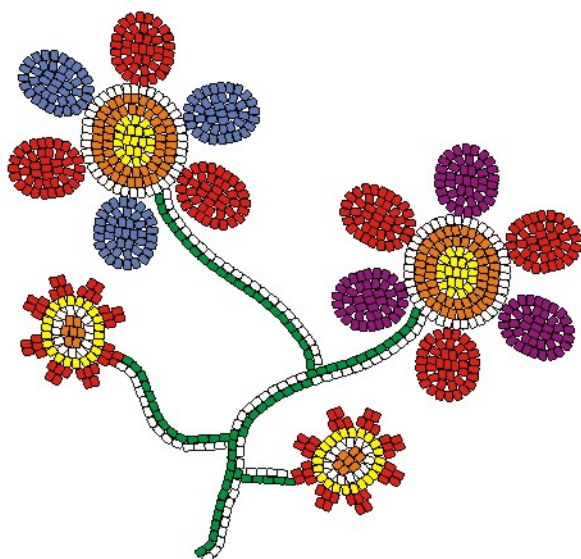


DEBWEWIN

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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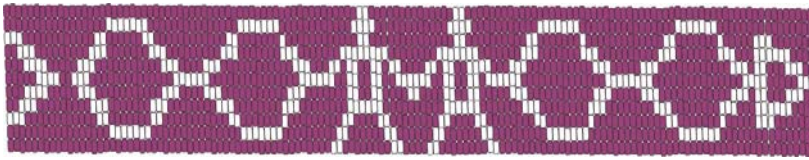
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Assembly of First Nations (AFN) Debwewin Concept
Media Monitoring Coding Sheet

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 Nijiji 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 Nijiji 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) Timmins

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**

<u>PUBLICATION</u>	<u>PERIOD</u>	<u>NO. of ARTICLES</u>	<u>BEST ARTICLE</u>	<u>WORST ARTICLE</u>
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

<u>PUBLICATION</u>	<u>PERIOD</u>	<u>NO. of ARTICLES</u>	<u>BEST ARTICLE</u>	<u>WORST ARTICLE</u>
Tribune/West Nip. This Week	Feb 17 – Apr 23	9	"MNR...optimistic 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

<u>PUBLICATION</u>	<u>PERIOD</u>	<u>NO. of ARTICLES</u>	<u>BEST ARTICLE</u>	<u>WORST ARTICLE</u>
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

Newspapers Monitored

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'

a	b	c	d	e	f	g
838	808	765	680	690	634	1124
2.96	2.86	2.70	2.40	2.44	2.24	3.97
h	i	j	k	l	m	n
776	521	974	609	693	1037	1043
2.74	1.84	3.44	2.15	2.45	3.66	3.69

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			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	
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 manner	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 – North Bay Media Monitoring

	a	b	c	d	e	f	g	h	i	j	k	l	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
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			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

“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

88 THE NORTH BAY NUGGET NIJII CIRCLE



The past Youth Council and the newly elected Youth Council: Mike Esquega Jr., Andy Rickard, Derek Yellowhead, Bess Legarde, Leah Boissoneau, Travis Boissoneau, Katie Beaver, Hank Monague, Arnold Yellowman, Sandra Albert, Keith Grosbeck, Samantha Sandy. Bob Goulais 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 youth issues and the Nation Building agenda.

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 registered 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 Commanda.

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 attendance.

The highlight of the conference was the election of regional youth representatives, and an overall Anishinabek Nation Youth Council. Conference delegates assembled in their respective regions corresponding to the Anishinabek 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 Aamjiwnaang.

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

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 Yellowhead, Namaygoosisagagun 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. "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 coming together this weekend to participate in a well organized forum," said Grand Council Chief Earl 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 involved in the decision making of the Anishinabek Nation at all levels."

"I certainly look forward to sitting 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, 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 election. Bob Goulais Photo

Figure 2



Stereotyping: Historical/Contemporary

	Strongly Agree			Strongly Disagree		
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).

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

2.00 2.00

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

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

1.33

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

4.67

I find this story offensive

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

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

4.67

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

4.67

BEST

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

1.00

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

1.00

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

1.33

Sense of Optimism

	Strongly 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

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

1.00

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

1.00

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

1.33

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

1.33

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

'Political leaders must do more' - Toulouse

BY BOB GOULAIS

If one were to go by sheer numbers, this year's Anishinabemowin Teg Language Conference was the 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 Anishinabe-organized event in Anishinabe Nation territory, next to the Little NHL hockey tournament.

"In reality, there are probably about 1800 people milling around here," said Isadore Toulouse, president of Anishinabemowin Teg. Organizers did an unofficial tally of the number of people attending the opening ceremonies, workshops, plenary discussions, breakfasts and banquets, 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 person. 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 conference was of celebration, people are starting to become aware of dire circumstances 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



Stephanie 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 curriculum, history books, self-help tapes and CDs.

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

Many participants were extremely excited about Papp and Molnes' Immersion initiative in Wisconsin.

"The drive to continue the language comes from both ends," said Molnes. "Elders are forever urging us to remember the importance of language. But we have to start learning at a very young age, ages four or five, or even earlier."

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

"Occasionally, when they speak the English language we push them, in a good way, to speak the Ojibwe language," said Molnes 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



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).

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 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).

BEST

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

1.00

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

1.33

"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

3.50

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

3.33

Figure 5



Story deserves positive mention/The Story is cynical

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

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

BEST

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



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



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



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



WORST

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



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



Treats complex issues superficially

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

Each of the following boxes refers to question n).

BEST

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



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



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



5.00

5.00

5.00

1

2.00

2.00

[illegible]

Overall

North Bay Nugget

BEST

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

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'

a	b	c	d	e	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	l	m	n
1062.1	821.4	1371.9	611.7	1056.3	1418.3	1418.6
2.74	2.12	3.54	1.58	2.72	3.66	3.66

Overall monitoring period: January 19 – March 17, 2004

Crime/Conflict/Controversy/Tragedy

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 stories 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			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	
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 manner	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 – Sault Ste. Marie Media Monitoring

	a	b	c	d	e	f	g	h	i	j	k	l	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			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

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

1.00 1.00 1.00

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

1.50 1.00 1.00

Figure 6



WORST

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

5 4.7 4.7

"Police arrest 9 Innu after violent protest", Toronto Star 03/14/04

4.00 4.00 3.67

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

4.75 4.50 4.50

Editorial: "Examine Status Card Sale", Sault Star 02/02/04 (Figure 7)

4.3 4 4.7

Figure 7



Stereotyping: Historical/Contemporary

	Strongly Agree			Strongly Disagree		
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)



WORST

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



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



Finding a solution

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

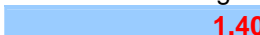
Each of the following boxes refers to question f).

BEST

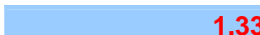
Letter: "Man. Chiefs rally in defence of Little Current administrator", Man. Expositor 03/10/04 **(Figure 8)**



"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



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)**

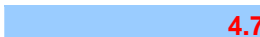


Figure 8

letters

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, Rainbow District School Board
 Dear Ms. Morrison:

It is with great shock and disappointment that we have learned of the sudden "transfer" of Sandra Luopa, principal of Little Current Public School, by the Rainbow District School Board. Little Current Public School has children from all seven First Nations in Manitoulin 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 environment for the children of Little Current Public School and has truly modeled the school logo 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 an 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 members of the school, there have been benefits 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 considered in your decision.

Furthermore, Sandra Luopa has been a positive partner with the Anishinabe Binjilinhag 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 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 workshops for staff and School Council members. 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 that the support and encouragement they received from Mrs. Luopa made them feel welcome members of the school with a vision of working together to build a positive environment. 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, 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. 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.

At this time, we are making two requests. First, we are asking why the First Nation representative 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 general community had knowledge of the sudden transfer. Second, we are requesting that the Rainbow District School Board re-instate Sandra Luopa as principal of Little Current Public 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 Little Current Public School a place where cultures can work together in understanding and respect. Although the Rainbow District School Board prides itself on its communication policy "to inform and solicit input from all stakeholders," we were never consulted or interviewed to express our positive viewpoints and experiences. We also remind the Rainbow District 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,
Chief Glen Hare,
M'Chigeeng First Nation,
Chief Georgina Thompson,
Sheguiandah First Nation,
Chief Elizabeth Laford,
Shesheganing 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

Manitoulin Expositor March 10/04 16-4

Figure 9

B2 January 27, 2004 The Sault Star

Pre-Columbus aboriginals found to have major environmental effect

By RANDY BOSWELL
 CarlWest News Service

OTTAWA — A team of Canadian scientists studying the ecology of an ancient Arctic whaling village has found the first solid evidence that the activities of aboriginal hunters sometimes had a major impact on their freshwater environment — centuries before European 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 native life lived in perfect harmony with nature before Columbus.

"Until now, High Arctic water bodies were 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 considered to be the last refuge from local human disturbances, contains the oldest record thus far obtained in the United States or Canada of a human population affecting freshwater 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 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.

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 parts of the whales gradually decomposed and profoundly altered the settlement's main reservoir of fresh water.

"That's a significant amount of biomass that they were taking from the ocean and bringing onto land," says Queen's University paleolimnologist John Smol, who specializes in interpreting the "archive" of lake bottom sediments to reconstruct a year-by-year picture of what was happening in ancient ecosystems.

"A lot of those nutrients they used for their food, but some of those nutrients also fertilized the land and — because ponds and lakes are downhill — the nutrients would also fertilize the lake system."

The concentration of decaying whale matter around the lake promoted the growth of algae and moss. Levels of phosphorus in the lake were "uncharacteristically high" compared with other bodies of water in that part of the Arctic, the team found, and there were also elevated levels of dissolved organic carbon and calcium.

"Although the Thule Inuit abandoned this area about four centuries ago, decaying whale bones and other organic materials in and around this pond continue to influence water quality," the study states.

The team, which also included McGill University archeologist James Saville and University of Ottawa biologist Jules Blais, said the results should force a re-examination of the assumption 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" cultures.

"Our archeological and paleolimnological data show that this was not always the case." The evidence of the Thule whalers' environmental impact on Somerset Island is unmistakable, he says.

I find this story offensive

	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

1.3

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

1.3

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 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

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

1.00

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

1.00

WORST

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

5

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)**

4.7

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

4.7

Figure 10

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 #3.

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.

Figure 11

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 Kanestake 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."

Kanestake 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 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).

BEST

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

1.00 5.00

WORST

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

4.75 1.25

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

5.00 2.00

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

4.20 1.20

Figure 12



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).

BEST

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

1.00

WORST

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

3.7

"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 Agree			Strongly Disagree	
l) 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 question l), 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

1.33 **5.00**

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

1.3 **5**

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

5 **2.3**

Figure 13

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 Miskobines 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 oppor-

tunity 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.

P.20 - February 25, 2004 - The Standard



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.

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 question n).

BEST

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

1

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

1


Figure 14

B1 - March 11, 2004, The Sault Star

North Shore Tribal council setting up environmental plan

First Nations expect to work more closely with other stakeholders

By FRANK DOBROVNIK
The Sault Star



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

Grand chief of the Anishinabek Nation
Earl Commanda

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 Nation.

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 suffering the effects of tailings from the Elliot Lake uranium mines, then the decommissioning of the mines and the closure 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 government 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 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 Lakes.

First Nations could do more toward "working co-operatively with municipalities 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

"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 1.75 1.75 5.00 5.00 0.75 5.00 0.25 1.00 5.00 1.00 1.25 5.00 5.00

"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 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

"Play honours groundbreaking native artist Daphne Odjig", Toronto Star, 02/26/04

1.33 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'

a	b	c	d	e	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	l	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:

	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					
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 manner	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

	a	b	c	d	e	f	g	h	i	j	k	l	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).

Figure 15

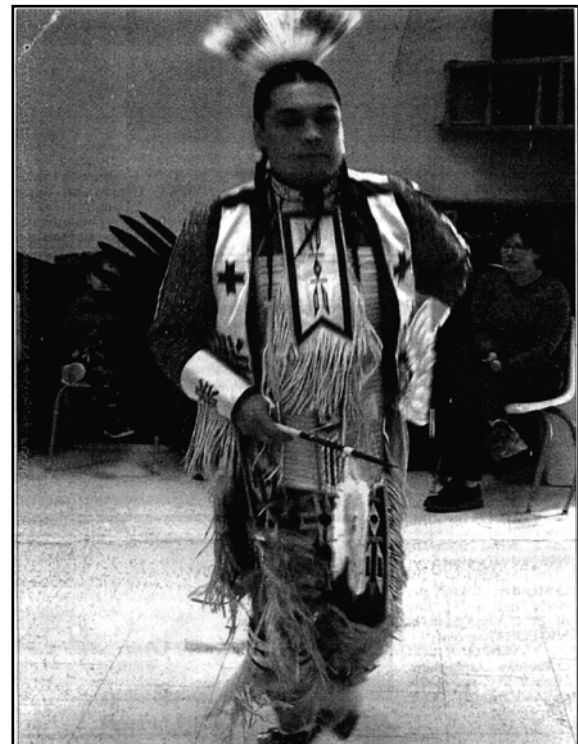
BEST

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

1.5 1.5 2.5

WORST

Not enough data



MARK FENTON JR • Northern Daily News

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

Empowering youths

→ 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 Wahgoshig First Nation in his full regalia, to demonstrate male traditional dance, which was very significant, as 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.

"Upon completion of drumming we had our traditional giveaway, which allowed everyone who participated or who was in attendance to receive a giveaway gift in appreciation of their participation and attendance," said Wabie.

The giveaway is usually done in certain ceremonies and certain gatherings.

"That's a pretty significant activity or item for the type of event," continued Wabie.

"We felt that the first annual Youth Empowerment Social was so important and significant, because we were hoping re-introduce and instill that cultural tie, and to give the youth an opportunity to experience the drum and also have other members of the community to also learn some of the traditional customs and traditions, that take place in the aboriginal community," said Wabie.

The Beaverhouse First Nation organized the whole day.

The atmosphere around the whole event was amazing, with a lot of members of the community enjoying themselves immensely.

March 19, 2004, Northern Daily News

Stereotyping: Historical/Contemporary

	Strongly Agree			Strongly Disagree	
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
--	---	---	---	---	---

Each of the following boxes refers to question f).

BEST

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

2.5

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

(Figure 16)

2.5

“Innnew 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

2.5

WORST

Not enough data.

Figure 16



I find this story offensive

	Strongly Agree				Strongly Disagree
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**)

4.00

Mayor to take part in foreign exchange

Nora Egan
Cochrane Times-Post

Mayor Lawrence Martin was given council's approval to leave for Toronto following Monday night's council meeting to take part in the first every International Trade Training.

Cochrane will become involved in an International Twinning Project spear-headed by the Ontario Federation of Indian Friendship Centres of which Ininew Friendship Centre is part of.

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

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 to participate with 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 an 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 in this International Cultural/Business Exchange.

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 following will travel to Italy: Minister responsible for Native Affairs, Minister of Economic Development and Trade, Premier and Minister of Intergovernmental Affairs, mayor of Cochrane, Metis Nation of Ontario and the Ontario Federation of Indian Friendship Centres.

This first exchange will focus on products and services 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 follow up on activities and support to the trade/export process initiated in Phase two and three.

Phase six which will also occur in the fall will be the official opening in Italy of the Center for Indigenous Peoples.

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 evangelical 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

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 landing fees and a fuel discount. 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 youth. 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 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

2.5

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
l) 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 l) and m).

BEST

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

1.5

3

"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

1.5 3.5

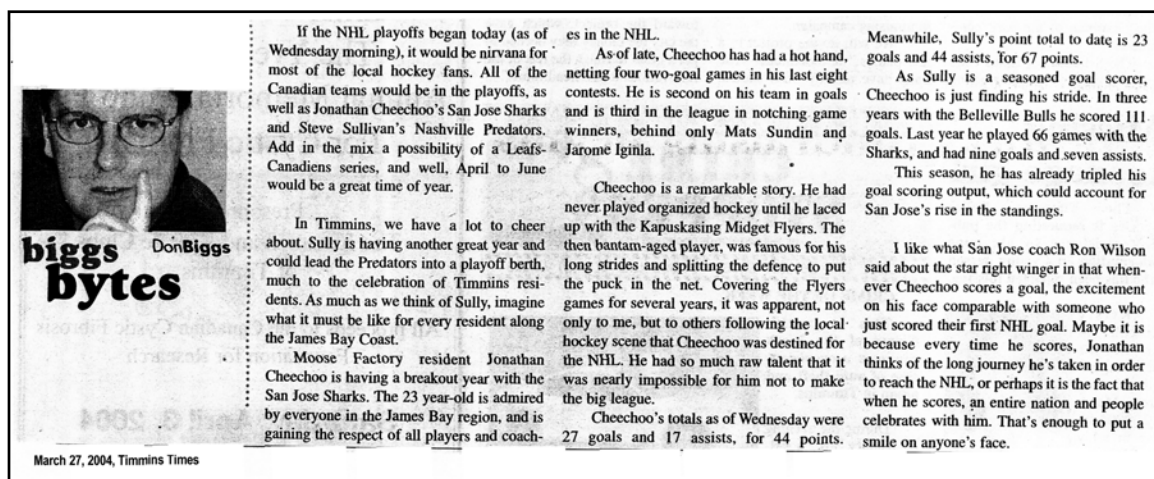
Column: "Biggs Bytes", Timmins Times 03/27/04 (Figure 19 below)

1.5 3.5

WORST

Not enough data.

Figure 19



Treats complex issues superficially

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

Each of the following boxes refers to question 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.

March 2004, Daily Press

Employers gain window to First Nation workforce

By Gina Rocca
TIMMINS/The Daily Press

Some of the area's largest employers tapped into one of the fastest growing segments of the local workforce Wednesday.

Hundreds attended the second annual Aboriginal Career Fair, held at the Timmins Native Friendship Centre.

Pauline Black, an employment counsellor at the centre, said about 200 people attended the fair, an increase from last year.

"We accomplished what we wanted and that was to have participants come out and get information on career and educational sources."

Employers ranging from the health care industry to skilled trades attended.

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

"We encourage skill trades and want people to see they are viable and well paying jobs," said Julie Joncas, co-ordinator for Northeastern Training 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."

Military recruiter Mick Gauvreau of the Canadian Armed Forces said this year the service hopes to receive 100 applications from Aboriginal people.

This is an increase from 75 last year and only 42 the previous year.

Some employers attended the career fair for the first time, such as Timmins and District Hospital, Sudbury Regional Hairdressing School, TeleTech Holdings Inc., Montana's restaurant, the OPP and the Nishnawbe Aski Police Service.

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

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

Not only did participants seem inspired, so did potential employers.

"I'm impressed with the whole event, especially the youth that I spoke with," Gauvreau said.

"They were very focused and keen which is refreshing from other career fairs I've attended, which is nice to see."

The Friendship Centre acts a crossroad for Aboriginal people to get information.

The O-Gi Employment and Training Program presented the career fair, in partnership with Mamowichewin Employment and Training, Mushkegowuk Employment and Training Services, Ontario Metis Nation and Northern College Community Employment Services.



Gina Rocca/The Daily Press

MILITARY CAREER COUNSELLOR Mick Gauvreau was on hand to talk with job seekers about positions in the Canadian Armed Forces at 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