

Committee: Rules

Date: 11/02/21

Committee Date: 11/15/21

Author: Camerin Fite James

Sponsor: Keith Austin, Danny Callison

**RESOLUTION NO. 63-21**

**COUNCIL OF THE CHEROKEE NATION**

**A RESOLUTION CONFIRMING THE REAPPOINTMENT OF LAUREN CUSICK TO THE CHEROKEE PHOENIX EDITORIAL BOARD**

**WHEREAS**, the Cherokee Nation since time immemorial has exercised the sovereign rights of self-government in behalf of the Cherokee people;

**WHEREAS**, the Cherokee Nation is a federally recognized Indian Nation with a historic and continual government to government relationship with the United States of America;

**WHEREAS**, the Free and Independent Press for the Cherokee Nation Editorial Board was created and authorized by Legislative Act 11-00 and expanded by Legislative Act 16-09;

**WHEREAS**, the fifth (5<sup>th</sup>) member shall be appointed by the other four (4) members of the Editorial Board;


**WHEREAS**, at the September Meeting of the Cherokee Phoenix Editorial Board the four (4) current board members voted to reappoint Lauren Cusick to serve as a member for a term of six (6) year term as authorized by LA-16-09; and

**WHEREAS**, Lauren Cusick is duly qualified to serve in this role pursuant to the laws of the Cherokee Nation.


**BE IT RESOLVED BY THE CHEROKEE NATION**, that Lauren Cusick is hereby confirmed as a Board Member of the Cherokee Phoenix for a six (6) year term effective December 15, 2021 until December 31, 2027

**CERTIFICATION**


The foregoing resolution was adopted by the Council of the Cherokee Nation at a duly called meeting on the 13<sup>th</sup> day of December, 2021, having 17 members present, constituting a quorum, by the vote of 17 yea; 0 nay; 0 abstaining.

  
Mike Shambaugh, Speaker  
Council of the Cherokee Nation

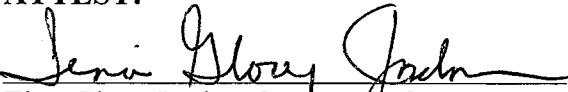
**ATTEST:**

  
Dora Patzkowski, Secretary  
Council of the Cherokee Nation

Approved and signed by the Principal Chief this 16<sup>th</sup> day of December, 2021.

  
Chuck Hoskin, Jr., Principal Chief  
Cherokee Nation

**ATTEST:**

  
Tina Glory Jordan, Secretary of State  
Cherokee Nation



## Cherokee Phoenix Editorial Board Agenda

September 28, 2021

9:00 a.m. CST

**Zoom Link**

<https://us06web.zoom.us/j/89571936315?pwd=RkF6bUZoSG5HcHVRczBaRGZVNTJCdz09>

*Begin: 9:01am*

### 1. Welcome - Lauren Cusick

### 2. Roll Call - Kristy Sturgill

- A.  Lauren Cusick, Chair
- B.  Ceciley Thomason-Murphy, Vice Chair
- D.  Kristy Sturgill, Secretary
- C.  Brenda Thompson
- E.  Tim Landes
- F.  Tyler Thomas, Editor
- G.  Members of the public who wish to be named:

**3. Approval of Minutes:** Ceciley Thomason- Murphy motions to approve minutes, Seconded by Tim Landes; unanimous approval

### 4. Update from Editor:

Since Last Meeting:

Current circulation of **9,022, increase of 98.**

Facebook, we have a total like of **228,851, increase of 201.**

Twitter is currently at **9,001.**

Instagram is at **4,294, increase of 206**

So, everything's continuing in the grow. Our circulation continues to bounce back.

We've come back substantially from what we fell to back in 2020, and then everything else is growing steady. Instagram continues to be our largest growing platform on the social media side. As far as campaigns are contests the Cherokee Phoenix student art contest that t-shirt is now available for sale through our office and we'll be sending your shirts out to the board shortly.

### **Cherokee Phoenix, Seven Feathers awardees**

Language: Dione Byrd of Cherry Tree

Culture: The Ray Siblings (Adelynn, Tyler, Ava, and Hudsyn) of Sand Springs

Community Honorees: Anthony and Christy Davis (Kenwood Animal Rescue)

Service: Bill Davis of Coffeyville, KS

Education: Lynett Rock of Muskogee

Health: Lennon Anderson of Tahlequah

Business: Cynthia Ruiz of Los Angeles, CA

Leaning towards a virtual event out of sheer caution/Admin recommendation. Date: December 11 @6:00pm. If in person, it will be in the Echota Center

*Lauren:* Glad to see a variety of local and at-large citizens.

### **Mobile app: Available now on all app platforms; download today!**

Tyler had a discussion with Chief Hoskin earlier this summer about the plan for some use of the ARP funds. Discussed sending a free one year subscription to every Cherokee household using the Gadugi portal. Details in progress but it was included in FY22 budget. The main way that information disseminated now is via internet and social media. But because we have a large elder audience that probably doesn't have access to quality internet, or doesn't utilize social media, that we could still hit those people if we did free paper for a year. And it'd be a good way to disseminate information during the time that information is very needed for our citizen base. For a business side, have a strong possibility of once that free one year subscription ran out, that we could try to retain a bunch of those people, given that our subscription is affordable.

**New Printer:** Moving from Stigler Printing to Vinita Daily Journal (who are in process of becoming TERO). No real cost saving, will probably break even. Wanting to keep money within Cherokee Nation reservation

*Ceciley:* Tyler. I had a question about the free subscriptions and I love that you're already thinking about retention. Have you thought about how to start the conversation of communicating that free subscription will end and to retain those

new subscriptions? Have we thought about doing postcards to encourage people to gift a subscription

*Tyler:* I would have to say that postcards is going to be our best. To reach those people. And that will be and I would probably have to start that at three months out and you sending them out maybe monthly for those last three months, those subscriptions in hopes that we get them to sign up

*Tyler:* We don't have the money right now in our budget to do any more than what we're already doing (reference to postcards for gifting).

*Lauren:* Circulation's going to significantly increase. Have you thought about like the infrastructure and how you're going to do that?

*Tyler:* We can structure some of our current staffing and how we can, if we have the ability to add people, what we need to add those people to maximize our efficiency. Hopefully by the end of the year

*Lauren:* Funded through Cherokee Nation? Bump in Revenue?

*Tyler:* Breaking even, hit our advertising hard. Not many will have our reach.

Tim: Opt out option? I think the goal is to get into as many households as possible to share this information, which is important. And I think that just giving the opportunity to opt out is better than asking them to opt into something

## **5. Old business**

- A. Elder Subscriptions
  - a. On hold because of partnership with administration.
- B. Update on Podcast
  - a. Working on backend podcast production.

## **6. New business:**

- A. Appointment Renewal to Cherokee Phoenix Editorial Board
  - a. motion - Ceciley, Tim - Second, approved unanimously.

## **7. Set next meeting: November 9, 2021 at 9 a.m.**

## **8. Public comment:**

## **9. Adjournment: 9:31**

*End: 9:*

# Cherokee Nation Act/Resolution Proposal Form

Act       Resolution

<b><u>ADMINISTRATIVE CLEARANCE</u></b>	
<b>Dept/Program:</b>	
Signature/Initial	Date
<b>Executive Director:</b>	
Signature/Initial	Date
<b>Treasurer (Required: Grants/Contracts/Budgets):</b>	
Signature/Initial	Date
<b>Government Relations:</b>	
Signature/Initial	Date
<b>Administration Approval:</b>	
 Signature/Initial	11/2/21 Date
<b><u>LEGISLATIVE CLEARANCE:</u></b>	
<b>Legal &amp; Legislative Coordinator:</b>	
 Signature/Initial	11/2/21 Date
<b>Standing Committee &amp; Date:</b>	
	
<b>Chairperson:</b>	
 Signature/Initial	Date

**TITLE:**

**A RESOLUTION CONFIRMING THE REAPPOINTMENT OF LAUREN CUSICK TO THE CHEROKEE PHOENIX EDITORIAL BOARD**

DEPARTMENT CONTACT: Taralee Montgomery

RESOLUTION PRESENTER: Camerin Fite James

COUNCIL SPONSOR: Keith Austin, Danny Callison

**NARRATIVE:**

This resolution hereby confirms Lauren Cusick as a Board Member of the Cherokee Phoenix for a six (6) year term effective December 15, 2021 until December 31, 2027 as the Board's selection.

NOV 2 '21 PM 3:50