

## Case Theories in Action

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Summary: Idle No more is an example of a public issues campaign which utilizes activist public relations strategies to bring widespread public attention to the violations of their indigenous people's natural born rights.

## **Background**

Idle No More is an ongoing public social movement created in 2012 by the Aboriginal peoples of Canada. With the strength of other indigenous tribes such as the Intuits and Metis, as well as non-indigenous supporters, Idle No More is on a path of determination to stop environmental degradation and social inequities among their home lands brought on by the legislative abuse of their indigenous treaty rights by Canadian government.

According to their mission statement, INM “calls on all people to join in a revolution which honors and fulfills Indigenous sovereignty which protects the land and water...Colonization continues through attacks to Indigenous rights and damage to the land and water. We must repair these violations, live the spirit and intent of the treaty relationship, work towards justice in action, and protect Mother Earth.” By way of teach-ins, rallies, and public protests the INM movement quickly grew to be one of the largest indigenous movements seen or experienced by Canada in their nation’s history. Their strong defiance against specific bills has grown into rallies against the continued general abuse of social and economic conditions suffered by the First Nation’s peoples.

The vision of the INM movement is to reframe the nation and their national relationship. How can the voice of this movement hope to be heard, spread, and respected under the colonization of the First Nations which has resulted in outstanding land claims, a lack of resources, and unequal funding as it stands? This in turn has lead legislative to disregard agreements made in the indigenous peoples

original Manifesto Treaty with the crown. The movement seeks to assert their indigenous and inherent rights by protesting the prevention of further corporate destruction of their lands.

## **Findings**

The INM movement has experienced numerous crises consistent with human error such as mistaken territory boundaries, misuse of trust, and misguided management decisions and actions. Canada happens to be one of the wealthiest countries in terms of land and resource usage, mining and logging. This wealth is largely made possible by way of the government passing laws to enable the buying and selling of reserve lands for a profit from the bigger companies.

Misuse of indigenous lands is another problem constantly faced by the social movement, including also the recent turmoil surrounding the tar sands issue. Administration of the Joint Review Panel admits to knowing and understanding that the approval of the oil mines will have significant adverse impacts on the environment, yet they continue to support the situation. Government actions such as these and others yield an obvious indifference for the treaty and its people's inherent rights.

Issues which INM concerns itself with are clearly of crisis state to their participants. Crisis response to a movement is determined by the public and political environment, the culture and inner workings of an organization, as well as the human nature of the event. INM occurs in a public and political environment in

the nation of Canada which is governed by the French government. The inner workings of the organization are positive and selfless clearly only seeking equality and respect from their government. Last the human nature of the event is conveyed as a vital need for equality and to establish an equal civilization where members of the community may live in peace with one another, rather than fearing for their sacred lands.

INM's use of social media has greatly expanded their movement's potential audience outward to countries and nations worldwide. By way of streaming video and use of twitter and facebook they have the ability to reach people outside of their native country who also believe in their cause.

## **Conclusion**

In conclusion, the Idle No More campaign is a sound example of an activist public relations campaign fighting for significant social causes. The campaign uses a variety of effective lobbying tactics, litigations and mass demonstrations to help their cause gain the recognition and respect it deserves. As legislation progress in its determination to once and for all conquer the native lands of its peoples, INM must continue to press forward with litigation strategies and motions within the government to depress their actions and exaggerate the need for trust in their government, equality, and preservation of natural rights.

## References

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