

# Ward, Everson open

## TT Juneau office

The Tundra Times opened its third Alaskan office in Juneau on January 31, it was announced today by the newspaper's editor and publisher.

"We are pleased to announce that the Tundra Times Southeastern Alaska news bureau and business office has opened in Juneau this week," Times' editor and publisher Thomas Richards, Jr. said today.

"We are especially pleased to announce the association of Nellie Ward and Murlin G.

'Mike' Everson with the Tundra Times in our new Southeastern Alaska office. Ms. Ward has been appointed chief of the Juneau bureau while Mike Everson has accepted the position of Tundra Times business agent for Southeastern Alaska," he said.

"Ms. Ward brings to the Tundra Times vastly expanded news-gathering capability by virtue of her years of experience in the news business as former editor of the Kotzebue News and as the manager of KOTZ Radio in Kotzebue. We are fortunate to have one of such experience and with an acute sense of rural Alaskan priorities in our Southeastern office," Richards added.

"We believe that Ms. Ward will be responsive to the informational requirements of our growing statewide readership, not only in terms of news coverage of the tenth Alaska Legislature, but also in writing of activity in Southeastern Alaska communities which is of interest to us all."

He continued, "Our Juneau office will absolutely continue

(Continued on Page 8)

# Times opens Southeastern Alaska bureau ...

(Continued from Page 1)

to remain open beyond the close of the legislative session. The Tundra Times has always had a valued following and readership in Southeast. As with the opening of our Anchorage office this past November, the opening of our Juneau office is an action in affirmation of the commitment of this newspaper to become a truly statewide Alaskan newspaper."

He noted, "Such an expansion in the editorial department

of the newspaper required similar activity on the business end of the operation. As Southeastern Alaska business and distribution agent, Murlin G. 'Mike' Everson will contribute knowledge of the newspaper business accumulated over many years of experience in every facet of the news business with nearly every newspaper in Southeastern Alaska. While his primary responsibilities remain with the Tlingit and Haida Central Council as administrative manager of their many programs

Mike will contribute significantly in cultivating a mutually beneficial relationship with the Southeastern business community."

In other activity related to recent efforts to expand the newspaper, which will celebrate its fifteenth anniversary in 1977, Richards announced March 1 as the target date for implementation of the paper's new circulation and distribution system.

"Distribution agreements have been entered into between the Tundra Times and strategi-

cally placed regional distributors to allow the newspaper to become distributed to Juneau, Anchorage, Bethel, Kodiak and Fairbanks on the same day of publication. Mail subscriptions will be included in our regionalized distribution system so that, in many cases, subscribers may receive mail copies within one day of our publication date. We hope to enter into agreements with other regional distributors early this spring to allow Barrow, Kotzebue, Nome, Galena, Fort Yukon, Dillingham, Sitka and

Ketchikan to become included in the expedited distribution system," he stated.

Richards also announced that "meaningful discussions" have been continuing with a number of village corporations which may result in a "much broader base of ownership" of the Tundra Times than may exist under the current management structure. "The terms of the will of the late editor and publisher Howard Rock are expected to substantially diversify geographically our ownership. I am hopeful that serious discussions currently underway may result in substantial ownership of shares of stock at the village level," Richards said. "We must keep in mind that this newspaper was founded in response to the communication requirements of the more than 200 rural Alaskan communities nearly 15 years ago. Increased village ownership of the Tundra Times would provide a more balanced approach to the way in which we direct this period of growth and expansion."

Richards concluded, "The revitalization and expansion of the Tundra Times continues with the guidance and assistance of many individuals. We are grateful for the advice and aid which we are receiving from the Alaska Federation of Native Technical Assistance Division, from Max and Lisa Dolchak and Larry Eckels of United Concepts, Inc., from a dedicated and hard-working Tundra Times staff, from our key advisors within the Alaska business community, from the Tundra Times board, including the leadership and constant vigilance of chairman Chris Anderson, and, most of all, the invaluable input received on a continuing basis from readers who have stood by us for many years."