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## Vines and wines: New El Centro class teaches taste and technique

(Dallas) Vines and wines. It's all about growing the grapes. Or maybe it's enology – making the wine. Either way, a delicious glass of wine depends on an excellent crop of grapes and a process that creates one of the most popular drinks in the world.

"Vines and Wines" also is the name of a new credit course at El Centro College that will take students around the world (from their seats and online) to vineyards and wineries from almost every continent. They will learn how to identify types of wine grapes, wine-growing regions and wine varieties which



the wine grapes produce. They also will discuss the history of wine production, explain storage procedures for different types of wines and learn to recognize equipment and proper serving techniques.

"The course is a study of the growing regions, produc-

See VINES, Page 13

## World Hepatitis Day focuses attention on serious health risks

DALLAS – Viral hepatitis does not discriminate. Patients may be young, old, male, female, rich, poor and of any ethnicity. According to the Centers for Disease Control and Prevention, an estimated 4.4 million Americans are living with chronic hepati-



tis and most are not aware that they are infected. World Hepatitis Day, launched in 2008 by the World Hepatitis Alliance and observed annually on July 28, aims to raise awareness and influence improvement in disease prevention and access to

testing and treatment.

In Dallas County, the number of reported cases of hepatitis C nearly tripled from 2003 to 2010 and cases of chronic hepatitis B grew nearly five-fold in that period.

According to Pranavi  
See HEPATITIS, Page 12

## Medicare: Improving Lives for 48 Years

BY TIM MORSTAD,  
AARP TEXAS

July 30 marks the forty-eighth anniversary of Medicare, the national health insurance program for Americans 65 and older, signed into law by Texas' own President Lyndon B. Johnson in 1965 as an amendment to the Social Security Act.

At the signing, President Johnson noted that, "every citizen will be able, in his productive years when he is earning, to insure himself against the ravages of illness in his old age." Indeed, for nearly half a century, Medicare has lifted millions of older Americans out of poverty and has provided them with a safety net that they have rightly earned.

Today, Medicare provides affordable health coverage to roughly 52 million Americans, allowing them to lead more productive lives. Yet Medicare has reached a critical juncture. According to the Centers for Medicare and Medicaid Services, the Medicare trust fund will be exhausted in 2026. Political

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COVER STORY

## Blacks who stand their ground often imprisoned



Marissa Alexander

See BLACKS, Page 9



## Lola Jones under investigation for bar fight

See FIGHT, Page 10

COMMENTARY

## Finally, the Barack Obama I voted for

(NNPA) For more than four years, I have said that I liked candidate Barack Obama better than I like President Obama. Candidate Obama addressed the question of race head-on when pressured to distance himself from Rev. Jeremiah Wright, the Chicago pastor who led him to Christianity. But President Obama has been a different story.

According to research conducted by Daniel Q. Gillion, an assistant professor of political science

at the University of Pennsylvania, in Obama's first two years in office, the nation's first Black president made fewer speeches and offered fewer executive policies on race than any Democratic president since 1961.

Frederick C. Harris, director of the Institute for Research in African-American Studies at Columbia University, noted that Obama's 2011 State of the Union address was the first by any president since

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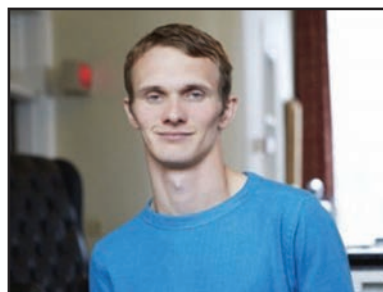
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## People In The News...



Darren Woodson



Aaron Fisher



Bev Smith

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## Darren Woodson

DALLAS – Community Trust Bank has formed a Dallas Regional Board comprised of several Dallas-area business and community leaders to assist the bank in identifying opportunities and strategies for customer growth. Insights provided by the group will be used to further pinpoint business and market trends to assist Community Trust Bank in the highly competitive marketplace.

“We are committed to building a strong foundation of support and communica-

tions between Community Trust Bank and the communities we serve,” said Van Pardue, President, Community Trust Bank Texas. “We are honored that this group has accepted our invitation to serve as market advisors and we know their keen insights will serve as a tremendous benefit for our customers and the bank as a whole.”

The Community Trust Bank Dallas Regional Board is comprised of:

**Jeff Staubach of Jones, Lange and LaSalle**

Jeff is the Managing Director at Jones, Lange and LaSalle. As leader of the Dallas tenant representation team, Jeff Staubach provides strategic oversight to a group of 25 brokers. During his 13-year career, Mr. Staubach has represented clients throughout the DFW Metroplex and completed over 5,000,000 transactions. His broad experience includes developing new business relationships, providing market research, performing financial analysis, and lease structure, negotiation and documentation for corporate users.



**Kirk McKinnon of Avatar Investments, Inc.**

Kirk is Managing Director of Avatar Investments, Inc. He serves as National Director of Foundations for International Justice Mission (IJM), an international Christian human rights agency that rescues victims of violence, sexual exploitation, slavery and oppression. Kirk serves as the point of contact for Foundations that partner with and support IJM’s advocacy for the poor. Prior to joining IJM, Kirk served with Dallas-based private equity group

See WOODSON, Page 4

## Aaron Fisher

Dallas Children’s Advocacy Center (DCAC) is hosting a community-focused event featuring Aaron Fisher, known as Jerry Sandusky’s Victim Number 1, who is in Dallas as keynote speaker for the 25th Annual Crimes Against Children Conference during the week of August 12-15. The community-focused event is scheduled prior to the conference and will be an educational session covering the topics:

- Recognizing warning

signs

- Minimizing risk and avoiding unsafe situations
- What to do if feeling pressured or obligated by potential perpetrators; and
- Verbal and physical boundary setting.

More than 90 percent of the time, our children are abused by people they know, people they love, people they trust. One in six boys will be abused before their 18th birthday; Aaron Fisher was one of those boys. Fisher was the first of San-



dusky’s victims to come forward, paving the way for other victims to tell their stories.

During the trial of Jerry Sandusky, one of the victims said, “He made me feel like I was part of something, like a family. He gave me things that I had never had before...I loved him.”

Complex feelings such as these are often difficult for parents to understand. Emotions such as embarrassment, fear and shame are common for children who have endured abuse and therefore delay the decision

to tell.

During an ABC 20/20 interview, Fisher states, “Being a kid you never know what to do, you don’t know who you can tell because you don’t know who you can trust.” Aaron now wants to share his message with the community, a message loud and clear that children do not have to be afraid.

It is important to empower children to understand how to respond if they are approached for potential grooming by a sexual predator.

See FISHER, Page 5

## Bev Smith

By George E. Curry (NNPA) On Wednesday, Aug. 28, when most

trating on the future, kicking off *A Challenge to African American Women*,



African-Americans will be focusing on the past – the 50th anniversary of the March on Washington – talk show host and activist Bev Smith will be concen-

a 4-day women’s conference in Pittsburgh.

The goal of the conference is “to challenge all Black women to unite, become empowered, and

focus on health, education, employment and spirituality to make a difference and change direction in these challenging times,” according to literature distributed by conference organizers. By the end of the conference, women will learn how to become more effective as activists.

“The idea for a conference about women started in the 80s when I hosted ‘Our Voices’ on Black Entertainment Television,” Smith recalled in an interview. “I was beginning to see a pattern developing and that didn’t make me happy. The pattern was that Black women in particular – especially from ages 20 to 50 – were not doing the kind of things that my generation of women used to do, in terms of civil rights and human rights.

“They were not demonstrating, they were not par-

ticipating in national movements, so I had some concerns. So I started talking about having a women’s conference for anybody who wanted to listen.”

She continued talk about the plight of Black women to anybody who would listen for more than two decades. But it wasn’t until last January that the talk show host began transforming talk into action.

This time, Smith was talking to Charlene and Cheryl McAbee, two sisters who are attorneys in Pittsburgh.

“I said, ‘I need to have a conference with Black women like Minister [Louis] Farrakhan had with 1 million Black men. We need to get women together,’” she recounted.

Unlike the Million Man March, Smith’s goal is a far more modest 1,000 women, a target her closest friends

are telling her she will easily exceed. The registration fee for the 4-day confer-

ence is \$325, a price that drops to \$250 per person

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## Letter to Editor: Concerns regarding Irving ISD

As was the case with some of the reaction to President Barack Obama's comments about Trayvon Martin's tragic murder; because his statements revolved around race, many Americans; especially European Americans, seemed uncomfortable and reluctant to talk openly and candidly about this unfortunate incident. The following is not intended to address the gross miscarriage of justice with young Trayvon; that has been the rule rather than the exception for over 300 years in the African American community. The intent is to address matters of race; particularly with reference to the Irving Independent School District.

A visit to the Irving ISD Administration Building will clearly establish that there is almost a total absence of

people of color in administrative positions. It doesn't matter if someone looks at the Athletic Department, Food Services, Operations Department, or the Superintendent's Executive Council, the complexion is the same throughout – European Americans in charge and in control. Mind you, approximately 85 percent of the student body is Hispanic Americans, African Americans, and Asian Americans.

It was with great anticipation three years ago, that the newly hired African American superintendent, Dr. Dana Bedden, would level the playing field by actively and aggressively recruiting and employing more qualified African American coordinators, directors, as well as assistant and associate superintendents. How-

ever, that was a mere pipe dream.

The company line remains as it has been for over 100 years, the Irving ISD must hire, "the best person available, regardless of race." I have no qualms with that line of thinking, but it certainly begs the questions; why does that "best person available" invariably seem to always be European American? It is hard to convince me that an African American male superintendent, whose career has taken him through Philadelphia, Virginia, and Georgia, could not recruit at least two or three brothers or sisters who were the "best person available."

This is not meant to be demeaning to his Executive Council, which is composed of all European American and one Hispanic American,

but I find it interesting but not surprising, that none of them stood publically in support of the now resigned superintendent when he came under fire by the newly elected Board of Trustees. It was no secret that this board had him on its "hit list" for a myriad of reasons: including, but not limited to the controversy surrounding the recently disposed curriculum (CScope). However, to my knowledge, none of those same "best available" Executive Council members, many of him he selected and appointed uttered a single word in his support.

Speaking of the Board of Trustee, the African American and Hispanic communities have very clearly stated their support of this new board. The non-participation

**See EDITOR, Page 5**

## OBAMA, continued from Page 1

1948 to not mention poverty or the poor.

In the words of scholar Michael Eric Dyson, "This president runs from race like a Black man runs from a cop."

Obama's first comment on Trayvon Martin was that if he had a son, he would look like Trayvon. But he didn't say what he would do to make sure Black male teenagers are not treated the way Trayvon was treated by George Zimmerman.

Obama's first words in the aftermath of Zimmerman's acquittal were predictably insipid.

In his written statement, Obama said: "The death of Trayvon Martin was a tragedy. Not just for his family, or for any one community, but for America. I know this case has elicited strong passions. And in the wake of the verdict, I know those passions may be running even higher. But we are a nation of laws, and a jury has spoken. I now ask every American to respect the call for calm reflection from two parents who lost their young son."

To quote another president, I thought, "Well, there he goes again."

But last Friday, candidate Barack Obama and

President Barack Obama finally became one. He spoke with passion, without the aid of a TelePrompter or notes, about what it's really like to be a Black man in America.

"There are very few African American men in this country who haven't had the experience of being followed when they were shopping in a department store. That includes me," he told reporters in the White House briefing room. "There are very few African American men who haven't had the experience of walking across the street and hearing the locks click on the doors of cars. That happens to me — at least before I was a senator. There are very few African Americans who haven't had the experience of getting on an elevator and a woman clutching her purse nervously and holding her breath until she had a chance to get off. That happens often."

He explained, "And I don't want to exaggerate this, but those sets of experiences inform how the African American community interprets what happened one night in Florida. And it's inescapable for people to bring those experiences to bear. The African

American community is also knowledgeable that there is a history of racial disparities in the application of our criminal laws — everything from the death penalty to enforcement of our drug laws. And that ends up having an impact in terms of how people interpret the case."

While being candid about how Whites generally treat Blacks, President Obama was equally frank when he said a Black person faces a greater likelihood of being killed by another African-American than by a White person.

"I think the African American community is also not naïve in understanding that, statistically, somebody like Trayvon Martin was statistically more likely to be shot by a peer than he was by somebody else. So folks understand the challenges that exist for African American boys. But they get frustrated, I think, if they feel that there's no context for it and that context is being denied. And that all contributes I think to a sense that if a White male teen was involved in the same kind of scenario, that, from top to bottom, both the outcome and the aftermath

might have been different."

The president demonstrated real courage by addressing race in America without being forced to as was the case with Rev. Wright. Moreover, he challenged us not to let the last chapter of Trayvon's life be marked a misguided not guilty verdict.

"And for us to be able to gather together business leaders and local elected officials and clergy and celebrities and athletes, and figure out how are we doing a better job helping young African American men feel that they're a full part of this society and that they've got pathways and avenues to succeed — I think that would be a pretty good outcome from what was obviously a tragic situation."

George E. Curry, former editor-in-chief of *Emergence* magazine, is editor-in-chief of the *National Newspaper Publishers Association News Service (NNPA)*. He is a keynote speaker, moderator, and media coach. Curry can be reached through his Web site, [www.georgecurry.com](http://www.georgecurry.com). You can also follow him at [www.twitter.com/currygeorge](http://www.twitter.com/currygeorge) and *George E. Curry Fan Page* on Facebook.



## Virtual health internships for women

(BlackNews.com) Students looking for a virtual internship position in the health care field are encouraged to apply for a Zuriworks for Women's Health internship. The position is looking for Online Community Manager interns who



can work from home. Interns will be involved in efforts to increase communications and knowledge

of Zuriworks, a new organization that provides support services to women affected by cancer. Responsibilities will include various activities that connect the organization to communities. Interns may write articles and blogs, manage Facebook and

Twitter editorial schedules and podcasts, and attend weekly virtual team meetings. Interns work ten hours per week and are unpaid. The internships are from August through October. Applicants must have good writing, communication and interpersonal skills. They must have a strong desire to contribute to a health advocacy environment. Strong computer skills and a knowledge of social media is necessary. For more details about this internship and/or to

apply, visit: [www.findinternships.com/2013/07/zuriworks-for-womens-health-internships.html](http://www.findinternships.com/2013/07/zuriworks-for-womens-health-internships.html)

To search hundreds of other 2013/14 internships, visit: [www.FindInternships.com](http://www.FindInternships.com).

## Taste of Pleasant Grove this Saturday

Over 45 vendors will offer a variety of food and shopping, health and other services at the first annual Taste of Pleasant Grove. Dallas Mayor Mike Rawlins, City Councilman Rick Callahan and other special guests will join the Southeast Dallas community for food tastings, vendor shopping, a Domino Tournament, an 85 foot boot camp obstacle course, car shows

and bbq and tamale cook-offs.

Other entertainment includes children and teenagers strutting down the runway in the latest in fashionable school uniforms, denim and tees from Fallas Paredes Department Store during a Fashion Show. Cool off on inflatable slides plus pony rides, clowns and face painting. A highlight of the event will be an evening concert by



Havana NRG, a timba-influenced Latin salsa band.

"This event is a great opportunity for families and friends to eat, play and shop together, but more importantly, local businesses and budding entrepreneurs can showcase their wares and get exposure in the area," said Georgia Reese, event coordinator and President of Clarice Community Services. "Parking is easy with plenty

of space along Prairie Creek Road and around Crawford Park and we want the Pleasant Grove community to come out and support the local economy."

The Taste of Pleasant Grove is scheduled for Saturday, July 27 from 8 a.m. to 8 p.m. at the Crawford Memorial Park located at 8700 Elam Road in Dallas on the Prairie Creek side of the park.

## WOODSON, continued from Page 2

Tregan Partners LP, where he served as Manager of Tregan Credit LLC, helping to source investment opportunities and analyze and refine business plans for this subsidiary seeking to invest up to \$50 million in equity. Before joining Tregan Partners, Kirk worked as an associate at Haynes and Boone LLP, a Dallas-based law firm, advising clients on matters ranging from corporate governance to mergers, acquisitions and securities matters, as well as serving on a business development team for the firm.

### Kimberly Davison of Griffith, Nixon Davison Attorneys & Counselors

Kimberly is the Managing Partner – Griffith Nixon Davison. She is a member of the Martindale-Hubbell AV-Premier Rating (2010,2011), Host Committee – Law in the City (Organization of Women Law Partners) and a frequent speaker at TEXO, Associated Builders & Contractors, American Institute of Architects, and various business organizations. Kimberly was the founder and host of monthly Construction Ladies Luncheon.

### Darren Woodson ESPN Analyst

A former American football safety in the National Football League, Darren

played his entire career for the Dallas Cowboys from 1992 to 2004. He was drafted by the Cowboys in the second round (37th overall) of the 1992 NFL Draft out of Arizona State University. Since his retirement, Woodson has worked as a football analyst for ESPN, appearing on programs such as NFL Live and Sports Center. In April 2009, Woodson was inducted into the Arizona Sports Hall of Fame. In October 2011 Woodson became a founder of Guide Hop an on-

line marketplace for guided tours and activities.

### Barrett Kingsriter of Barrier Advisors

Barrett is Managing Director at Barrier Advisors. He is the Head of the Investment Banking Group. He provides M&A, capital raising and business advisory services for companies in a variety of industries. Barrett's experience spans transactions in the energy, healthcare, technology, financial services, and manufacturing and distribution in-

dustries, as well as special situations advisory. Prior to joining the firm he was a Vice President, Investment Banking-Corporate Finance, at Commerce Street Capital, LLC in the Capital Markets Division where he focused on mergers and acquisitions and private placements.

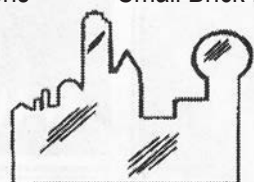
### Olivia Kearney President of 2011 Jewel Charity Ball

Olivia has devoted the entire year to overseeing and coordinating the Jewel Charity Ball, this charity event directly benefits Cook Children's Hospital. For 57 years, Jewel Charity has funded uncompensated care at Cook's, raising more than \$53 million. In addition to

funding uncompensated care, Jewel Charity's Board, and Olivia as the President, selected two signature projects to fund this year: The Henry House Teen Room in the Child Life Zone and The Cancer Center, located in the new North Tower at Cook Children's. Olivia, a Longview native, attended the University of Texas.

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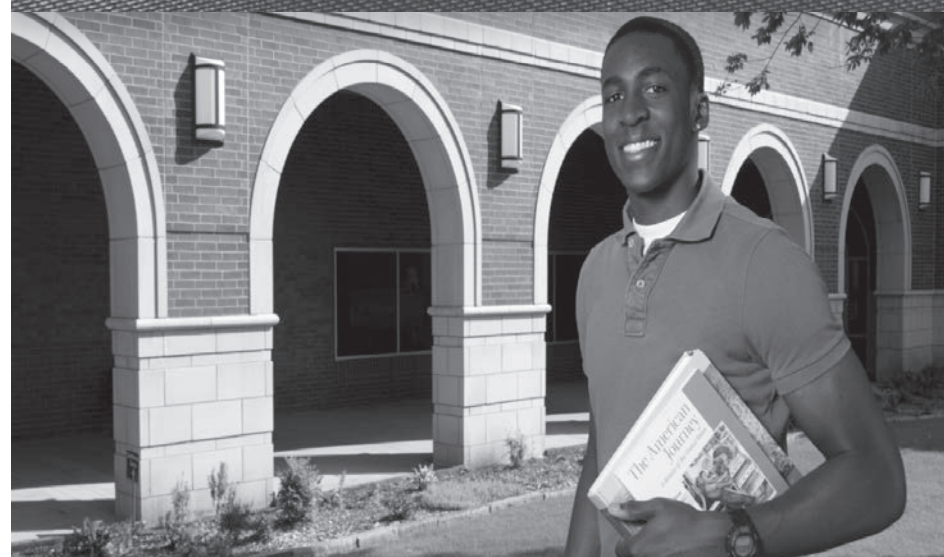
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## VNA hosting Community Hall Meeting on Aging with Dignity

Are you currently taking care of a loved one? Do you have questions or concerns and need help with the aging process?

Attend this summer's free Community Town Hall Meeting to learn how to age independently or assist a loved one through the aging process. It will feature all the agencies you trust – VNA, Alzheimer's Association Greater Dallas Chapter, Aimee's House, Area Agency on Aging, Friends

Place, Remarkable Healthcare, The City of Dallas and The Senior Source – they will educate the community on real solutions to all your aging concerns.

The event is scheduled for July 27 from 9 a.m. – 1 p.m. at Oak Cliff Presbyterian Church located at 6000 S. Hampton Road in Dallas.

Register in advance at [vnacares@vnatexas.org](mailto:vnacares@vnatexas.org). Please provide your name, phone number, and number of those planning to attend.

## Sounds of Lewisville concert rescheduled for Aug. 1

The popular "Sounds of Lewisville" concert series, a free family favorite since 1991, will present a rescheduled performance by Escape on Thursday, Aug. 1, at 7 p.m., in the courtyard of the Medical Center of Lewisville Grand Theater, 100 N. Charles Street in the heart of historic Old Town Lewisville.

Escape's performance on July 16 was rained out. The Journey cover band's Aug. 1 performance will be the last Sounds of Lewisville concert of the season. Kraig Parker performs July 23, and Decades plays on July 30.

Lewisville Convention and Visitors Bureau present concerts with assistance from Parks and Leisure Services and the MCL Grand.

Medical Center of Lewisville Grand Theater, located at 100 N. Charles Street between Main and Church streets, opened its doors in

January 2011. The 40,000-square-foot facility features a 296-seat proscenium theater, black box theater, dance recital hall, art gallery, five art classrooms and a large courtyard. Medical Center of Lewisville has a multi-year agreement with the city for naming rights at the center.

To reach the MCL Grand from Interstate 35E, take exit 452 and proceed east on Main Street to Charles Street. The MCL Grand will be on the left. Free public parking is available along Main and Church streets, or at Lewisville City Hall across Church Street from the center. Parking is not permitted on the grass lot across Church Street from the facility.

For more information about the *Sounds of Lewisville* concerts, call 972-219-8446 or visit [SoundsofLewisville.com](http://SoundsofLewisville.com).



**Curtis Report**  
by Barry Curtis

The five most powerful words ever uttered on this continent or any other are "I am a free man." These five simple words hold the power of nations. They have determined the plight of a people, the quality of life for many generations and have often rallied a desperate hope.

Our founding fathers knew the power of proclaiming such words. In 1775 these small feeble 13 colonies shook their fist at the most powerful nation on earth. This defiance was not out of boast or anger, but of a fundamental yearning of the human spirit to rid itself of restraints.

The fundamental argument is that we are free from *them*, *it*, *they* and all that may enslave us. We as free men reject any unfair restrictions that prohibit the free-

## The five most powerful words in the American vocabulary

dom to worship as desired, work in the profession I am qualified to carry out, keep my earnings, own personal property, take risks that the human spirit may desire and the right to protect me, my family and possessions.

I make my claim of freedom based not on the permission of man or government, but by my GOD given right at conception. I understand that government is instituted among men to preserve the liberties of a free people, *not by empowering a government, but by restricting the authority of that government.*

**"A nation of well-informed men who have been taught to know and prize the rights which God has given them cannot be enslaved. It is in the region of ignorance that tyranny begins," according to Benjamin Franklin.**

The very nature of freedom means without entitle-

ment for us or burdens placed on others. If I am truly free then I must accept the responsibilities of freedom.

Freedom implies risks. This is not purely in the acts of open defiance. Risks include working for a wage and the ability to care for your family. No entrepreneur or inventor has ever been successful through a free lunch, a free cell phone or government housing. All prosperous endeavors have originated through risks. Henry Ford never received a welfare check to produce his model T, Drake didn't wait for a government subsidy to drill his commercial oil well, and the Wright Brothers were selling bicycles successfully well before they ventured into flight, all with no government check.

Freedom is not free.  
**"Freedom is never more than one generation away from extinction. We**

**didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same," according to President Ronald Reagan.**

The constitution and the BILL OF RIGHTS are not just words on an old document. They are real, written with the blood of conviction, sealed with the deeds of courage and preserved by a vibrant and determined posterity.

When we utter the words I am a free man. Remember the force of history it carries! When we utter the words I am a free man, remember the debt of slain warriors who gave as Lincoln proclaimed "their last full measure of devotion." When we utter the words I am a free man, be ready and willing to defend its creed.

**I am a free man.**

## EDITOR, continued from Page 3

in the most recent School Board electoral process is reprehensible. The lack of exercising the constitutional right to vote that has been granted through the blood, sweat, and tears of those great pioneers who laid the groundwork for voters' rights, is disgraceful.

Further, it is shameful that a district with the demographic makeup of Irving did not produce and elect viable minority candidates to provide educational leadership to the children of Irving. As has been verbalized to me on several occasions, some in

both communities feel disenfranchised by some of our schools and the central administration. Regardless, it is totally unacceptable for so many of our parents to be so immersed in the athletic and entertainment of our children while being apathetic to their academic and behavioral performance.

It is very disturbing to me that far too many parents are uninvolved and detached from the true mission of our schools; that is, the education of their children with total parental involvement and support.

As the new 2013-2014 school year commences, I employ ALL of our parents and particularly, parents of color, to take a more active role in the education of your children by becoming participating and vocal members of the PTA, the Campus Improvement Committee at your child's school, the District Improvement

Committee, the Parent Advisory Committee, etc. It is also extremely important that you attend Board of Trustee meetings and let your voice be heard and not taken for granted.

*Maurice E. Walker  
Concerned Citizen  
of Irving  
7/22/13*

## FISHER, continued from Page 2

tor. Join DCAC for an opportunity to empower your family and your children, hearing first hand from one who empowered himself and others.

Fisher is no longer known as Victim Number 1, but as a hero.

The community-focused event with Aaron Fisher is scheduled for Sunday, Aug. 11 2 – 3:30 p.m., the cost is \$50 and you can find more info at [dcac.org](http://dcac.org). Parents please note the event is appropriate for children 9 years old and older, if a parent attends with them.

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## Will a MOOC education be the answer to high priced tuition?

BY B. SPENCER-ROBERTSON,  
NDG SPECIAL  
CONTRIBUTOR

Perhaps you have heard of the latest phenomenon in online education called a MOOC (Massive Open Online Course). Massive increases in the cost of tuition have created an unintentional byproduct called the MOOC. Not quite the intended result, but the creature is here and must be reckoned with.

Years ago, online teaching expanded the opportunities for continued education on a grand scale. Institutions of higher learning increased enrollment numbers by accommodating paying students worldwide. Non-traditional students could take a class at 3:00 am if need be. It was a win-win. More students, and more money for the institution, and no limitations of the face-to-face classroom for the students are factors, which appeal to the schools. How do you make a great thing better?

See MOOC, Page 15

### Who has MOOCs?

MOOCs: Top 10 Sites for Free Education With Elite Universities - This site is hosted by the Black Data Processing Associates Detroit Chapter includes a Top 10 list, and a video that captures the essence of what a MOOC is

### Mooc's Predecessor- Open Educational Resources (OER)

[http://www.oercommons.org/courses/material\\_types/full-course](http://www.oercommons.org/courses/material_types/full-course)  
OER could be the original seed planted that eventually morphed into the MOOC. OER began around 2008 and provides over 3,000 "no strings attached" courses in all disciplines.

### Interesting MOOCs

*Learning Chinese: A Foundation Course in Mandarin – Massachusetts Institute of Technology (MIT)*  
<http://ocw.mit.edu/resources/res-21f-003-learning-chinese-a-foundation-course-in-mandarin-spring-2011/>

*Management Communication for Undergraduates MIT*  
<http://ocw.mit.edu/courses/sloan-school-of-management/15-279-management-communication-for-undergraduates-fall-2012/>

*Intensive Introduction to Computer Science – Harvard*

<http://www.extension.harvard.edu/open-learning-initiative/intensive-introduction-computer-science>

*Black Matters: Introduction to Black Studies*

<http://ocw.mit.edu/courses/music-and-theater-arts/21m-630j-black-matters-introduction-to-black-studies-fall-2009/>

*MIT History Courses*

<http://ocw.mit.edu/courses/history/index.htm>

**Open Access is a hot topic in the academic community. Discussions continue in the following publications:**

*eCampus News "Why MOOCs won't revolutionize higher ed"*  
<http://www.ecampusnews.com/around-the-web/why-moocs-wont-revolutionize-higher-ed/>

*Inside Higher Ed "State Systems Go MOOC"*  
<http://www.insidehighered.com/news/2013/05/30/state-systems-and-universities-nine-states-start-experimenting-coursera>

B. Spencer-Robertson is a Librarian at the University of North Texas at Dallas.

## 17th Annual Mayor's Back to School Fair set for August 1

DALLAS—Dallas ISD parents are encouraged to attend the 17th Annual Mayor's Back to School Fair, 8 a.m. – noon, Thursday, August 1, at the Automobile and Centennial buildings in Fair Park, 1010 First Ave. Students will receive free school supplies and other services in preparation for the 2013-2014 school year, which begins Monday, August 26.

At the free event, thousands of qualifying students will receive free school supplies and benefit from a variety of vision, dental and health screenings, free hair cuts, educational services and offerings from community resources. To qualify for free school supplies, children must be in grades Pre-K – 12, attend a public school, live in the City of Dallas or attend a Dallas ISD school, and meet Federal Poverty Income guidelines.



Families may pre-register for the event on the following dates:

• Friday, July 26 at 4-6 p.m.

Cobb Field House  
1702 Robert B. Cullum Blvd.  
Dallas, TX 75210

• Saturday, July 27 at 10 a.m. - noon

Cobb Field House  
1702 Robert B. Cullum Blvd.  
Dallas, TX 75210

For more information about the Mayor's Back to School Fair, call 311 or visit the Web site at <http://www.mayorsbacktoschoolfair.com/>.

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## Kid Rock and Jim Beam present a donation to Operation Homefront

Kid Rock was in Dallas last week to present a \$50,000 check on behalf of Jim Beam to Operation Homefront, a non-profit organization that provides emergency financial and other assistance to the families of our service members and wounded warriors. Kid Rock was joined by Fred Noe, Jim Beam 7th Generation Master Distiller, and guests of



L-R: Amy Palmer, COO Operation Homefront; Ralph Harroff, Operation Homefront Recipient; Kid Rock; Lorie Harroff, Operation Homefront Recipient; Fred Noe, Jim Beam 7th Generation Master Distiller

honor, Ralph and Lorie Harroff.

Army Sgt. Ralph Harroff was deployed to Afghanistan in 2009, where he suffered a serious wrist injury that left him unable to perform the duties of a frontline soldier. Upon evacuation, doctors discovered that Ralph was also suffering from a hernia. In the operating room doctors were forced to

sever two nerves in his right hip, causing excruciating, long-term pain.

With Ralph unable to complete simply, daily tasks, his wife took on additional duties, but the added stress began to strain the family. Operation Homefront gave the family a place to rest and find the additional help they need. Since August of 2011, the Harroff family has lived in

a rent-free apartment at the Operation Homefront Village in San Antonio while doctors continue to repair damage in Ralph's hip and while he works toward his bachelor's degree.

The Harroffs' new home in the Dallas suburb of Royse City was the second to be given to a military family under the Homes on the Homefront program.

## SMITH, continued from Page 2

for a group of 10 or more. Rooms at the Wyndham Grand Pittsburgh Downtown, the conference hotel, have been locked in at a rate of \$109 per night, if booked now.

Headliners such as comedian/ social activist Dick Gregory, Oprah Winfrey Network (OWN) host Ivanla Van Zant and actress Victoria Rowell are supporting the conference by waiving their normal fees and participating for expenses only, a testament to their commitment to Bev Smith in particular and Black women in general.

"This is a conference to unite Black women around the cause and the cause is for Black women to save our community and we're not going to apologize for it," Smith stated. "It is our tradition, it is part of our ethnic heritage and that's what we must do."

Unlike most conferences, where delegates split up into breakout sessions, this conference will be unique because every presentation will be made to everyone at the same time. And unlike many national conferences, Smith said, this one will focus on what women can do at the local level.

"When women leave this conference, they will have literally taken the challenge to return to our cause and our cause is to lift up our people, our cause is to bring up a strong nation within a nation," she said. "That has always been the role of the Black woman."

She said women will stay in touch through a national newsletter that will chronicle their progress.

"If the NOW [National Organization of Women] women can organize and change their lives, we Black women can organize and change a lot of our Black families and our communities," Smith said.

Smith has a long history of working for social change, most of the time for the NAACP and for 18 months as a member of the Nation of Islam.

"The reason I could not stay inside the Nation – and I will always respect and love them – was because women were relegated to certain positions," Smith explained. "I was very uncomfortable with that."

She is deeply disappointed that she has been unable to land a national sponsor for the conference. But she had been heartened that many women, churches and civic groups have made modest donations — \$100 to \$500 – to help underwrite the costs. Sponsorship packages range from \$300 to \$100,000.

Smith is hoping for a major breakthrough as a re-

sult of the conference, change that will uplift the Black community.

When asked why she took on this task, Smith replied, "Somebody's got to do it and it may as well be me."

More information on the conference can be found at: bevsmithconference.org or by calling 855-TELL BEV (855/835-5238).

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## NAACP asks Georgia officials to stay the execution of Warren Hill

(BALTIMORE)—After passing an emergency resolution during the 104th NAACP Annual Convention, NAACP President and CEO Benjamin Jealous sent letters to the Georgia State Board of Pardons and Paroles, GA Attorney General Sam Olens, and Sumter County District Attorney Plez Hardin asking them to stay

the execution of Warren Hill and reconsider clemency. The letters ask that his death sentence be commuted to life without parole.

Approximately 2,200 delegates passed the resolution advocating for clemency and state laws that prevent the execution of those who are classified as mentally retarded.

"The execution of Warren Hill would not only go against our basic constitutional principles but would be a dark stain on the Georgia system of justice," writes Benjamin Todd Jealous in an excerpt from the letter. "We therefore ask that you use your power to prevent injustice and ensure that a man with mental retardation is



Warren Hill

not executed in your state."

In 2002, a Georgia state court found that Warren Hill was mentally retarded based on evidence. That same year, the United States Supreme Court in *Atkins v. Virginia* banned the execution of mentally retarded defendants because of the "special risk of wrongful execution."

Since Hill's conviction, several members of the jury have also stated that they would not have given him the death penalty if life without the possibility of parole had been an option.

The full text of the letter to the Georgia State Board of Pardons and Paroles can be read at [NorthDallasGazette.com](http://NorthDallasGazette.com).

## Dallas City Council Member Adam Medrano visits FOFM

On Monday, July 8, newly elected Dallas City Council member Adam Medrano kept his commitment to visit the Frontiers of Flight Museum (FOFM) to hear and learn more about the museum's highly popular summer enrichment program: Flight School. A former employee of the City of Dallas Parks and Recreation department, Medrano was recently sworn in as the Dallas City council representative for District 2. The FOFM and surrounding communities are within his district. An educator himself, Councilman Medrano, (served seven years on the DISD Board of Trustees and has a background in biology) set out to firmly establish his support of education and educational programs.

Met by Dr. Sharon Spalding, the museum's education director and Inez Clark, project consultant and coordinator for the FOFM Flight School at Dallas Executive Airport, Council member Medrano was treated to a brief tour of the museum exhibits, which includes more than 25 different aircraft, the educational class rooms and children discovery area and information about the FOFM Living History program. He met interns from El Centro Community College who are also helping out with this summer's Flight School and Bob Welch, the FOFM education coordinator. The FOFM CEO and President, Cheryl Sutterfield-Jones personally delivered a very special welcome to the newly elected official and



extended an invitation for Medrano to host his "town hall" meetings and other gatherings at the FOFM.

Councilmember Medrano expressed his interest in and support for the

FOFM Flight School at Dallas Executive Airport. Dr. Spalding shared the fact that due to demand, the museum is just running out of classroom space. Inez Clark noted that Dallas Ex-

ecutive was a logical choice for a satellite program, in that it is located in the southern sector of the City of Dallas which makes it very accessible to youth residing in this area. Many of the young boys and girls in this area are underserved and do not have access to the FOFM which is located at Love Field. Beginning on July 22nd at Dallas Executive, students will fly on flight simulators, learn the Pilot's Phonetic Alphabet, meet pilots, navigators and aircraft mechanics, visit airport facilities and businesses and create artwork for a colorful Flight School Calendar! These courses are all STEM based (science, technology, engineering and math) and Medrano expressed excitement that this enrichment program has expanded beyond the

museum. The FOFM Museum Flight School at Dallas Executive Airport is located near Hwy 67 and Hampton Road and in Councilmember Vonciel Jones- Hill and Mayor Pro Tem Tennell Atkins Dallas City Districts, 3 & 8.

Concerned and caring, Medrano shared his desire to host events at the FOFM for citizens, especially seniors residing in his district in order to learn more about and to better understand their needs. Now in office for less than a month, Councilman Medrano is already "soaring to new heights" in his goals and commitments to see that his District 2 members receive the attention, support and action that is vital to keeping the communities he represent strong, productive and vital.

## Miller Lite Tap The Future entrepreneur competition deadline is August 1

CHICAGO – Friends-turned-business partners have until Aug. 1 to submit their ideas to the Miller Lite Tap the Future™ business plan competition and compete for a portion of the \$400,000 prize pool. Teams of entrepreneurs 21 and older can submit their application through [www.MLTaptheFuture.com](http://www.MLTaptheFuture.com). Competitors that advance in the competition will have a chance to pitch and receive advice from some of the sharpest business minds in the country, including Daymond John, also known as "The Shark" from ABC's "Shark Tank," and other inspirational entrepreneurs.

"Many of today's greatest companies were started

by a group of friends with a good idea, which is what Miller Time is all about: great times with good friends," said Steve Canal, MillerCoors manager of community commerce and partnerships. "Miller Lite Tap the Future will provide the tools and funds to help bring those ideas to life. It's an exciting program that celebrates great friends coming together to create great businesses."

Business partners will compete in a three-phased contest:

Teams of entrepreneurs can submit their business information through [www.MLTaptheFuture.com](http://www.MLTaptheFuture.com) until August 1st.

Twenty-five semifinalists will be selected to com-



pete in live pitch events in Atlanta, Chicago, Dallas, Philadelphia and Phoenix. John and a panel of expert judges will select one business in each city to win \$20,000 and advance to the national finals.

The top five winners from each market will present before a national panel

of judges as Miller Lite Tap the Future finalists. One team will win the grand prize: a \$250,000 business development grant.

Additionally, consumers can vote online for their favorite semifinalist team. The five teams with the most fan votes will be awarded \$10,000 each.

Sitting alongside "The Shark" will be other inspirational entrepreneurs who all started successful businesses with close friends. The group of inspirational judges includes Aaron Firestein and Raaja Nemani, co-founders of BucketFeet which produces shoes designed by artists from around the world; Lance Rios, founder of Hispanic communication platform Being Latino; Roberto Torres, Luis Montanez and Chris Findeisen, creators of made-in-America apparel brand Black & Denim; Sulaiman Sanni and Ben Lamson, creators of the crowdfunding website WeDidIt; and Marve Frazier, CEO of premier destination website for African American popu-

lar culture and entertainment [Bossip.com](http://Bossip.com) and Chief Creative Officer of Moguldom Media Group.

Miller Lite has also aligned with community partners that focus on entrepreneurship and technical resources, including the United States Hispanic Chamber of Commerce, Milwaukee Urban League, Chicago Urban League, Urban League of Greater Dallas and North Central Texas, the Florida State Hispanic Chamber of Commerce and the National Association for Asian American Professionals.

For official rules and information, visit [www.MLTaptheFuture.com](http://www.MLTaptheFuture.com), [Facebook.com/MillerLite](https://Facebook.com/MillerLite) or follow @MillerLite on Twitter.



# Blacks who stand their ground often imprisoned

BY ZENITHA PRINCE  
SPECIAL TO THE NNPA  
FROM THE AFRO

(NNPA) The recent acquittal of neighborhood watchman George Zimmerman in the shooting death of 17-year-old unarmed Trayvon Martin has led to intense scrutiny of Florida's 'Stand Your Ground' law and similar "no retreat" self-defense laws and their impact on people of color.

"I think the Trayvon Martin case highlighted the racial inequalities that exist in American society," said Brendan Fischer, general counsel of the Center for Media and Democracy. "It is a symbol of how the American justice system devalues the lives of people of color. [And], 'Stand Your Ground' has embedded a lot of these injustices into the system. Statistics have shown its application has been anything but equitable."

Supported by the National Rifle Association, "Stand Your Ground" was passed by the Florida leg-

The law's template was then adopted by the American Legislative Exchange Council, a nonprofit organization made up of corporations, foundations and legislators that advance federalist and conservative public policies, authorities said. Since Florida passed the law, similar measures have been introduced in one form or another in about 30 states, usually those with state legislatures dominated by Republicans.

"That law gives law-and-order activists, right-wingers and vigilantes an arguable basis for defense and opens up a pathway for unjust dispositions of justice because it allows civilians to shoot first and make certain determinations later," said Dwight Pettit, 67, a renowned Black attorney in Baltimore.

Pettit drew comparisons to police-involved shootings of African Americans when the officers make claims such as "I was in fear for my life," or "I thought he was reaching for his gun," and are exonerated. He discusses the



Thousands across the country attended Trayvon Martin Rally for Change protests. The rallies were held in 100 cities, including Dallas where a protester's sign sums up the frustrations of many with the Stand Your Ground laws and the Not Guilty verdict for George Zimmerman.

last year showed that defendants in Florida who employ the "Stand Your Ground" defense are more successful when the victim is Black. In its examination of 200 applicable cases, the *Times* found that 73 percent of those who killed a Black person were acquitted, compared to 59 percent of those who killed a White.

Similarly, an analysis of Supplemental Homicide Reports (SHR) submitted by local law enforcement to the FBI between 2005 and 2010 demonstrates that in cases with a Black shooter and a White victim, the rate of justifiable homicide rulings is about 1 percent. However, if the shooter is White and the victim is Black, it is ruled justified in 9.5 percent of cases in non-Stand Your Ground states. In Stand Your Ground states, the rate is even higher—almost 17 percent, according to John Roman of the Urban Institute.

The trends could partly explain Zimmerman's verdict, some legal experts said. While his defense

team did not invoke the law, Circuit Court Judge Debra Nelson introduced the principle in her instructions to the jury.

"If George Zimmerman was not engaged in an unlawful activity and was attacked in any place where he had a right to be, he had no duty to retreat and had the right to stand his ground and meet force with force, including deadly force, if he reasonably believed that it was necessary to do so to prevent death or great bodily harm to himself or another or to prevent the commission of a forcible felony," she said in her instructions to the jury of one Hispanic and five White women.

To police officers and prosecutors in Sanford, Fla.—who had initially decided not to charge Zimmerman—and to jurors in the case, Zimmerman's "fear" of Trayvon Martin, a hoodie-wearing Black teenager, likely appeared to be justified, Fischer said.

"If you have a case like George Zimmerman, who is part White, alleging that a young Black male is a threat to him, a lot of times law en-

forcement would agree that such as person did [constitute] a threat because of the biases and presumptions about Black males, in particular, which exist in society," he said.

Conversely, Stand Your Ground laws are less accommodating of Black defendants. Such was the case of successful African-American businessman John McNeil who was found guilty of aggravated assault and felony murder in Georgia in 2006 in connection with the fatal shooting of White contractor Brian Epp. McNeil said Epp threatened him and his son during a hostile encounter after going onto McNeil's property to confront him. He was released earlier this year on time served.

Similarly, in July 2012, Marissa Alexander, 31, the mother of three, was given a 20-year mandatory sentence for an aggravated assault conviction for firing a warning shot into the air in the garage of her home at her abusive husband. Alexander said the man was moving toward her as she attempted to retreat from him when she fired the shot. He was not injured.

Florida Sen. Gary Siplin (D) said the Alexander case was his motivation to attempt to get the Stand Your Ground law overturned. He was unsuccessful, however, because "there are more Democrats in Florida, but more Republicans [are] in charge and they don't want to change the law," he told the AFRO.

Working toward a repeal of the laws would be a positive outcome or response to the verdict in the George Zimmerman case, Fischer said.

"People have to vote and elect legislators that would support more just laws that protect the rights of all people instead of just a few," he said.

In the meantime, many officials are vowing to examine the laws and work toward their repeal, if necessary.

"It's time to question laws that senselessly expand the concept of self-defense and sow dangerous conflict in our neighborhoods," U.S. Attorney General Eric Holder said in a speech to the NAACP on July 16. "By allowing, and perhaps encouraging, violent situations to escalate in public, such laws undermine public safety."

The Trayvon Martin case "opened up a nationwide inquiry into the appropriateness and efficacy of Stand Your Ground laws," said Commissioner Michael Yaki, of the U.S. Commission on Civil Rights, who initiated the body's investigation into racial bias in the application of such laws. He said the commission is committed to investigating the laws.

"To honor Trayvon and his family, we will continue this inquiry with resolve and renewed purpose," Yaki said.

Zenitha Prince's article is available to the NNPA from the AFRO

islature in 2005. The measure turned age-old self-defense principle on its head by allowing persons to use deadly force to defend themselves, without first trying to retreat, if they have what they consider a reasonable belief that they face a threat.

phenomenon in his soon-to-be-released book *Under Color of Law*.

"Blacks don't fare well with these laws at all," Pettit said. "It's another lessening of protection for African Americans."

An analysis conducted by the *Tampa Bay Times*



## NDG Gossip: Lola Jones under investigation for bar fight

BY SHENICE SANDERS,  
NDG INTERN

According to USA Today, Olympic athlete Lola Jones is currently under investigation for her role in a bar fight.

Olympic hurdler turned bobsledder got into an altercation with the step-daughter of bobsled Hall-of-Famer Tony Carlino. Jones was allegedly at Roomers, a popular club in Lake Placid, N.Y., when the altercation took place and the two women had to be separated by bouncers.

It was initially alleged that Jones "knock out" the woman, but chief executive officer Darrin Steele for the U.S. Bobsled and Skeleton Federation stated that was not the case and that no sanctions had been filed against Jones as of yet.



Lola Jones

"After speaking with the athletes and witnesses, we don't believe the team rules were violated," Amanda Bird, the marketing and communications director of the U.S. Bobsled and Skeleton team, told ABC News.

Neither Carlino or Jones have issued statements about the incident.

The last time Jones was in the news was during the high profile case of George Zimmerman.

Jones made a comment about Trayvon Martin's friend Rachel Jeantel on Twitter by comparing her to Tyler Perry's alter-ego 'Madea.'

Jeantel was the last known person to speak with the victim on the night he was shot by George Zimmerman.

Jones quickly later deleted the comment off of her page.

## Who gets the meds

Mayo Clinic researchers think almost 70 percent of Americans are prescribed at least one drug every year. Researcher Jennifer St. Sauver bases that on a long-running look at people in Olmsted County, Minnesota, but she says the statistics from the study are comparable with other national estimates.



St. Sauver says antibiotics are most common. But she also says:

"The other two that were extremely common in our community were anti-

depressants and opioid analgesics, and that was a little bit surprising."

Thirteen percent of the people were on antidepressants and 13 percent were on opioids.

She says the numbers on the opioid drugs are especially concerning because the drugs can be addictive.

Learn more at [healthfinder.gov](http://healthfinder.gov).

## LOOK Cinemas to add Dolby ATMOS™ sound technology to second evolution screen

In time for the release of Twentieth Century Fox's highly anticipated blockbuster, The Wolverine, on July 26

Dallas, TX, July 23, 2013 – Dallas-based theatre company, LOOK Cinemas, has announced that the second Evolution screen at its inaugural location in Dallas is now equipped with Dolby Atmos sound technology. LOOK Cinemas' Prestonwood location features two Evolution screens showcasing exceptionally large, wall to wall, floor to ceiling screens, enhanced by Dolby Atmos, the most significant development in cinema audio since surround sound. LOOK Cinemas' Evolution theatres are among the first in the world built to the specifications of the Dolby Atmos sound technology.

"The LOOK Cinemas experience is about providing the best movie presentation for our customers," said Tom Stephenson, CEO of LOOK Cinemas. "The spacing of the seats, the height of the risers, the size and formatting of the

screens, the headroom built into our projection and sound systems - everything was designed to insure the finest cinema presentation available. This includes utilizing the latest technology, and best practices of the industry in every area. Dolby Atmos is an excellent example of a great technology that is forward-looking, and offers a major performance advantage."

The new dining and entertainment complex is the first project of LOOK Cinemas, LLC. LOOK founders Tom Stephenson, a notable theater industry veteran, and Brian Mason, a Dallas-based entrepreneur, have partnered with well-known restaurant entrepreneur Joseph Palladino for the inaugural project. The Evolution experience is one of four movie experiences at LOOK Cinemas, offered alongside popular restaurants, Nick & Sam's Grill and Coal Vines Pizza and Wine Bar (opening late summer).

"With Dolby Atmos, filmmakers can place and

move sounds anywhere in the movie theatre, even overhead, for added realism and impact," said Tim Schafbuch, Director of Cinema Sales for Dolby. "Moviegoers love it because they feel as if they are right in the middle of the movie action. Filmmakers love it because they can do things with sound they've never been able to do before. Dolby Atmos really is the evolution of sound, and we are thrilled that LOOK Cinemas has decided to install the technology in both of their Evolution screens."

Audiences and film studios, alike, have warmly received the technology. After a successful summer season of Atmos releases (Iron Man 3, Star Trek into Darkness, Man of Steel, Monsters University, The Heat, Pacific Rim and Turbo), Fox's The Wolverine is the next highly anticipated release. Coming soon are Percy Jackson: Sea of Monsters (August 7), Elysium (August 9) and Gravity (October 4).



**Fact:** One gallon of soap washed down our storm drains can pollute up to 200,000 gallons of water. Soaps and detergents can pollute the storm drainage system, including area creeks, lakes, and the Trinity River, potentially harming plants and aquatic wildlife.

### Tips:

- + Use a commercial car wash. The water is either recycled or goes through the sanitary sewer system to a treatment plant.
- + If you do wash your vehicle at home, direct the wash water to your lawn, where it can be absorbed.
- + Choose environmentally-friendly products for your outdoor washing.

For more information visit us at [www.wheredoesitgo.com](http://www.wheredoesitgo.com)





## Social Media content affects buying behavior

NEW YORK - More and more companies see the opportunities of social media, and as a result they regard social media as a very important platform and pipeline and use it to advocate their own products and services. There is nothing wrong with this approach, of course; social media indeed helps marketing a lot, but one cannot just regard it as a sales platform.

"We've been preaching pretty much the same thing for four or five years, that social is not a channel - it's more of a behavior," R2integrated CEO Matt Goddard once said.

It's clear that social media is more than a platform to sell products and offer services; its greater value lies in the way that it changes consumers' buying behavior. Here are five pieces of evidence that social media affects buying behavior that cannot be ignored.

### 91 percent of people go to real stores because of the online experience (Source: Marketing Land)

This is a very intuitive, rational point. A customer will spend time investigating and searching for products / services, checking reviews, price levels and warranty services. So companies must ensure that their websites and social media have adequate and regularly updated information, allowing existing and potential consumers to find and read about their products. If they can't find the relevant content they want, then the company probably misses an opportunity to make a sale.

### 89 percent of consumers use search engines to make buying decisions (Source: Fleishman Hillard 2012 Digital Influence Index)

Many consumers first go to Google to investigate a potential purchase. For

your company to show up high in the rankings, one must have done a good job of SEO. In today's society, social media's credibility has become increasingly valued and used by search engines, and has become an important ranking factor. So no matter what social media platform you use, be it a Facebook fan page, Google+, Youtube, Twitter, or even a blog, you should regularly update information to play in the search ranking of social media's influence.

### 62 percent of consumers finally complete their purchase decision in real stores after doing online research (Source: Marketing Land)

As mentioned above, search engines, websites and social media, any place where consumers might seek information needs to have the appropriate content in order to meet their decision-making

needs and encourage favorable buying decisions.

### 72 percent of consumers trust online product evaluations the way they trust personal recommendations (Source: Search Engine Journal)

It is common for people to trust strangers' words online, so one should strategize to encourage more social media users to leave comments on one's products.

### 78 percent of consumers believe that companies' social media

### posts affect their purchasing decisions (Source: Search Engine Journal)

Adding to this data is the exciting point that 81% percent of consumers believe that friends' comments on social media will affect their buying behavior. The two sets of figures are very close, and tell us that the content the brand gives us is almost as important as a friends' suggestion.

Today, consumers' trust in traditional advertising has been gradually declining. Indeed, according

to Hubspot statistics, over 75% percent of consumers do not think traditional advertising is based on facts. When consumers make a purchase decision, they will find related information online, so a company's online content must be valuable and highly relevant. Furthermore, you need to maintain the regularity of production, because when consumers come knocking, there is only one opportunity to make a good impression and to draw consumers into making a final purchase decision.

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#### Daily

**Personal Views: Texas Black Folk Artists** at African American Museum, 3536 Grand Ave.; 214-565-9026

#### Every Monday

**CITIZENSHIP CLASSES** at Irving Central Public Library - Each participant will be assisted to fil out the naturalization application. Free assistance from immigration attorneys. You do not need to know English to participate. Each Monday from 6 to 8 p.m. at 801 W. Irving Blvd

#### Every Tuesday

**Dallas Comedy House Open Mic** at 2645 Commerce St; 214-741-4448

#### Saturdays in July

**Addison Summer Series** from 8:00 p.m. to 10:00 p.m. at Beckert Park

#### Saturdays in August

**Addison Summer Series** from 8:00 p.m. to 10:00 p.m. at Beckert Park

#### Through July 26

**Alice's Adventures in Wonderland** at Hip Pocket Theatre in Fort Worth, starting at 9 p.m. 817-246-9775

**Friday Night Drags** at Texas Motor Speedway. <http://www.texasmotorspeedway.com>.

#### Through July 30

**Writing Mechanics July** at Discover Church in Irving

#### Through August 11

**Jubilee Theatre: Mirandy and Brother Wind** at Jubilee Theatre, 506 Main St. in FW, 8 p.m. 817-338-4411

#### Through August 16

**Summer Art Adventure Camps** at Irving Arts Center. <http://www.irvingartscenter.com>

#### Through August 31

**Justicia: the Struggle for Mexican American Civil Rights** in Dallas, Texas 1920-2012 at Latino Cultural Center, 2600 Live Oak Street, 214-671-0052

**Malleable Forms: an Exploration of Texas Sculpture and Clay** at Latino Cultural Center, 2600 Live Oak Street, 214-671-0052

#### July 25

**Yoga by Bikram Yoga** at Klyde Warren Park. 5:30 p.m.

#### July 22 - 26

**Museum Forum for Teachers: Modern and Contemporary Art** at Nasher Sculpture Center. 10 a.m. to 4 p.m.

#### July 25 - 26

**The Art Show 2013** at 2625 Main St. Dallas, TX 75226. <http://www.corinnemangement.info/>.

#### July 26 - 27

**Six Flags Celebration** at Six Flags over Texas. <http://www.sixflags.com/overTexas/events/CalendarEvents.aspx>.

#### July 27

**360: Artists, Critics, Curators Speaker Series** at Nasher Sculpture Center. 2 p.m. 214-242-5159.

**National Day of the American Cowboy** at Historic Stockyards. 817) 625-9715.

**Dallas Comic Book Convention W/ Batman artist** at Doubletree Dallas Market Center

**Verbal Intimacy: "The Experience"** at Life in Deep Ellum in Dallas

#### July 28

**Strikes for Strays Bowling and S**

#### July 29 -August 2

**Destination Dallas: Summer Architecture Workshop** at Nasher Sculpture Center. 9 a.m. to 3 p.m.

#### July 31 - August 11

**Ringling Brothers and Barnum and Bailey Circus** at American Airlines Center. <http://www.ringling.com/SectionLandingPage.aspx?id=45125>

#### August 1 - 4

**Wonderland by CORP Plaza Theatre** at Granville Arts Center. 972-977-7710.

#### September 21 - 22

**Miss Black Texas USA Pageant** at Granville Arts Center. <http://missblacktexasusa.org/shop/>.

## HEPATITIS, continued from Page 1

Sreeramoju, MD, infectious disease chief at Parkland Health & Hospital System, "People need to be educated about the serious health consequences of hepatitis B and C infection, assess whether they may be at risk, and if so, get tested. About 1,800 people die every year in the U.S. from hepatitis B and 16,000 people die from hepatitis C."

These infections are as devastating as HIV/AIDS, tuberculosis or malaria, even though they generally do not receive as much media or political attention.

"The incidence of viral hepatitis infection is higher among those with a low socio-economic status compared to the general population," Dr. Sreeramoju added. "At Parkland, our goal is to prevent new infections and to provide the latest evidence-based treatment to people living with the disease."

Those most at risk of infection are individuals with

multiple sexual partners, injection drug users, men who have sex with men and commercial sex workers. The risk of acquiring these infections via blood transfusions and organ transplantation is very low currently because of tremendous improvements in safety related to these procedures, Dr. Sreeramoju stated.

"In Texas, there is a great need for prevention, early diagnosis and treatment of hepatitis B and C," Dr. Sreeramoju said. "Hepatitis can be prevented. Parkland offers vaccination and testing for those at high risk, and offers treatment for patients with hepatitis. We want people to get educated about hepatitis and seek appropriate preventive or medical care as needed."

To find locations of Parkland outpatient clinics providing testing and vaccination for hepatitis, please visit our website at [www.parklandhospital.com](http://www.parklandhospital.com).

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## VINES, continued from Page 1

tion, processing and distribution of domestic and international wines,” explained Gus Katsigris, emeritus professor of food and hospitality at El Centro College, who will teach the course.

He added, “We also will host guest speakers – wine merchants and wine makers – who will present wines from each region we cover, using sensory evaluations. Producers, wholesalers and retailers of wines, as well as wine writers, will share their expertise and products with our students, who will learn first-hand from them about the industry.”

Katsigris, who has taught this type of course since the late 1990s at both El Centro and the University of North Texas (until 2010), also is writing the textbook for this class. He is providing the textbook free to all students enrolled in the course and is using it for a field test during the fall semester. He plans to combine classroom sensory evaluations (tastings) and guest presentations during each class in addition to online coursework.

The three-credit-hour, college-level course is \$156 and will be offered during the fall 2013 semester (Aug. 29 to Dec. 12) every Thursday evening from 7 to 8:50 p.m. in room C-160 at the downtown campus of El Centro College, located at Main and Lamar streets in Dallas. Interested students must be enrolled at one of the seven colleges of the Dallas County Community College District system to take this credit course (RSTO 1319). An outside class project also is required.

Students who sign up for the course must be 21 years of age by the first day of class, in compliance with state law, and proof of age will be kept on file for the course.

Enrollment for fall 2013 semester credit courses – including the “Viticulture and Enology” class (RSTO 1319) is under way; the deadline to register is Wed., Aug. 21.

From wine to champagne, students will taste and learn about wines from regions of the world that include the United States (regional, Pacific Northwest, California and Texas); France (Bordeaux, Burgundy, Rhone, Alsace, Loire, Provence, Languedoc-Roussillon) – both wine and champagne; Italy (Piedmont, Tuscany); Germany and the Iberian Peninsula; South America and Mexico; and Australia and New Zealand.

Katsigris is excited to offer this class, which is an opportunity for students to learn more about viticulture and enology – growing grapes and making wine. He commented that the classes, guest presentations, sensory evaluations and coursework will help students learn new skills.

He added, “When students finish this course, they will be familiar with the processes of how wines are evaluated by taste. They will be able to read and understand labels from wines around the world, and they also will understand how wines should be stored – along with inventory techniques associated with storage. In addition to learning the techniques and methods used by wine professionals to present and serve wine at the table (using the proper wine glasses and table settings), they will do it themselves in ‘mise en place’ activities.

“Finally, they will have fun and enjoy this course, which will take them around the world as they learn about

wine,” said Katsigris.

For more information,

contact Katsigris at gkatsigris@dccc.edu.

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**August 1, Noon**  
Come to a “Between Jobs Support Group” meeting at the Christian Works for Children, 6320 LBJ Freeway, Dallas, TX 75240. Call 972-960-9981 to register.

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www.biblewayirving.org

**CHRIST COMMUNITY  
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**July 28, 8:45 or 11 a.m.**  
Join us in our Worship Services as we honor and praise God for His blessings to us.

**Dr. Terrence Autry,  
Senior Pastor**  
George Bush Fwy at  
Jupiter Road on the  
Garland/Richardson Border  
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TheShip3C’s Prayer Lines for those that are in need are 972-649-0566 and 972-649-0567 or they may be submitted via email to: prayerline@the-ship3c.org

For Community help the Assistance Center serves Collin County by responding to people in crisis for emergency shelter, clothing, food, and access to medicine and medical services for county residents. Call the church or Allen’s City Hall for details.

**July 28, 8 a.m.  
And 9:30 a.m.**  
You’re invited to our Worship Services as we praise God for the victories in our lives. Come and grow with us. You’re also invited to a new series of teaching, “Guaranteed Victory”. God will “Equip, Elevate, and Empower” you; call the church for details.

**July 31, 7 p.m.**  
Join us for Wednesday Night Live in the Joycie Turner Fellowship Hall on Belmont Drive, with old school prayer and testimony. Also, come to our Corporate Prayer and our Kidz

Zone (an environment to equip children to grow and to show God’s love.)

**Dr. W. L. Stafford, Sr., Ed.D.  
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Admin. Building Address  
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www.theship3c.org

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and 3:30 pm**  
You’re invited to join us at our 125th Church Anniversary; theme: “It’s Time To Break Every Chain” Luke 4:18. Reverend Dr. Zan Wesley Holmes, Jr., Pastor Emeritus of St. Luke “Community” UMC will bring the Word at 11 am and Senior Pastor Bryan L. Carter of Concord MBC will speak at 3:30 pm with a memorial tribute to Salem’s rich legacy of Christian service and community awareness for 125 years in the heart of Sunny South Dallas.

**Rev. Todd M. Atkins  
Senior Pastor**  
3918 Crozier Street  
Dallas, TX 75215  
214.428.3797

**SHILOH MBC IN PLANO**

**July 28  
8 a.m. and 11 a.m.**  
Join us for Worship Service as we praise and honor God. After both services ministers and deacons are available to meet with you for prayer or questions.

**August 3**  
All Kindergarten-College Freshman join our Deacon’s and Minister’s wives as they host their 3rd Annual Back-2-School Fashion Show in conjunction with our Back-2-School Summit. Sign up in the Fellowship Hall after both morning services.

**Dr. Isaiah Joshua, Jr.  
Senior Pastor**  
920 E. 14th Street  
Plano, TX 75074  
972-423-6695  
www.smbcplano.org

**THE INSPIRING BODY  
OF CHRIST CHURCH**

**July 28, 7:30 a.m.**  
Join us this Father’s Day as we worship, honor and magnify God’s Holy name.

**July 29, 7 p.m.**  
Come to Monday School as we study the Word of God. We will worship Him and praise His Holy name.

**August 15-17**  
Everyone is invited to our P.O.T. (Parents of Teenage Boys) Conference. Call for de-

tails or register by visiting www.potboysconference.com. There’s an art to raising a responsible and well-adjusted teenage boy, and there’s an art to surviving those often turbulent years. Not his survival-yours. The event is designed to encourage, motivate, and inspire, the P.O.T. Boys Experience brings a shocking awareness to the adults in the teen’s life.

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You will be required to take the WorkKeys Assessment. WorkKeys is a job skills assessment system measuring “real-world” skills that employers believe are critical to job success.

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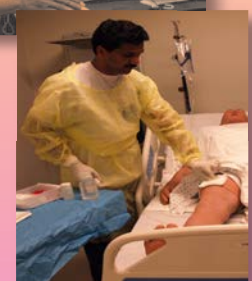
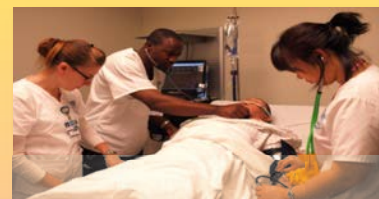
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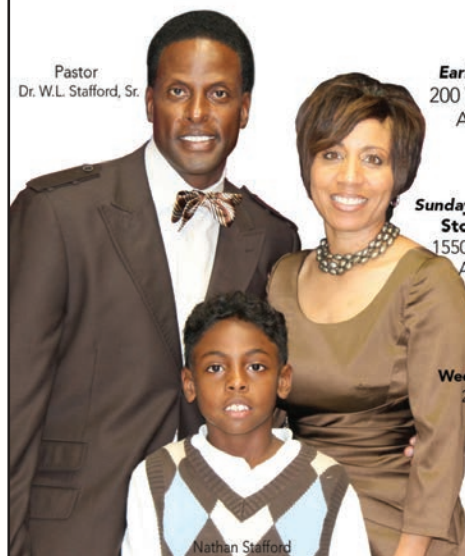
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With the moral state of mankind declining in our society today; crime in our cities are up, killing of another human is up, stress level in individuals is up, low self-esteem, respect for others (parents, pastors, leaders, teachers, co-workers, management, etc.) is down.

I read and hear Christians saying the following: "If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land. **2 Chronicles 7:14**

But, are they doing what the Word of God is saying? The condition of mankind in the world today

makes me think they are not doing as God says. This also reminds me of a story in the Bible.

"Then the men of Judah said to the Simeonites their brothers, 'Come up with us into the territory allotted to us, to fight against the Canaanites. We in turn will go with you into yours'" **Judges 1:3.**

After the death of Joshua there arose a wicked king named Adoni-bezek that was creating havoc in the land. He prided himself in defeating his enemies and cutting off the big toes and thumbs of his enemies.

He had done this to seventy kings. Now, without Joshua to lead them, the people wondered how they were to defeat this wicked king. Until this time, every king had attempted to defeat Adoni-bezek themselves and had lost.

The Lord told them they were to join forces with the other tribes in order to defeat this wicked

## The Power of Joining Forces



*Latricia Carter had her face painted by cousin at the Jones-Carter annual family reunion in Longview, Texas*

king. "When Judah attacked, the LORD gave the Canaanites and Perizzites into their hands and they struck down ten thousand men at Bezek.

It was there that they found Adoni-Bezek and fought against him, putting

to rout the Canaanites and Perizzites.

Adoni-Bezek fled, but they chased him and caught him, and cut off his thumbs and big toes."

**Judges 1:4-6.** The enemies of our cities can be defeated!

God is calling the Body of Christ together in cities to operate in unity together in order to defeat the wickedness in our cities. However, the key to victory is a willingness for churches, business leaders, and intercessors to work together as a unified army.

Jesus said, "May they be brought to complete unity to let the world know that you sent me and have loved them even as you have loved me."

**John 17:23.** God calls each of us individually and corporately to represent Christ to the world, but our independence, pride and individualism often prevent us from becoming unified in the purposes of Christ.

The business community and the Church must come together to bless the city with practical initiatives that benefit the city.

When unity takes place among leadership in the Body of Christ, and their decisions are made by reading and hearing from God and fol-

lowing His directions, Jesus responds by allowing the city to respond to Him. You will see more fruitful evangelism, favor among city leaders and an impact on the city you never thought possible.

"For my thoughts are not your thoughts, neither are your ways my ways, declares the Lord. As the heavens are higher than the earth, so are my ways higher than your ways." **Isaiah 55:8-9.**

God speaks to his children in many varied ways. God has said that his ways are not our ways. If left to our reasoning, we will fail to fully walk in the full counsel of God, which leads to poor decisions.

Thus, our goal is to avoid being deceived and to develop a listening ear that hears the voice of God with confidence. Our goal is to have such intimacy with God that we can walk in the full blessing of our decisions and to be assured they are not based on our own reasoning alone.

## MOOC, continued from Page 6

Make it free! What could possibly go wrong?

Who is for it? (Pros)

MOOCs are for anyone who is interested in life-long learning, continued education, taking courses from highly esteemed academic institutions, (Harvard, Stanford, and MIT to name a few) often in a self-paced environment, completely online, and for FREE! "Early this year, several well-known professors broke away from Stanford University to create two for-profit MOOC providers." (Chronicle of Higher Education <http://chronicle.com/article/Massive-Excitement-About/134678/>)

Who has concerns? (Cons)

MOOCs are primarily offered without academic credit. Students take the course, put out the same effort but do not receive any type of transferable credit. There is also an

undercurrent of rumblings about how MOOCs impact faculty status. If students do not pay for higher education, where will faculty salaries come from? Scholarly publishers could possibly lose a significant client base of a

built in market. Employers who seek graduates with degrees from accredited institutions have not embraced the MOOC graduate as yet; therefore, students are still deciding if it is a valuable use of their time.

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## NDG Bookshelf



BY TERRI  
SCHLICHENMEYER

Your last paycheck was gone before you got it.

A good chunk of it was earmarked for housing. You had to pay for your new car, and gas. Everybody's favorite Uncle took his share, you have this nasty little habit called "eating," and there you go: a few dollars left for fun, which is no fun at all.

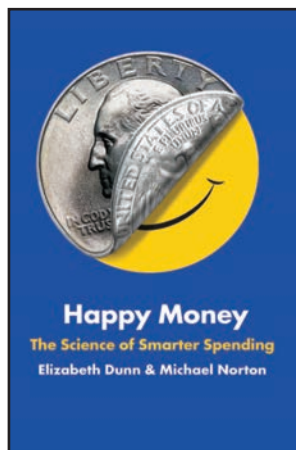
But what if stretching your meager wealth also

## Money can't buy happiness, but buying *Happy Money* is a good start

stretched your well-being? In the new book "*Happy Money: The Science of Smarter Spending*" by Elizabeth Dunn & Michael Norton, you'll find out how.

You have a love / hate relationship with money: you love getting it and hate when you don't have it. But as Dunn & Norton point out, you can utilize discretionary lucre to give you a better life, thus making you happier. In their research, they discovered five main Principles of Happy Money.

First of all, shift from buying *things* and spend your money on events. The vacation you took, the concert you attended, that dream fishing



trip are etched in your mind far firmer than, say, last Tuesday's commute in your new car — especially if those special events were experienced with someone else.

Remember when an impulsive ice cream cone tasted like the best thing in the world? Reach back to those kinds of feelings by ending your spending and making indulgences into treats. When something is rare, it brings happiness because abundance "is the enemy of appreciation." Even the slightest treats don't have to cost a lot.

Use your money to buy time, especially when it comes to commuting, TV-watching, and socializing. Your fancy abode is no bargain if you have to commute for hours to pay for it. That big-screen TV is a commitment of one-sixth of your year. And socializing doesn't have to cost anything at all.

Learn to "pay now, consume later," since studies show that anticipation for an item is far more pleasurable than the item itself. That'll give you more time to imagine and savor — and besides, you'll be happier if you're debt-free.

Finally, invest in others. Research indicates that giving away money is "just as rewarding as getting more of it."

There's a reason why you've never seen a Happiness Store at the mall: turns out Mom was right when she said money can't buy happiness. It can, however, buy "Happy Money," which is a good start.

And here's more good news: most of the things in-

side this book are easy to do. You might already be following the Principles that authors Elizabeth Dunn & Michael Norton espouse — and if you're not, they won't be hard to embrace. The appeal of this book, therefore, is to change the way you think about what's in your wallet or pocket, whether it's meager or millions.

I liked this book, its gentle humor, and the sense it makes. I think that if you're tired of being dissatisfied with what you've got, you'll like it, too. "Happy Money" may not change your bankbook, but it will give you pennies for your thoughts.

## MEDICARE, continued from Page 1

cians have used this statistic as a against millions of Americans who rely on Medicare. If we don't cut benefits for today's retirees, they say, benefits will cease to exist for future retirees.

Due to rising health care costs and changing demographics, Medicare faces real challenges, and we at AARP are tackling these challenges head on. We've said that we can reduce costs throughout the health care system, by clamping down on high drug prices, by improving care coordination and the use of technology and by cutting over-testing, waste and fraud. These commonsense solutions will ensure the longevity of Medicare so that seniors can continue to receive the affordable health care they deserve.

It's important to note that the Affordable Care Act has already extended the life of Medicare by implementing key reforms that will save \$500 billion over the next 10 years. From curtailing exorbitant payments to private insurers to cracking down on fraud and abuse, Washington has shown that it can accomplish real savings intelligently and responsibly, without cutting benefits for current or future retirees.

In order to reduce high prescription drug prices, we also must stop pharmaceutical companies from gaming the system. Right now, some brand name drug companies are driving up the cost of health care by entering into agreements with generic drug companies,

paying them to delay bringing a competing product to the market. Moreover, Medicare should be allowed to negotiate with pharmaceutical companies for lower drug costs, which isn't permissible under current law. Allowing Medicare to use the bargaining power of its 52 million beneficiaries to negotiate for lower prescription drug prices, particularly for high-priced brand name drugs, could save money for seniors and reduce the cost of health care.

Improving care coordination is essential to making sure patients receive safe, high-quality care. We can do this by creating systems that better connect doctors and health care facilities and take advantage of

advanced information technology.

It is estimated that Medicare could save hundreds of billions of dollars by reducing waste and stepping up fraud detection. For example, Medicare currently pays all health claims and then has to chase down providers if an error or fraud is detected—and too often the improper payment is never recovered. By improving technology, we can flag fraudulent claims before they are paid. We can also use technology to crack down on criminals who file false Medicare claims. By removing personalized information from Medicare identification cards, we can develop new cards that can track and confirm that Medicare is being

billed for only those services a patient receives.

The proposals we are advocating for are not gimmicks but solutions that will improve and strengthen Medicare today and for future generations. Medicare has been successful for nearly half a century and is still a success today. If Washington takes

the necessary steps, Medicare can be strengthened and improved for the next generation of seniors. By doing so, we can, in the words of President Johnson, "reaffirm the greatness of America."

Tim Morstad helps lead outreach efforts for AARP in Texas.

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