

MEMORANDUM
November 28, 1972

TO: Robert Sibilsky, Purchasing

FROM: James L. Carter, Assistant Director, R&D

RE: Nishnawbe News Printing Costs

When the Nishnawbe News was being organized in the spring of 1971, quotations on printing a tabloid, four-page paper were obtained from the Globe Printing Co., Ishpeming, and the Delta Reporter Publishing Co., Gladstone. Globe quoted approximately \$400 per four-page issue, all makeup work included, and the Gladstone firm said they could do the same job for \$260.

It was decided to have the paper printed at Ishpeming because the location was handier and it was felt that the convenience would outweigh the added costs.

However, it was soon found that a newspaper serving Great Lakes Indians could not do an adequate job limited to four pages. Therefore, the printing was transferred to the Delta Reporter, and the paper was expanded to eight tabloid pages at a base cost of \$435. In doing this, we doubled the size of the paper, yet kept costs about the same as they were for the four-page tabloid.

As the paper entered into its second year of publication, it had experienced considerable growth. Once again, it was found that the eight tabloid pages were not providing enough space for news. The Organization of North American Indian Students of NMU, publishers of the newspaper, then contacted the Pioneer-Tribune Publishing Co. of Manistique. This company quoted a price of \$598 for eight broadsheet (full-size) pages. This would double the size of the paper while increasing the cost by only about \$163. The students decided to transfer makeup and printing operations to Manistique.

In each case, the costs and advantages have been weighed carefully. For practical purposes, the makeup and printing must be done somewhere within this general region, even though the job might be done more economically elsewhere. However, to those familiar with the newspaper makeup and printing business, the prices quoted by the present printer will be recognized as extremely reasonable.

To our knowledge, there are no other printing/publishing facilities in the general area which could handle the job at a lower cost. The printing of the paper is not being awarded on a contractual basis; each issue is regarded as a separate job. However, for purposes of its staff and workload planning, we have given assurances to the Manistique Pioneer-Tribune that the job will remain with that firm as long as (1) the work is satisfactory, and (2) funds for publishing the paper are available. This is not regarded as legally binding, and the students understand that they can transfer printing operations of the paper to another location should circumstances develop which might warrant such a move.

cc: Robt Barky