



NORTHERN MICHIGAN UNIVERSITY
MARQUETTE, MICHIGAN 49855

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

MEMORANDUM
February 19, 1981

TO: Dr. Norman E. Hefke

FROM: Pauline Lakanen *Pauline Lakanen*

RE: NISHNAWBE NEWS

In response to your memorandum of February 17, I would like to report the following information:

1. We cannot bill people for papers they received but did not order. In a discussion with Jim Carter, he pointed out that legally we have no right to bill for past issues because it was due to an oversight of the Nishnawbe News staff that the papers were sent to the individuals or groups without having been requested. Those people who have been receiving the paper and have not paid in the last nine months will be sent a letter requesting a subscription renewal. The prospective subscriber will be informed of the reorganization of the paper and that if renewal monies are not received, the subscription will be terminated. These letters will be sent by February 28, 1981 by the Circulation Department.
2. There has always been a multiple rate for the Nishnawbe News. However, it has not been consistently administered.
3. The new multiple rate will be based on the actual cost of publishing and mailing the paper. As soon as those figures are available they will be forwarded to you. All multiple subscribers will be informed of the new rates and those rates will be consistently followed.
4. In the future, the number of copies printed will reflect the number of subscribers plus a maximum of 125 copies for marketing, administrative staff, and office copies.

As a follow up of our meeting on February 17 which included Jim St. Arnold, Editor of the Nishnawbe News, I would like to reiterate the following points:

1. The Nishnawbe News staff includes twelve students. Eight students are paid staff members and have titles of Editor, Associate Editor, Managing Editor/Advertising, Circulation, and there are four Clerk Typists. The hours they get paid per week range from two to fifteen, depending on their specific responsibilities. They also volunteer many additional hours.

Four members of the staff are volunteers and include Art Manager, Reporters, and Administrative Assistant.

2. An advertisement campaign has begun and 223 letters were sent to prospective clients. Indian owned business establishments, local business people, and service organizations will be contacted again in approximately two weeks as a follow up to the correspondence regarding advertisements.
3. The Pioneer Tribune has been contacted regarding the printing of the next issue of the paper. The service they have provided has been very good. The Northwind staff has to date not provided us with a contract. The Northwind's quoted prices appear to be higher than those offered by the Pioneer Tribune due to the fact that their price does not include half tones for pictures. Because the Nishnawbe News staff has made a decision to keep the size of the paper the same, and the typesetting and printing can be accomplished by the Pioneer Tribune at a more reasonable price, we will use their services.
4. Jim St. Arnold is responsible for supervising the Nishnawbe News staff. His signature must be on all requests or time sheets or they will not be honored.
5. The Nishnawbe News staff meetings occur every Tuesday at noon. All paid staff members are required to attend.
6. Serious consideration is being given to establishing a Board of Directors for the Nishnawbe News which would necessitate the Nishnawbe News and ONAIS becoming separate entities.
7. With the help of Jim Carter, the Nishnawbe News staff is having training sessions in copy writing and layout work. The objective is to have trained underclassmen so that continuity in staffing can develop from year to year. Jim St. Arnold is working with freshmen on the staff in both managing and editing roles.
8. The Nishnawbe News staff would like to send three students to a newspaper conference sponsored by the University of Wisconsin-Eau Claire and the Lac Corte Oreille Indian Reservation. Scheduled in May, the workshop is specifically directed to publishers of Indian newspapers. Money making projects to finance the conference fees are being considered.
9. A budget will be prepared for the balance of the 1980-1981 school year for the Nishnawbe News.
10. A budget will be prepared for the 1981-1982 school year including allowances for office rental fees and projected revenue from circulation and advertising.
11. A major goal of the Nishnawbe News staff is to become self-supporting. Hopefully, this can be accomplished by the Fall semester of 1982.

We appreciate the time you spent with us and for your encouragement and support.

cc: Jim Carter ✓
Nancie Hatch
Karen Reese
Jim St. Arnold