

## HAPPY ANNIVERSARY!!

# DAWN is 11 Years Old

Each month, 45 black newspapers across the country insert the latest issue of Dawn Magazine in its papers—which is the only way that Dawn Magazine is circulated. It cannot be purchased separately.

Surprisingly enough, Dawn Magazine celebrates its 11th year of publication this year, which is a triumph over the diehards who predicted it would not be a success.

Dawn began as an idea, promulgated by Kenneth O. Wilson, vice president advertising for the *Afro-American Newspaper* chain, based in Baltimore, Maryland. This was in 1973.

Trying to sell the idea of the supplement was a challenge that almost stymied the emerging magazine. There was no money available for the project—it had to be self-supported and without cost to the parent newspaper.

The staggering printing costs—since this was always conceived as a color insert, which is expensive—had to be covered by advertising revenues generated by the publication itself.

Individually, each obstacle was overcome. And on April 1973, it was agreed that a quarterly test marketing series would be attempted.

Ken Wilson believed that the national advertising community should have an opportunity

to market services and products through four-color advertising, directed to audiences of local black newspapers.

The stage was set. In meeting after meeting, a nucleus of black publications was formed which would carry the fledgling supplement. There were 37 newspapers lined up for that pioneer issue.

Arthur Carter, whose regular position is publisher of the *Washington Afro-American's* bi-weekly publications, was given the added assignment as editor of the magazine. It was to be published only once each quarter, and was not expected to materially affect his handling of the Washington paper.

Elson Higginbotham, now deceased, was in charge of production, and chairman of the board for the *Afro-American Newspapers* was Frances L. Murphy, now Mrs. Frances Campbell of Buffalo, N.Y.

She issued a statement which was carried in that historic first edition which declared:

"Dawn Magazine is an extension of the former *Afro-American* magazine supplement. This first issue will be distributed in premier black newspapers from coast to coast.

"The national black community is more sophisticated today than ever before in its history and we believe it has a great sensitivity

to those crucial subjects that affect the lives and times of black people within a greater troubled society.

In the months ahead, Dawn will continue to be evaluated by the best trained and experienced news people in the United States and we hope to bring to Dawn readers, challenging stories, provocative features, and timely advice on addressing themselves to a new day for black Americans."

The new supplement was an instant success. After the test period of quarterly issues, it became an 11-months-a-year publication in 1974.

By 1977, Dawn Magazine had cause for celebration. At a luncheon noting the fourth year of publication, John H. Murphy III, chairman of the board said:

"Dawn Magazine at one time was considered the by-product of our business. Now it is a part of our bread and butter."

By 1978, Dawn Magazine had progressed to the point that a part-time editor simply could not handle the magnitude of work attendant to putting out a quality publication.

Thus, in May 1978, Bob Matthews was brought in to handle the editorial direction of the supplement. Matthews brought in over 35 years experience in journalistic pursuits, having worked for the parent Afro-American



**KEN WILSON** — Vice President and Dawn Operations.  
The founder of Dawn Magazine.



**BOB MATTHEWS** — Dawn executive editor.