

'We needed to tell that story'

COMMUNITY FUND
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know more about the Tribe and its main giving program.

"After our work on Measures 82 and 83, we saw a huge leap in recognition of the Tribe," said Public Affairs Director Siobhan Taylor. "This led to a decision to continue positive messaging about the Tribe."

The ads, filmed Dec. 8, 2012, in the Tribal plankhouse, aim to promote the good works funded by Spirit Mountain Community Fund, connect the Tribal name with the Community Fund and promote the idea that Tribal giving benefits all Oregonians, said Community Fund Executive Director Kathleen George.

The so-called "donut" construction of the spots presents the same beginning and ending for each ad, with a changing five-second center piece highlighting different recipients of Tribal grants.

"In the old Chinuk Wawa language, we have a word for 'giving,'" says each of the spot's narrators. "Palach," says Seq'Hiya Simmons, 6, in the plankhouse with fires burning and members of the Tribe drumming and singing. Seq'Hiya holds a woven Indian basket filled with nuts out to her brother, Makai Simmons, 9.

"That's how we teach our children," the narrator continues. "Giving, sharing, supporting our



Photos by Michelle Alaimo

The Grand Ronde Canoe Family performs during the filming of new Spirit Mountain Community Fund commercials in the Tribal plankhouse on Saturday, Dec. 8. Four 30-second ads were created from the footage and are currently airing.

friends and neighbors. The Spirit Mountain Community Fund. It's who we are."

For the changing center of the donut, the narrator says, "Just ask the people at (for example) Lines for Life Military Helpline, helping

veterans, service men and women and their families."

Then back to the outside of the donut, the copy that concludes each spot: "We are the Confederated Tribes of the Grand Ronde, sharing nearly \$60 million with Oregonians since 1997. The Spirit Mountain Community Fund. It's who we are."

Narrators for the spots are Elder Mike Larsen, who walked on last month, and Elder Dolores Parmenter. They both narrate two spots.

Tribal and community members appearing in the spots also include Elders Kathryn Harrison and Chip Tom, Tribal Council member Kathleen Tom, Bobby Mercier, his daughter, Kyoni, and his son, Kai-kanim, Kevin Simmons and Sarah Ross, Kim Roybal, Jacob Holmes, Iyana Holmes, Andrea Grijalva and Eva Rose Jurado, and also include many members of Grand Ronde Royalty and Canoe Family.

Grant recipients featured are Lines for Life Military Helpline, Children's Healing Arts Project, Columbia Riverkeepers and Oregon Tradeswomen.

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"We needed to tell that story," said George. "These set the stage for a better understanding of the Tribe's giving program across Oregon."

It has been more than six years since the Community Fund released the feather spot campaign featuring Elder Leon "Chip" Tom and Leland Butler, one version of which can still be seen on a billboard as you drive east on the Salmon River Highway near Fort Hill.

David Poulshock, owner of Portland-based Red Door Films, directed the spots.

"We liked his approach, trying to really understand our goals and to tell our story," said George.

Poulshock also produced Spirit Mountain Casino's "Make a night of it" TV spots and he was chosen by Nickelodeon to produce the 2010 "Kids Around the World" segment featuring Hattie Mercier. ■



Tribal Elder Dolores Parmenter, left, gets her makeup done by makeup artist Terri Lodge before the filming of her part in the new commercial for Spirit Mountain Community Fund in the Tribal plankhouse on Saturday, Dec. 8.



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