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Information Sessions: April 7th, 13th, May 3rd, 5th & 18th, 2011

AMMSA

Wind Speaker, The Aboriginal Messenger of Alberta  
The Aboriginal Messenger of Ontario  
The Aboriginal Messenger of Saskatchewan  
The Aboriginal Messenger of British Columbia  
CFWE, The Aboriginal Voice News Service  
SAGE, The Aboriginal Messenger of Saskatchewan  
SWEETGRASS, The Aboriginal Messenger of Alberta  
PUBMAN SPIRIT

Welcome To The Aboriginal Multi-Media Society

Community Access | Contact Us | Our History | Publications | CFWE-FM | Archives Search | Home | Online Contest

Join the spring online scavenger hunt!  
Answer all the questions correctly  
and you could win a  
new iPad with 3G & 64 GB!  
Contest closes on April 15th, 2011.

We are working on new scavenger hunt contest for summer. We hope to launch it soon. The Spring Contest winner is revealed!

## First nation artist with a world ision

Katherine McIntyre Windspeaker Contributor  
STERBOROUGH, Ont.

It came as an absolute surprise," said Sandra Ironde, when asked about her nomination for a honorary degree at Trent University's upcoming graduation ceremony June 1. Ironde, who is Teme-Augama Anishnabe of the Wampani Nation in Ontario, said...

## Aboriginal youth strive to change the world

Nancy Doukas Windspeaker Contributor  
TORONTO

When we hear the name Jane Goodall, most of us think of a woman who studied chimpanzees for 45 years. First Nations, Inuit and Métis youth say, however, that the name stands for much more. Jane Goodall started the Roots & Shoots program for...

## Live Dickason [ footprints ]

Bob Beal and Rod Macleod

Author and historian sought to set the record straight on Aboriginal peoples Olive Dickason led a quintessentially Canadian life, a Métis who as an advocate for women's rights, First Nations and Métis rights, and seniors' rights. She is more...

## Oil spill clean-up continues and air quality monitored

Shari Narine Sweetgrass Contributor  
WICON LAKE FIRST NATION, Alta.

The closure of Little Buffalo School after staff and students complained of headaches and nausea, led to the fact that the largest oil spill in Alberta in recent decades occurred only 20 km from the Wicomico Lake First Nations community on April 1,...

## The Ministry of Indian Affairs is more

Windspeaker Staff

On May 17, 2011 - Ottawa, ON The Ministry of Indian Affairs and Northern Development is no more... it has been renamed Aboriginal and Northern Development. John Duncan will remain minister of the newly renamed department. Read our editorial take on...

## Community Events

May 21: Aboriginal Day  
Edmonton

May 18 & 19: Henvey Inlet  
First Nation Inter-Tribal  
Dance

May 16: 10th Annual Keeping  
the Fires Burning Gala

## Career Opportunities

Conductors and Track  
Maintainers - Prince George,  
BC

\* \* \* NEW \* \* \* Staff Writer/  
Online Editor

Track Maintainers and Signals  
& Communication Apprentices  
- Now hiring in Saskatchewan!

## Scholarships

Maritimes & Northeast  
Pipeline Scholarship &  
Academic Achievement  
Awards

Joe P Cardinal  
Bursary/Internship Award  
Aboriginal Multi-Media Society  
(AMMSA)

National Aboriginal  
Achievement Foundation  
(NAAF)

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Bursary and Scholarship application deadlines:  
MAY 1: FINE ARTS ONTARIO FEDERATION OF INDIAN FRIENDSHIP CENTRES (OFFIC)  
JUNE 1: POST SECONDARY EDUCATION ABORIGINAL HEALTH CAREERS  
FOR MORE INFO: 1-800-329-9790  
K.CEO@NAAF.CA

## KEY LINKS

- CFWE-FM Alberta's Radio Network
- Play Radio Bingo to win!
- Buffalo Spirit Foundation

## UPCOMING ISSUES

- June Windspeaker - May 23rd
- May Alberta Sweetgrass - May 9th
- May Saskatchewan Sage - May 9th

## ADVERTISING

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Online advertising opportunities.

## SUBSCRIPTIONS

- Order a Windspeaker digital subscription
- Click here for AMMSA subscription information.

## WRITER GUIDELINES

Click here for information on writing for AMMSA.

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Facebook social plugin

We have a variety of advertising opportunities on [ammsa.com](#) to accommodate your advertising needs in order to deliver your message to a targeted Aboriginal online audience.

• Our audience is extremely loyal and visits our site on a regular basis for a purpose.

• Our online audience is engaged and is looking for online advertising that provides them information and resources.

• The response rate for online advertising at [ammsa.com](#) (click through rate) is significantly higher (10 to 30 times higher) than the national online average.

• News, information and resources on [ammsa.com](#) is updated on a daily basis which facilitates the need to visit the site on a regular basis

• We can customize a program to meet your specific advertising needs and budget.

• We can accommodate your creative that you currently have available or we can create an online ad for you at no charge.

• More than 24M Canadians are online; and smart consumers expect businesses to have an online presence.

• The majority of consumers do research online prior to making any (big or small) buying decisions.

• The internet is an essential tool for communication and an indispensable part of life today!

Please contact Susan Lee at 1-800-661-5469 ext. 247 for details.

# Placement, Specs & Rates - ammsa.com

Effective May 1, 2011



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Leaderboard - 728 wide X 90 tall

All ads on [ammsa.com](#) are standard sizes based on the Interactive Advertising Bureau of Canada



The Aboriginal Multi-Media Society

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Check out the new web site. New material is being added daily. Please be patient as we work out some of the bugs.

If you have a comment on the site, please share with us: [click here!](#)

## [ footprints ] Sophie Thomas

By Dianne Meilli

Traditional healer offered help when doctors said 'no' "You've brought me to heaven." That's all the late Sophie Thomas could say when her daughter Minnie Thomas drove her to Tamarack Lake near Skookumchuk, B.C. years ago. "She looked around and she..."

## Windspeaker News Briefs - May

Compiled by Debora Steel

MARCH 31 MARKED THE 50th anniversary of the right to vote for First Nations. "This is an important milestone and a cause for reflection," said Indian and Northern Affairs Minister Chuck Strahl. The Diefenbaker government amended the Canada Elections...

## TRC open for business and planning Winnipeg event

By Shari Narine, Windspeaker Contributor, WINNIPEG

"Survivors and their families are at the heart of all the work we do at the TRC," said Commissioner Marie Wilson in explaining the design of the newly opened office space in Winnipeg, which includes a prominent survivors' gathering room. About 250...

## Flying high with new funding for Aerospace employment

By Isha Thompson, Windspeaker Staff Writer, WINNIPEG

An Aboriginal training institute is doing everything it can to create opportunities for Winnipeg's Aboriginal workforce. The Centre for Aboriginal Human Resource Development Inc. (CAHRD) received close to \$380,000 for one of their skill development...

## Editorial: Dam: That Campbell can spin a story

Windspeaker Staff

Gordon Campbell, the premier of British Columbia, seems to have some memory issues. It wasn't long ago that he was boasting that his government was going green. Now all of a sudden he's reviving a massive hydroelectric project from three decades ago...



## Innovative approach to oil, gas development

By Shari Narine, Sweetgrass Writer, Edmonton

The Ermineskin Cree Nation has signed an agreement with a fledgling oil and gas company that both partners are hoping is the start of doing energy business on First Nations' land in a new way. After six months of negotiations, Ermineskin Chief...

## Calgary Briefs - April

Compiled by Shari Narine

CPS IRS training video made available to all The Calgary Police Service is making its award-winning Indian Residential Schools Settlement Agreement training video available for anyone who wishes to use it. "Although the video was developed for our..."

## Exhibit celebrates lifetime works of Métis artist

By Isha Thompson, Sage Staff Writer, SASKATOON

The memory of one of Saskatchewan's most well known visual artists is being kept alive through an online exhibition. The hope is that his talent will be shared with younger generations. 'Bob Boyer: His Life's Work' is a virtual museum that was...

## MP blames Lawrence Joseph for FNUC situation

By Isha Thompson, Sage Staff Writer, PRINCE ALBERT

Former Chief of the Federation of Saskatchewan Indian Nations (FSIN), Lawrence Joseph, is unfazed by criticisms thrown in his direction by MP Rob Clarke, in regards to the highly debated issue of the First Nations University of Canada (FNUC). Both...

## Edmonton Briefs - April

Compiled by Shari Narine

Homeless Connect held next month May 9 marks the fourth Homeless Connect event to be held at the Shaw Conference Centre. Homeless Connect Edmonton is a broad-based community-inspired initiative, providing free appropriate services to homeless...

Big Box 1  
300 wide X 250 tall

Big Box 2  
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Big Box 3  
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Big Box 4  
300 wide X 250 tall

## KEY LINKS

- CFWE-FM Alberta Radio Network
- Play Radio Bingo
- Buffalo Spirit Foundation

Big Box 5  
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## • Big Box #1 - \$50 CPM

Located on the right side of each page, just above the scroll line. Provides exposure with maximum visibility.

## • Big Box #2 - \$45 CPM

Located just below Big Box #1

## • Big Box #3 - \$35 CPM

Located just below Big Box #2

## • Big Box #4 - \$30 CPM

Located just below Big Box #3

## • Big Box #5 - \$500/month

Located at the bottom of the home page and all sub-category pages.

## • Buttons - \$150/month

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Please contact Susan Lee

at 1-800-661-5469 ext. 247 for details.

Email: [sue@ammsa.com](mailto:sue@ammsa.com)

## Community Events

8th Annual Gathering Our Voices 2010 - Provincial Aboriginal Youth Conference

Healing through Art and Culture

## Career Opportunities

Engineer  
Director of Professional Development  
Chief Executive Officer and Chief Financial Officer

## Scholarships

Weyerhaeuser Canada Scholarships - Alberta  
Alberta Law Foundation Scholarship - University of Lethbridge

Buttons  
120 wide X 60 tall