



**AIANTA**  
American Indian Alaska Native  
Tourism Association

Welcome  
Session B2- Tourism Product Launch:  
How to tell Your Story through Traditional and  
Non-Traditional Media  
Wednesday, September 19, 2018  
10:30am – 12:00pm

**To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended**



# How to Tell Your Story through Traditional & Non-traditional Media

Break Session B2 – Levi Rickert

American Indian Tourism Conference

Albuquerque, New Mexico

September 19, 2018



## Reclaiming Native Truth

A PROJECT TO DISPEL AMERICA'S MYTHS AND MISCONCEPTIONS

### CHANGING THE NARRATIVE ABOUT NATIVE AMERICANS

A GUIDE FOR ALLIES



*What most people in this country know—or think they know—about Native Americans is rooted in myths, stereotypes and half-truths. Information they have received since birth from movies, television, the media and school has created a false narrative about historic Native Americans and tribes.*

## CHANGING THE NARRATIVE ABOUT NATIVE AMERICANS

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## About the *Changing the Narrative about Native Americans Report*

- Released in June 2018
- Over 20,000 participants over a two-year period
- It aims to increase access to **opportunities** and rights and to that Native Americans live in a society where they are celebrated as a vital part of the fabric of the United States as both leaders and key contributors.



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## FINDINGS

*Highlights from the publicly available findings include:*

### Finding 1 — Discrimination

- Most Americans surveyed understate the degree of discrimination against American Indians
- Only 34 percent felt Native people face discrimination
- Myths about Indian gaming and government benefits fuel bias

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### Finding 2 — Narratives

- The research found that people have limited personal experience with Native Americans but accept pervasive negative narratives that are erroneously set or reinforced by others, and that proximity shapes some perceptions. For instance, people who live near or work in Indian Country, especially in areas of great poverty, are likely to hold significant bias.
- Only 56 percent of survey respondents living in close proximity to Native communities believed the U.S. should do more to help Native Americans compared to 64 percent of respondents further removed.



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### Finding 3 — Invisibility

Unsurprisingly, another key finding was that American Indians and Alaska Natives are assigned to a romanticized past. However, one of the biggest barriers identified was the invisibility and erasure of American Indians and Alaska Natives in all aspects of modern U.S. society. Respondents, including members of Congress and administrative officials, agree that invisibility, stereotypes and narratives set by others do impact policy.

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### Finding 4 — Desire for Complete History

One of the key opportunities uncovered is that, across the research, people are well-aware of the inaccurate historical lessons they have learned about American Indians and Native Americans and want more accurate education about both historical and contemporary Natives. This was reflected in national polling that indicated that 72 percent believe it is necessary to make significant changes to school curricula on Native history and culture.



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“Narrative change is necessary today! Without it, we remain erased, invisible, out of sight, mind and heart. With it, we gain visibility, contemporary understanding, greater voice and respect.”

— SUZAN HARJO (Cheyenne/Hodulgee Muscogee)

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## TESTING A NEW NARRATIVE

Narratives are broadly accepted, overarching stories that reinforce ideas, norms and expectations in society. Repeated over and over, through diverse platforms and channels, a narrative becomes the story people accept without question.

Often a narrative reinforces the status quo and perpetuates unfair systems, structures and norms.



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The Reclaiming Native Truth project worked to identify and test a new accurate narrative that can support cultural shifts to advance social and policy change to support racial equity and justice for Native Americans and tribal nations.

- 78 percent – Most Americans are generally open to hearing this narrative.
- 81 percent – The public reacts strongly to our narrative.
- 88 percent – Nearly nine in 10 respondents find it credible.

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## THE NEXT PHASE

The next phase of work will focus on bringing the power of many movements — of organizations, tribes, grassroots leaders, non-Native allies, foundations — each of whom can adopt, adapt and disseminate the new shared narrative as part of their ongoing efforts and work, while leading implementation of their own priority strategies.

Potential allies, supporters and others can participate in the movement of movements.

Interested partners are encouraged to download the messaging guides from [www.ReclaimingNativeTruth.com](http://www.ReclaimingNativeTruth.com).



# Why Tourism Sector is a Great Place to Start to Change the Indian Country Narrative



*Tourism is an economic driver in Indian Country*

- **Intrigue** that non-Native people have about American Indians
- **Exposure** that comes almost automatically through tourism
- **Attraction** of Indian gaming to travelers, cultural centers and other places of interest

# Intersection with Past & Present



- Native people are taught to respect our ancestors and their traditions
- Non-Natives have opportunity to be exposed to resiliency of our ancestors—we are survivors



# Intersection of Route 66 with Indian Country



- Over half of Route 66 runs through Indian Country, weaving in and out of the lands of more than 25 tribal nations.
- <http://www.americanindiansandroute66.com/>

# Intersection of Overseas Travel to Indian Country



- Overseas visitation increased from 693,000 when AIANTA started its international outreach in 2007 to 1.96 million in 2016—more than a 180 percent increase.
- While 2016 overseas travel to the USA was down two percent, visitation to Indian Country saw no decline—showing international interest and visitation in Native communities remains strong.

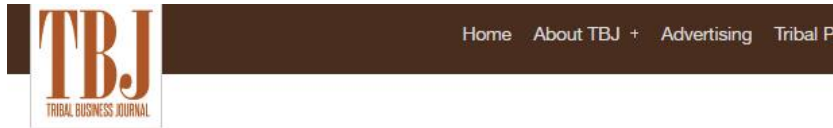


# Telling Your Story



- Historically, American Indians were storytellers and the tradition continues today
- It's **time** for us to tell our own stories
- Be accurate and concise
- Send out news releases (press releases) in a timely basis

# Native Media



## Agritourism can boost tribal economic success



Is your tribal community or your farming/ranching operations ready to expand your cultural impact and your economic base? Agritourism development might be right for your tribal community.

Tourism represents a unique opportunity for job creation and cultural tourists—the fastest growing segment of the industry—who want to experience tribal lands, art and food. One means to increase cultural visitors to your community is through agritourism—food product packaging and distribution, festivals, tours and farmers markets.

Agritourism experiences include a broad array of activities and experiences. For example, activities could include a farm or ranch stay, educational workshops, hunting and fishing, horseback riding, u-pick farms, farm-to-table dining, packaged food products and other forms of agri-entertainment. For tribal communities, the benefits go beyond a potential source of increased farming income. There is significant interest in promoting and supporting culturally specific agricultural techniques and historic plant varieties across native nations. According to the 2012 U.S. Census, farming also represents an area of growth in Native communities, particularly for those Native farmers/ranchers that are principal operators (37,851 in 2012) with a 9 percent increase from 2007 to 2012.

Like any new venture, there is a lot of business planning and research to understand the rules and regulations, insurance



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BY NATIVE NEWS ONLINE STAFF / CURRENTS, TRAVEL / 14 DEC 2017

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Published December 14, 2017

*Two-Day Course in Albuquerque to Feature Material for All Sectors of Tourism Industry*

**ALBUQUERQUE** – The nation's leader in American Indian tourism, AIANTA, is bringing the second annual two-day international tourism training program, Go International, to Albuquerque, New Mexico, January 22-23, 2018.

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# Megwetch – *Thank You*



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