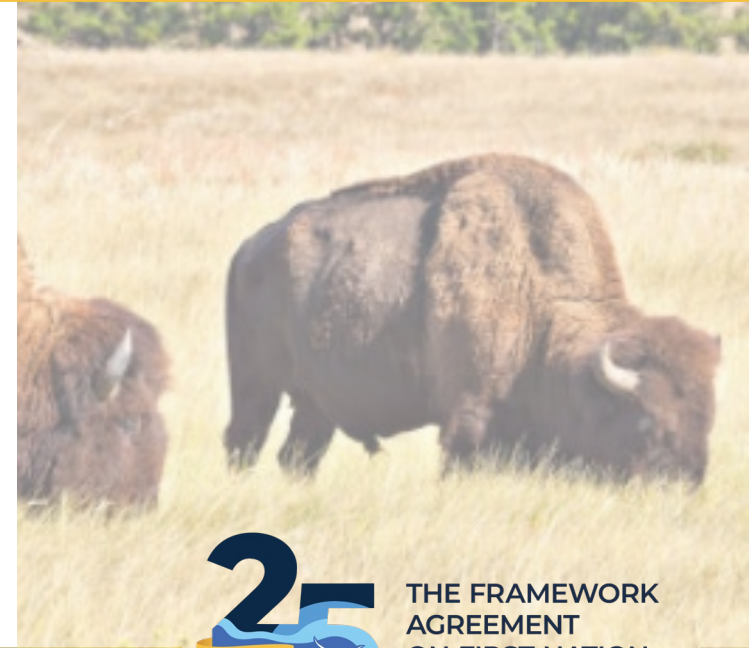


Communications & Public Relations

RC Training, Support & Resources Workshop

March 18, 2021



THE FRAMEWORK
AGREEMENT
ON FIRST NATION
LAND MANAGEMENT

Introduction

A First Nations organization dedicated to serving and supporting First Nations communities who want to re-establish control over their lands, natural resources, and environment through the historic government-to-government *Framework Agreement on First Nation Land Management*.

RC was established by the LAB to undertake its technical responsibilities to FNs, through:



"Supporting First Nations to exercise their Inherent Right to govern their Lands, Environment and Resources."

Public Relations & Communications Team



Steven Bonspille

**DIRECTOR,
DEVELOPMENTAL & OPERATIONAL SUPPORT**



John Makson

SENIOR PUBLIC RELATIONS ADVISOR



Suzanne Winch

SENIOR COMMUNICATIONS ADVISOR

- Communications Strategy Development
- Presentation Preparation
- Fact Sheets/ Branded Communications
- Land Code Website Development, Training, and Guidance
- Notices/Posters/Billboards, etc.



COMMUNICATIONS STRATEGY & WORKPLAN

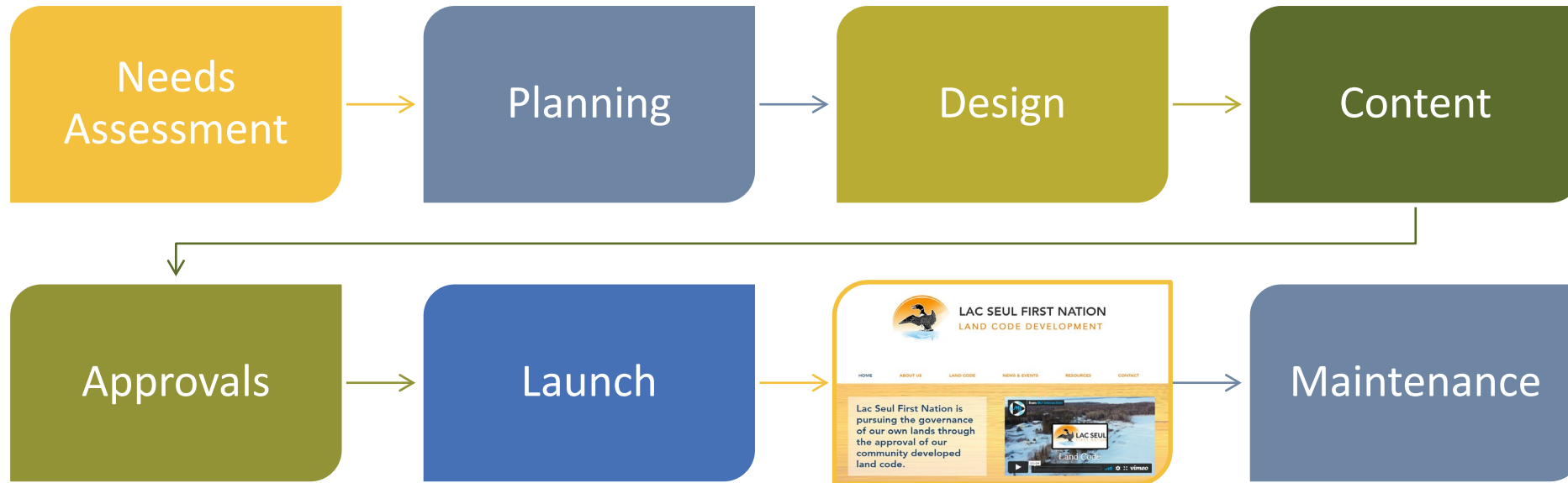


©rachelkgroup.com

- Purpose, Goals and Objectives
- Strategic Issues
- Assumptions
- Target Audience
- Key Messages
- Tactics
- Workplan and Responsibilities
- Deliverables
- Evaluation

COMMUNICATIONS SUPPORT: LAND CODE WEBSITES

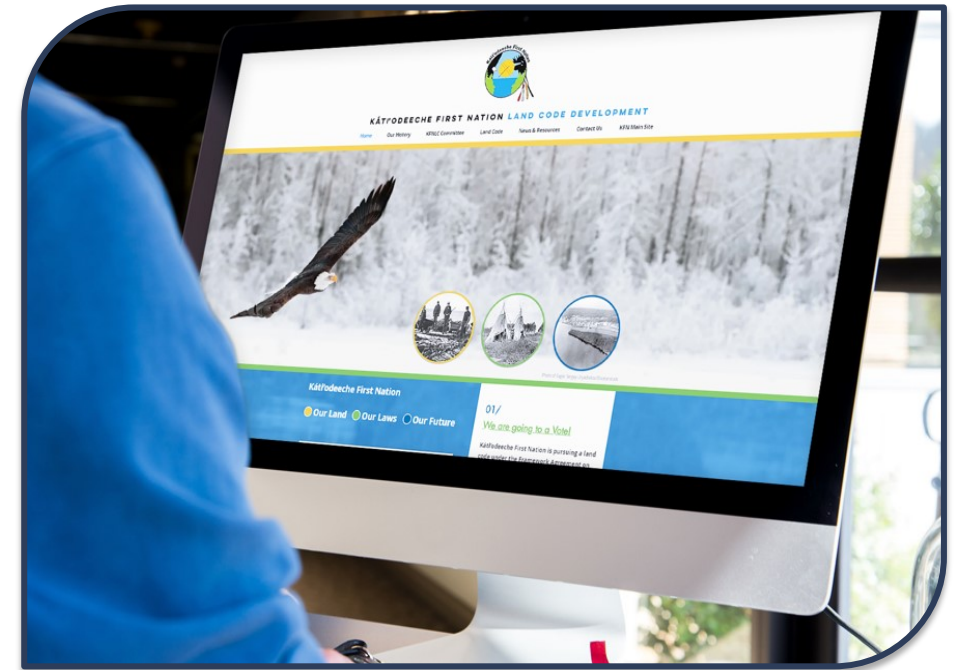
- Land Code Development websites go through a 6-step process and ongoing maintenance leading up to the vote.



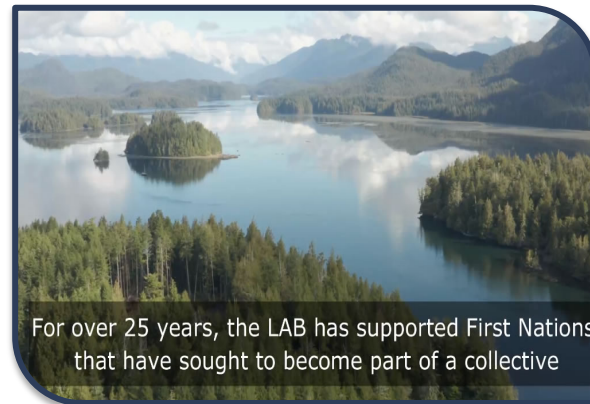
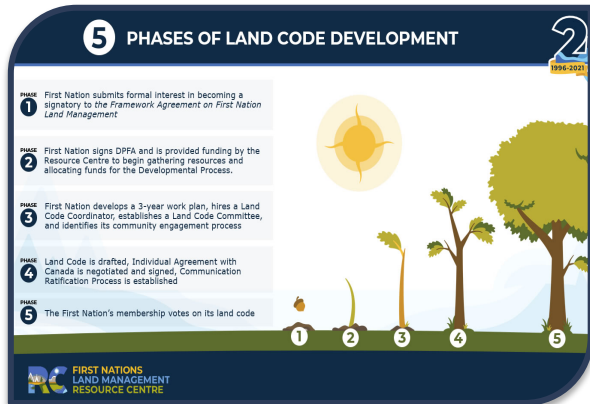
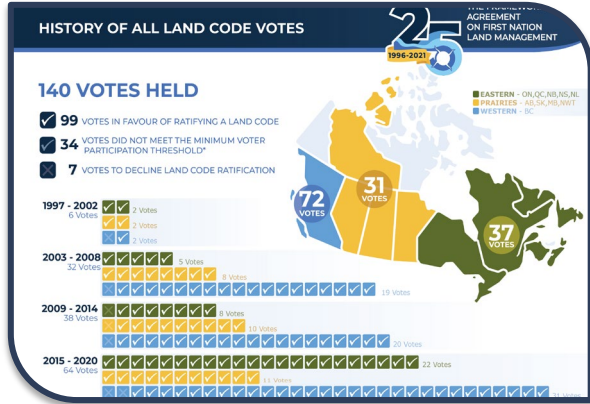
- The sites can continue to be used post-vote as part of the governance tool kit.

WHAT'S INSIDE A LAND CODE WEBSITE?

- Land Code (drafts and final)
- Community Ratification Process
- Framework Agreement & FNLMA (full and summaries)
- Individual Agreement
- Surveys, Maps and Land Descriptions
- Background Documents/Presentations
- Environmental Site Assessments
- Important Dates/Meetings/Events
- Ratification Information (Notice of Vote, Polling info etc.)
- Any other related information the community wishes



ORGANIZATION-WIDE COMMUNICATIONS MATERIALS



- LAB Annual Report
- LAB Corporate Brochure
- The Lands Advisor/Newsletter
- Branded Communications
- Handouts/Infographics
- Social Media Content
- LAB/RC Website
- Informational Videos
- ... and more!



Land Decolonized

First Nation Land Management Resource Centre

Welcome to Land Decolonized, an Indigenous podcast that explores the practical side of the Framework Agreement on First Nation Land Management. This podcast was created for First Nations communities and anyone interested in learning

Show More



More

Recent Episodes



Chief Christian Sinclair, Opaskwayak Cree Nation

MARCH 03, 2021



Phil Goulais, Nipissing First Nation

FEBRUARY 24, 2021



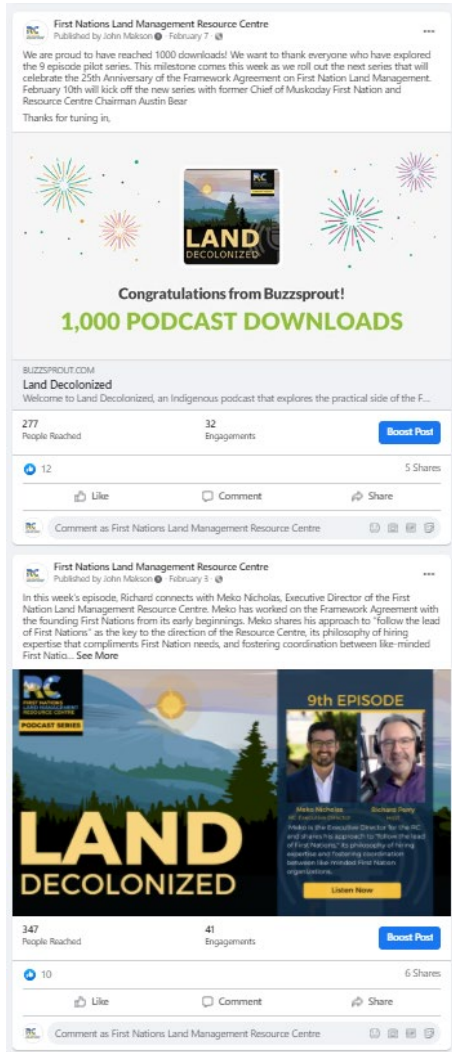
Chief Leah George-Wilson, Tsleil Waututh Nation

FEBRUARY 17, 2021



- New Branch of the Resource Centre
- Building Relationships
- Strategic Information Dissemination
- Media Relations

PUBLIC RELATIONS PRODUCTS AND SERVICES



25 THE FRAMEWORK AGREEMENT ON FIRST NATION LAND MANAGEMENT 1996-2021

Watch now!

Framework Agreement Community Experiences:
TZEACHTEN FIRST NATION

Grand Chief Joe Hall
Former Chief of Tzeachten

Stó:lō Nation Grand Chief Joe Hall, former Chief of Tzeachten First Nation, shares how the Framework Agreement on First Nation Land Management helped create a community that Tzeachten's members are proud to live in.

FIRST NATIONS LAND MANAGEMENT RESOURCE CENTRE

- Social Media
- Land Decolonized Podcast
- Infographics
- Media products
- Presentations, briefs, press releases, backgrounders

Questions & Discussion



SUMMARY - How to access support

First Nation
Requests Support



RC Support
Technicians
/ Managers



Land Code Governance

GIS &
Traditional
Knowledge

Communication
& Public
Relations

Environment

Surveys &
Legacy Issues

Land
Registry

Land Use
Planning

Solid Waste
Management

Law
Development &
Enforcement

LGM &
Knowledge
Path Tools