

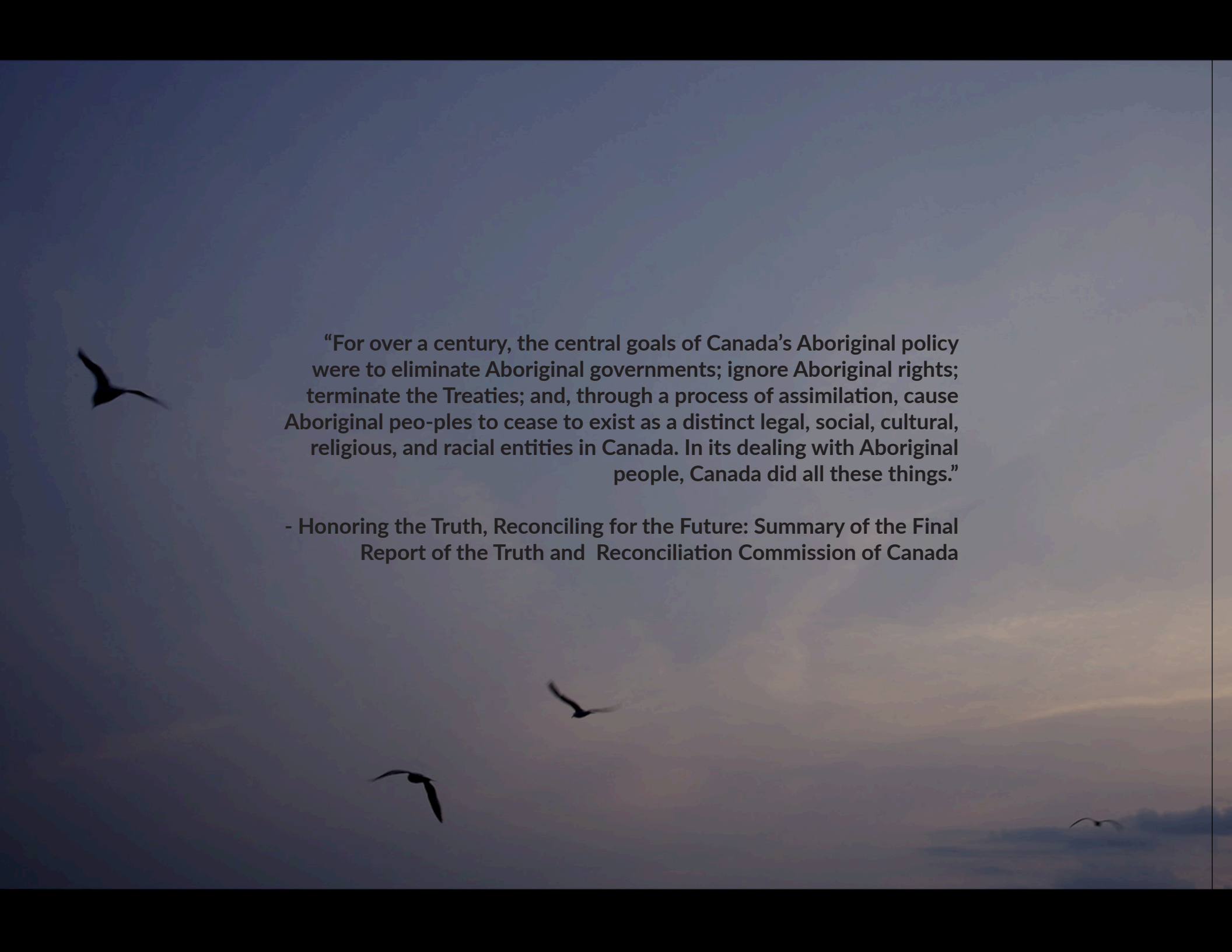


YOU CAN CALL ME  
**ROGER**

References to “Aboriginal” and “Indigenous” are used seemingly interchangeably in the documentary film and materials.

The filmmakers understands that each of the terms have their own distinctive meaning.

Within the context of the documentary film and materials, we have aimed to comply with the language used by the cast members.



“For over a century, the central goals of Canada’s Aboriginal policy were to eliminate Aboriginal governments; ignore Aboriginal rights; terminate the Treaties; and, through a process of assimilation, cause Aboriginal peoples to cease to exist as a distinct legal, social, cultural, religious, and racial entities in Canada. In its dealing with Aboriginal people, Canada did all these things.”

- Honoring the Truth, Reconciling for the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada

# SYNOPSIS

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You Can Call Me Roger is a story of hope that depicts the life story of retired Assembly of First Nations regional Chief Roger Joseph Augustine. His lived experiences with the long assault against aboriginal people and his near impossible climb to 45 years in leadership positions in his own community within the Mi'gmaq and Turtle Island circles are demonstrations of resilience and passion.

Chief Roger's story as a young boy growing into leadership roles provides a contextual window into the long history of colonization and serves as an important vehicle for understanding the truth, healing, and reconciliation necessary to advance the relationship between the Aboriginal People and Canada.

The telling of his story is based in the history of the relationship and the events of over 150 years that have benchmarked the view of differences between people that is and was characterized by superiority and inferiority. The film is intended to illuminate and improve Canadians' understanding beyond the narrow focus on the suffering of many Aboriginal people and compellingly suggests that the reality of the cultural genocide faced by Aboriginal peoples for hundreds of years are courageously solvable.

Chief Roger's history as a leader plays out against endless examples where progress - true progress - has been made despite the guilt, sympathy, and dismissal that remain to block perfectly achievable resolutions.



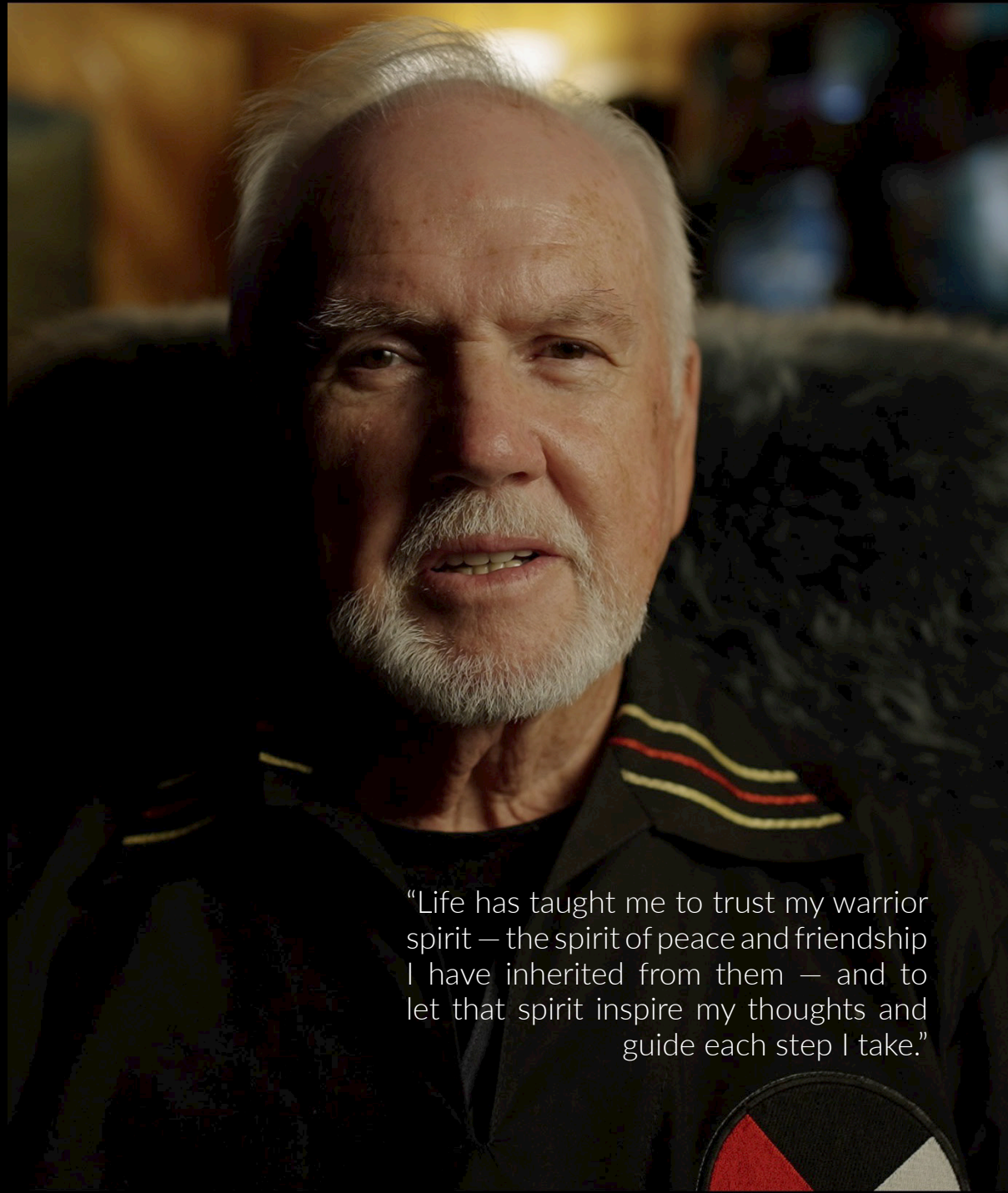
# CHIEF ROGER AUGUSTINE

Assembly of First Nations Chief Roger Joseph Augustine retired on November 30, 2021 as a veteran of 45 years in First Nation politics and a survivor of the Residential (institution) School system and Indian Day school. Chief Roger has been a tireless advocate for education and training for Aboriginal youth. After receiving specialized training in drug and alcohol education from St. Francis Xavier University, he made enormous strides in dealing with addiction in his community.

In the late 1970s, as a councilor on the Eel Ground Band Council, Chief Roger recognized the need for alcohol and drug education programming at Eel Ground. His groundbreaking work laid the foundation for his community's Rising Sun facility which became a model that many First Nations replicated across the country.

Chief Roger has been and continues to be involved in harm reduction and community wellness, politics, economic development, and the environment.

Roger believes that respect, openness of spirit, and effective communication bring balance to sociocultural conflicts and success to partnerships in life, politics, and business. As a co-founder of the Atlantic Policy Congress (APC), the political voice for First Nations Chiefs in Atlantic Canada, Chief Roger uses his training, depth of knowledge and balanced approach to ensure openness and dialogue. In 1981, he was one of several dozen representative chiefs from across Canada who signed the historic Declaration of Aboriginal and Treaty Rights.



“Life has taught me to trust my warrior spirit — the spirit of peace and friendship I have inherited from them — and to let that spirit inspire my thoughts and guide each step I take.”

# FILMING LOCATIONS



You Can Call Me Roger was able to employ a pan-Canadian workforce of over 20 diverse professionals across Canada, from Directory of Photographers, Sound Technicians, Musicians, Transcribers, Drone Operators, PR Professionals, Consultants, and more. At each stage of production, (pre-, pro-, and post-) You Can Call Me Roger contributed to the Canadian economy from coast-to-coast.



## NOTABLE CHARACTERS

## Marie Wilson

Marie Wilson is a journalist and public administrator who served as one of three commissioners of the Truth and Reconciliation Commission of Canada (TRC). She spent over 35 years working in journalism for the Canadian Broadcasting Corporation, including as regional director for CBC North and as adviser to the South African Broadcasting Corporation.

The sole non-Indigenous TRC commissioner, she worked for over six years documenting the history and lasting impacts of the Canadian Indian residential school system. She was appointed to the Order of Canada and the Order of the Northwest Territories in 2017. In addition, she is the recipient of the Meritorious Service Cross, a Queen Elizabeth II Diamond Jubilee Medal, the CBC North Award for Lifetime Achievement, a Northerner of the Year Award, the Calgary Peace Prize, and honorary doctorates from St. Thomas University, the Atlantic School of Theology, and the University of Manitoba.



## Honorable Paul Martin

Paul Martin served as Prime Minister of Canada from 2003-2006. During this time, he was instrumental in the series of agreements known as the Kelowna Accord. The Accord sought to improve the education, employment, and living conditions for Aboriginal peoples through governmental funding and other programs. The Accord was endorsed by Prime Minister Paul Martin, but was never endorsed by his successor, Stephen Harper.

Paul Martin heads up the Martin Family Foundation which supports causes related to education, environmental and animal conservation, and mental and physical health in many Indigenous communities and in communities around the globe.





## Ken Coates

Ken Coates is a Canadian historian focused on the history of the Canadian North and Aboriginal rights and indigenous claims. Coates is a professor and Canada Research Chair in Regional Innovation, Johnson Shoyama Graduate School of Public Policy, and Director, International Centre for Northern Governance and Development at the University of Saskatchewan. In 2015, Coates was elected as a Fellow of the Royal Society of Canada. He is the author of several books, including *A Global History of the Indigenous Peoples*; *#IdleNoMore* and *The Remaking of Canada*; and *The Marshall Decision and Native Rights*.

## Naiomi Metallic

Naiomi Metallic is an Assistant Professor of Law; Chancellor's Chair in Aboriginal Law and Policy at Dalhousie University. Metallic is a proud member of the Listuguj Mi'gmaq First Nation located on the Gaspé Coast of Quebec, known as the Gespegewagi district of Mi'kma'ki. After nearly 10 years of rewarding practice in Aboriginal law, Metallic decided to make the move to academia to continue her work for First Nations in a different way — through teaching, writing, and speaking about the issues facing Indigenous peoples in Canada and how the law can be a tool for reconciliation and improving the lives of Indigenous peoples.

She is a regular contributor to the Canadian Broadcasting Corporation, the Aboriginal Peoples Television Network and other major media outlets throughout the country and abroad.



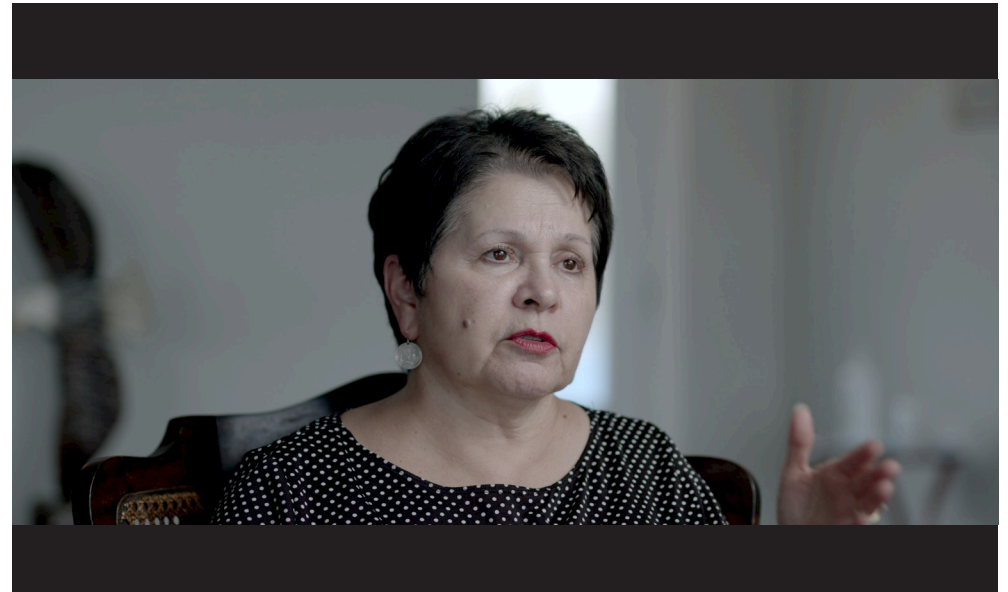
## Assembly of First Nations Chief Perry Bellegarde

Perry Bellegarde served as National Chief of the Assembly of First Nations from December 10, 2014, to his retirement on July 8, 2021. He had previously served as Chief of the Little Black Bear First Nation, chief of the Federation of Saskatchewan Indian Nations, and as the Saskatchewan Regional Chief of the Assembly of First Nations. Perry Bellegarde, a recipient of the Saskatchewan Order of Merit, is now the Honorary President of the Canadian Geological Society. Perry Bellegarde is a recipient of the Saskatchewan Order of Merit.



## Elder Claudette Commanda

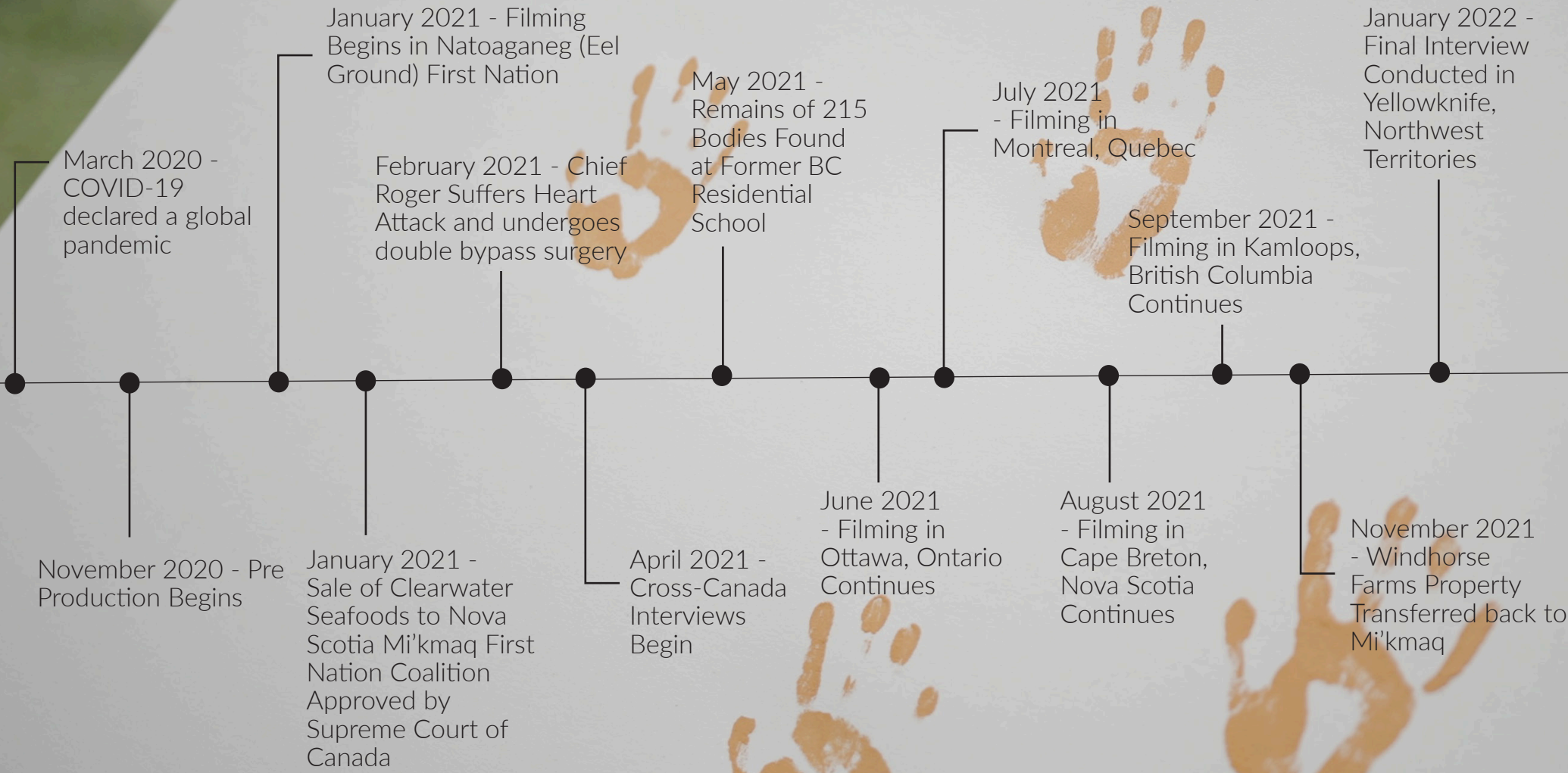
Elder Claudette Commanda, an Algonquin Anishinabe from Kitigan Zibi Anishinabeg First Nation, has dedicated her career to promoting First Nations rights, history and culture. Elder Commanda was inducted into the Common Law Honour Society in 2009. Elder Commanda has taught at the University of Ottawa's Institute of Women's Studies, Faculty of Law, Faculty of Education, and the Aboriginal Studies Program, teaching courses on First Nations Women, Native Education, First Nations People and History, Indigenous Traditions, and Decolonization. She is the Executive Director of the First Nations Confederacy of Cultural Education Centres, and has previously served on the Board of Governors for the First Nations University of Canada. She has served on the Kitigan Zibi band council on three separate occasions.



## Stephen Augustine

Stephen Augustine is a Hereditary Chief of the Mi'kmaq Grand Council and the Associate Vice-President of Indigenous Affairs and Unama'ki College at Cape Breton University. He was the Curator of Ethnology for Eastern Maritimes in the Ethnology Services Division of the Canadian Museum of Civilization in Gatineau/Ottawa. He holds a Masters in Canadian Studies from Carleton University and a BA in Anthropology and Political Science from St. Thomas University. He has been Elder Advisor to the Federal Court of Canada Judges, the Truth and Reconciliation Commission and the Human Rights Commission of Canada. In his role as Hereditary Chief of the Mi'kmaq Grand Council and by Elders training since an early age, he has a thorough command of traditional practices, his language and the history of his people.

# PRODUCTION TIMELINE



A large, ancient tree with a thick, gnarled trunk and a wide, spreading canopy of green and yellowing leaves dominates the center of the image. Three people are standing at the base of the tree, looking up at its massive scale. The background is a dense forest of similar trees, and the ground is covered in green ferns and undergrowth. The word "RELEVANCE" is centered over the tree trunk in white, bold, sans-serif capital letters, with a thin white horizontal line underneath it.

**RELEVANCE**

## 'This land belongs to the Mi'kmaq people': Historic land transfer on Nova Scotia's south shore



News | Indigenous Rights

## Canada unveils agreements to compensate Indigenous children

Human rights tribunal in 2016 said Canada had discriminated against Indigenous people in child and family services.



## From a Nunavik day school to Rideau Hall: Governor General Mary Simon reflects on reconciliation journey


Brett Farabee | [Rideau Hall](#)  
Jan 05, 2022

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The first Indigenous person to serve as Canada's governor general hopes she can help heal the country's deep wounds



Even without a global pandemic, 2020 was the most consequential year for Canada, and its relationship with the Indigenous. From the discovery of the first 215 bodies at the former Residential (Institution) School in Kamloops, British Columbia, to the historical takeover of Clearwater Seafoods, there is reason for optimism for the future of Indigenous and non-Indigenous Canadians.



**“An antidote to despair is action. You have to keep moving. I don’t know how it works, but doing nothing feeds despair, and doing something breaks it down. Everyday I know that there is something that I can do to advance reconciliation. ”**

**- Merrell-Ann Phare**

**“Under the Indian Act, we couldn’t leave the reserve without a permit until 1951. It was illegal to have access to a lawyer until 1951. We couldn’t even vote until 1961. It broke down our system, our clans, our traditional forms of governance in our own communities. Canada must, and can do so much better.”**

**- National Chief Perry Bellegarde**

**“We have a fundamental challenge in Canada, that is much greater than people think. You have to start with this proposition: When you have a crisis between a minority population, and a majority population, the longer it takes to resolve the problems, the more the minority population suffers. Right? When the Indigenous reach out with their hand, let’s take it.”**

**- Ken Coates**

**“It was pointed out to me that the First Nations veterans’ names were not in the paper on Remembrance Day. The reason for that was that we got our list of veterans from Legions, and after the war, when the veterans came home, first nations people were not allowed to have alcohol, so they were not allowed to be in the legion. So the lists, which we got year after year on Remembrance Day, never had the names of the First Nations soldiers. I nearly threw up.”**

**- David Cadogan**

**“He was the example. He was a role model. He was the Pathfinder, the groundbreaker. A lot of young people followed him. Chief Roger influenced a lot of young people.”**

**- Stephen Augustine**

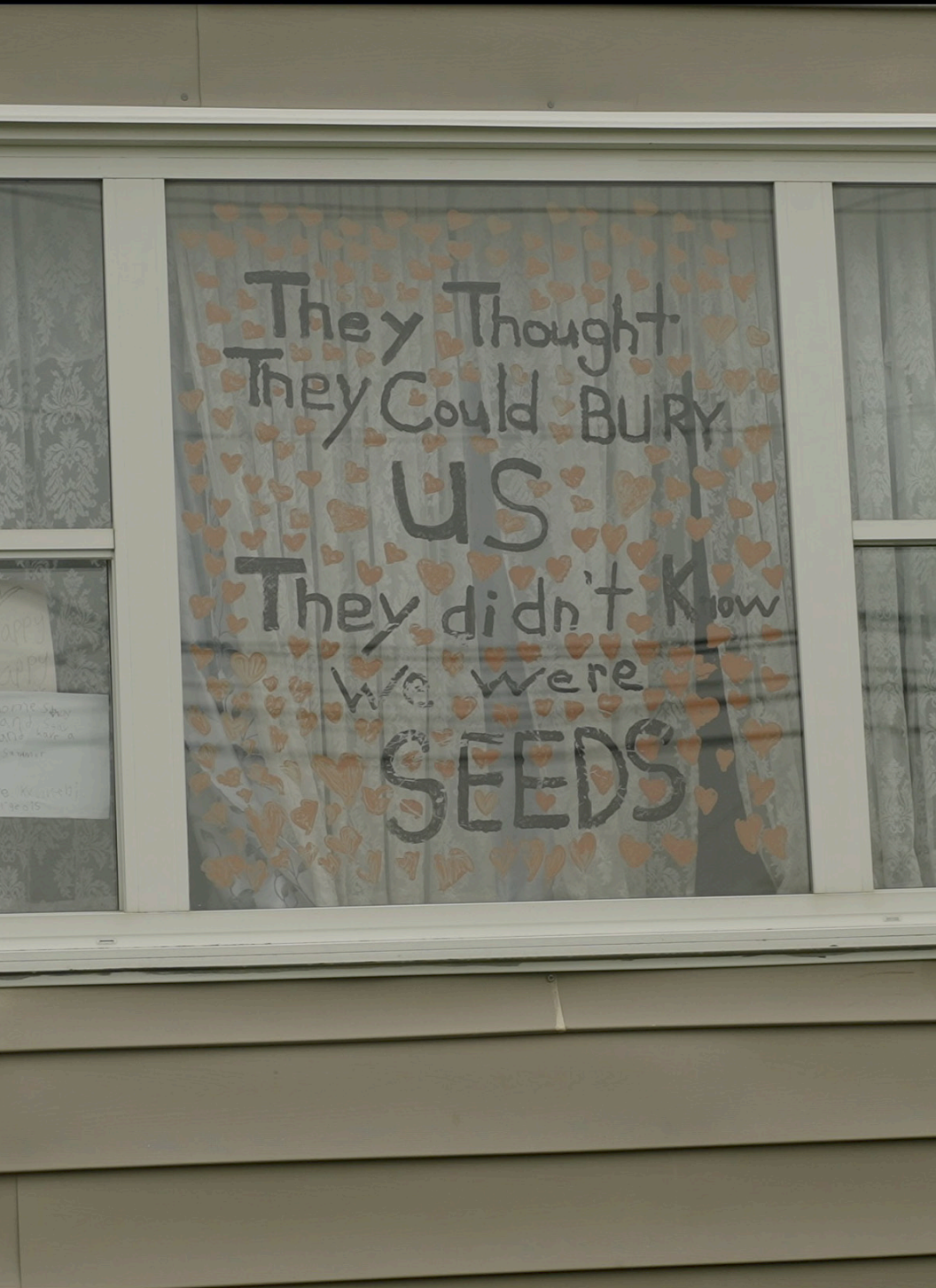


## GITPO SPIRIT LODGE

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Throughout his career Chief Roger, promoted wellness within his community and heralded it as a priority with the 634 other First Nations communities. His fundamental belief is that individual and community wellness is the foundation for enhancing the quality of life and capacity building.

Preparing to continue his passion and legacy, Roger has built the GITPO Spirit Lodge, a holistic wellness center, that offers traditional learning and healing including, but not limited to; traditional drumming, education and training for career in leadership positions, and the wellness and harm reduction initiative. Through a virtual reality component at the Spirit Lodge, programs based in peace and friendship will be made available across the First Nations and Indigenous communities in Canada.



# PRODUCTION NOTES

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I am not a Mi'gmaq, Wolastoqey (Maliseet), Passamaquoddy, Inuit or Innu, and the story of the relationship between Canada and Indigenous people is one that I have just come to appreciate in the last decade.

My worldview and presentation is my attempt to better understand what has happened, and continues to happen in this relationship and convey it to a wide variety of non-Indigenous audiences, based mostly on my personal relationships with many Indigenous friends in my community, and within the projects I am a part of.

When Chief Roger and I first met in the summer of 2020 to discuss the film, then a legacy piece on his life and career, I was thrilled by the two words that ended our conversation. Chief, in all of his wisdom and patience, and with a tear in his eye, looked at me and said, "I'm ready."

Desmond Tutu once said, "If you are neutral in situations of injustice, you have chosen the side of the oppressor." I hope it is an honest version, based on the facts as best as I can find and present them in the film to you over 2 hours.

We all have a role to play in the reconciliation process. It is too late to be non-partisan.

From tales of terror directly from the survivors, and escapees, of Residential and Day School survivors, to triumphant acts of resiliency; every single Canadian needs to see You Can Call Me Roger.

An entire country is at stake.

Onward,

Director, Jon Mann

7/8

## ABOUT THE FILMMAKER

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instagram: @populardemand | facebook: Popular Demand Pictures  
twitter: @populardemand | website: populardemandpicture.com

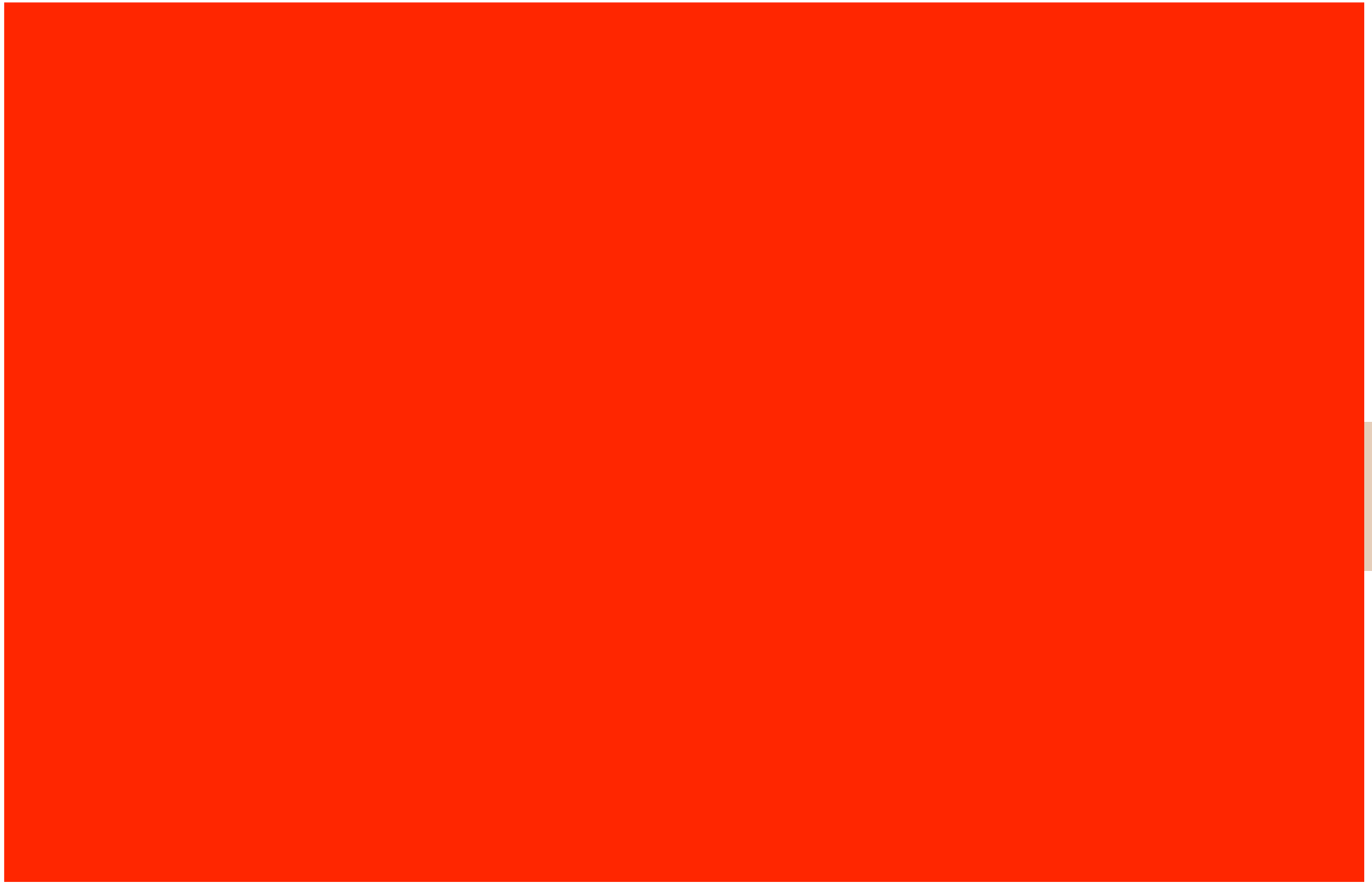
Jon Mann is a graduate of Acadia University (POLS, 2011) and the New York Film Academy (Screenwriting, 2013). Jon's career began in 2012, when he wrote the documentary *Drink 'Em Dry* which premiered at Harvard Law School. The film is now in universities and colleges in North and South America, Europe, and Australia. *Drink 'Em Dry* was nominated for Best Canadian Documentary at the Canadian Labour International Film Festival (2012). Jon's first feature-length documentary came in 2013 with *Project Power*, which follows the social movement against the sale of NB Power to Hydro-Quebec. In 2017, Jon's project *Wolfville* won the 2018 National Screen Institute's *Totally Television* program. In 2018, Jon was the Production Coordinator for TIFF Pitch *This!* short film winner *Wildfire*.

*Cahoots*; WINNER Best Canadian Film at the Canadian International Comedy Film Festival; Winnipeg, Manitoba (2019)  
NOMINATED Best Comedy at the DeReel Film Festival; Dereel, Australia (2019)

*Missy*; broadcasted nationally on CBC (2019)

Jon is currently an Associate Producer on *North Star*, a short film starring Kevin Bacon and Laura Innes, from 2019 Oscar-winning producer Andrew Carlberg.

In 2020, Jon created, wrote and directed *Pub Crawl* - an unscripted series on the historically significant bars of Halifax, Nova Scotia. The series is broadcasted by Bell TV. Season 1 of the series is shortlisted by the Academy of Canadian Cinema and Television for Best Host, Best Web Series (Popular Demand Pictures, Inc.), and Best Director (Jon Mann). *Pub Crawl* - Season 2 will be available Spring 2022.





THANK YOU.

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