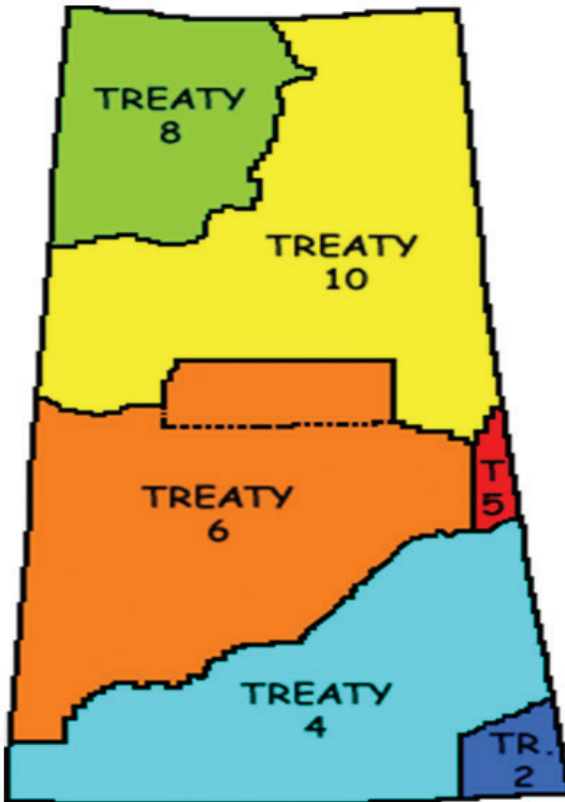




Reconciliation and the Media:

BUILDING RELATIONSHIPS FOR BETTER NEWS COVERAGE



JOURNALIST'S TOOLKIT

www.reconciliationandthedia.ca

INTRODUCTION

Welcome!

We hope this toolkit will be fun and informative to read. We hope it will also serve as a how-to guide for establishing relationships and writing even better stories.

This guide is a small window into one of the most important, fascinating and least understood aspects of our society. For some of you, this can be a useful review. For others, it may all be new. Whatever your level of understanding, we applaud you for seeking a deeper understanding of Indigenous issues.

Keep a hard copy on your desk and/or bookmark the online link. Next time there's a First Nations election, a court ruling on Métis hunting rights, a community tragedy, an oil spill, a high-school volleyball star winning an award or an elder with a fascinating story to tell, we hope you'll be a bit better equipped to cover these stories in a respectful, accurate, interesting way.

So here's our challenge: Use the toolkit on your first day back at the office. Assign a news piece or feature from the story ideas page. Use the contact list and the protocol guide to call or visit one or two sources - ask what ideas they might have for you. Or start flipping through an item on the reading list.

Thanks to our toolkit team – Saskatoon journalist **Jason Warick**, University of Regina Master of Journalism student **Jeanelle Mandes** and U of R School of Journalism Professor Patricia Elliott.

Thank you, and good luck!

Reconciliation and the Media Committee Co-Chairs
Betty Ann Adam and Mervin Brass

On the cover: Treaty Map courtesy of the Saskatchewan Indigenous Cultural Centre

STORY IDEAS

Media representations of Indigenous perspectives can be divided into three parts:

- ▶ **The first and most basic** are features on Indigenous people – a young basketball star, the first locally-trained doctor or a new chief.
- ▶ **Second**, try a few stories about Indigenous issues, which can range from lengthy Supreme Court rulings and treaty history to shorter pieces such as funding for on-reserve roads or child welfare.
- ▶ **Third**, consider including more Indigenous experts and perspectives into everyday stories. If there's an oil spill, call the reeve, mayor and provincial government but also the relevant First Nations leader. If you're doing a feature on street gang activity, call the police, but also an expert to discuss the issues of race, poverty, addiction and colonization that may have caused it.

People

- ▶ Elders, athletes, artists, dancers, singers, entrepreneurs, volunteers, residential school survivors, diabetes sufferers, veterans, doctors, activists.

Some issues

- ▶ Resource revenue sharing
- ▶ Racism and reconciliation
- ▶ Funding gaps for on-reserve education, child welfare, or housing,
- ▶ Court rulings on Métis and First Nations treaty rights, aboriginal title
- ▶ Cree, Dene, Michif and other language preservation

Experts

- ▶ Indigenous leaders, Elders, University of Saskatchewan, University of Regina and First Nations University of Canada professors in Indigenous Studies, but also law, economics, education, history, medicine and even kinesiology.
- ▶ Institutions such as the Gabriel Dumont Institute, Saskatchewan Indian Institute of Technologies or the Saskatchewan Indigenous Cultural Centre can direct you to instructors in those fields.

CONTACTS

Saskatchewan First Nations

A list of all Saskatchewan First Nation communities and the neighbouring rural towns and cities can be found on the following PDF document compiled from the Office of the Treaty Commissioner (OTC). It also includes a map of Saskatchewan indicating where the First Nation reserves are located: http://www.otc.ca/ckfinder/userfiles/files/fnl_1100100020617_eng.pdf

Tribal Councils

- Agency Chiefs Tribal Council (ACTC)
Spiritwood, SK.
Glenn Johnstone (Director of Operations) Glenn.johnstone@agencychiefs.com
(306) 883-3880
- Battlefords Tribal Council (BTC)
North Battleford, SK.
Brenda Stone (Acting Administrator) bstone@btribal.ca
(306) 445-1383
- Battleford Agency Tribal Chiefs (BATC)
North Battleford, SK.
Alison Tatar (Director of Governance) ali.tatar@batc.ca
306-446-1400
- File Hills Qu'Appelle Tribal Council (FHQTC)
Fort Qu'Appelle, SK.
Cory Generoux (Communications Specialist) cory.generoux@fhqtc.com
(306) 527-8424
- Touchwood Agency Tribal Council (TATC)
Punnichy, SK.
Corinne McNab (Director of Operations) cmcnab@tatc.sk.ca
(306) 835-2937
- Meadow Lake Tribal Council (MLTC)
Meadow Lake, SK
Roberta Morin (Receptionist) reception@mltc.net
(306) 236-5654
- Prince Albert Grand Council (PAGC)
Prince Albert, SK.
Deanna McKay (Executive Assistant) dmckay@pagc.net
(306) 953-7200
- Saskatoon Tribal Council (STC)
Saskatoon, SK.
Dawn Deguire (Communications Coordinator) ddeguire@sktc.sk.ca
(306) 956-6100
- Yorkton Tribal Council (YTC)
Yorkton, SK.
Isabel O'Soup (Tribal Chief) isabel.osoup@ytai.org
(306) 782-3644

**Unaffiliated/Independent
(without a Tribal Council):**

- Beardy's & Okemasis First Nation
(306) 467-4523
- Big Island Lake Cree Nation
(306) 839-2277
- Cowessess First Nation
(306) 696-2520
- Fishing Lake First Nation
(306) 338-3838
- Ochapowace First Nation
(306) 696-2425
- Onion Lake First Nation
(780) 847-2200
- Pheasant Rump Nakota First Nation – (306) 462-2002
- Thunderchild First Nation
(306) 845-4300
- White Bear First Nation
(306) 577-2461

Indigenous Institutions

- Gabriel Dumont Institute
Saskatoon
Rhonda Pilon
Rhonda.pilon@gdi.gdins.org
(306) 242-6070
- Saskatchewan Indian Gaming Authority
Saskatoon
Melody Lynch (Director of Communications and Media Relations)
siga@siga.sk.ca
(306) 477-7777

- Saskatchewan Indigenous Cultural Centre
Saskatoon
Melody Wood (Public Relations)
melody.wood@sicc.sk.ca
(306) 244-1146

- Saskatchewan Indian Institute of Technology
Saskatoon
Fiji Robinson (Marketing Consultant)
robinsonf@siit.ca
(306) 477-9314

- First Nations University of Canada
Regina
Leila Francis (Executive Assistant – President)
lfrancis@fnuniv.ca
(306) 790-5950 ext. 2100

- Federation of Sovereign Indigenous Nations
Saskatoon
Mervin Brass (Communications)
mervin.brass@fsin.com
(306) 956-6918

- Office of the Treaty Commissioner (OTC)
Saskatoon - Receptionist
info@otc.ca
(306) 244-2100

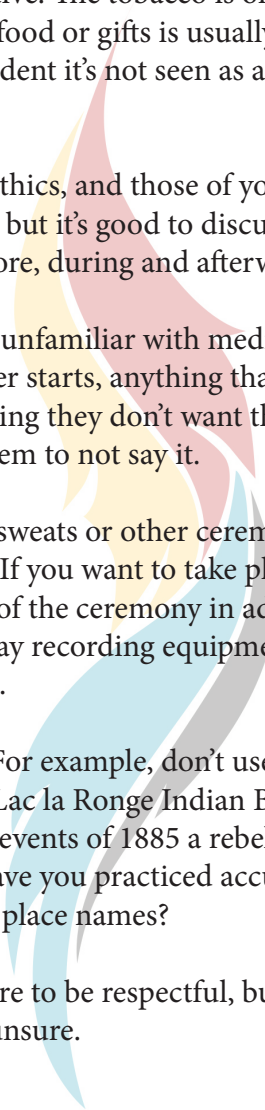
PROTOCOL

On any beat, journalists and their sources may have differing ethical or cultural codes. This is particularly true when covering First Nations or Métis events and issues. The history of oppression has led many Indigenous people to mistrust official institutions such as the media. Long-term, successful storytelling will require you to educate yourself, build relationships and approach stories with humility.

Here is a rough guide to respecting your sources, maintaining your journalistic principles and accomplishing what's ultimately beneficial for you, your organization, your sources and the public – better reporting of Indigenous issues.

This information is gleaned from several sources, including CBC reporter Duncan McCue's Reporting in Indigenous Communities. For a more in-depth perspective, see his section on Aboriginal Customs and Protocols at riic.ca/the-guide/in-the-field/aboriginal-customs-and-protocols.

- ▶ If unsure about anything, ASK.
- ▶ If entering a First Nation, make every effort to contact the chief beforehand and request a meeting as the first point of contact.
- ▶ Some Elders' stories or responses can be lengthy, part of a long and respected oral history tradition. This can be difficult for journalists accustomed to sound bites. Explain your preferred format in advance, but once the Elder begins, do not interrupt.
- ▶ Time can be a fluid concept. You can minimize frustration by building more time into your schedule, asking what time the key announcement will take place rather than attending the entire event or politely emphasizing your deadline. Realize there are times, however, when you'll just have to accept it.
- ▶ Go in person if possible. If not, call. Minimize email and other impersonal communication on all beats, but particularly this one.

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- ▶ It's obviously not necessary at news conferences, but bring a pouch of tobacco for a feature interview with an Elder. Cigarettes are an acceptable alternative. The tobacco is often burned rather than smoked. Accepting food or gifts is usually okay if the value is minimal and you're confident it's not seen as a bribe (that's almost never the case).
 - ▶ Be clear on your own ethics, and those of your newsroom. It will never cover all scenarios, but it's good to discuss any issues with colleagues or experts before, during and afterward.
 - ▶ If speaking to a source unfamiliar with media, explain that once the interview and recorder starts, anything that is said is on the record. If there is something they don't want the public to know, politely but clearly ask them to not say it.
 - ▶ When covering feasts, sweats or other ceremonies, participate if invited and comfortable. If you want to take photos, audio or video, ask the person in charge of the ceremony in advance. If told no, respect that wish. Put away recording equipment or at least point the camera at the ground.
 - ▶ Words are important. For example, don't use the term "Indian" unless talking about the Lac la Ronge Indian Band or other institutions. Will you call it the events of 1885 a rebellion or a resistance? If you're a broadcaster, have you practiced accurate pronunciation of unfamiliar people and place names?
 - ▶ Again, the key points are to be respectful, build relationships over time and ask, ask, ask if unsure.

QUIZ (see p. 10 for answers)

1. Number of self-identified First Nations and Métis people in Saskatchewan? Manitoba is the only province with a higher proportion of indigenous people: 81,402, 124,001 or 157,740?
2. Population of Saskatchewan's largest First Nation, the Lac la Ronge Indian Band: 5,297, 10,353 or 19,947?
3. Estimated number of bison roaming the North American plains in the mid-1800s. By 1900, less than 1,000 remained, largely due to government policies aimed at starving and assimilating Indigenous people: 200,000, 2 million or 20 million?
4. Number of Canadian troops who attacked and defeated Louis Riel, Gabriel Dumont and 300 other mainly Métis fighters at Batoche during a four-day battle in May, 1885. The federal troops' overwhelming firepower included two Gatling guns and a seven-pound cannon. In the aftermath of Batoche and other events, repression of Métis and First Nations people increased with the pass system, residential schools and other measures: 200, 500 or 900?
5. Year Red Pheasant Cree Nation runner Alex Wuttunee Decoteau placed sixth in the Olympic 5,000-metre race. He became Canada's first aboriginal police officer and was killed five years later in the First World War at Passchendaele Ridge: 1908, 1912 or 1936?
6. Number of First Nations people who volunteered to serve in the First and Second World Wars. Many returning First Nations veterans were denied farmland and other benefits granted to their non-Indigenous brothers-in-arms. Some had their Indian status revoked because they'd been absent from their reserve for four years: 1,000, 4,000 or 7,000?
7. Year the Canadian government handed the Prairie provinces control over all natural resources and Crown lands. First Nations and Metis interests were not considered: 1930, 1940, 1950?
8. Number of Saskatchewan's 70-plus First Nations purchasing new reserve land under the Treaty Land Entitlement (TLE) agreement of 1992. The program, funded by the federal and provincial governments, attempts to compensate First Nations for land promised but never received under the treaties: 33, 52 or 68?

READING LIST

- Clearing the Plains by James Daschuk
- The Education of Augie Merasty by Joseph Auguste Merasty & David Carpenter
- Children of the Broken Treaty by Charlie Angus
- Just Another Indian by Warren Goulding
- In Search of April Raintree by Beatrice Culleton
- Halfbreed by Maria Campbell
- The Orenda by Joseph Boyden
- The Inconvenient Indian by Thomas King
- Askiwina: A Cree word and Tapwe by Doug Cuthand
- MacLean's article – Saskatchewan: A Special Report on Race and Power
- APTN - Why national media's IKEA monkey coverage overshadowed Idle No More rallies
- Prairie Racism and Free Expression by Len Findlay cfe.ryerson.ca/blog/2016/09/prairie-racism-and-free-expression
- Truth and Reconciliation Commission Summary Report (including the TRC Call to Action)

QUIZ ANSWERS

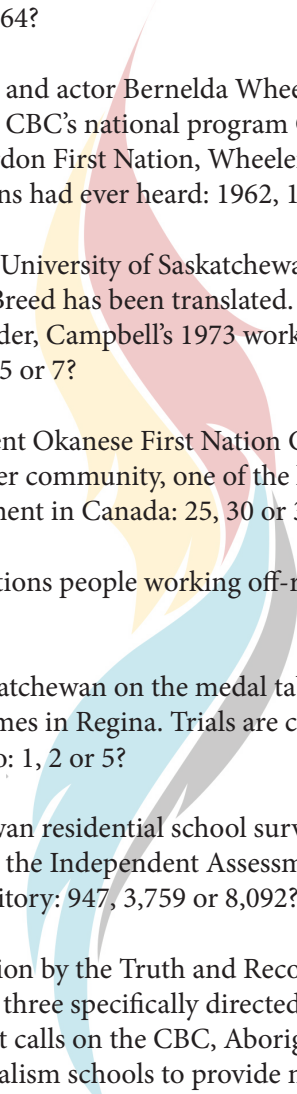
1. 157,740
2. 10,353
3. 20 million
4. 900
5. 1912
6. 7,000
7. 1930
8. 33
9. 1960
10. 1972
11. 5
12. 35
13. 100
14. 2
15. 8,092
16. 94

Language note:

Indigenous - A globally recognized term that recognizes original inhabitants who have been subjected to colonialism. It is the word used by the United Nations, and its use has been growing in recent years.

Aboriginal - Also a broad term to describe original peoples. In Canada, it is often used when referring in general to First Nations, Inuit and Métis people - although 'Indigenous' is becoming the term preferred by many.

Always ask people how they want to be identified. Most like to be identified by their specific First Nation rather than a blanket term.

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9. Year First Nations people won the right to vote without losing their Indian status. The changes were recommended in 1948 but it wasn't until Prime Minister John Diefenbaker came to power that the law was changed: 1955, 1960 or 1964?
10. Year journalist, author and actor Bernelda Wheeler began a decade-long run hosting the CBC's national program Our Native Land. Raised on the George Gordon First Nation, Wheeler's was the first indigenous voice many Canadians had ever heard: 1962, 1972 or 1982?
11. Languages into which University of Saskatchewan professor Maria Campbell's memoir Half Breed has been translated. A prolific author, playwright, activist and elder, Campbell's 1973 work is still taught in schools across Canada: 3, 5 or 7?
12. Number of years current Okanese First Nation Chief Marie Anne Day Walker-Pelletier has led her community, one of the longest-serving leaders at any level of government in Canada: 25, 30 or 35?
13. Percentage of First Nations people working off-reserve who pay income tax: 0, 63 or 100?
14. Ranking of Team Saskatchewan on the medal table at the 2014 North American Indigenous Games in Regina. Trials are currently underway for the 2017 games in Toronto: 1, 2 or 5?
15. Number of Saskatchewan residential school survivors wronged and compensated so far under the Independent Assessment Process, the highest of any province or territory: 947, 3,759 or 8,092?
16. Number of calls to action by the Truth and Reconciliation Commission of Canada, including three specifically directed to the media. Among other recommendations, it calls on the CBC, Aboriginal Peoples Television Network and journalism schools to provide more education and coverage of Indigenous issues: 12, 50 or 94?

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