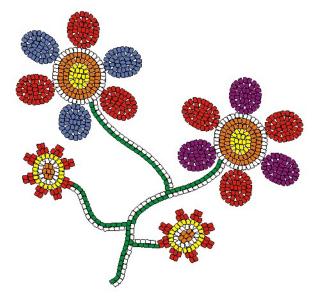
DEBWEWIN

the Ojibwe word for

Truth



Aboriginal Issues Media Monitoring Component

August 2004

A Three-City Anti Racism
Initiative in Northeastern Ontario

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Report Prepared by Maurice Switzer and Bob Goulais Union of Ontario Indians For the Debwewin 3-City Anti-racism Initiative August 2004



"Canada's Aboriginal peoples are, in general, badly served by national and local media, whether Native or not. The country's large newspapers, TV, and radio news shows often contain misinformation, sweeping generalizations, and galling stereotypes about Natives and Native affairs. Their stories are usually presented by journalists with little background knowledge or understanding of Aboriginals and their communities."

 Charles Bury, Chair, Canadian Association of Journalists
 Nov. 15, 1993 presentation to the Royal Commission on Aboriginal Peoples

EXECUTIVE SUMMARY

The Debwewin Three-City Anti-Racism Initiative was undertaken to examine the extent of racism experienced by Aboriginal people and members of visible minorities living in the Northeastern Ontario cities of North Bay, Timmins, and Sault Ste. Marie.

Spearheaded by Communitas Canada – a non-profit educational and research institute located in North Bay – solicited input from citizens in the three communities by publishing and distributing surveys in the spring and summer of 2004. The recently-released final report concluded that discrimination against Aboriginal peoples in the participating communities is similar and widespread.

Since the Aboriginal populations of the three centres is significant, organizers decided to include in the anti-racism project a previously-tested media-monitoring concept designed to evaluate print media coverage of Native issues. The *Debwewin* (pronounced "day-BWAY-win") concept was developed by the communications director of the Assembly of First Nations in 1998 as a way to measure the quality of mainstream media news coverage of Aboriginal issues. Its primary purpose was to serve as an educational exercise to create more awareness, knowledge and understanding of Native history, culture, and contemporary issues.

Debwewin – an eastern Ojibway word usually translated into "truth", but literally meaning "to speak from the heart" – involved the analysis by teams of post-secondary students of Aboriginal-issue articles published by 15 newspapers, including seven dailies, from February 1 to April 23, 2004. During this period, Native and non-Native students evaluated 261 news stories using coding sheets designed to measure to what extent the articles were fair – balanced, objective, well-researched – as well as accurate.

Overall, Northeastern Ontario daily and weekly newspapers rated positively on the quality and quantity of their coverage of Aboriginal issues. The North Bay Nugget published the most relevant articles, followed by the Sault Star, but the weekly Manitoulin Expositor received the most favourable evaluation in its presentation of Native-issues coverage.

The most negative assessments were directed at articles published by the National Post, which was seen to provide the least balanced and most stereotypical coverage of Aboriginal people of the 15 newspapers monitored.

PROJECT RESULTS

1) North Bay

The North Bay monitoring team consisted of four non-Native Canadore College students, who were supervised by Native Studies instructor Randy Sawyer, a citizen of Nipissing First Nation. They evaluated a total of 135 stories that appeared in seven daily and weekly newspapers.

The region's local daily newspaper, the Nugget, serves an area whose Aboriginal population (3500) represents 5.4% of the total.

Over its 12-week evaluation period, the Nugget published 67 Native-issue stories, the most of all 15 newspapers monitored in the *Debwewin* project. Of the total, 28 articles were published on the paper's weekly Niijii Circle Page, space made available to the communication unit of the Union of Ontario Indians.

Overall, the Nugget was seen to be balanced and accurate in its treatment of Native issues. Significantly, most Nugget articles singled out as best examples were those produced by Native writers which appeared on the Niijii Circle Page. Conversely, most articles seen as worst examples were also produced by non-Nugget journalists and submitted to the Canadian Press wire service from other member newspapers.

The North Bay monitoring team also evaluated 45 articles published by the National Post over a 10-week period, and this selection accounted for the majority of their "worst" articles. Of all 15 newspapers included in the *Debwewin* analysis, Post stories ranked most likely to contain historic or contemporary stereotypes of Aboriginal people. An example is the Feb. 27/04 editorial claiming that "...this country's natives are arguably the most lavishly-subsidized ethnic constituency in the entire Western world."

2) Sault Ste. Marie

A team of six Algoma University College students, three Aboriginal, assessed a total of 101 stories of five newspapers under the supervision of Cecilia Fernandez, an active member of the community's Unity and Diversity group.

The daily Sault Star accounted for 55 of those articles over an eight-week period, the second-highest Aboriginal-issue story count of all 15 newspapers evaluated in the project. The Star serves an area with an Aboriginal population of 5610, or 7.2% of the total.

While the area's primary daily newspaper was ranked favourably overall by the student monitors, several stories it published were cited as the worst examples of accurate or balanced journalism about Native issues, including a Feb.2/04 editorial which referred to First Nations "defining themselves by race", and a Jan.27/04 CanWest News Service article appearing to blame pre-Contact Aboriginal hunters for causing significant environmental damage.

Meanwhile, the weekly Manitoulin Expositor, published in Little Current, produced 23 articles on Native issues in six weeks, several of which helped give the paper the best overall ranking of all 15 publications included in the *Debwewin* project.

3) <u>Timmins</u>

The absence due to illness of the supervisor of a team of Northern College student monitors resulted in incomplete results being provided for four newspapers the project hoped to evaluate in that area, whose Aboriginal population of 2880 accounts for 6.7% of the total. But evaluations were generally favourable for the 25 stories assessed during the abbreviated Timmins portion of the Debwewin project.

PROJECT FINDINGS

- An emphasis on negative stories produced on Aboriginal issues over 50% of evaluations dealt with crime, conflict, controversy, or tragedy. This is consistent with surveys critical of a general media tendency to publish negative news.
- Most regional newspapers daily or weekly recognized the importance of providing coverage of neighbouring Native communities, especially the weekly Manitoulin Expositor, published on Manitoulin Island where seven First Nations are located. But it was surprising that the Toronto Star carried 18 Native-issue articles in five weeks, when weeklies in Parry Sound and Sturgeon Falls – located adjacent to large First Nation populations – only published five in six weeks and nine in nine weeks, respectively.
- Articles about Aboriginal issues produced by Aboriginal writers were rated among the best by monitors, while articles from outside non-Native sources --like wire services – were rated among the worst articles.

RECOMMENDATIONS

- Mainstream media proprietors can improve their publications' credibility in markets with substantial Aboriginal populations by arranging for cross-cultural awareness training for their staffs, including journalists. The Union of Ontario Indians communications unit was contracted by MCTV to deliver workshops for over 40 of their employees, including all journalists and news producers from the broadcaster's locations in North Bay, Timmins, Sudbury, and Sault Ste. Marie.
- Mainstream media organizations can use Aboriginal organizations like the Union of Ontario Indians as resources to develop story ideas and news content to assist them in better serving their markets. Possible initiatives include identifying regular Aboriginal columnists.
- Wire services and such national publications as the National Post would benefit from networking with community and Aboriginal journalists to improve the standards of their reporting on Aboriginal issues. Internships and exchanges would be of value.
- All journalism programs should include mandatory courses dealing with diversity issues, including Aboriginal topics.

Debwewin 3-City Anti-Racism Initiative MEDIA-MONITORING COMPONENT SUMMARY

PUBLICATION	PERIOD	NO. of ARTICLES	BEST ARTICLE	WORST ARTICLE
Almaguin News	Feb 18 – Mar 27	2	"Powassan man plays big part (books to FN)", Almaguin News 02/18/04	"Casino competition sparks support", Almaguin News 03/27/04
National Post	Feb 2 – Apr 8	45	"Development seen as key to wealth, sovereignty", National Post 03/17/04	"Fontaine's travel bill to hit \$182,143", National Post 02/04/04
North Bay Nugget	Feb 2 – Apr 13	67	"First Nation youth elect leaders", North Bay Nugget 03/06/04	"Police commissions walk out on talks at Kahnawake", North Bay Nugget 02/10/04
Parry Sound North Star	Feb 18 – March 31	5	"Funding to First Nation to aid growth", Parry Sound North Star, 02/18/04	"Public Inquiry called in rail traffic", Parry Sound North Star, 03/03/04
Temiskaming Speaker	Feb 4 – Mar 31	4	"Exploring Tradition", Temiskaming Speaker 03/17/	"Temagami agreement celebrates 1 st anniversary," Temiskaming Speaker 02/04/04

PUBLICATION	PERIOD	NO. of ARTICLES	BEST ARTICLE	WORST ARTICLE
Tribune/West Nip. This Week	Feb 17 – Apr 23	9	"MNRoptimistic about negotiations", Tribune/West Nipissing This Week 03/16/04	Letter: "Cut gill net in lake", Tribune/West Nipissing This Week 03/16/04
Algoma News	Feb 25 – Mar 17	2	"First Nations visits provide new look at northern life", Algoma News 02/25/04	"FN hunters fined for hunting without licenses", Algoma News 03/17/04
Elliot Lake Standard	Feb 4 – Mar 10	6	"Pow-wow attracts a fair amount of observers", Elliot Lake Standard, 02/25/04	"Funds available for off reserve Native housing", Elliot Lake Standard, 03/03/04
Manitoulin Expositor	Feb 4 – Mar 17	23	"M'Chigeeng opens health centre expansion", Manitoulin Expositor 02/25/04	Letter, "Chief should wait for Sheguindah bi-election", Manitoulin Expositor 02/25/04
Sault Star	Jan 17 – Mar 15	55	"Fire temporarily closes Kewadin Casino", Sault Star 03/01/04	"Pre-Columbus aboriginals found to have major environmental effect", Sault Star 01/27/04
Toronto Star	Feb 7 – Mar 15	18	"Play honours groundbreaking native artist Daphne Odjig", Toronto Star, 02/26/04	"Aboriginal health still suffers", Toronto Star, 02/27/04
Cochrane Times Post	Feb 13 – Apr 16	10	"Mayor to take part in foreign exchange", Cochrane Times Post 02/13/04	"Jobs, spin off flow from deal", Cochrane Times Post 03/05/04

PUBLICATION	PERIOD	NO. of ARTICLES	BEST ARTICLE	WORST ARTICLE
Northern Daily News	Mar 17 – 25	6	"Empowering Youths", Northern Daily News 03/19/04	"Time to change rumour into fact", Northern Daily News 03/17/04
Timmins Daily Press	Mar 17 – Mar 26	7	Not enough data.	Not enough data.
Timmins Times	Mar 27	2	Column: "Biggs Bytes", Timmins Times 03/27/04	"DeBeers opens doors for local businesses" Timmins Times

DEBWEWIN Three City Anti-Racism Initiative

MEDIA MONITORING COMPONENT

Study Findings, North Bay

Overview

Tribune/West Nipissing This Week	9
North Bay Nugget	67
Temiskaming Speaker	4
National Post	45
Toronto Star	3
Almaguin News	2
Parry Sound North Star	5

TOTAL STORIES 135

Number of Coding Sheets

283

Overall Newspaper Scores (All newspapers monitored)

SEE 'Guide to Scoring'

					- C	
g	f	е	d	С	b	а
1124	634	690	680	765	808	838
3.97	2.24	2.44	2.40	2.70	2.86	2.96
n	m	ı	k	j	i	h
1043	1037	693	609	974	521	776
3.69	3.66	2.45	2.15	3.44	1.84	2.74

Overall monitoring period: February 2 – April 23, 2004

Crime/Conflict/Controversy/Tragedy

Of those surveyed, did they feel the story was in this category

Crime	33/145
Conflict	10/145
Controversy	111/145
Tragedy	20/145

145 surveys identified either Crime, Conflict, Controversy, or Tragedy 90/145 who identified above, identified the accused or victim as aboriginal. For those stories identified as "crime", 22/33 identified the accused or victim as aboriginal.

For those stories identified as "tragedy", 17/20 identified the victim as aboriginal.

Guide to Scoring

Each of the fourteen (14) scoring boxes in this report, refers to the scoring system on the Debwewin Score Sheets, in the following order:

Respondents were asked to score the newspaper article on a scale of 1 to 5, identify whether they agreed, or disagreed with the following statements:

		Strongly Agree			Stron	ngly Disagre
a)	The article examines all sides of the story	1	2	3	4	5
b)	This story appears to be well researched	1	2	3	4	5
c)	This story is objective	1	2	3	4	5
d)	There is historic stereotyping in this story	1	2	3	4	5
e)	There is contemporary stereotyping in the story	1	2	3	4	5
f)	The writer shows an interest in reaching a solution	1	2	3	4	5
g)	I find this story offensive	1	2	3	4	5
h)	The writer conveys a sense of optimism	1	2	3	4	5
i)	The headline fits the story	1	2	3	4	5
j)	The headline or caption is negative	1	2	3	4	5
k)	Proper terminology is used in this story	1	2	3	4	5
l)	This story deserves positive mention	1	2	3	4	5
m)	This article is cynical	1	2	3	4	5
n)	This article treats a complex issue in a superficial ma	nner 1	2	3	4	5

For example:

This table comes from the Section "Overall Newspaper Score". The first box represents Question a) The article examines all sides of the story. The first number (top) represents the actual points scored for that question. The second number (bottom) represents the average for that Question.

														63
Γ	2.11	2.11	2.89	3.32	3.37	2.79	3.37	2.89	2.05	3.53	2.05	2.11	3.32	3.32

In the "Overall" section, at the end of this document, the fourteen (14) boxes represent the overall averages for the story/article identified.

For example:

3.33	3.33	3.00	2.00	2.00	1.33	3.67
2.00	2.00	4.67	2.33	2.33	4.00	4.00

Coloured boxes refer to notable scores.

Newspaper Scores - North Bay Media Monitoring

	а	b	С	d	е	f	g	h	i	j	k	I	m	n
Almaguin News	14	14	14	17	16	9	28	11	10	27	13	11	27	27
	2.33	2.33	2.33	2.83	2.67	1.50	4.67	1.83	1.67	4.50	2.17	1.83	4.50	4.50
National Post	205	191	190	84	91	162	228	197	124	173	143	167	186	206
	3.47	3.24	3.22	1.42	1.54	2.75	3.86	3.34	2.10	2.93	2.42	2.83	3.15	3.49
North Bay Nugget	434	417	396	418	426	328	609	407	278	544	325	358	591	573
	2.80	2.69	2.55	2.70	2.75	2.12	3.93	2.63	1.79	3.51	2.10	2.31	3.81	3.70
				-		-								
Parry Sound North Star	39	37	34	36	27	30	48	36	20	44	25	31	39	48
	3.25	3.08	2.83	3.00	2.25	2.50	4.00	3.00	1.67	3.67	2.08	2.58	3.25	4.00
Tribune/West Nipissing This Week	71	72	62	64	62	46	108	60	37	95	48	61	105	96
	2.96	3.00	2.58	2.67	2.58	1.92	4.50	2.50	1.54	3.96	2.00	2.54	4.38	4.00
				1		1								
Toronto Star	14	12	11	13	12	11	17	11	12	13	12	14	14	17
	3.50	3.00	2.75	3.25	3.00	2.75	4.25	2.75	3.00	3.25	3.00	3.50	3.50	4.25
				-		-								
Temiskaming Speaker	26	33	26	38	36	21	57	22	19	58	22	21	52	51
	2.17	2.75	2.17	3.17	3.00	1.75	4.75	1.83	1.58	4.83	1.83	1.75	4.33	4.25

Best and Worst

Examines All Sides/Well Researched/Objective

		Strongly Agree			Stron	ngly Disag	ree
a)	The article examines all sides of the story	1	2	3	4	5	
b)	This story appears to be well researched	1	2	3	4	5	
c)	This story is objective	1	2	3	4	5	

Each of the following boxes refers to questions a), b), and c).

BEST

"First Nation youth elect leaders", North Bay Nugget 03/06/04 **(Figure 1)**1.00 1.00 0.67

"Tabobondung selected to Bobby Orr Hall-of-Fame", North Bay Nugget 03/13/04

1.67 1.67 1.67

WORST

"Police commissions walk out on talks at Kahnawake", North Bay Nugget 02/10/04
5.00 5.00 5.00

"Annual spending on Natives to exceed \$8 billion", National Post 02/25/04

4.67 4.67 4.33

"Fontaine's travel bill to hit \$182,143", National Post 02/04/04
4.50
4.50
4.50

Editorial: "All for Nault", National Post 02/05/04 **(Figure 2)**4.67
4.00
4.33

Letter: "Native policy at Queens", National Post 02/08/04

4.50 4.00 4.50

Figure 1

March 6, 2004, The North Bay Nugget

THE NORTH BAY NUGGET NIIJII CIRCLE

The past Youth Council and the newly elected Youth Council: Mike Esquega Jr., Andy Rickard, Derek Yellowhead, Bess Legardie, Leah Boissoneau, Travis Boissoneau, Katle Beaver, Hank Monague, Arnold Yellowman, Sandra Albert, Keith Grosbeck, Samartha Sandy. Bob Goulas Photo

First Nations youth elect leaders

LONDON - First Nations youth from across Ontario took part in a historic gathering that saw a youth council elected to advise Anishinabek Nation leaders on Anishinabe youth issues and the Nation Building

agenda.

The youth conference entitled The youth conference entitled "Empowering the voice of our future leaders of Tomorrow", focussed on supporting and empowering First Nations youth to provide advice and direction to First Nation leadership.

The conference took place at the Four Points Sheraton in London, February 27-29. Over 70 delegates from over 30 First Nations regis-

tered for the conference.

"Through this type of gathering and empowering process, I'm confident that the youth will be able to take ownership and control of their lives based on the principles of the Anishinabek and become active and productive members of our Nation, said Grand Council Chief Earl

The conference gave an opportunity for youth, ages 15-29, to come together to provide a collective voice on issues and concerns, and allowed them to network among themselves and with leadership in

The highlight of the conference was the election of regional youth representatives, and an overall Anishinabek Nation Youth Council.

Anishmabel Nation Youth Council.
Conference delegates assembled
in their respective regions corresponding to the Anishmabel Nation
structure (Lake Huron, Southeast,
Southwest, and Northern Superior).
At these caucuses, each region conducted nominations, and elected one
male and one female representative that will become part of a new eight-person Anishinabek Nation Youth Council.

The results of the youth council

elections are:

Southwest Region: Sandra
Albert, Chippewas of the Thames;
Arnold Yellowman, Chippewas of

Southeast Region: Katie
Beaver, Alderville First Nation;
Hank Monague, Beausoleil First

Lake Huron Region: Leah Boissoneau, Ojibways of Garden River First Nation; Travis Boissoneau, Ojibways of Garden River First Nation.

Northern Superior Region:

Bess Legarde, Fort William First

Nation; Derek

Nation; Derek Yellowhead, Namaygoosisagagum First Nation.
"This is quite overwhelming for me, I'm excited for this chance to work for the youth of our region," said Arnold Yellowman, of the Chippewas of Aamjiwnaang. Yellowman was elected to represent the four First Nations of the Southwest Region.
"It's pretty exciting, but I'm really nervous about this big responsibility," said Leah Boissoneau of Garden River, who was elected to represent the 19 First Nations within the Lake Huron Region. "We are here to give ideas and a voice for the youth, said Boissoneau." Thope to youth, said Boissoneau. "I hope to see these different ideas through, because a lot of times, people don't ask the youth.'

Both Arnold Yellowman and Leah Boissoneau would like to see communication improve among the youth, and between First Nations leadership and youth. They also hope that the eight-member youth council will be seen as role models for all the youth in the Anishinabek

territory.

The Grand Council Chief was in attendance throughout the election process and the announcement of the results.

"I want to congratulate the youth of the Anishinabek Nation for comto the America Nation to coning together this weekend to participate in a well organized forum," said
Grand Council Chief Barl
Commanda. "I congratulate the
elected youth leaders from the four
regions. I make my commitment to
working with the youth political representatives to ensure they are resentatives to ensure they are involved in the decision making of the Anishinabek Nation at all lev els.

"I certainly look forward to sit-"To extamly look forward to su-ting down and talking with the youth. We fully support their efforts in establishing this youth council and taking part in the Nation Building efforts," said Grand Council Chief Commanda. The conference was sponsored in part by the Government of Canada

part by the Government of Canada. FedNor, Indian and Northern Affairs Canada, the Province of Ontario, and the Waubetek Business Development Corporation.



Peggy Simon of M'Chigeeng addresses the Youth Council following their elec-

National Post, Thursday, February 5, 2004

All for Nault

It's hard to get too worked up over the fall from grace of most Chrétien-era Cabinet ministers. In addition to the likes of Sheila Copps, David Collenette and Jane Stewart, in fact, we would have liked to see holdovers like David Anderson and Bill Graham bounced from the front benches as well. But the departure of Robert Nault, who announced this week he would not be seeking re-election after being dropped as Indian Affairs Minister, is troubling.

In 2002, Mr. Nault introduced legislation that would have helped bring democracy and accountability to Cana-

THE DEPARTURE OF THE FORMER INDIAN AFFAIRS MINISTER IS TROUBLING

da's native reserves. The First Nations Governance Act (FNGA) didn't offer a panacea to Canada's many mismanaged native communities. But it certainly would have been a good start. Among other things, it would have forced band councils to disclose their internal administrative rules, annual budgets and salaries; to produce written electoral codes; to outline definitions of corrupt electoral practices; and to create mechanisms for launching complaints against band leaders.

Naturally, the Assembly of First Nations (AFN), which represents the same chiefs who Mr. Nault was trying to make more accountable, opposed the FNGA. But despite the shrill claims of "colonial" policy-making by former AFN Grand

Chief Matthew Coon Come, Mr. Nault stood his ground. And while he could have been more vocal in his support, Jean Chrétien, the former prime minister, never called his minister off.

Unlike his predecessor, however, Paul Martin evidently lacks the stomach for a prolonged battle with the AFN. Last spring, he distanced himself from Mr. Nault's supposedly confrontational approach by claiming that "the well ha[d] been severely poisoned." And since taking over from Mr. Chrétien, he has dropped both Mr. Nault and his pending legislation, which died at the end of the last parliamentary session but could easily have been revived.

This week's Speech from the Throne was particularly instructive. Backing away from the FNGA's principle of accountability, the text lauded the commitment of "Aboriginal leadership" to "improve governance in their communites," and promised an "independent Centre for First Nations Government."

Symbolic of the government's shifting priorities is the fact that Mr. Nault's replacement in his riding of Kenora-Rainy River will likely be Charles Fox, the Ontario vice-chief of the AFN. Mr. Fox, who appeared to have Mr. Martin's blessing in his plan to contest Mr. Nault's nomination, has said he decided to run after his involvement in opposing the FNGA.

Mr. Martin is probably relieved that,

Mr. Martin is probably relieved that, with the scrapping of the FNGA and Mr. Fox's imminent nomination, Ottawa's relations with the AFN are on the mend. But for ordinary natives, many of whom continue to live in Third-World conditions, the government's new approach is a cop-out that will only serve to perpetuate the status quo.

Stereotyping: Historical/Contemporary

		Strongly Agre	ee		Strong	ly Disagr	ee
d)	There is historic stereotyping in this story	1	2	3	4	5	
e)	There is contemporary stereotyping in the story	1	2	3	4	5	ĺ

Each of the following boxes refers to questions d), and e).

WORST

"First Nation youth elect leaders", North Bay Nugget, 03/06/04

1.67 1.67

"Couple to contest fraud forging charges", North Bay Nugget 03/29/04

1.67 2.00

Letter: "Cut gill net in lake", Tribune/West Nipissing This Week 03/16/04

BEST

"Manitou not just a word", North Bay Nugget

4.50 4.50

No rewards offered for missing native women, North Bay Nugget 04/13/04

4.00 4.00

Finding a solution

		Strongly Agre	Stron	Strongly Disagree			
f)	The writer shows an interest in reaching a solution	1	2	3	4	5	1

Each of the following boxes refers to question f).

BEST

"Heading for above the treeline", North Bay Nugget 02/24/04

1.33

"MNR...optimistic about negotiations", Tribune/West Nipissing This Week 03/16/04

WORST

"Police commissions walk out on talks at Kahnawake" North Bay Nugget 02/10/04

5.00

"Annual spending on Natives to exceed \$8 billion", National Post 02/25/04

I find this story offensive

	Strongly Agr	ee		Strong	ıly Disagı	ree
g) I find this story offensive	1	2	3	4	5	

Each of the following boxes refers to question g).

WORST

Editorial: "All for Nault", National Post 02/05/04

5.00

"Police commissions walk out on talks at Kahnawake" North Bay Nugget 02/10/04

5.00

"Quebec Innu protest land claim with poaching" North Bay Nugget 04/07/04

"Annual spending on Natives to exceed \$8 billion", National Post 02/25/04

BEST

"2000 attend pow-wow", North Bay Nugget 02/23/04

"First Nation youth elect leaders", North Bay Nugget, 03/06/04

"NFN celebrates FN library week", Tribune/West Nipissing This Week 02/17/04

Sense of Optimism

		Strongly Agr	ee		Strong	gly Disagr	ee
h)	The writer conveys a sense of optimism	1	2	3	4	5	}

Each of the following boxes refers to question h).

BEST

"Exploring Tradition", Temiskaming Speaker 03/17/04
1.00

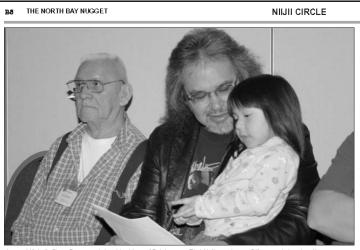
"First Nation hockey players in the NHL", North Bay Nugget

"Annual Ojibwe language event draw thousands" North Bay Nugget 04/10/04 (Figure 3)

"Cheechoo adding to the Sharks", North Bay Nugget 03/27/04

Figure 3

April 10, 2004, The North Bay Nugget



James Mitchell, Steve Boyer, and daughter Nora of Batchewana First Nation enjoy an Ojibwe workshop together. Bob Goulais Photo

Over 900 take part in annual Ojibwe language conference

'Rolitical leaders must do more' -Toulouse

BY BOB GOULAIS

If one were to go by sheer num-bers, this year's Anishinabernowin Teg Language Conference was the most successful yet.

most successful yet.

Over 900 people were registered for the 10th anniversary Ojibwe language event that was co-sponsored by the Union of Ontario Indians. This makes it the largest annual Asiathia to the control of Anishinabe-organized event in Anishinabek Nation territory, next to the Little NHL hookey tournament.

"In reality, there are probably about 1800 people mulling around here," said Isadore Toulouse, presi-dent of Anishinabemowin Teg. dent of Anishinabemowin Teg Organizers did an umofficial tally of the number of people attending the opening ceremonies, workshops, ple-nary discussions, brealfasts and ban-quets, which included the aggregate of registered participants as well as their spouses, children, and extended families.

"Many didn't bother registering them, they just registered the one per-son. And then at the doors, we have no control of who goes in. We haven't bothered to check," said Toulouse, with laughter. "That's the fun part of the gathering."

Although the mood of the confer-ence was of celebration, people are

ence was of celebration, people are starting to become aware of dire cir-cumstances of the Ojibwe Language.

"I think the awareness of how we are losing the language very rapidly, I think people are starting to realize that. We have very few speakers, maybe one of two speakers in these little communities," said Toulouse, matter-of-factly.

"We can only do so much. We are only the little guys," said Toulouse



tephanie and Paul Stone browse Osawamick's craft and language booth

about Anishinabemowin Teg. "The political leaders need to advocate for us more. Language should be the number one priority on every agenda. This is what we hope to accomplish with this gathering and what we had hoped to accomplish as a Board of Directors."

Language resources and craft vendors were in abundance, camped outside the workshop rooms selling everything from language cirrculum history books, self-help tapes and

Inside, conference participants Inside, conference participants learned from presenters such as: Mike Eskawkogan (Setting up our Anishinabek Education System), Shirley Williams, (Ojibwe Homonyms), Deputy Grand Chief Nelson Toulouse (National Language Initiatives), Ron Wakegijig (Diabetes and the Anishinaabek), Doris Boissoneau (Ojibwe Skits), Dr. Anton Turer (Spiritual Amprach to Truer (Spiritual Approach to Language), Basil Johnson (Classroom Methods), Howard Webkamagad (Verb Structure), Hugh Dickie (Seven Prophesies), and Keller Papp and Brian MaoInnes (Tatal Imperarion School) (Total Immersion School)

Many participants were extremely excited about Papp and Molmnes' Immersion initiative in Wisconsin.
"The drive to continue the language comes from both ends," said

Molnnes. "Elders are forever urging us to remember the importance of lan-guage. But we have to start learning

guage. But we have to start learning at a very young age, ages four or five, or even earlier."

Molnnes, of Wasauksing First Nation, teaches a language immersion program in Lao Courte Oreille, Wisconsin for kindergarient to grade 4. Everything is done in the Opibwe language, and the students are encouraged to continue that immersion in the playground.

"Occasionally, when they speak

soon in the playground.
"Ocasionally, when they speak
the English language we push them,
in a good way, to speak the Ojibwe
language," said Molnnes in Ojibwe.
The conference concluded with
the annual general assembly of

Anishinabemowin Teg.

Bob Goulais is an activist and journalist from Nipissing First Nation. He works as the Communications Officer for the Union of Ontario Indians.

WORST

Editorial: "Killing Natives with Good Intention" National Post 03/22/04 (Figure 4)

5

Compensation document ridiculous", North Bay Nugget 03/08/04

4

Figure 4



Killing natives with good intentions

n Tuesday, bureaucrats announced \$10-billion in additional federal spending. Among the increases: \$800-million for aboriginal programs, bringing the total native allocation to \$8-billion.

spending, Among the increases: \$80.0-million
for aboriginal programs, bringing the
total native allocation to \$8.b-fillion.
Given that almost all of this money is
earmarked for the 400,000 aboriginals
living on Canada's reserves, that is an
astounding figure. It works out to
\$80,000 per reserve-resident household. Put another way, about 4.3% of
the \$186-billion rederal but 4g.3% of
the \$186-billion federal but 4g.3% of
the \$186-billion federal but 4g.3% of
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And what is Canada getting for all this money? Tragically little. Suicide, alcoholism and domestic abuse are all rampant on reserves. Infant mortality is more than double the Canadian average; the rate of tuberculosis is seven times the non-aboriginal rate. On most reserves, government transfers are the leading source of income: Jobs are few — and in any case, there's little incentive to work when housing and just about everything else is paid for by Ottawa.

Ottawa.

Since the rejection of the 1969 White Paper on Indian policy, Canadian academics and politicians have embraced the view that the aboriginal crisis can be resolved merely by handing over power, money and natural resources to native bands. This policy has been a spectacular failure. In the worst case, it has given corrupt native cliques the means to concentrate power and enrich themselves at the expense of rankand-file band members. In the best case, it has simply decentralized the welfare state by wrapping pogen in the false dignity of 'land claims,' 'treaty

has given corrupt native cliques the means to concentrate power and enrich themselves at the expense of rank-and-file band members. In the best case, it has simply decentralized the welfare state by wrapping pogey in the false dignity of Tand claims, "treaty entitlements" and the like.

Though this is a newspaper that generally opposes excess government spending, we are not opposed to the massive transfer of public funds to Indian bands, per se. If giving aboriginals more money were truly the solution to Canada's native problem, we would have little problem with spending \$8-billion — or even \$10-billion or \$15-billion or 18-billion of \$10-billion or \$15-billion or \$15-bill

The problem, it must be emphasized, is not an issue of resource ownership. For years, it has been argued that giving Indian bands control of wealth-generating assets such as mines and forests would spur an aboriginal economic boom. It hasn't - because most reserve-resident aboriginals don't have the education and skills necessary to run large-scale entrepreneurial operations. (And the few who do are the ones who fiee to the cities.) Thus, the real economic work of engineering, management and resource extraction is done by whites brought in on contract. Royalties are paid to the bands, which then distribute them to members. But from the recipients' point of view, it is just another species of handout. Canadians must face the truth: A pol-

Canadians must face the truth: A policy that encourages natives to remain on reserves is misguided and unsustainable. In every society in modern human history, from Industrial Age Britain to Communist China, people have become wealthy by fleeing their farms and villages for the economic opportunities of the cities. But where natives are concerned, Canadians eschew this policy for fear it will break the cultural gggshell that keeps what remains of aboriginal culture protected from Western civilization. It is a recipe for poverty: If natives are ever to have the economic and health outcomes they deserve, we must bring them to our urban job centres and universities, and integrate them into Canadian society.

Western civilization. It is a recipe for poverty: If natives are ever to have the economic and health outcomes they deserve, we must bring them to our urban job centres and universities, and integrate them into Canadian society. We believe most politicians in Ottawa secretly know this – but refuse to admit as much lest they be accused of advocating 'cultural genocide' or the like. This is perhaps understandable: The horrors of Canada's residential schools – a testament to the proposition that assimilation done wrong can be worse than no assimilation at all – are still a relatively fresh memory in this country. Moreover, like most Canadians, politicians have fallen into the habit of assuaging their white guilt by throwing gobs of money at Indian reserves and looking the other way at thow it is spent. Unfortunately, Prime Minister Paul Martin seems to have signed on to this failed approach: Recent policy pronouncements suggest his government will not even embrace the relatively millon of the programment of the programment will not even embrace the relatively millon of the programment will not even embrace the relatively millon of the programment will not even embrace the relatively millons Governance Act bequeathed to him by Jean Chrétien and Robert Nault.

him by Jean Chretien and Robert Nault.
It is high time for this pattern of benign neglect to end. This country desperately needs a leader with the courage to champion a bold policy to assimilate reserve-resident natives intuurban Canadian society. Unlit then, our native communities are destined to remain disgraceful testaments to this nation's collective cowardice.

Headline Fits/Headline Negative

		Strongly Agr	ee		Strong	gly Disagr	ee
i)	The headline fits the story	1	2	3	4	5	
j)	The headline or caption is negative	1	2	3	4	5	

Each of the following boxes refers to questions i) and j).

BEST

"Exploring Tradition", Temiskaming Speaker 03/17/04

1.00 5.00

"Cheechoo adding to the Sharks", North Bay Nugget 03/27/04

1.33 5.00

"Dokis rec. funding to expand complex", Tribune/West Nipissing This Week 04/06/04

1.50 5.00

"Manitou not just a word", North Bay Nugget

1.50

5.00

WORST

Editorial: "All for Nault", National Post 02/05/04

3.33 **1.33**

Lowering the Bar", National Post 02/11/04
3.33
1.67

Proper Terminology

		Strongly Agre	ee		Strong	gly Disagr	ee
k)	Proper terminology is used in this story	1	2	3	4	5	

Each of the following boxes refers to question k).

BEST

"First Nation youth elect leaders", North Bay Nugget, 03/06/04

"Exploring Tradition", Temiskaming Speaker 03/17/04

"Native youth gathering a success," North Bay Nugget 03/06/04 (Figure 5)

1 33

"Police commissions walk out on talks at Kahnawake", North Bay Nugget 02/10/04

"Officer admits lying to inquiry", North Bay Nugget 03/20/04

Figure 5



Peggy Simon of M'Chigeeng addresses the Youth Council following their election.

Bob Goulais Photo

Native youth gathering a success

LONDON - Over 70 youth took part in a historic youth gathering entitled "Empowering the voice of our future leaders of Tomorrow", which focuseed on supporting and empowering First Nations youth. The conference took place at the Four Points Sheraton in London February 27-29.

The conference allowed youth, ages 15-29 to come together in a collective voice on issues and concerns, and allow them to network among themselves and with leadership in attendance. The conference allowed youth to develop knowledge in the areas of political involvement, community development, economic and social issues and cultural revitalization.

"The conference was a qualified success," said Andy Rickard, con-

ference organizer and past youth council member. "It was an excellent opportunity for First Nation youth to be heard, and to send a message to our leaders about our aspirations and our future."

Workshops were held throughout the conference including sessions on Anishinabek history, conflict resolution skills, leadership training, community Development, Strategies for Success - a youth think-tank, career counselling, and business development.

The gathering successfully brought together the youth, Elders and leadership to learn and share with each other.

"The support from the Elders and the leadership is overwhelming. They believe in us and they want to hear from us," said Rickard. "That gives us confidence and faith in the future of our Nation, now that we have a voice."

An emotional past youth council bid farewell to the assembly, as they welcomed the newly elected Anishinabek Nation Youth Council. It was the first time in history that an Anishinabek youth council was chosen by election.

The Anishinabek Nation incorporated the Union of Ontario Indians as its secretariat in 1949. The UOI is a political advocate for 43 member First Nations across Ontario. The Union of Ontario Indians is the oldest political organization in Ontario and can trace its roots back to the Confederacy of Three Fires, which existed long before European contact.

Story deserves positive mention/The Story is cynical

		Strongly Agre	ee		Strong	ly Disagre	ee
1)	This story deserves positive mention	1	2	3	4	5	
m)	This article is cynical	1	2	3	4	5	

Each of the following boxes refers to guestions I) and m).

BEST

"Cheechoo adding to the Sharks", North Bay Nugget 03/27/04

1.00 5.00

"2000 attend pow-wow", North Bay Nugget 02/23/04

1.33 5.00

"Exploring Tradition", Temiskaming Speaker 03/17/04

1.67 5.00

"Annual Ojibwe language event draw thousands" North Bay Nugget 04/10/04

1.33 4.67

WORST

"Police commissions walk out on talks at Kahnawake", North Bay Nugget 02/10/04

5.00 1.50

"Fontaine's travel bill to hit \$182,143", National Post 02/04/04

4.50 1.50

Treats complex issues superficially

		Strongly Agre	ee		Strong	gly Disagr	ee
n)	This article treats a complex issue in a superficial	1	2	3	1	5	
	manner	'	_	3	-	3	

Each of the following boxes refers to question n).

BEST

"2000 attend pow-wow", North Bay Nugget 02/23/04

5.00

"Cheechoo adding to the Sharks", North Bay Nugget 03/27/04

5.00

"First Nation hockey players in the NHL", North Bay Nugget

5.00

"First Nation youth elect leaders", North Bay Nugget 03/06/04

"Little NHL attracts nearly 2000", North Bay Nugget 03/18/04

"Masks with meaning", North Bay Nugget

5.00

WORST

Letter: "Native Reserves", National Post 03/05/04

1

"OPP charges officers, disbands unit", North Bay Nugget 03/12/04

"Police officer new nothing... freezing death", North Bay Nugget 03/19/04

Niijii Circle Page, The North Bay Nugget



Overall

North Bay Nugget

BEST

"First Nation youth elect leaders". North Bay Nugget 03/06/04

	. = 0	4.00	0.70	0.70	0.50	- 00
1.50	1.50	1.00	2.50	2.50	0.50	5.00
1.00	1.00	5.00	1.00	1.00	5.00	5.00

"Heading for above the treeline", North Bay Nugget 02/24/04

2.00	2.00	2.00	4.67	4.33	1.33	5.00
1.67	2.67	5.00	2.33	1.67	5.00	4.00

WORST

"Police commissions walk out on talks at Kahnawake", North Bay Nugget 02/10/04

5.00	5.00	5.00	3.00	3.00	5.00	1.50
5.00	2.50	1.50	3.50	5.00	1.50	2.00

National Post

BEST

"Development seen as key to wealth, sovereignty", National Post 03/17/04

4	3	3	3	4	2	5
2	1	5	2	2	4	4

WORST

"Fontaine's travel bill to hit \$182,143", National Post 02/04/04

4.50	4.50	4.50	3.00	3.00	4.50	2.00
4.50	2.50	1.50	2.50	4.50	1.50	2.50

Editorial: "All for Nault", National Post 02/05/04

4.67	4.00	4.33	3.00	3.00	2.67	4.00
5.00	3.33	1.33	2.67	3.00	1.67	3.00

Tribune/West Nipissing This Week

BEST

"MNR...optimistic about negotiations", Tribune/West Nipissing This Week 03/16/04

3.33	3.33	3.00	2.00	2.00	1.33	3.67
2.00	2.00	4.67	2.33	2.33	4.00	4.00

WORST

Letter: "Cut gill net in lake", Tribune/West Nipissing This Week 03/16/04

•	•					
3.33	3.33	3.33	2.00	2.00	2.00	3.67
4.00	2.00	1.67	1.67	2.67	3.67	2.00

Parry Sound North Star

BEST

"Funding to First Nation to aid growth", Parry Sound North Star, 02/18/04

2.67	2.67	2.33	3.33	3.33	1.33	5.00
1.67	1.33	4.67	2.00	2.00	4.67	4.33

WORST

"Public Inquiry called in rail traffic", Parry Sound North Star, 03/03/04

3	2	2	2	3	2	2
4	2	3	2	2	2	4

Temiskaming Speaker

BEST

"Exploring Tradition", Temiskaming Speaker 03/17/04

1.33	2.33	1.67	3.33	3.33	2.33	4.67
2.00	1.00	5.00	1.33	1.67	5.00	3.33

WORST

"Temagami agreement celebrates 1st anniversary," Temiskaming Speaker 02/04/04 2 2 2 4 3 2 5

Almaguin News

BEST

"Powassan man plays big part... (books to FN)", Almaguin News 02/18/04

1.67	1.67	1.67	3.00	2.67	1.33	5.00
1.33	1.33	4.67	2.33	1.00	4.67	5.00

WORST

"Casino competition sparks support", Almaguin News 03/27/04

3 3 3 4 4 3 5

DEBWEWIN Three City Anti-Racism Initiative

MEDIA MONITORING COMPONENT

Compiled Data, Sault Ste. Marie

Overview

Newspapers Monitored

Algoma News	2
Elliot Lake Standard	6
Manitoulin Expositor	23
Sault Star	55
Toronto Star	15

TOTAL STORIES 101

Number of Coding Sheets

388

Overall Newspaper Scores (All newspapers monitored)

Refer to 'GUIDE TO SCORING'

а	b	С	d	е	f	g
946.6	879.1	928.4	1549.2	1468.1	955	1499.4
2.44	2.27	2.39	3.99	3.78	2.46	3.86
h	i	j	k	I	m	n
h 1062.1	i 821.4	j 1371.9	k 611.7	I 1056.3	m 1418.3	n 1418.6

Overall monitoring period: January 19 – March 17, 2004

<u>Crime/Conflict/Controversy/Tragedy</u>

Of those surveyed, did they feel the story was in this category

Crime	64/215
Conflict	90/215
Controversy	172/215
Tragedy	59/215

215/388 identified either Crime/Conflict/Controversy/Tragedy

72/215 who identified above, identified the accused or victim as aboriginal.

For those storied identified as "crime", 52/64 identified the accused or victim as aboriginal.

For those stories identified as "tragedy", 45/59 identified the victim as aboriginal.

Guide to Scoring

Each of the fourteen (14) scoring boxes in this report, refers to the scoring system on the Debwewin Score Sheets, in the following order:

Respondents were asked to score the newspaper article on a scale of 1 to 5, identify whether they agreed, or disagreed with the following statements:

Strongly Agree						ngly Disagre
a)	The article examines all sides of the story	1	2	3	4	5
b)	This story appears to be well researched	1	2	3	4	5
c)	This story is objective	1	2	3	4	5
d)	There is historic stereotyping in this story	1	2	3	4	5
e)	There is contemporary stereotyping in the story	1	2	3	4	5
f)	The writer shows an interest in reaching a solution	1	2	3	4	5
g)	I find this story offensive	1	2	3	4	5
h)	The writer conveys a sense of optimism	1	2	3	4	5
i)	The headline fits the story	1	2	3	4	5
j)	The headline or caption is negative	1	2	3	4	5
k)	Proper terminology is used in this story	1	2	3	4	5
l)	This story deserves positive mention	1	2	3	4	5
m)	This article is cynical	1	2	3	4	5
n)	This article treats a complex issue in a superficial manual	ner 1	2	3	4	5

For example:

This table comes from the Section "Overall Newspaper Score". The first box represents Question a) The article examines all sides of the story. The first number (top) represents the actual points scored for that question. The second number (bottom) represents the average for that Question.

														63
Γ	2.11	2.11	2.89	3.32	3.37	2.79	3.37	2.89	2.05	3.53	2.05	2.11	3.32	3.32

In the "Overall" section, at the end of this document, the fourteen (14) boxes represent the overall averages for the story/article identified.

For example:

3.33	3.33	3.00	2.00	2.00	1.33	3.67
2.00	2.00	4.67	2.33	2.33	4.00	4.00

Coloured boxes refer to notable scores.

Newspaper Scores – Sault Ste. Marie Media Monitoring

	а	b	С	d	е	f	g	h	i	j	k	I	m	n
Algoma News	23	18	17	23	23	14	16	14	14	22	7	20	19	17
	3.83	3	2.83	3.83	3.83	2.33	2.67	2.33	2.33	3.67	1.17	3.33	3.17	2.83
Elliot Lake Standard	63	53	58	130	120	60	133	50	40	132	32	54	122	124
	2.25	1.89	2.07	4.64	4.29	2.14	4.75	1.79	1.43	4.71	1.14	1.93	4.36	4.43
Manitoulin Expositor	216	191	226	464	441	215	432	238	198	408	145	232	398	414
	2.14	1.89	2.24	4.59	4.37	2.13	4.28	2.36	1.96	4.04	1.44	2.3	3.94	4.1
Sault Star	515.6	492.1	499.4	727.2	674.1	529	697.4	592.1	450.4	612.9	332.7	593.3	674.3	675.6
	2.62	2.5	2.54	3.69	3.42	2.69	3.54	3.01	2.29	3.11	1.69	3.01	3.42	3.43
Toronto Star	129	125	128	205	210	137	221	168	119	197	95	157	205	188
	2.3	2.23	2.29	3.66	3.75	2.45	3.95	3	2.13	3.52	1.7	2.8	3.66	3.36

Best and Worst

Examines All Sides/Well Researched/Objective

		Strongly Agree			Strong	ıly Disagı	ree
a)	The article examines all sides of the story	1	2	3	4	5	
b)	This story appears to be well researched	1	2	3	4	5	
c)	This story is objective	1	2	3	4	5	

Each of the following boxes refers to questions a), b) and c).

BEST

"M'Chigeeng opens health centre expansion", Manitoulin Expositor 02/25/04 (Figure 6)

"Wild Assist M'Chigeeng Atoms with fundraiser, Manitoulin Expositor 02/18/04

Figure 6



WORST

4.3 4

Figure 7

A4 Feb. 2, 2004 Editorial, The Sault Star

4.7

Examine status card sale

If the case of a native organization in West Nipissing accused of selling status cards doesn't go to the Supreme Court of Canada on constitutional grounds, some similar instance surely will before too long.

And the First Nations could win, unless Canada changes the Constitution and pays off First Nations communities to extinguish ancient treaties.

Section 35 of the Constitution Act, 1982 says, "The existing aboriginal and treaty rights of the aboriginal peoples of Canada are hereby recognized and affirmed."

Canada are hereby recognized and affirmed."

The courts have interpreted that to give the defined aboriginal peoples, "Indian, Inuit and Metis," benefits that are not available to all Canadians. For example, resource extraction such as hunting, fishing and lumbering has been held to a different standard.

Many descendants of the people who inhabited the continent before Columbus have interpreted this to mean their communities are sovereign. Indeed, some have asserted they are not "Canadian" at all. The term "First Nation" was coined to underline sovereign status and leaders often assert that they deal with Canada on a nation-to-nation basis.

What right is more fundamental than the right of a people to define themselves? Who is any Canadian politician or judge to tell a sovereign people who belongs or doesn't?

Just as Canada decides on whom to confer citizenship, so does any other nation.

So it should come as no surprise that the League of Indian Nations of North America is arguing that it was exercising constitutional rights when it sold laminated status cards guaranteeing, among other things, the right to hunt, fish, trap and be exempt from paying taxes.

The league's president says he didn't make any money

The league's president says he didn't make any money selling the cards at \$100 each because researching whether the applicant had aboriginal ancestry ate up the cash, costing up to \$5,000 in some cases.

If a particular First Nation wants to define itself according

If a particular First Nation wants to define itself according to ancestry or race, that could be its sovereign right. But, considering that most nations find such definitions abhorrent in the modern era, what's stopping any First Nation from conferring status cards on anyone it chooses to accept as an "immigrant" on whatever basis?

And why wouldn't benefits accrue equally to any new First Nations member, just as they do to the originals? How could Canada even try to argue for discriminating against a defined member of a First Nation on the basis of ethnicity?

fined member of a First Nation on the basis of ethnicity?
Of course, there are expenses involved with conferring citizenship. It would be understandable if a First Nation were to require an initiation fee of, say, \$10,000. With the tax exemptions on top of hunting and fishing rights, that might appeal to many potential new members — especially since they wouldn't have to actually move.

Not all First Nations would find such notions acceptable. But some might, and if the Constitution allows it, why not? Examining the claim by the League of Indian Nations of North America is the next step. At the very least, a vigorous discussion of the topic should lay bare just how much the arguments hinge on race and ancestry.

Stereotyping: Historical/Contemporary

	Strongly Agr	ee			Stron	gly Disagr	ee
d)	There is historic stereotyping in this story	1	2	3	4	5	
e)	There is contemporary stereotyping in the story	1	2	3	4	5	

Each of the following boxes refers to questions d) and e).

BEST

15 articles received perfect score (1 Algoma, 2 Elliot Lake, 6 each Manitoulin and Sault)

5.00

5.00

WORST

"Ontario to appeal ruling on hunting fees", Sault Star 03/04/04

1.5 2.00

"Writers respond to appeal for books for First Nations", Sault Star 01/26/04

Finding a solution

		Strongly Agre	ee		Strong	gly Disagr	ee
f)	The writer shows an interest in reaching a solution	1	2	3	4	5	

Each of the following boxes refers to question f).

BEST

Letter: "Man. Chiefs rally in defence of Little Current administrator", Man. Expositor 03/10/04 (Figure 8)

1.00

"MP St.Denis brings INAC Minister to hear Chiefs concerns, 02/18/04

"Snack committee formed at Little Current Public School," Man. Expositor 02/25/04

1.33

WORST

"Treatment of Metis veterans to be reviewed", Sault Star 03/06/04

"Pre-Columbus aboriginals found to have major environmental effect", Sault Star 01/27/04 (Figure 9)

4.7

Figure 8

Manitoulin chiefs rally in defence of Little Current administrator

Call for reinstatement of popular principal

To The Expositor: An open letter to Dena Morrison, chair, Rain-bow District School Board Dear Ms. Morrison:

It is with great shock and disappointment that we have learned of the sudden "transfer" of Sandra Loupa, principal of Little Current Public School, by the Rainbow District School Board, Little Current Public School has chil-dren from all seven First Nations in Manitoulin District and account for approximately

toulin District and account for approximately
40 percent of the school's 400 students.
Since becoming principal 18 months ago,
Sandra Luopa has shown a sincere commitment to understanding our culture and how it
relates to the dynamics of our children. She has fostered a positive multicultural environ-ment for the children of Little Current Public School and has truly modeled the school logo of "Together We Learn."

of "Together We Learn."

As principal, Sandra Luopa has developed and fostered positive working relationships and excellent communication with parents and community service providers. She has proven consistently that she is a team player. As one example, she has worked closely with As one example, she has worked closely with our education counselors and community support workers to develop plans for children with exceptional needs. Our community workers have also stressed how effective and restorative Mrs. Luopa's conflict resolution approaches have been, for example, having children actively participate in resolving conflicts in a round table approach. By encouraging our children to feel that they are valued remoters of the school there have been benemembers of the school, there have been bene fits to the classroom environment for all children. In addition, many children have developed a special bond with Mrs. Luopa. The emotional impact of her sudden departure on these children does not appear to have been

these children does not appear to have been considered in your decision.

Furthermore, Sandra Luopa has been a positive partner with the Anishinabe Binojiinhag Committee (A.B.C.), a committee of First Nation parents and workers which was formed during her tenure as principal. In June of 2003, A.B.C. organized the first pow wow ever held at the school since the school was established over 30 years ago. This pow wow brought together numerous volunteers from the seven First Nations. Many participants commented on how positive it was to see pants commented on how positive it was to see native and non-native children dancing together and enjoying the event. A.B.C. has also encouraged programs for children, such

as developing self esteem, and had recently made an offer of cross-cultural teaching work-shops for staff and School Council members. snops for staff and School Coulcil methods: A number of parents have worked closely with Sandra Luopa this year and have invested a great deal of time in helping her gain a good knowledge of First Nation culture, practices and heritage. Parents have also made it clear and nertiage. Fareits have also hade a clear that the support and encouragement they received from Mrs. Luopa made them feel wel-come members of the school with a vision of working together to build a positive environ-ment. They, along with community service ment. They, along with community service workers, have shared with us their positive comments on Sandra Luopa's dedication, vision, commitment, organization skills, leadership, and enthusiasm.

In other areas, of which there are many complete the comment of the community of the

In other areas, of which there are many, Sandra Luopa has been active in establishing the Community Builders Program. This program includes both First Nation and non-native children interacting to promote harmony. In addition, Mrs. Luopa has been the key person in encouraging First Nation parents to

come forth for the first time to participate as members of the School Council. Overall, Sandra Luopa has effectively taken the Rainbow District School Board policy (p. the Rainbow District School Board policy (p. 9,14: First Nations) which "recognizes and appreciates cultural and individual differences" and has respected that policy It is most discouraging that a small element of the N.E.M.I. (Little Current) population has had difficulty accepting change. There are parents in N.E.M.I. who do support the good work and relationship building that Mrs. Luopa has been doing. With all that has happened this past week, it makes us wonder what message people of N.E.M.I. are really sending to the surrounding communities.

surrounding communities.

At this time, we are making two requests.

First, we are asking why the First Nation rep-

resentative of the Rainbow District School Board, Robert Beaudin, was not consulted in your decision to transfer Sandra Luopa and not advised of the matter until after the gener-al community had knowledge of the sudden transfer. Second, we are requesting that the Rainbow District School Board re-instate San-dra Luopa as principal of Little Current Pub. dra Luopa as principal of Little Current Pub-lic School. With Sandra Luopa as principal, we are prepared to continue working in a positive manner with the Rainbow District School Board and the communities to help make Lit the Current Public School a place where cul-tures can work together in understanding and respect. Although the Rainbow District School respect. Although the Raimbow District Condi-board prides itself on its communication poli-cy "to inform and solicit input from all stake-holders," we were never consulted or inter-viewed to express our positive viewpoints and experiences. We also remind the Raimbow Dis-trict School Board, that given the large First experiences. We also remind the Rainbow Dis-trict School Board, that given the large First Nation student population of Little Current Public School, it needs to recognize and address aboriginal needs as a priority.

Yours very truly, Chief Patrick Madahbee, Aundeck Omni Kaning First Nation, Aundeck Omin Kaning First Chief Glen Hare, M'Chigeeng First Nation, Chief Georgina Thompson. Sheguiandah First Nation, Chief Elizabeth Laford, Sheshegwaning First Nation, Chief Franklin Paibomsai, Whitefish River First Nation, Chief Irene Kells, Zhiibaahaasing First Nation in association with Chief Walter Manitowabi, Wikwemikong Unceded Indian Reserve

Figure 9

Pre-Columbus aboriginals found to have major environmental effect

By RANDY BOSWELL

OTTAWA — A team of Canadian scientists studying the ecology of an ancient Arctic whaling village has found the first solid evidence that the activi-

the first solid evidence that the activi-ties of aboriginal hunters sometimes had a major impact on their freshwater environment — centuries before Euro-pean settlement marred the New World's supposedly pristine wilderness. The findings, published this week in the Proceedings of the National Academy of Science, follow a recent U.S. study that also challenged the theory that na-tive's lived in perfect harmony with na-ture before Columbus.

"Until now, High Arctic water bodies ere considered to have been unaffectwere considered to have been unaffected by local human influences, except perhaps over the last few decades with the deposition of long-range pollutants," says the Canadian study.

"It is ironic that the High Arctic, generally excident to be held to refuse

erally considered to be the last refuge from local human disturbances, co tains the oldest record thus far ob-tained in the United States or Canada of a human population affecting fresh-

water ecology."
The results follow years of research at an 800-year-old archeological site on Somerset Island, located about 1,500 kilometres northwest of Iqaluit, where

the Thule ancestors of modern Inuit ent centuries harvesting bowhead spent centuries harvesting bowhead whales from the Arctic Ocean. The site is situated along the island's southeast coast but adjacent to a small lake that served as a supply of fresh water.

Between about 1200 and 1600 A.D.,

the Thule whalers appear to have killed four or five bowheads per season. The settlement — probably 50 or 60 people in all — consumed the meat, made oil from the blubber and used the whales massive bones for the walls and ceilings of their shelters.

and ceilings of their shelters.
The scientists, led by University of Toronto geologist Marianne Douglas, analysed sediments at the bottom of the lake to unravel the ecological history of the village. They found evidence that the bones and other discarded posts of the wholes gradually decomp

that the bones and other discarded parts of the whales gradually decom-posed and profoundly altered the set-tlement's main reservoir of fresh water. "That's a significant amount of bio-mass that they were taking from the ocean and bringing onto land," says Queen's University paleolimnologist Lebn Smol who expecializes in inger-John Smol, who specializes in inter-preting the "archive" of lake bottom sediments to reconstruct a year-by-year picture of what was happening in an-

"A lot of those nutrients they used for their food, but some of those nutri-ents also fertilized the land and — bethe nutrients would also fertilize the lake system."

The concentration of decaying whale The concentration of decaying whale matter around the lake promoted the growth of algae and moss. Levels of phosphorous in the lake were "unchar-acteristically high" compared with oth-er bodies of water in that part of the

er bodies of water in that part of the Arctic, the team found, and there were also elevated levels of dissolved organ-ic carbon and calcium. "Although the Thule Inuit aban-doned this area about four centuries ago, decaying whale bones and other organic materials in and around this pond continue to influence water quali-to." the grube case:

ty," the study states.

The team, which also included
McGill University archeologist James
Savelle and University of Ottawa biologist Jules Blais, said the results should force a re-examination of the assump tion native people had no discernible effect on their environments because they were primarily nomadic, had low population density and lived according to "unintrusive hunting and gathering

"Our archeological and paleol logical data show that this was not al-ways the case." The evidence of the Thule whalers' environmental impact on Somerset Island is unmistakable, he

I find this story offensive

	Strongly Agr	Strongly Agree				Strongly Disagree			
g) I find this story offensive	1	2	3	4	5				

Each of the following boxes refers to question g).

WORST

"Quebec creates police units to fight aboriginal crime", Sault Star 01/20/04

"Pre-Columbus aboriginals found to have major environmental effect", Sault Star 01/27/04

BEST

15 articles received perfect score (0 Algoma, 3 Elliot Lake, 5 Manitoulin, 5 Sault, 2 Toronto Star)

5.00 5.00

Sense of Optimism

		Strongly Agre	ee		Strong	gly Disagr	ее
h)	The writer conveys a sense of optimism	1	2	3	4	5	İ

Each of the following boxes refers to guestion h).

BEST

"First Nations visits provide new look at northern life", Algoma News 02/25/04 (Figure 10)

"M'Chigeeng opens health centre expansion", Manitoulin Expositor 02/25/04

WORST

Editorial: "Horrible mess should have been solved by now", Sault Star 01/23/04

Editorial: "Examine Status Card Sale", Sault Star 02/02/04

5

"Quebec creates police units to fight aboriginal crime", Sault Star 01/20/04 (Figure 11)

"Pre-Columbus aboriginals found to have major environmental effect", Sault Star 01/27/04

Figure 10 Figure 11

February 25, 2004 - p. 10

The ALGOMA NEWS Review



First Nations visits provide new look at northern life

By Rick Bartolucci Minister of Northern Development and Mines

As a northerner, I have always been proud of my personal connection to the people of Northern Ontario. I know what it means to be a northerner and the challenges inherent to living in the North.

In my new capacity as Minister of Northern Development and Mines, I am humbled and honoured by the opportunity to broaden my experiences as I work to represent citizens hailing from across the vast geography of Northern Ontario.

Recently, I embarked on a Listening Tour to meet with several First Nation communities in Ontario's Far North. Let me tell you, despite my lifetime as a northerner, witnessing life in our province's most northern reaches was truly an eye-opening experience.

My goal was, quite simply, to meet with representatives from a number of First Nations, to hear their concerns, and to establish effective working relationships.

This goal is driven by a McGuinty government commitment to working with Ontario's Aboriginal communities and ensuring their increased participation in decisions that affect their lives. This is a commitment I wholly endorse and am working to fulfill.

My first meeting was with the Matawa Tribal Council and Nishnawbe Aski Nation. The welcome was warm and the discussion was lively.

The same occurred as I met with representatives from the Nishnawbe Aski Development Fund and Grand Council Treaty

Over the course of my visit, one issue was raised time and time again - that the concerns of Aboriginal people have been ignored. The McGuinty government wants to change this. We share an equal concern for the issues that matter to all Ontarians, regardless of where they live

With the beginning this dialogue, we are taking the first steps down the road to real, positive change for Ontario's Aboriginal communities.

One revealing part of my trip came when I visited Moose Cree First Nation, Mushkegowuk Tribal Council and Attawapiskat First Nation.

As I flew towards Moosonee and then on to Attawapiskat, the landscape was breathtaking with the boreal forest stretching as far as the eye could see. Located on the shore of James Bay, more than 500 kilometres north of Sudbury, the travel alone just to reach these communities gave me a new perspective on how remote these communities really are.

The opportunity to visit these communities and meet with their leaders and representatives has added a new dimension to my understanding of the challenges faced by Ontarians living in the Far North.

By no means will this be my only visit. I will be traveling to the Far North again in the future to meet with other Aboriginal communities. I believe my initial travels to the Far North have set the stage for productive discussions with Ontario's Aboriginal community. The dialogue and relationships that were forged are encouraging.

In the meantime, I hope all Ontarians look to the Far North and appreciate its awe-inspiring vastness and natural beauty, and work to gain a better understanding of its people.

My colleague Michael Bryant, the Attorney General and Minister Responsible for Native Affairs, shares my passion and commitment to fostering relationships with our Aboriginal partners

As Minister for the North, I, along with my Northern Caucus colleagues, will continue to advocate on behalf of all northerners at Queen's Park. For the first time in many years the North has strong representation in government. And for the first time in many years, we have a government that is steadfast in its commitment to equity and fairness and an improved quality of life for all regions of Ontario.

A3 January 20, 2004, The Sault Star

Quebec creates police units to fight aboriginal crime

MONTREAL (CP) — A joint police squad will fight organized crime in a Mohawk community where the band chief's house was torched during a recent standoff, the Quebec government said Monday.

Officers from the Kanesatake community near Montreal will work with Quebec provincial police and the RCMP, Public Security Minister Jacques Chagnon said in a statement.

The squad is one of two task forces that will target criminal activity in a number of regions north and west of Montreal, Chagnon said.

"The creation of such squads is the best method of fighting organized crime in all of its forms," he said. "I will not reduce the pressure on individual criminals in our society regardless of where they're based."

Kanesatake has been mired in a crisis over policing and crime.

Grand Chief James Gabriel's house was burned down last week after he replaced the police chief and installed outside aboriginal officers to fight organized crime, specifically marijuana growing operations.

Anti-Gabriel protesters had gathered at the police station and refused to allow the officers to leave for more than 24 hours.

Aboriginal police from two Mohawk reserves have since taken over law enforcement temporarily.

Headline Fits/Headline Negative

		Strongly Agr	ee		Strong	gly Disagr	ee
i)	The headline fits the story	1	2	3	4	5	İ
j)	The headline or caption is negative	1	2	3	4	5	İ

Each of the following boxes refers to questions i) and j).

BEST

9 articles received perfect score (2 Elliot Lake, 3 Manitoulin, 3 Sault, 1 Toronto Star) 1.00

WORST

"Chretien says native money mismanaged", Sault Star 02/24/04 (Figure 12)

"FN, Inuit people still live shorter lives than Canadian norm", Sault Star 02/26/04

5.00

"Natives will try to keep people out of provincial parks", Sault Star 03/10/04 4.20 1.20

Figure 12

Chretien says native money mismanaged

Indian Act 'an embarrassment

CALGARY (CP) — Jean Chretien says he never considered putting en-ergy trust monies from an Alberta aboriginal band into the stock market

aboriginal band into the stock market to get a higher rate of return.

"Absolutely not," Chretien said in Federal Court at a \$1.4-billion lawsuit launched by the Samson Cree Nation over natural gas royalties it claims Ottawa mismanaged for decades.
"It would never have occurred to me to risk that money in the market," said the former prime minister, whose testimony Monday wrapped up evidence for the Samson Cree in the money management section of

up evidence for the Samson Cree in the money management section of the band's lawsuit. As Indian affairs minister in 1969, Chretien oversaw a change that in-creased the interest paid to First Na-tions' trust accounts for resource roy-alties. But the band argues that rate is far below normal market apprecia-tion, especially the dizzying returns realized in the 1980s. The Samson Cree claim the federal government mishandled energy roy-

government mishandled energy roy-alty money from Bonnie Glen natural gas development on its Hobbema re-serve, 90 kilometres south of Edmon-

ton.
It claims federal officials did not

cams receral oriciais did not charge enough in royalties and failed to properly track production. Chretien said there was no place in federal policy to give a higher return to bands with more money, nor would be home wanted one. would he have wanted one.

would he have wanted one.
"It would have been surprising if
we wanted to treat one group of Indians different," Chretien said under
cross-examination by Alan Macleod,
who is representing the federal gov-



LESTER NEPOOSE of the Samson Cree Nation gestures as he arrives at Federal Court in Calgary, Monday.

at Federal Court in Calgary, Monday.

as development on its Hobbema reserve, 90 kilometres south of Edmon.

It claims federal officials did not harge enough in royalties and failed properly track production.

Chretien said there was no place in the was no place in the was not place in the was not place in the was not with more money, nor bould he have wanted one.

"It would have been surprising if we wanted to treat one group of line in the sidfferent," Chretien said under ross-examination by Alan Macleod, hois is representing the federal gowrnment.

"We treat all children in the family qual."

Take the federal Court in Calgary, Monday.

Earlier, Chretien told a packed that when members of the Samson Cree wanted a greater role in handers and that he wanted the government at the was not move away from the paternalism in place to let that was not move away there was no mechanism in place to let that was not move away there was no mechanism in place to let that was not move away there was no mechanism in place to let that was not move away there was no mendain resulting their financial resources, there was no mechanism in place to let that when members of the Samson Cree wanted a greater role in handers and that he wanted the government.

"Their desire was no manage their own money, if he said. "But it was not possible under the Indian Act."

Samson officials called Chretien to estify for his insight into Ottawa's position on historic treaties and its role to estify for his insight into Ottawa's position on historic treaties and its role to estify for his insight into Ottawa's position on historic treaties and its role to estify for his insight into Ottawa's position on historic treaties and its role to the that was not money he said. "But it was not money he said. "But it was not money he said." But it was not money he said there was no mechanism in place to let that the appear.

The wanted to treat one group of line.

The desire was to manage their breaties of the said that the anyther was not money he said. "Bu

Proper Terminology

		Strongly Agre	ee		Strong	ıly Disagr	ee
k)	Proper terminology is used in this story	1	2	3	4	5	

Each of the following boxes refers to question k).

BEST

18 articles received perfect score (1 Algoma, 2 Elliot Lake, 9 Manitoulin, 4 Sault, 2 Toronto Star)



WORST

Editorial: "Examine Status Card Sale", Sault Star 02/02/04

"Natives will try to keep people out of provincial parks", Sault Star 03/10/04 3.00

Story deserves positive mention/The Story is cynical

		Strongly Agre		Strongly Disagre			
l)	This story deserves positive mention	1	2	3	4	5	1
m)	This article is cynical	1	2	3	4	5	ì

Each of the following boxes refers to question I), and m).

BEST

"Pow-wow attracts a fair amount of observers", Elliot Lake Standard, 02/25/04 (Figure 13)

1.25 5.00

"M'Chigeeng opens health centre expansion", Manitoulin Expositor 02/25/04

"OPP tapes show racism, tell of George's death", Sault Star 01/22/04

WORST

Letter, "Chief should wait for Sheguiandah bi-election", Manitoulin Expositor 02/25/04
4.50
1.75

"Quebec creates police units to fight aboriginal crime", Sault Star 01/20/04

2.3

Pow wow attracts a fair amount of observers

By ROSALIND RABY Of The Standard

When we think of pow wows, we usually think of summer. However, an art academy in Elliot Lake has made winter the time to celebrate this timeless Aboriginal tradition.

White Mountain Academy of the Arts hosted its annual Winter Pow Wow over the weekend

"This year's theme was Honouring the Circle," says Mary Longman, academy dean.

The pow wow opened Saturday morning, with the traditional lighting of the Sacred Fire, which burned throughout the weekend.

This year's master of ceremonies (emcee) was Mississauga First Nation Elder, Roger Daybutch. The host drum was Bear Creek. Invited drums included the Cutler Youth Drum, Pic Mobert Youth Drum and Misko-Bines of Thunder Bay.

Head male dancer, Graham Trudeau, led the first inter-tribal with Tonia J. Hill, who was honoured as head female dancer.

The pow wow was not only an extraordinary opportunity to take in First Nation culture, but also provided an opportunity for the public to tour the academy and try some Traditional cuisine. There were also be arts and crafts vendors on site for those who wanted to take home a unique souvenir.

This was the sixth year for the event, which was introduced as a way of drawing First Nations and non-Aboriginal people together. It is also unique, since it is the only one held in the winter on the North Shore.



This fancy male dancer's was an enthusiastic participant in White Mountain's annual winter pow wow held at the Collins Hall in Elliot Lake over the weekend. Other regalia include men's and women's traditional, jingle dress and shawl.

P.20 - February 25, 2004 - The Standard

Treats complex issues superficially

		Strongly Agre	ee		Strong	gly Disagre	эе
n)	This article treats a complex issue in a superficial manner	1	2	3	4	5	

Each of the following boxes refers to guestion n).

BEST Figure 14

11 articles received perfect score (1 Elliot Lake Standard, 4 Manitoulin Expositor, 5 The Sault Star, 1 Toronto Star) (Figure 14)

5.00

WORST

"Quebec creates police units to fight aboriginal crime", Sault Star 01/20/04

"Treatment of Metis veterans to be reviewed", Sault Star 03/06/04

1

North Shore Tribal council setting up environmental plan

First Nations expect to work more closely with other stakeholders

By FRANK DOBROVNIK

The other six First Nations that make up the North Shore Tribal Council can take a page from Serpent River when it comes to environmental responsibility, says the grand chief of the Anishinabek

Earl Commanda — who is also chief of Serpent River — spoke Wednesday during a gathering of Tribal Council leaders to create a new environment program for the First Nations along Lake Huron's north shore.

The Serpent River watershed and the small First Nation that takes its name rallied after several years suffer-ing the effects of tailings from the Elliot Lake uranium mines, then the decommissioning of the mines and the clo-sure of the sulphuric acid plant on the reserve in the 1960s.
"We had to look at the health impact

of that site in the community. There was no doctor that said they could relate the health problems to that site, but people knew there were higher rates of asthma (and) lung cancer," Commanda said.

"It was necessary for us to do our own land use planning study, as well as a lot of lobbying."
After several years, the federal gov-

ernment finally ordered a proper cleanup in 1988.

The environmental assessment done

by the community spurred several other changes that are still being felt today. These include a nurse practitioner for the tribal council and a doctor who

'The whole intent is to sustain the quality of water on the Great Lakes.



Grand chief of the Anishinabek Nation Earl Commanda

comes into the community regularly. Commanda said all First Nations need to do similar assessments of their health needs and "continue to monitor the health status of their community.

These include Garden River and Batchewana, which sit at the foot of the St. Mary's River. The St. Mary's, as well as the Spanish River, have long been identified as two environmentally endangered "hot spots" on the Great

First Nations could do more toward "working co-operatively with munici-palities and other stakeholders," Commanda said.

"The whole intent is to sustain the quality of water on the Great Lakes.

Tribal council chiefs also heard from representatives from the Akwesasne and Walpole Island First Nations in southern Ontario, which have been combatting the effects of industrial pollution.

Overall

Algoma News

7 ligorna 1 vo vvo										
"First Nations visits provide new look at northern life", Algoma News 02/25/04 4.33 2.33 2.67 5.00 5.00 1.67 2.33 1.00 2.33 5.00 1.00 3.00 3.67 3.00										
"FN hunters fined for hunting without licenses", Algoma News 03/17/04 3.33 3.67 3.00 2.67 2.67 3.00 3.00 3.67 2.33 2.33 1.33 3.67 2.67 2.67										
Elliot Lake Standard										
"Pow-wow attracts a fair amount of observers", Elliot Lake Standard, 02/25/04 1.75										
"Funds available for off reserve Native housing", Elliot Lake Standard, 03/03/04 3.00 2.00 2.25 4.75 3.00 2.25 5.00 2.25 1.50 4.75 1.00 2.75 3.25 3.50										
Manitoulin Expositor										
"M'Chigeeng opens health centre expansion", Manitoulin Expositor 02/25/04 1.00 1.00 5.00 5.00 3.67 2.33 1.00 1.00 5.00 1.00 1.33 5.00 5.00										
Letter, "Chief should wait for Sheguindah bi-election", Manitoulin Expositor 02/25/04 4.75 4.50 4.50 5.00 3.00 2.75 2.00 4.50 4.25 1.75 1.75 4.50 1.75 2.25										
"McGregor Bay Assoc. Birch Is. Call for hearing on Fisher Har", Manitoulin Expositor 03/17/04										
2.33 2.67 3.00 4.67 4.67 3.00 4.33 3.33 2.00 4.00 1.33 2.67 2.67 3.67										
Sault Star										
"Fire temporarily closes Kewadin Casino", Sault Star 03/01/04										
1.00 1.00 1.33 5.00 5.00 2.00 5.00 2.33 1.00 5.00 1.67 2.00 5.00 5.00										
"Pre-Columbus aboriginals found to have major environmental effect", Sault Star 01/27/04 5 4.7 4.7 2.7 3 4.7 1.3 4.7 3.3 1.3 2 4.7 2.3 1.7										
Toronto Star										
roronto ctar										
"Play honours groundbreaking native artist Daphne Odjig", Toronto Star, 02/26/04 1.33 1.33 5.00 5.00 2.00 5.00 1.33 1.00 5.00 1.00 1.67 5.00 5.00										
"Aboriginal health still suffers", Toronto Star, 02/27/04 2.40 2.00 2.00 4.80 4.60 2.20 4.00 2.60 2.20 2.60 1.80 3.20 4.40 3.40										

DEBWEWIN Three City Anti-Racism Initiative

MEDIA MONITORING COMPONENT

Study Findings, Timmins

Overview

Newspapers Monitored

Cochrane Times Post	10
Kirkland Lake Northern Daily News	6
Timmins Daily Press	7
Timmins Times	2

TOTAL STORIES 25

Number of Coding Sheets 47

Overall Newspaper Scores (All newspapers monitored)

SEE 'Guide to Scoring'

а	b	С	d	е	f	g
96	96	134	160	162	137	160
2.04	2.04	2.85	3.40	3.45	2.91	3.40
_		_	_	_		
h	i	j	k	ļ	m	n
139	95	162	95	96	161	161
2.96	2.02	3.45	2.02	2.04	3.43	3.43

Overall monitoring period: February 13 – April 16, 2004

Crime/Conflict/Controversy/Tragedy

Of those surveyed, did they feel the story was in this category

Crime	1/47
Conflict	1/47
Controversy	16/47
Tragedy	0/47

18/47 surveys identified either Crime, Conflict, Controversy, or Tragedy 11/16 who identified Controversial, identified the accused or victim as aboriginal.

Guide to Scoring

Each of the fourteen (14) scoring boxes in this report, refers to the scoring system on the Debwewin Score Sheets, in the following order:

Respondents were asked to score the newspaper article on a scale of 1 to 5, identify whether they agreed, or disagreed with the following statements:

	Stro	ongly Agree			S	Strongly Disa
a)	The article examines all sides of the story	1	2	3	4	5
b)	This story appears to be well researched	1	2	3	4	5
c)	This story is objective	1	2	3	4	5
d)	There is historic stereotyping in this story	1	2	3	4	5
e)	There is contemporary stereotyping in the story	1	2	3	4	5
f)	The writer shows an interest in reaching a solution	1	2	3	4	5
g)	I find this story offensive	1	2	3	4	5
h)	The writer conveys a sense of optimism	1	2	3	4	5
i)	The headline fits the story	1	2	3	4	5
j)	The headline or caption is negative	1	2	3	4	5
k)	Proper terminology is used in this story	1	2	3	4	5
l)	This story deserves positive mention	1	2	3	4	5
m)	This article is cynical	1	2	3	4	5
n)	This article treats a complex issue in a superficial manne	r 1	2	3	4	5

For example:

This table comes from the Section "Overall Newspaper Score". The first box represents Question a) The article examines all sides of the story. The first number (top) represents the actual points scored for that question. The second number (bottom) represents the average for that Question.

40	40	55	63	64	53	64	55	39	67	39	40	63	63
2.11	2.11	2.89	3.32	3.37	2.79	3.37	2.89	2.05	3.53	2.05	2.11	3.32	3.32

In the "Overall" section, at the end of this document, the fourteen (14) boxes represent the overall averages for the story/article identified.

For example:

3.33	3.33	3.00	2.00	2.00	1.33	3.67
2.00	2.00	4.67	2.33	2.33	4.00	4.00

Coloured boxes refer to notable scores.

Newspaper Scores – Timmins Media Monitoring

	а	b	С	d	е	f	g	h	i	j	k	I	m	n
Cochrane Times Post	40	40	55	63	64	53	64	55	39	67	39	40	63	63
	2.11	2.11	2.89	3.32	3.37	2.79	3.37	2.89	2.05	3.53	2.05	2.11	3.32	3.32
Northern Daily News	23	23	33	42	42	36	42	36	24	39	24	23	42	42
	1.92	1.92	2.75	3.50	3.50	3.00	3.50	3.00	2.00	3.25	2.00	1.92	3.50	3.50
Timmins Daily Press	25	25	35	41	42	36	40	36	24	42	24	25	42	42
	2.08	2.08	2.92	3.42	3.50	3.00	3.33	3.00	2.00	3.50	2.00	2.08	3.50	3.50
Timmins Times	8	8	11	14	14	12	14	12	8	14	8	8	14	14
	2.00	2.00	2.75	3.50	3.50	3.00	3.50	3.00	2.00	3.50	2.00	2.00	3.50	3.50
		_												

Best and Worst

Examines All Sides/Well Researched/Objective

		Strongly Agree			,	Strongly [Disagree
a)	The article examines all sides of the story	1	2	3	4	5	
b)	This story appears to be well researched	1	2	3	4	5	
c)	This story is objective	1	2	3	4	5	

Each of the following boxes refers to questions a), b) and c).

BEST

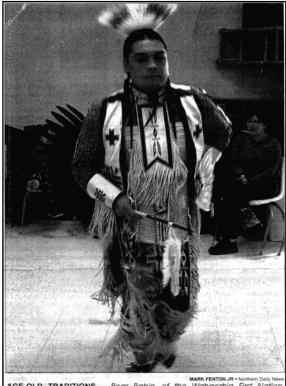
"Empowering Youths", Northern Daily News 03/19/04 (Figure 15)

1.5 1.5

WORST

Not enough data

Figure 15



AGE-OLD TRADITIONS – Bear Babin, of the Wangoshig First Nation demonstrated some of the age-old traditional dances. He is also dressed in his traditional regalla. Members of the community were invited to come and experience this dance as well as a drumming by the Saugeen Singers.

■ MARK FENTON JR
Northern Daily News

■ Kirkland Lake:

The Beaver House First Nation held their first annual Youth Empowerment Social. Wednesday at their office on Station Road. The social was held to try to re-introduce their youth to their ways, the air was filled with the sound of drums being played by the Saugeen Singers and traditional songs being sung.

They also brought in a traditional dancer who was dressed in the traditional regalia. Our intention is to hold this Youth Empowerment Social on a yearly basis, we also brought down a traditional dancer from Wahgoshi First Nation in his full regalia, to demonstrate male traditional dance, which was very significant, an it was a pleasure to have him down, 'said Deputy Chief Wayne Wabie. Initially they started with their feast at about 1:30 p.m. with opening remarks by the chief and an opening prayer.

Following the feast the youth and adults on hand were treated to the drumming and dancing followed by a gift giveaway.

March 19, 2004, Northern Daily News

Stereotyping: Historical/Contemporary

		Strongly Agr	ee		Strong	gly Disagre	ee
d)	There is historic stereotyping in this story	1	2	3	4	5	
e)	There is contemporary stereotyping in the story	1	2	3	4	5	

Each of the following boxes refers to questions d) and e).

Not enough data.

Finding a solution

f)	The writer shows an interest in reaching a solution	1	2	3	4	5
,	9			_		_

Each of the following boxes refers to question f).

BEST

"Heading for above the treeline", Cochrane Times Post 03/25/04

"Local initiative instills self-esteem in Aboriginal youth", Cochrane Times Post 03/19/04 (Figure 16)

2.5

"Inninew Centres celebrates Int. Women's Day", Cochrane Times Post 03/12/04 2.5

"Jobs, spin off flow from deal", Cochrane Times Post 03/05/04

WORST

Not enough data.

Page 14

Cochrane Times-Post

Friday, March 19, 2004

Local initiative instills self-esteem in Aboriginal youth

Carl Warren

A group of kids learn

A group of kids learned about self-esteem and personal growth in a series of recent workshops at the Nights of Columbus Hall.

The workshops, organized by the Ontario Metis and and Aboriginal kids through various exercises and games intended to bring out their confidence and openness. They use drama, dance, and exercise.

They will also have the opportunity to write bios of one another in an effort to learn more about where they have a lot of self-confidence. I like to meet new people."

She says that this year's participants have been very

good listeners and were extremely engaged in the process.

Kaya, one of the participants, says she has gotten a "You can actuall to people withou nervous."



Association, were directed at approximately 40 students, mostly Aboriginal participants. The kids were between ages 12 and 19.

They could be seen walking each other, blindfolded, across Sixth Avenue the other day. Their goal? To learn to trust their peers.

"We're trying to develop trust, positive communication between you and others," says Dave Jones, owner of Turtle Concepts, which also hosted the event.

"We also want people to break down the idea that having ego is the same as having confidence. The idea is to celebrate you."

The program puts the

came from and where they'd like to go in the future. Previous participants in this program have themselves become less shy and more assertive.

"I used to be very shy. I wouldn't want to talk to anybody," said a group leader named Kayla. "Now I



DEBWEWIN: A Three-City Anti-Racism Initiative in Northeastern Ontario

Aboriginal Issues Media Monitoring Component

I find this story offensive

	Strongly Agree				Strongly L	Jisagree
g) I find this story offensive	1	2	3	4	5	

Each of the following boxes refers to question g).

BEST

"Mayor to take part in foreign exchange", Cochrane Times Post 02/13/04 (Figure 17 below)

Mayor to take part in foreign exchange

Nora Egan

Cochrane Times-Post Mayor Lawrence Martin was given council's approval to leave for in this International Toronto following Monday Cultural/Business night's council meeting to Exchange. take part in the first every International Trade Training.

Cochrane will become involved in an International Twinning Project spearheaded by the Ontario following will travel to Federation of Indian Friendship Centres of for Native Affairs, Minister Centre is part of.

Cochrane and Milano, Italy will be the exchange communities over six phases throughout the next

Cochrane was chosen for this large-scale business and cultural partnership with Italy because Cochrane has the only Aboriginal Mayor in Ontario. The Italian cities that are involved are eager participate Canadian cities and with Aboriginal communities. The reason for their involvement is to try to meet their obligation under the European Union, and to further stimulate their own local economies by hosting Aboriginal/Tourism hotspot and to be the center to distribute authentic Aboriginal arts and crafts.

Mayor Lawrence Martin has been invited to represent Cochrane and the Ininew Friendship Centre

The first phase was the training in Toronto for two days. The second phase will take place from March 9 to the 19th which will be the initial exchange. The Italy: Minister responsible which Ininew Friendship of Economic Development and Trade, Premier and Minister Intergovernmental Affairs, Nation of Ontario and the two and three. Ontario Federation of Indian Friendship Centres.

focus on products and serv- of the Center for

ices such as artists, fashion designers, musicians, performers and Tourism Associations. Phase three will be in

July of 2004 at which time a trade mission or initial visit of Canadian/Aboriginal businesses will prepare to market wares, products and

services. Phase four will be in the fall of 2004 at which time Cochrane will receive Italian delegations.

Phase five will be an ongoing relationship to folof low up on activities and support to the trade/export mayor of Cochrane, Metis process initiated in Phase

Phase six which will also occur in the fall will be This first exchange will the official opening in Italy

Mayor Lawrence Martin indicated, "This will be a great opportunity to promote Cochrane."

He also advised council that the Town would not be required to cover expenses as this would be taken care of through Foreign Affairs.

February 13, 2004, Cochrane Post

WORST

"Missionaries seek access to Cochrane airport", Cochrane Times Post 04/16/04
(Figure 18 below)

1.00

Page 10 Cochrane Times-Post

Friday, April 16, 2004

Missionaries seek access to Cochrane Airport to increase Coastal conversions



At a recent town council meeting, politicians contemplated whether to give an avengelical organization an incentive to use our airport. The group would like to expand its missionary operations in First Nations communities across the James Bay frontier.

Town
Council
considers
granting cheap
gas and
waiving
landing fees
for Born
Again airline

By Carl Warren Cochrane-Times-Post

An evangelical organization would like to use Cochrane airport as a jumping off point for its missionary work on the James Bay and Hudson Bay coasts.

The Northern Canada Evangelical Mission, a non profit organization, asked town council for permission to use its airfield. The group makes regular flights to the coast in its Cessna 206 which makes 200 flying hours every year to the coast.

For the past ten years, the organization has flown out of Timmins but has found the landing fees prohibitive. It is also without the use of a hangar so members have to make repairs in -30 below weather and pelting rain.

A possible re-location to Cochrane of the missionary group's airborne operations would mean a small spin off to the community of Cochrane.

The pilot and his/her family would have to move here and would be bringing in shoppers bound for the coastal villages. They would also be acquiring 3000 litres of gas per year at the base of their operations.

Flying to the coastal communities from Cochrane saves air time as well. Passengers almost save 40 minutes flying from Cochrane as opposed to flying from Timmins.

The group is asking Cochrane to waive its land-

ing fees and a fuel dis-

At the last council meeting, councilors were generally supportive of the request to waive the airport landing fee but held reservations about giving cheap gas.

The Northern Canada Evangelical Mission, which has 250 members, sponsors a number of activities aimed at converting Aboriginal people to the Born Again faith.

The organization runs several television channels. It produces many publications.

The group also claims to counsel suicidal Aboriginal

The mission was organized in 1946 and now has a combined membership of over 270 (including associate, honorary, and Governing Board members) on about 50 stations across the country and in specialized ministries.

With a goal to make disciples of Jesus Christ and establish indigenous churches that will propagate the Gospel in their own communities and beyond, NCEM faces the challenge of evangelizing still unreached areas, discipline Native believers, and training church leaders.

Even though NCEM considers the conversion of native people amongst its chief priorities, it has no board members who are of Aboriginal descent.

Sense of Optimism

		Strongly A	Agree				Strongly	Disagree
h)	The writer conveys a sense of optimism		1	2	3	4	5	

Each of the following boxes refers to question h).

BEST

"Local initiative instills self-esteem in Aboriginal youth", Cochrane Times Post 03/19/04

WORST

Not enough data.

Headline Fits/Headline Negative

		Strongly Agree				Strongly	Disagree
i)	The headline fits the story	1	2	3	4	5	
j)	The headline or caption is negative	1	2	3	4	5	

Each of the following boxes refers to questions i) and j).

Not enough data.

Proper Terminology

		Strongly Agree				Strongly	Disagree
k)	Proper terminology is used in this story	1	2	3	4	5	

Each of the following boxes refers to question k).

Not enough data.

Story deserves positive mention/The Story is cynical

		Strongly Agree				Strongly	Disagree
I)	This story deserves positive mention	1	2	3	4	5	
m)	This article is cynical	1	2	3	4	5	

Each of the following boxes refers to questions I) and m).

BEST

"\$1 Million for repairs to housing in Northern Ontario", Cochrane Times Post 03/04/04

"Local initiative instills self-esteem in Aboriginal youth", Cochrane Time Post 03/19/04

1.5
3.5

"Empowering Youths", Northern Daily News 03/19/04

Column: "Biggs Bytes", Timmins Times 03/27/04 (Figure 19 below)

WORST

Not enough data.

Figure 19



If the NHL playoffs began today (as of Wednesday morning), it would be nirvana for most of the local hockey fans. All of the Canadian teams would be in the playoffs, as well as Jonathan Cheechoo's San Jose Sharks and Steve Sullivan's Nashville Predators. and Steve Sullivan's Nashville Predators. winners, behin Add in the mix a possibility of a Leafs- Jarome Iginla. Canadiens series, and well, April to June would be a great time of year.

about. Sully is having another great year and could lead the Predators into a playoff berth, much to the celebration of Timmins resiwhat it must be like for every resident along the James Bay Coast.

Cheechoo is having a breakout year with the San Jose Sharks. The 23 year-old is admired by everyone in the James Bay region, and is

As of late, Cheechoo has had a hot hand, netting four two-goal games in his last eight contests. He is second on his team in goals and is third in the league in notching game winners, behind only Mats Sundin and

Cheechoo is a remarkable story. He had never played organized hockey until he laced In Timmins, we have a lot to cheer up with the Kapuskasing Midget Flyers. The then bantam-aged player, was famous for his long strides and splitting the defence to put the puck in the net. Covering the Flyers dents. As much as we think of Sully, imagine games for several years, it was apparent, not only to me, but to others following the local just scored their first NHL goal. Maybe it is hockey scene that Cheechoo was destined for Moose Factory resident Jonathan the NHL. He had so much raw talent that it thinks of the long journey he's taken in order was nearly impossible for him not to make

gaining the respect of all players and coach- 27 goals and 17 assists, for 44 points.

Meanwhile, Sully's point total to date is 23 goals and 44 assists, for 67 points.

As Sully is a seasoned goal scorer, Cheechoo is just finding his stride. In three years with the Belleville Bulls he scored 111. goals. Last year he played 66 games with the Sharks, and had nine goals and seven assists.

This season, he has already tripled his goal scoring output, which could account for San Jose's rise in the standings.

I like what San Jose coach Ron Wilson said about the star right winger in that whenever Cheechoo scores a goal, the excitement on his face comparable with someone who because every time he scores, Jonathan to reach the NHL, or perhaps it is the fact that when he scores, an entire nation and people Cheechoo's totals as of Wednesday were celebrates with him. That's enough to put a smile on anyone's face.

Treats complex issues superficially

		Strongly Agree				Strongly	Disagree
n)	This article treats a complex issue in a superficial manner	1	2	3	4	5	

Each of the following boxes refers to guestion n).

Not enough data.

Overall

Cochrane Times Post

BEST

"Mayor to take part in foreign exchange", Cochrane Times Post 02/13/04

		•	•			
2	2	3	3.5	3.5	3	4
3	1.5	4	2	2	3.5	3.5

WORST

"Jobs, spin off flow from deal", Cochrane Times Post 03/05/04

2.5	2.5	3	3	3	2.5	3
3	2.5	3.5	2.5	2.5	3	3

Kirkland Lake Northern Daily News

BEST

"Empowering Youths", Northern Daily News 03/19/04

1.5	1.5	2.5	3.5	3.5	3	3.5
3	2	2	2	1.5	3.5	3.5

Timmins Daily Press

Not enough data.

Employers gain window to First Nation workforce

By Gina Rocca

By Gina Hocca
TIMMINS/The Daily Press
Some of the area's largest employers tapped into one of the fastest
growing segments of the local workforce Wednesday.

Pauline Black, an employment counsellor at the centre, said about and only 42 the previous year. Some employers attended the career fair for the first time, such as Tim-

"We accomplished what we want-ed and that was to have participants

come out and get information on ca-reer and educational sources." Employers ranging from the health care industry to skilled trades attend-

ed.
The career fair also hosted various veteran local employers such as The 5th Wheel Training Institute, Canadian Armed Forces and the Northeast-

Hundreds attended the second annual Aboriginal Career Fair, held at the Timmins Native Friendship Cenyear the service hopes to receive 100 applications from Aboriginal people. This is an increase from 75 last year

reer fair for the first time, such as lim-mins and District Hospital, Sudbury Regional Hairdressing School, TeleTech Holdings Inc., Montana's restaurant, the OPP and the Nish-nawbe Aski Police Service.

Donna Kioke, who attended the fair for the first time, found it to be informative.

"I have a 16 year-old daughter and I wanted to look for her future."

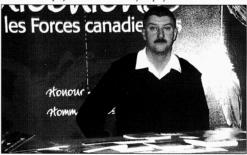
Not only did participants seem in-spired, so did potential employers. "I'm impressed with the whole

The O-Gi Employment and Train- nity Employment Services

ing Board. "Few people consider trades, as parents want their kids to go to university."

"We see an aging workforce and we need to train people to take over when they retire."

The Office project of the Company of t



"We encourage skill trades and want people to see they are viable and well paying jobs," said Julie Joncas, co-ordinator for Northeastern Train"T'm impressed with the whole event, especially the youth that I well paying jobs," said Julie Joncas, solve with, "Gauvreau aid Wednesday's Aboriginal Career Fair, held at the Timmins Native Friendship Centre. About 200 people attended the fair.

Timmins Times

BEST

Column: "Biggs Bytes", Timmins Times 03/27/04

2	2	3	3.5	3.5	3	3.5
3	2	3.5	2	1.5	3.5	3.5

WORST

"DeBeers opens doors for local businesses" Timmins Times

2	2	2.5	3.5	3.5	3	3.5
3	2	3.5	2	2.5	3.5	3.5