

# Whatever

NEWS & VIEWS FOR ANYONE UNDER 18

## Fresh off the press

NEW MAGAZINE KEEPS URBAN GIRLS IN THE LOOP

By **KIZANNA ALEXANDER**  
WHATEVER STAFF WRITER

Attention, all you urban girls!

A hip new magazine has just hit the market, and – from fashion to friends – it's got your interests in mind.

Y:L Magazine (meaning "Young Ladies") launched Friday as the brainchild of Quia Querisma, a local 27-year-old entrepreneur and mother of two.

"This magazine is for girls who love hip-hop," says Querisma, a 2004 Southern Methodist University graduate and Dallas resident. "All the Rocawear and Baby Phat girls."



The premiere issue, selling for \$2.95 at Fashion 101 stores in Valley View and Irving malls, features a profile of R&B star Teairra Mari, as well as stories on trends, school and earning respect.

Querisma, a New York native who studied English at SMU, said the idea for the magazine had been evolving for years. While in college, she interned at *D Magazine* and Radio One Dallas. After graduation, she took a job as a marketing specialist for BlackAmericaWeb.com, the online presence for syndicated radio show host Tom Joyner. She put all that experience and knowledge to use in creating Y:L, she said.

"After looking through the magazine shelves in Barnes and Noble, I saw that urban girls had been neglected," Querisma said. "I felt like that particular audience had been ignored."

So she set out to remedy that. With 10 freelance writers, one photographer, a little help from a few experienced friends, and an encouraging uncle who also doubles as her vice president of marketing, Y:L Magazine was born.

"The magazine will come out quarterly, but the Web site, [www.yl-mag.com](http://www.yl-mag.com), will constantly be updated with new content," she said. The site is interactive and features advice, giveaways and areas for readers to post comments.

As for how she juggles the magazine and family life, Querisma says, "I'm used to being busy and working hard." (In fact, this super-mom took a full course load and interned in college when her children were very young.)

If you can't make it to the mall to pick up a copy of Y:L, the Web site sells single issues for \$2.95 plus tax and shipping. Subscriptions are available for \$20, and subscribers get a free T-shirt with their order.

If you want to write for the magazine, visit the Web site, become a member and submit your story. Then tell your friends to do the same.

"I want this to be big, not just local," Querisma says.



STAR-TELEGRAM/JILL JOHNSON

Quia Querisma is the founder of Y:L Magazine.



Kizanna is a senior at All Saints Episcopal School in Fort Worth.

## Win an attitude T!

GOT A STORY IDEA? SEND IT IN, AND YOU MIGHT WIN A SHIRT

Wear your thoughts on the outside with these slick "attitude" T-shirts.

Whatever is giving away three "Do I look like I care" T's to local guys and three "Whatever" T's to local girls.

All you have to do to win one is e-mail us a great story idea for Whatever. Send one topic you'd like our staff to write about, plus your name, age, address, phone number, school and

grade to [whatever@star-telegram.com](mailto:whatever@star-telegram.com). We'll enter your name into a drawing, and winners will be notified by the end of the month. Then, watch Whatever – your story idea might just appear.

Deadline for entries is 5 p.m. Oct. 21. You must be between ages 12 and 19 to enter. Families of *Star-Telegram* employees are not eligible to win.



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