

REMEMBRANCE HISTORY TRADITION



Project Communications Narrative Report  
ʔahʔiihčp ʔukʷil ʔiqhmuut

(Honouring our Ancient Ones)

# Project Overview

## 123 Addresses

were gathered for the media list, and kept updated by our team.

## 59 Outlets

as well as 20 local and regional institutions were part of the media list.

## 10 Stories

published across 28 different outlets, at the local, regional and international level.

## 3 Statements

were made by a BC Minister, a neighbouring First Nation.

The ʔahʔiiḥčp ʔukʷit ʔiqḥmuut (Honouring our Ancient Ones) project is dedicated to locating missing children from residential schools in the Ahousaht First Nation territory through archaeological research, scanning technology, and oral histories. The project team engaged 50th Parallel PR for support in communications as they prepared to share initial findings related to the Ahousaht Indian Residential School and Christie Indian Residential School. The primary aim was to inform former students and the local community about upcoming activities before broader public and media attention, emphasizing accountability to the Truth and Reconciliation Commission's Call to Action #84. This involved highlighting Indigenous narratives while avoiding a focus on student deaths. 50th Parallel PR's expertise in working with Indigenous groups ensured culturally sensitive communication, appropriate use of traditional terminology, and alignment with the project's values throughout the process.

50th Parallel Public Relations supported the project team in putting together several strategic and media relations pieces in a tight timeline. The Phase 1 results of the research project were shared on April 10, 2024.



# PR Process

## Media Relations Materials

### Event Social Media Guide

A guide on best practices for moderating and engaging on social media was created. It included milestones from livestreams.

### Project Social Media Content

Five social media posts were drafted, promoting gathering activities and including culturally relevant content.

### Presentation Template

A customizable presentation template was designed using approved assets, ready for the April 10 gathering.

### Community Notice

Two notices were drafted for the Ahousaht community, providing background and event details.

### Day-of Support

50th Parallel PR assisted with media relations, setup, and communication during the April 10 event.

### Media Process Guide

A guide was drafted to set standards and expectations for media engagement, intended for future use.

### Media Monitoring and Outreach

Media monitoring occurred post-gathering, leading to follow-up outreach with reporters and additional story pitches.



## Strategic Communications

### Project Comms. Meeting

50th Parallel PR met with the ʔahʔiiḥčp ʔukʷil ʔiqḥmuut project team virtually on March 28 and April 4, 2024, to discuss media materials and research insights.

### Key Messaging

A key messaging guide was drafted for media engagement and external communications. Used to create notices and press materials.

### FAQ's

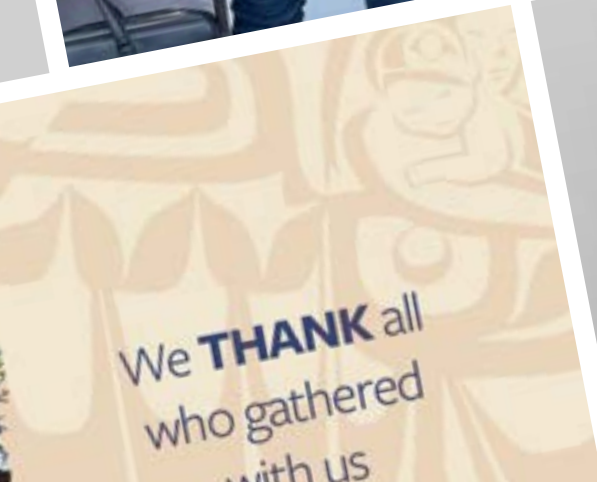
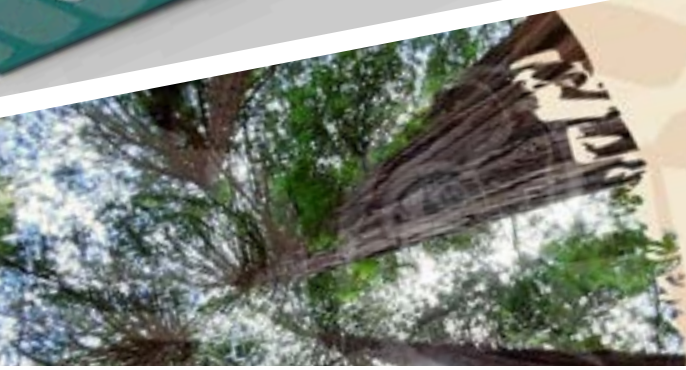
50th Parallel PR created an FAQs document covering project history, activities, and key dates, to be shared as needed.

## Recommendations

Directly addressing the media after the gathering effectively highlighted funding issues and archival challenges. Future gatherings should continue this approach to amplify former students' stories, as focusing solely on numbers can lead to denialism.







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