



William "Bill" Rouselle Jr.

July 21, 2024

William "Bill" Rouselle Jr., was born in New Orleans on August 3, 1946, and entered into eternal rest on Sunday, July 21st. He was 77 years old. He attended Xavier University Preparatory School and was a 1967 Honors Graduate from Xavier University. Rouselle leaves a storied legacy, including the first African American reporter for WDSU who reported on the assassination of Martin Luther King, Jr., host of Sunday Morning Journal and The Liberty Network, as well as a host of other leadership roles including nearly 40 years as the founder of Bright Moments public relations, marketing, and advertising firm.

He was preceded in death by his parents, Edmonia Nelson and William Rouselle Sr.

He is survived by his wife, Ethel Davis Rouselle; six daughters, Deena (Mark) Thomas; Caryn (Todd) Battiste; Sabrina (Marc) Johnson; and Dionne and Sharon Rouselle; a son, Tyrone Rodgers; two granddaughters, Kayla Thomas and Maya Johnson; and five grandsons, Mark Thomas, Jr., Jeremy Thomas, Paul Michael William Thomas, Johnathan Thomas, and Myles Johnson. His "play sister", Willye Doretha Morton; a host of friends, Alton Obee, Russell Obee, Alden J. McDonald, Jr., Milton Rice, Kalamu Ya Salaam, Barbara Major, Ronnie Burns, C.J. Blache, Dr. Norman C. Francis, Thelma French, Paul Pastorek, Lona Hankins, Don Hubbard, Jim Singleton, Silas Lee, Sammy Lee, Lloyd Dennis, Stella Chase Reese, Larry Jordan, Darryl Kilbert, Norman Robinson, Warren Bell, Ronald Carrere, Don Hubbard, Demetric Mercadel

and a host of many more dear friends.

Family and friends are invited to attend a memorial service celebrating his life at 12:30 PM on Saturday, August 3rd, which would have been his 78th birthday. The service will be held at Franklin Avenue Baptist Church, 8282 I-10 Service Rd, New Orleans, LA 70126. Doors open at 11:30 AM.

In Lieu of Flowers, the family is asking that donations be made to Black Education for New Orleans (BE NOLA) or The New Orleans Jazz Orchestra (NOJO). Their donation information is below:

BE NOLA: <https://tinyurl.com/GiveBENOLA> OR

NOJO: <https://checkout.square.site/merchant/ML21FCB8ARM9Y/checkout/4JQ5GUWPD3X6LS34RIVAUZNR>

Cemetery Details

Private

Previous Events

Funeral Service

AUG 3. 12:30 PM (CT)

Franklin Avenue Baptist Church
8282 I-10 Service Rd. South
New Orleans, LA

Tribute Wall



“ *I met Bill in the early 1970's and worked with him for about ten years at FST. I told him he was the big brother that I always wanted but never had. He was very supportive and protective of me(his little sister), and I will be forever grateful for the knowledge, compassion, and genuine warmth that he passed down to me. I'm sure he is resting in peace and sharing that Bill Rouselle smile with those who passed on before him.*

Charlene Mays - August 03, 2024 at 10:15 AM



“ *Peaceful White Lilies Basket was purchased for the family of William "Bill" Rouselle Jr..*



July 29, 2024 at 02:07 PM

KT

“ Bill was a good family friend, supportive, encouraging and a great example of commitment and leadership in our community. He truly cared about this city and the people. His role over the years with the N O Jazz & Heritage Festival and Foundation put NOLA on the map worldwide for an exciting venue that promoted local culture, music, artists and food inviting the world to come and get a taste of New Orleans rich cultural heritage.

May his light forever shine through those who he inspired to carry the torch for one of the greatest cities on the planet. Condolences and prayers to his family, loved ones and friends as they rejoice knowing that he's in glory and hopefully, they will see him again- for we sorrow not as those who have no hope. We'll see him in glory someday 🙏💜🌸❤️🙏

Kathy Abadie Tolliver

Ms XU 78-79'

Kathy Abadie Tolliver - July 28, 2024 at 11:40 PM