

September 4, 2006

To Whom It May Concern:

Subject: Reference for work completed on Coyote Spirit production

Cliff Craven, of Target Multi Media, provided excellent professional support and direction for the development and creation of the interpretive film production, Coyote Spirit. Coyote Spirit is a 20 minute production that provides a central message to our visitor's experience within the Nk'mip Desert Cultural Centre. The Nk'mip Desert Cultural Centre is the newest state-of-the-art cultural interpretive centre in BC, and is owned and operated by the Osoyoos Indian Band. The centre offers visitors an opportunity to experience and explore the Okanagan First Nation's culture and territory through innovative and interactive exhibits, as well as interpretive programs. The highlight of this experience is the film production, Coyote Spirit, which provides insight into the historical and contemporary issues of reserve life set within a dramatic storyline. It is an interpretive film that is unique, it uses traditional indigenous story-telling as a vehicle for imparting it's powerful message of honoring one's history and celebrating one's identity as a First Nations person. Cliff provided important guidance and respectful direction throughout the development of the film, from concept to completion, and worked very closely with the leadership and staff of the Osoyoos Indian Band and Nk'mip Desert Cultural Centre to ensure that the philosophies and beliefs of the Okanagan people were central.

Working within First Nations communities is often a challenging but rewarding endeavor, and can be even more challenging for an outside company to come into the community. Target Multi Media demonstrated both commitment and cultural sensitivity throughout the development of this film. Cliff worked very hard to create meaningful relationships with our community members and staff, and more importantly dedicated much of his time to learning about the Okanagan culture – both historical and contemporary. His efforts are evident in the quality and sensitivity of the final production. During the 2 years that Cliff worked with the Osoyoos Indian Band and the Nk'mip Desert Cultural Centre, as the primary contact person for the production, I was impressed with his ability to engage and understand our values and beliefs, and then with the assistance of the production team, he successfully translated these ideas into script, images and music. The final result is a unique production that is both culturally accurate and emotionally compelling and has become the heart of our visitor experience.

I strongly recommend Target Multi Media, and Cliff Craven for any media production, and would like to make a special reference to his work within our First Nations community. We were honored to work with such a creative and professional company. Please feel free to call me at (604) 681-2828 or email (bbaptiste@oib.ca) for further information.

Sincerely,

Brenda Baptiste



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