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NEWSLETTER

Emmett W. Chappelle Chapter of Blacks In Government at NASA Goddard Space Flight Center

FROM THE DESK OF THE PRESIDENT

It never ceases to amaze me at how some can be so intolerant of others. As adults we bring all the baggage of our past to bear when coming to a decision or forming an opinion about events, things and people. We forget about the one thing which connects us all—our humanity.

Recently, I was sent an article regarding how a university newspaper writer ridiculed the customs and practices of our Native brothers and sisters. In particular, this young writer ridiculed the practice of our Native people's custom of a powwow. In so doing, this young writer not only displayed intolerance, but also ignorance. His comparison of the powwow to a "flea market", and portraying the participants as acting "worse than homeless people" not only highlighted his ignorance of Native American customs and practices, but also of homeless people in general.

Apparently, what disturbed this writer most was the dance in which those watching tossed money on the ground around the dancer. If this particular writer had done his homework prior to writing, he would have discovered :
"Powwows are usually non-profit. It de-



**Merle Robbins, President
Emmett W. Chappelle Chapter
Blacks in Government**

pends upon donations, raffles, blanket dances, etc. for support. Donations are encouraged as a way to honor someone. Any participant can drop money onto the blanket to aid in the powwow expenses." (<http://www.powwows.com/>)

Powwows serve a distinctly spiritual activity for Native Americans. It is a time of renewal and community. Given that their communities were torn apart, through no fault of their own, I believe we can afford to be more tolerant and understanding.

What I would ask of all of us, is that before we form a judgment about something, we take

a moment and think. Don't leap to judgment without first doing at least a cursory look at the situation. By all means, if the judgment is in regard to a person, put yourself in that person's shoes. If we do this, we might find out that it hurts to "walk a mile" in that person's shoes. Notice, I said "we". I do not exclude myself from this admonition. I, too, have sometimes formed judgments and made assumptions about things before I did my homework.

Let us all make a concerted effort to be more tolerant of each other and remember our humanity. When we do this, we create a much better world.

Merle Robbins

Have some thoughts for the president? Email merle.e.robbins@nasa.gov

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GENERATION YOUTUBE NOTOYA RUSSELL



transition from relaxed to natural hair. I started my own natural hair journey in the fall of 2009 and personally benefitted from viewing her videos where I received great advice on how to best deal with growing my own natural texture. I became a subscriber to her channel, not only because of her wealth of knowledge and the honest delivery of her messages in her videos, but also because her video offerings were extremely professional and well produced. I wanted to find out from her what exactly was involved in becoming a YouTube personality and if there were any tips she could provide to people who are thinking about using YouTube to share video content.



BIG Summer Safety Tip

The American Academy of Pediatrics (AAP) recommends parents avoid inflatable swimming aids such as "floaties." AAP says they are not a substitute for approved life vests and can give children and parents a false sense of security.

YouTube, the video-sharing online portal which provides subscribers the ability to upload, share, and view user generated video content has certainly revolutionized the way people interact and communicate via the web. Personally, I have found it to be a great resource, particularly if you are seeking feedback or opinions from your peers.

I recently conducted an interview with Ms. Cheryl Washington. Ms. Washington launched her YouTube channel in January 2009, to chronicle her transition from relaxed to natural hair. I started my own natural hair journey in the fall of 2009 and personally benefitted from viewing her videos where I received great advice on how to best deal with growing my own natural texture. I became a subscriber to her channel, not only because of her wealth of knowledge and the honest delivery of her messages in her videos, but also because her video offerings were extremely professional and well produced. I wanted to find out from her what exactly was involved in becoming a YouTube personality and if there were any tips she could provide to people who are thinking about using YouTube to share video content.

Generation Youtube continued...

During our conversation, Ms. Washington confirmed that she does produce her own videos and has a background in Mass Communication, which certainly sets her apart from other novice YouTube channel owners. Her arrival on YouTube began very organically –she started sharing information with friends and family in an informal setting. The positive feedback she received from her close circle of friends, and the fact that she is a self-described visual learner, propelled her to utilize tools she already had in her grasp i.e. web camera and iMovie application on her laptop to create videos and share them via YouTube.

Below are some tips she provided for people who desire to leverage YouTube to launch and promote their own online brand:

1. Evaluate your production value and determine if you have enough content to sustain a long-term presence on the web.
2. Give a lot of careful thought about the message or theme of your channel
3. List topics and ideas you want to cover/ share for each video (don't go off script especially if you are just starting your own channel and have no background in mass communication)
4. Be prepared for negative feedback or backlash, and understand that anyone can say anything online.
5. Always keep your goal in perspective.
6. Be selective about who you accept in your circle
7. Don't share information that you would not normally share in person.

In just over two years, Ms. Washington's subscriber base has grown to 3,542 users, her channel has received in excess of fifty thousand views and almost 220,765 upload views. Ms. Washington hopes to expand her online network and become a Health and Wellness Coach.

Want to learn more? You can visit her YouTube channel via this link:

<http://www.youtube.com/user/NaturalJourney>

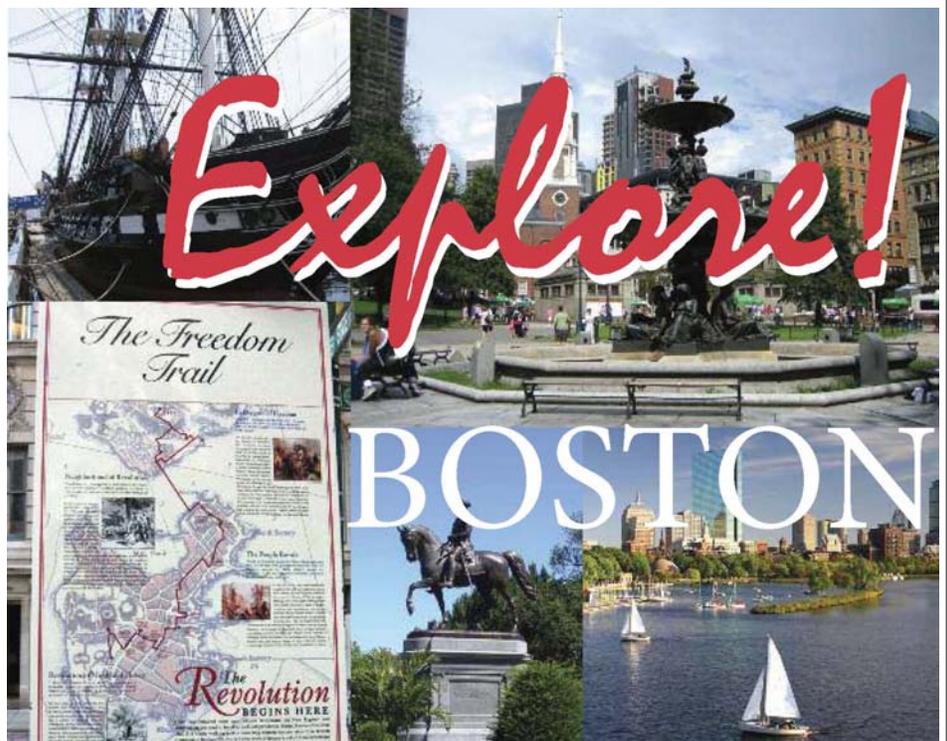
MARK YOUR CALENDAR!

**Upcoming BIG General
Body Meetings**

July 19, 2011

August 16, 2011

September 20, 2011



Blacks In Government

2011

National Training Conference

AUGUST 22 - 25, 2011

<http://www.bignet.org/index.php/national-training-conference>

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