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Combating COVID-19 Vaccine Disinformation and Conspiracy Theories in the Inland Region

Inside: Honoring Tillman Riverside Mortuary During National Black Business Month



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When Vaccine Hesitancy is Burdened with Disinformation and Conspiracies, People Die



This commentary is part of a nation-wide focus on Wednesday August 18, 2021, spearheaded by the Boston Globe, to comprehensively debunk myths about vaccines and identify other barriers to vaccination in communities across the country.

I understand hesitancy. I was hesitant.

I understand the skepticism. I too was skeptical. I understand mistrust because as an African American, the roots of mistrust regarding the medical community is based on our history as a people in this country. I understand those who legitimately oppose vaccines for religious reasons. And, I understand though disagree with the fervent anti-vaxxers

But I am a senior with health vulnerabilities, a network of family and other loved-ones I would never want to put at risk, and grandchildren too young to be vaccinated so I am grateful despite my initial reservations that I made the decision months ago to be vaccinated.

I now question what I can do to encourage others to do the same. I wonder what it will take to move people from their incalitrant resistance to the only way out of this unforgiving and deadly pandemic, to take the COVID-19 vaccines.

What has happened here in America is the coming together of a strange, perverse and unfortunate coalition of resistance to vaccines. It includes right-wing extremists, anti-vaxxers, some in the African American and other minority communities who remain distrustful of the government and/or medical community, and disingenuous politicians, with the viral dissemination of anti-vaccine propaganda on social media.

Although more than 4.74 billion shots have been injected into arms worldwide and harmful effects remain almost negligible by comparison, resistance to the vaccines persists.

The surest way to combat the numerous rumors, disinformation, and conspiracy theories is through the equally aggressive dissemination

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Black Voice News Publisher Paulette Brown-Hinds Awarded Stanford Fellowship



Black Voice News Publisher, Dr. Paulette Brown Hinds, recently named Stanford Fellow (source: Daley Hake)

Edward Henderson | California Black Media

Paulette Brown-Hinds, publisher of the Black Voice News, has been named one of 10 recipients of Stanford University's John S. Knight (JSK) Fellowship.

The JSK Fellowship Program made the announcement Aug. 4.

"As a lifelong learner, I'm excited to join the innovative cohort of journalism professionals and especially excited to have access to some of Stanford's finest minds and the JSK community of support as I work on my proposed project," Brown Hinds said.

The JSK fellowship began in 1984 with a \$4 million grant from the John S. and James L. Knight Foundation to provide a permanent endowment for the program. Their goal is to empower seasoned and emerging journalism

leaders to close the information gap growing within minority communities. Fellows will receive stipends up to \$75,000, advising on strategy and execution, cohort membership, and access to Stanford University resources.

"We're thrilled by the wide range of experience levels, talents and types of local organizations around the U.S. that our new JSK Community Impact Fellows represent," said JSK Director Dawn Garcia. "Their news and information projects will provide essential information to communities of people who are too often overlooked."

With nearly 50 years of service to the Black community in Riverside County and surrounding areas, Black Voice News has been a family venture since Brown-Hinds' parents, Hardy Brown and

retired California Assemblymember Cheryl Brown, became publishers in 1980. Brown-Hinds took over as publisher of the company in 2012 and has since focused on transitioning the print publication to a digital leader driven by what she describes as "solutions-based data journalism."

During her 10-month fellowship, the information challenge Brown-Hinds proposed builds on the work of two Black Voice News data journalism focused initiatives: Mapping Black California and 'DaHUB', a data hub and content sharing platform currently in development.

The fellowship affords her the time, Brown-Hinds says, to explore how to make the visualization tools and datasets needed for solutions-focused data reporting on racial justice

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Combating COVID-19 Vaccine Disinformation and Conspiracy Theories in the Inland Region

Breanna Reeves | Contributor

This report is part of a nation-wide focus on Wednesday August 18, 2021 in partnership with the Boston Globe, to comprehensively debunk myths about vaccines and identify other barriers to vaccination in communities across the country.

California has experienced a surge in COVID-19 cases since reopening with new variants like Delta and Lambda emerging. The Delta variant is twice as contagious as the initial COVID-19 strain and has rapidly spread throughout the state.

The state continues to roll out vaccination initiatives under Governor Newsom's "California Roars Back" campaign, including implementing vaccination and testing requirements for teachers and school staff as well as state employees and health care workers.

"We are now dealing with a pandemic of the unvaccinated, and it's going to take renewed efforts to protect Californians from the dangerous Delta variant," said Governor Gavin Newsom in a press release. "As the state's largest employer, we are leading by example and requiring all state and health care workers to show proof of vaccination or be tested regularly, and we are encouraging local governments and businesses to do the same. Vaccines are safe – they protect our family, those who truly can't get vaccinated, our children and our economy. Vaccines are the way we end this pandemic."

Newsom's state-wide mandate for employees in the health care sector requires employees to be fully vaccinated or receive their second dose by September 30, 2021. This order received push back from some hospital personnel and health care workers who oppose being required to get vaccinated, citing it violates their civil liberties.

Demonstrations outside of hospitals were held throughout Southern California on August 9 following the mandate. Nurses and hospital staff protested outside of Riverside Community Hospital and Children's Health Orange County in the city of Orange.

Vaccine Misinformation and Disinformation



(istockphoto.com)

With vaccination orders put in place throughout the state, anti-vaccination sentiments continue to grow and misinformation regarding the legitimacy of vaccinations continues to spread.

"I think the real issue is that you have a segment of the population that is spreading information that is incorrect. In some cases, (there) may be a misunderstanding or something about the information," said Jose Arballo Jr., Senior Public Information Specialist at Riverside University Health System Public Health (RUHS). "In other cases, there's a specific goal to get in the way of people getting vaccinated by providing misinformation and bad information. I don't know what would motivate somebody to try to purposely put out bad information."

Misinformation is defined as "incorrect or misleading information," while disinformation is defined as "false information deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth," according to Merriam-

Webster Dictionary.

There are a variety of different sources and motivations for spreading misinformation, according to Richard M. Carpiano who is a medical sociologist and public and population health scientist, as well as a professor of Public Policy at the University of California, Riverside.

Carpiano explained that one of the many reasons that anti-vaccine or "vaccine hesitancy" exists and spreads quickly is because the U.S. has never really experienced a major epidemic quite like the COVID-19 pandemic. Additionally, the internet and social media have been instrumental in the spread and propagation of misinformation and disinformation.

"We're also in a situation where a lot of people don't get their information from going on just the regular sort of mainstream news or returning to experts. Sadly, I guess it's one of the great tragedies of the internet," Carpiano said.

"And when it comes down to things related to

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classifieds&publicnotices

PUBLIC NOTICES

NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that sealed bids will be received in the Nutrition Services Department of the San Bernardino City Unified School District, 1257 Northpark Boulevard, San Bernardino, California, 92407, on or before 11:00 a.m., on Thursday, September 9, 2021, for BREAD/TORTILLA PRODUCTS, under Bid No. NSB 2021/22-2.

Bid documents required for bidding may be secured at the above department or online at <https://sbcusdnutritionservices.org/?page=BidsandProposals>. Please call 909/881-8000 for more information.

The Board of Education reserves the right to reject any or all bids, and to waive any irregularities or informalities in any bid or in the bidding, and to accept or reject any items thereon.

Publications of this Notice are August 19, and August 26, 2021.
SAN BERNARDINO CITY UNIFIED SCHOOL DISTRICT
By: Joanna Nord, Admin. Analyst, Nutrition Services Department
8/26, 9/2/21
CNS-3501429#

p. 8/26, 9/2/2021

NOTICE CALLING FOR BIDS

Bid No. 21-01
Vehicles & Police Interceptors

NOTICE IS HEREBY GIVEN that the San Bernardino City Unified School District of San Bernardino County, State of California, acting through its Governing Board, hereafter referred to as the "District", is soliciting electronic bid submittals through its ProcureNow e-Procurement web portal in response to Bid No. 21-01, Vehicles & Police Interceptors. Bids must be submitted electronically up to but not later than Wednesday, September 8, 2021 at 11:00 a.m., at <https://sbcusd.com/bidpostings>.

Bidders who are desirous of securing a copy of the Bid documents may do so by logging into the District's website at: <https://sbcusd.com/bidpostings>. Bid responses must conform and be responsive in accordance with the Bid Documents posted through the District's "ProcureNow" website portal.

Contract award is contingent upon availability of funds. Local, Minority and Disabled Veterans Businesses are specifically encouraged to respond. The District reserves the right to accept or reject any or all proposals, and to accept or reject any item, to withdraw a line item or entire Bid, and to waive any irregularities or informalities in the Bid document(s). The District may award any, all, or none of this Bid.

By: Monica DiMasi-Valadez, Buyer

Publication: August 26, 2021
Request for Clarification: September 1, 2021 at 11:00 a.m.
Virtual Bid Opening: September 8, 2021 at 11:00 a.m.
8/26/21
CNS-3502722#

p. 8/26/2021

AMENDED AUTO SALES

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 8/20/2021 at 10:00 AM to wit: Make/Yr. 2018 TOYOTA Lic. 8FXR653

Vin. JTNB11KH4J3074101
Location: 4601 SAN FERNANDO, RD, GLENDALE, CA,
Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/12/2021

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 8/20/2021 at 10:00 AM to wit: Make/Yr. 2012 MERZ Lic. 7GDD888
Vin. WDDHF5KB2CA573080
Location: 18400 VAN BUREN BLVD, RIVERSIDE, CA

Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/12/2021

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 8/20/2021 at 10:00 AM to wit: Make/Yr. 2012 FORD Lic. C68471X
Vin. 1FMCU9EG6CKC68471
Location: 8689 RED OAKS ST, RANCHO CUCAMONGA, CA

Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/12/2021

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 8/20/2021 at 10:00 AM to wit: Make/Yr. 2019 TOYOTA Lic. 083287R2
Vin. 3TMAZ5CNC0M087252
Location: 11410 S. ALAMEDA ST, LYNWOOD, CA

Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/12/2021

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 8/20/2021 at 10:00 AM to wit: Make/Yr. 2017 KYMC Lic. NONE
Vin. LC2D2H122HC100571
Location: 4456 CLOUD AVE, LA CRESCENTA, CA

Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/12/2021

NOTICE OF SALE OF VEHICLE

Notice is hereby given, pursuant to Section 3071 of the Civil Code of the State of California.

The undersigned will sell the following vehicle(s) at lien sale at said time(s) on: 9/03/2021 at 10:00 AM to wit: Make/Yr. 2014 MERCEDES Lic. 7UXXK456
Vin. WDDSJ4EB2EN059039

Location: 997 E. 8th St, UPLAND, CA
Said sale is for the purpose of satisfying lien of the undersigned for towing, storage, labor, materials, and lien charges, together with costs of advertising and expenses of sale.

p. 08/26/2021

NAME CHANGE

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

CASE NUMBER CVMV2103345
To All Interested Persons: Petitioner: CRAIG LAMARR WILLIAMS filed a petition with this court for a decree changing names as follows: CRAIG LAMARR WILLIAMS to, CRAIG LAMAR GILMER. The Court Orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why petition should not be granted. If no written objection is timely filed, the may grant the petition without a hearing. Notice of Hearing: Date: 10/5/21 Time: 8:00AM Dept: MV2. The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF RIVERSIDE 505 SOUTH BUENA VISTA AVENUE, CORONA, CA 92882.

NOTICE: this hearing is via Telephonic Appearance on 10/5/21 Dial (844) 621-3956 (toll-free) -or- 1 (213) 306-3065 Enter Meeting Number 286 - 057 - 289# 1

A copy of this Order to Show Cause shall be published at least once each for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Black Voice News, 1201 University Avenue, Suite 210, Riverside, CA 92507.

Date: 7/21/2021
C.B. Harmon, Judge of the Superior Court

p. 8/5, 8/12, 8/19, 8/26/2021

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

CASE NUMBER CVCO2103463
To All Interested Persons: Petitioner: UBALDO GUOX VARGAS filed a petition with this court for a decree changing names as follows: a. SARAH LOUISE PAULA PELICO to SARAH LOUISE PAULA GUOX PELICO, b. JENNIE PELICO to JENNIE GUOX PELICO. The Court Orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why petition should not be granted. If no written objection is timely filed, the may grant the petition without a hearing. Notice of Hearing: Date: 9/15/21 Time: 8:00AM Dept: C2. The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF RIVERSIDE 505 BUENA VISTA AVENUE #201, CORONA, CA 92882. A copy of this Order to Show Cause shall be published at least once each for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Black Voice News, 1201 University Avenue, Suite 210, Riverside, CA 92507.

Date: 7/22/2021
C.B. Harman, Judge of the Superior Court

p. 8/12, 8/19, 8/26, 9/2/2021

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

CASE NUMBER CVCO2103877

To All Interested Persons: Petitioner: SHIRLEY & RAUL FIERRO filed a petition with this court for a decree changing names as follows: SAMUEL PAUL RIOS to, SAMUEL PAUL FIERRO . The Court Orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why petition should not be granted. If no written objection is timely filed, the may grant the petition without a hearing. Notice of Hearing: Date: 10/13/21 Time: 8:00AM Dept: C2. The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF RIVERSIDE 505 BUENA VISTA AVENUE #201, CORONA, CA 92882, CORONA BRANCH. A copy of this Order to Show Cause shall be published at least once each for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Black Voice News, 1201 University Avenue, Suite 210, Riverside, CA 92507.
Date: AUGUST 18, 2021
Tamara Wagner, Judge of the Superior Court

p. 8/26, 9/2, 9/9, 9/16/2021

SUMMONS

Notice to Respondent: **FEDERICO JAIMES-ARELLANO**

You are being sued PETITIONER's name is: MAYRA ALEJANDRA HERNANDEZ
You have 30 calendar days after this Summons and Petition are served on you to file a Response (form FL-120 or FL-123) at the court and have a copy served on the petitioner. A letter or phone call will not protect you. If you do not file your Response on time, the court may make orders affecting your marriage or domestic partnership, your property, and custody of your children. You may be ordered to pay support and attorney fees and costs. If you cannot pay the filing fee, ask the clerk for a fee waiver form. If you want legal advice, contact a lawyer immediately. You can get information about finding lawyers at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/serflhelp), at the California legal Services Web site (www.lawhelpcalifornia.org), or by contacting your local county bar association.

Tiene 30 dias corridos despues de haber recibido la entrega legal de esta Citacion y Peticion para presentar una Respuesta (formulario FL-120 o FL-123) ante la corte y efectuar la entrega legal de una copia al demandante. Una carta o llamada telefonica no basta para protegerlo. Si no presenta su Respuesta a tiempo, la corte puede dar ordenes que afecten su matrimonio o pareja de hecho, sus bienes y la custodia de sus hijos. La corte tambien le puede ordenar que pague manutencion, y honorarios y costos legales. Si no puede pagar la cuota de presentacio, pida al secretario un formulario de exencion de cuotas. Si desea obtener asesoramiento legal, pongase en contacto de inmediato con un abogado. Puede obtener informacion para encontrar a un abogado en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en el sitio Web de los Servicios Legales de California (www.lawhelpcalifornia.org) o poniendose en contacto con el colegio de abogados de su condado.

The name and address of the court is: Superior Court of California, Riverside County, 4175 Main Street, Riverside, CA 92501 The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: mayra Alejandra Hernandez, 1960 Loma Vista Street, Riverside, CA 92507 Notice to the person served: You are served as an individual. Clerk, by C. Torres-Rivera, Deputy
DATE: 5/18/2021

p. 8/19, 8/26, 9/2, 9/9/2021

FICTITIOUS BUSINESS NAMES

The following persons) is (are) doing business as:

TDM TAX SERVICE LLC
7618 Sanctuary Drive
Corona, CA 92883
RIVERSIDE COUNTY
TDM Tax Service LLC
7618 Sanctuary Drive
Corona, CA 92883

CA
This business is conducted by: Limited Liability Company
Registrant has not yet begun to transact business under the fictitious business name(s) listed above.

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Shatoya Marie Jones, CEO

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)
Statement was filed with the County of Riverside on 07/22/2021

I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk,
FILE NO. R-202110208

p. 8/5, 8/12, 8/19, 8/26/2021

The following persons) is (are) doing business as:

HOME BOUND REUNIFICATION SERVICES
3950 Bluff Street
Perris, CA 92571
RIVERSIDE COUNTY
Debbie Cassandra Allen
3950 Bluff Street
Perris, CA 92571
Shamena Latease Newell
3950 Bluff Street
Perris, CA 92571

This business is conducted by: Co-partners
Registrant commenced to transact business under the fictitious business name(s) listed above on 06/01/2021

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Debbie Cassandra Allen

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/20/2021
I hereby certify that this copy is a correct

copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk,
FILE NO. R-202110059

p. 8/5, 8/12, 8/19, 8/26/2021

The following persons) is (are) doing business as:

SOLEFOOD APPAREL
SNEAKERLIFE CLOTHING
8248 Perla Dr
Riverside, CA 92504
RIVERSIDE COUNTY
Keith – Honore
8248 Perla Dr
Riverside, CA 92504

This business is conducted by: Individual
Registrant has not yet begun to transact business under the fictitious business name(s) listed above.

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Keith Honore

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/26/2021

I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk,
FILE NO. R-202110283

p. 8/5, 8/12, 8/19, 8/26/2021

The following persons) is (are) doing business as:

DARLING MAGIC N' THINGS
15615 Jacara Lane
Moreno Valley, CA 92551
RIVERSIDE COUNTY
Lauren Doreen Segura
15615 Jacara Lane
Moreno Valley, CA 92551

This business is conducted by: Individual
Registrant has not yet begun to transact business under the fictitious business name(s) listed above.

I declare that all the information in this statement is true and correct. (A registrant

Biden Gives Newsom Thumbs Up on School Vaccine Mandate as Under-17 Cases Spike

Aldon Thomas Stiles | California Black Media

Recently, California Gov. Gavin Newsom held a press conference to announce new COVID-19 guidelines for California's K-12 public schools. Two days later, President Joe Biden praised the new mandate in a tweet:

"Gov. @GavinNewsom is leading California through unprecedented crises -- he's a key partner in fighting the pandemic and helping build our economy back better," the POTUS said about Newsom, who is facing a recall election Sept. 14.

"To keep him on the job, registered voters should vote no on the recall election by 9/14 and keep California moving forward," Biden continued.

Newsom's new mandate requires all school employees to either provide proof of vaccination or submit to weekly testing.

"This is a state that very proudly was among the first states in the country to mandate mask wearing in the public education system, before this school year and before the CDC aligned with that standard; before the Academy of Pediatrics aligned with that strategy, and before the controversies that have subsequently ensued," Newsom said when he made the announcement. In July, COVID-19 cases among children under 17 nearly tripled.

Conservative talk show host Larry Elder, who is African American and the frontrunner among candidates vying to replace Newsom in the upcoming recall election said, if he wins, he will not mandate state workers to wear masks or get vaccinated.

"When I become governor, assuming there are mandates for masks and statewide mandates for vaccines, they will be suspended right away," Elder said. "This is America. We have freedom in America."

Elder said he does believe people in high-risk categories should be vaccinated.

"But there are many Americans who disagree with me, feel that the vaccine was done too quickly," he continued, explaining that COVID vaccines have been approved for "emergency use."

As of Aug. 15, the 7-day average of new



COVID cases in California was 12,031. So far, there have been 4.02 million cases in the state since the beginning of the pandemic and 64,183 deaths, according to the California Department of Public Health.

About 51 percent of all Californians have received both vaccines.

The same day, Newsom tweeted a graph comparing California's new COVID-19 hospitalizations to those of Texas and Florida, two states vaccine skeptics and "pro-freedom" activists have held up as counterpoints to the California governor's strict coronavirus policies. The data the graph visualized showed that California hospitalization rates are currently much lower than both states.

Texas and Florida both have outspoken Republican governors who have enacted looser policies in their fights against COVID.

"CA is reporting 141.1 new COVID cases for every 100,000 residents over the last 7 days — a rate HALF of Texas (297.8); and less than ONE-FOURTH of Florida's rate (653.8), according to data from the CDC," Newsom tweeted.

Many businesses have either loosened their

COVID-19 restrictions or done away with them altogether while many public schools returned to in-person instruction at the beginning of the month.

Despite the growing number of COVID cases among children, some California parents still have reservations about vaccines and masks, even going so far as to sue the state to drop mask mandates in schools.

Newsom's strategy for addressing these kinds of criticisms, as well as others that have arisen in the midst of his recall election, has been to associate them with the far-right political movement empowered by Former President Donald Trump.

Newsom employed this strategy in his response to Biden's praise.

"Grateful for your support, Mr. President. There's simply too much at stake -- vote NO on September 14th to reject this Republican led recall," Newsom tweeted.

California Black Media's coverage of COVID-19 is supported by the California Health Care Foundation.

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IN THE NEWS

Combating COVID-19, continued from page 5



Demonstrators gathered outside of Riverside Community Hospital on August 9, 2021 in Riverside, CA to oppose Newsom's vaccination mandate. (Photo courtesy of Beau Yarbrough via Twitter)

COVID, and social media certainly has a role with this, too, is people are not seeking out the expert sources, but really relying on information that sort of circulates within their own social networks. We're now at a period of very partisan types of news outlets, in new sources and a hyper-politicizing of science," Carpiano explained.

Last week Twitter suspended Rep. Marjorie Taylor Greene's account for one week after she violated the social media platform's COVID-19 Misleading Information Policy. Greene's account has been previously suspended numerous times for sharing misinformation about COVID and vaccines. This most recent suspension was a result of her tweeting false information such as the vaccines were "failing" and that they were ineffective.

"With all the misinformation that's out there and the disinformation and propaganda that's even been pushed by elected officials, and mistruths, it's completely understandable why we see the problems that we're seeing here in terms of vaccination uptake," said Carpiano. "The proverbial well has been just so polluted."

Greene is one of many public figures who have been spouting incorrect information regarding vaccines. Social media platforms have updated their information policies in order to mitigate the spread of misinformation and disinformation online.

Understanding Vaccine Hesitancy and Concerns

Public health officials across the state have partnered with community liaisons in order to help keep communities informed and educated on COVID-19 and vaccinations. RUHS works with the Black Chamber of Commerce and the Catholic Church in order to reach communities of color. They are also working on a partnership with local barbershops.

As of August 2, according to the Kaiser Family Foundation, 38 percent of Black people in the U.S., 43 percent of Latinos, and 66 percent of Asian Americans (not including Native Hawaiian/ Other Pacific Islander demographics) have received a vaccine compared to 49 percent of White people.

Vaccination disparities among people of color stem from several different social determinants including lack of transportation to vaccination sites,

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Tracking and Dispelling COVID-19 Disinformation

Phyllis Kimber Wilcox | Contributor

This report is part of a nation-wide focus on Wednesday August 18, in partnership with the Boston Globe to comprehensively debunk myths about vaccines and identify other barriers to vaccination in communities across the country.

With COVID-19 variants changing how the nation deals with the pandemic, it is important the public has correct information about the disease, its prevention, and how to protect both themselves and their family members from the virus' worst effects.

To do that effectively there should be reliable information about the nature of the disease and which protection measures work to decrease its spread and make public safety paramount.

The CDC has a webpage which updates and informs the public on the latest disease statistics and other relevant information.

It is equally important to point out falsehoods which continue to be disseminated to the public and spread through social media. Some of the misinformation may be unintentional such as repeating mistaken information a friend or relative may have passed on. However, some information may have unintended consequences and lead to distrust of public health officials and the scientific consensus which can result in higher rates of disease and further the spread of the virus.

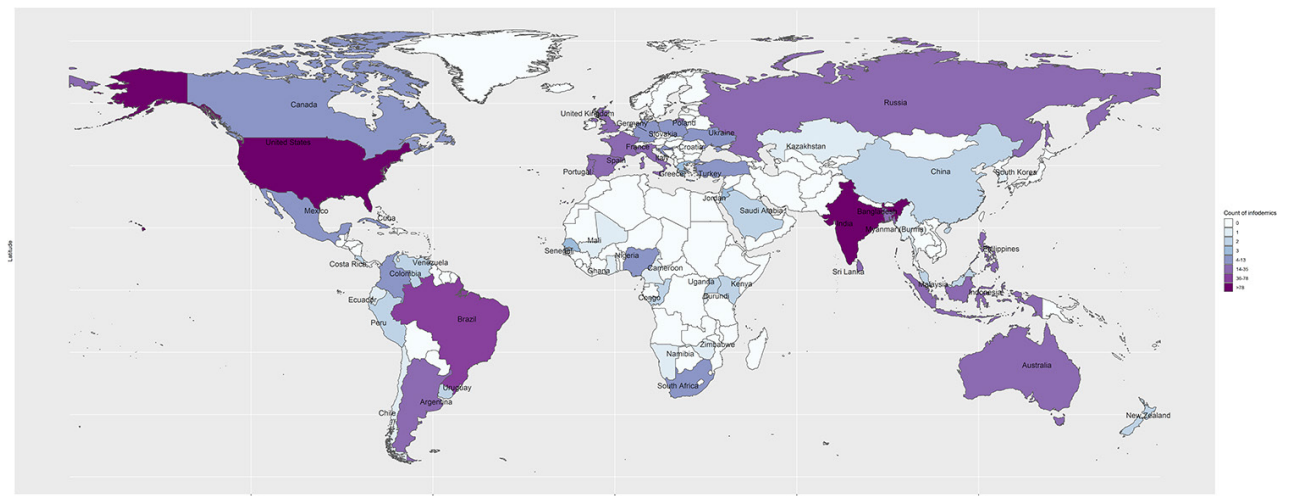
Study Confirms Reach of Disinformation on Social Media

In mid-May, a study by the nonprofit Public Library of Science followed search terms and claims about the COVID-19 vaccines on social media from December of 2019 through November of 2020 and found various rumors and conspiracy theories were being widely disseminated not only in the U.S. but around the world.

This disinformation was separated into nine categories including: vaccine development, availability and access, safety efficacy, and acceptance of the vaccines.

The study found rumors such as the claim COVID-19 vaccines cause infertility, or that the flu vaccine makes children more vulnerable to Coronavirus or that all participants in COVID-19 vaccine trials had side effects. Such rumors and conspiracy theories may lead to mistrust contributing to vaccine hesitancy.

Tracking COVID-19 vaccine misinformation in real-time and engaging with social media



Global distribution of rumors and conspiracy theories related to COVID-19 vaccines. 31 December 2019 thru November 2020. (source: journals.plos.org)

to disseminate correct information could help safeguard the public against misinformation.

It is important to understand what is meant by the term misinformation. Misinformation are facts which are shared out of context and are not necessarily shared to cause harm. Disinformation on the other hand, may be totally made up and

incorrect information that is decimated for various reasons including to profit in some way or to cause harm to others.

These concerns are not just about what people share in their own social media circles, but in some cases may cause community-wide problems. Such was the case when some doctors began

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Honoring Tillman Riverside Mortuary During National Black Business Month

Breanna Reeves | Staff

“I guess coming up in the South where most Blacks didn't have anything, couldn't have anything or afford to have anything to leave to the heirs,” Mr. Albert Leon Tillman explained, “I wanted to be sure that my children and grandchildren, great grandchildren, will have something if they prefer this profession. Something that could last and last and last and last.”

Historically, Black businesses diminished under the Jim Crow as so many were targeted and destroyed like what occurred during the 1921 Tulsa Massacre.

Mr. Tillman was born in Georgetown, South Carolina in 1936. He settled in Riverside about 37 years ago where he established Celebrating River, previously known as “Tillie's Funeral Home,” the oldest Black-owned mortuary service in Riverside County.

Initially, Mr. Tillman pursued a career in computer science, but switched career paths in 1970 when he enrolled in the California College of Mortuary Science. He has been a licensed funeral director and embalmer since 1972. He attributes his career shift to his ability or “quest” to help people during times of distress. For Mr. Tillman, helping people during their darkest moments seemed more beneficial than pursuing computer science.

Mr. Tillman is a first generation mortician and now runs the family-owned Tillman Riverside Mortuary alongside his youngest daughter, Ms. La Tanya C. Tillman and his granddaughter, Ashlynne C. McNeil Tillman.

Operating a Family-owned Business

“And so far, thank God, I've been very, very fortunate because here with me now is my daughter. She is basically CFO in the business. And my granddaughter that answered the phone, she is taking my position, CEO, and she is the manager of the operations here,” said Mr. Tillman. “We are thinking, and hopefully



(Photo courtesy of Tillman Riverside Mortuary)

it will come to pass, [of] opening up a second location.”

As a self-proclaimed family-oriented man, Mr. Tillman enjoys working with his family. He first approached his son about joining the mortuary business, but his son pursued a career in law. His eldest daughter pursued a career in education. His youngest daughter, La Tanya, was interested in joining the business and is now a Licensed Funeral Director and Notary Public.

His granddaughter, Ashlynne, is currently the vice president and general manager of the company. She is also a Licensed Funeral Director and an Apprentice Embalmer.

“Working with them, you know, believe it or not, working with them has been good. I don't hardly see them because I'm in the back. I'm still Head Embalmer here,” Mr. Tillman explained. “But it's been pretty nice. Thank God we've

gotten along fine.”

Depending on how busy the mortuary is, Mr. Tillman hardly interacts with his family. He begins his days at 7:00 a.m. and works in the back embalming, dressing, assisting and teaching. Some days Mr. Tillman doesn't leave the preparation room until eight or nine o'clock at night while his daughter and granddaughter may have already left.

Tillman Riverside Mortuary offers a variety of services such as traditional and nontraditional funeral services, casket and urn options and grief counseling. In 1995, the original building was demolished and rebuilt to include a chapel, casket room and additional office space.

“The services you provided in caring for my son Sebastian O. Simpson on August 9-10, 2021, was awesome. We the Simpson & Jefferson Family were very pleased with your professional



(Top row): Mr. Albert Leon Tillman started the Tillman Riverside Mortuary in 1983. The staff of the Tillman Riverside Mortuary. (Bottom row): The Tillman Riverside Mortuary added a chapel to their building in 1995 when they rebuilt the building. Mr. Tillman stands alongside his daughter, Ms. La Tanya C. Tillman and granddaughter, Ashlynnne C. McNeil Tillman, all of whom run the family-owned Tillman Riverside Mortuary. (Photos courtesy of Tillman Riverside Mortuary)

trained staff, the kindness they showed and expressed during my son's final hours that he was in your care," reads one of the testimonials left by a client. "We were highly satisfied with the total outcome of the services. A job well done. The Tapestry presentation of my son, Oh My God, was awesome to say the least. 'We Love It' Thank you for your Beautiful Service from the bottom of our hearts, the Simpson & Jefferson Family & Friends."

The Legacy of Black Businesses

When Mr. Tillman first moved to Riverside, Black businesses were far and few. He became a member of the Black organizations that were first established in the community such as the Black Chamber of Commerce.

Being in a position of leadership as a longstanding Black business owner in the

community has inspired Mr. Tillman. He has been fortunate enough to pour back into the community by providing donations to local Black churches who provide educational funding to their youth.

"I've been giving \$500 per year to all of those churches, all the Black churches that sponsor the young people going to those churches," said Mr. Tillman. "That's been one of my inspirations: to try to help and assist in educating young Black people."

As National Black Business Month continues throughout the month of August, Mr. Tillman offers advice for the growth of Black businesses and success of Black entrepreneurs.

"Well, to build, we have to spend our money in our community. We have to hire, we have to do anything that is possible whereas we can assist each other as Black businesses," said Mr.

Tillman. "We have to work together."

As the former president of the California Funeral Directors & Embalmers Association for 11 years, Mr. Tillman explained how the organization participated and poured into the community by hosting food drives and providing backpacks for kids going to school. Mr. Tillman challenges Black businesses to invest in one another.

"If we don't start participating with each other, start doing things with each other, we as Blacks are going to remain third, fourth, fifth or sixth class, because seemingly, instead of us getting better at doing more with each other and for each other, we are getting worse and worse," Mr. Tillman explained. "And I hate that. I hate it."

"I will ask any Black business now or those people who are going [in]to business, that some of the first things that we need to do is try to get along with other Black businesses, try to promote their business," Mr. Tillman said.

Tillman Riverside Mortuary is located on 2874 Tenth Street in Riverside.

Celebrate Black Businesses All Month (and Beyond)

For the month of August, Black Voice News will be highlighting Black-owned businesses throughout the Inland Empire as a way to celebrate and recognize Black businesses and their endeavors.

Check in with Black Voice News every week to see what businesses we spotlight and learn how you can support them.

Breanna Reeves is a reporter who uses data-driven reporting to cover issues that affect the lives of Black Californians. Breanna joins Black Voice News as a Report for America Corps member. Previously, she reported on activism and social inequality in San Francisco and Los Angeles, her hometown. Breanna graduated from San Francisco State University with a bachelor's degree in Print & Online Journalism. She received her master's degree in Politics and Communication from the London School of Economics. Contact Breanna with tips, comments or concerns at breanna@voicemediaventures.com or via twitter @_breereeves.



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IN THE NAME
OF RECOVERY.**
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SPECIAL FEATURE

Combating COVID-19, continued from page 8

lack of access to factual information, cultural and language barriers, the ability to take time off work and childcare services. Vaccine hesitancy also plays a role in the disparities given the historical context surrounding medical mistrust such as the Tuskegee syphilis experiment and other examples of medical experimentation.

“It’s very easy to, I think, to judge individuals for not getting vaccinated, but I really do see a lot of these individuals as being victims of misinformation and very disturbing sorts of acts by people who are promoting that kind of misinformation,” said Carpiano. “But the vast majority of people who fall in the vaccine hesitancy spectrum are people who have legitimate questions.”

Carpiano believes that it will take all sectors, not just the public health sector, in order to increase vaccinations and reduce COVID transmission and death rates. He explained that “convenience is going to be key” in getting as many people as possible vaccinated and providing greater messaging around vaccinations.

“The one message that we really have been pushing lately is to simply ask your doctor, ask your pediatrician, make an informed decision. So, that’s what we’re trying to do by working with our community partners,” Arballo said. “They’re more trusted in the community. So maybe if they say some of the things that we’re trying to say, they’ll be more trusted than we are as public health, which is fine with us.”

Addressing COVID Vaccine Misinformation

The CDC outlined strategies for addressing COVID-19 vaccine misinformation which begins with understanding how the misinformation got started and when and knowing how and why it spread.

When addressing misinformation, the CDC recommends:

- Hear what’s being said and analyze the misinformation that’s spreading through social and traditional media.
- Engage and dialogue with your community to understand different perspectives, lack of information, perspectives and misinformation.
- Share accurate and factual information that is easy to access and that addresses common

continued on page 17

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office.
Peter Aldana, County Clerk,
FILE NO. R-202110750
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

CV THERAPY
83445 Wagon Road
Indio, CA 92203
RIVERSIDE COUNTY
44100 Jefferson Street, #D403-255
Indio, CA 92203
Maria Guadalupe Meza Chavez-Brown
83445 Wagon Road
Indio, CA 92203

This business is conducted by: Individual
Registrant has not yet begun to transact business under the fictitious business name(s) listed above

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000))

s. Maria Guadalupe Meza Chavez-Brown
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 08/02/2021

I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk,
FILE NO. R-202110686
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

TOY JOY
LA NAVIA TOY
1299 Galleria at Tyler
Riverside, CA 92503
RIVERSIDE COUNTY
294 Camino De La Luna
Perris, CA 92571
Noor Toys
294 Camino De La Luna
Perris, CA 92571
CA

This business is conducted by: Corporation

Registrant commenced to transact business under the fictitious business name(s) listed above on 7/12/2021

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000))

s. Maria Guadalupe Meza Chavez-Brown
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/13/2021

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name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk,
FILE NO. R-202109592
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

RFIVE GROUP AUTOMOTIVE
29970 Technology Dr, Ste 220
Murrieta, CA 92563
RIVERSIDE COUNTY
RFIVE Group Associates Inc.
34575 Sourwood Way
Winchester, CA 92596
CA

This business is conducted by: Corporation

Registrant has not yet begun to transact business under the fictitious business name(s) listed above.

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000))

s. Jeffery D Russell Sr, CEO
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/14/2021

I hereby certify that this copy is a correct copy of the original statement on file in my office.

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Peter Aldana, County Clerk,
FILE NO. R-202100962
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

ANDREA'S NAILS SPA & HAIR
627 West Grand Blvd
Corona, CA 92882
RIVERSIDE COUNTY
Romella Maria Nieto
3817 Golden Ave
Riverside, CA 92505

This business is conducted by: Individual
Registrant commenced to transact business under the fictitious business name(s) listed above on 10/2016

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to

exceed one thousand dollars (\$1000)

s. Romella Maria Nieto
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/20/2021

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Peter Aldana, County Clerk,
FILE NO. R-202110041
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

LIBERTY TAX SERVICE
24021 Alessandro Blvd Ste A107
Moreno Valley, CA 92553
RIVERSIDE COUNTY
25290 Iris Ave, Ste 13A, #318
Moreno Valley, CA 92551
Caffeinated Umbrella LLC
24021 Alessandro Blvd Ste A107
Moreno Valley, CA 92553
CA

This business is conducted by: Limited Liability Company
Registrant has not yet begun to transact business under the fictitious business name(s) listed above.

I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000))

s. Monique Parish, CEO
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code)

Statement was filed with the County of Riverside on 07/30/2021

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Peter Aldana, County Clerk,
FILE NO. R-202110563
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing business as:

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illness caused by COVID-19
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SBGM
13191 Scotty Ln
Moreno Valley, CA 92553
RIVERSIDE COUNTY
13191 Scotty Ln
Moreno Valley, CA 92553
Gessi Sharnae' Harrell
13191 Scotty Ln
Moreno Valley, CA 92553

This business is conducted by: Individual
Registrant has not yet begun to transact
business under the fictitious business
name(s) listed above.

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a
misdemeanor punishable by a fine not to
exceed one thousand dollars (\$1000)

s. Gessi Sharnae' Harrell
The filing of this statement does not of
itself authorize the use in this state of a
fictitious business name in violation of
the rights of another under federal, state,
or common law (sec. 1440 et. seq. b & p
code)

Statement was filed with the County of
Riverside on 08/06/2021

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except, as provided in subdivision (b) of
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than a change in the residence address of a
registered owner. A new fictitious business
name statement must be filed before the
expiration. The filing of this statement does
not of itself authorize the use in this state
of a fictitious business name in violation of
the rights of another under federal, state,
or common law (see section 14411 et seq.,
business and professions code). I hereby
certify that this copy is a correct copy of
the original statement on file in my
office.

Peter Aldana, County Clerk,
FILE NO. R-202111006
p. 8/12, 8/19, 8/26, 9/2/2021

The following persons) is (are) doing
business as:

BRAIN CARE PERFORMANCE CENTER
72301 Country Club Dr. Suite 105
Rancho Mirage, CA 92270
RIVERSIDE COUNTY
My Optimal Life
8 Waterloo Court
Rancho Mirage, CA 92270
CA

This business is conducted by:
Corporation

Registrant has not yet begun to transact
business under the fictitious business
name(s) listed above.

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a
misdemeanor punishable by a fine not to
exceed one thousand dollars (\$1000)

s. Robert James Brossfield, President
The filing of this statement does not of
itself authorize the use in this state of a
fictitious business name in violation of
the rights of another under federal, state,
or common law (sec. 1440 et. seq. b & p
code)

Statement was filed with the County of
Riverside on 08/10/2021

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NOTICE- In accordance with subdivision
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name statement generally expires at the
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registered owner. A new fictitious business
name statement must be filed before the
expiration. The filing of this statement does

not of itself authorize the use in this state
of a fictitious business name in violation of
the rights of another under federal, state,
or common law (see section 14411 et seq.,
business and professions code). I hereby
certify that this copy is a correct copy of
the original statement on file in my
office.

Peter Aldana, County Clerk,
FILE NO. R-202111111
p. 8/19, 8/26, 9/2, 9/9/2021

The following persons) is (are) doing
business as:

MARTIN JR'S UPHOLSTERY
319 W. La Cadena Dr
Riverside, CA 92501
RIVERSIDE COUNTY
Martin - Hernandez Jr
319 W. La Cadena Dr
Riverside, CA 92501

This business is conducted by: Individual
Registrant has not yet begun to transact
business under the fictitious business
name(s) listed above.

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a
misdemeanor punishable by a fine not to
exceed one thousand dollars (\$1000)

s. Martin - Hernandez Jr
The filing of this statement does not of
itself authorize the use in this state of a
fictitious business name in violation of
the rights of another under federal, state,
or common law (sec. 1440 et. seq. b & p
code)

Statement was filed with the County of
Riverside on 08/03/2021

I hereby certify that this copy is a correct
copy of the original statement on file in my
office.

NOTICE- In accordance with subdivision
(a) of section 17920, a fictitious business
name statement generally expires at the
end of five years from the date on which it
was filed in the office of the county clerk,
except, as provided in subdivision (b) of
section 17920, where it expires 40 days
after any change in the facts set forth in the
statement pursuant to section 17913 other
than a change in the residence address of a
registered owner. A new fictitious business
name statement must be filed before the
expiration. The filing of this statement does
not of itself authorize the use in this state
of a fictitious business name in violation of
the rights of another under federal, state,
or common law (see section 14411 et seq.,
business and professions code). I hereby
certify that this copy is a correct copy of
the original statement on file in my
office.

Peter Aldana, County Clerk,
FILE NO. R-202110743
p. 8/19, 8/26, 9/2, 9/9/2021

The following persons) is (are) doing
business as:

THE MARKETING GROUP
12535 Orange Blossom Lane
Riverside, CA 92503
RIVERSIDE COUNTY
Justin Sassine Semaan
12535 Orange Blossom Lane
Riverside, CA 92503

This business is conducted by: Individual
Registrant has not yet begun to transact
business under the fictitious business
name(s) listed above.

Registrant commenced to transact
business under the fictitious business
name above on 8-1-2021

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a
misdemeanor punishable by a fine not to
exceed one thousand dollars (\$1000)

s. Justin Semaan
The filing of this statement does not of
itself authorize the use in this state of a
fictitious business name in violation of
the rights of another under federal, state,
or common law (sec. 1440 et. seq. b & p
code)

Statement was filed with the County of
Riverside on 08/03/2021

I hereby certify that this copy is a correct
copy of the original statement on file in my
office.

NOTICE- In accordance with subdivision
(a) of section 17920, a fictitious business
name statement generally expires at the
end of five years from the date on which it
was filed in the office of the county clerk,
except, as provided in subdivision (b) of
section 17920, where it expires 40 days
after any change in the facts set forth in the
statement pursuant to section 17913 other
than a change in the residence address of a
registered owner. A new fictitious business
name statement must be filed before the
expiration. The filing of this statement does
not of itself authorize the use in this state
of a fictitious business name in violation of
the rights of another under federal, state,
or common law (see section 14411 et seq.,
business and professions code). I hereby
certify that this copy is a correct copy of
the original statement on file in my
office.

Peter Aldana, County Clerk,
FILE NO. R-202110753
p. 8/19, 8/26, 9/2, 9/9/2021

The following persons) is (are) doing
business as:

RENITA CAROL KEARNEY
C/O 1486 N. Birch Avenue
Rialto, California 92376
RIVERSIDE COUNTY
C/O PO BOX 51613
Riverside, California 92517
Renita Carol Kearney
C/O 1486 N. Birch Avenue
Rialto, California 92376

This business is conducted by: Individual
Registrant commenced to transact
business under the fictitious business
name(s) listed above on 07/14/2016

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a
misdemeanor punishable by a fine not to
exceed one thousand dollars (\$1000)

s. Renita C. Kearney
The filing of this statement does not of
itself authorize the use in this state of a
fictitious business name in violation of
the rights of another under federal, state,
or common law (sec. 1440 et. seq. b & p
code)

Statement was filed with the County of
Riverside on 08/12/2021

I hereby certify that this copy is a correct
copy of the original statement on file in my
office.

NOTICE- In accordance with subdivision
(a) of section 17920, a fictitious business
name statement generally expires at the
end of five years from the date on which it
was filed in the office of the county clerk,
except, as provided in subdivision (b) of
section 17920, where it expires 40 days
after any change in the facts set forth in the
statement pursuant to section 17913 other
than a change in the residence address of a
registered owner. A new fictitious business
name statement must be filed before the
expiration. The filing of this statement does
not of itself authorize the use in this state
of a fictitious business name in violation of
the rights of another under federal, state,
or common law (see section 14411 et seq.,
business and professions code). I hereby
certify that this copy is a correct copy of
the original statement on file in my
office.

Peter Aldana, County Clerk,
FILE NO. R-202111300
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing
business as:

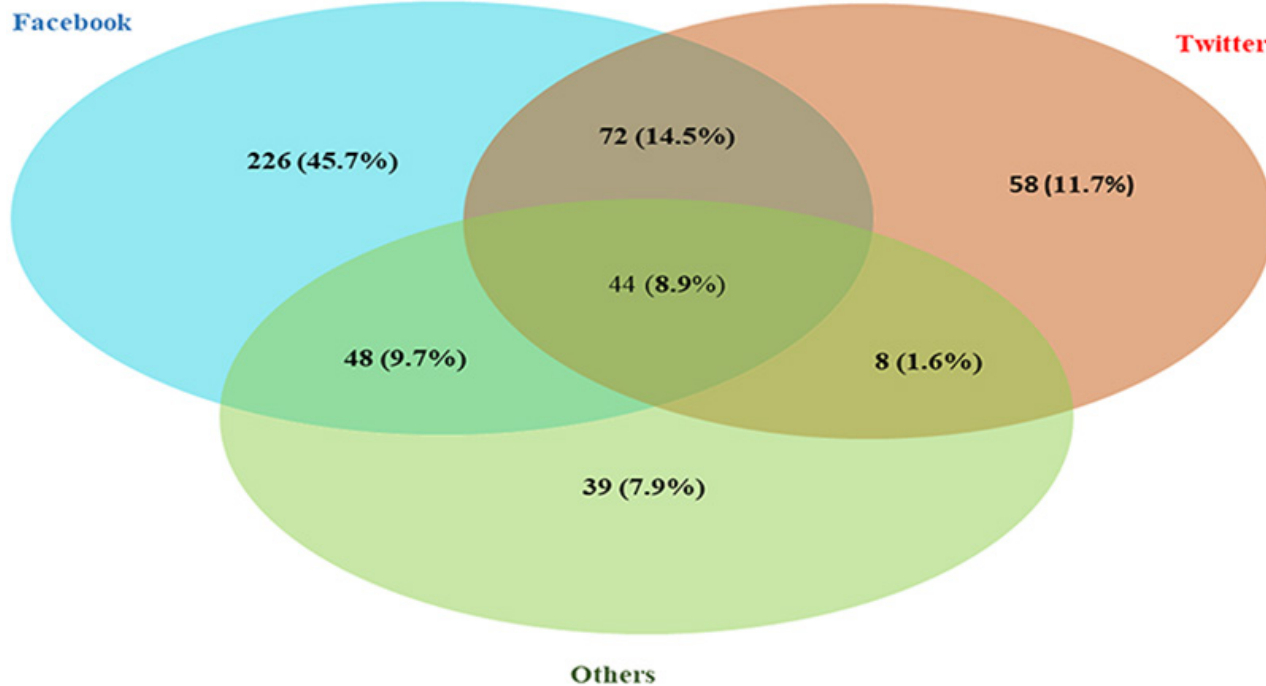
UNCONDITIONAL SOUL ENERGY
5880 Fair Isle Dr, Apt 70
Riverside, CA 92507
RIVERSIDE COUNTY
5880 Fair Isle Dr, Apt 70
Riverside, CA 92507
Stephanie Bracamontes Canedo
5880 Fair Isle Dr, Apt 70
Riverside, CA 92507

This business is conducted by: Individual
Registrant has not yet begun to transact
business under the fictitious business
name(s) listed above.

I declare that all the information in this
statement is true and correct. (A registrant
who declares as true any material
matter pursuant to Section 17913 of the
Business and Professions Code, that the
registrant knows to be false, is guilty of a

SPECIAL FEATURE

Tracking and Dispelling, continued from page 9



Rumors and conspiracy theories related to COVID-19 vaccine circulating on different social media platforms, 31 December 2019 thru 30 November 2020. (source: journals.plos.org)

telling others that hydroxychloroquine would cure COVID-19 causing the illness of some and the death of others.

The study also found the U.S. led the world in conspiracy theories on social media.

There are current concerns voiced by some in the medical profession regarding the vaccines and their efficacy which have been problematic. A recent article in the Los Angeles Times highlights how some of these professionals have used their positions to purvey disinformation about the treatment and efficacy of the vaccines to treat COVID-19 and to spread misinformation about cures.

“Due to their specialized knowledge and training, licensed physicians possess a high degree of public trust and therefore have a powerful platform in society, whether they recognize it or not,” the article highlighted.

An effort has begun to have social media platforms monitor and act against people who misuse their accounts by spreading false information.

Recently, Senator Rand Paul of Kentucky and Representative Marjorie Taylor Greene of Georgia had their accounts suspended. For Senator Paul it is not the first time his statements regarding COVID-19 have been called into question. The latest incident has to do with a YouTube video posted by the Senator stating masks were not effective in combating COVID-19.

His account was suspended for seven days since this was his second offense. The Senator was previously criticized for calling into question the efficacy of COVID-19 vaccines.

It's important to keep informed on the status of COVID-19 in your area, to follow the guidelines of the CDC and to share only reliable information from reliable sources on your social media platforms.

Follow this link to report violations on Twitter. Follow this link for instruction regarding how to report disinformation on Facebook

Phyllis Kimber-Wilcox is a reporter for Black Voice News. Her interests are the intersections of historic events with contemporary realities and their impacts on the persistent social, structural and economic barriers which continue to adversely affect and limit Black lives with an eye toward community-based solutions.



Senator Rand Paul's social media account was recently suspended for seven days.

Combating COVID-19, continued from page 12

concerns about vaccinations. Share this information online and offline.

- Use “trusted messengers” to give credibility to the information you are sharing such as community organizations or religious leaders.

Arballo explained that misinformation gets in the way of public health and protecting one another from getting the virus.

“The best way to protect someone (and) yourself from getting the virus or the variants is to get a vaccine,” said Arballo. “So anything that gets in the way of getting everybody or as many people vaccinated as possible, is a real concern.”

Breanna Reeves is a reporter in Riverside, California, and uses data-driven reporting to cover issues that affect the lives of Black Californians. Breanna joins Black Voice News as a Report for America Corps member. Previously, Breanna reported on activism and social inequality in San Francisco and Los Angeles, her hometown. Breanna graduated from San Francisco State University with a bachelor's degree in Print & Online Journalism. She received her master's degree in Politics and Communication from the London School of Economics. Contact Breanna with tips, comments or concerns at breanna@voicemediaventures.com or via twitter @_breereeves.

IN THE NEWS

Black Voice News, continued from page 4

accessible to the Black Press in California.

Beyond the fellowship, Brown-Hinds is interested in providing assets for interested publishers.

“This includes a toolkit for news publishers on how to identify the right datasets, evaluate sources and translate statistics and numbers into meaningful narratives identifying solutions to systemic racism,” Brown Hinds says. “And, drafting a playbook for Black media and Black community-based organizations interested in pursuing story collaborations utilizing data to solve community and systemic issues.



Join the conversation
Facebook.com/
theivoice

When Vaccine Hesitacy, continued from page 3

of fact-based information. However, just as we know the adage, “good news travels fast,” we are also keenly aware of the reality that, “bad news travels faster.”

Pushing Back Against Disinformation and Conspiracy Theories

In response, social media platforms must continue to do their parts to identify and remove anti-vaccine propaganda; however there is no silver bullet to mitigate this dilemma. Until we reach the still elusive herd immunity with about 75 percent of the population being vaccinated, the virus will continue to spread and mutate. Just as we are now experiencing with the Delta variant, mutations—depending on their impact—may drive a need for vaccine booster shots, helping to further complicate the conversation around vaccinations for those who remain unvaccinated.

At this point, perseverance in the national effort to encourage the unvaccinated to take the vaccine is a must. Consumers rely on the media to continuously use its platform to combat disinformation and conspiracy theories just as they rely on social media platforms to do their part in this regard. Politicians, church and other civic leaders also have a part to play and should continue using the bully pulpit to dispel rumors and disinformation while also advocating for vaccine acceptance.

Everyone Has a Role to Play in Combating Disinformation and Conspiracies

As individuals, it is incumbent on each of us to encourage family members and friends to trust the science, to listen to the credible voices in their community, to open our hearts to the people suffering and dying of the virus every day, and to remember the magnitude of the loss—

more than 3.8 million lives around the globe (including 614K here in the U.S.) and counting.

Each of us must do our part to dispel rumors and challenge falsehoods about the vaccines while at the same time, encouraging the hesitant to get vaccinated. Doing so, may not only save their own lives but also the lives of those with whom they come in contact.

Of course, this is just my opinion. I’m keeping it real.

Stephanie Williams is executive editor of the Black Voice News and IE Voice. She is a longtime champion for civil rights and justice in all its forms. She is also an advocate for government transparency and committed to ferreting out and exposing government corruption. She has received awards for her investigative reporting and for her weekly column, Keeping it Real. Contact Stephanie with tips, comments. or concerns at myopinion@ievoice.com.

publicnotices

misdeemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Stephanie Bracamontes Canedo The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/18/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office. NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202111545
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing business as:

THE FLOWER THESPY
25291 Alpha St
Moreno Valley, CA 92557
RIVERSIDE COUNTY
Anna "M" Lapuos
25291 Alpha St
Moreno Valley, CA 92557

This business is conducted by: Individual Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the

Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Anna "M" Lapuos The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/11/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202111231
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing business as:
BLUE SKIES OF TEMECULA
45410 Bayberry Pl
Temecula, California 92592
RIVERSIDE COUNTY
15577 Brookhurst St
Westminster, California 92683
JCMY Care Homes LLC
322 Keyport St
Oceanside, California 92057
CA

This business is conducted by: Limited Liability Company Registrant commenced to transact

business under the fictitious business name(s) listed above on 05/07/2021 I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Hong Hanh Le Dao, Member The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/12/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202111321
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing business as:
KINGDOM INVESTMENTS
27069 Almondwood Dr
Corona, CA 92883
RIVERSIDE COUNTY
27069 Almondwood Dr
Corona, CA 92883
Michael Wayne Chambers

27069 Almondwood Dr
Corona, CA 92883
This business is conducted by: Individual Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Michael Wayne Chambers The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/02/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202110710
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing business as:
NOTARY WORKS
695 Treemont Place Apt 107
Corona, CA 92879

RIVERSIDE COUNTY
Adele Monique Simpkins
695 Treemont Place Apt 107
Corona, CA 92879
This business is conducted by: Individual Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Adele Monique Simpkins The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/13/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202111379
p. 8/26, 9/2, 9/9, 9/16/2021

The following persons) is (are) doing business as:
UNDERDOG VENDING CO.

4193 Flat Rock Dr, Ste 200
Riverside, CA 92505
RIVERSIDE COUNTY
Matthew Marcus Winder
4193 Flat Rock Dr, Ste 200
Riverside, CA 92505
This business is conducted by: Individual Registrant commenced to transact business under the fictitious business name(s) listed above on 06/30/2021 I declare that all the information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code, that the registrant knows to be false, is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1000) s. Adele Monique Simpkins The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. b & p code) Statement was filed with the County of Riverside on 08/10/2021 I hereby certify that this copy is a correct copy of the original statement on file in my office.

NOTICE- In accordance with subdivision (a) of section 17920, a fictitious business name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the residence address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see section 14411 et seq., business and professions code). I hereby certify that this copy is a correct copy of the original statement on file in my office.

Peter Aldana, County Clerk, FILE NO. R-202111127
p. 8/26, 9/2, 9/9, 9/16/2021

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Sood & Sood, APLC
*The lawyer is an active member of the State Bar,
licensed to practice law in California.

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September 14th

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