

(Activist of reason)
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Summary: As an example of a public issue campaign, the Idle No More movement is an example of an activist group standing up to crucial issues and situations involving government, sovereignty and creating identity in the public.

Background:

Idle No More is an activist group in Eastern Canada and worldwide movement that is taking action towards important issues and concerns that often overlooked by government and public perspectives. "Idle No More calls on all people to join in a peaceful revolution, to honor Indigenous sovereignty, and to protect the land and water" ("The Movement"). Idle No More is one of largest movement in Canadian history that engages in rallies, protests, and teach-ins. The movement provides assistance and outreach to communities in order to helping educate and engage people in certain subjects and issues that are concerning in everyday life. Standing against laws that benefit larger companies to purchase reserve land to make profit of resources provided on the land and territory is major concern of this movement. Idle No More concern is to environment and sustainability; "The taking of resources has left many lands and waters poisoned – the animals and plants are dying in many areas in Canada. We cannot live without the land and water. We have laws older than this colonial government about how to live with the land" ("The Movement"). Passing laws and agreements geared to big businesses in buying land that benefits and builds the economy of the country. Idle No More movement concerns issues such as violence against women, Indian Child Welfare Act, Environmental degradation, and moral, political, legal choices.

Findings:

An example of public relations activism an article discussing two companies GASP v Philip Morris discussing health risks of smoking hazards in public areas. The

overall focus issued concerns of how the tobacco companies viewed activists, not just as challenges but a way to enforce a practice to improve concern and awareness in the community (Stokes, 2006). These two companies benefitted from activist groups because it changed the way of occurring concerns and issues in different environments in local areas. “Activist public relations also can dominate public debate and influence discussion and decision-making” (Stokes). According to an article featuring the group Idle No More the protest went south after several members got arrested. The protest focused on local fracking initiatives taking place in Canada; the group resided outside the British Consulate in Toronto in January. “The protesters contend that the process used to extract shale gas — hydraulic fracturing, also known as fracking — could pollute drinking water” (Vincent, 2013). During this protest, Idle No More wanted to bring outreach to the conditions of their reserves and take control of resources that reside in that area.

The movement Idle No More protested recently at Redskins and Broncos game against the teams name, enforcing the team to change the mascot and the name, arguing that the names is racist and not appropriate. This event is also affecting media in ways that influence news broadcasting channels to not use the teams name on air (Berry, 2013). An example of “teach in” is a way Idle No More influences the community with their growing concerns for their area. Promoting awareness is essential to a activism group in-order to gain followers, often supported by groups in the areas that are affected. Using accurate research and insight on growing issues, they encourage all groups affected to come forward and be part of the movement that is starting to become worldwide movement.

Conclusion:

This movement encourages and educates communities in the world of national issues. By using all different methods such lectures and rallies enforcing their beliefs, and morals. Mostly the articles on Idle No More influenced all different groups and people that remain affected by occurring issues, and coming forward to influence the world on growing problem in U.S and Canada. This case study is significance in field of activist campaigns because of the work Idle No More movement is providing the world. The movement is standing up against big companies and organizations that reside on land, and spending money to create malls and residents (Gibson, 2013).

The findings included companies in the Tobacco industry that take part in activist standing up against health risks in public areas and how the environment is influenced by toxic chemical that exposed into the air. The Idle No More movement is an organized group that involves everyday occurrences of issues and concerns the involve people, environments and governments.. Although this group protesting on critical issues such as racism, violence, government sustainability issues can often lead to difficult situations such as police and arrests. This Movement is impossible to stop; they have goal, theory, and a belief that helps influence this group to gain ground on their issues.

References:

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