



TEWANEE
CONSULTING
GROUP

Communications Strategy

Case Study

Tewanee Consulting Group

Background

- 1977 - Chief Joe Mathias on behalf of SN, launched the “Omnibus Trust Action” against the Federal Government
 - Reserve lands included - Kitsilano, Town of Squamish, and Bouillon
- 1998 - Negotiations on an “out of court” settlement of all claims in the Omnibus Trust Action took place

Background

- 1998 - A settlement in principal was reached between Squamish and the Federal Government
- 1999 - Squamish Council received the proposed **\$92.5 Million** 'Settlement Agreement' and 'Trust' offer and agreed to submit it to membership for review and approval

Background

- 2000 - January, Chief and Council supported the creation of a communications service branch
- 2000 - March, Chief Joe Mathias passed away and Chief Gibby Jacob was appointed by Council to carry on the work that had been started

Background

- 2000 - On June 9, Chief Gibby Jacob and Minister Robert Nault initialed the agreement in principal
- 2000 - July 23, Squamish membership voted on the proposed 'Settlement Agreement' and 'Trust'



Purpose
Goals and Objectives

Purpose

- Motivate 50% + 1 out of 1944 eligible Squamish Nation members to vote and accept the proposed ‘Settlement Agreement’ and ‘Trust’
 - NOTE: an absent vote was considered a no vote

Goals & Objectives

- Create Transparency by Providing timely fact based information
- Explain the ‘Past, Present, and Future’ of the ‘Settlement Agreement’ and ‘Trust’
- Design and implement an effective communications plan that would allow membership to make an informed decision

Goals & Objectives

- Promote a free flow of information and to facilitate dialogue and networking within the community
- Bridge the communication gap with the membership, the media and the general public
- Decrease attendance at community meetings

Goals & Objectives

- Provide membership with updated information on the ‘Settlement Agreement’ and ‘Trust’
- Establish a pro-active grassroots advocacy program/service, which encourages membership to contact the Chiefs and Council on issues that are important to them



Challenges

Challenges

- Update Chiefs and Council on the ‘Settlement Agreement’ and ‘Trust’
- Identify the KEY components of the ‘Settlement Agreement’ and ‘Trust’
- Find out what issues were important to membership

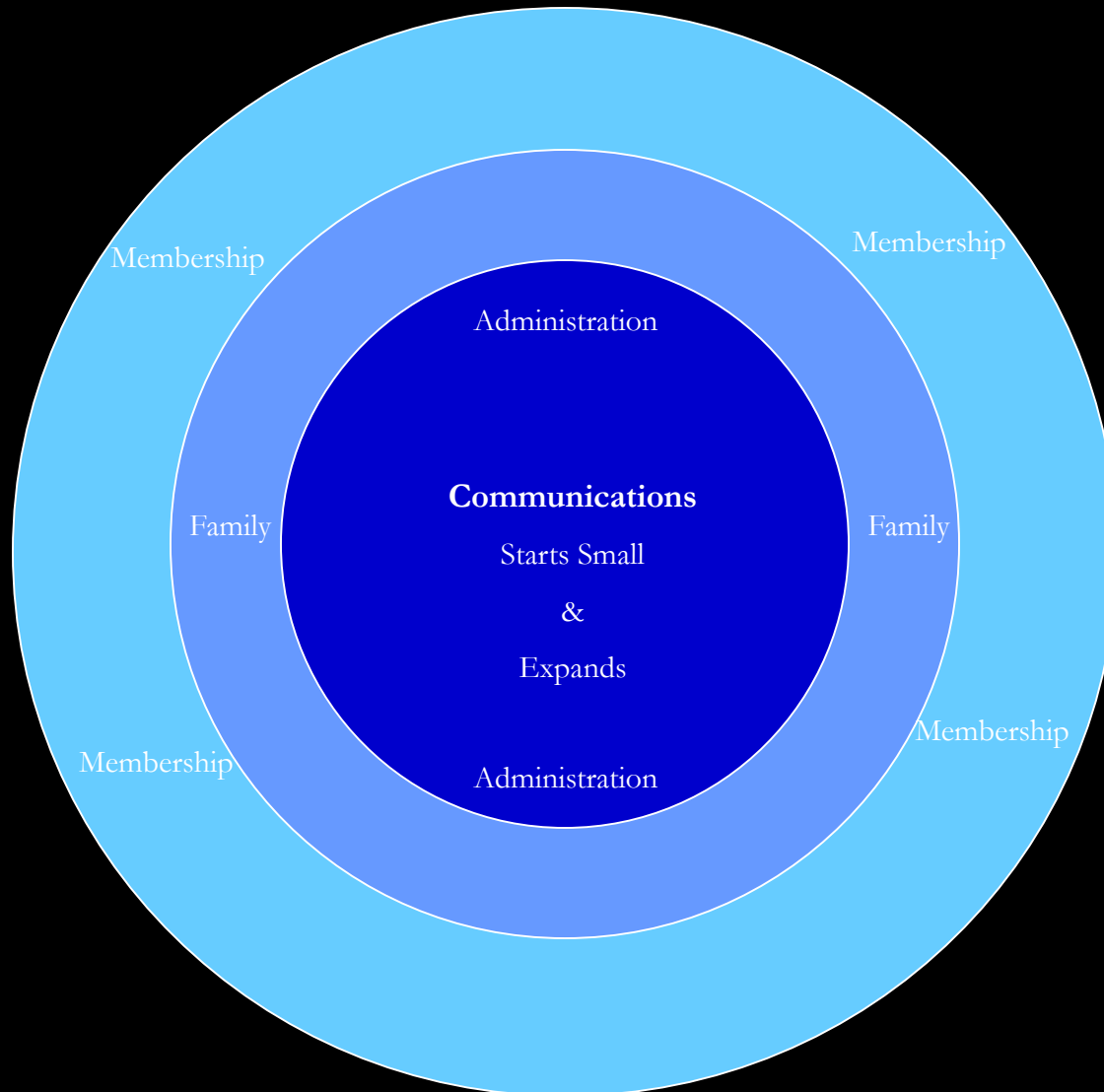
Challenges

- Target the information for a grade 9 comprehension level
- Motivate membership to turn out and vote
- Explain the Ratification and Referendum vote



Communications Strategy


Communications



Communications

- Multidiscipline Approach
 - Direct Mail
 - Telephoning
 - Interactive Advertising
 - Information Meetings
 - Media Relations

Communications Strategy

- Direct Mail
 - Flyers
 - Bulletins
 - Solo direct mail
 - Telephoning
 - Inbound telephone calling
 - Outbound telephone calling
- 

Communications Strategy

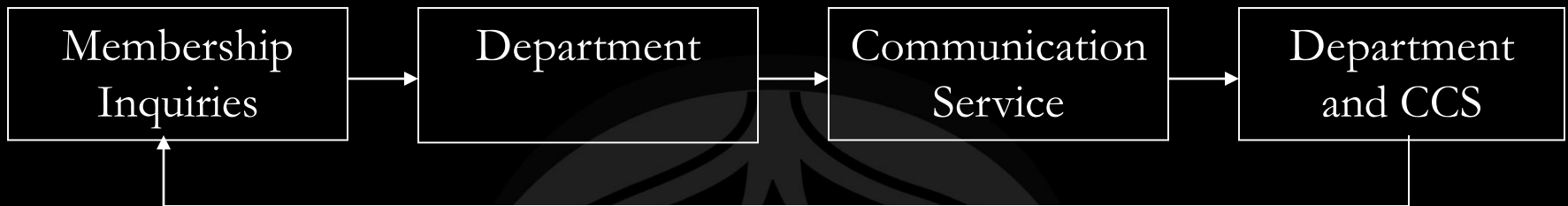
- Interactive Advertising
 - information video
 - kiosk (video, pictures, and information packages)
 - web site
 - E-mail
- Information Meetings
 - 2 general meetings, 2 youth meetings, 1 staff meeting, 2 elders meetings, 2 off - reserve meetings, 2 follow informal meetings, and various family meetings

Communications Strategy

- Media Relations
 - Backgrounders
 - News Releases and Media Advisories
 - Arranging print and broadcast media interviews and news coverage

Centralized Communication Service

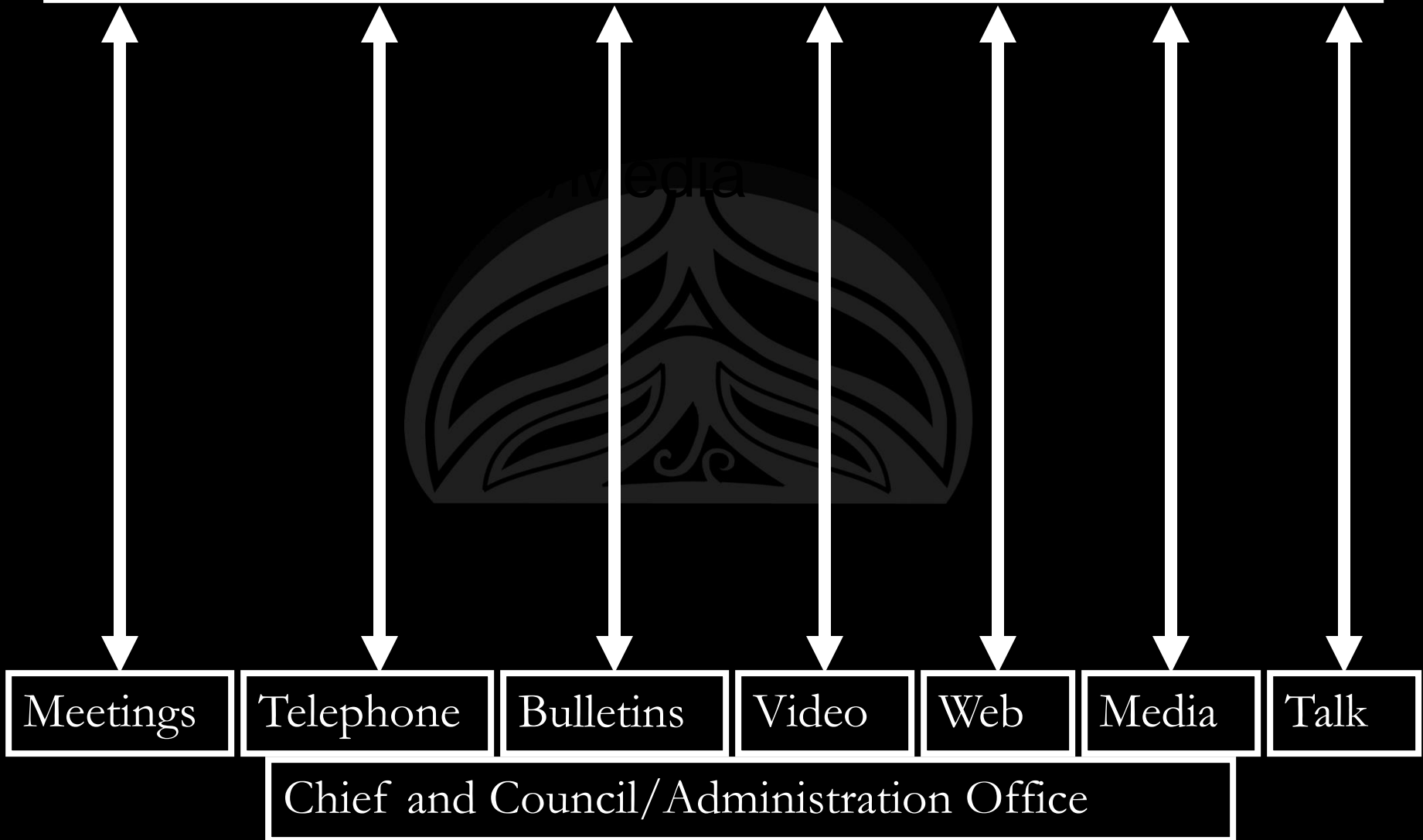
Membership Inquiries



Media Inquiries



Membership (On/Off Reserve) General Public/Media





Results

- **Ratification Vote** - total eligible voters: **1944**
 - **Yes Votes:** 1313
 - **No Votes:** 165
 - **Spoiled Ballots:** 9
 - **Total Votes Cast** 1487

*** 88% Acceptance**

Results

- **Referendum Vote** - total eligible voters: **1944**
 - **Yes Votes:** 1121
 - **No Votes:** 200
 - **Spoiled Ballots:** 4
 - **Total Votes Cast** 1325

*** 84% Acceptance**

Results

- 450 attended the first information meeting, and 30 - 60 attended the final two meetings
- Membership found the information both informative and readable
- The media and the general public know more about the Squamish Nation
- Today, membership is in contact with Chief and Council on a regular basis



Keys to Success

Keys To Success

- Video
- Question and Answer Document
- Membership input during the production of material as well as at information meetings
- Full support of the Chief and Council
- Approach
 - *Sight, Sound, Smell, Taste, Touch*

Final Thought

“Our unborn children to my mind represents the great tradition amongst our kind on this side of the world - that whatever we do, whatever we say, and how we behave today is for the children sometime in the future. And all our energy and all our effort is to make a better living - a little bit better - than how we are living today. That is an Indian value. That is a tradition. That is something that is carried on.”

Chief Joe Mathias



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Thank you.

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