

Policy inconsistent with business

To the Editor:

I have just read your editorial policy regarding liquor advertising in the Tundra Times (Letters section, 11/24/82). You say that you have "repeatedly editorialized against drinking in any form" and that you have supported the Local Option law. Then you say, "However, we are a

business that has bills to pay and the liquor advertisements have become a major source of revenue. We look forward to the day when we could afford the luxury of refusing such advertising but we are not at this point."

It seems to me that you are inconsistent when you editorialize against drinking on

the one hand and then sell liquor advertising on the other. I believe that your editorial credibility is compromised to the extent that what you say on the subject of drinking is contradicted by what you do in your own business practice.

Sincerely Yours,

John M. Holmes
Barrow

Is business cents good sense?

To the Editor:

Recently our high school received some posters sent to us by the Atlantic Richfield Company. I recognized them as being reproductions of advertisements used in various Alaskan media, including Tundra Times to promote the image of ARCO.

There is something very interesting going on here. On the one hand, ARCO uses Alaska Native stories to promote their image and thereby over the years earn themselves

additional millions of dollars of profit in ways that psychologists understand only too well and then on the other hand, by sending out posters like these to public institutions, they are able to deduct the amount it costs them to do this from their income tax and thereby pay for the initial cost of the advertising.

Meanwhile, they also save money by not having to pay the Native storytellers, since they use the third person to narrate the stories.

Pretty good business sense. And since Tundra Times is also a business that has bills to pay, it cannot "afford the luxury of refusing such advertisements," as you replied to one writer in your Editor's Note in the Nov. 24 issue. Fine. Just great. That's what makes our system roll along. Doesn't it?!

Just thought I'd offer some "deep structure."

Sincerely,

Frank J. Keim
Scammon Bay

Sinister Wisdom seeks stories

To the Editor:

Sinister Wisdom will be producing an issue on North American Indian women. The editor will be Mohawk writer Beth Brant (Degonwadonti), who will have sole responsibility for this project.

We are looking for all forms of expression: short stories, graphics, essays, poetry, letters to and from women, photographs, excerpts from diaries, reviews of books, translations, oral histories and narrations, legends, and myths, just to name a few examples.

The compilation of our

words and pictures into a single issue will reflect our many diversities, such as: our differing lifestyles; our age spectrum; how we feel about the issues of health; traditional images of Indian women; our class divisions (urban Indians vs. reservation Indians); our varied and multiple bloods, Indian/Black, Indian/Asian, Indian/Latin;

the blending of the spiritual with our physical daily lives; our concern for our children, our grandchildren, our Elders; how our activism is reflected in our communities; the fun and strength we get from our

traditions (Pow Wows, Midwinters, dances, etc.).

All Indian women are encouraged to participate in this project. The number of educational degrees, or lack of them, is immaterial. We are looking for words and pictures from the heart; from our experience as Indian women.

Please type manuscripts double-spaced, and send with a stamped and self-addressed envelope. Send all submissions by January 15, 1983, to:

Beth Brant
18890 Reed
Melvindale MI, 48122