

NATIVE **StoryLab**

# NATIVE StoryLab

Native StoryLab is the strategic media and marketing arm of Indian Country Media, the parent company of *Native News Online* and *Tribal Business News*. We specialize in helping clients with authentic Indigenous storytelling and communications.

**Our Mission** is to solve messaging and communication challenges in Indian Country with strategic, culturally grounded solutions.

## Our Values

Authenticity – Indigenous stories told with integrity

Innovation – Tradition meets cutting-edge strategy

Community – Messaging that truly resonates in Native communities

Impact – Stories that inspire action and change

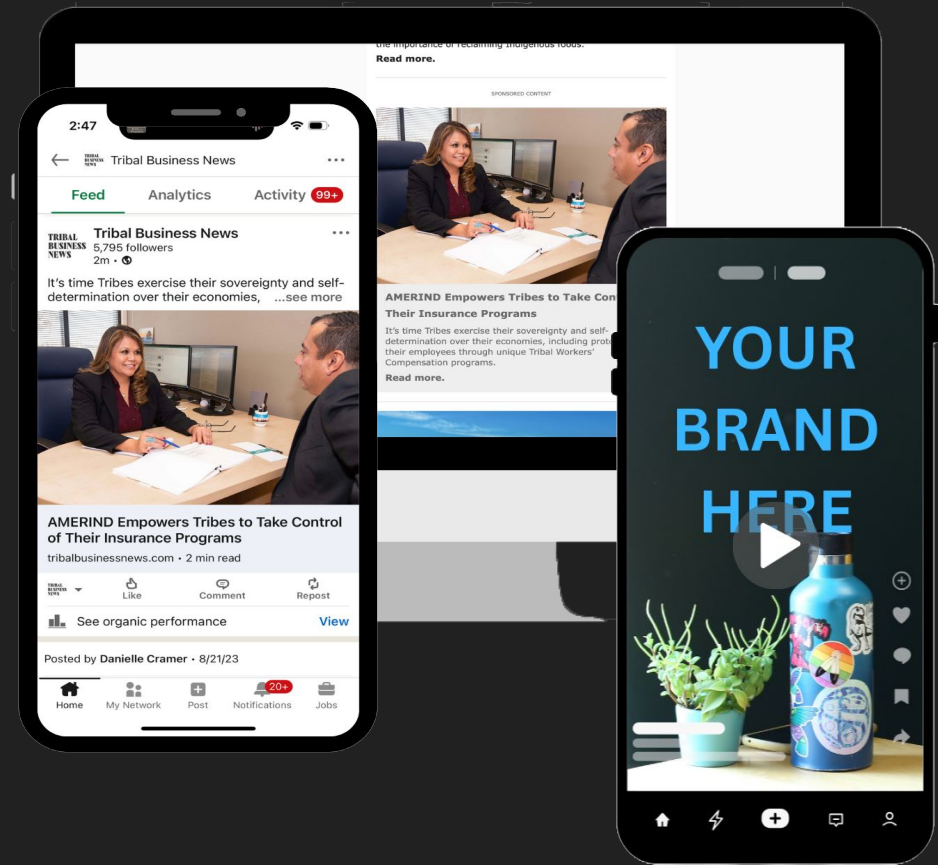
# NATIVE StoryLab

## Unlock the Power of Storytelling

### Sponsored Content - the easy and better way

Your message deserves more than traditional advertising.

Our sponsored content solutions amplify your voice by crafting narratives that resonate with readers who seek insights and solutions. Together, we'll shape your story into a compelling article that aligns with your mission and speaks directly to the heart of Indian Country. Once your story is crafted, we'll weave it into the trusted fabric of our news platforms — *Native News Online* and *Tribal Business News* — ensuring it reaches the decision-makers who matter most to your goals.

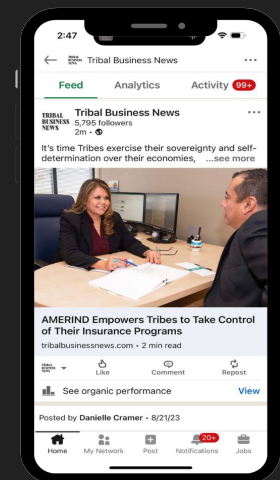
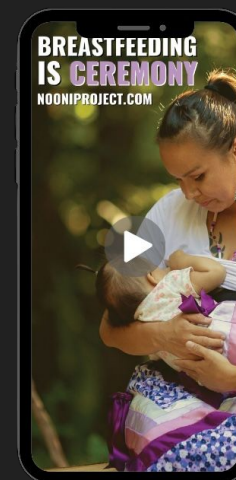
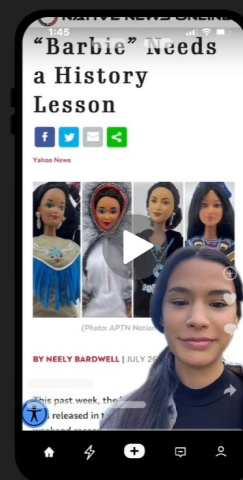
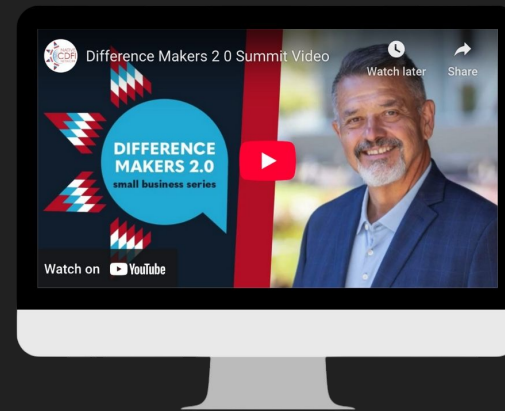


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## Beyond Words: Amplify Your Message Effectively

One size doesn't fit all. No two paths are the same, and neither are our solutions. We offer a dynamic, multi-platform approach to ensure your story is seen, heard, and acted on. Some of our services include:

- **Sponsored Content**: Tell stories that engage readers and answer their questions and position your organization as a thought leader.
- **Dynamic Video Content**: Capture attention with professionally produced videos that tell your story visually.
- **Livestreams**: Host real-time discussions or demonstrations to engage with our audience.
- **Exclusive Events**: Partner with us to create impactful in-person events.
- **Webinars**: Collaborate with us to create meaningful virtual experiences.
- **Podcasts**: Leverage our production experience to share your expertise in an engaging audio format.



# NATIVE StoryLab

## What We Do.

Native StoryLab delivers a full spectrum of services to help you tell your story, engage your audience, and achieve your goals. Whether you need strategic marketing, compelling content, or seamless production, we craft solutions tailored to your unique needs.

### Our Services:

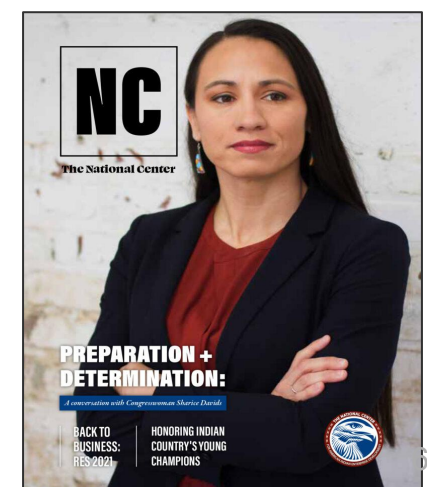
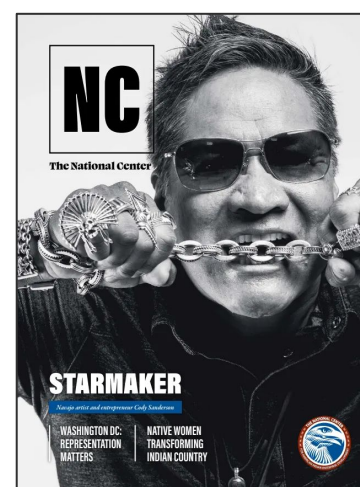
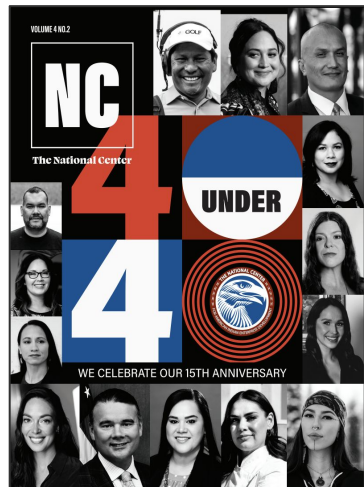
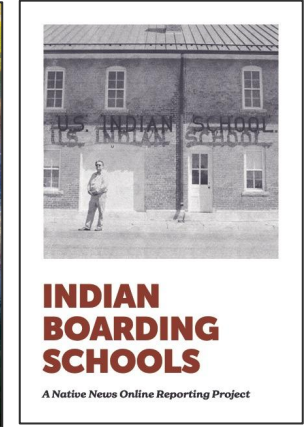
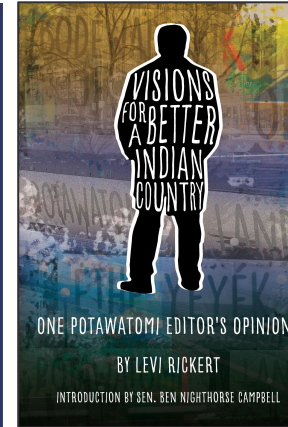
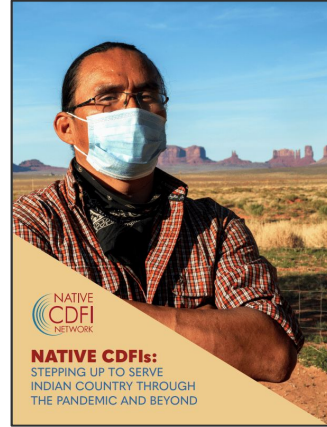
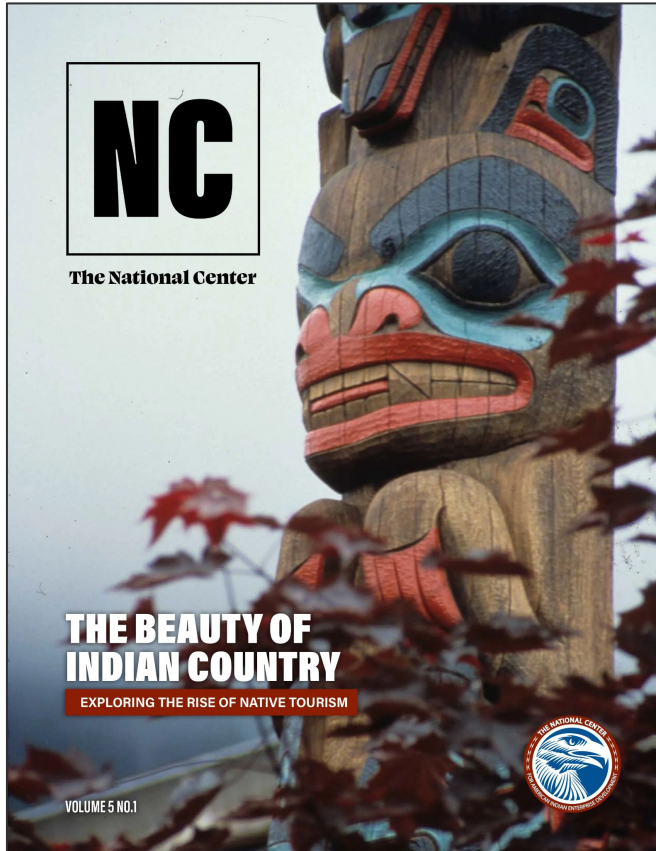
- Marketing Communications
- Public Relations Campaigns
- Specialty Publications
- Sponsored content solutions
- Graphic Design Services
- Copywriting and Editing
- Website Development
- SEO/SEM Campaigns
- Email Newsletters/Marketing
- Social Media Management
- Annual Reports
- Policy Reports
- White Papers
- Podcast Production
- Livestream Production
- Event Production

**Unmatched Reach:** Leverage our platforms to access 5 million readers, 600,000 social media followers, and 42,000 newsletter subscribers.

**Cultural Expertise:** Our deep understanding of Native American communities and markets ensures every project respects and reflects Native values.

**Proven Success:** A trusted partner to tribal enterprises, Native-owned businesses, Native-serving organizations, and companies nationwide.

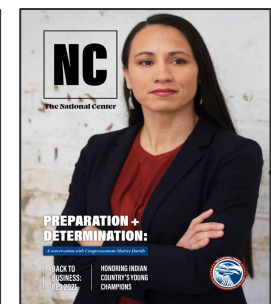
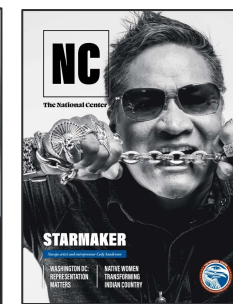
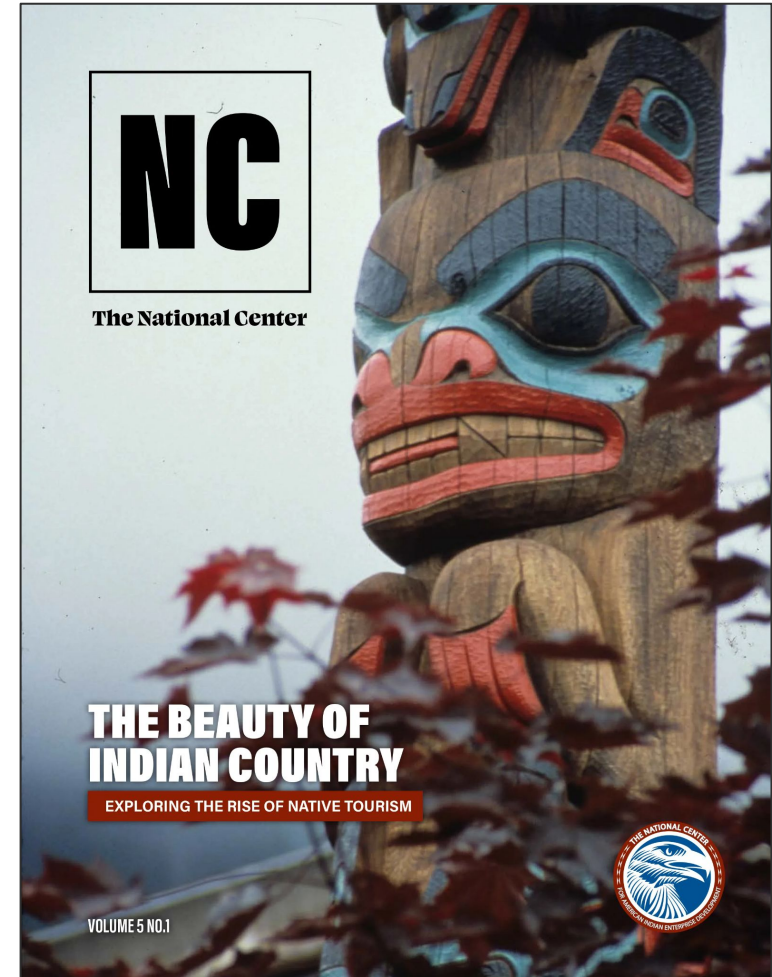
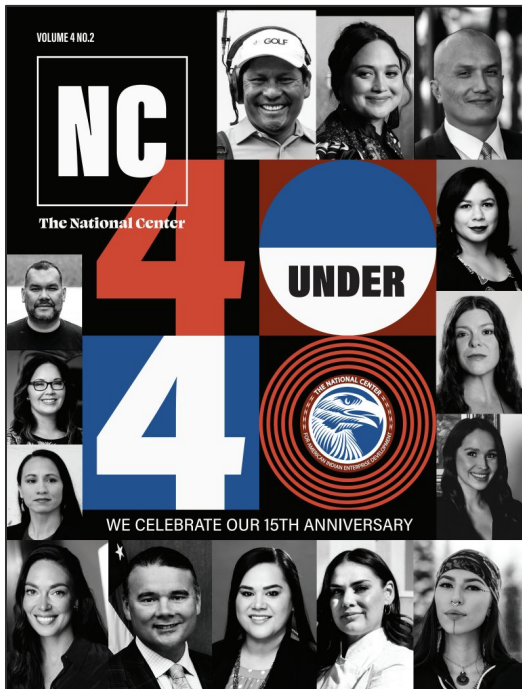
# Can we tell you about some of our client work?

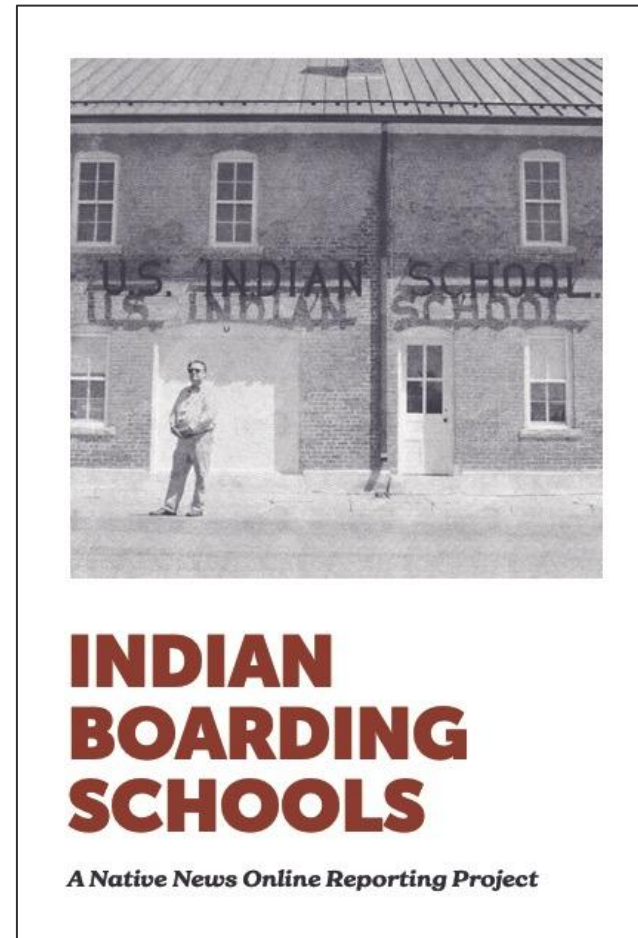
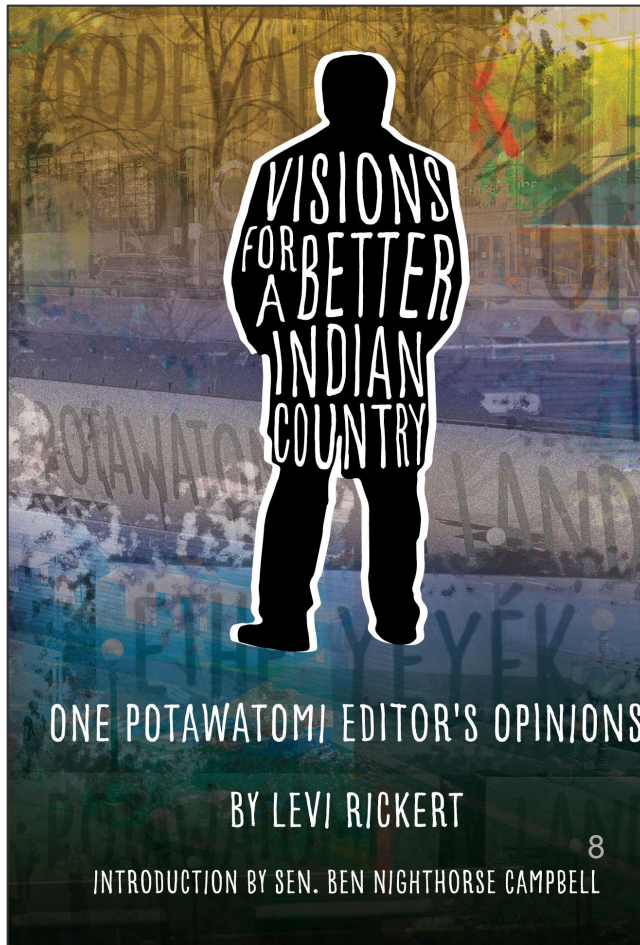


# Custom Publishing

## NC Magazine

The team behind Native StoryLab helped launch *NC Magazine* for The National Center in 2021, and has produced the annual publication every year since. The business magazine reaches 10,000+ readers at the annual Reservation Economic Summit (RES) and via mail distribution, showcasing the leaders and initiatives driving Native economies.



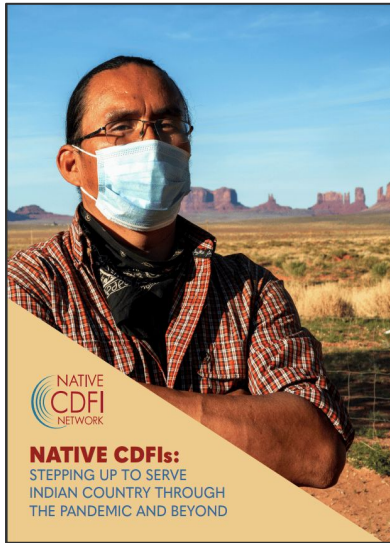


Native StoryLab publishes powerful works rooted in journalism from Native News Online. *Visions for a Better Indian Country* by Levi Rickert shares bold opinion pieces aimed at uplifting Native communities. *Indian Boarding Schools: A Native News Online Reporting Project* compiles in-depth stories, interviews, and essays exposing the painful legacy of forced assimilation. Both reflect our mission to inform, heal, and empower through authentic Indigenous storytelling.

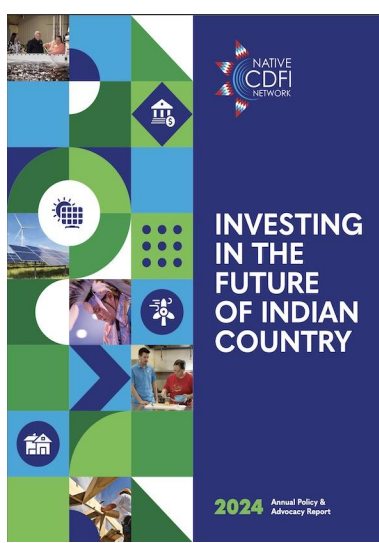


# Reports, Recaps

Native Story Lab has partnered with the Native CDFI Network (NCN), a national nonprofit advocating for Native Community Development Financial Institutions. Our collaboration has produced policy reports, multimedia storytelling, and event coverage that amplifies NCN's mission to strengthen Native CDFIs and increase capital access for Indigenous communities and entrepreneurs.



NATIVE CDFI NETWORK  
**NATIVE CDFIs: STEPPING UP TO SERVE INDIAN COUNTRY THROUGH THE PANDEMIC AND BEYOND**



This is a historic moment for Native CDFIs and Indian Country.

## NCN POLICY & ADVOCACY UPDATE - Q1 2024

Native CDFI Network (NCN) is off to a strong start this year, building on the momentum of our 2023 summit, which drew a record attendees and featured more than 50 speakers, including officials from 18 federal agencies, Congressional members, impact investors, philanthropic organizations, and thought leaders from around the country. Here are a few highlights of the work we've done in the first quarter of 2024.

### JANUARY

- Collaborated with 11 national Native-serving organizations to craft economic policy briefs for Congress and the Biden Administration, focusing on tangible steps to enhance tribal economies and support Native-owned business.
- Hosted a webinar on the New Markets Tax Credit Native Initiative, attracting participants from over 20 states.
- Unveiled NCN's 2024 Policy Priorities, outlining key legislative objectives to strengthen Native CDFIs and improve access to capital in Indian Country.

### FEBRUARY

- Conducted a webinar spotlighting the USDA Rural Development Rural Business Development Grant Program.
- Joined with NCN members and allies in advocating for the Scaling Community Lenders Act (SCLA) of 2023 (S. 1442) and the Community Development Investment Tax Credit Act of 2023 (S. 1963).

### MARCH

- Collaborated with University of New Hampshire and invited to offer a free webinar on financing clean energy for Native CDFIs, empowering participants to leverage solar technology for cost and emission reduction.

### WHY NATIVE CDFIs MATTER

"Native CDFI Network has a robust plan for amplifying the CDFI funding through their Community Lender Network. They know Native CDFIs, and Native CDFIs know Indian Country. They're going to work with their Native CDFIs to get the money out the door and into tribal communities over the next few years."

— Phil Thomas, Partner, Quares & Brady LLP

### UPCOMING EVENTS

SCAN THE QR CODE TO VIEW A LISTING OF EVENTS.



## NATIVE CDFI NETWORK 2023 SUMMIT

### TOP 10 TAKEAWAYS

Native CDFI Network (NCN) has a new peak with its fourth annual Policy and Capacity Building Summit on December 3rd at the Hyatt Regency in Washington, DC. The annual event drew a record 200 attendees and featured more than 50 speakers, including officials from 18 federal agencies, Congressional members, impact investors, philanthropic organizations, and thought leaders from around the country.

This year's summit highlighted a positive shift in how federal officials, donors and partners are engaging with Native CDFIs and tribal communities. "NCN CEO Pete Lipson (Petalise) said, "Now, we need them to stand with us as we envision a future where Native communities are not just pursuing financial inclusion, but are actively pursuing financial opportunity."

Here are 10 top takeaways from the more than two dozen discussions, panels, and fireside chats during NCN's 2023 Summit.



**#1 - THE FUTURE OF THE NATIVE CDFI INDUSTRY IS BRIGHT... AND GREEN.** There were lots of buzz throughout the Summit about clean energy, increased federal funding, and the need to build the financial and operational capacity of Native CDFIs. In a keynote address, NCN's Kylene Wagner and consultant Ben Beard talked about the historic effort to bring together 43 Native CDFIs and other qualified community lenders to submit the only Native-led, exclusive Native-owned "Clean Communities" reauthorization legislation that could bring hundreds of millions to Indian Country. Dr. Tashya Sherman, the first director of the Summit, Wagner and Beard took the stage now again to talk new resources for Native CDFIs, including white papers, policy briefs, webinars, events and a new program called "Initiate Progress" for the business tool designed to support NCN members and business centers.

"Everything we do is with the intention to support our Native CDFI members... to make your jobs a little bit easier, to make your life a little bit easier and to get that capital flowing to you as the important work that you do."

— Kylene Wagner, Native CDFI Network

**#2 - THE NEW COMMUNITY REINVESTMENT ACT (CRA) REGULATIONS ARE A GAME CHANGER FOR INDIAN COUNTRY.** The CRA is the primary framework for CRA regulations in Indian Country, according to Jesse Van Tol, President and CEO of National Community Reinvestment Coalition. But making a full potential will require sustained attention and collaboration among Native communities, and experts offer to address the challenges of implementation and accountability by actively engaging with the new regulations and building capacity. Native communities can leverage them to secure faster and more equitable treatment for their regions, he said.

"CRA works when you do it. It's a framework, and you can evaluate the framework to the degree to which it's helpful to you to promote investment in your community. It invites participation for your organization."

— Jesse Van Tol, National Community Reinvestment Coalition

**#3 - TREASURY IS LISTENING TO NATIVE CDFIs, PROBABLY MORE SO THAN EVER.** NCN CEO Pete Lipson welcomed United States Treasury Secretary Janet Yellen, Chief of the Morgan Stanley, Equine and Alaska Division. Support for a fire drill about the U.S. Treasury's efforts to fund Indian Country, University of Maryland's Malakhi Munnings was not just a headline that day, but a strategic road map for building economic development and prosperity in Indian Country. Treasury Secretary Yellen and Alaska Division Chief Yellen, who serves as the Director of the Treasury's Office of Tribal and Native Affairs, shared specific details about the agency's relation to engage with Tribal Nations, receive feedback to public, reduce risk about Indian Country, and enhance the power of Native CDFIs.

"We don't hear your voices... not just in conversations, but throughout the process. Your separate, your concerns, your vision... there are the ingredients for a truly equitable future. Giving your stories, your concerns, and our struggles to hear and bridge the gap between policy and reality." — Treasurer Janet Yellen, United States Treasury

"There's a lot more opportunity to make policy changes than it probably feels like on the outside. I know when I was on the outside, asking to be invited to speak at a tribal hall, but we really do take all of your terms, all of your concerns, we do just them up and end, at least during this conversation, we have seen a lot of willingness to receive proposals, and we're engaged with it." — Kristine Adams, United States Treasury

**#4 - ONE OF INDIAN COUNTRY'S "WELL-KNOWN SECRETS" IS REINVENTING ITSELF AS IT TURNS 50.** Kylene Wagner (Kylene) talked about the importance of the Administration for Native Americans (ANA) about the agency's mission and evolution. Unlike top-down directives of the past, Kylene emphasized ANA's commitment to tribal determination and self-governance, including the social, economic and environmental aspects of Indian Country. Native CDFIs are a priority partner of ANA, she said.

"Native CDFIs make the most important investments and receive the most impressive impact in Native communities. They are directly responsible for enhancing financial literacy, creating access to capital, building thriving entrepreneurs and business. So as just part of our mission, the work Native CDFIs do and do so smartly, I think Native CDFIs are the best champions of Indian Country tomorrow." — Robin Farnish, Administration for Native Americans



**#5 - NATIVE CDFIs CAN PLAY A LEAD ROLE IN HELPING TRIBAL COMMUNITIES CAPITALIZE ON A ONCE-IN-A-GENERATION OPPORTUNITY.** This was a key point of emphasis during a panel discussion on building a clean energy finance ecosystem through the \$27 billion Greenhouse Gas Reduction Act. Attorney Phil Thomas (Phil) led the panel - consisting of Just Dawn of GRID Alternatives, Thomas Shaw (Shawn) of Alliance for Tribal Clean Energy, and Ben Beard (Ben) through a discussion that stressed the importance of aggregating projects and meeting beyond traditional financial institution projects that benefit the entire Native community. Comprehensive energy planning, integration of clean energy into broader development projects, and coordination with contractors were identified as critical steps for "Tribal Nations" to maximize the impact of clean energy investments.

"The ready for this work in Indian Country, we have to ride that wave, and we have to grow our own to benefit from it."

— Thomas Shaw, Alliance for Tribal Clean Energy

**#6 - IMPACT INVESTORS NEED FINANCIAL MATURITY TO BRING TO BEING CLEAN ENERGY TO UNDESERVED COMMUNITIES, INCLUDING TRIBAL LANDS.** Impact Labs outlined the National Clean Energy Fund (NCEF) framework for the \$4 billion clean energy program. Langlois said climate United wants 60% of funds invested in tribal communities, and 40% in other communities, exceeding the EPA 40% requirement. Of those funds, they are targeting 30% for tribal communities and climate United has a long list to benefit 10 million Americans, create 200,000+ jobs, and provide sustainable housing for 700,000+ families.

"We need partners and we want to be accountable to you all around these goals. And really... we want this money to go to the places and people where it can directly benefit people lives." — Kristin Langlois, Content Impact and Climate United

**#7 - INDEPENDENT RESEARCH AND DATA ABOUT NATIVE CDFIs SHAPES PUBLIC POLICY.** Casey Looz (Casey) featured the National Community Reinvestment Coalition's research about Native CDFIs conducted by the Center for Indian Country Development (CICD), a part of the Federal Reserve Bank of Minneapolis. The data highlighted the CICD's commitment to enhancing economic self-determination and prosperity in Indian Country by offering public policy, particularly in identifying opportunities that benefit Indian Country. The discussion touched on various research projects conducted by the CICD, focusing on Native CDFIs' lending practices and their unique approaches to understanding loan risk in tribal lands.

"We didn't build and we don't advocate. We are an independent institution, so all of our research and data work is meant to inform or contribute to a good public policy. So what we're excited about being on stage today with all of you is that, in many ways, it's your opportunity, and it's your responsibility to take some of the research that we do to really advocate for Native CDFIs and your communities." — Casey Looz, Center for Indian Country Development

# Storytelling Series

Native Story Lab partnered with the Native CDFI Network to create "Difference Makers 2.0," a yearlong multimedia series highlighting how Native CDFIs empower Indigenous entrepreneurs. Our collaboration produced compelling stories and podcasts showcasing economic innovation in Native communities, distributed through *Tribal Business News* and shared strategically with policymakers, funders, and investors to amplify the impact of Native CDFIs across Indian Country.



**Episode 2.4 | HARVESTING TRADITION: How Four Directions Development Corporation Helped Mi'kmaq Nation Expand a Fishery into an Enterprise**

Polluted waters once limited the Mi'kmaq Nation's access to brook trout. A new fish hatchery and expansion, supported by Four Directions, a Native CDFI, boosts subsistence and economic development.



**Episode 2.16 | Harvesting Success | How Taala Fund's Cedar Root Business Center Has Helped a Quinault Elder Turn Storytelling and Art into a Thriving Business**

Discover how Quinault elder Harvest Moon partnered with Cedar Root Business Center to transform traditional basketweaving and storytelling into a thriving cultural enterprise.



**Episode 2.6 | Wóyute: Four Bands Community Fund Incubates Traditional Grocer**

At Four Bands Community Fund's incubation space, Wóyute Natural Foods & Apothecary brings traditional, whole groceries and food sovereignty to the Cheyenne River Lakota Reservation.



Our podcasts elevate Indigenous perspectives through authentic and impactful storytelling. Native Vote. Native Voice. explores civic engagement in Indian Country. Difference Makers 2.0 highlights the leaders creating change in Native communities. And Hope and Healing shares powerful stories of health, resilience, and healing. Each series reflects our mission to inform, uplift, and inspire through Native voices.

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