COMMUNICATIONS PLANNING FOR NATIVE ORGANIZATIONS AND PROGRAMS
Welcome!

Your hosts:

Catherine Bryan (Navajo) and Randy Blauvelt - First Nations Development Institute Consulting

Leena Minifie (Gitxxala) - Indigenous Communications Consultant

Tom Elko and Katie Eukel - Fourth Sector
What Will We Cover Today?

- A Review of the Media Landscape
- Communications Planning!
- Tips, Tricks and Tools
THE MEDIA
OF TODAY
THE ROLE OF TECHNOLOGY TODAY
“It’s kind of the oldest form of marketing - word of mouth - with the newest form of technology.”
## How Do You Get Your News and Information?

<table>
<thead>
<tr>
<th>Type of Media Preferred as Main News Source, by Age</th>
<th>18 to 29 years</th>
<th>30 to 49 years</th>
<th>50 to 64 years</th>
<th>65 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>50%</td>
<td>50%</td>
<td>58%</td>
<td>68%</td>
</tr>
<tr>
<td>Internet</td>
<td>27%</td>
<td>28%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Print</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Radio</td>
<td>3%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>No opinion</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

June 20-24, 2013
THE ROLE OF MEDIA

THE EVOLUTION OF INDIGENOUS MEDIA:

Newspapers, Radio, TV, Internet, Social Media, Smart Phones
IT ALL BEGINS
WITH COMMUNITY
AND CONNECTION
WHY PLANNING?

If you build it, they will come!

No they won’t Kevin.
COMMUNICATIONS PLANNING FOR NATIVE ORGANIZATIONS AND PROGRAMS

WHAT IS A COMMUNICATIONS PLAN?

- A roadmap!

WHY DOES IT MATTER?

- Ensures we stay on track.

WHAT CAN IT ACCOMPLISH?

- Brings teams together, aligning goals and outcomes.
TO TELL YOUR STORIES.
YOU NEED A PLAN, A MAP.
FOR WHAT AUDIENCE?
IN WHAT MEDIUM?
Native American Communities

Connectivity

- Telephone: 80%
- Highspeed Internet: 10%
CONTEXT
IS KEY
WHAT IS IT THAT YOU WANT THE AUDIENCE TO KNOW?
THE MEDIUM SHOULD REFLECT BOTH MESSENGER & THE MESSAGE
WHERE TO DISTRIBUTE?
<table>
<thead>
<tr>
<th><strong>INSIDE COMMUNITY</strong></th>
<th><strong>OUTSIDE COMMUNITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
<td>Newspapers/Magazines</td>
</tr>
<tr>
<td>Tribal Newsletters</td>
<td>Radio</td>
</tr>
<tr>
<td>Tribal Radio</td>
<td>Online Blogs</td>
</tr>
<tr>
<td>Email Blasts</td>
<td>Posters in key areas</td>
</tr>
<tr>
<td>Local Newspaper</td>
<td>Mailing lists</td>
</tr>
<tr>
<td>Local Bulletin Boards</td>
<td>Handbills via Post</td>
</tr>
<tr>
<td>Handbills to members</td>
<td>Television</td>
</tr>
<tr>
<td>Old school faxes</td>
<td>Online video</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>Social Media</td>
</tr>
<tr>
<td>aka. Moccasin Telegraph</td>
<td>Champions &amp; Funders</td>
</tr>
</tbody>
</table>
Measurement can be done in a variety of ways.

1) Through ripping ticket stubs & keeping the other half of the ticket, or counting with clicker, and ticket sales at box office

2) How many youth turn up, a quick headcount when coming through the door

3) A community art project – by counting how many art pieces were made at end of project

4) You can count how many funders, grantees or sponsors you have communicated with

1) Catherine was talking about an organization that used counting the number of cars in a parking lot attending a public event.

You can be creative with your method – but pick just one.
OMG! CARROTS!
# A COMMUNICATIONS PLAN

<table>
<thead>
<tr>
<th>GOAL</th>
<th>AUDIENCES</th>
<th>CONTEXT</th>
<th>MESSAGE</th>
<th>MESSENGER</th>
<th>DISTRIBUTION</th>
<th>MEASUREMENT</th>
</tr>
</thead>
</table>
| 200 people attending the grand opening | Parents w/kids
Tribal elders
Teenagers | $5K flexible grant
Executive Director: 15 hours/week
Might be snowy…
Biggest event of the weekend
New website/Facebook | Main: Native American Arts is holding the grand opening of its arts and culture center on January 6.
[Parents]: The event will feature delicious food and kid-friendly entertainment early in the evening. | Local radio host | Announcement on radio show
Press release to indigenous and other media | Main: 200 community members to the grand opening of the center
Announcement on radio show
Youth volunteers = Instagram
Posters! | Posters in 50 businesses/community gathering spots |
COMMUNICATIONS PLANNING RESOURCES

- **SmartChart**: www.smartchart.org
- **The Center for Media Justice**: www.centerformediajustice.org/resources/
- **Cause Clarity**: www.causeclarity.org/
Questions & Comments?

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Thank you!