

SECOND EDITION



Message from QHI

Winter greetings from QizhjeH Heritage Institute's Training and Technical Assistance (TTA) program! While the design and development of communication materials has not significantly changed in 2020, strategies on delivery during this pandemic have become even more reliant on using technology. I've lived in rural Alaska, and have experienced challenges around connectivity firsthand. I'm also aware many of us have different kinds of technology available to us and varying levels of use and comfort among our workforce, leaders and community stakeholders.

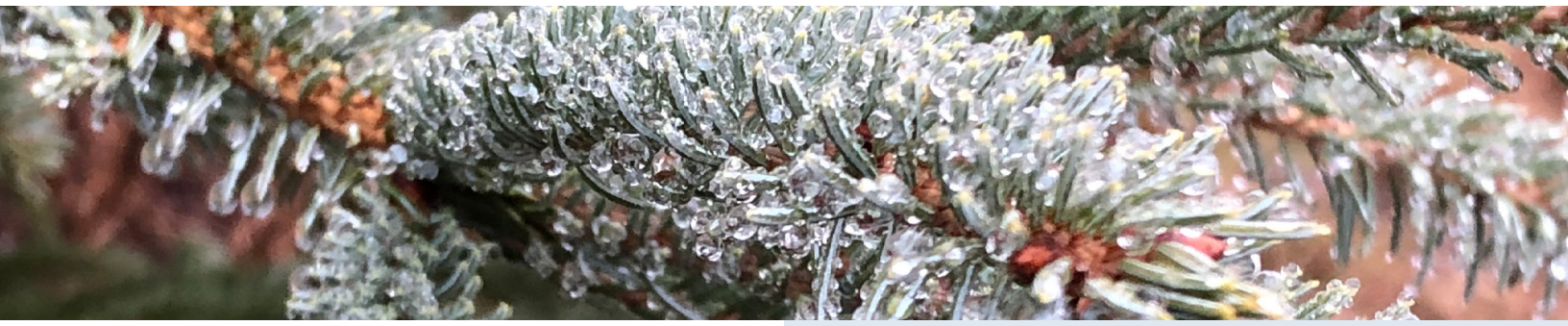
The team at QizhjeH Heritage Institute (QHI) welcomes the opportunity to assist tribes and tribal coalitions with communication materials and tactics that are helpful and supportive, as we transition to the "new normal" in times of COVID-19, social distancing and remote work sites.

Virtual meetings have become a routine part of daily work life for many of us and understandably it has been a struggle for some to maintain our level of interaction and engagement with our audiences. Since we are unable to attend conferences and hold in-person roundtables and other typical events, it is in our best interest to embrace the fact that virtual meetings and work sessions will continue to be a big part of outreach and engagement activities.

¹ Rosay, André B., "Violence Against American Indian and Alaska Native Women and Men," *NIJ Journal* 277 (2016): 38-45, available at <http://nij.gov/journals/277/Pages/violence-against-american-indians-alaska-natives.aspx>.

**More than
one in three
of American Indian and
Alaska Native women
(39.8%) have experienced
violence in past year.¹**

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Introduction and Letter from QHI Continued

Culturally, a considerable amount of our community events and interoffice meetings were centered around sharing a meal. How can we maintain that level of meaningfulness and engagement through a virtual platform? The answer, of course, is that the transition will take time. Here are some helpful hints from our team to promote engagement in virtual settings:

- ▶ **Create your own virtual meeting norms.** This may include deciding in advance which technologies to employ and the best platforms for you and your audience, as well as how to discourage multitasking, encourage participants to use mute when they are not speaking, provide helpful hints on lighting, have tech help available and any other guidance that would benefit your meeting. We suggest distributing this information in advance as attendees are more likely to actively engage if they understand the expectations.
- ▶ **Meeting preparation.** This function is even more critical when using a virtual platform. Side communications to make last minute decisions are nearly impossible, so assigning tasks such as moderating the meeting, notetaking, technical support and other key roles should all be planned ahead of time. Consider holding a test meeting, to identify and troubleshoot potential technology issues. Even with great preparation, being flexible is a necessity.
- ▶ **Create a friendly environment online before the meeting.** Greet people in a casual way, engage them personally and make sure they are comfortable using the virtual platform tools. Most often we greet meeting attendees in person before we start with an agenda, this helps create a less formal environment and friendly atmosphere.
- ▶ **Think about visual ways to support your virtual communications.** Examples include sharing a link to a website, a photo or map, these techniques can help make connections with your audience and convey multiple sources information simultaneously.
- ▶ **Encourage feedback from participants.** This is a learning experience for most of us and taking the time to listen and incorporate comments will promote engagement with your audience.
- ▶ **Encourage active participation.** This may include allowing additional time for questions and answers, and in some cases it may require follow-up meetings with a smaller group or even one-on-one meetings. Ensuring the opportunity to participate is critical to engagement.
- ▶ **Incorporate your specific customs and culture into the virtual setting, when you can and as appropriate.** Examples might include personal introductions, prayers or smudging. These practices may make your attendees more comfortable and provide a sense of normalcy.
- ▶ **Patience.** Most importantly, practice patience with those less skilled working in virtual meetings. Engagement with our co-workers, leaders and community stakeholders is critical regardless of the format we receive it in.

The goals of our TTA program have not changed, and we still intend to assist individuals, tribes and tribal coalitions with the tools and resources to design, develop and deploy communication materials and strategies that will resonate. However, we cannot do this without acknowledging the impact and challenges we all face as we continue to provide services during this pandemic. The team at QHI is here to support your transition to the “new normal” in communicating your message.

We look forward to working with you!



Emily Davenport
Program Director

Organic Social vs Paid. What's the difference?

Both paid and organic social media are vital to growing your social platforms and effectively reaching your target audience. Do you have a personal Facebook or Instagram account? Then you're already familiar with organic social! These are posts you make on your page – personal or for business – that do not include a paid component. Organic posts are great for real-time or “live” topics you want to share right away or for building robust content. The posts will appear only to your page's followers, and based on what topic or keywords are used, the posts may appear to others based on Facebook's algorithms. Unfortunately, when you post organic social content there is no guarantee that your post will be seen by your entire following or by anyone else who doesn't like your page. This is especially important to remember when launching a “social media campaign.” If you don't include a paid component you will likely not reach new people with your very important message.

That's where paid social comes in. Paid social media ads or “boosted” posts allow your Facebook business page to reach a specific audience based on location, age, interests, gender and behavior. This is especially helpful if you're interested in growing your following to reach and engage with more people. Geo-targeting can be set up through Facebook and allows you to draw a virtual fence around a specific area or select zip codes where you want your post to appear. Another tactic is to simply provide Facebook with a budget and timeline for each ad, depending on your overall goal for that message. A boosted post will show up as an ad on newsfeeds. A paid social media ad allows you to expand your engagement and reach by providing a multitude of options for engaging with your selected audience.

Bottom line, a combination of paid and organic social will help grow your page's following and keep people coming back for more. Think of it this way: Organic posts are the “meat” of the content you provide, while ads help increase engagement by pointing new people to your content or website, and encourage new followers. While there are additional platforms outside of Facebook and Instagram that offer paid opportunities, such as Snapchat, Twitter and Pinterest, Facebook and Instagram are the most widely used and user-friendly options.

If you're interested in learning more about Facebook, Instagram or any other social platforms, please reach out to your TTA team.



**American Indian
and Alaska Native
women are
1.2 times
as likely as
non-Hispanic
white-only
women to have
experienced violence
in their lifetime and
1.7 times
as likely to have
experienced violence
in the past year.²**

² Rosay, André B., “Violence Against American Indian and Alaska Native Women and Men,” *NIJ Journal* 277 (2016): 38-45, available at <http://nij.gov/journals/277/Pages/violence-againstamerican-indians-alaska-natives.aspx>.



Explaining Digital Media Tactics and Why Digital Media is Important

Many Tribal communities are still experiencing the impacts of the digital divide, but in the broader community, it is well documented that digital communications and the internet are incredibly influential means to communicate. Specifically, in regard to communications, digital and social media offer advertisers relatively inexpensive and measurable tools to share your story in new and different ways while reaching a wide audience.

Social campaigns may be paid, organic or a combination of the two, while digital campaigns refer to paid digital – or online – placement. Paid placement is the securing of digital advertising on desktop or mobile platforms, such as smartphone and tablet, that may be targeted to the end user and delivered via ads in websites or apps.

The kinds of digital ads available run the gamut from static (still) and animated display ads served on desktop computers or on a mobile device, such as a tablet or smartphone, to video ads on local and national sites and YouTube. Digital ads can also be displayed on social media and search engines, apps such as Spotify and Snapchat and may include ads served through any Smart TV, gaming device or app that's connected to the internet, such as Apple TV, Hulu, Roku and PlayStation.

The reason digital and social platforms are powerful is because the ads they serve are incredibly targetable to your desired audience. Common targeting tactics include using demographics, psychographics, behavioral and geotargeting to draw a virtual fence around your audience group and send them your message. Social media platforms, such as Facebook and Instagram, provide advertising tools that just about anyone can figure out with trial, error and time. And with paid social you can strategically reach outside your current group of followers/likers to increase your following and promote engagement

on your page. Without a paid social element, people who don't follow your page will likely not see your message.

Knowing your community and targeted audience is critical since not all communities have these platforms available, a high enough number of users or the required connectivity. This should be taken into consideration when deciding where to place ads and which tactics to use. For example, if internet is slow or poor, video ads are likely not the best option. Instead, you may want to consider a static display ad. Utilizing a variety of mediums and digital tactics is typically recommended as part of any media plan, but above all else the goal is to deliver ads to where your audience is.

Getting your message to stakeholders, partners and out in the community often requires a wide spectrum of methods from personal phone calls and flyers to the use of digital and mass media. Furthermore, effective campaigns often combine both paid and organic content. Regardless of what kind of digital media you choose, evaluating your audience and their media habits and setting benchmarks to gauge success are the first steps to effectively use digital.

Our Training and Technical Assistance program is here to partner with you and work collaboratively to develop or expand your current communications efforts. We rely on the expertise each Tribal grantee brings to help inform any strategies or tactics we may recommend.

Another effective and cost-efficient digital platform includes search ads. These are the sponsored listings that appear at the top and on the right-hand side of search engine results, such as Google. These ads are pay-per-click, which means you only pay when users click on your ad. These are different than website display ads, which include banners and side bars. These ads can be animated, static or even interactive and are able to target audiences based on their demographics, geography, online behavior and interests. Display ads can also be contextual, which means they are

relevant to the content on the website, therefore delivering advertising to a pre-qualified audience.

Interested in learning more about digital options or curious about how to get started? Contact your TTA team.

Increase in demand has skyrocketed digital to become the fastest growing medium in the world. The pandemic has helped streaming TV services, in particular, grow astronomically. Furthermore, digital video is expected to grow more than 400% in 2021 due to the world's shift in media consumption behavior.

Tracking and Evaluating Digital Performance is Key. All online activity creates measurable data. Digital media platforms track data patterns to create analytics that provide insight into who, what, when, where and how often your ads are being seen and engaged with. These are called, *performance metrics*. Measuring the success of your digital media campaign starts with setting goals for your campaign's performance using these metrics. Monitoring and evaluating them throughout the life of your campaign will help you identify if a particular tactic is meeting your expectations so you can make the adjustments necessary to get the most value out of your placement.

In addition to helping us understand the efficacy of a campaign's outreach efforts, metrics can play an important part in reporting and fundraising activities. These campaign outcomes demonstrate how many people are reached by your message, how many times and what action they took as a result of seeing your message.

Reporting out on how media budgets are utilized is often a funding requirement and can make a persuasive argument for continued funding, especially when paired with data that can show corresponding changes in behavior.

So, what are these performance metrics and what do they mean?

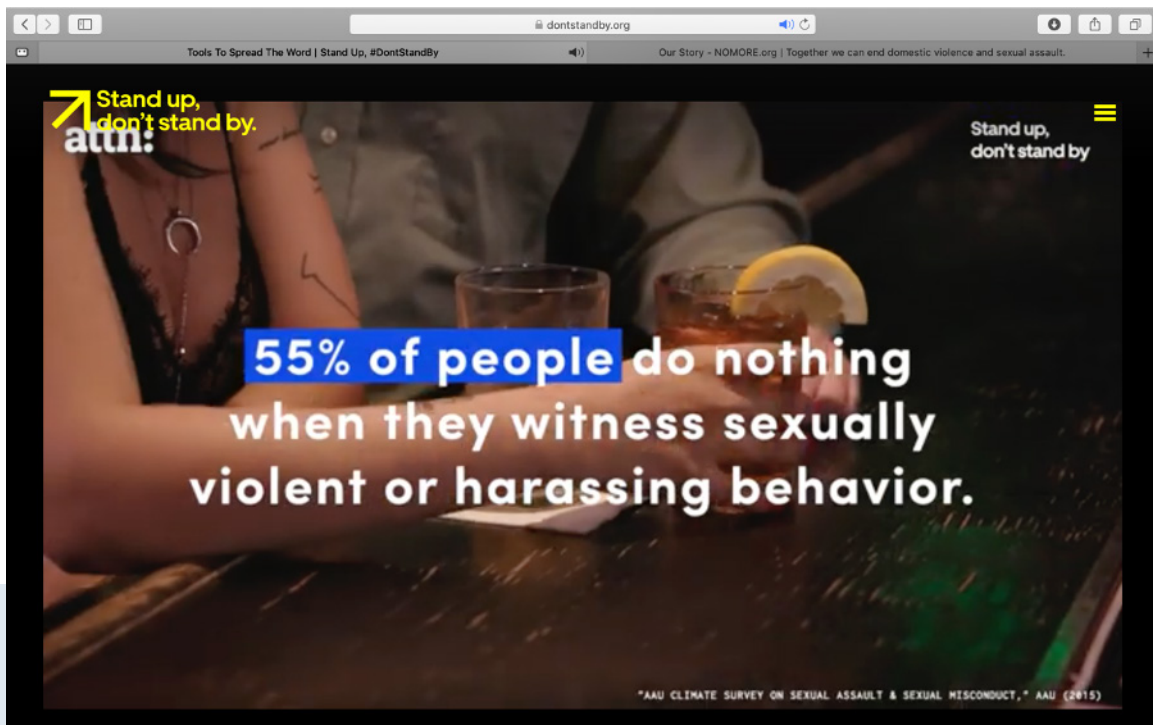
The effectiveness of your tactics can be determined by comparing key performance indicators (KPI), which are the metrics most relevant to your campaign goals or intended results.

- ▶ **Reach** — The number of people who have seen your ad or post
- ▶ **Impressions** — The number of times your ad has been shown
- ▶ **Clicks** — The number of clicks your ad has received
- ▶ **Click-Through Rate (CTR)** — The number of ad clicks divided by impressions
- ▶ **Views** — The number of times people have watched or engaged with a video ad
- ▶ **Cost Per Click (CPC)** — The average cost of each click determined by the total amount spent divided by the number of clicks
- ▶ **Demographics** — Specific characteristics of your audience such as sex, age, ethnicity, location, etc.
- ▶ **Psychographics** — Specific classifications of people based on their attitudes, aspirations and other psychological criteria

By comparing the results to your initial goals, you can determine which ads are performing best and where. Different styles of ads might do better on different platforms or among different segments of your audience.

How can I get started?

Our Training and Technical Assistance program team can help you set objectives based on industry standards, which provide benchmarks for you to measure your ad performance against. We can also connect you to the right resources you'll need to develop and implement digital campaigns. We understand Tribal communities will have varying performance metrics based on our diverse tribal audiences, connectivity issues or other unique factors. That's okay! There are still ways to track the impact of your campaign and collect data that will show how powerful your message are. Our goal is to set you up for success and maximize your outreach efforts.



“Stand up, don’t stand by.”

Inspiration for Tribal Violence Prevention Campaigns – Using Partnerships to Create Impact

Some of the most effective campaigns are built through simple messaging and strong partnerships. The following example used both strategies to develop a campaign that encourages behavior change to promote awareness and safety.

Stand up, don’t stand by. is a sexual assault prevention campaign developed by *No More*, a foundation dedicated to ending domestic violence and sexual assault, and Uber, a global rideshare technology company. The campaign provides education and resources to help people recognize the signs of sexual violence at clubs, bars and parties, as well as guidance on when and how for bystanders to safely intervene. Vibrant art is paired with easy-to-recall messaging that encourages simple actions anyone can take to prevent sexual assault, such as watching out for others, stepping in when needed, ensuring rideshare vehicles match-up, and trusting your gut if something seems off in any situation.

Stand up, don’t stand by. is also a great example of utilizing partnerships to create a campaign. The initiative engaged non-profits, rape crisis centers, nightlife communities and local law enforcement agencies in cities across the country to establish the campaign as a resource within several communities. The campaign website provides shareable media assets, such as gifs, photos, posters and videos, as well as training resources for bar staff and other members of the night-life community. Toolkits and technical assistance for industry educators are also available for download on the site.

While partners and resources may not always be readily available within our Tribal communities, we know the incredibly resourceful nature of Tribal grantees. Formalizing collaborations to develop media campaigns looks similar to forging many of the ongoing partnerships you already have with law enforcement, school districts or health systems. Expanding the partnerships to include joint media initiatives can often amplify your campaign budget, build your audience, extend your reach and increase the campaign’s overall effectiveness.

Creating Community Change Through Unpaid Media – Featuring “No More Free Passes”

Disclaimer:

The content in this article contains graphic details of an attack. It may be triggering or emotionally challenging for some. For others, sharing stories can be healing and therapeutic. This is an example of how media and policy can be utilized to create community change.

Media advocacy rooted in community advocacy and is a strategy commonly utilized in public health as part of a greater behavior change (social marketing) effort. Media advocacy shifts the focus from the personal to the social, individual to the political and the behavior or practice to the policy or environment. For example, a social marketing campaign aimed at reducing the number of people who smoke can use both media advocacy and traditional media to work toward the same result. While the paid media strategy could aim to encourage smokers to consider a quit attempt, the media advocacy strategy could endeavor to implement a smoke-free workplace policy. Two different strategies with the same end-goal in mind: Reduce the number of people who smoke. Similarly, this can be an effective approach to preventing domestic violence and sexual assault. “No More Free Passes” is a real-world example of how traditional media and media advocacy effectively activated a groundswell of support, providing education, increasing awareness and implementing policy to change behavior and ultimately social norms.

Case Study: “No More Free Passes”

In August 2017, Lauren, a young Alaska Native woman, took the bus across Anchorage to see her uncle. When she arrived she discovered he wasn’t home so she walked to the gas station to catch a bus back but had already missed it. As she arrived, a man driving an SUV offered her a ride.

This is still considered neighborly behavior in Alaska and not to be ungrateful, she accepted—against her better judgement—a local reporter documented, nearly two years later.

The driver was Justin Schneider. He kidnapped her, strangled her, choked her unconscious and masturbated on her “so that he could be sexually fulfilled,” he said. The last thing Lauren remembered thinking, wrote David Mack, was that she was going to die. After the kidnapping and sexual assault, Schneider worked his shift as an air traffic controller and then drove home to his wife and family.

He was arrested the next day, and in a week, the grand jury indicted him on four felony charges for kidnapping and



Image Source: <https://www.nomorefreepasses.org/our-mission>

assault—a 5-to-99-year prison sentence for the kidnapping alone. However, Schneider was offered and accepted a plea deal, with \$30,000 cash bail.

Superior Court Judge Michael Corey effectively gave Schneider “a pass” with no more jail time. This fit the letter of the law but illuminated a gaping loophole no one knew existed. Alaskans were clearly appalled, and across the spectrum of political beliefs a rallying cry of “NO MORE FREE PASSES” swept local media outlets and Facebook.

“This gesture by the DA [District Attorney] and the judge is absolutely obscene,” Keeley Olson, executive director of Standing Together Against Rape (STAR) told Anchorage Daily News.

As a result, the following article was published in Alaska’s statewide newspaper, the Anchorage Daily News: “Outrage in Alaska after Judge Sentences No Jail Time to Man who Pleaded Guilty to Felony Assault,” and outraged Alaskans vowed to launch an effort to oust the judge.

A local woman, Elizabeth Williams, started a Facebook group for the seeking a “no vote” on retention for Judge Corey; she told KTVA (Anchorage-based television station) that she had a “visceral reaction when heard the verdict,” and was “absolutely appalled that he was going to be out on the streets again... that Alaskan women were again going to be let down by the justice system... I was also outraged that this woman didn’t have a voice in the court proceeding, and that no one was advocating for her and no one was speaking for her needs including the judge.”³

³ Mack, David. “The Loophole: He Held Her Down, Choked Her, And Masturbated Onto Her. The Law Said It Wasn’t Sexual Assault.” BuzzFeed News, 11 Oct. 2019, www.buzzfeednews.com/article/davidmack/alaska-sexual-assault-loophole-masturbate-ejaculate-semen.

By the end of September 2018, Alaska news reported on the initiative to oust Judge Corey. The State of Alaska Department of Public Safety's criminal division director responded to over 50 angry emails from citizens in one day. Social media was overwhelmed with outrage. The creator of the Facebook page, was also a sexual assault survivor and had launched an effective social media crusade, receiving nearly 4500 likes on her page. Using this campaign and building a relationship with local media outlets she and others engaged people from across the state.

Thearticsounder.com reported nearly 2,000 Alaska Native women, victim advocacy groups and non-Native residents across Alaska expressed outrage over Schneider's sentence. The public was demanding laws that fit the crime. Pangaanga Pangawiyi, St. Lawrence Island Yupik, said "... because of the intersectionality of racism and sexism it is more likely for a lenient sentence to be given to a non-Native person who has offended against an Alaska Native person if there is an investigation done at all." Vera Starbard, a Tlingit and Dena'ina woman and editor of First Alaskans Magazine, a quarterly magazine dedicated to covering Alaska Native issues and lifestyles, invited lawmakers to make changes in the law, judges and prosecutors to "serve justice," and law enforcement to "protect our women."

Fifteen judges were on the November 2019 ballot for retention, including Judge Corey, who lost the retention election. Later, headlines proclaimed that the Judge was booted over the public outrage for the plea deal. Corey made history by being the first judge dismissed from the bench by Alaskan voters, ignoring a judicial council recommendation that he be retained.

In April of 2019, Anchorage Daily News from Juneau reported that Rep. John Lincoln, D-Kotzebue, introduced

HB 14, which passed the Alaska House of Representatives 36-1, to close a loophole in Alaska's sexual assault laws that had sparked public outrage over the Schneider case. Then in July, Alaska Governor Michael J. Dunleavy signed HB 14, closing the legal gap informally known as "Schneider's Loophole." Schneider became known the "face of white privilege" on Facebook.

In "No Free Passes," several communications tactics were utilized to support traditional and media advocacy strategies in order to create change. On the traditional side, advocates worked with local news media to generate stories and leveraged social media outlets to raise the profile of the issue. Letter-writing campaigns, an informational website, phone calls to policymakers and community events further prompted communitywide support, eventually leading to a ballot measure. Even though this campaign was organic in nature, it utilized key social marketing tools that proved effective in achieving results.

Never underestimate the ability of a small group of committed individuals to change the world.

- Margaret Meade, cultural anthropologist, author and speaker

Lauren grew up in Anchorage, Alaska until she was eight and moved to her mother's rural Native village. She later returned to Anchorage as an adult. It took her awhile to process and speak of her trauma.

"On the Boards"

Looking for assistance running your first marketing campaigns?

Stay tuned for our first video tutorial: Introduction to Earned Media. We are going to walk you through developing a relationship with your audience and your community.

Also coming up is our first Live Webinar: Social Marketing 101. This presentation will introduce the

concept of social and behavior change through the practice of social marketing. Presenters will explain how social marketing can be used as a method for combating violence against women and children in Native communities.

Finally look out for our next Newsletter! We'll be sharing tips on using social media effectively and discussing the role media plays in social justice.

As always, send us any questions at: info@qizhjeheritageinstitute.org