

# NEWSPAPER

## Black Friday bargains not worth it. Stay home and shop local.

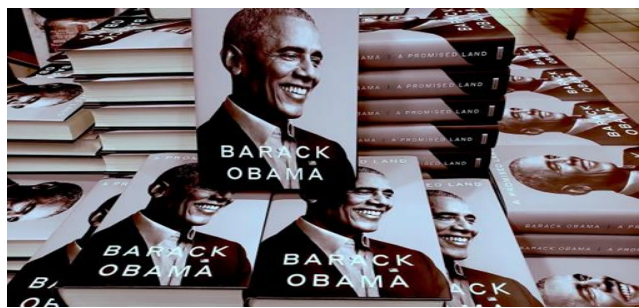
*Obama memoir sells a record 1.7 million copies in first week*



Former President Barack Obama's "A Promised Land" sold more than 1.7 million copies in North America in its first week, roughly equal to the combined first week sales of memoirs by his two immediate predecessors and among the highest ever for a nonfiction book.

Crown announced Tuesday that it had increased its initial print run from 3.4 million copies to 4.3 million. Sales also include audio and digital books.

"A Promised Land," the first of two planned volumes, was published Nov. 17 and sold nearly 890,000 copies just in its first day.



Among former White House residents, only Obama's wife Michelle approaches his popularity as a writer.

Her "Becoming," published in 2018, has sold more than 10 million copies worldwide and is currently in the top 20 on Amazon.com.

George W. Bush's "Decision Points" sold 775,000 copies its first week and Bill Clinton's "My Life" topped 1 million in eight days.

The two presidential memoirs have now each sold between 3.5 and 4 million copies, totals that Obama's book should easily surpass.

No nonfiction comes close to the pace set by J.K. Rowling's "Harry Potter and the Deathly Hallows," which in 2007, sold more than 8 million copies in its first 24 hours.



By: TERRY HUGHEY

### People have died as a result of Black Friday

It's true: Early morning bargain shoppers have been shot in parking lots outside big-box stores over parking spots and inside malls over mistaken looks, crushed by their fellow Americans as they stampede toward deals at Walmart and even killed in car wrecks coming and going.

There are all-out brawls in the aisles over various items — yes, just things — that will be outdated in a few months anyway and, one year, people reportedly stepped over a dying man in Target who was suffering a heart attack.

### Apparently, bargain hunting brings out the beast in people.

Of course, since nothing gets between a bargain hunter and a bargain — not even a pandemic — there were still shoppers standing in long lines outside big-box stores this year despite rising Covid infection rates all over the country and CDC warnings.

Just look at Thanksgiving travel: Leading up to the holiday week, Dr. Anthony Fauci warned Americans about traveling home for the holiday:

"You are at a crowded airport, you are lining up, not everybody is wearing masks," he said. "That puts yourself at risk ... that's what's going to get us into even more trouble," Fauci said.

But instead of listening, millions flooded airports, ignoring the experts in order to keep to their Thanksgiving traditions.

So why would Black Friday be any different? (It won't be.)

### Walmart, though, thinks they have it all figured out.

For the first time in Black Friday history, Walmart believes that Black Friday-goers will shop in a calm, orderly fashion because they have a plan.

During those in-store Black Friday events, Walmart monitored meter customers into the store to help reduce congestion and promote social distancing inside stores.

Customers were directed to shop down the right-hand side of aisles to be able to easily — and safely — select the Black Friday items they're interested in purchasing.

But if you've been in a single Walmart, people regularly ignore directional signage, any encouragement to social distance, directions on how to wear their masks properly (if they wear them at all) and all efforts to reduce congestion.

Plus, if Black Friday shoppers were wholly responsible, science-minded citizens they probably wouldn't have been there in the first place, trying to track down a cheap flat screen at significant risk to themselves and others.

(continued on page 4)



## ***BEST SELLING AUTHORS ON THE TREASURE COAST AND BEYOND COMING TO TC ROYALTY'S BOOK BASH***

### ***TC ROYALTY PUBLISHING-ANNUAL BOOK BASH*** **(SATURDAY, MARCH 13, 2021)**



**CALLING LOCAL AUTHORS AND BEYOND!**



**Registration Fee - \$30**

**Vip Registration - \$50**

**PORT SAINT LUCIE COMMUNITY CENTER**

**2195 S.E. Airoso Blvd. Port St. Lucie, FL 34984**



**WE ARE LOOKING FOR A VARIETY OF AUTHORS IN THE TREASURE COAST AND BEYOND WHO WOULD LIKE TO PARTICIPATE IN OUR AUTHOR'S BOOK BASH**

**YOU WILL MEET AND GREET WITH THE PUBLIC AS WELL AS PROMOTE, SELL, AND SIGN YOUR BOOK**

**You will also have the opportunity to step to the podium to introduce you and your book!**

**D.J / Refreshments / Free To The Public / Prize Giveaways**



Register at: [TCRoyaltyinc.com](http://TCRoyaltyinc.com)

By: **TERRY HUGHEY**

On March 13, 2021, Author's, Writer's, and more will be displaying & selling their work at this first of a kind Book Bash in Port ST Lucie Florida.

This event will feature: Speakers, DJ, Free Lunch Buffet, and a Prize Giveaway Raffle,

This event is Free to the public. We are still looking for more Author's to register, all registrations on or before December 31st will receive \$10 off registration fee. A great Kids friendly event for family and friends!


**ALL AUTHORS AND WRITERS WILL BE SPOTLIGHTED IN TC ROYALTY'S NEWSPAPER, STARTING IN JANUARY 202!**



# ADVERTISEMENT



TEMPREST KING PRESENTS



beeYOUtiful Hair & Co.

I humbly appeal to my friends and family in raising money to help beeYOUtiful Hair & Co. give FREE WIGS to cancer patients in need!!

Being a Cancer survivor myself, I know how it feels to not feel BeeYOUtiful. I started this nonprofit business in hopes of making someone else's journey a little easier

**With your help, we can make someone feel BeeYOUtiful again!!**

CashApp: \$TemprestKing

(772) 400-1562 Beeyoutiful Hair & Co beeyoutiful\_hair

**BLAZING SPECIAL**



DIRECT: 772-924-4500  
SPICANDSPANCOMPANY.COM  
LICENSED AND INSURED

Deep Cleaning, Sanitizing & Disinfectant - Starting at **\$85**

Feel safe in the hands of cleaners that are both trained and certified.



Roof System Services

EXPERIENCE MATTERS.

ADVANCED ROOFING


ESTABLISHED 1983

At Advanced Roofing, you can count on all the details being done right. When we say we'll do something, you can count on it

800-638-6869  
servicesFL@advancedroofing.com

Ready To Write Your Book?

I Can Help You Turn Your Vision Into A Story



Services Provided By TC Royalty Publishing:

- Publishing
- Book Writing Mentoring
- Copyrights Will Be Registered Through The Library of Congress
- Book Cover Design - Clients Approval
- Book Formatting - Clients Approval
- Book Editing
- Website Exposure
- Audio Book
- Marketing

BOOK PUBLISHING IS OUR PASSION

Visit Our Website @ [TCRoyaltyinc.com](http://TCRoyaltyinc.com) For Your Sample Contract

www.storagekingusa.com

772-468-7707



# STORAGE KING USA

SELF STORAGE

# JETSON

APPLIANCES • ELECTRONICS • MATTRESSES

www.ShopJetson.com



Telephone: 786-443-5346

Email: [info@rjsconstructs.com](mailto:info@rjsconstructs.com)

Website: <http://www.rjsconstructs.com>

**We are a well established general construction company in South Florida**



## Black Friday Bargains (continued)



Sadly, in 2020, we face the threat of more deaths from a ravaging, invisible menace transferred from person to person via the simple act of breathing.

Perhaps long lines of people snaking through store aisles and crawling towards cash registers aren't what we need right now.

Only Covid needs long queues, congested areas, little distancing and masks worn over the mouth but not the nose.

Only Covid needs denial, arrogance and, frankly, stupidity (which, on the evidence, it already has). Humanity, however, does not.

The best course of action this post-Thanksgiving is to thwart the disease: Don't go to the big box stores or a mall.

Don't stand in those disease-riddled long lines out- and inside corporate chains, spreading a pestilence for a shopping spree. Help humanity, not the sickness.

Instead, support local businesses and local communities, and individual talent and entrepreneurs.

This year, buy goodies and gifts from your local chef, baker, brewer, artist, clothing designer, taco-maker or whatever — and do so in a safe, socially distant fashion, even on some day other than Friday.

Or buy online from a small business local to someone else somewhere else.

Avoid even the possibility of trampling, crying, haymakers, bloody noses and thrown elbows — all those good ol' American Black Friday traditions — as well as the

perpetuation of a pandemic that has already claimed more than 250,000 lives in the U.S. alone.

Because unless human behavior changes — all human behavior, including yours, mine, and everyone else's — and everybody takes this pandemic much more seriously than they are now, the holiday you're nominally out buying gifts to celebrate will not only be bleak, but riddled with bodies — as will January and beyond.

This year, it's increasingly probable that, if you participate in any in-person Black Friday shopping madness, you may get far more than you bargained for — and the ones you love may as well. And the last time I checked, grandpa wanted a Lay-Z-Boy, not a coffin.



Most shoppers saved lives by staying home and shopping local. They put money back into your community and the small businesses who are suffering as a result of the economic calamity driven by poor public policy instead of perpetuating what's an already dangerous and vicious American tradition of propping up corporations' bottom lines.

They sacrifice the bargain, not grandpa. And showed him you're thankful by acting like there's a pandemic out there — because, after all, there is.



*“Being Thankful”*

**BY: TERRY HUGHEY**

This time of year is probably the most enjoyable time that all Americans experience.

A time to be thankful and give thanks for all the blessings you and your loved ones have received.

But, is 2020 a different kind of year? I believe so. Americans have never experienced anything like this era of a pandemic and the call to address systemic racism.

A lot to unpack, while trying to enjoy the holidays. Every healthcare professional is warning us if we are not careful, it could be the deadliest winter ever.

Are the people prepared to face those facts? The fact is that Americans are known to overcome circumstances that are challenging, and this is one of those moments.

We can enjoy this time of year by respecting one another's space, wearing the mask, and staying at a reasonable distance. Maybe then we can all enjoy the thought of “Being Thankful”.





## Women call for end to domestic violence after lockdowns bring more attacks



BY: CHERYL M. HUGHEY



Women around the world on Wednesday marked International Day for the Elimination of Violence Against Women, highlighting how lockdowns due to the pandemic had left many trapped with their abusers and exposed to greater danger.

“Men’s violence against women is also a pandemic – one that pre-dates the virus and will outlive it.”

“It too needs our global, coordinated response and enforceable protocols. It too affects vast populations of all ages,” said UN Women Executive Director Phumzile Mlambo-Ngcuka in a statement.

Last year, 243 million women and girls experienced sexual or physical violence from their partner.

This year, reports of increased domestic violence, cyberbullying, child marriages, sexual harassment and sexual violence have flooded in, she added.

In the Turkish city of Istanbul, several hundred people gathered to protest against domestic violence against women.

One woman taking part, who declined to give her name, said: “The law does not protect women as it should. We are here to make our voice heard. There are femicides happening almost every day in this country but people who are committing the crime are walking free.”

In Italy, protesters gathered outside parliament bearing banners reading “If they touch one (of us), they touch all” and “Women are not toys”.

Its quarantine is creating conditions for increased murders of women by family members in the same home, according to a study by the Italian Economic and Social Research Institute.

Spain held a minute’s silence for murdered women on Wednesday and in Portugal, the OMA observatory, which monitors femicide, said so far in 2020, 30 women had been murdered, half of them victims of domestic violence.

The country’s Interior Minister Eduardo Cabrita said there was a 6% drop in the number of complaints about violence in the first 10 months of 2020 from a year ago, which he said was a worrying sign that women were struggling to access help during lockdown.

The government launched a video campaign called #ISurvived, which warns of the challenges posed by the COVID-19 pandemic and hopes to spread the word about support available to victims of domestic violence.

In Germany, Chancellor Angela Merkel said in her weekly podcast, “statistically, every 45 minutes a woman in our country is attacked by her current or former partner. These are the cruel facts. Every single case tells a horrible story...We must never look the other way when girls or women are threatened with violence or attacked.”

## “Small Business Saturday” could make or break local stores across U.S.



The stakes are higher than ever for small businesses this holiday season, as their owners make last-ditch efforts to recoup sales lost to the coronavirus pandemic.

Every day of the year is important for a small business, but “Small Business Saturday,” launched by American Express a decade ago, is particularly relevant — and even poignant — this holiday season, with record numbers of small businesses suffering financially this pandemic year. Consider:

- More than 100,000 small businesses have already shuttered during the pandemic, with more closures potentially on the way.
- Total small business revenue in the U.S. plunged 32% as of November 16 from January levels, according to data from the Opportunity Insights Economic Tracker based out of Harvard University.
- 1 in 5 small-business owners said that they will have to shut down if economic conditions don’t improve within six months, according to a survey from the National Federation of Independent Business, a trade group.

Small Business Saturday, which follows Black Friday, falls this year on November 28. It can’t come soon enough for many business owners and their employees.

“I usually make the bulk of my money because I work with runners during marathon season. But without any races, my income has probably dropped by two-thirds,” Michael Croes, owner of Crow’s Massage, said.

Croes secured a Paycheck Protection Program loan that helped him scrape by, but he’s long since depleted the funds.

“It covered the loss for months I wasn’t working, but it didn’t cover the fact there’s no marathons,” he said.

Normally, this time of year, he sees 25 to 30 people per week. Now he sees just 10, and said he depends entirely on patrons who value the idea of “community” in order to stay open.

“I think that if people want to still have communities and small businesses and feel like they know the people who own those businesses they have to go out and support them. Otherwise they won’t be around because people won’t be able to afford to stay open,” Croes said.

### “It’s how we eat”

The marketing holiday, co-sponsored by the U.S. Small Business Administration, aims to raise consumer awareness around less visible establishments that compete with larger and better-known businesses.

“Every year we participate. We post about it and encourage people to think about where they’re buying from because Black Friday is a big deal, but people don’t naturally think to shop small,” said Ashley Rouse, founder and CEO of Trade Street Jam, a one-woman vegan jam company with North Carolina roots.

“The same plates and pots you can get from CB2, there might be a local shop that makes really cool custom stuff you can get,” she added.

Rouse this year has done \$360,000 in sales, and is hoping to make at least another \$100,000 before the end of the year. “If we do another \$100,000, it will be ridiculously amazing for us as a small business.”

She also uses the occasion to draw attention to other independent businesses. “Small Business Saturday and shopping small is literally everything. It’s our bread and butter. It’s how we eat,” she said.



## SPORTS

### US WOMEN'S SOCCER TEAM TO SHOW SUPPORT FOR BLACK LIVES MATTER IN FIRST MATCH IN OVER 200 DAYS



BY: TERRY HUGHEY

The U.S. women's soccer team said Friday it will wear Black Lives Matter-themed warm-ups ahead of their match against the Netherlands in the two teams' 2019 World Cup final rematch.

The team said in a video posted to social media that the move was "not political" rather they were trying to shed light on "human rights."

Crystal Dunn also released a statement specifically spelling out the team's cause.

"We love our country, and it is a true honor to represent America.

It is also our duty to demand that the liberties and freedoms that our country was founded on extend to everyone," the statement read.

"Today, we wear Black Lives Matter to affirm human decency. We protest against racial injustice and police brutality against Black people. We protest against the racist infrastructures that do not provide equal opportunity for black and brown people to fulfill their dreams, including playing on this team."

### MEGAN RAPINOE HITS OUT AT ENGLISH SOCCER FOR LACK OF INVESTMENT IN WOMEN'S GAME

"As the United States Women's National team players, we collectively work toward a society where the American ideas are upheld, and Black lives are no longer systematically targeted."



"Black Lives Matter."

It's the first match the U.S. women's team has played in more than 200 days.

The coronavirus pandemic put a hold on much of their international schedule.

The U.S. women's national team's statement comes weeks after the men's team also had social justice statements on their warm-ups as well.



The U.S. women's soccer team and the U.S. Soccer Federation had been at odds with player protests in the past.

The federation issued a rule that players must stand for the national anthem after Megan Rapinoe became the first athlete outside of football to protest during the anthem in solidarity with Colin Kaepernick.

## LOCAL NEWS

### Missing young mother seen at Cracker Barrel in Vero Beach



BY: JEANNETTE BAECHLE



The FBI is now asking for help in solving the case of a missing mother whose toddler was found wandering the streets of South Florida alone.

Leila Cavett, 21, has been missing since July 26. That weekend, police in Miramar found her two-year-old son, Kamdyn, walking alone around an apartment complex near Pembroke Road and SW 68th Avenue.

Surveillance photos from the FBI show she was at the Cracker Barrel in Vero Beach the night of July 24 with her son, most likely on her way down to Broward County.

Family members said Cavett lived near Atlanta and arrived in the area on July 25. Investigators say she visited Miramar, Fort Lauderdale Beach and Hollywood prior to her disappearance.

Hollywood Police took over the missing person investigation when officers found her pickup truck. Investigators said she was last seen there before police found her son in Miramar.

Leila Cavett is described as 5'4" and 120 pounds. She has a tattoo of her son's name, Kamdyn, on her right inner arm, as well as a Jesus fish on her wrist. Her son is currently in foster care.

"We believe some people who are familiar with the circumstances surrounding Leila's disappearance remain in our community, while some have left the area," Special Agent in Charge George Piro said. "For those who have already been interviewed, we thank you for your cooperation, as we may be asking for your help again."

Oftentimes members of our community have information of value but do not come forward with the information because of concerns that it may not be important.

If you know anything about the whereabouts of Leila Cavett, you are urged to contact the FBI at 1-800-CALL-FBI