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**Funding Source:** Emerge Summer Undergraduate Research Internship

## **Black Family Life: An African American parenting magazine**

*Lauren A. Johnson and Sara Gable*

Parenting magazines geared toward strengthening the traditional northern European family have been around for decades. Yet, they have not focused on the different family types or the needs of African American families. African American parenting has unique features and qualities that are deeply rooted in their past ancestry. Black families are so diverse and are made up of so many unique backgrounds, so it is necessary to have a parenting magazine geared toward their different needs. A scripture often lamented in the black community is "train up a child in the way he should go, and when he is old he will not depart." The meaning behind the phrase is to raise children in a manner that they will succeed from, so that when they are adults they will stay true to their roots. Though this scripture is very popular it is not being properly applied to the upbringing of African American children. One solution to these issues is "Black Family Life" magazine. This magazine will enhance the mentality and skills of the modern black parent by providing alternative tips on raising their children from specialists and ordinary people who have experienced similar situations. The magazine will also encourage black parents to better prepare their children for challenges in the world ahead by providing advice on effective discipline, techniques to assist children in developing study skills, college preparation methods(both academically and financially) and much more.