

CALIFORNIA INDIAN MANPOWER CONSORTIUM 41ST ANNUAL MEMBERSHIP MEETING

# STATEWIDE TRIBAL MEDIA STRATEGY

November 1, 2019 | 1:00 PM to 5:00 PM

## NUNA TECHNICAL TEAM

 <p><b>RICKI MCCARROLL</b> Founder + Principal Consultant</p>	 <p><b>JERI BRUNOE</b> Youth Development Consultant</p>	 <p><b>CHERYL BIRD (OGLALA LAKOTA)</b> Senior Consultant</p>
 <p><b>TERRA BRANSON (MUSCOGEE CREEK)</b> Technical Advisor</p>	 <p><b>TYLER OWENS (GILA RIVER)</b> Associate Consultant</p>	 <p><b>HARPER ESTEY</b> Associate Consultant</p>



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

2

## **HOW DO I SAY IT? NUNA: (NEW-NA)**

Founded in 2015, NUNA Consulting Group, LLC is a woman-owned small business headquartered in Los Angeles, California specializing in Native American public affairs driven by quantifiable communications strategy. The NUNA team is proud to create culturally appropriate solutions for our client base – the NUNA Family – who are comprised of national and regional non-profit Native organizations, Tribal governments, and Native community-owned businesses.

## **NUNA PHILOSOPHY**

The Korean word for older sister, NUNA was a natural fit for the founding philosophy of NUNA Consulting Group, LLC. The philosophy where clients are more than clients – they are family – the NUNA Family. Ingrained in everything we do, we work together with you to find the best solutions for each Family Member and the communities you serve.

## NUNA CORE FOUR

			
<b>PUBLIC AFFAIRS &amp; STRATEGIC COMMUNICATION</b>	<b>DIGITAL LISTENING &amp; DIGITAL STRATEGY</b>	<b>BRANDING &amp; CREATIVE</b>	<b>CONFERENCES &amp; EVENTS</b>
Messaging Development Media Relations Copy Writing Coalition Building	Messaging Research Metrics/Benchmarking Website Development Social Media Strategy	Graphic Design Data to Storytelling Image Creation Logo/Brand Development Logo/Brand Refresh Making things "Pretty"	Event Planning Event Communications Photography & Videography Event App Development On-Site Support

 NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved. 5



## TRIBAL MEDIA OUTREACH GOALS

- 1 LISTEN TO YOUR INPUT**
- 2 PROVIDE MATERIALS THAT FIT YOUR NEEDS**
- 3 BECOME YOUR PARTNER IN CENSUS OUTREACH FOR TRIBES AND NATIVE COMMUNITIES THROUGHOUT CA**
- 4 ENSURE CA TRIBES & NATIVE COMMUNITY HAVE A COMPLETE COUNT IN THE 2020 CENSUS!**



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

7

## KEY STRATEGY PIECES



### TRIBAL ADVISORY BOARD

To make sure that messaging, materials, and outreach development are aligned with CA Tribes and CA Native communities needs we're establishing a diverse 8-10 person board to keep tabs on our progress!



### COMMUNITY ASSET MAPPING

Working with partners is the only way we are going to get a complete count for Indian Country. CIMC, CA Native Vote, NUNA Team, and CA Census Office will be lead by Diana Cournoyer in developing a Native community asset map to ensure all tribes and communities are engaged.



### RESEARCH

Talking to Tribes, Native organization partners, and digital monitoring, we will develop a Research & Discovery Report to act as our collective benchmark to measure needs and effective channels.



### TOOLKITS & TRAINING

- Messaging/Talking Points Toolkits
- Media & Spokesperson Training
- Social Media Toolkit
- Train the Trainer Sessions & Webinars



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

8

## KEY STRATEGY PIECES



### PARTNERSHIP BUILDING

To reach the goals of heightened visibility, develop culturally appropriate & effective materials, and build trust between the Tribes, U.S. Census Bureau, and the State, the NUNA Team believes this effort needs to bring together industry, academia, tribal nations, and health care industry to create a holistic outreach program.



### BRANDING

- Call to Native Artist to develop artwork specific to CA Regions (Nor Cal, Central, & So Cal) to be highlighted in all CA Tribal Media Work!
- 4X Studio - Native-owned graphic design firm



### PRIORITIZE INVESTING IN TRIBES

In addition to the outreach funds provided by the state to tribes, the Tribal Media campaign is also funding "pop-up events." An application process coming soon!



### #BUYINDIAN

Materials to be sourced and printed by Native-owned firms including AdPRO and Tribal Print Source.



## KEY STRATEGY PIECES



### NEWS MEDIA PARTNERSHIP

NUNA PR Team will head up all earned media strategy during this campaign and will be supported by Ethnic Media Services.



### INFORMATION DISSEMINATION

- Working with CA Census Office on Website Development
- Dedicated Facebook
- Dedicated Instagram
- Dedicated Twitter
- Monthly Newsletter



### PAID MEDIA ADVERTISING


Advertising and PSA development for tribal papers, radio stations, newsletters, and social media.



# NATIVE YOUTH ENGAGEMENT

Native Youth Engagement Event | March 24, 2020

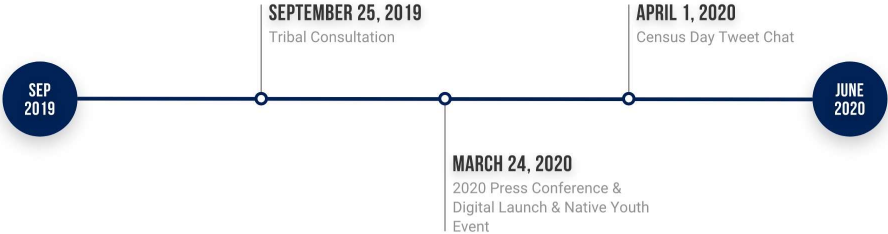
The Native Youth Engagement Project is aimed to invigorate Native Youth and Tribal Youth Councils in California to participate and get engaged in the conversation. Bringing on a seasoned Native Youth facilitator Jeri Brunoe, based in Los Angeles, NUNA will develop a training curriculum and output project to implement with 5-8 Tribal Youth Councils from around the state. The output project will be an art piece that will either be sent to Sacramento for the Press Conference & Digital Launch or selected Tribal Youth Council members will travel with the art piece to be a part of the event in-person. By reaching out to Native Youth to be engaged, NUNA has seen increased engagement by adults within their households and ultimately will inspire a more complete count. For the youth engagement training, NUNA will partner with the National Congress of American Indians which is currently developing 2020 Census curriculum for Native Youth.




NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

11

# ANCHOR EVENTS



- SEP 2019**
- SEPTEMBER 25, 2019**  
Tribal Consultation
- MARCH 24, 2020**  
2020 Press Conference & Digital Launch & Native Youth Event
- APRIL 1, 2020**  
Census Day Tweet Chat
- JUNE 2020**



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

12

## IMMEDIATE NEXT STEPS

A LOT TO DO IN A SHORT AMOUNT OF TIME

- **NOVEMBER 2019**

- Formal Announcements from CA Census Office About NUNA's Role
- Tribal Media Outreach Strategy Webinars - Direct Community Feedback
- Community Asset Mapping
- Tribal Advisory Board Applications (8-12 slots available)
- Launch Social Media Channels (Facebook, Twitter, Instagram)
- Monthly Newsletter Launch



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

13



## GET IN TOUCH



**RICKI MCCARROLL**

ricki@nunaconsultgroup.com  
202 503 9169



**JERI BRUNOE**

jeribrunoe@gmail.com  
818 731 6636



NUNA Consulting Group © 2019 Proprietary and Confidential. All Rights Reserved.

14