

No Longer Idle

Michael Jean

Bridgewater State University

COMM 341 – Public Relations Case Studies

December 12, 2013

Summary:

To no longer be Idle means to join in a cause that most closely can make an Impact upon several publics. With the proper use of public relations, we the people can shift a movement such as Idle No More and publicize the rights of lands for First Nation Peoples. Taking the initiative sets forth a mission to no longer remaining shiftless and contributing to a landmark revolution.

Background:

Idle No More is a movement that has set out to change the ways of our land, water and everyday resources to build a better environment all around us. The main goal of this mission is to pursue the government with persistence in order to build credibility within our nation. With the help of the government and industry the protection of our environment has to be the unanimous end result we are all seeking. The INM continues to grow moving to build and form new relationships that can mold the nation in a new more profound way.

With strong relationships and followers the work has to be set in place to maintain relationships from nation to nation in order to better our environment. Through all the efforts and work set in place the Idle No More campaign still believe that even when all ends are met and we set forth to prosper “this will be done by including grassroots perspectives, issues, and concern.”

This movement believes that there are treaties of nations that form an agreement between First Nations and the British Crown and remain in the contract of “sovereign nations.” The Treaties serve as an agreement that cannot be changed or broken by either side of the two Nations. The spirit and intent of the treaty agreements are meant for the first nations peoples to share possession such as land, and to inherit rights to many other resources as well.

The lands in question are a significant part of the treaty which declares the rights to lands and what assets these nations own. Instead, First Nations have experienced a history of colonization which has had a result of land claims of a much higher outcome; education and housing are not available as a resource or a service. This mission finds that there are many unequal factors in the services offered of education and housing.

Idle No More explains that because the government is trying to pass many laws that reserve lands, lands can also be bought and sold by big companies to get profit from resources. These companies in turn are making promises to share this in time with those who may find it accessible to them. This mission begs the question of why would any sort of promises be different from past promises? The idea here is that if you take a moment to look deeper there will be nothing left in the end. Perhaps in the end what will be left is nothing but poisoned water, land and air. This movement is an attempt to take away such possession or rule placed on these resources and the inherent rights of land and other resources of our nations from the First Nations peoples and work to create a better environment.

INM stands behind their thought that “There are many examples of other countries moving towards sustainability, and we must demand sustainable development as well. We believe in healthy, just, equitable and sustainable communities and have a vision and plan of how to build them.”

Findings:

There are several reasons to invest in the cause of Idle No more, especially bring recognition to the meaning of our land. These meanings can be found through various articles and websites which illustrate the facts behind the campaign. Findings show that groups of

individuals, passionate people, young and those unknowing are so moved that there are voices throughout seeking to be heard. Research asks many questions and provokes you to be inquisitive as well.

The idea that accepting anything is just not the answer, in another way to think about this have we forgotten Christopher Columbus? It has a clear stance that to be “idle” would mean no longer celebrating Columbus Day any longer or perhaps holidays in general as a whole. It is an interesting concept because as an individual who believes that we share our lands, it is our duty to keep it protected. Studies have found that when you learn more of the details the importance of celebration is achieved. We need to celebrate monumental achievements of our nation based on the accomplishment and significance rather than just to have holidays in place.

The efforts of this movement have made great strides. Various amounts of people are coming together placing their time into this cause with the sheer reasoning of importance of spreading the truth. To say this is not a profound mission is an understatement. It has been a crucial awareness placed out there for the followers to understand and compare Canada which is so rich to other nations. In this comparison it should be understood that land is so important and it has to be taken care of. Many articles are centered on this topic and explain the intricacies as well as diverse opinions that include a closer look at this mission on a greater scale.

Assessing the answers of all these questions and issues with the base knowledge of how effective strong public outreach is shows that Idle No More is a controversial yet manageable campaign. This subject has received a great deal of criticism and judgment and as long as it remains a challenge in for social change, it seeks resolution within our very own nation. The purpose has been made clear and the goal is that with allies and a clear mission the change of

land, future allies of other nations and the tribal respect of all our peoples has to be unanimously respected. Greater attempts can be made other than protesting, striking congress and making your voice heard. The proper use of communication and making the public aware with strategic tools can be an effective approach.

Conclusion:

There is simply no way of telling how long this momentum will last, but choosing to no longer remain quiet and helping a great cause can certainly add to the energy of the cause. This campaign can be used as a platform and turning point in the political efforts supporting First Nations peoples. This idea should be for the push to move forward with unity of leaders and supporters alike making their voices heard. This is an interesting campaign because it fights for the rights for a group of peoples solely coming together to make what is wrong, right.

There has been a fight in our Nation since the beginning of time the search of freedom in your rights is the journey sought after for all. Having the belief that no longer remaining idle is a strong reason to stand behind a mission of passion and fight for results. In this study we learn being Idle does not help, rather, do not run, take over what is owned and fight for the power that could potentially overrule everything in order to proclaim what is right.

References

<http://www.rollingstone.com/politics/news/idle-no-more-native-movement-takes-on-canadian-government-20130204#ixzz2jMTMObUi>

<http://www.idlenomore.ca>

<http://www.idlenomore.ca/articles>

Stone, Robert. (2008). Issues Led by Protests: Idle takes on Government. Washington, DC