

New Directions

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notes

Editorial Staff

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From the Editors Notebook



2 New Magazines

Two new mass circulation magazines recently have captured our attention. That is, because the editorial goals of both publications give hope of greater things to come.

Both magazines share certain similarities and come at a time of a growing demand for quality publications with a no nonsense editorial mission.

African Commentary and *Emerge* made their debuts in October and should be of interest to readers of *New Directions*.

Commentary is directed at an audience that encompasses "people of African descent" all over the globe. It is published monthly by African Commentary Corporation, 29 Pray Street, Amherst, Ma. 01002.

In stating the mission of *African Commentary*, publisher Chinua Achebe writes:

"Africa is more than a geographic reality; it is a spiritual phenomenon, born, truly enough, of painful history—the history of slavery—but it is a history which, however uneasy we may feel about it, binds every Black person to Africa. And it is for this reason that the African Commentary is 'a journal for people of African descent' — whether they are African-Americans, Africans in Europe, Africans in the Caribbean, or Africans in the homeland.

"So, this journal will meditate on the condition of Africans and of people of African descent."

Emerge, published monthly by Emerge Communications, Inc., 599 Broadway, New York, N.Y. 10012, is primarily directed at upscale African Americans.

In the editor's page, Wilmer Ames writes:

"The years since the 1960s have seen the emergence of a new middle class among Blacks. As the collective effort of the Civil Rights Movement dissolved legal racial barriers, sustained individual efforts have resulted in a growing list of 'firsts' in achievement as Black professionals have pushed to new heights and into new fields. Today, greater numbers of us in the Black community are better educated, more mobile and more powerful than we have ever been in our history. Very few things seem beyond our reach.

"EMERGE is a magazine designed to meet the needs of this new, affluent generation, a generation that assumes different kinds of responsibilities along with the new opportunities and freedoms it enjoys."

At Howard University, particularly in the pages of the university magazine, *New Directions*, we have and continue to make a positive difference.

And in that spirit, we say welcome and good luck to *African Commentary* and *Emerge*. □

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