

## Training: Media, Message and Communication

The Sierra Student Coalition brings you a training on Media, Message and Communication. In this two and half hour workshop you'll learn about where the media is coming from, media etiquette, tips for working with the media and an array of tactics for getting their attention. We'll also provide you with an outline of stories, messages and talking points that you can use to communicate what was wrong with NAFTA and why we want to Stop the FTAA. By the end of the workshop you will feel ready to talk to reporters. Together we'll bring our message home to people who don't understand why we're on the streets.

**Time and Place:** Trainings will be given daily at 10:00 a.m., and 3:00 p.m., in the CEGEP LIMOILOU, RM #1144, located at the corner of rue de la Canadière and 11<sup>th</sup> St., in the Limoilou neighborhood. The CEGEP is within walking distance of the OQP 2001 Welcome Center.

### Sierra Student Coalition (U.S)

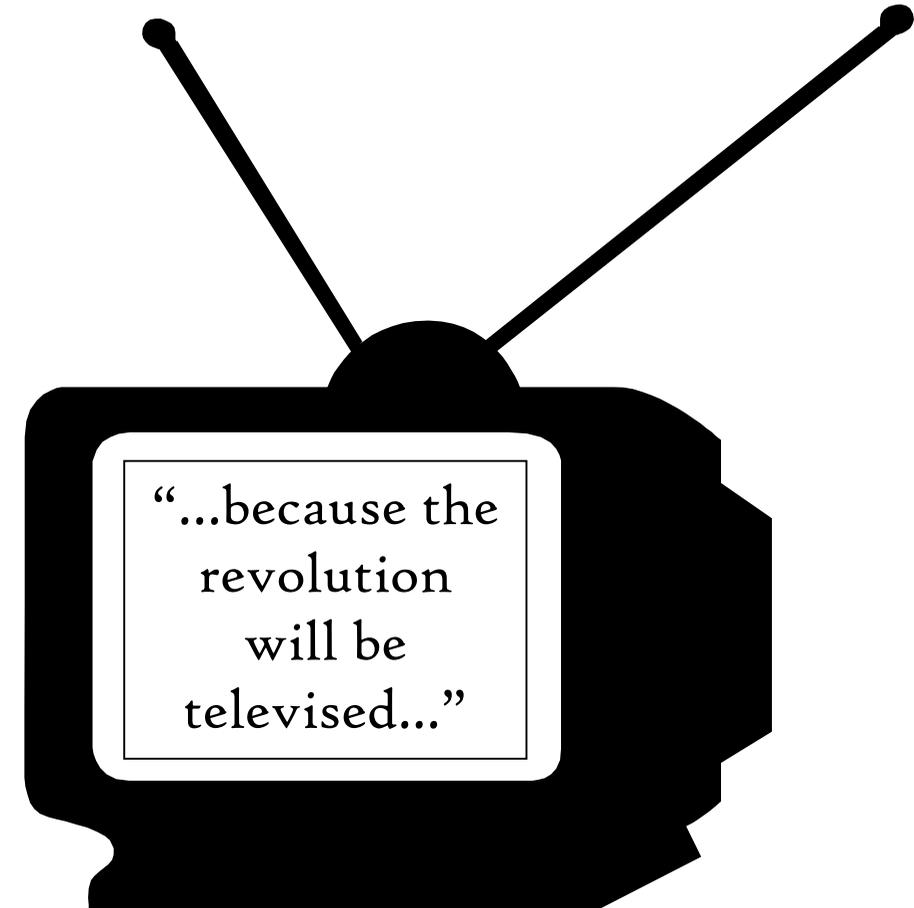
The Sierra Student Coalition, the student-run arm of the Sierra Club, helps young people through out the U.S., take effective action for the planet. Through our national network of high school and college students the SSC works on campaigns to defend Utah and Arctic wilderness, to curb global warming, and to achieve environmentally responsible trade. The SSC isn't just working for the sustainability of the planet, we're also working for the sustainability of the movement with our activist trainings program, which gives students the knowledge, tools, and experience they need to win environmental campaigns. For more information contact us at 888-join-ssc or [ssc-info@ssc.org](mailto:ssc-info@ssc.org).

### Sierra Youth Coalition (Canada)

The SYC is the youth-run branch of the Sierra Club of Canada. SYC serves as an action centre for youth concerned about the environment working on environmental campaigns (locally and nationally), internships, youth skills building and empowerment, conferences, creating a voice for youth in policy making, networking young people, and linking social justice and environment issues. For more information contact us at: [sierrayc@web.ca](mailto:sierrayc@web.ca) or 1-888-790-7393.

# Media, Message and Communication

Bringing our fight home  
to Mom and Pop...



Sierra Student Coalition

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# Working With the Media

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To win the battle over free trade policies, we need reach out new people. We need mom and pop at home to know why we're out here. This guide will help activists learn how to use the mainstream media to reach out to a wider public and win their support for our cause.

## Where is the Reporter Coming From?

Keep in mind that reporters have a job to do and that it's to get a good story. They are not your friends and they know little, if anything, about your issue. They are under deadlines and often write several stories at once, and are under constant pressure from their editors. The majority of today's media outlets are owned by huge corporations, whose ultimate goals are to sell papers and increase their ratings—both of which place added constraints on reporters. But with a well organized media strategy, we will get through. If you're not having any luck, be direct. Ask the reporter what it will take to get him/her to cover your story. They might tell you exactly what you need to do. And remember, reporters want to cover good stories. You can provide them with just that.

## Media Etiquette

1. **Stay on message!** Don't confuse the reporter with too much information. They will often choose odd things to highlight in their coverage, so only give them the information you want to get across. It is good to have a short message that you can repeat constantly.
2. **Never lie.** It destroys your credibility. If you don't know an answer, admit it, but say that you can find out and get back to them—promptly (remember, they are on a deadline).
3. **There is NO off-the-record.** Remember, the reporter is not your friend; s/he is out to get a story and sell papers. If you tell them something "off the record" it very well may end up in the story.
4. **Stay on message!** Repeat it, and repeat it again.

## Media Tools for a Protest Setting:

- **Visuals:** Visuals are a great way to get TV and photo attention. You can build giant puppets or objects to represent your issue. Visual messages are not as easily distorted as verbal ones. If you see a reporter taking an interest in your visual make sure that you approach him or her to put in a few words.

There are many takes on the alternatives. Here's one:

## Make Trade Clean, Green, and Fair with a A Global Fairness Bill of Rights

We believe that globalization and trade agreements should encourage, not undermine, environmental protection, labor rights, and human rights. The original US Bill of Rights guaranteed the rights of individuals in response to the sweeping powers granted to the federal government by the US Constitution. We now need a Fair Trade Bill of Rights to guarantee environmental protection, labor rights, and human rights in the face of the sweeping new privileges that trade agreements and economic globalization give to global corporations.

To make trade clean, green, and fair, US trade policy should:

Respect Diversity. Countries should have the right to adopt the laws and regulations that are right for them to protect their health, environment, workers' rights, and human rights. They should not be forced to reduce their high standards to conform with the drive to global uniformity embodied in trade agreements and institutions such as NAFTA and the WTO. Provided that laws and regulations are applied equally to foreign and domestic products, and developed through procedures that are open to all, trade rules should be fixed to:

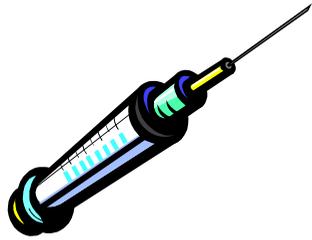
- Allow health and environmental standards based on the precautionary principle;
- Allow controls on imports based on how those products were made; and
- Allow governments to pursue normal regulatory action in the public interest without fear that private investors will sue for property losses.

Encourage Disclosure. The United States should begin to implement minimum standards to establish accountability for global corporations. As a starting point, the US Security and Exchange Commission should require that the foreign subsidiaries and contractors of US companies disclose:

- Toxic releases and environmental impacts;
- Human rights practices; and
- Labor practices and conditions.

Support Democracy. The development and implementation of trade policy should be fully democratic, not closed and secretive as it is now. For instance:

- Trade dispute settlement and trade policy development should be open and participatory;
- Trade disputes and interventions should be initiated only after public notice and comment;
- Trade agreements should be subject to thorough social and environmental impact reviews; and
- Congress should hold our negotiators accountable for trade policies that encourage, not undermine, environmental protection, labor rights, and human rights.



# AIDS

STORY: AIDS is a global health catastrophe. 24 million people in Africa have the virus and can't afford the treatment they need to stay alive. Rich pharmaceutical corporations sell AIDS drugs for exorbitantly high prices. But poor countries are fighting back and Brazil has taken the lead in treating HIV/AIDS. It has the best AIDS drug program in the Third World. Though most people in Brazil are incredibly poor, the government ensures that anyone with HIV can get the pills needed to stay alive, thanks to generic versions of triple-drug therapies ("drug cocktails"). The rich pharmaceutical corporations want the FTAA to include broad new pro-corporate patent laws that will smash Brazil's generic drug system. Right now Brazil's AIDS drug program is a model that could lead to treatment for 30 million people with HIV/AIDS. The FTAA could get in the way of that.

- Drugs are considered to be "intellectual property" to which governments can grant patents, copyright and trademarks. Those who hold patents are given the exclusive right to manufacture or sell a patented product for a set period of time, subject to certain limitations. Patents give companies a monopoly on medicines for a 20-year period and the ability to set prices without direct competition.
- Compulsory licensing enables any government to instruct a patent holder to license the right to use its patent to a company, government agency, or other party. This would allow, for example, a government to manufacture the drug for sale in that country under a generic name, and pay a reasonable royalty to the company for each sale.
- Compulsory licensing lowers prices to consumers by creating competition in the market for the patented good. Compulsory licensing can lower the price of medicines by as much as 95 percent or more. Compulsory licensing is permitted under the WTO TRIPS rules, but it could be limited under the FTAA.
- Triple-drug therapies ("drug cocktails") are now enabling many people with HIV/AIDS in the United States and other rich countries to survive. But the patent-protected drug treatments are very expensive—\$10,000 to \$15,000 a year, or more.

Contact: Essential Action  
202-387-8030 [action@essential.org](mailto:action@essential.org)

- **Chants:** Chants are your opportunity to communicate the message and talk about the FTAA and what's wrong with it. Think about whether your chant communicates your message to a passersby. "Whose streets? Our streets!" does not tell that person what is going on inside a barricaded meeting. Whereas a chant like "Free trade, no way! Fair trade, okay!" tells the passersby at least what it is we are protesting.
- **Call and Response:** This is usually used to communicate logistical information to a large group. Use call and response to tell stories about the devastation that NAFTA has caused. The media cannot help but listen.
- **Find Media:** If you feel ready to talk about the issues, go find reporters and talk to them. Your entire affinity group might take that role on. Redirect the attention of the media away from the immediacy of the event and to the issues we are protesting about.
- **Stump Speaking:** Find a street corner and a milk crate. Tell stories of the NAFTA and the FTAA. People will stop and listen. It's a great way to inform people who aren't involved.

## Some Tips:

1. Reporters are looking for specific things that make a story newsworthy. In Quebec we want the reporters to focus on the issues, not just on the protest. Here are some hooks you can use to catch a reporter: dramatic human interest (see issues, pages 8-13), local spin to this issue (how will this affect people in your home?); unusual partners (ex. labor and environmentalists); a fresh angle on an old story; special event (what's happening in your community at home on this issue, etc. Caring young people, like ourselves, are newsworthy.
2. If you're talking to a reporter and you've "messed up," stop and start over. Talking to reporters is not a one-shot deal, whether for TV, radio or print press. They want quotes that sound good, so if you have to start over just say, "Let me start again."
3. You don't have to answer the reporter's question exactly. Your first priority is to tell your story. If you have to answer a question wrong to get the right story or message across, do it.
4. Practice your sound bite with your affinity group as much as possible. That way everyone is prepared if a reporter asks a group member why she or he is at the protest. Although, not everyone needs to be an expert. Sitting around in a blockade is a great time to practice.
5. Designate one or two people as spokespeople—individuals who know the issues well. This way you can agree on what information you provide for the media.
6. Write a Letter to the Editor as soon as you get home talking about why you went to Quebec.
7. Call your local paper from Quebec to see if they'd do a story on your experience.
8. See the next section on putting your statement story, message and talking points together.

## Choose Your Words Carefully

Use words that speak to the core values of people we need on our side to win. Avoid confusing jargon and acronyms. Think about how different people may perceive different words. Here are some examples and suggestions:

### TRY USING

human rights  
accountability  
responsibility  
children  
Free Trade Area of the Americas  
World Trade Organization  
economic fairness  
stewardship  
air pollution  
conservationist  
handouts

### DON'T USE

civil rights  
  
FTAA  
WTO  
redistribution of wealth  
  
particulate matter  
environmentalist  
corporate welfare

## What's the Message?

The best messages appeals to the core values of people we want to win to our cause. What is the central message you are trying to deliver? Draft a clear, concise, and compelling phrase that you can repeat throughout your time in Quebec and again at home. Your message should contain a value and a call to action.

## Tell a Story

The best way to communicate effectively with the public is to develop a simple and compelling story that's repeated over and over again. Compelling stories have the following core elements:

A Problem or threat

A victim, a person or place in distress

A villain who is responsible and should be held accountable (name a person or a company, not just an entire industry.)

A Hero (the public, who can make a difference by getting involved)

A successful or potentially successful resolution (a way to solve the problem)

## Talking Points

Have a list of facts and information that you know well. That way, you are prepared to answer a reporter's questions. Don't get wonky!

# DEVELOPING COUNTRIES

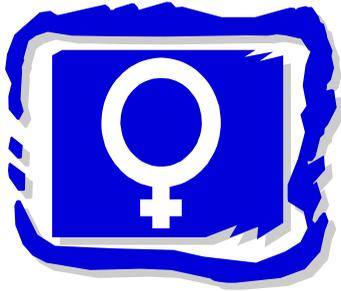


**STORY:** The Steppan Chemical facility in Matamoros, Mexico, on the border with Brownsville, Texas, is owned by a company based in Chicago. Due to its high toxicity, a facility like this should not be located anywhere near a residential area -- a leak could be an environmental disaster. But it is. Maquiladoras have little regard for the impact they have on the local surroundings and people. Trucks often collect waste from the Maquiladoras and dump it directly into open sewer systems. The environmental regulations in Mexico are weak, and there's virtually no one to enforce them. Under NAFTA, US companies can sue for damages if Mexico tries to enforce its environmental laws. The Mexican Government already lost one such NAFTA lawsuit brought by American company Steppan Chemical, which wanted to build a toxic waste dump near the water supply. The people of Matamoros pay the cost of this pollution. In hospitals, doctors are finding an alarming incidence of Neural Tube Disorders, severe birth defects of the brain and spine that are linked to chemical pollution.

### TALKING POINTS

- Companies move to places like Matamoros, Mexico for the low taxes and cheap labor. They often ignore pollution control and worker health standards. Much of the blame lies with the North American Free Trade Agreement, signed in 1993.
- People have come to Matamoros from throughout Mexico, seeking jobs in one of the hundreds of new American factories, called Maquiladoras (from the verb *maquilar*, which means "to assemble"). Since NAFTA passed the population of Matamoros has doubled. When the job seekers arrive they quickly find work but they also find a city with no infrastructure to support them.
- The small amount of tax revenue that is generated by their employers, the Maquiladoras, go to the Federal government, not to cities like Matamoros. The result is that the city of Matamoros has no funds to care for its citizens.
- Maquiladora workers live in clusters of squatter homes known as *colonias*. Severe air pollution contributes to high asthma rates along the border. Thousands of families live in dirt floor shacks with no running water or electricity. They construct their homes from wood palletes discarded from the maquiladoras.
- Since the introduction of NAFTA, real wages in Mexico have dropped by 17%. Maquiladora wages in Mexico average \$1.74/ hour while overall manufacturing wages in the country are \$2.12/ hour.

Contact: Dan Seligman, Sierra Club, Fair Trade Program  
202-675-2387, dan.seligman@sierraclub.org



## WOMEN

**STORY:** In FTAA negotiations countries have discussed making services, including water, healthcare and education, subject to free trade. This would have serious health implications for women and children. Following IMF-led water privatization in Cochabamba, Bolivia, in 2000, many women reported having to choose between providing food or water for their families when the price of water went up 500%. For many families the increase in their water bill equaled the price of food they would pay for a week or more. It was only after months of street protests, negotiations and strikes the Bolivian government broke the contract with the private water provider and Cochabamba residents were returned the right to accessible and affordable water. With raises in the cost of water women in poverty will be forced to ration clean water, use polluted or unclear water or spend more valuable time seeking water for themselves and families.

### TALKING POINTS:

- About 70% of the 1.3 billion people who live in absolute poverty are women (UNIFEM) and are often overlooked by policy-makers who develop policy based on how to achieve the greatest return from trade and investment.
- The privatization of public services has detrimentally affected a woman's access to basic needs. As providers of these services—which include health care, education and water collection for their families— women have the most to lose when safeguards for our well-being and advancement are not ensured by our governments. Worldwide, women and girls spend an estimated 40 billion hours every year hauling water from distant and frequently polluted sources.
- Because women are considered secondary wage earners (supplementing their husband's or family's income) they are the last hired and first fired. The loss of manufacturing jobs in the US under NAFTA has hit women disproportionately harder than men. For example, in the apparel industry women make up 70% of the workforce; 90% of the 300 million jobs lost since 1993 have been lost by women . This trend would only increase under an extension of NAFTA through the FTAA (AFL-CIO).

Contact: Farah Fosse, North American Gender and Trade Network, Center of Concern  
[Ffosse@coc.org](mailto:Ffosse@coc.org), (202) 635-2757 ext 115

## Preparing What You Will Say:

Many times people end up spending more time on the logistics of an event than what they'll actually say at it. The event is a waste if it's ultimate message isn't communicated. Getting your statement just right takes time. Take some time *alone* with this booklet. And do the following:

- Take a look at the Media Prep Sheet on page 5.

Use it to help you fill in Your Media Prep Sheet on page 6 in the following way:

### Prepare

- First, think about what issues you want to concentrate on. Talking points on issues are on pages 8-13.
- Identify one of the stories that you really relate to. Write your version of the “story” on the Prep Sheet.
- Link the story to a “challenge” or problem with the FTAA, page 7.
- Define your “over-arching” message.
- Think about what you see as viable alternatives. In addition to saying what's wrong we've got to provide realistic solutions. See page 14.
- Prepare talking points that you can use to answer follow up questions with.
- Consider word choice in the elements of your story, powerful talking points and the message you want to get across. See page 3.

### Practice

- Practice your story until you're totally comfortable with it. Try saying it ten times fast.
- Practice with a friend. Get them to take the role of a reporter who is interviewing you. Switch roles.
- If you get nervous about talking to reporters, keep your Prep Sheet with you and refer to it if you need to.

## Sample Media Prep Sheet

**Over-arching message :** [President Bush] advocates an irresponsible trade policy that allows [polluting industries] to attack our [high public health and environmental standards]. We don't have to make that choice. We need [a Fair Trade Bill of Rights] to make trade clean, green, and fair.

**Challenge:** Trade agreements such as NAFTA are being used to attack hard-won environmental standards to benefit polluting industries. **Story:** Under NAFTA, a Canadian company filed suit over sensible clean water protection in California that kept a hazardous chemical out of the drinking water. US courts would never have allowed such a suit. OR

**Challenge:** Trade Agreements such as NAFTA encourage industry to escape our high environmental standards by moving to countries with lax environmental standards. This has led to serious health and environmental problems just over the border in Mexico. **Story:** US companies have moved factories to Matamoros, Mexico, creating an environmental disaster of industrial pollution, open sewers, and massive shantytowns. Toxic dumping and workplace hazards are common because Mexico does not enforce its environmental or health laws. The sprawling shantytowns lack clean water, sanitation, or regular trash pickup because the companies pay virtually no taxes to support public services. Bush's trade policy will make things worse. OR

**Challenge:** Bush wants to expand NAFTA throughout the Western Hemisphere, creating a Free Trade Area of the Americas (FTAA). The FTAA would permit more polluting industries to attack our hard-won public health and environmental standards. **Story:** Under the FTAA, Citgo Gasoline, the Venezuela-based oil company, would be able to attack any laws we adopted to reduce air or water pollution from gasoline. Likewise, US mining companies with rights to mine in the Amazon could sue Brazil for adopting better protection for the rainforest.

**Alternatives:** The Sierra Club advocates a "Fair Trade Bill of Rights" with three core principles:  
A) Trade rules should be changed so they do not undermine environmental safeguards.  
B) Global corporations should be required to disclose vital information on their toxic releases when they operate abroad, just as they already do in the United States. They should also disclose how much they pay in taxes to provide surrounding communities with clean water, sewers and other basic services. Communities everywhere have a basic "right to know".  
C) Trade policy should be developed and enforced with full public participation and with the public in mind! The failed NAFTA model must not be expanded. President Bush should go back and work with civil society to fix all the problems with NAFTA before even considering the FTAA.

## LABOR



**STORY:** 1,100 workers were employed at the Huffy Corp. bike factory in Celina, Ohio, where they built the best bikes in the world for a company that was making a profit. John Folk was a local leader for the Steelworkers Union, which helped those workers share in their company's success with wages averaging \$15 to \$16 an hour. But last year, the Huffy bike company decided to shut down their prosperous plant to move to a less efficient plant in Mexico and import more bikes from China, where workers are not allowed to organize together to lift their standards. The directors took home a multi-million dollar bonus. The workers got a pink slip. It's workers like John who are with us in [Quebec] to put our version of a "human face" on the global economy. America's working families understand the cruelty of a world economy regulated in favor of the corporations. A majority understands that trade accords like NAFTA hurt us more than they help.

*Excerpted from a speech by John Sweeny*

### TALKING POINTS

- Trade between the NAFTA countries has grown dramatically in the past seven years, but U.S. workers have lost hundreds of thousands of good jobs under NAFTA, as our companies have relocated to Mexico to take advantage of lower wages, weaker worker and environmental protections, and improved access to the US market.
- Though Mexico now exports much more to the US, Mexican workers wages actually have dropped about 10 percent in inflation-adjusted pesos since NAFTA started. Canadian workers have also seen their wages fall below U.S. levels.
- When President Clinton ordered the federal government to stop using taxpayer dollars to buy goods made with the worst forms of child labor, he had to exclude Mexico and Canada from the order because these kinds of protections are not allowed under NAFTA rules. FTAA negotiators are not even discussing protections for workers' rights at all – in fact, they have refused even to form a study group on the issue.

Contact: AFL/CIO, Thea Lee , Assistant Director of Public Policy  
202-637-5219, [tlee@aficio.org](mailto:tlee@aficio.org)



# ENVIRONMENT

## Your Media Prep Sheet

**STORY:** When a cancer-causing gasoline additive called MTBE started leaking into drinking water in California, the state banned it. Under NAFTA's "investor rules," the Methanex Corporation of Canada, which makes a key ingredient in MTBE, sued California for \$970 million. They say that California has to pay them back for all the profits they won't be able to make selling their product in California. If California loses the lawsuit, they will either have to pay Methanex the money, or repeal the law. In other words, NAFTA will force the state to pay the polluter not to pollute. This process of corporations challenging environmental laws under NAFTA has been repeated in Canada, the U.S. and Mexico. "Pay the polluter" rules in NAFTA and the FTAA threaten the laws that we have now, and the ability of governments throughout the Americas to create high environmental, labor, human rights, and public safety standards.

- Trade agreements such as NAFTA have been used to undermine hard-won environmental standards to boost corporate profits.
- Under NAFTA, a Canadian company filed suit against a sensible clean water law in California aimed at keeping a hazardous chemical out of drinking water.
- US courts would never have allowed such a suit.
- In addition, NAFTA encourages industry to escape our high environmental standards by moving to countries with lax environmental standards and low taxes that are insufficient to provide surrounding communities with clean water, sewers and other public services.
- President Bush is pursuing an irresponsible trade policy that would expand NAFTA throughout the Western Hemisphere without first fixing NAFTA's anti-environmental rules.

**Contact:** Dan Seligman, Sierra Club, Fair Trade Program  
202-675-2387, dan.seligman@sierraclub.org

**Over-arching message**

**Challenge:**

**Story:**

**Alternatives**

1.

2.

**Talking Points**

1.

2.

3.

## The FTAA – Expanding NAFTA to the Rest of the Hemisphere

**What is the FTAA?** The Free Trade Area of the Americas (FTAA) is a proposed new free trade agreement that would almost all of North, Central and South America – 34 countries except for Cuba. The US government and the other governments in the hemisphere have been talking about this agreement for seven years, and hope to have it completed by 2005.

**What is NAFTA?** In 1994 the United States, Mexico and Canada entered into The North American Free Trade Agreement (NAFTA). The FTAA is designed to expand NAFTA to the entire Western Hemisphere, from Canada to Chile.

**What is in the FTAA?** The public has not been allowed to see official proposals for the agreement or the draft text of the agreement. So far, all of the negotiations have been carried out in secret. Trade unions, environmental and other citizens' groups throughout the hemisphere are demanding that the first complete draft be made public and that any hemispheric agreement address social and developmental concerns, not just business issues.

### Why are we worried?

- NAFTA gives corporations the right to challenge our laws in secret tribunals and to demand compensation from governments when laws are claimed to be an obstruction to trade. Companies have used NAFTA to undermine hard-won laws protecting the environment, public health and consumers, arguing that these laws hurt their profits.
- NAFTA encourages industry to escape our high environmental standards by moving to countries with lax environmental standards and low taxes that are insufficient to provide surrounding communities with clean water, sewers and other public services.

**Who's behind the FTAA?** Big Business has made big profits off of NAFTA, and they would love to see it spread over 34 countries instead of just three. Big biz wants corporate rights but no responsibilities. At the meetings this April, multinational corporations and such groups as the Chamber of Commerce will throw cocktail parties and fancy dinners for the trade negotiators. In another annual tradition, the business groups met in Buenos Aires in an official "business forum" to decide what they want in the FTAA, and all the trade negotiators will come hear their views. But only Big Business gets this official privilege – there will be no such meeting in Buenos Aires for ordinary citizens' groups. Unions, environmentalists, farmers and other groups from all over the hemisphere will continue to be effectively locked out of the FTAA negotiations.



## Indigenous Cultures

**STORY:** In Central and South America, many indigenous cultures are threatened by the FTAA. They are some of those most vulnerable to an onslaught of corporations bent on profit at any cost. In Panama, members of the Kuna tribe are terrified by the intellectual property rights that the FTAA could confer upon corporations. Proposed rules would allow corporations to patent traditional medicinal knowledge or even genetic material from the Kuna. If a corporation patented a traditional Kuna medicine, they would be forced to pay to use the very knowledge that has been handed down to them from generation to generation.

In Colombia, the U'wa tribe is fighting for its cultural life against proposed oil drilling on its traditional homeland done by California-based Occidental Petroleum. The Colombian government has approved some drilling, but even if the U'wa are successful in stopping these wells that have already been permitted, Occidental Petroleum could sue them under the FTAA's "investor rules" demanding to be financially compensated. Building on a NAFTA case where Mexico was forced to pay an American corporation not to build a toxic waste facility on top of an aquifer, Colombia and the U'wa could be forced to either pay Occidental for every dollar they won't be able to make drilling oil, or allow the drilling to go forward.

### TALKING POINTS:

- Intellectual property and patent rules in the FTAA could allow corporations to patent traditional knowledge of cultures that are thousands of years old. If a drug company patented a traditional type of medicine from the rainforest, the culture that had had it for generations would be forced to pay the corporation royalties just to continue using it.
- In addition to medicine, corporations are even after agriculture and genetic material. Indigenous cultures often have their own varieties of crops, and unique genetic traits. Just as drug companies could patent medicine and then sell it back to tribes, agribusiness could use a tribe's crop to develop a new type of genetically-modified food, and then make the tribe pay for it.
- As some of the most poor and marginalized people in many countries, native tribes are often most hard hit by the kinds of cuts in social services that the FTAA would bring about. NAFTA had a terrible effect on the communal life of tribes in Mexico, leading to the Zapatista uprising in Chiapas.
- Indigenous tribes throughout the hemisphere are threatened by the specter of oil and gas drilling and mining done on their traditional homeland without their consent. The FTAA's investor rules would make any effort to protect an area that has already been leased by a corporation virtually impossible. A corporation could force a country to choose between paying them for all the profits they wouldn't be able to make drilling or mining, or allow it to go forward.