



First Alaskans
Managing Editor
Oakley Cochran
speaks at
January luncheon
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Views on village life: Cochran shares photos, stories

by Elise Patkotak

Oakley Cochran, managing editor of *First Alaskans* magazine, was the guest speaker at the January 3, 2002, Alaska Press Women luncheon.

First Alaskans is a new magazine distributed statewide on a quarterly basis to approximately 15 to 20 thousand readers through the Alaska Newspapers, Inc.'s (ANI) network. Its focus is the diversity of Alaska's many Native cultures. The magazine attempts to highlight both the similarities shared and the differences evident in these cultures.

One of the goals of First Alaskans is to not only help bridge the urban/rural gap but to help unify the state's bush and rural communities by discussing topics of mutual interest.

Cochran gave a slide presentation that focused on Native cultures in bush Alaska. She spoke about many of the same topics that are to be found in the magazine, such as subsistence, village and regional corporations, land

claims, substance abuse and prevention, and the needs of youth in these communities.

Cochran stirred much interest with her photos of bowhead whaling in the Inupiat community of Point Hope. Having lived in various bush communities during her career in Alaska, she spoke with the voice of experience when she said, "Subsistence goes a lot deeper than just hunting and fishing. There is nothing to compare it to in the amount of community involvement in whaling."

Cochran spoke of watching most of the community of Point Hope show up for the butchering of the whale and how specifically the shares of the whale were cut up so that ultimately the whole community was fed.

In view of the continued division in the state about subsistence, Cochran's statement that "subsistence is like religion. You may not go to church all the time, but it informs everything

deadline nears:

**Communications
contest info
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Call for entries

Communication contest deadlines near

It's time to get your best work ready for the annual APW Communications Contest! The contest offers a way for members to compare their work with that of others across the nation.

The state contest coordinator, Karen Lew, along with committee members Judy Griffin and Carolyn Rinehart, has been working to make this competition the best ever.

Deadlines are very soon—February 1 for books and February 7 for all other entries. (Surprise—Feb. 7 is the date of the next luncheon!)

Expert judges are being recruited. You can find the contest rules, categories, entry packaging instructions, and entry form at the APW website, www.akpresswomen.com.

If you need printed contest materials or have any other questions, contact Karen Lew at KarenLLew@earthlink.net.

deadlines...

February 1

February 7

info...

www.akpresswomen.com

Diane Walters

The Prez Says

What are the benefits of being a member?

At the January luncheon I overheard one of our guests ask a long-time member of Alaska Press Women what the benefits of membership were. As I moved out of ear shot, I heard our member explain that one of the main benefits is the opportunity to enter the annual communications contest. And that's true, APW's communications contest is one of the more important benefits our members receive in that it offers a way for members to compare their work with that of others across the nation. But the question started me thinking, what are the benefits of being a member? Lunch is a dollar cheaper and you get membership rates when you attend workshops and the national conference, but is that enough to make somebody want to join? At one time you had to be a member to receive *Articulation*; but now that it is on-line, anyone can read the newsletter.

So, what are the benefits of being a member of APW? Doing a better job of marketing APW was one of the goals the board discussed at the long-range planning session last October. What would you say if someone asked you why he or she should join APW?

For me it's the intangibles—the sense of belonging to a group of

people in the same or related profession. It's the fellowship, the opportunity to network and the chance to have a say in the future of APW and NFPW by serving as an officer or on a committee, or by voting for local and national officers. In addition, through APW's outreach programs, e.g. participating in Journalism Week or Writing Rendezvous, our members have broader access to the writing/communications community in Anchorage. While coming as a guest each month allows you to hear the luncheon speaker, it doesn't allow you to fully participate in the organization.

I work for the U.S. Army and our general in Washington D.C. asked each of us to come up with a 30-second commercial "selling ourselves," what we do and why it is of value to the Army. At first I thought it was a dumb idea, but now I see some merit to it. While I'm not advocating writing 30-second commercials on APW, I am asking each of you to think about why you joined APW and the benefits it offers so you have a ready answer the next time someone asks, "What are the benefits of being a member?"

Diane

Sylvia Broady honored with lifetime achievement award



Dr. Sylvia Broady, professor emeritus at the University of Alaska Anchorage, was honored Nov. 9 with a lifetime achievement award by the Alaska Chapter of the Public Relations Society of America (PRSA) for her many contributions to the

public relations profession both as an educator and member of the society.

Broady is retired from a 32-year career at the University of Alaska at both the Anchorage and Fairbanks campuses, hiring on in 1963 as the communications director in Fairbanks. She joined the UAA faculty in 1980 as chair of the Journalism and Public Communications Department and over the next 15 years built the program into the largest in the College of Arts and Sciences. When she retired in 1995 the department was one of 90 accredited departments out of 300 in the U.S.

Her involvement in PRSA spans many decades during which she served as a board member and as secretary to the local chapter.

Following her retirement she claimed to be a “lady of leisure” who was intent on traveling and enjoying the easy life—but true to form she

could not stay away from university life and returned in 1999 for one year as interim vice chancellor for university relations at UAA. During that period she reorganized the department and recruited a full-time person for the post.

The lifetime achievement award was presented to Broady during the PRSA-Alaska Chapter’s annual awards banquet. The event also marked the 25th anniversary of the chapter in Alaska. Broady is the first recipient of such an award in the chapter’s history, indicative of her considerable influence on the local organization. Many in Alaska regard her as the consummate professional. She has been a teacher, a mentor, a friend and an ally to scores of students, public relations and communications professionals, business and community leaders, and her many colleagues at the university.

ed. note: Broady has been a member of APW since 1966.

Cochran

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you do” seemed particularly telling.

Cochran addressed the impact of the regional corporations on employment in the bush. “Out of 10,000 people employed by Native corporations, 2,500 are Native,” she said.

This statistic is particularly significant in view of the traditional 40 to 60 percent unemployment rate found in most bush areas, where the few jobs available are usually at the school, power plant or village corporations. Cochran noted that since many people engaged in subsistence considered themselves employed, this statistic may actually be much higher based on

the government’s usual definition of unemployed.

Cochran also made reference to the continued problem caused by alcohol and drugs in Native communities and spoke about different programs specifically geared towards engaging young people before these problems occur.

Cochran closed her talk with a question and answer period during which she was asked what her vision for the future of the magazine was. She said she hoped for a more national and global distribution, especially in view of the extremely sparse coverage now given to Native news on a statewide and national basis.

bio

Photographer and writer Oakley Cochran has worked for several Alaska Newspapers Inc. publications, including the *Arctic Sounder*, the *Bristol Bay Times*, the *Cordova Times* and the *Tundra Drums*.

She is a former glaciologist with a background in geophysics who has been to both polar regions. Her work history includes jobs operating Caterpillar tractors, drilling ice cores, repairing oceanographic instruments and operating scientific black boxes. Some of her freelance photography can be found in *Life Magazine* and *National Geographic*. It has also been seen on ABC Nightly News and on the television program National Geographic Explorer.

Aside from her work as managing editor of *First Alaskans* magazine, she is also the managing editor of the Official Iditarod Guide and other special publications of ANI.

Despite her scientific background, Oakley says she has wanted to be a writer and photographer since she was four.

February luncheon

Thursday, February 7

Watch E-Mail Express
for news about the
scheduled luncheon
speaker.

Luncheons are held the first
Thursday of every month,
11:30 a.m.

Golden Lion Hotel, 36th and
New Seward, Anchorage

\$15.00 members, \$16.00
guests, \$6 coffee & dessert

Reservations: 274-4723



Wanted:

Writers! to profile
new members
for *Arcticulation*

Interested?

Get details from

Diane Walters:

Diane.H.Walters@
poa02.usace.army.mil
753-2640 (work) • 338-1966 (home)

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Mariah Oxford, *1st Vice President–Public Relations* m.oxford@usa.net
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Pat Richardson, *Archivist* patricia.l.richardson@poa02.usace.army.mil
Thetus Smith, *Reservation & E-Mail Express Manager* thetus@gci.net
Doris Thomas, *FAN Liaison* sethomas@alaska.net
Diane Walters, *High School Contest Chair* Diane.H.Walters@poa02.usace.army.mil
Historian vacant

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P.O. Box 104056, Anchorage, AK 99510-4056

Copy Editor: Diane Walters

Layout: Mariah Oxford

Photographer: Pat Richardson

Proofreaders: Diane Walters and Carolyn Rinehart