

Quia Querisma ('04)

Publisher, *Y:L Magazine*, Dallas, Texas
DC Entertainment Editor, fall 2003

Quia Querisma didn't have a clue about what she wanted to major in when she received one of her first *Daily Campus* assignments: to cover a hip hop summit at the Adolphus Hotel. But after meeting Russell Simmons, then president of Def Jam Records, and seeing singer Eryka Badu at the summit, her

calling became clear. "I thought: 'This is so cool. Why would I not want to be a journalist? I can get paid to do this!'"

Querisma, who majored in English with a creative writing specialization and minored in journalism, wrote for the DC for three semesters, serving as entertainment editor the fall of her senior year. The skills she learned there she now uses to produce *Y:L Magazine*, an online magazine aimed at building self-esteem among teen-aged urban girls.

"The title of *Y:L Magazine* stands for several things: young lady, your look, your life, young love, your language, and young leaders," Querisma says on the Web site <http://www.yl-mag.com>. "In a popular culture that floods audiences with images of minority women as hyper-sexed, money-hungry objects of desire, *Y:L's* mission is to inform, encourage, and educate young girls that they don't have to fit into that mold."

She also learned how to manage her time during her DC days. Then, she interned and worked part time in addition to editing, studying, and caring for her two pre-school children. Now she works on *Y:L* at night, after completing a full day's work as a marketing specialist for BlackAmericaWeb.com and ensuring that her two children have eaten dinner and completed their homework.

Looking back, Querisma realizes, "*The Daily Campus* taught me a lot."



Jeannette S. Keton,

DC editor-in-chief, spring 1976, is a writer and communications strategist based in Rockwall, Texas. Keton has written for a variety of media, including *The Dallas Morning News*, *D* magazine, *Ladies' Home Journal*, and *Parents* magazine. Her first book, *Baylor College of Dentistry: The First 100 Years*, was published in December 2004.

