

## Defining the Beautiful Black Family

Written by Robert ID1206

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What is the beautiful Black family? In a day when mainstream media and music glorify Black-on-Black violence, gangs, drugs, hip-hop & rap 'bling-bling', the degradation of Black women, and the emasculation of Black men, there is one media voice powerfully reaching out for positive change. That voice, that power is Bahiyah Woman Magazine (BWM).

"The Beautiful Black Family" is the latest installment of Bahiyah Woman Magazine (BWM), the magazine for today's spiritually conscious professional Black man and woman. In the Spring 2005 issue (available online April 18th), Publisher Bridgett Hollingsworth masterfully delivers beauty and power in word and vision. The four-year-old publication is reminiscent of the beginnings of Essence and Ebony (Magazines). There is a revolution on the pages of Bahiyah (a feminine Swahili name meaning "beautiful"). "Bahiyah is one of the few publishers who get it," shares J. Harris, a loyal reader of the publication. "BWM gives me what I want to read without turning me off by page 10 with some garbage."

"Contrary to popular opinion, we don't have to glorify the salacious, foul and vulgarism, which is killing our communities spiritually and physically to become successful," Hollingsworth said. "Black people across this nation are dying of thirst. We've been fed scraps, and we've been drinking contaminated water for so long that for many Blacks the deplorable state of media has hardened our hearts. We'll read and watch anything just to get a glimpse of us no matter how vile. There is, however, a growing remnant of Black people who are fed up and in search of quality media alternatives."

The "Lifestyle" section of "The Beautiful Black Family" features a cultural walk with Artist/Quilter Lisa Shepard and Family Historian Carol A. Hill shares tips on discovering and preserving Black family history. Poetry embraces the pages of BWM in the new "Rhapsody" section. The "Arts, Entertainment and Culture" section includes Hollywood Syndicated Columnist Rych McCain, photos by Andre' Murray and Cultural Black Entertainment Perspectives by Syndicated Columnist, Raymond Tyler. BWM also features the always-anticipated column, "Conversations with Black Men" and Black men speak candidly about fatherhood. BWM's pages are refreshing and breathtaking; BWM delivers a quality and positive voice to a thirsty people.

No Internet publisher has produced a "true" magazine (as defined by mass media) online, yet BWM has mastered this art. Its pages offer full, half and quarter page advertising and a thoughtful table of contents. Layout, design and simple navigation by Art Director, Rachelle Gould-Harris brings BWM full circle. Writers include some the nation's best – Ronald E. Childs, Publisher & Editor, Afrique Journal (Chicago); Diane A. Sears, Editor, In Search of Fatherhood

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Forum Newsletter (Philadelphia), and author; Jeanine DeHoney, freelance writer and author (New York) – among others who help complete the all-star line-up. Longtime R&B crooner Gary Taylor also lends “Woman of Color” from his latest CD Eclectic Bohemian to the BWM project. This song has become BWM’s anthem and readers are treated to an audio clip of the track upon entering the site.

The editorial mix of unpretentious spiritual commentary balanced with lifestyle, business and entertainment news packs a powerful punch for BWM readership. Also, take special note of this issue’s cover...its stunning (the editorial team doesn’t want to spoil that surprise). Past BWM covers have included Eva Pigford (America’ Next Top Model), Vivica A. Fox and hip-hop rap artist / actress Queen Latifah. Faithful readers won’t be disappointed with this issue and neither will “newbies”.

Check out the launch of The Beautiful Black Family on Monday, April 18th at [BWMMag.com](http://BWMMag.com) . It simply doesn’t get better than Bahiyah Woman Magazine for today’s spiritually conscious professional Black man and woman...this issue proves it.