

KALIHWISAKS NEWSPAPER POLICIES AND PROCEDURES

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CHAPTER 1 - KALIHWISAKS POLICIES

1.1 MISSION

It is the mission of the Kalihwisaks to inform the Oneida Tribal membership about issues of interest by providing timely, accurate, complete and balanced information about the Oneida Tribe that is relevant to the membership, employees, administrative units and government. The Kalihwisaks will continuously investigate, and report on, organizational and social development that affects the Oneida identity and expression; building our community through a shared sense of Twahwahtsilay^ - All of us are family.

We are committed to preserving and honoring our Tribal heritage, culture and values. We will preserve and uphold the democratic ideals that have guided the Oneida Tribe throughout history; by providing thorough and objective information so that the Tribal membership can make informed decisions and hold our leadership accountable.

Good faith with the reader is the foundation of journalism. The Kalihwisaks seeks to maintain that good faith by publishing a newspaper that provides full and accurate coverage of Oneida life, and that exhibits sound judgment and reasoning in columns and editorials.

Our readers deserve a newspaper that leads, informs, instructs and entertains; a newspaper that is driven by the four essential qualities of accuracy, integrity, independence, and responsibility.

1.2 PRIORITIES

The Kalihwisaks will publish content that is as varied in perspective as our readership. We are committed to providing content representing a broad and diverse range of issues, subjects, facts and viewpoints. With that in mind, however, there are various categories of coverage which have been identified as priority. These include:

1. All aspects of our Tribal government; including the Tribal vision, mission, growth, programs, goals, planning and national priorities;
2. Tribal events and occurrences;
3. Tribal membership; including member benefits and accomplishments;
4. Tribal enterprise activity; capital projects and future plans;
5. Tribal history and culture.

The Kalihwisaks will develop informational themes that center on these priorities. These topics and issues will be the focus of a calendar developed to reflect the special needs of the membership. This planned calendar will be made available by publication in the Kalihwisaks, but it is subject to change, as determined by the Editor.

1.3 NEUTRALITY AND CONFLICTS OF INTEREST

The Kalihwisaks is a non-partisan publication and maintains no political or organizational affiliations outside of our affiliation with, and accountability to, the Oneida Tribal entity and the Tribal membership. The Kalihwisaks, and each member of our staff, will remain free from all obligations except that of fidelity to the public interest, and we will not promote any private interest contrary to that of the general welfare.

Disputed issues will be treated impartially, and controversial subjects will be handled dispassionately. Our staff will avoid practices that would conflict with the ability

to report and present news in a fair, accurate and unbiased manner, and we will each remain free of associations and activities that may compromise integrity or credibility.

We will not publish any material, except advertising, for which there is evidence or a reasonable perception that the author is attempting to profit or benefit personally from such publication. We will deny favored treatment to advertisers and special interests and resist all pressure to influence news coverage or provide special editorial consideration.

1.4 ACCURACY AND BALANCE

By every consideration of good faith, a newspaper is constrained to be truthful. Staff and submitters who write for the Kalihwisaks are responsible for the accuracy of their assignments and submissions. Every effort will be made to ensure the accuracy of information published in the Kalihwisaks; and to guard against inaccuracies, carelessness, bias or distortion by emphasis, emotion or omission, or technological manipulation.

1.5 ERRORS AND OMISSIONS

If we should publish content that contains an omission or factual error; we will remedy the mistake in the next available publication after we discover the omission or error; and we will take any other steps that we determine to be appropriate in order to remedy the matter.

Depending on the circumstances and the most appropriate response, we will take one or more of the following actions:

1. Publish a correction
2. Publish a clarification
3. Publish a retraction
4. Publish an apology

We encourage our readers to bring any errors to our attention, so that we may respond promptly. Questions or complaints concerning material published in the Kalihwisaks should be made in writing to the Managing Editor.

1.6 EDITOR'S NOTES

Occasionally, content may need to be accompanied by an Editor's note. We will use these to:

1. Correct or point out inaccuracies or faulty logic that may mislead readers;
2. Respond to questions or requests for information;
3. Provide additional facts or information, in order to ensure that content is balanced, complete and current;
4. Provide updates to information that is no longer timely;
5. Clarify or reiterate that content does not reflect the opinion of any party other than the contributor; and/or
6. For any other reason when it is determined to be necessary, in furtherance of the Kalihwisaks' mission statement and these policies.

CHAPTER 2 – GENERAL SUBMISSIONS POLICY

This policy defines the process used to determine if content is appropriate for publication and to edit submissions for consistency with Kalihwisaks styles. The Kalihwisaks reserves the right to make exceptions to this policy when appropriate.

The Kalihwisaks shall maintain vigorous standards of honesty and fair play in the selection, editing and publication of content; and we will use mature and considered judgement in the public interest in all that we do. All efforts will be made to give balance to the representation of differing perspectives in coverage of issues of controversy.

We will not plagiarize words or images, nor shall we publish words or images that are suspected of being plagiarized.

Our readers are invited to submit letters, photos, and other relevant content for publication. Submissions become the property of the Kalihwisaks, and may be published or distributed in our print, electronic or other formats.

Content submitted by e-mail may be included in the body of the e-mail, or attached as a Word Document. The Kalihwisaks is not responsible for content that has been submitted electronically. While e-mailed content is preferred, it is the responsibility of the sender to double check if items sent by e-mail have been received by the Kalihwisaks staff.

2.1 INFORMATION REQUIRED WITH SUBMISSIONS

All submissions must be signed and include the author's street address, telephone number, and preferably an e-mail address. Generally, news and editorial content will include a byline for the author of the content. Contact information, including addresses, will generally not be published, but is used for verification purposes.

1. *Attribution.* Unsigned and/or anonymous submissions will not be published. In extremely limited circumstances, the Kalihwisaks staff may allow a Letter to the Editor to be published without identifying the author, but the author's identity and contact information must still be provided to the Managing Editor, who may request verification and/or other additional information before the submission can be published.
2. *Individual Signatures.* All submissions, including letters to the editor and guest editorials, must be signed by individuals, not groups.
3. *Conflicts of Interest.* When submitting content, contributors must disclose any personal, financial or other interests the contributor may have to the subject of the content.
4. *Additional Verification.* In order to protect the integrity of the editorial process, additional verification of an author's identity may be required prior to the publication of any submitted content. We may require a submitter to provide evidence to substantiate any controversial or potentially incorrect information identified in a submission.

2.2 EDITORIAL DISCRETION AND AUTHORITY

Because publishing a newspaper is a highly technical process that must operate within certain inflexible deadlines, it is necessary to concentrate executive authority in the hands of one individual--the Managing Editor. The Managing Editor must frequently make immediate decisions in order to ensure that breaking news is covered, that deadlines are met, and that content is published while it is still current and relevant.

The Managing Editor is responsible and answerable for the news and editorial content of the *Kalihwisaks*, including but not limited to, making the day-to-day decisions regarding content selection, ensuring that all copy meets the standards set forth in this policy, and determining which content will be used to fill available space.

These responsibilities require an element of discretion. Therefore, the Managing Editor may generally exercise great latitude in determining how to apply the *Kalihwisaks* policies, and in deciding whether and when to allow an exception to these or any other policy. The Managing Editor may also consult with news staff, the Oneida Law Office, the Communications Department, and/or any other appropriate entity to obtain guidance and direction in any situation.

2.3 SUBMISSION APPROVAL PROCESS

While every effort is made to include all relevant material, there is not always enough space to include every submission. Decisions on what material to include will consider news value; timeliness; significance and relevancy to the community.

We reserve the right to withhold, edit and/or refuse all copy submitted for publication; at any time and without notice. If a submission does not meet the *Kalihwisaks'* requirements for publication or our standards for fairness and good taste, the Managing Editor may do any of the following, as deemed appropriate:

1. Decline to publish the submission. The Managing Editor may discard or destroy any submissions whenever s/he chooses and without any notice or liability to the submitter or any other party.
2. Return the submission to the submitter. When possible, the Managing Editor will try to provide an explanation of what must be changed in order to make the content publishable.
3. Edit the submission for publication, in accordance with section 2.4.

2.4 EDITING SUBMISSIONS

All content, including any content submitted by readers, is subject to editing before publication.

1. Editing is generally limited to grammar, syntax, length, accuracy and civility; in conjunction with space availability. Generally, any content requiring extensive editing will be refused or returned to the submitter.
2. Submissions sent with "do not edit" instructions will not be considered.
3. Every effort will be made to edit material in a way that the intended message remains intact.
4. Proofs of edited content will not be presented to the submitter prior to publication. We may make exceptions to this rule in limited, special circumstances, but only with prior authorization from the Managing Editor.
5. All submissions may be subject to additional editing as available space requires. For example, when a topic or occurrence generates numerous letters to the editor, some letters that repeat ideas made in other letters may be shortened to leave in only new, unrepeated ideas. Content that extensively quotes other written material may be edited to keep quoted material to a minimum.

2.5 SUBMISSIONS FROM WITHIN THE TRIBAL ORGANIZATION

In fulfilling our obligation to keep the membership informed, the *Kalihwisaks* regularly publishes content that has been submitted by Tribal entities and officials; including Tribal departments, divisions, boards, committees and commissions. In addition to the general requirements for submissions, the following guidelines apply for content submitted from within the Tribal organization:

1. Submissions should be accompanied by the name, telephone number, and preferably an e-mail address, for the party and department responsible for submitting the content.
2. If the submitted content needs to be run in a specific issue or by a specific date, this information should also accompany the submission.
3. It is strongly recommended that a submitter provide *Kalihwisaks* staff with advance notice of the type and size of any content that will be submitted – preferably no less than one week before the deadline for that issue – so that the staff can anticipate that submission when planning the layout for that issue. Anything submitted without prior notification will only be run if there is any available space remaining.
4. Advance notification of cancellations or when expected content will not be ready by deadline is also encouraged.

2.6 DISCLOSURE OF INFORMATION

As part of our obligation to the community, we reserve the right to report and/or disclose information related to a submission or other content, if we are required by law or valid court order to do so, or if we believe in good faith that such action is necessary for any of the following reasons:

1. To comply with a legal process – including, but not limited to, ethics investigations or proceedings instituted against Tribal officials.
2. To protect or defend our rights and property,
3. To protect against misuse or unauthorized use of our newspaper, logo, website, or any other proprietary property or information; or
4. To protect the personal safety or property of our readers, staff, and/or the general public.

2.7 HEADLINES

Headlines, which must meet certain space and style restrictions, are written by *Kalihwisaks* staff. Submitters can suggest headlines to accompany their content, but such suggestions will not necessarily be followed.

CHAPTER 3 – OPINION/EDITORIAL CONTENT

The *Kalihwisaks* strives to champion the rights of the Tribal membership to fair comment and criticism by publishing not only staff-generated content, but also by providing a forum for community members to discuss and share information, including their own views and opinions. Wherever possible, we will try to provide a chance for comment on all sides of a critical issue in the same edition.

Opinion/Editorial content must comply with all *Kalihwisaks* policies, including the provisions of this chapter.

3.1 KALIHWI=YÓ

One of the Good Mind Principles that have guided the Oneida People from the time of creation is Kalihwi=y% – the use of the good words about ourselves, our Nation and our Future. Our contributors are encouraged to consider the principle of Kalihwi=y% before submitting opinion material – will your words honor the seventh generation? Will they honor our ancestors? Have you chosen the most respectful words and tone?

When selecting opinion/editorial content for publication, the Good Mind Principle of Kalihwi=y% will guide our decisionmaking. Subject matter should be constructive. People and ideas should be referred to and addressed in a respectful manner. Dignity and decency are of paramount importance, as we strive to keep the tone of discourse as civilized as possible.

3.2 GUEST EDITORIALS

Unsolicited guest editorials will only be considered as space permits, and where the commentary demonstrates greater knowledge of the subject than can be portrayed through a Letter to the Editor. It is recommended that those interested in writing a guest editorial contact the Managing Editor in advance to see whether a proposed editorial might be acceptable for publication.

The maximum word length for guest editorials will be determined based on space available.

3.3 LETTERS TO THE EDITOR

The following guidelines will be used in determining which letters to the editor are best suited for publication:

- Letters to the Editor are generally **limited to 250 words** (approximately 1/2 typed page, size 12 font).
- Individuals may not submit more than eight (8) letters per year, regardless of topics.
- Response Letters
 - Letters written in response to other letter writers should address the issue at hand and, rather than mentioning the writer by name, should refer to the headline and date the letter was published.
 - Letters referring to news stories should also mention the headline and date of publication.
 - Letters responding to letters are acceptable; however letters responding to letters responding to letters generally won't be accepted.
- Submissions should be timely, relevant to readers, and of general public interest. A greater priority will be given to time-sensitive events and issues. Submissions that are of narrow interest to a small audience, (such as personal announcements) may be published as space permits.
- All submissions must be the original, unpublished work of the submitter, and exclusive to the Kalihwisaks. Form letters, letters to a third party or those written to more than one newspaper are generally not accepted.
- Ideally, each submission should focus on one single issue or idea.
- In general, letters submitted by Tribal members will have priority over letters submitted by non-Tribal members.
- Good writing is crucial – confusing language, unclear points, inaccuracies and/or improper use of logic detract from the message. Further: proper grammar, spelling and punctuation are always appreciated.

3.4 PROHIBITED CONTENT

Various types of content have been determined to be inappropriate for publication in the *Kalihwisaks*. The following types of content are therefore prohibited:

1. Defamatory or potentially defamatory statements,
2. Personal attacks,
3. Language that is threatening, harassing, abusive, derogatory, or degrading ,
4. Content that is crude, vulgar, or in poor taste by general community standards,
5. Copyrighted and/or plagiarized material,
6. Obscene and/or pornographic content,
7. Content that is overly invasive of personal privacy, including information that could be used to track, contact or impersonate another individual,
8. Incendiary language, and any other language that promotes, encourages or appears intended to instigate violence or illegal activity,
9. Disrespectful comments regarding individuals, religion, gender, age, mental or physical ability, ethnicity, race, culture, lifestyle choices or any other personal classification,
10. Information that is false, misleading or fraudulent,
11. Content that promotes or advertises activities contrary to individual personal rights and freedoms,
12. Advertising and promotional content; endorsements and complaints about consumer and commercial products and services (*Exception – this does not apply to paid advertisements, submitted in accordance with our advertising policies*),
13. Innuendoes and statements about unnamed persons or entities that appear to be intended to lead to speculation,
14. Commentary generated by political or special-interest campaigns,
15. Fundraising requests and letter-writing campaigns, and
16. Any other content that in any way fails to meet the *Kalihwisaks*' standards of fairness and good taste and decency, or that does not meet the intended purposes of this policy, or that is otherwise not in the best interest of the Oneida Tribe.

3.5 OPINION/EDITORIAL COMMENT ON ELECTIONS AND CANDIDATES

Prior to elections, the *Kalihwisaks* often publishes letters and guest editorials related to campaign issues and the performance and qualifications of candidates. However, commentary about a candidate's personal life will generally not be accepted, regardless of whether the commentary is positive or negative.

3.6 OPINION/EDITORIAL CONTENT – DISCLAIMER OF RESPONSIBILITY

The information provided in opinion/editorial content is written by third parties, and not by *Kalihwisaks* staff. We will never knowingly publish false, misleading or defamatory information; however opinion content is not subject to the same rigorous review and fact-checking process as news content generated by the *Kalihwisaks* staff. This is intentional – as is the policy with most newspapers, we feel that excessive review of opinion/editorial content could inhibit open discourse and free speech.

The *Kalihwisaks* is not responsible for information contained in any opinion/editorial content. By publishing opinion/editorial content, we do not claim that any information therein is factual or truthful; and we – as a newspaper and as individual staff

members - do not necessarily agree with or support any opinion, viewpoint or other information therein. Opinion/editorial material only reflects the opinion of the author, and the Kalihwisaks assumes no responsibility for the content of such submissions.

3.7 OPINION/EDITORIAL CONTENT – SUBMITTER RESPONSIBILITIES

By submitting a letter to the editor or guest editorial, you understand and agree with the following:

1. All of the information in your opinion/editorial submission is factual and accurate to the best of your knowledge, and
2. You have taken reasonable steps to verify any information provided, and
3. The Kalihwisaks is not responsible for checking the accuracy of any information you have provided, and
4. If you submit content that contains defamatory, false and/or misleading information, you may be subject to both civil lawsuits and/or criminal penalties under applicable Tribal, local, state and/or federal laws, and
5. After submitting opinion/editorial content, if you discover new information that could or does result in the Kalihwisaks publishing false, misleading or defamatory information, you will notify the Kalihwisaks immediately so that we can take appropriate corrective action as quickly as possible.
6. If the Kalihwisaks determines that a person has intentionally submitted content for publication that is false, misleading or defamatory, then the following steps will be taken:
 - a. First offense: the submitter will be sent a warning letter, identifying the violation and the potential consequences of future violations.
 - b. Second offense: For a period of one year following a second violation, the Kalihwisaks will not publish, and will not consider for publication, any content written or submitted by that person.
 - c. Third offense: For a period of three years following a third violation, the Kalihwisaks will not publish, and will not consider for publication, any content written or submitted by that person.

CHAPTER 4 – GENERAL ADVERTISING POLICY

4.1 GENERAL PROVISIONS

The content of advertisements, including the copy, artwork and design, must meet the same standards of good taste that are applied to all other Kalihwisaks submissions.

Except where Kalihwisaks staff is responsible for graphics and/or layout for an advertisement; a proof will generally not be provided to the author prior to publication. Where a proof is provided, customers shall have one (1) business day after receipt to request changes to the ad.

Errors in ads that are the fault of the Kalihwisaks shall be promptly corrected, and the ad will be re-run the following issue.

The Kalihwisaks reserves the right to accept or refuse any ads or terminate ad campaigns at any time, for any reason, with or without notice.

4.2 ADVERTISING RATES

Advertising rates shall be set in accordance with the Kalihwisaks budgeting process, and may be revised from time to time as deemed necessary. All ad rates are subject to change without notice.

Copy and payment for advertisements must be received prior to the deadline for submissions, or the advertisement may be held for a future issue.

Customers who pull an ad after submitting either a completed ad or a request for ad design by the Kalihwisaks will be charged a \$25 fee. This fee is assessed in addition to any fees charged for work done by Kalihwisaks staff between the time the ad design was requested and the time the ad is pulled.

Any discounted rate or rates shall be established by the Managing Editor, may be revised from time to time as deemed necessary, and are subject to change without notice.

- Tribal members and programs may be given a discounted rate for advertising in the Kalihwisaks.
- Special discount rates may be arranged for long-running ads.
- Political advertisements shall not be eligible for special discounted rates.

4.3 ADVERTISING COPY CREATED BY KALIHWSAKS STAFF

All advertisements, including political advertisements, that are created by Kalihwisaks staff are intended solely for publication in the Kalihwisaks and are the intellectual property of the Kalihwisaks, regardless of whether or not the advertisement is published in this newspaper. No party may use any advertisement created by Kalihwisaks staff for any purpose other than publication in the Kalihwisaks without prior written consent from the Managing Editor.

CHAPTER 5 - POLITICAL ADVERTISEMENTS

Any advertisement involving a political figure, party or government issue, regardless of whether or not there is an election, is considered political. Political advertising must comply with all Kalihwisaks policies, including the General Advertising Policy, and must meet general standards of fairness and good taste.

Political announcements pertaining to Tribal elections may be published in a Special Election edition as well as in regular publications prior to the election date.

Political advertisements shall not be slated for publication until the Kalihwisaks has copy that has been approved for publication by both the Kalihwisaks and the submitter, full payment, and any required request forms, waivers and/or releases. It is the submitter's responsibility to ensure that all required items have been submitted and received.

5.1 CONTENT GUIDELINES

In general, we will permit political advertisements regardless of the political views they represent. However, political messages that conflict with the vision or well-being of the Oneida Tribe, or that appear to undermine the Tribe's sovereign status or independent rights, may be refused. In the rare cases where such political messages are accepted for publication, the Kalihwisaks reserves the right to provide equivalent space for rebutting commentary.

The Kalihwisaks does not accept advertisements that include accusations or attack an individual's personal life; and we also do not accept advertisements that include excessive flattery about an individual's personal life. However, stating disagreement with or campaigning against a candidate for public office, a political party, or public administration is generally permissible.

Submitters shall not submit political advertising that purports to emanate from a source other than its true source. Submitters shall not misrepresent their identity or, if acting or purporting to act as an agent, misrepresent the identity of the agent's principal.

The Kalihwisaks may require additional documentation to substantiate any claims or statements made in any political message advertisement. The Managing Editor will determine what constitutes acceptable documentation.

5.2 FAIR ACCESS

The Kalihwisaks shall make every effort to ensure that any political advertising which directly or indirectly mentions an opposing candidate or opinion or which addresses controversial issues, is published in time to give opposition an opportunity to reply. *The Kalihwisaks* retains discretion to provide an opportunity for opposing views to be published the same issue that any negative advertising is placed.

5.3 REQUIRED INFORMATION

All political advertisements must include all information required by Tribal, local, state or federal law, and must be clearly designated "Paid Political Advertisement" across the top of the advertisement, in a font no smaller than size 11, Times New Roman.

All political advertising is required to include the name and address of the individual or organization responsible for placement of the ad. Political advertising must also be accompanied by a statement of one individual person who is responsible for the ad - a committee is not acceptable.

5.4 EDITING AND REVIEW

Due to the sensitive nature of political advertising, the Kalihwisaks will not edit political advertisements prior to publication. If a submission is unacceptable, the Managing Editor shall make reasonable attempts to notify the submitter in a timely manner; and to identify the reasons that the submission is rejected.

Except where *Kalihwisaks* staff is responsible for graphics and/or layout for an advertisement; a proof will generally not be provided to the author prior to publication. Where a proof is provided, customers shall have one business day after receipt to request changes to the ad. Once a completed advertisement has been submitted and accepted, no copy changes will be permitted, except to correct typographical errors.

5.5 POLITICAL AD RATES AND FEES

Political advertisements will be charged at the same rate as current advertising rates, unless a different set of rates is established and approved by the Kalihwisaks for a particular election or campaign. Prior to an election, the Managing Editor may establish size limits or other requirements for political advertisements related to that election or particular campaigns.

CHAPTER SIX – SUBSCRIPTIONS AND MAILING LIST INFORMATION

All enrolled Tribal members age 18 or older are eligible to receive the *Kalihwisaks*, free of charge.

The *Kalihwisaks* may be made available to persons that are not enrolled Tribal members. The Managing Editor shall establish a subscription rate for non-Tribal entities, and from time to time shall review and may revise this rate as determined necessary.

The mailing list comprised of *Kalihwisaks* subscribers may be made available to Tribal members through the Oneida Enrollments Office, at the current rate set by the Oneida Enrollment Office. Requests for mailing labels must be submitted to the Oneida Enrollment Office in writing, no less than five (5) Tribal business days in advance.

CHAPTER SEVEN – KALIHWISAKS CONTACT INFORMATION

Submissions may be sent via e-mail, fax and/or mail, however the *Kalihwisaks* reserves the right to require original, signed copies of any content submitted electronically.

Phone: (920) 496-7318

Fax: (920) 496-7493

Mail: The *Kalihwisaks* Newspaper

PO Box 365

Oneida, WI 54155

E: mail: Kalihwisaks@oneidation.org (general submissions and inquiries)

Dwalschi@oneidation.org (letters to the editor)

Contact information for individual *Kalihwisaks* staff members can be found on the *Kalihwisaks* website, as well as on the bottom of the second page of every print edition.