



Photo by Michael Esposito

*My Name is New Orleans* is the collected work of spoken word jazz poet Arthur Pfister who performs as Professor Arturo. The book's six sections reflect a lifetime immersed in the city's humor, pathos and idiosyncrasies:

Impressions  
Mens & Wimmins  
Ascension (Extreme Uction)  
The Great Miscellaneous Mischief  
War & Peace  
WHIPPED!!!

Pfister's work has appeared in countless above and underground publications – this is the first time it comes together in one savory volume. An original Broadside Press poet of the 1960s, he was a fixture on the New Orleans poetry scene until 2005 when Hurricane Katrina sent him into permanent evacuation in Connecticut. That has not stilled his strong, passionate voice for the city of his birth.

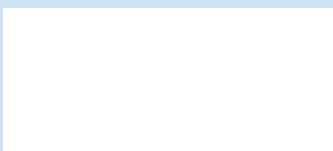
Arthur Pfister is one of the finest poets in the new world, the old one too. *My Name is New Orleans* sets a new standard, to which all of the lodge must address themselves too.  
--Amiri Baraka

Prof. Arturo Pfister is one of the unsung heroes of contemporary poetry and has been for years and years. The appearance of his collected work is an important occasion that will rescue his brilliant works in verse from poetry oblivion and put them in our hands (and ears) where they belong. He captures in words the spirit, history and culture of New Orleans like no one else – and exactly as the poet laureate of the 6<sup>th</sup> & 7<sup>th</sup> Wards is supposed to do. This is the book his readers have been waiting for, and a terrific, unexpected treat for anyone who's never heard Prof. Arturo before.  
--John Sinclair

Arthur Pfister is a unique New Orleans voice. First published in *New Laurel Review*, his poem "My Name is New Orleans" is an anthem proclaiming the importance of the African-American poet as a New Orleans identity. Pfister is a premier toastmaster and signifier of our city. Shine on, Shine!  
--Lee Grue *New Laurel Review*

\$19.95

An audio CD  
*Merritorious Action*,  
with the Professor reading  
6 poems is enclosed.



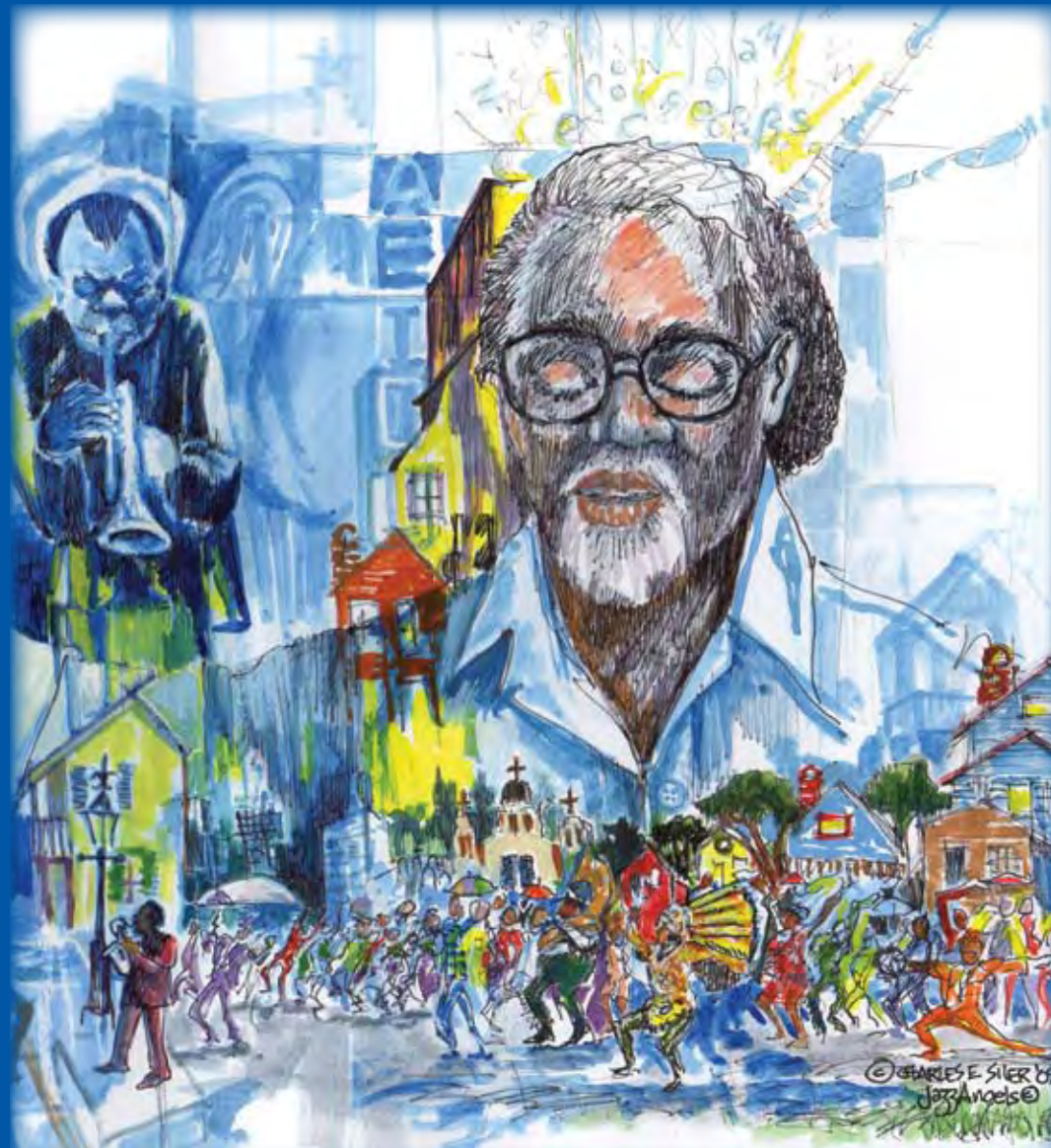
MY NAME IS NEW ORLEANS

Arthur Pfister

# MY NAME IS NEW ORLEANS

*40 Years of Poetry & Other Jazz*

by Arthur Pfister  
aka  
Professor ARTURO



Margaret  
MEDIA, inc

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