

In Recognition of African American History Month

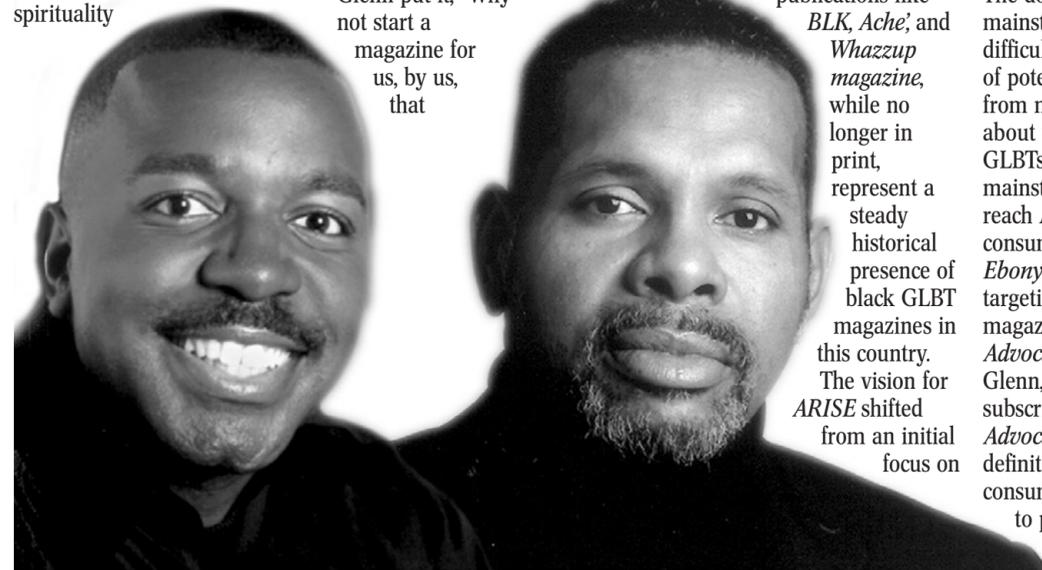
Meet the Publishers of *ARISE* Magazine

by Detria Thompson

Glenn Alexander- Washington D.C. Native, age 38
MacArthur Flournoy - Los Angeles Native, age 43
Founded *ARISE*: 2000
Current Residence: Sacramento
Children: Two sons and a daughter, ages 9-12
Musical tastes: Jazz and Gospel

A*RISE* is the only monthly magazine geared to GLBT and questioning African-Americans.

Arise is a glossy, sophisticated magazine with substance. MacArthur describes the typical *ARISE* reader as "informed, well-traveled and looking for a broader spectrum of topics to read about," such as business, economics, spirituality



and wellness.

The publishers are conscientious about maintaining a balanced gay and lesbian perspective in terms of what's covered in each issue and by whom.

The magazine has a national distribution base but has been able to gain exposure in other regions including Africa, Europe, the Middle East and South America via word-of-mouth, and Americans sharing the publication with friends and acquaintances abroad.

The emergence of *ARISE*, now in its third year, can be attributed to the fact that both men, partners since 1995, were unable to find magazines dedicated to the issues they were most interested in. As Glenn put it, "Why not start a magazine for us, by us, that

frames us in a positive light?" MacArthur admits that losing his job running a non-profit organization (a job he hated) was fortuitous because it freed him to consider doing the kind of work he'd enjoy. While MacArthur ran the magazine, Glenn continued to work as an event planner in the corporate world for six to seven months before deciding to leave his job and take "a gigantic leap of faith" by taking their savings and putting everything into the publication.

MacArthur and Glenn lacked publishing experience before *ARISE*, but have always enjoyed the support and advice of other pioneers in the black GLBT publishing world. They readily acknowledged that publications like *BLK*, *Ache*, and *Whazzup* magazine, while no longer in print, represent a steady historical presence of black GLBT magazines in this country. The vision for *ARISE* shifted from an initial focus on

sexuality and sexual diversity among people of African descent, to a greater emphasis on the African-American GLBT, questioning, and inter-sex community and their participation with social justice issues and advocacy. Glenn and MacArthur believe *ARISE* has a responsibility to continually remind African-American GLBTs of the best in themselves.

Most of the current advertising support for *ARISE* is generated from pharmaceutical companies, African-American community based GLBT organizations, and health service organizations.

The biggest positive for the publication is that the African-American GLBT community, as a niche market, is barely tapped. The downside is that attracting mainstream ads remains difficult. Some of the reluctance of potential advertisers stems from myths and generalizations about what African American GLBTs will buy and read. Many mainstream advertisers feel they reach African-American consumers in publications like *Ebony* and *Source* while targeting gays and lesbians in magazines like *OUT* and the *Advocate*. MacArthur and Glenn, however, believe *ARISE* subscribers aren't reading the *Advocate* or *Ebony*, but are definitely mainstream consumers. Despite the struggle to pull advertisers, they feel *ARISE* will ultimately

survive on the strength of support they receive from new and existing subscribers.

MacArthur and Glenn relocated to Sacramento a year ago from Oakland. Glenn looked forward to moving here. MacArthur admitted he was skeptical about the quality of life here, but was impressed early on with what Sacramento offers in terms of art and culture. They both expressed their view that Sacramento provides favorable entrepreneurial and real estate opportunities, and is also an ideal place to raise children. Their transition here was made easier as a result of the supportive relationships they have with several other GLBT couples who also relocated here from the Bay area.

According to Glenn, his biggest lesson learned as a publisher is not to accept everything that comes across his desk. He knows it's important to hold onto the vision of what the publication stands for rather than compromise their ideals in a way they'd both regret later.

For MacArthur, the biggest lesson is realizing that, "No" rarely means no. It just means "Not now." MacArthur has come to the realization that creating a successful magazine has been less important than the building (process), including learning more about himself, his partner and his community.

Making a Difference for African-Americans

by Annabella Pulai



Clarmundo Sullivan

Clarmundo Sullivan is the founder and CEO of Golden Rule Services, (offering various services to "ethnic, racial, sexual minority and low income communities," proudly working with at-risk youth and academic enrichment); heads the Men's Soul Food Project (Sacramento's only African-American, Men Having Sex with Men/MSM HIV prevention program and, in-progress, health needs assessment survey); has been on the HIV Sacramento Alliance to Prevent AIDS Community Advisory Body, the African-American AIDS Advisory body, the Office of Minority Health Resource Advisory Board and the Ryan White Community Services Planning Council; Mr. Sullivan continues his hard work in education and HIV prevention.

Reverend Charles Cooper

Reverend Charles Cooper is Associate Pastor and Music Director at MCC church, Director of an outreach ministry called the Samaritan Center, which feeds "thousands of people each month of every culture, ethnicity and gender association," and a professional musician, keyboardist and songwriter who traveled as a musician for 20 years. Rev. Charles appreciates mentoring youth, especially GLBT youth; "God loves us just as we are," said Rev. Charles, and his goal in life is "to love and help people." He arrived to do his good work in Sacramento in 1993 and lives happily here with his partner of four years, John.



Sequieta Whitfield

Sequieta Whitfield is a consummate actor, director and comedian; a Lambda Players Board past member; stage managed and performed in Lesbian Laughfest 1, 2, 3 and 4; headlined Sequieta Presents: Laughing Out Loud (a comedy showcase) and a comedy show at Club 21. Since arriving in Sacramento in 1977, Sequieta has helped organize the entertainment needs of the lesbian community. Sequieta acted in *Last Summer at Blue Fish Cove* and the one-woman show, *Clit Notes*, and directed *Make Way For Dykelings* and *Dancing On Checkers Grave*, among other theatrical productions. She is working towards her B.A. in psychology at U.I.U. and lives happily with her life partner Delita Alvarado. (See our interview of Sequieta and Delita elsewhere in this issue!)

J.G. Gonsalves



J.G. Gonsalves is an Elly Award winning actor, a theatrical director, poet, Lambda Players Board member, Diversity Coordinator at the Lambda Community Center, an activist/manager for Citizen Action, paints watercolors and is a spiritual man.

J.G. was born in Boston, joined the Air Force, received his B.A. in Theatre Arts at C.S.U. Stanislaus and followed with his internship at the Music Circus in Sacramento ten years ago. J.G. facilitates a Men of Color discussion group and assisted in getting the Women of Color group started with a vision for a "people of all colors GLBT group to evolve" and also mentor GLBT youth.

Joey Claytor continues as an organizer for the GLBT; a president of Music By Joey Productions, (twenty five years); coordinates Sunset Magic, the annual women's cruise, (thirteen years); coordinates the formal, annual Gay-La Ball, (three years); DJ'd at Faces, Club 21, Bojangles, (Sacramento's premiere female GLBT DJ); Entertainment Chair for the AIDS Dance at Cal Expo (two years) and the Freedom Fair; recipient of Miller Beer Outstanding Gay Person in the Community Award; and had owned/operated 'Secrets' a floating women's nightclub. Joey happily plans to extend herself further in the GLBT to include future events such as a women's health fair.

Joey Claytor



Shana MC Davis-Conway



Shana McDavis-Conway grew up in Delaware, attended U.of D. and joined the Lesbian Avengers group; Shana interned in South Africa and worked with the National Coalition for Gay and Lesbian Equality; came to Sacramento with Americorps VISTA in April, 2001, for a year; helped found and co-facilitate a progressive women's discussion group at the Lambda Center; was involved with the Sacramento Gay and Lesbian Caucus group for the Sac County employees mentoring program; works at the Sacramento Hunger Commission, and facilitates an at-risk, GLBTQ Youth Support Group at Lambda Center. Shana "really loves" Sacramento and "will keep working on making it happen" here.

Guy Madison

Guy Madison is a lifelong activist and has lived in Sacramento 25 years. He was founder and organizer for GALA, (Gays and Lesbians of African descent), in the 90s, has worked with the AIDS Quilt, Freedom Fair Planning Board, Pozibilities, the World AIDS Day Advisory Committee, Oak Park PAC, (Planning Action Committee), part of African-American U.C.D. faculty and staff, and a GLUE, (Gay and Lesbian University Employees), member. Guy also writes and performs poetry, winning an award from the Lambda Center in 1994. His personal philosophy is: "Get involved, no matter what the cause is, if you're motivated, get behind it."

