

A Slightly Different Look

This week's Tundra Times has a slightly different look. Part of it is due to the return of Andy Klamser to Alaska and to an association with the newspaper. A particularly competent photographer of international repute, Andy is again focusing his talents and lenses on Alaska — rural Alaska in particular — and has formed the journalism partnership of Klamser & Gill with accomplished writer Shelley Gill Vandiver. We take pleasure in welcoming him back and pride in again publishing his photographs.

The newspaper has a different look for another reason. Fully 30 percent, or six pages, of the space in this issue is devoted to Native corporation newsletter space. The official Newsletter of the Association of Village Council Presidents (AVCP) appears on pages six and seven. AVCP, the non-profit corporation which is the tribal organization for the 56 Yup'ik Eskimo villages of Western Alaska, has entered into an agreement to publish the AVCP Newsletter in the Tundra Times each two weeks. Under the terms of this agreement, newspaper subscriptions are also provided to each village council and village corporation president within the AVCP and Calista Region.

The Ukpeagvik Inupiat Corporation (UIC) Newsletter begins on page twelve and runs for four pages. Under terms of our agreement with UIC, the newsletter is published monthly within the Tundra Times and subscriptions are provided to UIC shareholder families. UIC, with over 2,000 members, is the Native village corporation formed for Barrow under the Alaska Native Claims Settlement Act.

Last week, another agreement was concluded with the Community Enterprise Development Corporation of Alaska (CEDC), the broadly-based rural Alaska community development organization, to publish the CEDC Newsletter within the regular Tundra Times format. Members and directors of CEDC are to receive subscriptions as part of the agreement.

The Tundra Times also has a currently effective newsletter and subscription agreement with the North Slope Borough. Other similar proposed agreements are in various stages of development with Native corporations — profit and non-profit — and the organizations which serve Alaska Native people. We have no reservations — ethically or otherwise — about entering into such agreements. That newsletter space is the property of the corporation which has elected to purchase it. The Tundra Times does not exercise any influence, except in rare instances involving potential publisher's liability, over the material published in those newsletters. On the other hand, the corporations which elect to publish their newsletters in the newspaper do not acquire any authority to influence the material which the Tundra Times elects to publish on editorial and regular news pages.

The arrangements are mutually attractive for several reasons. With limited staff and space, we are hard-pressed to give attention to all the regions, profit and non-profit corporations, organizations, councils and institutions which serve Native people. Dedication of newsletter space is a means of providing a regular flow of significant information to our readership about important affairs which concern them. Shareholders and members which are better informed about their corporations and organizations are better equipt to participate in the affairs of that organization, and to contribute to its effectiveness. Corporations that participate get more information out to members, and Tundra Times benefits by more readers. It makes sense.

Last, but not least, is the fact that Native corporations and organizations have achieved a stabilizing role in the economy of Alaska. Native corporations and institutional newsletter accounts are, we admit, attractive to us — especially at times when "conventional" commercial accounts are suffering from the general economic slump. We welcome such arrangements and hope that our readers enjoy the newsletters as much as we enjoy publishing them.