



NORTHERN MICHIGAN UNIVERSITY
MARQUETTE, MICHIGAN 49855

DEAN OF STUDENTS
American Indian Programs
(906) 227-2143 and 227-2146

MEMORANDUM
January 29, 1981

TO: The Nishnawbe News Staff

FROM: Pauline Lakanen *PL*
American Indian Programs

In a number of meetings which I attended last week, future goals, policy changes, and the general organization of the Nishnawbe News was discussed. The following students and a volunteer from the community have attended one or more of the meetings.

Jim St. Arnold
Patti Dyer
Mary Balber
Caren Swain

John Hatch
Norman Davis
Tim VanAlstine
Blake Artlip

Roland Whitted

The goals, policy changes, and reorganization tactics discussed at the meetings are listed below for your reference at your first staff meeting. I have taken the liberty of listing some additional suggestions which I think may help the Nishnawbe News become a well organized, efficient and profitable newspaper. I will be happy to discuss them with you in more detail at the staff's convenience.

Goals, Policy Revisions, and Reorganization Tactics

1. To establish a method of instructing volunteers in the production of a newspaper so that they can advance to paid positions when openings occur.
2. To establish an advertising department of the newspaper.
 - a. To determine an advertising policy.
 - b. To determine a process for soliciting advertisements.
 - c. To determine a price list for local, Indian-related businesses, and service organization-awareness advertisements based on what it costs to produce the Nishnawbe News.
3. To update the circulation department of the newspaper.
 - a. To determine the subscribers who have not paid for their subscriptions and bill them.
 - b. To establish a set subscription rate for individual and bulk subscribers.
 - c. To determine if complimentary copies of the paper should be given out and if they should, to whom.

4. To establish a policy on the use of the camera and film for the Nishnawbe News.
5. To establish whether it is more economical to have the Pioneer-Tribune or North Wind print the paper.
 - a. Is it feasible to go to fewer papers?
 - b. What is the possibility of a smaller sized paper?
 - c. If it remains the same size, what are the benefits?
6. To determine the structure of the staff of the paper.
 - a. Editor, Managing Editor, Associate Editor.
 - b. Circulation, Advertisement, Research.
 - c. Clerk typists.
 - d. Which of the above positions will be paid and which will be volunteer?
 - e. To know the budget for labor and hire accordingly.
7. To determine how the staff will be held accountable for the hours worked and work accomplished.
8. To determine the needs of the staff in terms of supplies, subscriptions to other newspapers, additional desks for layout work, etc.
9. To establish a means to get more Indian Community involvement in the Nishnawbe News.
10. To establish a time for weekly staff meetings.
11. To establish a recruitment campaign for volunteers.
12. To help O.N.A.I.S. rewrite the constitution.
13. To develop a survey to retrieve data about subscribers.

Suggestions:

1. To discuss the possibility of establishing a Board of Directors for the Nishnawbe News resulting in O.N.A.I.S. and the News becoming separate entities.
2. To send a thank you letter to all subscribers when they pay for their subscriptions.
3. To establish a policy that all materials purchased or already owned by the Nishnawbe News remain in the N.N. offices. This would include all complimentary publications from other publishing agencies.
4. Establish a communications system and a chain of command within the staff structure so that everyone knows what their responsibility is and where their authority begins and ends.
5. To establish as first priority this semester, the goal of making the Nishnawbe News staff a cohesive group with meaningful and productive leadership and the production of the newspaper resulting from group effort.

6. To establish as second priority this semester, the goal of making the Nishnawbe News as self-supporting as possible through increased revenue from subscriptions and advertisements.
7. To send a thank you letter to Dr. Jamrich for his support, the free office space, and include a progress report of your plans for the next issue.
8. Establish a policy that all correspondence be typewritten in a professional manner.
9. Determine the new mailing address and discuss all new forms that need to be printed.

I would like to conclude that the responsiveness of your group to change for the growth of the Nishnawbe News has been most welcome. I am sure that if the cooperation and concern expressed at the various meetings regarding the Nishnawbe News continue, the newspaper will certainly be a successful endeavor this semester and will help us immensely in justifying its existence to the people who determine the N.M.U. budget.

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cc: Jim Carter, N.M.U. News Bureau ✓
Nancie Hatch, Director of American Indian Programs