

New Ways to Advocate: Using Digital Media to Tell the Story

NCAI Policy Research Center's 6th Annual Tribal Leader/Scholar Forum

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VisionMaker Video



| AIROS Audio



Presenter Background

- Georgiana George Lee
- Born: Shiprock, NM (Navajo Reservation)
- Raised: Kirtland, NM
- Kirtland Central High School
- Video Productions
- National History Day



- Radiation Exposure Compensation Act (RECA)



Presenter Background

- Creighton University—Omaha, NE
 - Journalism, Theater
- College of Santa Fe—Santa Fe, NM
 - Producer, *Linda, As In Beautiful*
- Barack Obama Campaign for Change
 - *Fort Peck Reservation—Wolf Point, MT*
 - Native American Public Telecommunications, Inc. (NAPT)—Lincoln, NE





NAPT

Native American Public Telecommunications

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Mission Statement:
NAPT advances Native media that represents the values, experiences, histories, and cultures of Tribal Nations, communities and people.



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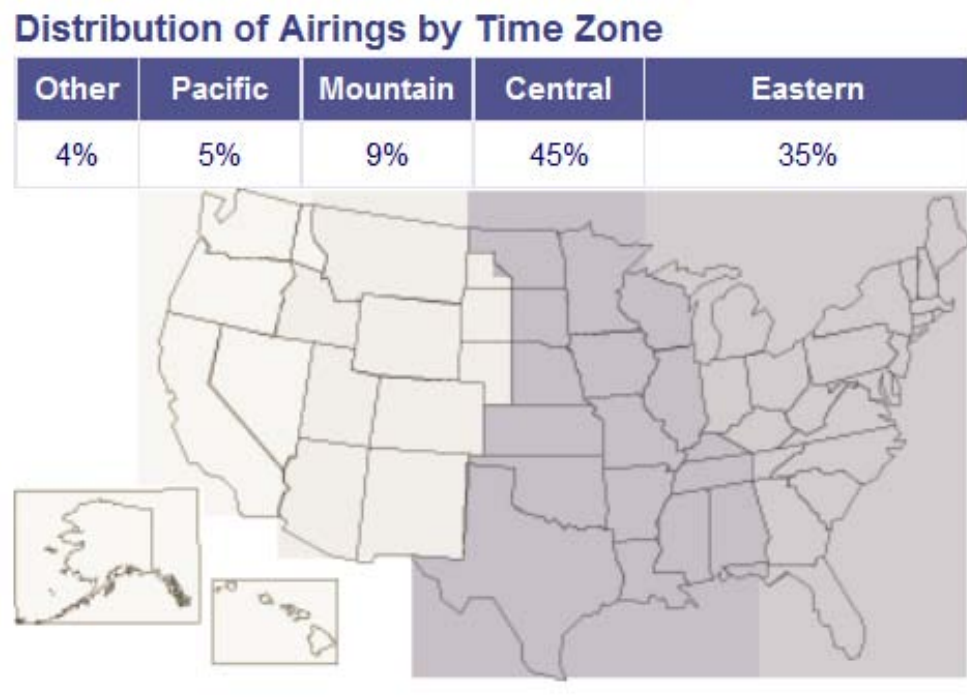
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National Broadcast on PBS

- From 1/1/2011 to present, NAPT programs have broadcast a total of 5,886 across the US.



We're Live Tweeting This Session

- Follow coverage and comments by following the hashtag #ncai11digital
- Share in the discussion by adding #ncai11digital to the end of your tweets
- We'll retweet comments @nativemedia (aka twitter.com/nativemedia), so you can follow the tweets that way too
- We'll storify the tweets later on too.

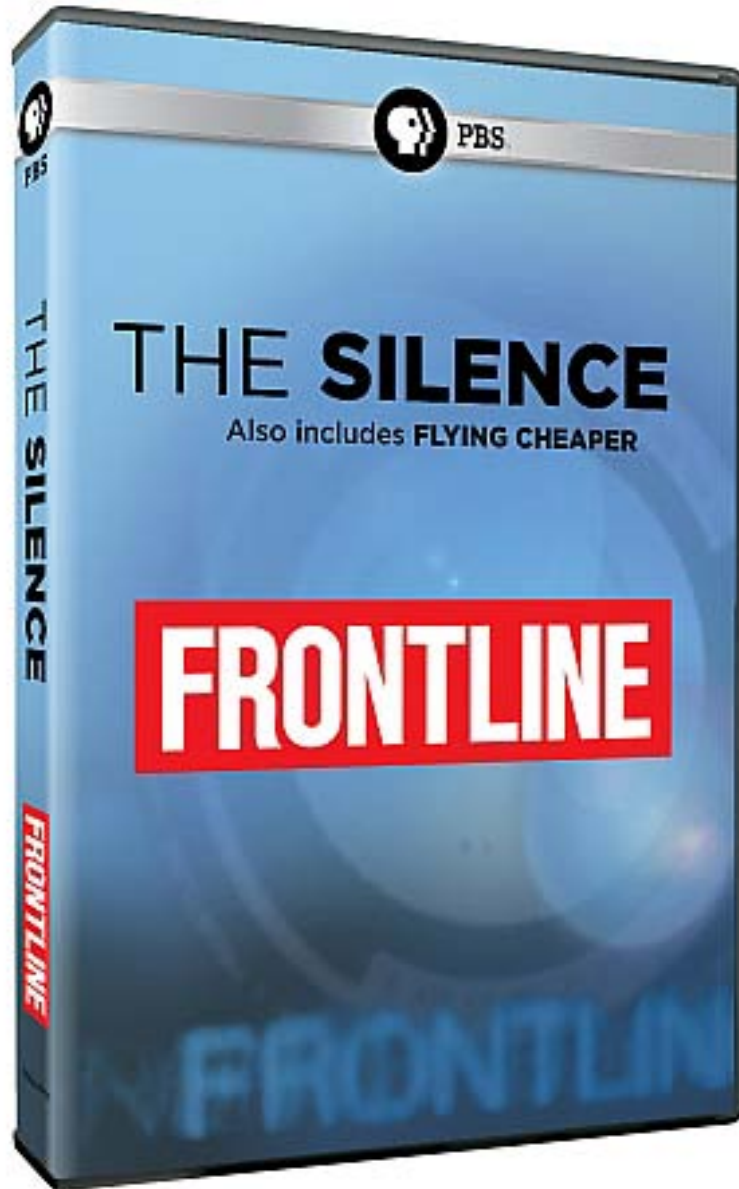


The Silence

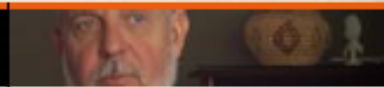
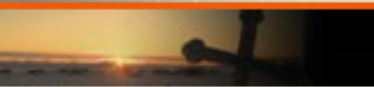
Great Example of the Power of Telling a Story Digitally

- Can reach a wider audience by being told in different digital media formats and being on-demand
- Allows others beyond those covered in the documentary to share their story
- Can be shared with others through social networks, e-mail, etc., because it is digital





Preview of The Silence



James Doe I was sexually molested b
... included, but were not limit

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Interview: Bishop Donald Kettler

Interview: Ken Roosa

Timeline

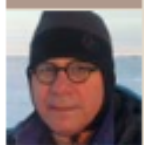
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Live Chat with Reporters and an Abuse Survivor

Recommend 201 Tweet 51 0



[Producer/Writer Tom Curran](#) is an Emmy Award-winning cinematographer who directs and shoots long-format documentaries. His first film, the award-winning documentary *Adrift*, aired on PBS in 2003.



[Reporter Mark Trahant](#) is an independent journalist. He is a member of Idaho's Shoshone-Bannock Tribe and a former president of the Native American Journalists Association. He is the author of *The Last Great Battle of the Indian Wars*.



Abuse Survivor Elsie Boudreau is a licensed master social worker (LMSW) and a proud Yup'ik Eskimo from the village of St. Mary's, Alaska. She started working for the Alaska Native Justice Center (ANJC) in January 2010 to establish and operate an Alaska Native Unit within Alaska CARES, a child advocacy center.

The Silence Chat

(04/19/2011)

Tuesday April 19, 2011

4:11 **FRONTLINE:** "The Silence" chat will begin at 1pm ET on 4/20. Producer/writer Tom Curran, reporter Mark Trahant and abuse survivor Elsie Boudreau will be taking your questions.

Read more about the show here: <http://to.pbs.org/h8TCZE>

4:12 **FRONTLINE:** You can leave a question now by entering it below. Please note that your questions will not immediately appear in the chat, and that we may not have time to include all questions submitted. Questions may also be edited for length.

4:56

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Frontline: "The Silence" Chat

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If you missed the chat by FRONTLINE: "The Silence", you can read the transcript of it right here as producer/writer Tom Curran, reporter Mark Trahant and abuse survivor Elsie Boudreau took questions from viewers all over the country.

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FRONTLINE

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Results from the Live Chat

- Visits were about 20 - 40% higher than the average for the month.
- Tweets about the archive availability presented a spike in time spent on NAPT's site that was almost 3 times the average for that time of day for the month (12 min vs. 3 min). Anything over 2 minutes for time spent on a site is considered high for public broadcasting.



Results from the Live Chat

- A total of 816 telecasts on the day of the national broadcast.
- We saw as many people start following us on twitter in 1 hour during the night of the broadcast as we normally saw in 1 day, especially around the time of our live tweeting along with the national broadcast using hashtags created by others (#Frontline) as well as our own (#TheSilence).



Live Tweeting During Broadcast

- Dialogue - Turned the documentary into a two-way conversation
- Experience - Allowed others to add their story to the overall conversation
- Resources - Allowed people to take action by mentioning policy makers, etc. in tweets
- Share - Spreads the word, because people see their friends tweeting about #TheSilence



THE SILENCE

In the remote Native villages of Alaska, FRONTLINE examines a little-known chapter of the Catholic Church sex abuse story.

A co-presentation with



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Interviews



Bishop Donald Kettler

Forced to personally apologize to the survivors of the sexual abuse.



Attorney Ken Roosa

Represented some 240 Alaska Natives who were sexually abused.

Timeline

The extent of the sexual abuse, and the survivors' continuing legal battle

Resources & Links

Where to turn for help if you, or someone you know, has suffered sexual abuse.

Advocate through Resources

- National Resources ([Rape Abuse and Incest National Network \(RAINN\)](#), [Lifeline](#), [Survivors Network of those Abused by Priests \(SNAP\)](#), [Bishop Accountability](#), [National Organization for Male Sexual Victimization \(NOMSV\)](#), [Darkness to Light \(D2L\)](#), [generationFIVE](#), [National Sexual Violence Resource Center \(NSVRC\)](#))
- Alaska Resources ([Standing Together Against Rape \(STAR\)](#), [Alaska Network on Domestic Violence and Sexual Assault \(ANDVSA\)](#), [Alaska CARES](#))
- Church Resources ([Catholic Diocese of Fairbanks](#), [U.S. Conference of Catholic Bishops Office of Child and Youth Protection](#))



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For additional tips on how to share your story digitally go
to <http://nativetelecom.org/etricks>

Share your story with by signing up at our website:

<http://nativetelecom.org/user/register>

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