

Poarch Creek Statewide Media Campaign

FOR IMMEDIATE RELEASE:

Contact: Lori Sawyer
251-368-3085

Poarch Creek Indian Reservation, Atmore, Alabama – January 19, 2007. The Poarch Band of Creek Indians has launched a statewide advertising campaign aimed at educating Alabamians about the tribe, its history, and its business enterprises.

“For years, our tribe has been relatively unknown to many Alabama residents,” said Tribal Chairman Buford L. Rolin. “We played a very important role in settling the state, “ he continued, “ and we would like for more people to know about us and what we try to do as citizens and neighbors.”

The Poarch Band of Creek Indians initiated the “Alabama Natives, Alabama Neighbors” campaign primarily because it believes the Tribe is a valuable resource in the state, culturally, historically, and economically.

“This is an awareness campaign,” says Chairman Rolin. “We feel the Tribe is one of the best kept secrets in Alabama. We believe we are good neighbors, and our tribal community wants the people in Alabama to know who we are and what we do, and to appreciate us as a resource.”

The idea of a statewide media campaign has been in planning stages for several years. Former Tribal Chairman Fred L. McGhee had a vision of telling the tribe’s story statewide and initiated the project development. His successor, current Chairman Buford L. Rolin, fervently shared this vision and made it a top priority of his administration. The Poarch Tribal Council unanimously approved support for the project in late 2006.

With an undertaking of this size, the tribe chose to hire a professional production company in the northeast. The filming was scheduled on and immediately following the tribe’s Thanksgiving Day Pow Wow, and a local film crew was used. Pow Wow offered a prime opportunity to capture footage of both tribal members and important celebrations. An ad was placed in the local papers inviting tribal members who attended the Poarch Indian Schools to meet at the Poarch Consolidated Indian School for filming.

- more-

Poarch Creek Statewide Media Campaign



POARCH BAND OF CREEK INDIANS
Seeking Prosperity and Self-Determination



The ad also invited tribal members to share old photographs, and several people volunteered their treasured photos. The Indian School reunion footage and several old photos were featured in the education spot.

The film crew collected footage of tribal enterprises and several Tribal Government departments. They filmed employees at the Health Clinic, the Emergency Response Center, the Senior Citizen's SAIL center, the Chairman and several representatives of the tribe's history and culture. The crew also visited a local school and the Atmore Chamber of Commerce. They filmed historical landmarks such as the St. Anna's Episcopal Church, and simple scenes of beauty in the tribal community.

No actors or television professional were used in the spots. Instead, tribal members and community leaders are the spokespeople. Even the voiceovers are tribal.

The daunting task of selecting what footage to use and who to feature was ultimately left to the production crew.

"We are pleased to now have the resources to tell our story in what we believe is an accurate and authentic way," says Chairman Rolin. "This is a vision we've chosen to honor. We are proud of our heritage and the beauty of our culture. We are also proud of our contributions in the state and we want our neighbors to get to know us better. This is our story, our vision."

"Many people know us only from our gaming operations," said James T. Martin, President of Creek Indian Enterprises. "We hope that viewers will see a much more complete picture of who we are and how we have worked for centuries to be good neighbors."

The commercials began airing statewide January 15 2007 on network television stations in four Alabama cities: Huntsville; Birmingham; Mobile; and Montgomery. They are scheduled to run through mid-March 2007.

#####



POARCH BAND OF CREEK INDIANS
Seeking Prosperity and Self-Determination

