



NORTHERN MICHIGAN UNIVERSITY
MARQUETTE, MICHIGAN 49855

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

MEMORANDUM
March 12, 1981

TO: Mr. Jim St. Arnold

FROM: Pauline Lakanen

RE: NISHNAWBE NEWS

In regards to the memorandum of January 29, 1981, the following goals, policy changes, and reorganization tactics appear to have been accomplished.

1. An advertising department of the paper is established.
2. Updating of the circulation department of the paper has been accomplished.
3. Established Pioneer-Tribune as the printer.
4. The staff structure is determined.
5. Supervision of the staff is established.
6. Furniture and office supplies have been requested.
7. Weekly staff meetings are occurring.

I am concerned about the following details and hope that progress can be made on them by March 20, 1981.

1. Determine the budget for the remainder of this fiscal year and for 1981-82. A meeting with Mr. Carter is essential.
2. Determine the multiple rates for the newspaper. Patti has developed the letter for multiple subscribers and is waiting to hear about rates.
3. Contact all prospective advertisers regarding ads for the April 3 issue. Has Student Supportive Services and the American Indian Programs been contacted regarding ad copy?

I realize that you have probably already thought about these details but I would like to make the following recommendations in writing:

1. A telephone log book for long distance calls is located on the file cabinet in my office. Anyone who you authorize to make calls for the Nishnawbe News should record the phone call in the book. The Nishnawbe News can then be charged for all calls made. (All Michigan calls should be made on the watts line.)

2. A ledger is also located on my file cabinet so that all xerox charges can be recorded and appropriately charged. If the Nishnawbe News is to become self-supporting, all costs should be recorded.
3. A telephone conversation "form" should be developed so that all outside contacts could be recorded. I think it would be very valuable for the advertising manager.
4. A layout learning session should be conducted for the entire staff as soon as the first copy returns.

I appreciate all of the time and effort you are spending to make the Nishnawbe News a successful enterprise. I think you have made great progress.

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