

IdleNoMore really goes Idle No More: IdleNoMore's "fight" for the public

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Background

The IdleNoMore project is an activist program is to make the public aware of environmental cases such as fracking in Western Canada. If you do not know what fracking is, a term that is not commonly know, is the “process of drilling and injecting fluid into the ground at a high pressure in order to fracture shale rocks to release natural gas inside (dangersoffracking.com).” It is controversial because it is believe, especially by the people who are in IdleNoMore, that because chemicals are being use to frack the earth, that the chemicals are getting into underground water sources and effecting people’s drinking water and causing disease such as cancer.

IdleNoMore also believe that “all people to join in a peaceful revolution, to honor Indigenous sovereignty, and to protect the land and water.” That was taken from their mission statement on their website. They believe that these flacking companies are trying to build on land that is reserve for Native Canadians, the first people to settle in Canada before the Europeans took over the land, by boats over 400 years ago. They have had peaceful protest in Canada over flacking sites that are near Native Canadians which also spread the word of their cause, because it shows people that you can protest something you believe in, and not to go to jail for it.

One of the things that the web site uses is stories from the press for example one they use from the Canadian Broadcasting Company web site, about a women in Rosebud, Alberta who can light the water out her faucets on fire, because she stats that her home is near a fracking site (Tremonti). The site also events that the group covers like protests of fracking sites to get people attention of the public and the press. The theory that could be used is the agenda-setting theory that was created

by Maxwell McCombs and Donald Shaw, stating that the press sets the “agenda” of what the public talking about (McCombs and Shaw).

Recent Troubles

Recently, IdleNoMore had a protest a October 17/18 It was the first protest in Canada that was about protesting fracking that was being done by SWN Resources Canada, in an area of the Provinces of New Brunswick where the Native Canadian tribe of Elsipogtog First Nation inhabits. Because the oil company the fracking was taking place, is the reason why IdleNoMore protested. The protesting escalated to where the Canadian Mounties were called in to control the situation but the protesters then turned on the cops, burning at least 5 of the forces cars. The Mounties at least arrested 40 people who were involved.

Conclusion

The “set” the agenda, you need the get the attention of the press because if the press picks it up then they will do stories about the issue that needs to get talked about among the public. What IdleNoMore is trying to do is the get the attention of the public by using the press, and when they get the press to cover protests and people like the Native Canadians affected by fracking in a negative way. They are they are doing a good job if they get the attention of media outlets like CBC, the major TV network throughout Canada.

But when they have protests that are supposed to be peaceful then turn violent enough that police officers are attacked and have to make arrest while cars near the protest are set on fire, then they probably lose most people’s support. Their idea’s are suppose to be peaceful like what their mission statements says on their

web site. If they go away from that, the public will treat them like they a terrorist group. They need to keep drawing the attention in a positive way, like drawing attention to people to the problems of the Native Canadians. People will want to keep helping their cause if they help the Native Canadians because they have been so helpless for a really long time now. If they keep not having peaceful protests, then the fracking companies will get the sympathy of the public and will be able to what they want, because they have the public on their side.

Work Cited

McCombs, Maxwell E. Shaw, Donald L.(1972). The agenda-setting function of mass media. *The Public Opinion Quarterly*, 36(2): 176 - 187.

Tremonti. (2013) Fracking Immunity: Holding Regulators Accountable. *CBC.ca*, 10/22/13.

What is fracking, dangersoffracking.com, 10/31/13