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## A WORD FROM THE PUBLISHER

## **Upping the Ante**

deed.

th our last issue (#55), *Atlantis Rising* initiated a number of improvements to our over all presentation and, gathering from the feedback so far, they have been well received in-

In addition to better paper (heavier, whiter and smoother) we also instituted a number of design changes made possible by better printing technology. Many have noted approvingly that pictures and colors now go to the edge of the page without stopping at an artificial margin (the printer's term for this capability is "full bleed"). The magazine has also incorporated much more color over all.

Some of our more serious content-centered readers may shrug off the value of such changes—consigning them to the realm of cosmetics rather than substance and they have a point. We too believe that content should come first, a belief that remains the basis of our editorial policy. However, we also believe there are many important reasons why such 'mere packaging' details should not be ignored, and we do not speak simply of increased newsstand sales—as welcome as they may be.

Since its inception, this publication has sought to fill a gap in the media marketplace. We have aimed to provide authority and substance to a realm which had previously languished at the edges of public awareness. The conventional wisdom regarding our domain—ancient mysteries, unexplained anomalies, future science, etc.—was that it existed only at the fringes, and was thus not worthy of serious attention. Its resulting absence from the pages of the so-called mainstream press only reinforced the point. Our kind of alternative news was not covered because it was 'not important,' and that 'unimportance' was proven by its lack of coverage—a classic vicious circle. Knowing, as we did, that so much valuable material never saw the light of day because it had been damped as unworthy of nublic attention by the paradigm

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it had been damned as unworthy of public attention by the paradigm police, we set out to do something about it.

In *Atlantis Rising*, we wanted to make tangible, matters which had been virtually ephemeral before, and we thought the best way to do it was to take a few pages from the establishment playbook. We believed, that contrary to popular misconception, there was actually a tremendous wealth of material on the so-called fringe (we preferred to think of it as the 'frontier'), and that, were it to be assembled in a credible and objective manner, it would take on a new luster and, perhaps, even authority. Just as established publications from *Time* to *Scientific American*, from *National Geographic* to *Popular Science*, lend weight, deserved or not, by their polished presentations of subjects covered, we wanted to provide a similar boost to the gravitas of alternative science.

The result has been surprisingly rewarding. Just as a seed crystal in the appropriate solution grows dramatically, our readership has expanded with relative quickness as many have discovered the larger outlines of controversies they once thought entirely one-sided. In fact, the feedback from our efforts has, we believe, provided welcome nourishment to some hitherto underfed but not unworthy causes. And we now see some once feeble activities showing new signs of life.

So, it has become clear—if you will forgive another sports metaphor—anything we can do to improve the appearance of this magazine, and thus its public acceptability, advances the ball for our side. We hope you agree and will continue to cheer for the team. As you do so, we expect to find even greater opportunities to score valuable points.

Publisher