

THE BND BUZZ

A Publication of the BND Summer Media Camp 2021



Norm Gold, operator of The Market@25th, explains to BND media camp students how the full-service east end grocery store was established two years ago in a Richmond food desert.

PROVIDING FRESH FOODS FOR HEALTH, HEALING

Interview conducted by Maria Celine Johnson

Audio recording by Ronald "RJ" Jackson

Photos by Bonnie Newman Davis and Ronald Jackson

It's a busy Tuesday in mid-July at The Market@25th in Richmond's Church Hill community as shoppers, in search of weekly specials, roam aisles filled with colorful fruits and vegetables, meats, seafood and everyday household items.

In a corner not far from the store's entrance, a carry-out food station offering hot, home-styled meals has no problem attracting hungry customers. Hovering overhead are handsome wall panels throughout the store that bear the names of familiar Church Hill landmarks and street names.

Norm Gold, the store's operator, stands amid the hubbub of activity to welcome visitors. He explains to students in the BND Summer Media Camp program that the store, located in a food desert on 25th Street and Fairmount Avenue, didn't exist two years ago. Before the store opened in April 2019, no full-service store had been in the community for 20 years.

Food deserts commonly are defined as regions where people have limited access to healthful and affordable food, either due to limited income or having to travel farther to find healthful food options.

Gold, a former Feed More executive who spent dozens of years in the grocery business in Arizona and California before moving to Richmond in 2013, makes clear his goal for the store that opened in April 2019: to serve the Church Hill and East End community by hiring local, supporting and procuring from local, minority-owned businesses, and serving local shoppers by offering healthy, nutritious food at affordable prices.

Continued on page two

Providing Fresh Food for Health, Healing

Noting that the average life expectancy of a black male in the community is 62 years of age, Gold says that part of the reason is unhealthy eating, which often leads to unhealthy lifestyles. "If you eat healthy, you feel better," he told the group of middle school students, motioning toward the neatly arranged bins of fresh produce and array of cold-pressed beverages.



Serving the community means also serving the Market@25th's employees.

"Everyone who works at the store lives in the area, including me," says Gold. "They are our family. We want them to feel supported by us and to be happy to be a member of The Market @ 25th family—to live more stable lives to buy a house or car. We're giving opportunity to people who haven't had it in a long time. That is why I am here – to give back to our team and our community."

An example the store's focus on giving back is a 50 percent discount on produce for SNAP recipient shoppers through Virginia Fresh Match, which virtually enables SNAP shoppers to get twice as much produce for their money. The store also provides transportation to senior citizens and participates in outreach programs with neighboring churches and schools.

Midway through Gold's tour with the students, he is joined by Otis Byrd, the Market@25th's community outreach specialist. Byrd, who moved to Richmond from Raleigh, North Carolina about 10 years ago, formerly worked for another large grocery retailer. He says that while The Market@25th attracts a diverse group of shoppers, many of them are racial minorities and many of them live in nearby public housing communities such as Creighton, Fairfield and Mosby courts.

"However, the growth of Church Hill is rapidly changing," Byrd adds. "We serve a great deal of newcomers from other areas, not just from Virginia, but from other states as well. We have a wide scope of customers, but we try to gear to those who are our neighbors."

Gold says that running the store has not been perfect.

"It's been difficult, there's been a lot of mistrust," he says, adding "grocery stores don't make money. Yet, things are starting to move in the right direction. Hopefully we're building a model and others can use it."



Otis Byrd, The Market@25th's outreach specialist, explains the importance and variety of the store's fresh juice and dairy products .

A Day in the Life of Food Security at Ephesus SDA Church



Anthony 'AJ' Johnson



Barbara Smith @ Ephesus



Every Tuesday and Wednesday, Ephesus SDA's food pantry attracts Richmond area-citizens in need of fresh meats, produce and other grocery items.

A Fast and Furious Need

Combating Food Deserts and Food Insecurity



The BND Summer Media Camp 2021 focused on Richmond, Va. -area food deserts and food insecurity. On July 14, when our camp participants visited The Market@25th in Church Hill, an area of Richmond that is considered a food desert, they learned how the store is working to bring and keep fresh food and produce in the community.

A day later, on July 15, Anthony Johnson, regional manager for Feed More, spoke with BND media camp students about the organization and how it has responded to the COVID-19 pandemic. Mr. Johnson shared with students that there are seven food banks in Virginia and that Feed More is the second largest of Virginia's seven food banks. He added that the Ephesus SDA Church's food pantry, which provides food to the community twice a week, is among the largest and longest serving pantries in Richmond.

"Why do churches embrace such outreach to feed and help others?" he was asked.

"Churches are going to do it without being a part of Feed More church agencies," Mr. Johnson replied. "This has always been a mission of churches... to feed their community and to help them."



More Feed More FACTS

- Feed More, formerly known as the Central Virginia Food Bank, collects, prepares and distributes food to neighbors in need throughout Central Virginia.
- With a service area that stretches across 34 counties and cities, Feed More's comprehensive programs and network of nearly 300 agencies helps ensure its communities have access to healthy meals year round, according to its website.
- Feed More is a member of Feeding America and Meals on Wheels America.
- Before the pandemic, food insecurity rates were steadily decreasing and approximately 144,000 Central Virginians struggled with hunger. However, after COVID swept through our region, the number of neighbors who experienced food insecurity rose by 27 percent. We were able to meet this skyrocketing need because of you and our ability to purchase, house and distribute food, at scale to our network of more than 270 nonprofit organizations spread across 29 counties and five cities.
- This extensive network - made of food pantries, churches and places of faith, emergency shelters, soup kitchens and community-centric organizations - coupled with our advanced logistics and proven food distribution methods, moved out close to 32 million pounds of food from July 2019 through June 2020.

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--Feed More's Annual Report

Thinking about School Daze

By Samuel Diaz

Schools soon will reopen for fall 2021. Samuel Diaz, who will be in eighth grade at Ephesus Junior Academy, enjoys school, but admits that it can sometimes make him nervous when thinking about the beginning of a new school year. Diaz, a participant in the BND Summer Media Camp 2021, recently shared his thoughts with the BND Buzz about the upcoming school year.

What will the first day of school be like for you?

Diaz: Everyone will be excited, nervous or scared. But for me, I am always nervous. Seeing classmates again makes me a bit uneasy because sometimes I don't know what to say.

Will your feelings be temporary or occur everyday?

Diaz: The second day will be a bit more calm for me and I won't be nervous anymore. I'll know what to say to my friends when I see them again. But this school year is going to be different since my sister isn't going to attend the same school with me anymore. I'm going to miss her.

Do you enjoy school?

Diaz: I like school just because I like to get out of the house.

How would you describe how you behave in school?

Diaz: Sometimes, at the beginning of school, I'm usually one of those quiet kids who doesn't talk for the first few days of school. Back when I used to go to public school I was a very talkative kid.

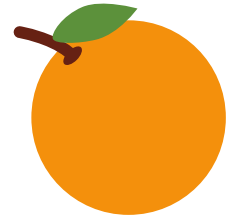
What will make you smile when you return to school?

Diaz: I like seeing my friends and knowing that they are coming to school. And I am excited to see them again.



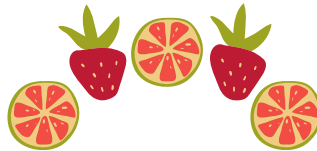


Interviewing, Reporting and Writing **By BND Summer Media Camp Students 2021**



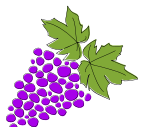
After arriving at the 25th Grocery Store on July 14, we met with Norm Gold. He showed us around and told the backstory of how the grocery store started. The store was nicely decorated and organized. We asked questions like where are they from and how they came up with the idea. What I loved the most about the store was how they had everything for everyone. If you were vegan, they have a section for that. If there were meat lovers, there was also a section for that as well.

At the BND Summer Media Camp, we went to a supermarket in a food desert, took pictures at the church food bank, learned about social media Journalism, and much more.

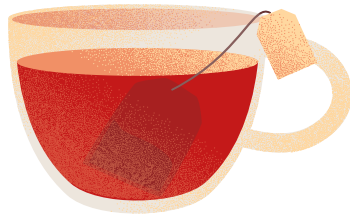


When we went to The Market 25th, we saw all kinds of fresh produce and even got to interview the owner and their community outreach specialist who convince people to shop at the store. When we learned about social media journalism, we learned how to stay professional and proper questioning. We also took pictures at the church's food bank. The food bank volunteers told us about how they try to make people feel comfortable by letting them choose their own food.

From the beginning, our goal was to learn about food deserts. We met the food bank volunteers at Ephesus SDA Church. We also took a field trip to The Market@25th where we spoke to Mr. Gold, the store's operator, and Mr. Otis Byrd, a community outreach specialist. The class also held a press conference with Mr. Anthony Johnson from Feed More. Most recently for practice, we interviewed Mrs. Sandra Rollins and wrote a short biography story about her life.



The Shoji Cafe



A Freestyle Writing Article

By Maria Celine Johnson, aka Kimpossible

Welcome to the Shoji Cafe! We are an anime and cat cafe. Here we have some of your favorite anime character signatures treats. Have you ever wanted to try Deku's katsudon or Todoroki's soba? Well, we have it. Some of our more famous dishes are Sasha's potatoes with meat sauce, Saiki's coffee jelly, and Gojo mochi. We also have cat-shaped cupcakes and cat ear beanies and hats. All items are made to look like they did in the Anime books, so the same treats have shadows.

We are located in Akihabara, Tokyo and our hours are from 9 a.m. to 6 p.m. Sometimes the cats may want to join you but don't worry, they are friendly. If you don't like cats or are allergic to them, there is a "no-cat zone," which is garden-themed. This is where we grow all herbs for our teas, and the black butter-themed teas are full of flavor. Some of my personal cafe favorites include anime T-shirts hoodies and key chains. They are sold at a small stand near the front desk.

Next door to us is a shop where you can get posters, Funko Pops or grab a book to read over with a cup of tea and a warm feline friend. Our main concern is your comfort and enjoyment, so please stop by and enjoy some snacks based on your favorite anime character.



Getting to **Know** Sandra Rollins

By Maria Celine Johnson, Sydnei Jefferson, Tyrone Crump, Ronald Jackson,
Myles Russell and Samuel Diaz



Sandra C. Rollins has been an integral part of Ephesus SDA Church for the past several years, where she serves as a volunteer and assists its minister, the Rev. Dr. Gary Banks, with many of the church's administrative tasks.

Mrs. Rollins is no stranger to the functions of a church, its related activities and giving back. Before retiring in 2017 as executive director of the South Richmond Adult Daycare Center, she served as first lady of Richmond's 31st Street Baptist Church where her late husband, the Rev. Dr. Darryl Rollins, was pastor.

In addition to assisting Dr. Banks, Mrs. Rollins has one other significant role at Ephesus. It was her idea to host the first BND Summer Media Camp at Ephesus in 2018. Since then, the media camp, which teaches and trains middle and high school students about journalism and the news industry, has taken place each summer at Ephesus. (The program was online in 2020 due to the COVID-19 pandemic.) To date, more than 50 students have participated in the media camp, which was founded by Bonnie Newman Davis, executive director of the BND Institute of Media and Culture Inc.

"I give Mrs. Rollins all the credit in the world for the continuing success of the BND Summer Media Camp," says Mrs. Newman Davis, who is a journalist, journalism educator and media consultant. "Without her vision, patience and persistence, I'd still be sitting at home sitting on my couch letting the idea of the summer camp float in my mind."

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Getting to **know** Sandra Rollins

continued from previous page

During a recent interview conducted by student participants in the 2021 summer media camp, Mrs. Rollins shared more about herself, including a few of her favorite things.

BND Buzz: Where were you born and what date?

Mrs. Rollins: June 27, 1940 in Harlem, New York

BND Buzz: Do you have any siblings?

Mrs. Rollins: Yes, two sisters.

BND Buzz: Where did you graduate from college?

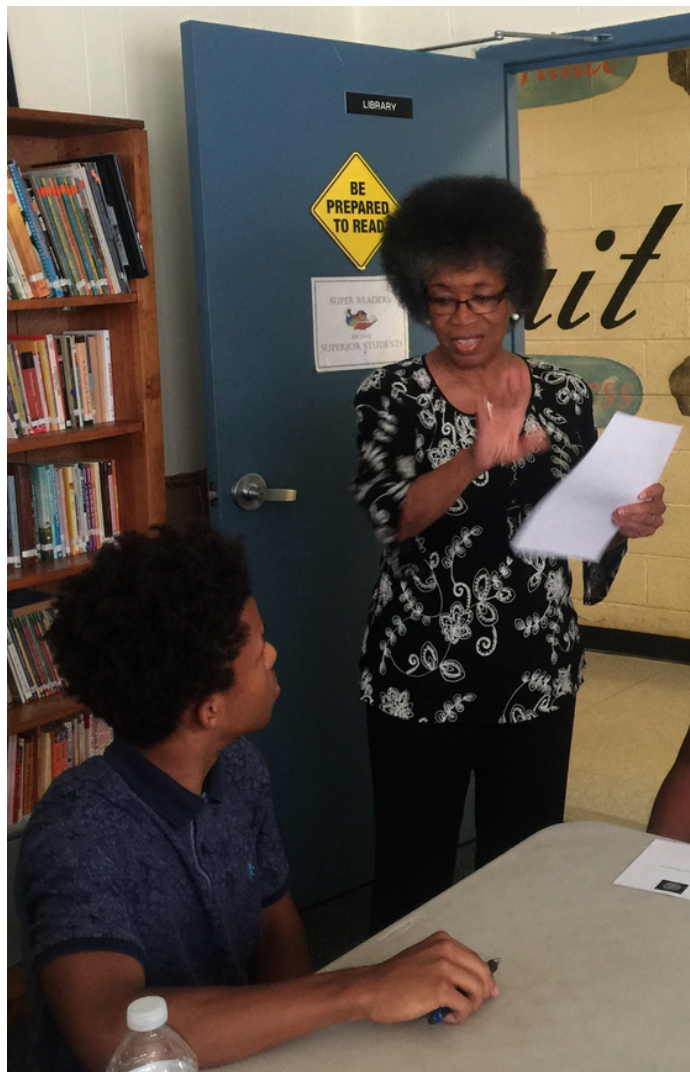
Mrs. Rollins: Union College in Nebraska (undergraduate degree) and I received my master's degree in social work from the University of Tennessee in 1977.

BND Buzz: When did you move to Richmond?

Mrs. Rollins: We moved to Richmond in 1973 when my husband started teaching at Virginia Union University.

BND Buzz: What do you enjoy doing in your spare time?

Mrs. Rollins: I enjoy traveling, gospel and classical music and reading autobiographies and interior decorating.



Sandra Rollins works with a student in the first BND Summer Media Camp in 2018 @ Ephesus SDA Church.



A Few of Sandra's Favorites Things

By Myles Jefferson

Watermelon* Traveling* High Heels* Christmas* Android Phone*
Volunteering* Meeting New People* Laughing

Meet the BND 2021 Media Camp Students

Name: Maria Celine Johnson

Childhood Ambition: Chef

Fondest Memory: Making a Hello Kitty waffle

Soundtrack: Sour Olivia

Favorite Retreat: Anime

Proudest Moment: Making Friends

Favorite Movie: X-Men

Indulgence: Sleeping

Alarm Clock: Phone

Perfect Day: Going to Comicon

Indulgence: Chocolate

Inspiration: Tchaikovsky

My Life is: Interesting

Name: Samuel Diaz

Childhood Ambition: Enter the BAU

Fondest Memory: Being with family

Soundtrack: Eyes Blue

Favorite Retreat: Playing video games

Favorite Movie: Fast & Furious 6

Biggest Challenge: Getting a phone and a dog

Alarm Clock: Waking up randomly

Perfect Day: Hanging out with my entire family

Indulgence: Eating in my room

Last Purchase: Food

Favorite Movie: Fast and Furious

My Life is: Crazy!

Name: Myles Russell

Childhood Ambition: Writer

Fondest Memory: Working on a Minecraft

Soundtrack: Electro Music

Favorite Retreat: Beach

Favorite Movie: Mary and the Witch's Flower

Proudest Moment: Finishing Harry Potter Book One

Biggest Challenge: Building a Minecraft Mansion

Perfect Day: Going to the fair

Indulgence: Reading Comics

Inspiration: Famous soccer players

My Life is: Fun

Name: Sydnei Jefferson

Childhood Ambition: Marine Biologist

Fondest Memory: Going to Disneyland

Soundtrack: Pop/Best Friend

Favorite Retreat: Watch Anime or Read

Wildest Dream: The time I married Akaashi

Proudest moment:

When I finished Season One of Mha

Biggest Challenge: Finishing animes

Alarm Clock: Radio or alarm

Perfect Day: Going to an Anime Hotel

Indulgence: Lying

Last Purchase: Ice Pops

Favorite Movie: Blended or The Meg

Inspiration: Tender

My Life is: Interesting

Meet the BND Media Camp Students

Name: Ronald Jackson

Childhood ambition: To be in the NFL

Fondest Memory: Winning the
championship

Soundtrack: Dee Watkins- Lemon Pepper

Favorite Retreat: Training, working out,
DJ'ing

Wildest Dream: Thought I was being
haunted by clowns

Proudest Moment: When I graduated
elementary school

Biggest Challenge: Finish school

Perfect Day:

When we went to the ATL water park

Name: Taylor Jean

Childhood Ambition: Artist

Fondest Memory: Going to the mall
with friends

Soundtrack: Mariah Carey

Favorite Retreat: Atlanta, Dorey
Park

Favorite Hobby: Drawing on Canvas

Proudest Moment: Doing a
Cartwheel

Biggest Challenge: Singing

Favorite Movie: Tinker Bell

Inspiration: Mom

My Life Is: Exciting

My name is: Justin

Childhood Ambition: To be a good
worker

Fondest Memory: Going to my first
basketball game

Soundtrack: Gospel Music

Retreat: Swimming Pool

Wildest Dream: N/A

Proudest Moment: Making the
basketball team

Alarm Clock: Phone

Perfect Day: Going to a basketball
game

Indulgence: Getting fat

Favorite Movie: Avengers

Inspiration: Doing well in life

My Life Is: Good

Name: Sanai Ellis

Childhood Ambition: Lawyer

Fondest Memory: Gymnastics

Soundtrack: Jacques

Favorite Retreat: Golden Corral

Wildest Dream: Monster behind the bed

Proudest Moment: Good report card, 8th
grade

Perfect day: Sunny Day

Indulgence: Quiet

Last purchase: Candy

Favorite movie: Angry Birds

Inspiration: My Aunt

My life is: Meaningful

Camp Bonnie 2021 Photos



The BND Summer Media Camp 2021

It's a wrap. The BND Summer Media Camp 2021 has ended. I cannot sufficiently express my joy at seeing the growth in our campers in two short weeks. Their future success is ensured, thanks to our extraordinary guest presenters throughout the two-week program from July 12-July 23, 2021. Our students learned about food deserts and food insecurity in Richmond and Virginia. Experts and sources who helped inform them included Norm Gold, operator of the Market@25th Street, Otis Byrd, community outreach specialist at the Market@25th, Anthony Johnson, regional director of Feed More and Miss Barbara, director of the Ephesus SDA food pantry, which has operated in Richmond for more than 20 years. Special guests throughout the two weeks included award-winning photographer **Jay Paul**, **Marquaysa Battle** of Buzzfeed, **Lee Ivory**, former editor of USA Today Magazine, and **Ned Oliver**, the Richmond Mercury's award-winning reporter, photographer and drone expert.

Other guests included prolific author, journalist and professor Wayne Dawkins, who joined us to discuss journalism ethics. Another session featured a powerhouse of strategic communications and marketing experts: **Dr. Linnie S. Carter**, vice president of College Advancement, HAAC; **Jeff Wilson**, vice president and chief of staff at Padilla public relations; Santia Nance, vice president and associate director at The Martin Agency; **Leha Byrd**, a PR specialist, educator and entrepreneur; and **Heidi Wilson**, chairwoman, Department of Journalism at Virginia Union University. These experts schooled our students on how to prepare for college, job interviewing skills, positioning themselves for promotions, continuing education, salary negotiation, investing and savings, and entrepreneurship.

As if that weren't enough, several of my former VCU and NCA&T college students shared their journeys, too. I was blown away by the realization that these three young women, **Myja Gary** (Zoom), **Mariya Moseley** (ABC World News Tonight) and **Chandelis Duster** (CNN), now help deliver the news to audiences GLOBALLY. Finally, a visit from Richmond Times-Dispatch columnist **Michael Paul Williams**, recipient of the 2021 Pulitzer Prize for Commentary, further made our day! Mike shared with our campers several tips for becoming better writers, and encouraged them to read and practice their craft until it "becomes a concerto." A special thanks to **Dr. Gary Banks** of Ephesus SDA Church and Academy, **Mrs. Sandra Rollins**, **Ms. Joy Nugent**, **Renee Johnson**, **Erin D. Stanley**, and all of our special guests, sponsors, and volunteers including former BND campers **Ellis Henderson, Jr.**, **Emani Henderson**, **Johari Edwards**, **Mikayla Compere** and **Dedrick Shorter**.

Bonnie Newman Davis, Executive Director, BND Institute of Media and Culture, Inc.

BND Summer Media Camp 2021

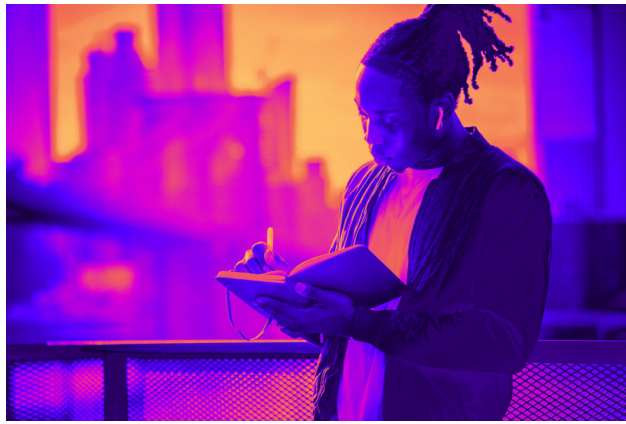
Mariya Moseley, Media Camp Facilitator and Trainer

Kimberly Fields, Executive Assistant; Ashley Brown, Intern

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The BND Institute of Media and Culture Creative Writing Fall Academy
for Middle and High School Students
October 16 – November 20, 2021
Saturdays, 10 a.m. – 12 p.m.



This virtual workshop is for students who are interested in developing their creative writing skills across genres. Students will read and write free verse poetry, short prose, drama, fiction, and creative nonfiction. At the end of the six-weeks virtual sessions, students will have a portfolio of their work.

In addition, students will become familiar with a variety of technical and imaginative approaches through creative exercises and discussions. They will be exposed to all aspects of the writing process, including generating ideas, writing and revising drafts, and editing. Under the guidance of experienced instructors, participants will gain confidence as they practice their literary craft. Students also will be introduced to various forms of literature that will be helpful as they learn to critique their own work and that of their peers. At the end of the program, students will receive a Certificate of Completion and a gift card.

Cost: \$100. Limited scholarships are available.

For more information, please visit bndimc.org

