



NORTHERN MICHIGAN UNIVERSITY

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M e m o r a n d u m

October 7, 1980

TO: Mr. James L. Carter
News Bureau

FROM: Norman E. Hefke *NE Hefke*

RE: THE NISHNAWBE NEWS

I concur with your evaluation of the status of the Nishnawbe News. The paper has developed and maintained respect throughout Michigan, the U.S. and, to some extent, overseas. The students that have worked on the paper over the years have truly put a part of themselves into the publication, often working as volunteers, or working far beyond the hours for which they were paid when they were among those few who were on the payroll. They have good reason to be proud of what they have created.

However, in view of the financial crisis which we face, we must assess all programs in terms of priority. In the face of budget cuts across campus and within the various programs within my scope of responsibility, I cannot justify maintaining the budget which we have assigned for the Nishnawbe News over the past few years. Every program is being scrutinized as to where cuts can be made or where, in fact, programs could be eliminated with the least amount of negative impact, giving first priority to the needs of students.

I have already met with Ms. Nancie Hatch to discuss budget reductions in the Nishnawbe News program. During our discussion we talked about cost-cutting measures which would have the least negative impact, such as reducing the amount of space being rented from Auxiliary Services. In addition, however, I emphasized the need for the Nishnawbe News staff to increase its effort to obtain advertising income, which, I understand, they have neglected to pursue energetically over the years. I was also pleased to hear this morning from Ms. Hatch that there is a good chance that we may obtain grant funds from the BIA for the Nishnawbe News. This would prove very helpful, especially at this time.

John Hatch, the North Wind Board of Directors, and I, independently, have also discussed the need for more cooperative effort between the Nishnawbe News staff and the North Wind staff. Arrangements for utilizing the North Wind's equipment at reasonable rates should result in some savings for the Nishnawbe News.

I, too, am hopeful that the Nishnawbe News can continue to serve the American Indian community, in spite of reductions in budget from the University. Success in this venture may depend upon our collective creativity and resourcefulness.

I want to express my thanks to you for your concern for the North Wind program as well as for your dedicated service as a volunteer advisor over these past few years. Your many efforts are sincerely appreciated.

NEH:es

cc: Dr. John X. Jamrich
Dr. Allan L. Niemi
Mr. Matthew J. Surrell
Ms. Nancie Hatch
Mr. John Hatch