

AFN pledges \$300,000 to fund statewide news

The Alaska Statewide News that is beamed to the Bush area of the state soon will be sponsored in part, including commercial spots about the Alaska Natives.

The Alaska Federation of Natives Board of Directors last week agreed to take on as a project a three-year advertising contract to help pay for the statewide news.

The program, run by KIMO

television is the only television news program going to many areas of the state.

The AFN Board agreed to the three-year, \$100,000 per year project. As a sponsor, AFN and the Alaska Native Regional Corporations will produce their own commercials about Alaska Natives. The commercials will be more of an informative series, according to Janie Leask, executive vice president of AFN.

The commercial "spots" will be 30-second and one-minute commercials and will present different information about Alaska Natives. One might be a program on traditional foods of Natives, the other about the roustabout training program of Natives.

Many of the commercial spots will be made from the many films of Alaska Native activities that have been done

for the past five decades, according to Leask, but they will not focus on the subsistence initiative issue in any direct manner, she said.

The spots could best be described as being similar to the commercials produced by the oil companies in Alaska. Those commercials show different aspects of an oil company — the numerous public service contributions made to the state by SOHIO; the research activities of Atlantic Richfield Company; the concern Tesoro Alaska has for the Alaska environment.

They are more of a public relations campaign.

The Alaska statewide News is hosted by John Valentine and Sharon McConnell, an Eskimo from - - - - -.

The financing for the three-year contract will be paid for by contributions from the 12 regional corporations but probably on an unequal basis depending on the financial condition of each corporation.

Those corporations also will be able to produce commercial spots on their commercial ventures for the corporations.

According to some sources, KIMO is seeking similar massive commercial contributions from other sponsors such as the oil companies.