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

BLACK LIVES MATTER

MNI WICONI

#NODAPL

WATER IS LIFE

DEFEND THE SACRED PROTECORS NOT PROTESTERS
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”!
LEATHER INTO THE HEART GAME

Cultural Organizing
Artists & Athletes
Creative Activism
Hollywood Storylines
Fandoms
THE POWER OF CREATIVES

Micah Bizant

Jared Yazzie

Ernesto Yerena

Mer Young
CASE STUDY: DEB HAALAND FOR INTERIOR
Stand with Water Protectors. 
Stand with Land Defenders. 
Stand with Treaty Enforcers. 
Vote.

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

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