

Managing Crises During Conflicting Times

Rui Andre

Bridgewater State University

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Background

Idle No More is a Canadian protest movement that started in December 2012 aiming to protect rightful land and water for the sake of indigenous sovereignty. Having become a main chapter in Canada's history, Idle No More is a major movement towards environmental protection and saving the land of indigenous nations. Since native-owned land has suffered from colonization, exploration and invasion, the organized protest movement is attempting to return the land to its original owners while maintaining a sustainable environment. By protesting and communicating to the public of certain laws and bills that are being passed in Canadian lands, Idle No More targets large corporations from being able to purchase certain terrains. In order to reduce pollution, greenhouse gas emissions and waste valuable resources within the land, internationally dominant corporations are being prohibited of building on indigenous land.

Idle No More is a protest movement for the protection of native Canadian domains from being used by corporations for their space and resources. The protest movement does not base itself on violence however during this year's protest shots were fired, numerous individuals were arrested and Elsipogtog and Mi'kmaq First Nations tribes failed to refuse corporations to move into their righteous lands. Since tribe members blocked the entrance for companies, the Royal Canadian Mounted Police tried and failed at maintaining a peaceful situation, arresting at least 40 people for violent actions, firearms, and intimidation. Idle No More continuously supports the respectful lands of indigenous tribes while attempting to keep foreign companies from using their lands and eventually depleting environmental resources such as shale gas. Although the corporations were ultimately allowed to enter native reserves and surpass borders, crisis management strategies are essential for Idle No More to use in order to create a peaceful resolution between the two clashing parties.

Findings

When a crisis occurs in an organizational setting there are three main factors a company must focus on to respond to a crisis situation to resolve the issue at hand. In order to establish a correct crisis management strategy for the two conflicting parties, one must analyze the public and political environment in which the crisis is happening. The public consists of indigenous tribes protecting their rightful land from being environmentally destroyed by large corporations with the help of Idle No More. The protest movement focuses on environmental friendliness and righteousness of native tribes of Canada therefore researching political laws and regulations is essential to create a legal, mutual agreement between native residents and invasive corporations.

After observing public and political environments of the crisis situation settings, focusing on the culture and inner workings of the organizations is necessary to resolve the problem and achieve harmony between the parties. It is obvious that both parties want the indigenous land and are willing to battle over its ownership, however by analyzing how the culture works along with viewing their long-term objectives allows crisis management to create a solution both parties will agree to. Creating a stable solution for Elsipogtog and Mi'kmaq First Nations tribes is highly important to establish a peaceful environment between the tribes and energy companies alike.

After viewing the manners in which tribes and companies function and their satisfaction requirements allows one to estimate how individuals will get involved to achieve their desired results. By being a mediator for two parties, one must ponder how the groups will react to the crisis in order to improve the situation at hand through communication, events and activities to involve as many supporters as possible. By using media communication to inform the public and target audiences of the conflicting groups allows

Idle No More to reach out to as many potential protestors as possible while exponentially increasing the magnitude of the movement's success.

Media communications has become highly innovative for companies and organizations to inform the public while making potential supporters feel entirely included in the long-term objectives of the protest movement. Along with media communications, it is also essential to have a neutral, third party to mediate the conflicting sides in order to create peace and a mutual agreement. The Royal Canadian Mounted Police is essentially the third party attempting to create peace however it failed to do so and arrested tribe members for going about protecting their land in unsafe manners.

Although numerous people have joined the movement to stop the invasion of companies and create a solution for reoccurring crises, there are still a large percentage of individuals who do not actively join the protest even though they oppose the corruption of native lands from being used by large corporations. From personal opinion and my opposition of the intrusion of aboriginal lands, I believe most individuals, aside from employees of these corporations, are propelled to take Idle No More's side and are willing to protect native tribes.

With the correct forms of media communication from Idle No More's website and it's manners of including all types of people into their protest motivates groups to take their standpoint and fight for the righteous land of the Elsipogtog and Mi'kmaq First Nations tribes. By using successful communication, Idle No More has created an inspiring portrayal of its objectives while stimulating individuals to contribute to their protest movement for the greater good of indigenous lands and their residents. Relating to Idle No More's personal use of their website for delivering information, "activist websites did not provide strong dialogic features for journalists, but dialogic features were more available for the general public"

(Reber and Kim, 2009). The organization at hand posts information directly for their target audience and potential members that are always encouraged to join the movement. In Idle No More's situation, I believe numerous individuals are included in the leaning favorable and immediately favorable groups however there are many opinion leaders that drive decisions to protect native Canadian tribes from having their land stolen and ultimately destroyed.

When focusing on Idle No More's protests and crisis situations it seems that most issues relate to human errors and management decisions. Idle No More's crises do not often reflect on acts of God, which include earthquakes, hurricanes and other forms of detrimental environmental issues, or mechanical problems such as breakage or malfunction of machines and other company instruments. Idle No More deals with crises mostly relating to management actions and human error because the controversy is due to corporations entering indigenously owned lands due to government and executive decisions. Miscommunication between two parties often leads to protests because of the disagreement and clash of the two groups' long-term use of the land, which results with a crisis.

Conclusion

Idle No More is a North American protest movement that fights for indigenous equality while fighting for the sustainability of Canadian land and water. By using media relations to inform large audience members of revolutionary events, Idle No More is staying modern and productive with its technological uses. From personal experience, Idle No More's website allows all viewers to feel involved and have the opportunity to connect themselves into a productive society. By keeping all audience members up-to-date on news and events gives the impression that the organization cares about all its supporters and relies

on individual help for greater overall results. When it comes to Idle No More, I believe their forms of communicating to the public drives more individuals than average to participate in protesting against energy companies from entering indigenous lands.

It is important to research how different organizations use technology and communicate to their audience members in order to infer the most efficient manners of communication for each type of company. In Idle No More's case, it is important for the organization to maintain its steady website and continue to provide its resources to audiences while recruiting more members. The larger the group of followers is for a protest movement the more powerful the protest is because it emphasizes the importance of these social and environmental dilemmas to the public eye. Idle No More is a powerful organization with the contribution of its followers and supporters, however by spreading the word across more websites and social media sites the audience size will continuously increase.

Being a protest movement, Idle No More must always be prepared for the unexpected because its main objective is dealing with crises while establishing an agreement between Canadian tribes and invasive corporations. The protest movement uses media communication to highly inform its supporters and makes potential protestors feel included in the overall objectives of the movement. Idle No More incorporates digital media to portray its missions and events positively through its website. The information is then is shared and streamed throughout the Internet via news releases and social media that captures the attention of viewers and motivates these individuals to join the protest.

Idle No More has its manners of dealing with crises through digital crisis management. By informing its audience of the current issues, the movement's importance grows in magnitude making it increasingly important by rallying as many supporters as possible. Once Idle No More releases its aspiring stories to the public, individuals then share

these stories in social networking sites along with newspapers and news websites that write news stories about these events. It is essential for Idle No More's website to deliver these stories appropriately because if individuals perceive the news negatively, then the protest can lose supporters rather than gaining them. Social media is a vital support system for Idle No More's distribution of information to a wide range of audience members because the Internet spreads information worldwide instantly, capturing the attention and support of many potential protestors. Idle No more has perfected its skills with communication in order to gather as many possible followers to fight for the right of native Canadian tribes to own their land.

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