

WE ARE ILLUMINATIVE

Native woman led racial and social justice organization.

MISSION STATEMENT

Our mission is to build power for Native peoples by amplifying contemporary Native voices, stories and issues to advance justice, equity, and self-determination.

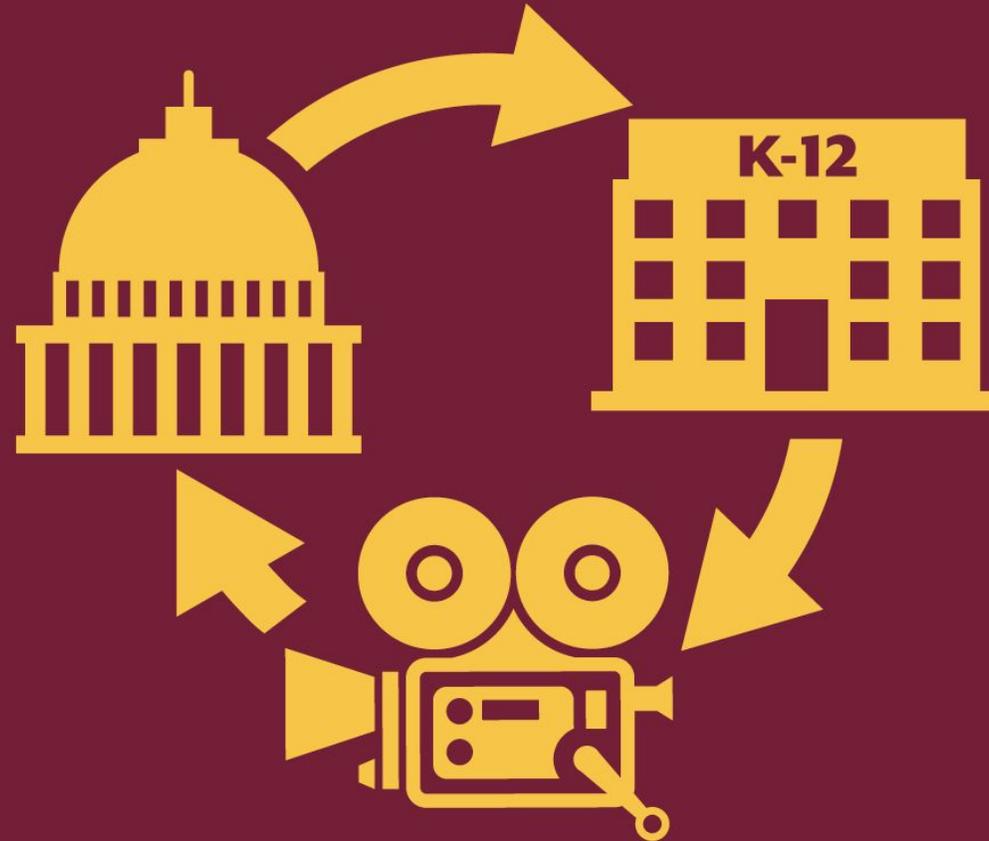
VISION STATEMENT

We envision a future where the self-determination and sovereignty of Native peoples is respected and supported; where our children see themselves reflected in the world around them; and where Native peoples author and control our own narrative.





INSTITUTIONALIZED ERASURE OF NATIVE PEOPLES



**THE VOID LEFT BY INVISIBILITY
IS FILLED WITH MYTHS,
TOXIC STEREOTYPES,
AND INACCURATE PORTRAYALS
IN MOVIES, TV, AND NEWS MEDIA.**



AMERICANS WANT TO KNOW MORE ABOUT NATIVE PEOPLES

WHEN OFFERED
ACCURATE
NARRATIVES

78% OF THOSE
POLLED

WANTED TO LEARN MORE
ABOUT NATIVE AMERICANS

78%

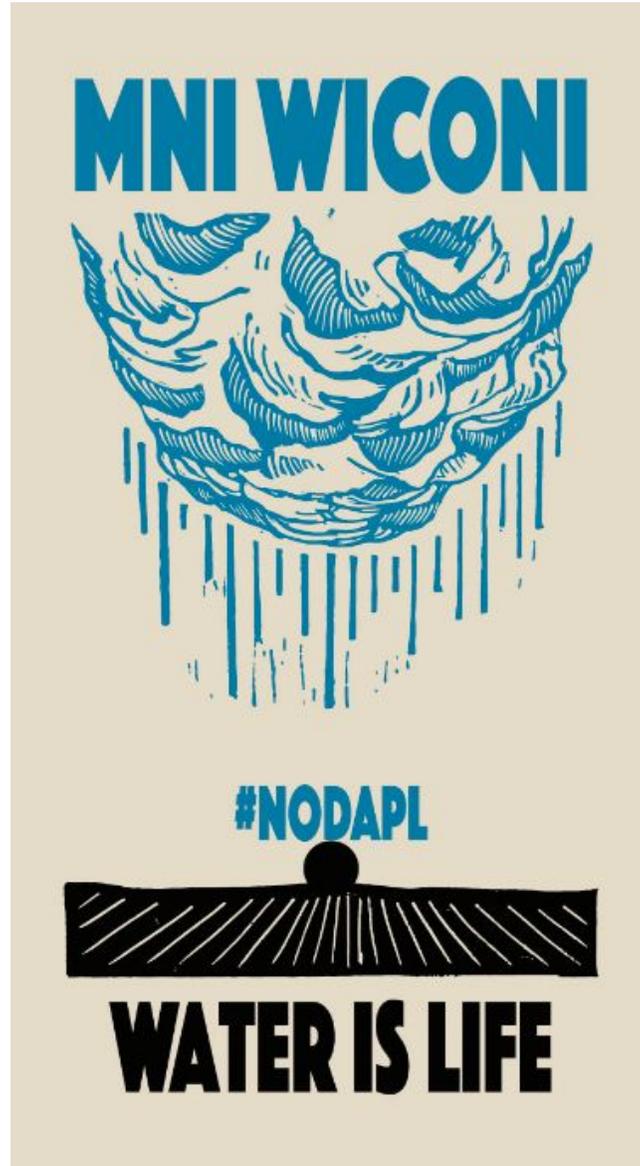
OF ALL AMERICANS

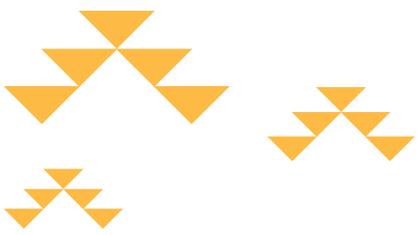
believe it is important to feature more
STORIES ABOUT NATIVE AMERICANS
on television, in movies, and in other entertainment

WHAT ARE NARRATIVES?



NARRATIVES ARE POWERFUL





DEFINITION

Narrative Strategy: the practice of sharing connected stories and messages to create, spread, and/or reinforce positive narratives and counter harmful ones.

- There should be many stories, from many perspectives, that are aligned with the larger narrative to have a cumulative impact.
- Effective stories take us on a journey from where we are today to a better future, revealing a new way the world can and should work, a *better more hopeful* world.
- Stories don't have to be long- and they can take place in many different mediums.

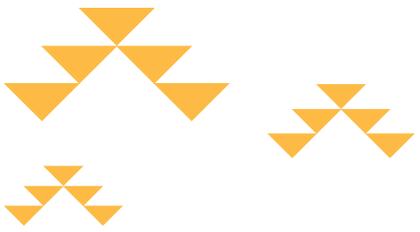


Narrative Strategy is the glue that holds everything together and can align all organizing strategies and can work for short term campaigns, but can also be used for long term movements to change the world.



HOW CAN NARRATIVE STRATEGY & CREATIVES SUPPORT OUR WORK AS ACTIVISTS & ADVOCATES?





DEFINITION

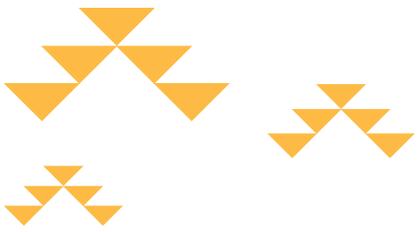
Culture: the beliefs, values, and customs of a people AND the various types of artistic, creative, and social activities or practices that contain, transmit, or express ideas, values, habits, and behaviors, between individuals and groups.

- We change *culture* through *culture*.
- Culture is both the *agent* of change and the *object* of change.



From Making Waves- The Culture Group





DEFINITION

Creatives: creatives are the culture changers- the artists who impact and change culture. This includes artists who work in film and television, music, visual art, theater, comedy, dance, photography, or literature; emerging fields like digital arts, projections, new media (including, social media influencers and video gamers or builders); and includes those who are creating food and fashion, tattoos, or who are beading, sewing, meme-ing etc.

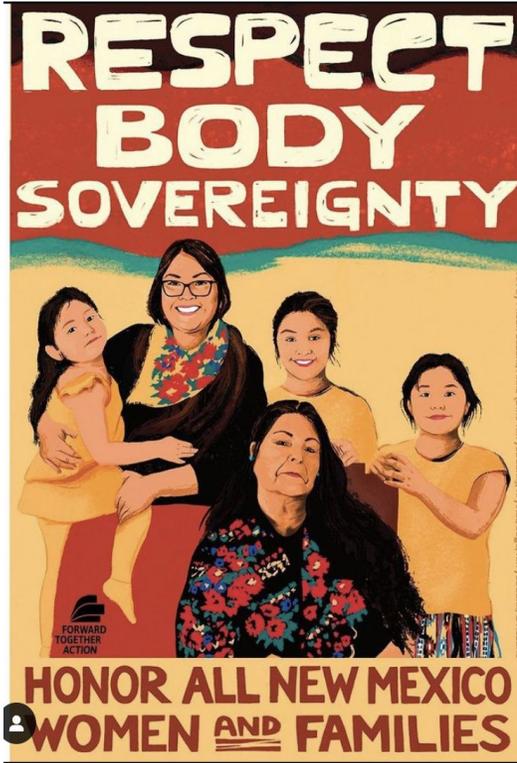
- When we talk about creatives, we are including anyone who is inspiring, influencing, changing, or shaping *culture*.
- Creatives of all kinds can support the “heart game”!



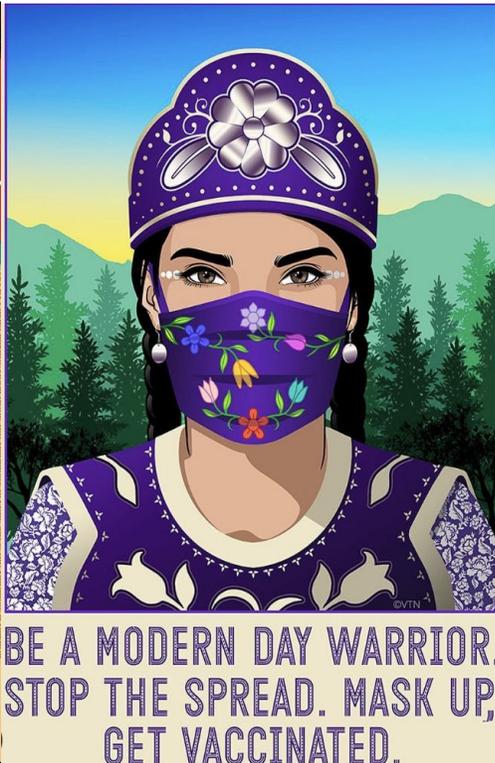
LEANING INTO THE HEART GAME



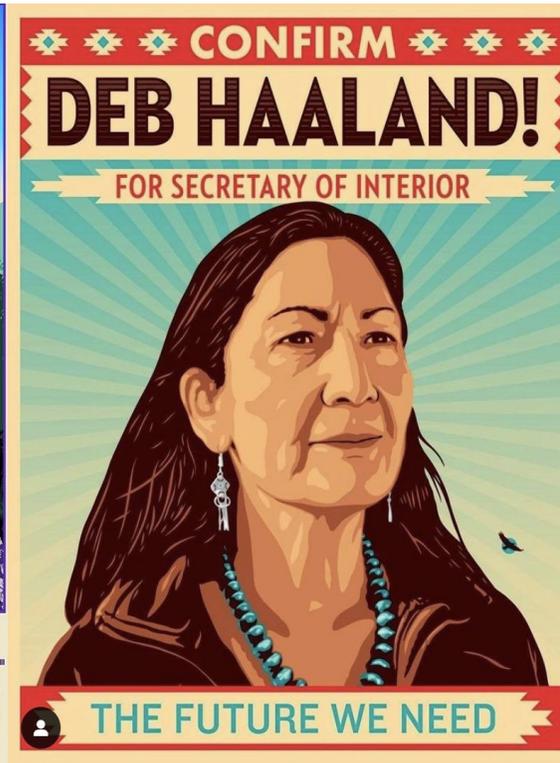
THE POWER OF CREATIVES



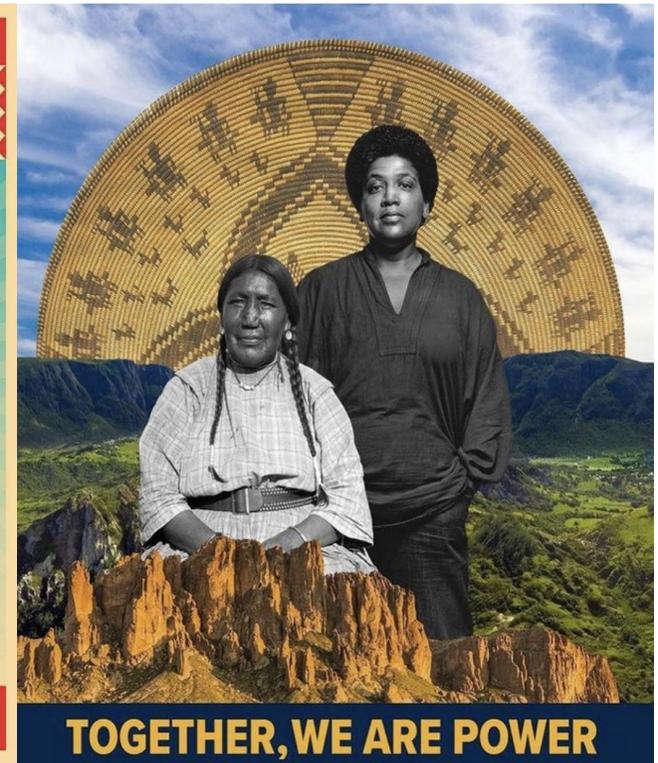
Micah Bizant



Jared Yazzie



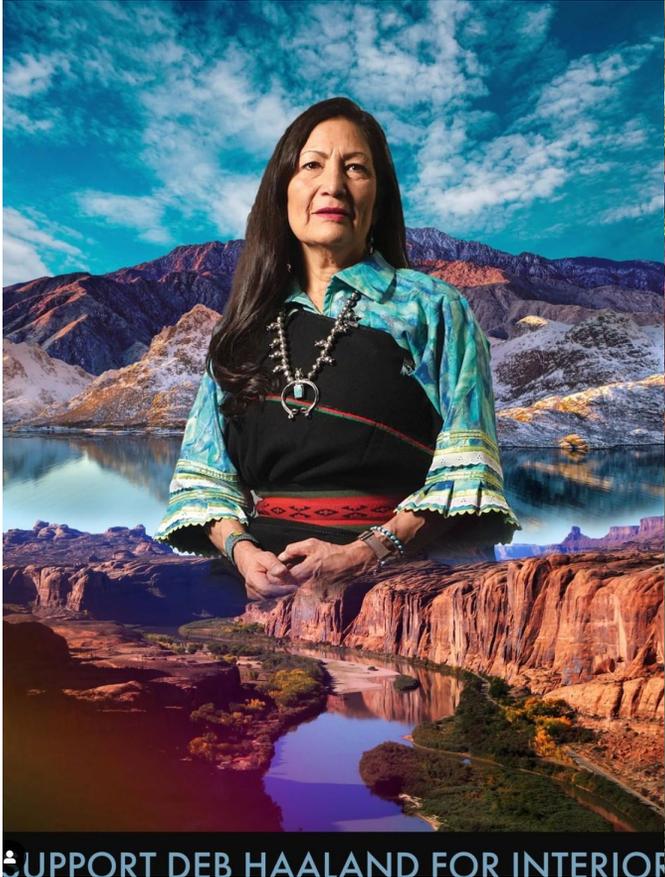
Ernesto Yerena



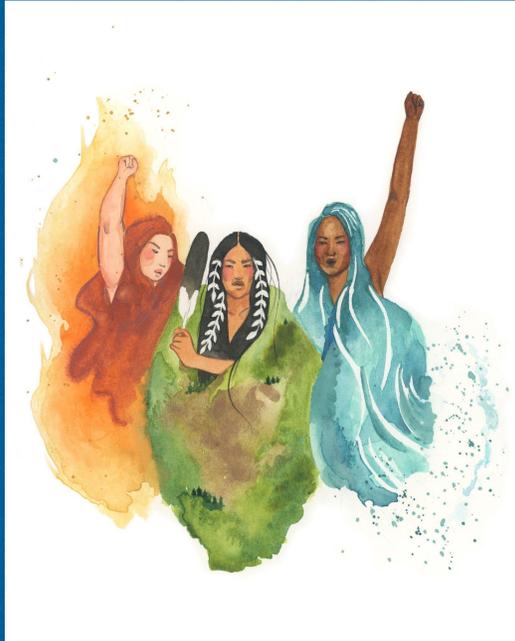
Mer Young



CASE STUDY: DEB HAALAND FOR INTERIOR



CREATIVES IN ACTION



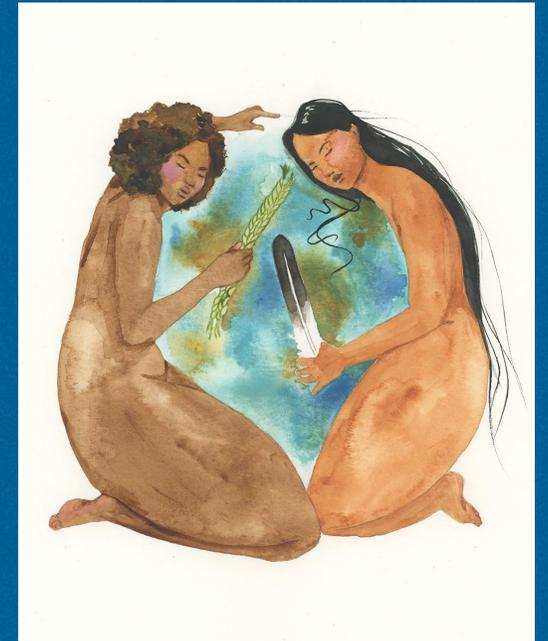
Aly McKnight

**Stand with Water Protectors.
Stand with Land Defenders.
Stand with Treaty Enforcers.
Vote.**



Austin Simpson

**To protect our land and our
water, we must use our
voice and our vote.**



Aly McKnight

**Voting is one way we
protect our planet for
future generations.**

