and the beat keeps evolving from there. Kanye's opening verse includes a smidgen of Pig Latin, while Jay-Z mythologizes his street-corner-to-corner-office backstory for the ten thousandth time. It's still a damned compelling arc after all these years.

9. Another contemplative interlude, with West thinking about black-on-black crime rates over looped "la la la" harmonies.

Movie Review:

The SMURFS Are Back

BY ED SYMKUS
GATEHOUSE NEWS SERVICE

The Smurfs came after my days of watching Saturday morning TV. Until I saw the new film (based on the 1980s Hanna-Barbera cartoon, which was based on the Belgian comic books), I knew what a Smurf looked like (though I didn't know their little blue tails stuck through their pants), but I didn't know what a Smurf was.

I'm still not sure, but I do know that they live in some happy place where they celebrate the Festival of the Blue Moon, they like to climb trees, they like to sing (just one damn song, over and over), and their only natural enemies are the evil sorcerer Gargamel and his nasty but smart cat Azrael. Oh yeah, and that 546-year-old Papa Smurf has 99 sons and one daughter (Katy Perry). Sorry, no explanations are given.

After seeing the film, I partook in the marvels of YouTube, and checked out an old episode of the cartoon. I was astonished. The filmmakers had achieved the inconceivable. They absolutely nailed the TV show, perfectly capturing its manic energy and transferring it to the screen. The movie is jam-packed with dazzling visu-

als, wild action and raucous comedy. With the introduction of Gargamel (Hank Azaria), we get some of the best matching of real people with computer-generated characters ever seen.

Yup, the film has a madcap sensibility and is hilarious ... for about the first 20 minutes. Then it falls apart, turns almost numbingly dull, has nothing left to offer, to either nostalgic adults or little kids who are seeing these characters for the first time.

What the heck happened here? I'd guess it's the standard "too many cooks" problem: four different writers, all trying to get their own ideas of what will work into the script. We need to make a movie adults will watch. We need to tie it all together for kids and adults.

What they finally assembled (Smurfed together?) is a mess. Oh, the funny stuff generally stays funny. Azaria hits every bit of exaggerated vocal exercise, facial expression and body movement out of the park, and the business with his cat (real but with added facial animation) is terrific. But the whole thing is immediately bogged down with the introduction of other human characters – of the harried corporate ad man (Neil Patrick Harris), of his

saccharine-sweet wife (Jayma Mays) of a "ruthless" cosmetics company owner (Sofia Vergara). These folks will play like cardboard to adults and simply bore young kids.

The film should have stayed in Smurf Village, not taken the story into the "realm of New York City" via some inane vortex plot device. Yes, there's some comic gold to be mined by bald, hunch-backed, big-nosed, big-eared, buck-toothed Gargamel running haywire through Manhattan wearing a tunic. And the often goofy patter between the six Smurfs who make the voyage with him brings some giggles (Jonathan Winters as Papa Smurf and Alan Cumming as Gutsy Smurf are the best). But all of the film's oomph comes to a grinding halt whenever those big, tall New Yorkers enter the scene, then interact with the little blue folks.

If the filmmakers were more clever, they would have stuck with the TV show's formula, and left everything true blue.

The Smurfs: (PG for some mild rude humor.) Cast includes: Hank Azaria, Neil Patrick Harris, Jayma Mays, voices of Jonathan Winters, Alan Cumming, Katy Perry. 1.5 stars out of 4.

Rich Minorities Live in Poorer Neighborhoods

The most successful blacks and Hispanics are more likely to have poor neighbors than are whites, according to new analysis of Census data.

The average affluent black and Hispanic household – defined in the study as earning more than \$75,000 a year – lives in a poorer neighborhood than the average lower-income white household that makes less than \$40,000 a year.

“Separate translates to unequal even for the most successful black and Hispanic minorities,” says sociologist John Logan, director of US2010 Project at Brown University, which studies trends in American society.

“Blacks are segregated and even affluent blacks are

pretty segregated,” he said.

“African Americans who really succeeded live in neighborhoods where people around them have not succeeded to the same extent.”

The disparities are strongest in large metro areas in the Northeast and Midwest where segregation has always been high. It’s lowest in more recent booming parts of the Sun Belt.

“White middle-class families have the option to live in a community that matches their own credentials,” Logan says. “If you’re African American and want to live with people like you in social class, you have to live in a community where you are in the minority.”

NAACP Launching Major 2012 Voting Push

BY CHRISTINA HOAG
LOS ANGELES (AP) –

The NAACP plans a big push to increase minority turnout in the 2012 elections, hoping to gain political influence and turn back what the civil rights group says are efforts in various states to deny minorities the right to vote.

To do it, the group is going to reach out to black churches, fraternities and sororities as well as use sophisticated databases, social media and boost training of volunteers to include efforts like getting a contact for each voter they register.

“The days of the 45-minute workshop are over,” said Roger Vann, chief operating officer of the National Association for the Advancement of Colored People at the group’s annual

convention on Wednesday. Preserving voting rights is a key theme at the convention, which is being held in downtown Los Angeles through today.

“We must fight against any attempt to segregate, isolate and steal the black vote,” said the Rev. William Barber, president of the NAACP’s North Carolina conference.

Panelists at a session on building black political power painted a grim picture of how low-income minority voters are being disenfranchised by new laws in many states. Such laws require a state-issued photo ID in order to vote, a current address on IDs, restrictions on restoring voter rights to ex-felons and prohibiting early and Sunday voting.

Uganda ‘May Be Next’ to Face Severe Drought: FAO

Uganda may become the next country to fall victim to severe food shortages due to drought already seen in other Horn of Africa states, the UN food agency warned Tuesday.

“We have started to monitor the situation in Uganda where we are also seeing pockets of food insecurity affected by the same drought conditions,” said a spokeswoman for the Food and Agriculture Organisa-

tion. “Uganda may be the next country hit with these same sort of alarming malnutrition and drought conditions,” she added.

In July, the UN declared a famine in two regions in Somalia and has estimated that millions of people in Ethiopia, Kenya and Djibouti needed urgent aid as livestock and crops were wiped out by severe drought.

Did Wells Fargo Prey on Black Borrowers for Sub Prime Loans?

The Justice Department probes claims that the bank targeted minorities with sub-prime loans

Staggering findings have emerged about the vast extent to which minority households were worse hit by the housing market crash than white households, as we reported Tuesday. Now The Huffington Post is reporting that the Department of Justice is preparing a lawsuit against Wells Fargo, the nation’s largest home mortgage lender, for “allegedly preying upon African American borrowers during the housing bubble and steering them into high-cost sub-prime loans.”

The DOJ action – currently in pre-lawsuit negotiations as the bank hopes to settle and avoid a public lawsuit – is not the first instance of discrimination allegations brought against Wells Fargo. In an ongoing case, the city of Baltimore is also charging that predominantly black neighborhoods were targeted, even though the bank knew that borrowers in these areas were likely to default ultimately. (Defaults in these instances didn’t matter to the mortgage lending giant, since the loans had been sold

on to investors). Wells Fargo denies the accusations.

“We’re a majority African American community, and there are people in this city who take great offense when institutions take advantage of a community’s historical lack of access to credit, and

in some cases lack of sophistication, by putting them in loans they can’t afford,” George Nilson, Baltimore’s city solicitor, told HuffPo. A judge has also allowed a similar discrimination lawsuit brought by the city of Memphis to proceed against

the bank. Wells Fargo also last week agreed to pay \$85 million to settle civil charges that it falsified loan documents and pushed borrowers toward sub-prime mortgages with higher interest rates during the housing boom.



Blue Ribbon Homes and Investments

A Real Estate Company • DRE Lic. #01096425

www.BluRibHomes.com

E-mail: BlueRibbonHomes@comcast.net

Harriet P. Thibeaux

Broker / Realtor



559-978-5958 Fresno Area
510-917-1778 East Bay Area
1-888-884-8864 Toll Free
559-271-7767 Fax
 6381 N. Forestiere Ave. • Fresno, CA 93722

Subscribe TODAY!

Call 268-0941

Visit Us Online: www.caladvocate.com

AUTO OUTLET

TRADEMARK

AUTO CENTER

WE SPECIALIZE IN AUTO FINANCE

NO CREDIT GOOD CREDIT BAD CREDIT

Bobby Bains (559) 478-5439 Office
 owner (559) 478-5568 Fax
 204 N ABBY FRESNO CA 93701

NV ENERGY PRESENTS:

Senior Energy Assistance Expo

Nonprofit and government agencies will be available to help you pay your past due bill, discuss weatherization options for your home, provide energy education and conservation and rebate information. Additional information on social services such as food bank, housing, medical and rental assistance will be on hand.

Where: Cashman Center
 850 Las Vegas Blvd. North, Hall A
When: Saturday, August 13, 2011
 From 10 a.m. to 2 p.m.

TO RECEIVE PROJECT REACH ASSISTANCE:

- ▶ You must not have received energy assistance in the previous 12 months
- ▶ You must be a permanent residential customer of NV Energy who is at least 62 years of age or older
- ▶ Your NV Energy bill must be in your name and you must live at the address for which assistance is requested
- ▶ The Maximum Project REACH award is \$500
- ▶ The maximum annual gross income of your household must be within the guidelines below:

Household Size	Maximum Annual Gross Income
1-2	\$ 41,800
3	\$ 47,050
4	\$ 52,300
5	\$ 56,200
6	\$ 60,650
Each Additional	\$ 4,200

DOCUMENTS TO BRING TO THE EVENT:

- ▶ Nevada driver license or Nevada State ID
- ▶ Your past due NV Energy electric bill in need of payment
- ▶ Proof of income or pending income. “Cash Only” applicants must provide one of the following:
 - Letter from the employer on company letterhead
 - Current bank statement showing recent deposit activity
 - Current income tax records

IMPORTANT CONDITIONS:

- ▶ If you receive energy assistance and have an unpaid balance remaining, you **must** make payment arrangements for the balance at the event.
- ▶ The energy assistance awarded at this event cannot be used to pay on closed accounts or transferred accounts, deposits, returned check fees and charges, meter damage charges, fraudulent usage fees or final bills.
- ▶ The energy assistance you are awarded cannot be used to restore service if it has been terminated due to non-payment or because of a default in payment arrangements.

Remember to bring your parking coupon for **FREE PARKING** on Saturday, August 13, 2011

Anyone who has received energy assistance in the previous 12 months is not eligible to receive Project REACH assistance at this event.



See our website for more African-American news and features
caladvocate.com

CALIFORNIA ADVOCATE
 “Your Local News Source”

OPEN LETTER TO THE COMMUNITY

Support Sought For Local Football Team



My name is Robert Sidney Baxter, also known as Bobcat, and I decided to bring youth football to less fortunate children in the area. My team is called Central Valley Bobcats and we are located on Clinton and Brawley, Victoria Park. We have a total of 70 kids and the grades that we are targeting is Kindergarten through the 6th grade. Everyone charges \$125 to \$200 for registration. My registration fee is \$40. I know that there are parents out there that have 3 or 4 children and they are not able to afford to pay \$125-\$200. So I created a program called The Buy Back Program, which says if you participate in three fundraisers then you can register your child by just paying 40 bucks. We've had fundraisers, after fundraisers after fundraisers. We supply helmets, jerseys, socks. Everything is brand new but we're looking for sponsors because we're running out of money. I think that it's important for the community to help us out because we are teaching the kids the necessary things on how to be a team player and

how to win. We are keeping them off the streets, teaching them to be appropriate in certain areas, keeping their clothes up, be nice, and be presentable. At Great of Fresno Youth League we will be teaching the youth how to play football, how to take instruction and to be disciplined. We actually have some coaches on the team that are teachers. We have math teachers, we have some of everybody in the program, but right now our main concern is that we are running out of money. Like right now, I have to raise money for helmets. We are definitely looking for sponsors, we're looking for help. If you want to get in touch with me my number is (559) 776-4852. Go B.O.B.C.A.T.S! (Building One's Beneficial Childhood Attitude Towards Success).

Black Student Sues Over Valedictorian Flap

Contends she had to share the role with white student even though she had highest GPA

ARKANSAS –

A black teenager is suing an Arkansas school district, contending her high school discriminated against her by refusing to let her be sole valedictorian even though she had the highest grade-point average.

Kymberly L. Wimberly, 18, filed the lawsuit last week in federal court in Pine Bluff against McGehee School District, its superintendent and the high school principal.

Wimberly, who graduated in May, got all "A's" and just one "B" while at McGehee Secondary School, the suit says.

"Even though she had the highest Grade Point Average (G.P.A.) in her class, Defendants forced Wimberly to share the title of Valedictorian with a white student," the

lawsuit says. "Defendants' actions were part of a pattern and practice of school administrators and personnel treating the African-American students less favorably than Caucasian students."

Blacks represent about 46 percent of the 500-plus student body at McGehee Secondary, according to the lawsuit.

A message left with the office of Superintendent Thomas Gathen, who is black, was not immediately returned Monday evening.

The lawsuit, first reported on Monday by Courthouse News Service, says Wimberly's mother, Molly Bratton, overheard other school staff talking in the copy room on May 10 that Wimberly's status as valedictorian might cause a "big mess." Wimberly had a baby during her

junior year, according to court documents.)

The next day, Principal Darrell Thompson went into Bratton's office and told her that he had decided to name a white student, who had a lower GPA, as co-valedictorian, the suit contends.

Both students spoke at commencement in May, said Wimberly attorney, John W. Walker.

Bratton contends the superintendent wouldn't allow her to speak to the school board to challenge the decision until graduation had passed.

The lawsuit seeks punitive damages and requests that school records be changed to show Wimberly as sole valedictorian. Wimberly plans to attend Harding University in Searcy, Ark., in the fall, Walker said.

ADVOCATE TEEN SCENE

CARMYN PAGE, 18
ATTENDING FRESNO CITY COLLEGE, GPA 3.5
WINNER OF MISS BLACK FRESNO

Miss Black Fresno was the first pageant Carmyn Page had ever entered and she brought home the crown. Now her mission is to help her community with a focus on our youth. She wants other young teens to reach for their dreams no matter what obstacles they may face in life. Page has a 2 year-old son, and not only has she not let that deter her from her dreams, she says he is her inspiration to never give up.

"Because they are pregnant, [young girls] feel they can't keep going. It saddens me because I did it, I have a little boy. It's hard to do, but you can do it. You're not only living for you anymore, you are living for your child. You have to be better ... if you don't want to do it for yourself, do it for your baby."

Page credits her father, Verles Page, a one-time director at W.E.B Dubois Charter School, for inspiring her to always give her best.

"He's been a teacher all my life. He knows how to get the kids involved in school to make it fun. He's just amazing. In college it's great to have a dad that's a



Carmyn Page

teacher, he can critique [my papers]."

With a major in child psychology and a 3.5 GPA, we can expect more great things from Carmyn Page.

Advocate Spotlight On... Highlighting Members of Our Community That Are Making a Difference

FRANCES WILSON, 22
FRESNO CITY COLLEGE SPRING 2012

Frances Wilson, a 22-year-old student at Fresno City College, is the founder and Executive Director of Miss Black Fresno and the President of Black Globe International the California Chapter.

"I have the California pageants and I run the Miss Fresno as the preliminary. Black Globe is a system that was created for and by black women. It really shows our strengths and talent that we show in our community. We don't always have a spotlight on them in the industry pageants you see. You have to be skinny and there is a certain aura about it but as black women we tend to not fit into that mold," says Wilson.

She told us that she is a member of the Eastern Stars, which is a society designed for the wives, daughters, and female relatives of men affiliated with Masonry. Not only is Frances involved in her community, she also interns at popular news stations here in the valley.

"I intern at CBS, NBC and in the fall semester I will be interning at KSEE 24 News. I got involved in these organizations not just because of the community service but a lot of what these organizations offer is a sense of community. I wanted to see a change that I've always



Francis Wilson

wanted. When I was a kid growing up here in Fresno, there were certain things that I needed that I couldn't always find because the resources weren't there. That's basically my job: to advertise to kids and families that wouldn't otherwise know that they have these options available to them."

Women's Conference 2011 "Tailor Made"

August 18th- August 21st, 2011
All Service times 7:00pm/ FREE Registration

Hosted At

The Golden Palace
225 W Vassar
Fresno, Ca 93705
Clinton/99



"Shaping The Lives Of Women"



Dr. Brenda Goudeaux



Dr. Juanita Bynum



Dr. Monica Gort



Dr. Ginger Morgan

Conference Host Pastor

"You Are One Of A Kind"
Psalms 139:19

Marine Corps Seeks Award for First Black Marines

BY JULIE WATSON

SAN DIEGO —

The top leader of the Marine Corps said Tuesday that he wants the first black members of the Marines to be awarded the Congressional Gold Medal and hopes their story will inspire more black men and women to join the Corps and rise through its ranks.

Commandant Gen. James Amos told hundreds of Marine Corps officers at the National Naval Officers Association meeting that it was time for Congress to honor the group known as the Montford Point Marines.

About 20,000 black Marines underwent basic training in the 1940s after President Franklin D. Roosevelt integrated the Marine

Corps. They were trained at the segregated Camp Montford Point in Jacksonville, N.C., as racism continued in the Marine Corps and society.

The black troops were not allowed to enter the main base of nearby Camp Lejeune unless accompanied by a white Marine.

By 1945, many of the black recruits had become drill instructors and non-commissioned officers at Montford Point. The segregated camp was closed down in 1949 and black recruits were sent to Parris Island and Camp Pendleton like all new Marines. The Corps was fully integrated during the Korean War.

The Congressional Gold Medal is awarded to a civilian or group of civilians as the highest expression of national appreciation for

distinguished achievements and contributions.

Amos said his goal was to cement the role of the Montford Point troops in the Corps' 235-year history. His efforts are part of a broader goal in diversifying the military's smallest branch and sharing the legacy of the black Marines.

The story of the first black recruits will be part of the instruction Marines receive during basic training.

"Spread the gospel that the Marine Corps is a force that has changed," Amos told the officers. "We're not in 1942 anymore."

Amos said only 5 percent of Marine officers are black and that needs to increase, something he pledged to make a priority.

The Marine Corps, like all military branches, had high recruitment and reten-

tion rates this year and will be looking to downsize from 202,000 to 186,000.

Amos acknowledged stiff competition to get into the Marine Corps but said that does not take away from efforts to boost minority numbers, especially among officers.

"I'm not out for quotas," Amos said. "I'm out to attract the best young men and women of our nation."

Amos has invited Montford Point Marine veterans, now in their 80s, to stay at the Marine Corps barracks and participate in a parade honoring them in Washington, D.C., on Aug. 26, which the Senate last year designated as "Montford Point Marines Day."

The date marks the first day that black recruits began training at Montford Point.



Jazzy

JEANS-N-THINGS

Fresno's Oldest Black-Owned Clothier

LATEST FASHIONS • HUMAN HAIR & BRAIDS • AFRICAN ATTIRE
HERBS (NEW BODY PRODUCTS) • & MUCH MUCH MORE!

(559) 266-2260

1452 Fresno St.
(Next to New Fresno Arches)
Fresno, CA 93706

BOBBY & JULIE
SMALLWOOD GRIFFIN

THE CALIFORNIA ADVOCATE

THE AFRICAN AMERICAN NEWSPAPER OF CENTRAL CALIFORNIA

W.C.B.P.A. (West Coast Black Publishers Association)
N.N.P.A. (National Newspaper Publishers Association)

Mark Kimber • Publisher

Lesly H. Kimber • Founder

Pauline Kimber • Founder

Kathi Hernandez • Office Manager

Bernique Covington •

Assistant Editor

Ken McCoy • Photojournalist

Marlise Moore • Reporter

1555 "E" Street • Fresno, CA 93706
www.caladvocate.com

(559) 268-0941 • Fax (559) 268-0943
Email: newsroom@caladvocate.com

Engagement / Wedding Anniversary Announcements

Submit your engagement/wedding/anniversary announcements.
Place a special announcement telling us about the love of your life!

Please send the Advocate newspaper the following:

- ✱ If announcement is about an engagement, wedding or anniversary.
- ✱ Bride/Wife's first & last name (include maiden name if for an engagement announcement)
- ✱ Groom/Husband's first & last name
- ✱ Photo of the couple together
- ✱ How long have the couple been together
- ✱ Engagement, anniversary or wedding date
- ✱ Future plans
- ✱ How the couple met

You can submit your announcement in person or by email.

For submissions made by email, send the required information and digital photo to bernique@caladvocate.com with subject line: "Wedding Announcement 2011"

For submissions made in person, drop off an envelope labeled with the couple's name, including a photo (digital or print) and the couples information to the office of:

The California Advocate
1555 E Street
Fresno, CA 93706

For More Info, Call 268-0941



West Fresno Style BBQ

**We May Not Be Famous
But We're So Good!**

50% Less Salt in Our Seasoning
No Microwaves on Premises
Homemade Hot or Mild Sauces
Grills Fired Up Daily



Hours: Wed-Thu 10:30 to 2:30 • Fri-Sat 10:30-3:30

WE CATER: ASK FOR SANDRA (559) 485-GOOD

New Neighborhood Restaurant Opening in Downtown Fresno

BY MARLISE MOORE

When traveling down Van Ness you may wonder what the sign Kocky's is doing up on the old Smokehouse building. Fresno State graduate Michael Smith and his colleagues can tell you why: He and his partners are reopening it under its new name, Kocky's.

Smith says he and business partners, James O'Donnell and Robert Douglas – who both majored in marketing – decided on the unique name, 'Kocky's, in homage to their fraternity, Kappa Alpha Psi.

"I can take credit for the name," says Smith. "Cocky means arrogant, and it also reminds us of chicken"

The planned menu for Kocky's is made to give customers a cross between eating at TGI Friday's and at a neighborhood bar. It will be considered an American cuisine restaurant which will serve hamburgers, fries, fried chicken, onion rings and chicken strips. It will turn into a so-

cial hall at night.

"We are going to have daily happy hour," says Smith. "On one night a week we want to have a live band, maybe a college night. Those are the some of the things that we are rolling with right now."

Like the Smokehouse, Kocky's will be competing for customers in the surrounding work area. When asked what they will do to draw a crowd, Smith said, "There is approximately thirty to forty thousand employees downtown. There is a court house building, there is a hospital, IRS, and a social services building. We are going to run a variety of advertisements and provide coupons to people."

Smith says the reason that specific location was chosen is because the infrastructure was already there. The Smokehouse Restaurant was known for its smoked barbecue, which brought customers from all over the Central Valley. The grand opening and ribbon cutting for Kocky's will take place Monday, August 8th at 11am.

Urban League: Black Middle Class Losing Ground

BOSTON (AP)

The economic downturn has erased the gains made by the black middle class over the last 30 years as the unemployment rate of blacks with a four-year college degree has skyrocketed, according to a new study by the National Urban League Policy Institute released Wednesday.

The study said that the unemployment rate for blacks with a four-year college degree has tripled from 1992 while overall black unemployment levels are nearing 1982 levels when it was close to 20 percent.

The unemployment rate for blacks with a four-year college degree was 6.5 percent in 2010 compared to 2.9 percent of whites with college degrees, the study

said.

The report, released just as the National Urban League begins its annual conference in Boston, mirror similar studies by the Economic Policy Institute and the Pew Research Center that says the economic meltdown in recent years has hit black households hard. Like the previous studies, the Urban League report said black home ownership fell sharply in recent years due to the mortgage crisis and affected overall black medium income.

The National Urban League Policy Institute used U.S. Census and U.S. Bureau of Labor statistics for the study.

National Urban League President and CEO Marc Morial said the report

showed that the recession affected the middle class, not just poor and working class African Americans as some might assume.

"These are people who played by the rules. They built wealth, went to college and had good jobs," said Morial. "But in a short period of time, they've fallen back."

The large losses by the black middle class, Morial said, is one of the key reasons why the median wealth of black household declined dramatically since 2005.

The median wealth of white U.S. households in 2009 was \$113,149, compared with \$6,325 for Hispanics and \$5,677 for blacks, according to an analysis released Tuesday by the Pew Research Center.

Victory Chapel Presents

Fountain of Praise

EXPLORING THE POWER OF PRAISE FOR SIGN AND WONDERS

Ministering:

Pst. Sam Akande, Host
Pst. Sam Adeagbo, Guest
and other anointed
Men of God

Featuring:

Victory Voice Choir
Jackie O. Kelley
Cheryl Johnson

and other anointed Praise Teams



4206 W. Dakota, Fresno, CA 93722

Friday, August 26th - Sunday, August 28th, 2011

Friday and Saturday at 6:00 p.m. - Sunday at 10:00 a.m.

wanna go home with

ME

tonight?

i'm the designated driver



IT'S THE ONE PICKUP LINE THAT ALWAYS WORKS.

Budweiser thanks the 137 million American adults who have been a designated driver or gone home with one.* It's an essential part of every night out. And it's not going unnoticed.

Go to our page on Facebook and help us show some love to the designated driver.



RESPONSIBILITY MATTERS®

LEARN MORE AT WWW.FACEBOOK.COM/BUDESIGNATEDDRIVER

*Source: GfK Custom Research North America.

The telephone survey was conducted among a national probability sample of nearly 1,000 adults 21 years of age and older. Interviewing for this survey was completed September 24-26, 2010.

©2010 Anheuser-Busch, Inc., Budweiser® Beer, St. Louis, MO

HOT FUN IN THE SUMMER TIME

**AFRICAN
AMERICAN**
HISTORICAL & CULTURAL MUSEUM

of the San Joaquin Valley

Summer Concert Series 2011

**Preserving our roots: Reaching back to the way we were.
Jazz, Soul, Rhythm & Blues, and Gospel**

Gates Open at 6:00 p.m.

\$15 Admission

Show Starts at 7:00 p.m.

Proceeds benefit the African-American Museum

AFRICAN AMERICAN MUSEUM PARK

(Behind the Museum • 1857 Fulton Street)

June 18th - **Jazz with Bobby Logan and the Professionals**

July 2nd - **Blues with Papa Bear** (co-sponsored by NAACP Fresno Chapter)

August 6th - **Motown 60's & 70's** with the Last Troopers and the Real Thang
(co-sponsored by The California Advocate Newspaper)

September 3rd - **Gospel** (Founder's Day - Honoring Jack Kelley and the Founding Members)

VENDORS AND ACTIVITIES ALSO

For More Information Call (559) 268-7102

TV Station Edits Black Boy's Statement to Make Him Seem Violent...

► Continued from Page 1

Maynard Institute received another video that contained the rest of the boy's interview. The sender said he was blurring the video and reduced its quality to try and protect the youth. Here is that transcript.

Reporter: "Boy, you ain't scared of nothing! Damn! When you get older are you going to stay away from all these guns?"

Boy: "No."

Reporter: "No? What are you going to do when you get older?"

Boy: "I'm going to have me a gun!"

Reporter: "You are! Why do you want to do that?"

Boy: "I'm going to be the police!"

Reporter: "Okay then you can have one."

Shawnelle Richie, director of communications for CBS 2, initially admitted the video of the child should not have aired.

"We acknowledge that a mistake was made, both in the reporting and editing of the story," said Richie.

But she did not mention that the boy's comments were taken out of context.

Previously Richie reported the video only aired once and was taken off the air immediately. Now she acknowledges that was incorrect.

"The story was broadcast twice within the same morning news block: once during the 4:30 a.m. half hour and again during the 6:30 a.m. half hour," she said.

"As soon as our news management identified the problem that morning, they took immediate steps to ensure that the video would not air in subsequent newscasts and addressed the issue with our news staff."

But journalists interviewed about the incident said the broadcast raised troubling issues.

"Perpetuating a stereotype on something any little kid – including my own 6-year-old – would have said? And then to find out he said he want-

ed to be a police officer, and THAT was cut? It's not just out of context; it's downright misleading," Limor said.

One of the questions raised by this incident is whether the person who wrote the story intentionally left out the end of the boy's quote or never looked at the entire interview.

Either way it's a problem, according to Catherine Brown, news producer and national vice president for the American Federation of Television and Radio Artists in Philadelphia.

"One of the first things we learn is to look at your video to see what you have to work with," she said.

"Airing a video of the boy saying he wanted a gun that edits out the context simply reinforces stereotypes that African American males are violent, even preschoolers," said Dori J. Maynard, President of the Maynard Institute for Journalism Education.

Both videos were played for delegates at the NAACP Convention in Los Angeles.

NAACP President Benjamin Todd Jealous said the case was "disturbing."

"As somebody who's a former journalist, like many past presidents of the NAACP, it's important to tell the whole truth, because when you tell half a truth you're, in effect, lying," he said.

Al Tompkins, Senior Faculty for Broadcasting and Online at the Poynter Institute, who wrote an article on the ethics of interviewing juveniles for the Radio Television Digital News Association, agreed the issue brought up a number of questions.

"If the child did witness a shooting, could the child be a witness? Could identifying the child put him in harm's way? Would the station have interviewed the child or used the video if the child had been a rich white kid?" he asked.

"The station should answer questions about this video and be responsible for

it," he said. "The SPJ Code of Ethics includes 'Be Accountable-Be Accessible' as one of the four main tenets of journalistic ethics," he added.

NAACP President Jealous concurred, calling on station management to speak up and not leave the answers to the director of communications.

"We who care about how are people are portrayed in the media need to make sure that the general manager of the station understands that it's just not acceptable to misrepresent what people are saying, especially someone so young," he said.

Attempts to contact the news director and the general manager were not answered.

More than half a dozen employees at the station were also contacted, but each either refused to comment on the story, with some saying they feared reprisals, or did not respond to repeated requests. Several said they were not authorized to speak about the incident and referred inquiries to management.

Loyola University NAACP chapter president Charna Kinard, 22, a Chicago native, said she was not surprised that CBS 2 aired a video that made a 4-year old boy look like a criminal.

"That is not my preferred news station because it's very biased. The only thing worse than that channel I would say is Fox", she said. "All they show is a lot of crime. They don't show any type of improvement in the community. They really perpetrate the whole 'Chicago is a very dangerous, segregated city.'"

In the end, said SPJ President Limor, the broadcast breached the foundation of journalistic integrity.

"This decision reveals a lack of understanding of the very basic tenets of journalism," she said. "I'm shocked anyone working in the #3 market could continue to be employed given such unprofessional decision-making. My journalism professors at Northwestern would have flunked this person freshman year."

MORMONS Wrestle With A Racist Past

America's 'Mormon moment' has exposed an uncomfortable side of the church: its spotty record of accepting African-Americans, according to a new film. Lizzie Crocker talks to the people behind a bracing new documentary that tries to set the record straight.

Just before March Madness, fans of Brigham Young University's nationally ranked basketball team were crushed when its star forward, Brandon Davies, was benched for having premarital sex with his girlfriend. Davies paid a big price for violating the school's honor code, losing his shot at a dream season and ultimately withdrawing from BYU after finishing his winter finals.

As the BYU community questioned Davies' dedication to his faith, the media declared the school's honor code racist, pointing out that Davies is black and his girlfriend at the time was white. Deadspin dug up troubling statistics showing a majority of BYU's honor-code violations involve black athletes. Several former BYU football players said that many of their white teammates often broke the honor code but weren't punished. Either they were never caught or their offenses were purposely overlooked.

Racial issues have long been a source of controversy within the Church of Jesus Christ of Latter-day Saints and are at the core of a new documentary, *Nobody Knows: The Untold Story of Black Mormons*. The film treads on fraught territory, exploring the faith's attitude toward African-Americans from its beginning in 1830 up to today, featuring interviews with Mormon scholars, civil-rights leaders, and clergy.

It's an uncomfortable twist on America's "Mormon moment," a surge in mainstream representation that has seen two presidential candidates (Mitt Romney and his distant cousin Jon Huntsman), a Tony-sweeping Broadway play (*The Book of Mormon*), and more.

Church founder Joseph Smith did not discriminate against blacks, and many African-Americans were ordained in the priesthood during his time as leader. According to the film, it wasn't until after Smith's death, when Brigham Young took over in 1847, that racist folklore became intertwined with Mormon dogma. Young preached about the myth of Cain, who was cursed by God and portrayed as "black" in the Book of Genesis and the Book of Abraham. Mormons adopted the belief that Cain's dark-skinned descendants weren't in God's favor during their pre-mortal lives and were thus unworthy of holding the priesthood. For years, the Church of Latter-day Saints was labeled racist. The priesthood restriction denied African-Americans the most sacred privileges of the faith, including the ability to participate in ordinances and civil services. (Update: A representative from the church declined to comment on this article.)

Though widely accepted by church leaders as the word of God, Cain's curse contradicted Mormon doctrine, which proclaimed that all children were born innocent. The paradox muddled the church's principals: How could Mormons condemn blacks for their lineage, yet believe mortals would be punished for their own sins, rather than those of Adam?

Darius Gray, a black Mormon and renowned historian who co-produced *Nobody Knows* with author Margaret Young, was determined to restore the Mormon gospel so that African-Americans could be ordained. In 1965, Gray was one of two African-Americans among roughly 20,000 white students at BYU. "I was the darkest thing going down the street," he exclaims in the film. He endured one year at BYU before leaving Utah, but would return several years later when he accepted a job at a flagship radio station owned by the LDS Church.

"I was still a relative newbie in the church at this point," recalled Gray in an interview with *The Daily Beast*, his quiet baritone voice eerily prophetic. "Frankly, I kind of feel like God conspired for my return." Gray interacted with senior leaders of the church while working at the radio station and became a respected voice in the community. In 1971, he voiced his concerns about the revolving door of African-American Mormons to the president of the church, explaining that converts were renouncing their faith because they felt unwelcome in the community.

It didn't help that many of them were accustomed to a hand-clapping, feet-stomping Baptist congregation. "If you go into any black Baptist church, you're going to get a warm, fuzzy vocation," says Paul Gill, a musician interviewed by Gray in the film. The Mormon church atmosphere was different, to say the least; one convert in the film compares his first service to a funeral.

After President Spencer Kimble announced in 1978 that the priesthood restriction would finally be lifted, African-Americans flocked to join the Mormon faith. They were disappointed to discover that though the ban had been revoked, a racial stigma still echoed in the church. Several black Mormons featured in the movie maintain they feel segregated today. "I don't mind defending the church to black people," says actress Tamu Smith. "I do mind defending my blackness to the church."

"We are still struggling, just as this nation is still struggling with matters of race," Gray explained to *The Daily Beast*. "They say that the gospel of Christ is for all people, yet its implementation relies on all people, and not everyone is there yet."

"I don't mind defending the Church to black people," says actress Tamu Smith. "I do mind defending my blackness to the Church."

Nobody Knows is as much a lesson in American his-

Fresno's NAACP Back on Track...

► Continued from Page 1
go before the board will be August 10 where they will be making their first appearance before The Fresno Unified School District.

"We will do it consistently" says King. "Every board meeting there will be somebody from the NAACP pre-sent at that meeting to ensure that they take notice of our concerns."

During Wednesday's press conference NAACP members discussed their preparations for the 2012 Presidential Elections.

"What we are going to do is be kicking off our campaign to ensure that people are registered to vote and have the legal documents to vote so that we can be prepared for the 2012 Presidential Campaign" explains King.

Their current main focus is said to be on the National Convention. That is when they plan to get out in the streets and register citizens and make sure that they have the proper documents to vote.

King explained that the press conference was not only about the future of the NAACP but also to give notice to the community that the African American Officers were in litigation Thursday doing jury selection for their discrimination suit against City of Fresno's Police Department in Federal Court.


King said, "We wanted to open that up so that folks would be aware that our African American peace officers are also being discriminated against, so therefore, we should know that our community members are probably being discriminated against too from the police department."

"Long-term partnerships such as the one we've had with PG&E allow us to continue to bring important cultural events like the Sacramento Juneteenth Festival to our community. Each year PG&E continues its support and interacts with our festival visitors just like they do at the San Francisco, Richmond, Fresno and now the Berkeley Juneteenth Festivals."

Join us to celebrate Juneteenth at a festival near you.

Gary Simon
Director, Multicultural Affairs
Sacramento Convention & Visitors Bureau



 Proudly supporting Juneteenth Celebrations for over 10 years

PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. © 2011 Pacific Gas and Electric Company. All rights reserved.

GET PAID

Advertising Sales Reps Needed!

JOBS! JOBS! JOBS!

The California Advocate Newspaper

needs reliable, aggressive sales representatives who need minimal direction, are enthusiastic and want to earn a great income. Top Commissions paid for your sales efforts. Good Sales reps average \$300 per week. Great Sales Reps average at least \$500 or more. We are looking for people who like to talk! If you are a people person, have good conversational skills, high energy, reliable, need minimal direction, are enthusiastic, and have transportation, this could be the job for you.

WE OFFER:

- Flexible schedules.
- Work full-time, part-time, evenings and/or weekends
- Full training, sales materials, open market, and generous sales territory.
- This is a commission-only sales position.

RESPONSIBILITIES INCLUDE:

- Increase advertising and circulation for the company by providing superior customer service.

QUALIFICATIONS:

- Motivated and dependable.
- Excellent communication skills.
- Proven ability to sell.
- Experience solving problems & closing sales.
- Bilingual Spanish speaking skills a plus.
- Previous outside sales experience preferred.
- Strong organizational, analytical and planning skills are beneficial.
- Computer proficiency required.
- Candidates must possess excellent written and oral skills.
- Candidates should have a valid California driver's license and reliable transportation.

This is an excellent opportunity for those looking for extra income. Pre-employment background check may be required.

FOR INFORMATION CALL (559) 268-0941

Please submit completed application to: The California Advocate Newspaper • 1555 E. Street • Fresno, CA 93706

Genetic Research Changes View Of Disease In African-Americans

BY DR. TYESEE GAINES –

For the first time, researchers are looking into the genetic makeup of African-Americans and changing the way physicians view minority illnesses.

Researchers recently discovered a gene unique to African-Americans that could explain why asthma affects this population at a higher rate. The gene was identified after nine different research teams pooled data on over 5,000 people with asthma of European-American, African-American, African-Caribbean, and Latino ancestry.

For a disease that affects one in six African-American children, and is responsible for three times more deaths of African-Americans compared to whites, this new discovery is exciting for the black community, experts say.

This study is one of several recent projects. Efforts to understand the genetic makeup of humans started in the mid-1980s, after which the Human Genome Project began. For over a decade, geneticists mapped out all 20,000 to 25,000 genes in the human DNA.

Scientists at the University of Oxford recently focused their genetic research on minority populations and were surprised to find glaring differences between African-Americans and those of non-African descent.

“This is more rationale as to why we need to explore disease across other popula-

tions,” says Dr. Rick Kittles, Director of the Institute of Human Genetics at the University of Illinois at Chicago. Because, he adds, genetic researchers historically only studied whites.

This year, Kittles and his team looked at 6,400 men with prostate cancer and discovered a gene more prevalent among African-American men. His hope is that additional genetic research will lead to a better understanding of this illness that affects one in five black men, killing one in 20 at a rate much higher than white men.

Uncovering these disease- and race-specific genes may eventually allow physicians to screen African-Americans years before these diseases develop. However, cost will make widespread testing difficult.

With one in four African-American living in poverty, one in five uninsured, and most with limited access to care, the costly genetic screening could overlook the populations it is created for.

“We have to be aggressive and advocate on several levels,” Kittles says. “You see these tests at the boutique clinics where patients are highly insured or over-insured. But, everybody should benefit.”

However, Kittles cautions that this research is simply the first step and just one part of the mystery of minority health disparities. Despite what his team has found, he believes that many health disparities are not influenced solely by genetics.

Diseases like asthma have long been linked to poverty, urban areas, problems with access to health care and environmental concerns like pollution or secondhand smoke. Yet, these new advances raise questions about how much weight those factors have compared to genet-

ic causes.

To answer this question, Dr. Charles Rotimi at the Center for Research on Genomics and Global Health leads a team responsible for uncovering the genetics of obesity, high blood pressure and diabetes – three conditions that affect and kill

African-Americans more than any other group. Their most recent project involves identifying the roles of both lifestyle and genes with respect to risk.

Some public health advocates are concerned about the ethics behind genetic testing of African-Ameri-

cans and the possibility of discrimination. However, geneticists seem to agree that this type of research is long overdue in this population and has the potential to answer many questions about African-Americans and life-threatening disease.

Closure of Historic Temple in Fresno Dismays Japanese American Community *Century-old Buddhist temple is for sale.*

BY DIANA MARCUM, LOS ANGELES TIMES

The asking price for its gilded columns and marble stairs is \$1.1 million. But the cost to a blighted corner of this city and to the area’s Japanese American community is not as easily estimated.

Indeed, during this Obon season – when Buddhists remember the dead – the decision to abandon the landmark Fresno Betsuin Buddhist Temple balances two basic tenets of the faith: honoring ancestors and accepting the impermanence of all things.

The elaborate temple was built by migrant Japanese fieldworkers, the first-generation Issei who picked grapes and later sent home to Japan for “picture brides.” When the first wooden building burned in 1919, they rebuilt.

“They made about \$1 a day, yet they funded such an elaborate building. Their sacrifices were remarkable,” said the Rev. Kurt Rye.

He is, as he puts it, “a white guy

from Seattle.” He wasn’t with the temple during the divisive 20 years leading up to the sale. The decision to leave the inner city was approved by a razor-thin margin, driven largely by younger families that had moved to more affluent areas. Some who were against abandoning the temple left the congregation in protest. Still, they return to ask Rye for tours of the hondo, the third-floor inner sanctuary rarely used because of its forbidding stairs.

“Some are sad. Some are angry,” he said. “They all say, ‘My parents were married here, my grandparents were married here. Buried here. This is my history.’”

The area where the temple stands is called Historic Chinatown, although the once-bustling Japanese community is as much a part of its history.

Wearily and largely abandoned, Chinatown has only a few remaining merchants: a taco spot popular with the after-hours crowd; a Chinese herb shop; a Japanese pharmacist

who held out long after it was profitable but is now retiring; and the area’s anchor, Central Fish Co., which features fresh seafood and aisles of Japanese groceries.

Large encampments of homeless live within blocks of the temple.

Yet for years, temple life and street life coexisted peacefully. It wasn’t unusual to see tiny, elderly Japanese American women loaded down with grocery bags strolling past drug dealers.

Now, most of the services and the social hub of the temple have moved to the Family Dharma Center on the suburban north side of the city, and even thugs and drug dealers have ditched Chinatown.

“It’s not as dangerous a place as people think. Once in a while, you’ll see some gangbanger fresh out of jail, but they move on pretty quick when they realize there’s no action, no money,” said Tony Pearson, 52.

Pearson, who is homeless, has been a member of the temple for a year and sings in the choir.



It starts in the first trimester.

“Pregnant women who receive early and regular prenatal care are more likely to have healthier babies than those who do not.

It’s all about being ‘one step’ ahead. Prenatal care allows the health care team to make a thorough assessment of the risks and progress of both mother and baby—providing a better chance for a healthy pregnancy and successful birth.”

It starts right
here

in our Community.

Janice M. Stain, MD, OB/GYN
Community Medical Centers Physician

start here

For classes on prenatal education, please call West Fresno Health Care Coalition at (559) 264-7185 and R.S.V.P for the next class.

To find a physician, visit www.CommunityMedical.org and click on physician finder or call our Carefinder line (559) 233-2273.



COMMUNITY
MEDICAL CENTERS

www.CommunityMedical.org

Community Medical Centers is a proud sponsor of the West Fresno Health Care Coalition

A CALIFORNIA ADVOCATE SPECIAL REMEMBRANCE:

Jesse E. Cooley, Jr.

The California Advocate would like to extend our deepest condolences to the Cooley family. Jesse E. Cooley was an outstanding member of our community and will be greatly missed.

Obituary

Born November 2, 1931 in Fresno, CA, Jesse E. Cooley, Jr. was the beloved son of his parents Beatrice M. Cooley and Jesse E. Cooley, Sr., who affectionately called him "Brother". Brother's gift in life was his generous heart and his ability to sincerely connect with others. He was the delight of his great aunt and uncle, Judy and John McNeal, who comprised the spiritual foundation of his early life. Although he was an active member of Carter Memorial AME Church, it was in their small church, Triumph the Kingdom of God in Christ, that he displayed his God-given talent of playing the drums which became widely recognized throughout his life.

Jesse E. Cooley, Jr. or Ewellingsworth as he was called, attended Columbia Elementary School, Thomas Edison Junior High School, and Thomas Edison Senior High School. He was an active and involved student who sang in the Boys Glee Club, excelled on the track team running the 440 and 880, and was a standout member of the football team, earning a spot on The Fresno Bee All City Football Team in 1950. He was a spirited drummer in the Edison band with a gregarious personality. His leadership skills and outgoing nature won the hearts of many, which led him to serve as Senior class president.

Jesse E. Cooley, Jr. had an affection for music that continued post-graduation and throughout his life. Upon graduation from high school, Jess persuaded his parents to let him join the Kirk Kirkland Band and relocate to Sacramento, CA, where he worked at a drug store while attending classes at Sacramento State. At night, Jess performed at the "Mo-Mo Club", a local jazz establishment where he shared the stage with notable musicians such as Count Basie and Lionel Hampton. His musical career afforded him the opportunity to travel to places such as Hawaii and Japan where he encountered talented artists like Josephine Baker.

After his musical stint with Kirk Kirkland, Jesse decided to follow in his father's footsteps. In 1953 he partnered with Andrew Riolo to open Cooley-Riolo Mortuary in Vallejo, CA. While managing Cooley-Riolo Mortuary, he continued his musical aspirations and landed a gig as a member of the original Cal Tjader Quintet. Jess' relentless passion for music inspired his continued play in local venues performing with dear friends, George Wendell Bugg, Charles Kirkpatrick, Kirk Kirkland, and Bobby Logan to name a few.

In 1954 Jesse continued to cultivate his business as he began his family with wife Jennie Calles-Cooley. Together they parented four children, Jesse E. Cooley, III, Stephen R. Cooley, David A. Cooley and Lisa C. Cooley. In 1956 he leveraged the success of Cooley-Riolo Mortuary and purchased Valley Funeral Home from his father, renaming it Jesse E. Cooley, Jr. Funeral Service. As he worked to

build his legacy in the business, Jesse expanded his company to serve Southern and Northern California.

Jesse later met and married Barbara-Taylor. Together, they parented three children; Phillip M. Cooley, Corey D. Cooley, and Christie M. Cooley. He enjoyed being a father and worked diligently to integrate and support his family.

Jesse's unselfish ability to support and serve is evidenced in over 55 years of service. Mr. Jesse E. Cooley, Jr. has assisted thousands of families during their time of need, most notably the family of labor leader and civil rights activist Cesar Chavez. He opened the doors of his buildings to several displaced churches and enabled them to have Sunday worship. In 1992, he purchased the historic Chinese Baptist Church to accommodate the sacred burials of the Southeast Asian Community. Despite a devastating fire that destroyed his building in 2004, Mr. Jesse E. Cooley, Jr. continued to service the community. Remaining committed and loyal to those who trusted and relied on his care and assistance, Mr. Cooley was adamant about constructing a state-of-the-art building at the same location. In 2005, he broke ground at the site and opened the doors of his new building in 2008. A pillar in the community, Mr. Cooley consistently supported local and national organizations such as The Links Inc., Fresno Chapter, Susan G. Komen for the Cure, National Association for the Advancement of Colored People (NAACP), United Negro College Fund (UNCF), National Funeral Directors and Morticians Association, Omega Psi Phi Fraternity, Edison Babe Ruth Baseball League.

Mr. Jesse E. Cooley, Jr. was preceded in death by his oldest son, Jesse E. Cooley, III and his parents Jesse E. Cooley, Sr. and Beatrice M. Cooley.

He is survived by his wife Barbara-Taylor Cooley; former wife Jennie Calles-Cooley; sons, Reverend Stephen R. Cooley and Doretha (Stockton, CA), David A. Cooley (Fresno, CA), Phillip M. Cooley (Fresno, CA), Corinthian D. Cooley (Fresno, CA); daughters, Lisa C. Cooley (Humble, TX), Christie M. Cooley (Atlanta, GA); 11 Grandchildren, Jermaine Jackson (Fresno, CA), Hayward "Kimmeko" Cooley (Alaska), Jesse E. Cooley, IV (Los Angeles, CA), Robert C. Smith, Jr. (Fresno, CA), Nakia A. Cooley (Fresno, CA), Crystal M. Harrison and Kevin (Houston, TX), Angela M. Thomas and Demond (Waynesville, MO), Erica J. Smith (Hollywood, CA), Jessica N. Jean-Baptist and Leopold (Tampa, FL), Christina A. Cooley (Stockton, CA), Amber E. Cooley (Stockton, CA); 4 great-grandchildren; 2 sisters, Dr. Dorythea Cooley-Williams (Fresno, CA), Olga Brown (Sacramento, CA); 1 brother Kenneth Phillips (Fresno, CA); and a host of relatives and friends.

History

The Cooley family entered into the funeral industry under the leadership of Jesse E. Cooley, Sr. in 1928 where he opened his first mortuary in Brookhaven, Mississippi. Mr. Jesse E. Cooley, Sr. and his family moved to Fresno in 1931 where he laid the groundwork to officially open Valley Funeral Home in 1941 making it the first black-owned mortuary in the San Joaquin Valley.

Jesse E. Cooley, Jr. having been trained under his father, teamed up with his good friend Andrew Riolo in 1953, to open Cooley-Riolo Mortuary, the first Black-owned mortuary in Solano County, CA. Together, Andy Riolo and Jesse E. Cooley, Jr. built a successful business by establishing themselves in the community and helping families during their time of need.

In 1956 Jesse E. Cooley, Jr. returned home to Fresno and purchased the family-owned and operated Valley Funeral Home from his father. He remodeled and renamed the business Jesse E. Cooley, Jr. Funeral Service. In 1959 with the assistance of his father he opened his second location in Bakersfield to serve the residents of Southern California. The 1968 redevelopment of West Fresno required Mr. Cooley, Jr. to relocate his business to its current location on 1830 S. Fruit Av-

enue. To service the needs of Northern California residents, he expanded his business to a third location in Stockton, CA. in 1971.

In an effort to accommodate the needs and sacred burials of Fresno's Southeast Asian Community, Jesse E. Cooley, Jr. purchased the Chinese Baptist Church on Tulare and Waterman in 1992 and converted it into the Cooley Community Chapel. Disaster struck in 2004 when a devastating fire destroyed Mr. Cooley's central location on South Fruit Avenue.

Despite the damaging fire, the Cooley family continued to service the community during the rebuilding process. Remaining faithful and loyal to the people who supported his business, Mr. Cooley, Jr. insisted on rebuilding at the same site. This was evidenced at the 2005 groundbreaking for his new state of the art building. Generations of families have been compassionately supported during their time of need.

Jesse E. Cooley, Jr.'s dedication and commitment to the families he has serviced for several generations continues in his legacy through the operation of his three locations in Bakersfield, CA; Fresno, CA; and Stockton, CA.



Pallbearers	Honorary Pallbearers	
Rev. Stephen Cooley	Jermaine Jackson	Archie Cooley
Elbert "Ickey" Woods	Dr. George Wendell Bugg	Herbert Mims
David Cooley	Dr. Edward Mosley	Patrick Mims
David L. Jones	Hayward Cooley	James Cooley
Phillip Cooley	Kirk Kirkland	Robert "Bob" Jones
James Mitchell	Dr. Fitzalbert Marius	Cleo Streets
Corey Cooley	Jesse E. Cooley, IV	Reuben Cooley
David Horn	Bobby Logan	Lenston "Tank" Marrow
Al Maroney	James Brown	Antoinette Mangrum
Scott Harrell	Robert C. Smith, Jr.	William Cooley
	Charles Kirkpatrick	Carson Amos
	Patrick Young	Ray Mendez

Support provided by the GM Foundation

For more info visit www.DedicatetheDream.org

“I HAVE A DREAM THAT ONE DAY
ON THE RED HILLS OF GEORGIA,
SONS OF FORMER SLAVES AND
THE SONS OF FORMER SLAVE OWNERS
WILL BE ABLE TO SIT DOWN TOGETHER
AT THE TABLE OF BROTHERHOOD.”

— MARTIN LUTHER KING, JR.
AUGUST 28, 1963, WASHINGTON, D.C.

Chevrolet is a registered trademark of General Motors. © 2011 General Motors. All rights reserved.

... Say he I was a drum major for justice
Say that I was a drum major for peace
I was a drum major for right and wrong
About the other things will not matter
Martin Luther King, Jr.

On the anniversary of the “I Have a Dream” speech, history will once again be made on the National Mall. The Washington, D.C. Martin Luther King, Jr. Memorial will be unveiled as the first and only tribute to a man of peace and to a person of color. This August 28th, why just read about history when you can be a part of it? Come to Washington, D.C. and celebrate what will forever stand as a testament to his timeless ideals and legacy of peace.

AWAKEN HIS SPIRIT IN ALL OF US

CHEVROLET IS HONORED TO CELEBRATE THE LEGACY OF DR. MARTIN LUTHER KING, JR.

