



NORTHERN MICHIGAN UNIVERSITY

MARQUETTE, MICHIGAN 49855

NEWS BUREAU

February 3, 1982

Mr. Coy G. Eklund
President and Chief
Executive Officer
The Equitable Life Assurance Society
of the United States
1285 Avenue of the Americas
New York, New York 10019

Dear Coy:

The copy of A Chippewa Language Work Book for Beginners has been greatly appreciated. What a tremendous amount of time and effort must have gone into its preparation! I have taken the liberty of showing it to some of our American Indian personnel and students. Thank you for sharing this with us.

Since first having made your acquaintance over a decade ago through LaDonna Harris, I have been impressed with your continuing interest in and commitment to the American Indian. Because of this, I am turning to you now for advice.

In 1969-70, I was responsible for developing an American Indian program at this University. In order to determine what was really needed, we formed an Advisory Committee made up mostly of American Indians from throughout the Upper Great Lakes region, drawing on expertise of persons from southern Lower Michigan to northern Minnesota, and adjacent areas of Ontario. The top priority identified was establishment of a newspaper as a means of regional information and communication.

Subsequently, we sought funding for such a paper. NMU President John X. Jamrich agreed to support a year's publication (monthly), as other sources were not forthcoming. The University's support has continued.

The first issue of The Nishnawbe News was published by Indian students at Northern in the spring of 1971. ONAIS (the Organization of North American Indian Students of NMU) has continued to publish the paper without interruption over the years. It carries news, features, legends, language vocabulary, artwork, recipes for cooking, poetry and a variety of other items. Releases and exchanges from Indian news offices and newspapers from across the United States and Canada are received regularly at The Nishnawbe News.

One of the most important aspects of the paper is the opportunity it provides to a continuing stream of Indian students to learn journalism and operation of a newspaper through actual experience.

Mr. Coy G. Eklund
February 3, 1982
page 2

Because of severe economic cutbacks in Michigan, funds for The Nishnawbe News publication have been greatly reduced. Even in more prosperous times, the paper is operated on a very modest annual state allocation of approximately \$7,500. This has been cut now to \$3,600 for the current year, and in 1982-83, the paper will receive a rent subsidy only of \$2,100. Under the circumstances, the University has no alternative.

Indian studies program personnel, students and I as Advisor have requested and received supplemental support funds from a number of organizations, mainly regional church groups. Through the efforts of one of our students, the paper has received three modest grants in the past two years from the Onaway Trust of Leeds, England. We've left no stone unturned!

However, we've come to the conclusion that what is needed is an endowment fund to help support continued publication of the newspaper. It is very difficult for students to have the responsibility of publishing a newspaper and be searching for money to keep it afloat from issue to issue. It puts a great deal of strain on the entire operation.

With your excellent and far-reaching contacts in the business world, we wondered if you would have any suggestions of persons or organizations which might be interested in helping us set up such an endowment.

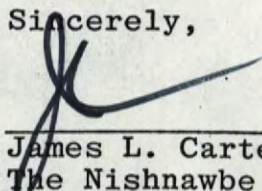
We have been struggling for over 10 years to keep this excellent project alive. It used to be mailed free, but it has been transferred to strictly paid subscription during the past year. We carry some advertising. Subscribers are scattered all over the country, including many libraries and government agencies at all levels. Title IV programs have used it extensively in classroom instruction in public schools.

We would greatly appreciate your suggestions and advice in setting up of an endowment for the paper. (If at any time publication would cease, the funds could be transferred to a scholarship fund for American Indian students).

Enclosed are issues of the paper and other items which may be of interest.

Best wishes.

Sincerely,


James L. Carter, Advisor
The Nishnawbe News

JC/ch

P.S. We have use for three additional copies of your grammar; please bill my office.

cc: President John X. Jamrich
Vickye Johndrow, Editor, The Nishnawbe News
Nancie Hatch, Director, American Indian Programs