State Rep Rushing could face primary challenge

By Sue O'Connell

WGBH’s Mike DeChiaro reports that State Representative Byron Rushing, who has represented the South End and part of Roxbury since being elected in 1983, could face a challenge in the Democratic primary from Jon Santiago, a Boston Medical Center doctor.

February School Vacation Ideas

BCYF Blackstone
Blackstone Connects School Vacation Program
Tuesday, February 20 - Friday, February 23 9 a.m.-5 p.m.
Ages 8-12, cost: $60.00 Snack and lunch will be provided.

BCYF Swim For Safety Free
Water Safety Classes
Tuesday, February 20 - Friday, February 23

Contact BCYF Blackston for more information.

LandWave crashes
Neighbors seek removal of damaged Peters Park sculpture

By Michele D. Mansfield

Less than seven years since it was dedicated in the spring of 2011, the long, sloping blue LandWave sculpture on Washington Street at Peters Park is being eyed for removal.

South End Calendar

Heart of Gold Scholarship Event 2018
Thursday, February 8, 2018, 6:00 - 8:00 pm
Estragon, 700 Harrison Ave, Boston

The BFSNA is having its annual fundraiser for its South End Scholarship. This is our 10th year. Last year we raised $40,000 and awarded over $32,000 to 15 recipients. For the last 10 years, our neighborhood association has awarded scholarships ranging from $1,000 to $2,500 to over 45 South End high school graduates to cover textbooks, computers, or supplies for college or trade school. Tickets are $50 in advance, $75 at the door. This year we will be enjoying delicious Spanish tapas, wine, beer and cocktails, courtesy of Estragon Tapas Bar. Enjoy live music and bold on lots of exciting items of our live and silent auctions. All proceeds benefit the Scholarship Fund of BFSNA. Please visit http://www.blackstonemfanklin.org/
Giacomo's Ristorante

COME BACK TO GIACOMO'S!

After extensive renovations this South End favorite has reopened and serving the neighborhood. Serving dinner nightly at 5pm. Looking forward to seeing all of our old friends again soon!

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Opinion

Pimping King

Rev. Beno Maximo

With 2013 being the 50th anniversary of the Rev. Dr. Martin Luther King, Jr.'s assassination, commemorations honoring the man will be taking place across the country. But who would think a Super Bowl ad with a King voiceover would be used to sell pickup trucks? The pitch for Dodge Ram trucks' "Built To Serve" Volunteer Program did just that and provoked a fast and furious backlash on Twitter and a rebuke from the King Center.

Adding insult to injury the commercial's narrative arch from beginning to end misappropriated MLK's essential message in his 1963 speech, "The Drum Major Instinct." The speech rails against materialism using cars as a classic example.

"Do you ever see people buy cars that they can't even begin to buy in terms of their income? You've seen people riding around in Cadillacs and Cheyennes who don't even enough to have a good "T-Model Ford," King said in his sermon. Black misrepresentation in commercial advertising, however, is nothing new. The exploitation of black talent and the objectification of black bodies and images to pad the pockets of profiteering corporations under the guise of helping underserved populations and communities is also not new. For example, we all remember the 2017 Pepsi commercial starring Kendall Jenner. The ad played on racial and ethnic stereotypes in its attempt to expand the brand to a multi-cultural audience base. Also, it misappropriated the iconic and viral photo of Ireshia Evans, the 28-year-old African American mother who in 2016 during a Black Lives Matter protest in Boston Range stood up for the nation as well as the world when she silently walked to the front line of heavily armed police and offered her hands to be arrested; however, with the reinstatement of the white hero/heroine trope towards a possible slot in the commercial simply by offering a white cop a Pepsi.

The Dodge Ram trucks commercial is not so egregious. Race Nation Volunteer Program's mission is "supposedly" not to sell the trucks but rather to highlight how its "Ram Truck owners are a special breed" serving all of humanity "from disaster relief to blood drives or even just cutting a neighbor's grass." Its web page uses MLK's quote "Everybody can be great because everybody can serve."}

Letters Policy

The South End News welcomes letters to the editor. All letters must be signed and accompanied by a mailing address and phone number.

e-mail: letters@southendnews.com | fax: 617.444.7286

Continued on page 5
**Happy Valentine's Day**

**CHAMPAGNE**
- Dom Perignon 2006 750ml $139.99
- Dom Perignon Rose 2009 750ml $234.99
- Veuve Cliquot Brut 750ml $42.99
- Moet Imperial 750ml $36.99
- Taittinger Brut 750ml $32.99
- Perrier Jouet Brut 750ml $32.99
- Cunard-Duchene Brut 750ml $24.99
- Nicolas Feuillate Brut 750ml $21.99
- Luc Belaire (All Varietals) 750ml $24.99
- Roederer Estate 750ml $15.99
- Mumm Brut Prestige & Rose 750ml $14.99
- Westport Rivers Brut Cuvee Reserve 750ml $14.99
- Charles Sparc Club Cuvee 750ml $14.99
- Korbel (All Varietals) 750ml $9.99

**COGNAC**
- Remy Martin XO 20ml $149.99
- Hennessy VSOP 20ml $44.99
- Courvoisier VS 15ml $42.99
- D'Usse VSOP 20ml $39.99
- Pierre Ferrand Ambre 20ml $26.99
- Maison Rouge VSOP 20ml $18.99
- Pierre Ferrand Fine Cognac 30ml $19.99

**SPARKLING & SWEET**
- Martini & Rossi Asti & Rose 20ml $9.99
- Rosato Rosso & Dolce Sparkling 20ml $9.99
- Rosa Regale Brachetto 20ml $9.99
- San Pellegrino Prosecco 20ml $14.99
- La Marca Prosecco 20ml $11.99
- Prima Perla Prosecco 20ml $6.99
- Cupcake Prosecco & Moscato 20ml $8.99
- Villa Jolanda Prosecco & Moscato 20ml $7.99

**GIFT SETS**
- Hennessy XO & Cognac Gift Box $154.99
- Courvoisier VS & Cognac Gift Box $219.99
- Twenty Grand Cognac Gift Box $19.99
- Grey Goose Vodka 1.75l $49.99

**GIFT SETS**
- Grand Marnier 20ml $24.99
- Domane Canton Gingerbaker 20ml $24.99
- St Germain Elderflower 20ml $19.99
- Frangelico Hazelnut 20ml $21.99
- Chambord Black Raspberry 20ml $19.99
- Bom Bom Coco & Vanille 20ml $14.99
- Fireball Cinnamon Whisky 20ml $14.99

**CORDIALS & LIQUEURS**
- Jack Daniels Gentleman Jack 750ml $39.99
- DiSaronno Amaretto 750ml $19.99
- Hpnotiq Liqueur 750ml $14.99
- Jagermeister 20ml $14.99

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**Dog Lady**

Dog Lady continued from page 1

Dog Lady Continued from page 1

Shelter dogs: You know how to handle them and keep track of them, so Dog Lady's best advice is to rescue another orphan. This column never advises about what dog would be best in a family with a baby. Since you've done it successfully, you know what is best for you.

In the meantime, socialize Germa and get her out more. You're either ready and can keep her in the house or the need for her is too high to help her. A new group of people in the house. Also, investigate whether there is a neighborhood group that can exercise her with other dogs or if there's a dog park nearby.

Dear Dan,

Greatest admiration to you for adopting shelter dogs. You know how to handle them and keep track of them, so Dog Lady's best advice is to rescue another orphan. This column never advises about what dog would be best in a family with a baby. Since you've done it successfully, you know what is best for you.

In the meantime, socialize Germa and get her out more. You're either ready and can keep her in the house or the need for her is too high to help her. A new group of people in the house. Also, investigate whether there is a neighborhood group that can exercise her with other dogs or if there's a dog park nearby.

Write askdoglady@gmail.com.

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**Calendar**

Calendar continued from page 1

**BCYF Free Family Gym**
Saturday, February 10 & April 14, 2018 10:00 - 11:30 am Free Family Gym with Games, Music, and Giveaways

A free play program for families with children ages 5-8.

**South End Forum Meeting**
Tuesday, February 13, 2018 6:00 - 9:00 p.m. South End Library, 685 Tremont Street, Boston

facebook.com/SouthEndForum

**Peters Park Community Meeting**
Thursday, February 15 6:30 - 8:30 p.m. Project Place 1145 Washington Street, Boston

The Boston Parks and Recreation Department invites the public to the first in a series of community meetings to discuss upcoming improvements to Peters Park. We look forward to sharing the project scope, including timeline and hearing what you have to say.

For more information, please call Cathy Baker-Eclipse at the Boston Parks and Recreation Department (617) 961-3505 or email Cathy.Baker-Eclipse@boston.gov.

**Old Dover Neighborhood Association Meeting**
Monthly Meeting
Tuesday, February 20, 2018 6:30 - 8:30 pm Project Place, 1145 Washington Street

**SEBA Coffee Morning**
Wednesday, February 21, 2018 9:30 - 11:00 am South End Buttery, 714 Shawmut Avenue, Boston

www.sebabooston.com

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LandWave

Continued from page 1

glass blocks falling off and breaking into bits on the ground, and have petitioned city officials to request de-commissioning of the installation.

Approximately 40 people, mostly from the Old Deerfield Neighborhood Association (ODNA) and Friends of Peters Park (FoP), met with representatives of the Boston Art Commission (BAC) and the Boston Parks and Recreation Department (BPRD) to air their views and present a petition with 36 signatures for the artwork to be de-commissioned and removed to make way for improvements to the park.

In June of last year, ODNA and FoP wrote a joint letter to the Chantal Charles of the Edward Ingersoll Browne Fund, which funded the creation of the outdoor art piece, asking for the work’s removal and detailing in detail its state of disrepair and factors contributing to its deterioration, some rooted in the initial fabrication and some resulting from vandalism and unintended use.

The letter noted the LandWave’s initial beauty, and noted that the eventual deterioration of the sculpture occurred “despite the best efforts of the artist, the city, and its neighbors,” citing its location, design, and materials as factors that contributed to the damage to the sculpture. The sculpture also sustained damage through use as a place for children to play soccer and other games at the adjacent Peters Park field.

In August, 2017, a condition report by public art conservator Rika Smith McNally pointed to errors in the fabrication of the artwork by a New York art gallery. Plantings surrounding the sculpture were lost, and inferior concrete led to the failure of the lighting system.

One of the two sections, or beams, of the installation has visible cracks of missing glass tiles, which are cited in the neighborhood group’s letter as a safety concern that has already caused cuts and minor injuries.

The letter further states that the Edward Ingersoll Browne Fund, which administered the City of Boston’s major donor to LandWave’s creation but is not responsible for providing maintenance and repair, and repair and restoration of the LandWave would be too expensive for neighbors and the city to undertake.

This is the first public art installation that met with problems for LandWave landscape architect Shawn Ollins-Smith, foundling president of Somerville-based ground, Inc. Ollins-Smith created another architecturally inspired outdoor work called “Tracing the Line” for the city of Portland, Maine that was dedicated in 2006 and de-acquired in 2011. “Tracing the Line” consisted of two metal panels with tall glass intended to allow above the panels, suggesting waves.

Instead, weeds overtook the site, youth on bicycles raced between the panels and the installation became an eyesore.

Smith reported that at the meeting by the Art Commission, almost all of the neighbors in attendance spoke in favor of removing the LandWave. “The group took a straw vote and it was near unanimous to remove Landwave, although a couple of people expressed regret that the piece was falling apart and couldn’t be repaired,” he said via email.

Despite the near-consensus from neighbors, the Art Commission expressed reservation. “The comments at the meeting by the Art Commission were not encouraging and seemed to indicate that there is a longer road ahead to determine next steps and eventual outcome. This is disappointing considering the overwhelming community support for removal,” Smith wrote.

It is an unusual step for the Art Commission to de-commission or move to de-commission, an installation, although the October 2017 conservation report states that LandWave meets many of the criteria for de-commission. In the meantime, ODNA and the Friends group eagerly hope for approval to remove the ill-starred sculpture. “... neither OdDeer nor Friends of Peters Park has received any acknowledgement or guidance from the Art Commission outlining the steps they will be taking to create a Decommissioning Policy on how they will be working with the neighborhood to stabilize Landwave until something is decided, even though it is a safety hazard and the materials are deteriorating. However, we are optimistic that communication will become more streamlined and we will hear from the city in the near future as we have typically enjoyed a strong relationship with the city around public opinion and doing what is best for the safety and well-being of the neighborhood we represent,” Smith said. The Art Commission could not be reached by press time.

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Monroe

Continued from page 2

can serve,” to bolster its claim. While the ad was not only a means of revisiting King’s speech with its product proliferation the Ram, Nelson Volunteer Program’s ill-conceived ambitious project, however, didn’t undermine its goals, and that’s to sell trucks.

The use of revered dead historical figures to pitch products has become a popular advertising strategy to instantly attract consumers’ attention given their high level of recognition even if there’s a backlash. In a 30 to 60-second television spot, like the Super Bowl that draws roughly one of the largest viewership, revered dead historical figures make the sale for commercial products because their iconic stature in society is recognized worldwide and the story behind their images easily resonates with viewers. For example, the 2012 Red Bull commercial mocking Jesus’s miracle of walking on water received an outcry from Christians across the country, myself included. The energy drink maker, however, dropped the ad immediately but its sales soared, nonetheless.

While I find Dodge Ram truck commercial disrespectful and dangerous in this political era of false news, alternative facts and revisionist history, the commercialization of King suggests that the money that can be made from King is more important than the message of King. Sadly, however, the Ram Dodge Truck ad is not the first time King is repackaged to sell a product. In 2001 King’s world-renown “I Have a Dream” speech was used in print and TV for Alcatel America, a telecommunications and networking equipment company. Alcatel wanted to co-opt the speech to give it a “Forest Gump”-like spin. Can you imagine?

When it comes to polling a profit from the King’s legacy, however, the dilemma is aided by King’s youngest son, Dexter. He honors his father’s speeches as commercial literary works charging license fees for their use. Regrettably, Dexter runs the Intellectual Properties Management arm of the King Center, which appears not to distinguish between commercializing King from communicating King to younger and wider audiences. Its aim is for revenue maximization, by any means that presents itself. This time it was the Dodge Ram truck ad.
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Both short and long-term members of the “Live-In Community” help to collaboratively manage the soup kitchen (23 Dartmouth Street), which has the mission to serve nutritious, made-from-scratch meals and create an atmosphere where friendship and community is fostered across all societal boundaries. Recent and board is included as part of the experience. Currently, the Live-in Community is reviewing applications for summer interns (short-term stay) and full Live-in Community Members (two year stay). More info at http://haleyhouse.org.

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All letters must be signed and accompanied by a mailing address and phone number.

Because of space limitations, letter should not be more than 200 words.

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