

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 NEWS ONLINE

TRIBAL BUSINESS NEWS

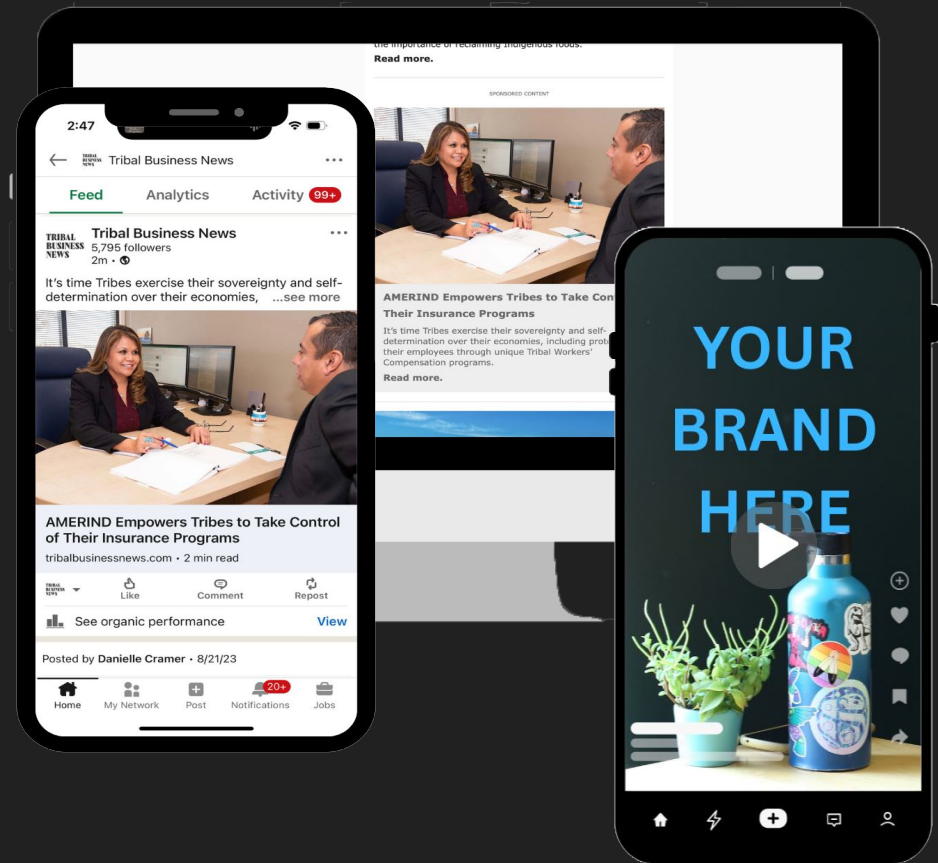
NATIVE StoryLab

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.

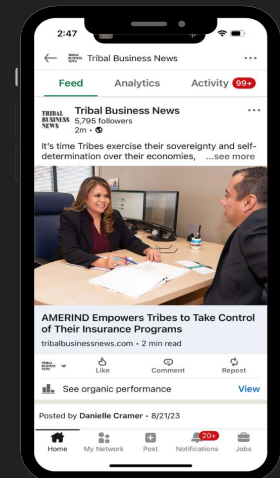
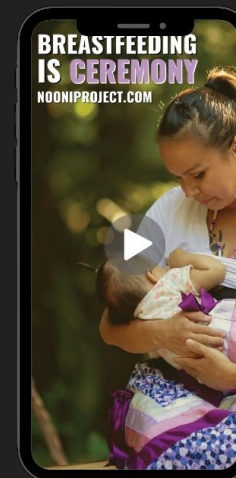
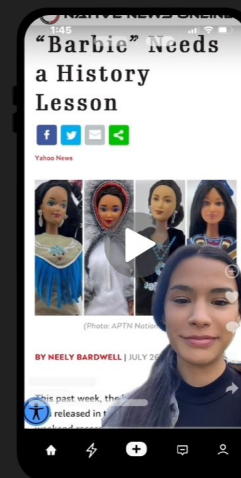
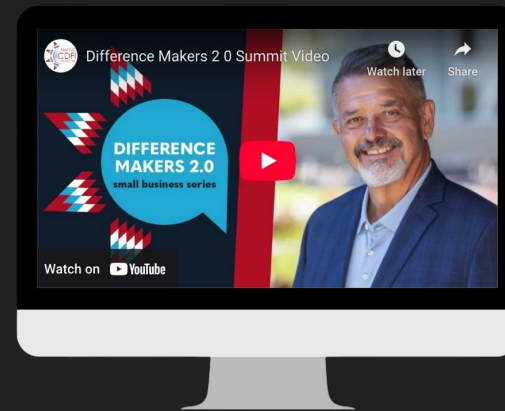


NATIVE StoryLab

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:

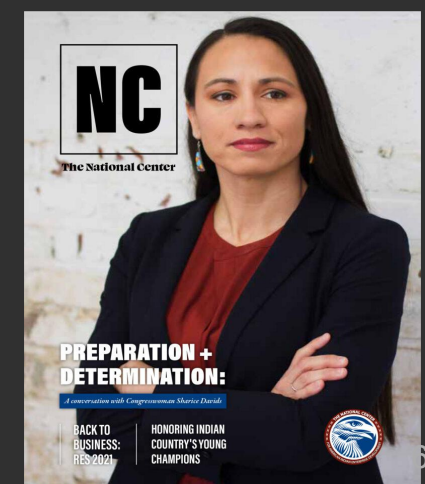
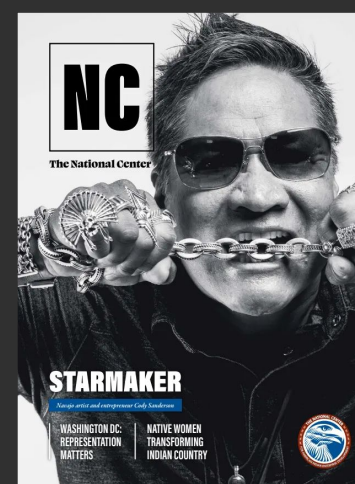
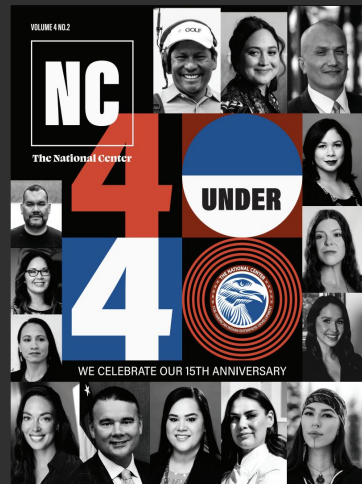
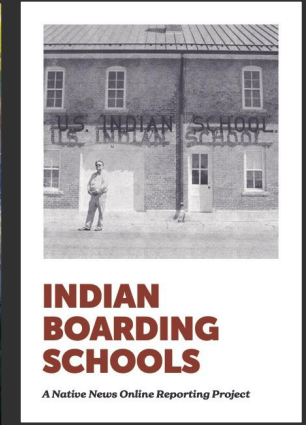
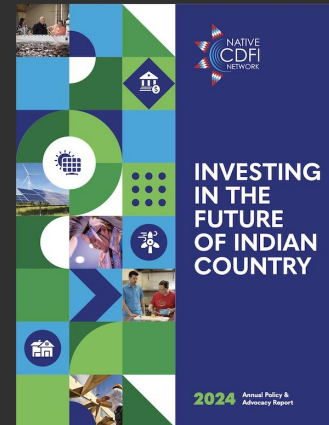
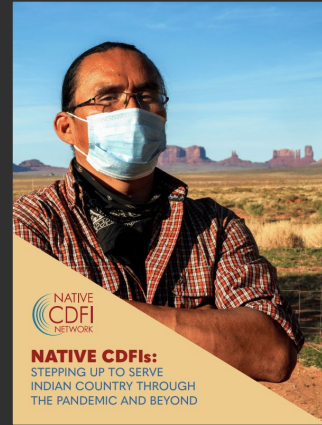
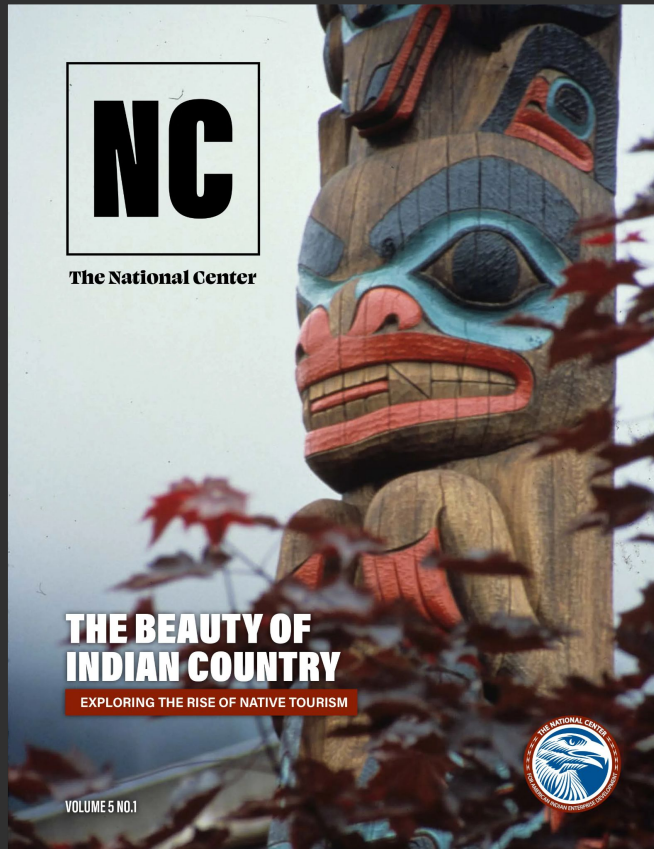
- Marketing Communications
- Public Relations Campaigns
- Specialty Publications
- Sponsored content solutions
- Graphic Design Services
- Copywriting and Editing
- Website Development
- SEO/SEM Campaigns
- Email Newsletters/Marketing
- Social Media Management
- Annual Reports
- Policy Reports
- White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

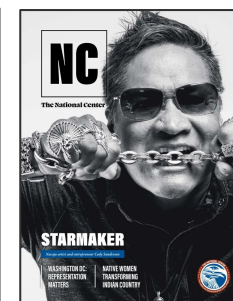
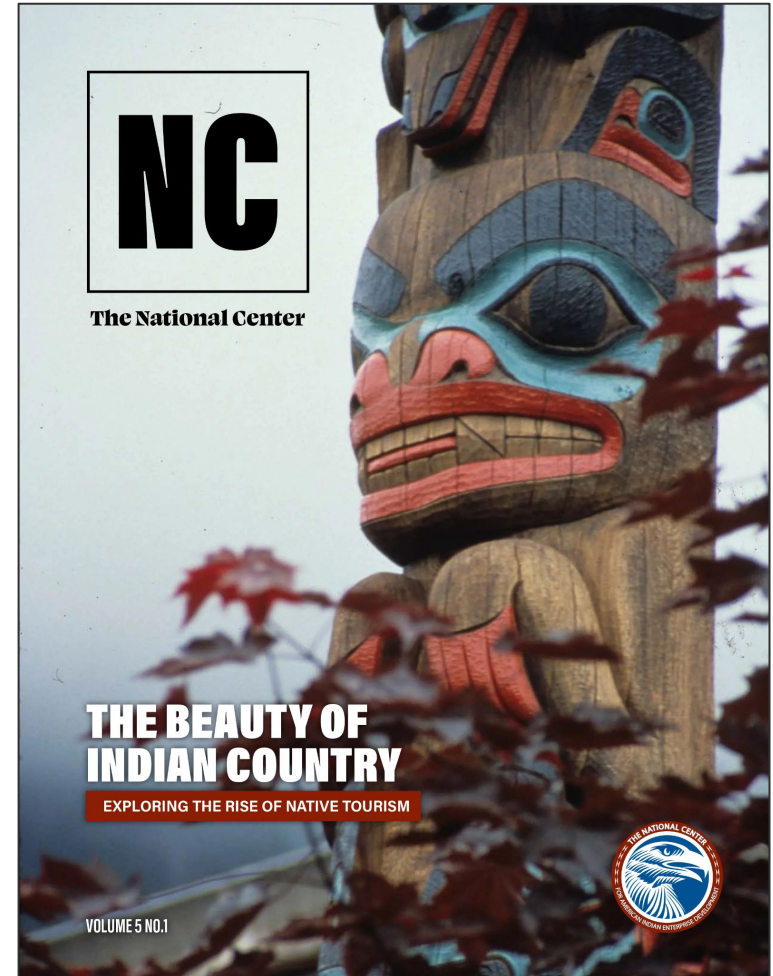
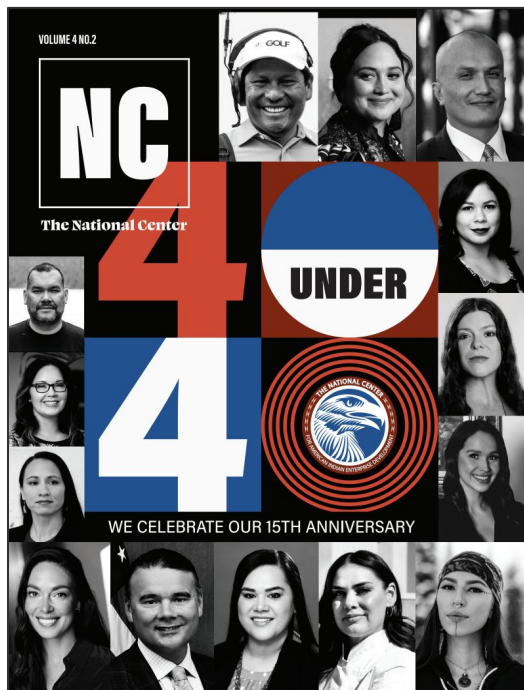
Can we tell you about some of our client work?

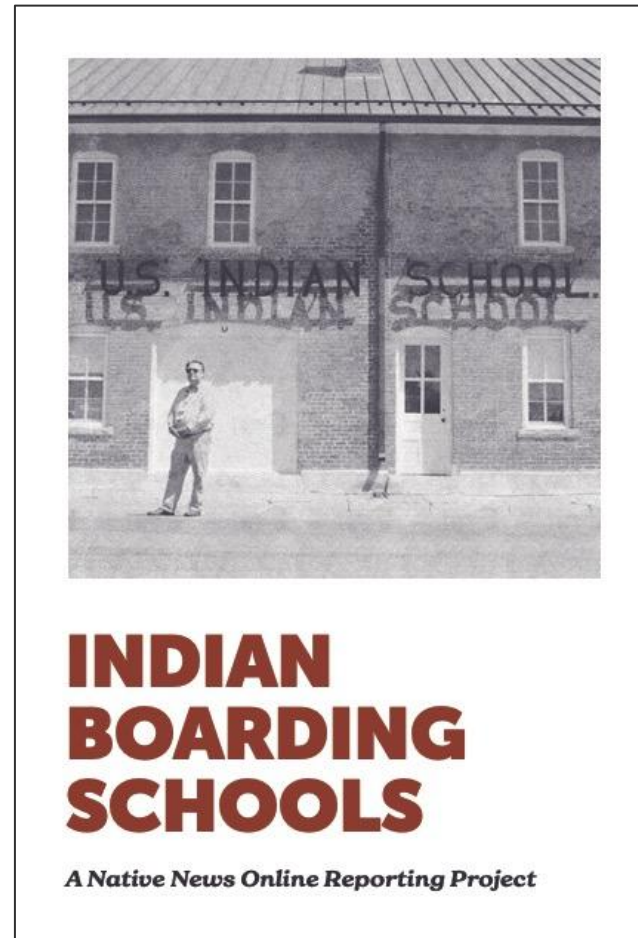
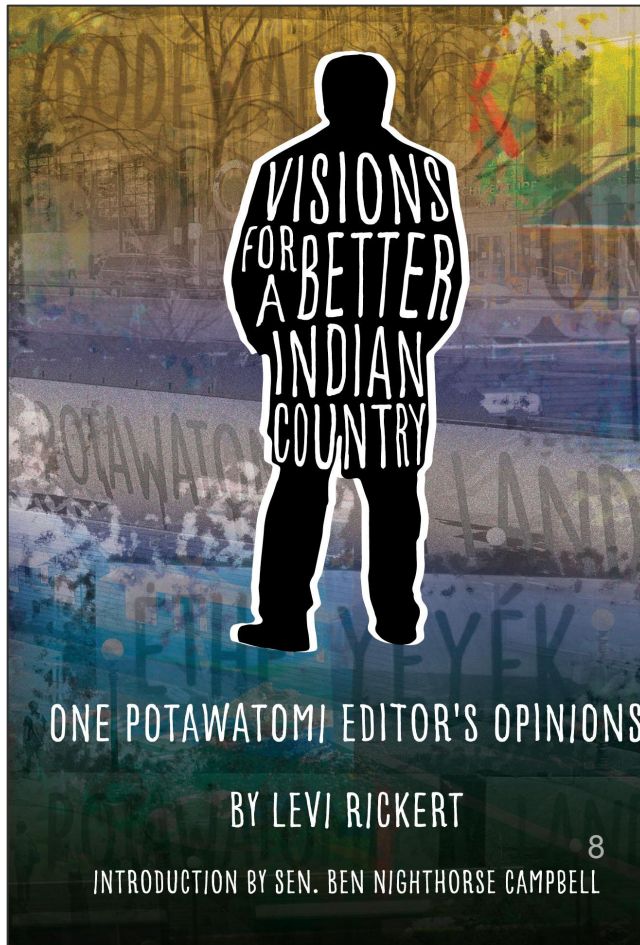


Custom Publishing

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.

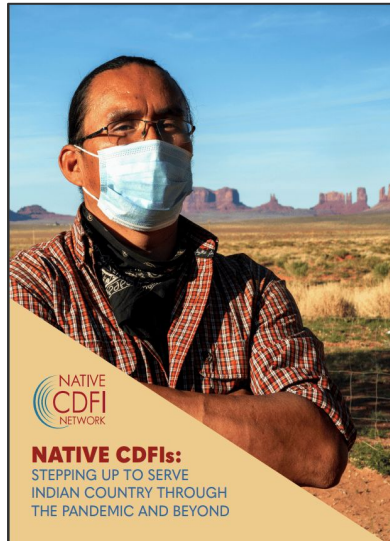




Native StoryLab publishes powerful works rooted in journalism from Native News Online. *Visions for a Better Indian Country* by Levi Rickert shares bold opinion pieces aimed at uplifting Native communities. *Indian Boarding Schools: A Native News Online Reporting Project* compiles in-depth stories, interviews, 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 CDFIs:
STEPPING UP TO SERVE
INDIAN COUNTRY THROUGH
THE PANDEMIC AND BEYOND

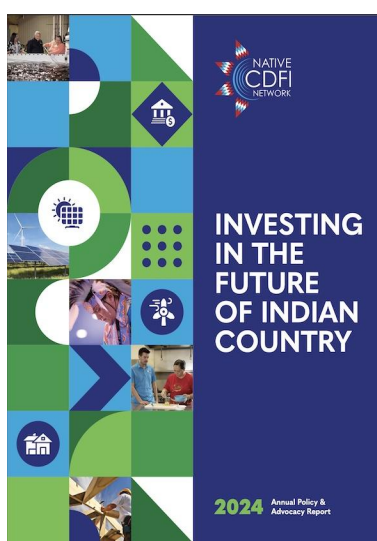


**CREATING
OPPORTUNITIES
FOR NATIVE
COMMUNITIES**

**20
23**

**ANNUAL
POLICY &
ADVOCACY
REPORT**

**NATIVE
CDFI
NETWORK**



**INVESTING IN
THE
FUTURE
OF INDIAN
COUNTRY**

2024 Annual Policy & Advocacy Report



Q1 24

**TO OUR MEMBERS,
SUPPORTERS,
AND COLLABORATORS,**

**POLICY
PROGRESS &
HIGHLIGHTS**

MAY 10, 2024

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

I am honored to announce that the Native CDFI Network, alongside

its members and partners, has been selected

Chairman Investment Accelerator (CIA)

administration's Greenhouse Gas Reduction

achievement underscores our collective dedication

change and advancing environmental justice.

With this award, we'll empower 63 Native

energy, energy-efficient upgrades, and rural

Indian Country. Together, we'll create a more

future for the quarter of Asia, NCN can

building on the momentum of our December 2023

with national Native-serving organizations

and letters of support for key legislation such as

Lenders Act and the Native American Strategic

Additional, we hosted webinars on vital tribal

Tax Credit Native Initiative and USDA Rural De-

velopment's Policy Priorities aimed at

As we celebrate the momentous news of

understand that we are at the beginning of

coming months, NCN and EPA will negotiate a

program launch for later this year. In the

focus on our work of creating access to capital

tribal communities and their citizens.

WE'LL DO IT TOGETHER (thank you to all of you),

Pat Upmeyer, Chief Executive Officer

FEBRUARY

Conducted a webinar spotlighting

the USDA Rural Development's Rural

Business Development Grant Program

Joined with NCN members and allies in

advocating for the Scaling Community

Lenders Act of 2023 (S. 1442) and the

Community Development Investment

GREENHOUSE GAS REDUCTION FUND
Funded at \$27 billion, the U.S. Environmental Protection Agency's Greenhouse Gas Reduction Fund (GGRF) is a historic, once-in-a-generation opportunity to fund tens of thousands of clean energy projects across the country — from residential rooftop solar panels and electric vehicle charging stations, to small-business and large-scale energy projects.

Funded by President Joseph R. Biden's Inflation Reduction Act, the GGRF will invest at least 70% of its funds in low-income and disadvantaged communities, including native communities. As part of its mission to strengthen Native CDFIs and provide them with resources, the Native CDFI Network will be a key partner in this effort.

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 businesses.
- Hosted a webinar on the new Markets Tax Credit Native Initiative, attracting participants keen on increasing investment in tribal areas.
- Unveiled NCN's 2024 Policy Priorities, outlining key federal objectives to strengthen Native CDFIs and improve access to capital in Native communities.
- Joined hundreds of lending stakeholders in urging Congress to safeguard the EPA Greenhouse Gas Reduction Fund against potential legislative threats.
- Launched Initiative Prosperity, a technical assistance platform aimed at enhancing small business success within Native CDFIs.
- Launched the 2024 NCN Leadership Institute session, featuring workshops led by Lisa Wagner of Business Consulting Inc. on certification requirements.

FEBRUARY

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

MARCH

- Collaborated with University of North Hampshire and includes to offer a free

self-landing training course tailored for Native CDFIs, empowering participants to leverage solar technology for cost and emission reduction.

Attended the 2024 National Indigenous Community Reinvestment Conference, advocating for proactive engagement between CDFI staff and NCN to enhance connections with Native CDFIs.

Lead panel discussions on clean-energy finance at the 2024 Reservation Economic Summit (RES), attracting over 4,500 tribal and business leaders.

Endorsed the Tribal Rural Housing Access Act (S. 3906) to expand housing access for tribal communities, including provisions benefiting Native CDFIs.

Collaborated with Climate United on a climate finance event in Rapid City, S.D., engaging stakeholders on climate action and financial opportunities.

Hosted an NCN Live webinar on the USDA-RD Rural Microenterprise Assistance Program, providing financing options for rural and native communities.

Native CDFI Network has a robust plan for amplifying the NCN's funding through their Community Leader 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 on the next year.

— Phil Thomas, partner, Quarles & 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) hit a new peak with its fourth annual Policy and Capacity Building Summit on December 3-4 at the Hyatt Regency in Washington, DC.

The annual event drew a record 220 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 Pat Upmeyer (Patent) 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 2023 Summit.



#1 - THE FUTURE OF THE NATIVE CDFI INDUSTRY IS BRIGHT - AND GREEN. There was 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 session, NCN's Kristin Wagner and consultant for the Summit talked about the future effort to bring together 63 Native CDFIs and other qualified community lenders to submit the only Native-led, exclusive Native-serving Clean Communities Investment Accelerator application that could bring tens of billions to Indian Country. CDFI leaders, in the final session of the Summit, Wagner and Wagner talked the stage now open to take new resources for Native CDFIs, including white papers, policy briefs, webinars, events and a new program called "Initiative Prosperity" to serve business lead designed to support NCN members and business success.

"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 so you can do the important work that you do."

— Kristin Wagner, Native CDFI Network

#2 - THE NEW COMMUNITY REINVESTMENT ACT (CRA) REGULATIONS ARE A GAME CHANGER FOR INDIAN COUNTRY. The CRA is a new effort to provide a pathway for Native CDFIs to receive federal funding for their operations. NCN President and CEO of National Community Reinvestment Coalition, but realizing its full potential will require sustained effort, collaboration among Native communities, and ongoing efforts 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's a framework, and you can evolve the framework to the degree to which it's helpful to you to promote investments in your communities, to create partnerships for your organizations."

— Jesse Van Tol, National Community Reinvestment Coalition

#3 - TREASURY IS LISTENING TO NATIVE CDFIs, PROBABLY MORE SO THAN EVER. NCN CEO Pat Upmeyer welcomed United States Treasury Secretary "Lumpy" Mnuchin, Chief of the Mortgage Trust, and Eugene Adkins (Shelton) for a fireside chat about the U.S. Treasury's efforts to Indian Country. Unsurprisingly, Mnuchin's comments were not just a little bit off the wall, but a strategic road map for fostering economic development and prosperity in Indian Country. Through the Indian Country Economic Development Act, Mnuchin and Adkins, who serves as the director of the Treasury's Office of Tribal and Native Affairs, shared specific details about the agency's intention to engage with Tribal Nations, remove roadblocks to capital, educate and build about Indian Country, and unleash the power of Native CDFIs.

"We need to hear your voices... not just to consult, but throughout the process. Your expertise, your concerns, your vision - these are the ingredients for a truly equitable future. Sharing our stories, our successes, and our struggles is how we build the path between policy and reality."

— Treasurer Chief Mnuchin, United States Treasury

"There's a more capacity to make policy changes than it probably feels like on the outside. I know when I was on the outside, I'd do push them around and, at least during this administration, we have seen a lot of willingness to revise programs, but also engaged with us."

— Eugene Adkins, United States Treasury

#4 - ONE OF INDIAN COUNTRY'S "WELL-KEPT SECRETS" IS REINVENTING ITSELF AS IT TURNS 50. NCN's Kristin Wagner (Lakota), co-chair of the Administration for Native Americans (ANA) talked about the agency's mission and vision. Under the top-down direction of the past, Wagner emphasized ANA's commitment to tribal self-determination and the importance of the agency's role in the economic, 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 deliver the most impressive impact in Native communities. They are directly responsible for enhancing financial literacy for every citizen to capital, or building homes, entrepreneurs and business. So it's just phenomenal, the work the Native CDFIs do and quite simply, I think Native CDFIs are the best champions of Indian Country investments."

— Kristin Wagner, Administration for Native Americans



#5 - NATIVE CDFIs CAN PLAY A LEAD ROLE IN HELPING TRIBAL COMMUNITIES CAPITALIZE ON A ONCE-IN-A-GENERATION OPPORTUNITY. That was a key point of emphasis during a panel discussion on building a clean energy finance ecosystem through the EPA Greenhouse Gas Reduction Act. Attorney Phil Thomas (Shelton) led the panel - consisting of Just Blue of GHD Alternatives, Thomas Shew (Shelton) of Alliance for Tribal Clean Energy, and Just Blue of GHD Alternatives. Through a discussion that stressed the importance of aggregating projects and creating shared financial resources, the panelists discussed the importance of aggregating projects and creating shared financial resources. The panelists discussed the importance of aggregating projects and creating shared financial resources. The panelists discussed the importance of aggregating projects and creating shared financial resources.

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#6 - INDEPENDENT RESEARCH AND DATA ABOUT NATIVE CDFIs SHAPE PUBLIC POLICY. Casey Loos (Gale) (Shelton) and Michael Kaskas (Shelton) discussed initiatives and research about Native CDFIs conducted by the Center for Indian Country Development (CICD), a unit of the Federal Reserve Bank of Minneapolis. The duo highlighted the CICD's commitment to advancing economic self-determination for Tribal Nations, emphasizing the importance of data in informing public policy, particularly in identifying the barriers that Native Indian Country. The discussion focused on various research projects conducted by the CICD, focusing on Native CDFIs' lending practices and their unique approaches to understanding low-risk credit risks.

"We don't lobby and we don't advocate. We use our independent information, as all of our research and data work is meant to inform or contribute to good public policy. So what we get, we realize 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 in our research efforts for Native CDFIs and your communities."

— Casey Loos, Center for Indian Country Development

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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.





HARVESTING SUCCESS
How Taala Fund's Cedar Root Business Center Has Helped a Quinault Elder Turn Storytelling and Art into a Thriving Business

Ep 16

A podcast featuring Taala Fund's Cedar Root Business Center and Quinault Artists and Storyteller Harvest Moon

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

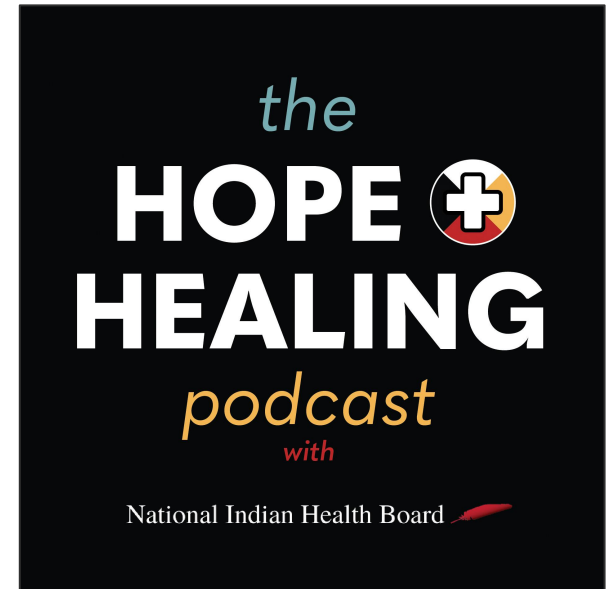
Discover how Quinault elder Harvest Moon partnered with Cedar Root Business Center to transform traditional basketweaving and storytelling into a thriving cultural enterprise.





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.

Livestream Events

NATIVE StoryLab

Our livestream events bring critical conversations from Indian Country directly to our readers' screens — unfiltered, engaging, and grounded in Native perspectives. Hosted by Native News Online and produced by the Native StoryLab team, these live discussions feature Native leaders, culture keepers, experts, and changemakers exploring the issues that matter most to our communities—from sovereignty, civic engagement and public health.

Each livestream is designed to: **Elevate Native voices** and perspectives; **educate audiences** on key issues in real time; **inspire action** through storytelling and solutions-focused dialogue; and **reach thousands** of viewers across our website, social media, and YouTube.

Get Out The Vote Live Stream

- Protection of Sacred Sites
- Tribal Sovereignty
- Missing & Murdered Indigenous
- Health Equity
- Tribal Water Settlement Rights
- Language Preservation
- Repatriation of our ancestors
- Leonard Peltier
- Other

Improving Health in Indian Country Part 1



Dr. Natani Atsitty

Heritage Unbound: Native American Citizenship at 100



Assistant Sec. Bryan Newland

Improving Health in Indian Country Part 2



IHS Director Roselyn Tso



LIVE on  NATIVE
BIDASKÉ

**Award Winning
Actress**

Lily Gladstone

Actress. Trailblazer. Storyteller. Advocate.

APRIL 18 • 12 PM ET

STREAMING
LIVE

Native Bidaské is a weekly livestream interview series produced by *Native News Online* and hosted by Editor Levi Rickert. “Bidaské” means “shining the light” in the Potawatomi language—and that’s exactly what we do: shine a light on Indigenous leaders, culture bearers, innovators, and changemakers who are making headlines and driving progress across Indian Country.



Sec. Deb Haaland



LIVE on  NATIVE
BIDASKÉ

**the 23rd U.S.
Poet Laureate**

Joy Harjo

Storyteller. Trailblazer. Activist.

APRIL 25 • 12 PM ET

STREAMING
LIVE



LIVE on  NATIVE
BIDASKÉ

**CEO of the National
Indian Health Board**

A.C. Locklear

Unifier. Advocate. Defender.

MAY 2 • 12 PM ET

STREAMING
LIVE

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