

# SPECIAL ISSUE MEANS ELBOW GREASE, AND



ENCOURAGES—AFN President Emil Notti, although in Washington, D.C., encouraged the special issue of the Tundra Times.



BONNIE ERICSSON—Tundra Times' all around girl, Bonnie Ericsson, is busily setting copy for the special issue.



JIM THOMAS—AFN public relations officer, Jim Thomas is soliciting ads through the phone.



COMPOSER TROUBLE—The IBM technician is probing for trouble on the composing machine that had gone on the blink and worried Bonnie Ericsson.

ANCHORAGE—December 16 How to personally reach each of Alaska's Natives to inform them of the status of the land claims; explain what the AFN is and the work the organization is doing; and how to answer hundreds of other pertinent questions—this was the gigantic task.

At the time the idea for the special issue was hatched at a special Thanksgiving weekend meeting in Anchorage attended by AFN First Vice President John Borbridge, Public Relations Director Jim Thomas, Tundra Times Editor, Howard Rock, and Attorney Bob Goldberg, this didn't seem to be a problem.

"We decided that it was important for the AFN to reach all Native Alaskans at once," said Borbridge. "That's what we set our sights on."

"Only later did the fellows realize exactly what they had gotten themselves into."

Hard work and long hours turned out to be the answer.

From the days after the Thanksgiving meeting to the printing and distribution of the special 35,000 issue of the Tundra Times, took but a few weeks to get the presses rolling thanks to the thousands of man hours put in it by the staff of the Tundra Times assisted by the AFN.

In Anchorage a corps from the AFN staff took on the chore of pounding the pavement to secure advertising. In a week's time they had sold a record for the Tundra Times advertising—more than enough to pay for the entire issue. The hard working legmen were Don Wright and Showalter Smith.

Jim Thomas, AFN public relations director, and Attorney Bob Goldberg concentrated on gathering information and articles and coordinating all the efforts.

As usual the biggest bouquets must go to the hard-working PR office staff, Blanche Palin and Cindy Yukewicz, who did the hundreds of odd jobs that pile up with every project.

Many others also helped make this issue a success with ideas, contributions of articles, and by offering to do so many of the related tasks, in order that every Alaskan Native can be better informed of this vital issue.

"The success of this effort has convinced us of the value of taking the Tundra Times statewide," said Thomas.

"Howard and his staff do a terrific job and I'm sure we'll all be working together soon on a follow-up statewide issue."

Thomas reminded Native readers "in the meantime to support advertisers who supported this special issue."



TIRED REPORTER—Susan Taylor is pausing a minute before going on with a story she is writing.



JOHN BORBRIDGE—AFN vice president is concentrating hard. Borbridge helped plan the special issue.



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and family

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