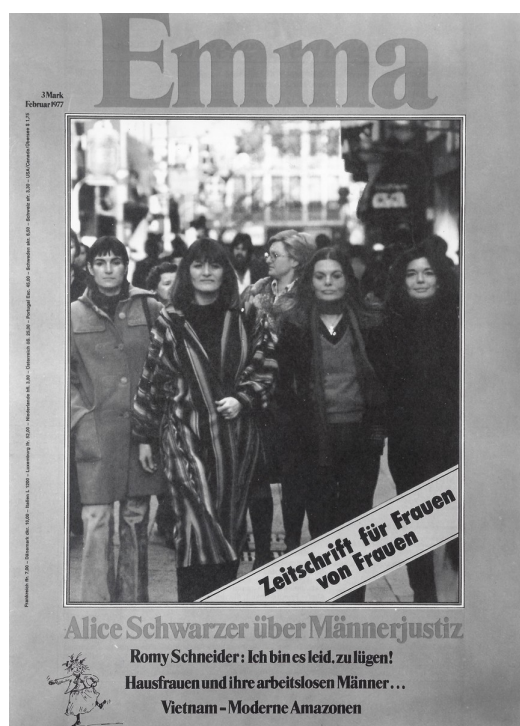


Emma (1977)

Abstract

On January 26, 1977, the feminist magazine *Emma* made its debut. The first issue, featured here, sold 200,000 copies, but the magazine's circulation soon fell to 90,000. Alice Schwarzer, the journalist and feminist activist who had initiated the famous 1971 appeal "I had an abortion," was the founder of this "magazine for women by women." *Emma* was supposed to promote a feminist view of women's issues and to act as a foil to other publications that Schwarzer labeled as "the men's press."

Source



Source: Original caption: Because her "breathing space within the male-dominated media" became ever smaller, Alice Schwarzer (shown second from left, together with her editors) established the magazine *Emma* in February 1977 (our photo shows the cover of the first issue), a "magazine for women by women." Despite the demise predicted by many pessimists, the dedicated periodical has been able to establish itself in the West German periodical market to date. BF 15 (VIII-78)-3. Photo: INP/Repro.

Courtesy of the German Information Center

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