



Hi friend,

We hope you have had a restful July and have been able to spend time with friends and family. In this monthly newsletter, we dive into local media, welcome back our Community Analyst Grace, and learn some new Secwepemc words. But first things first:

## We're Hiring!

We are looking for a Kamloops-based Administrative and Finance Coordinator to be a superstar member of the SN team. [Check out the job description here](#) and send your application or questions to Lauren at [Lmcivon@strategiesnorth.ca](mailto:Lmcivon@strategiesnorth.ca) by end of day on July 31st.

We would really appreciate if you could share this posting with your friends and colleagues who might be a good fit!

[Read the Job Posting](#)

Now, scroll down for the monthly letter.



## Newsletter

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### Tapping Into Local News Media

Many communities aren't aware of the benefits of leveraging local news media to their advantage. SN Community Analyst Ben Bogate offers some advice for getting started.



Before I joined Strategies North, I moved to northeast B.C. to work as a journalist and editor for a local newspaper. During my time at journalism school, there was a strong emphasis on **TBC Call to Action 896** which asks Canadian journalism schools to ensure students are taught the history of Indigenous peoples and decolonizing journalism by emphasizing in-depth Indigenous stories and raising Indigenous voices. **But it hasn't always been that way.** Sadly, mainstream media in Canada has a historical track record of overlooking meaningful, insightful and important Indigenous voices and stories.

However, journalism's relationship with Indigenous stories, communities, issues and people is changing. Not only are there more Indigenous reporters in newsrooms across the country, more journalists have training in Indigenous reporting, and understand the responsibility and consequences that come with their work. Most of the journalists I have interacted with as a reporter and editor hold a deep passion for reconciliation, and see the importance of their storytelling in that process. As a result, they are doing a better job.

In light of these developments, there are ever growing opportunities for Indigenous communities to use news media as a powerful tool. **Local media coverage has the ability to educate, shape perceptions, and sway public opinion.** It can build goodwill and understanding between groups, and issues that make the news usually receive more interest, attention, and even funding from the public and policymakers. **Check out some tips for starting a local media strategy on the next page.**



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## Reaching out to Local Media: THINGS TO CONSIDER



**1.** Build a relationship with local news reporters and editors so that media outlets contact your group for its perspective on issues. Always make an effort to comment promptly when given the opportunity.

**2.** Make sure to give local media sufficient time to prepare before an event takes place.

**3.** Look for sidebar ideas. For example, if the main story is a flood, a sidebar story would be a story about a community member helping Elders evacuate their homes. Think about how major news stories relate to your group or its activities and share that with local media. Sidebar stories have a higher likelihood of making it into the news.

**4.** Write news releases in everyday English and make sure to answer any basic questions a reporter or member of the public might have (who, what, when, where, why). If possible, include a photo.



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**5.** Keep an up to date contact list of reporters, editors and publishers in your area.

**6.** Summer and the Christmas seasons are traditionally slower times for news, so there is a higher chance of getting the media's attention. Local media reporters often have a quota of stories that they are required to write, so do not hesitate to reach out with ideas related to your organization or community.

**7.** Letters to the editor, op-eds and opinion pieces are other methods to gain exposure in local newspapers besides standard news stories.

**8.** In B.C., most local news sources are owned by companies that control some or many other news properties (Black Press Media, Glacier Media, Bell Media etc.), so a story in one community newspaper has the potential to appear province-wide.

### NEED MORE TIPS? 💡

Building trusting relationships and opening lines of communication with local media outlets takes work, but the benefits to Indigenous communities can make it well worth the time and effort. If you have questions about engaging with media, feel free to send Ben an email at [b.bogate@strategiesnorth.ca](mailto:b.bogate@strategiesnorth.ca).

### 8 DAYS, 35 CANOES, 400 PARTICIPANTS... Pulling Together Canoe Journey

The 2023 Pulling Together Canoe Journey returned to the Shuswap this year. This annual journey promotes healing, reconciliation and respect for Indigenous First Nations. Students/community Adams Lake Indian Band (ALIB) hosted the participants for a night of bonding, bonding and storytelling before sending the paddlers on their way towards the 7th International Open Lake, a traditional Secwepemc gathering spot. As it turns out, organizing the logistics for 400 participants is no small feat. Thanks for letting us help out at such a special event, ALIB!



**PULLING TOGETHER CANOE JOURNEY 2023 SHUSWAP RIVER STOPPING POINTS JULY 12 - 20**



One wears many hats. SN Ambassador, Ben Bogate, and other staff.

From left to right: JJ Peders, Dylan Phylakina, Ben Bogate, and Arnie Borley floating on their way to Green Lake continuing the Canoe Journey preparations.

## Welcome Back Grace!



**GRACE SMITH** I am very excited to return to SN as a full-time Community Analyst after finishing my undergraduate degree this year. In Aug I officially received my Bachelor of Public Affairs & Policy Management with a concentration in Human Development and Rights at Carleton University (the same program as Austin Glover, our policy analyst advisor). Over my four years studying policy, politics, and law through this interdisciplinary program I have learnt a lot concerning the complex and multi-faceted nature of economic development and human rights from an international and rights-based perspective. From studying development problems in the global south, feminist international relations, Canada's transitional justice path through the TRC, and many other fascinating & diverse topics I have learnt a lot about how these international development and rights issues are often reflective of our own situation here in Canada. I am looking forward to using the myriad of policy and analytical approaches I have studied in school in my work here at SN while in turn having the chance to continually continue learning from our clients and their projects.

## Other Fun Stuff...



One wears many hats. SN Ambassador, Ben Bogate, and other staff.



From left to right: JJ Peders, Dylan Phylakina, Ben Bogate, and Arnie Borley floating on their way to Green Lake continuing the Canoe Journey preparations.



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BY BREWSTER BARLEY, ADMINISTRATIVE ASSISTANT

## My Secwepemc Learning Journey

Did you know that each month we post a new Secwepemc word to learn? These are researched by our Admin Assistant Brewster Barley, who has a passion for learning the original language of her hometown in Kamloops, BC.



My interest in learning the Secwepemc language solely came from the fact that I knew it was my obligation to learn the language of the land I was on. Language was not my first subject in junior high and elementary and the only ones I learnt at that time were Spanish, and French. However I still recognized how important it was to learn the language of the land. I took a split Secwepemc language class at Thompson Rivers University meaning we learnt half in the fall semester and the rest of it in the winter semester. Going into it I had no prior First Nations language knowledge and that made me nervous and a little under confident in my ability to pick things up in a short period of time.

However, upon realizing that many people were in the same boat as me, my nerves calmed down but my confidence stayed the same. The amazing thing about the Secwepemc language is that certain words can be easily interpreted or sound the same as the English word so you never know what to expect. While learning the language, I also learned Secwepemc culture which is just as important. Through learning the language I began to appreciate my work here at Strategies North. Now I have more of an appreciation for the power of language than I have had before. [Here are this month's words for July \(aka July 1st-31st\):](#)



**Fruit Sun Shade Dandelion**

speqpéq klucw menmén kwelkwelqiqen

Source: FirstVoices.com