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Section I: Background

Campaign Introduction

Net for Native Nations is an organization that seeks to correct one of the most glaring incidents of the digital divide within our country: bringing broadband internet access to all Native Nations. This is a pressing need that we want to fix in partnership with the Native American community, as well as with anti-Comcast organizations, to leverage our influence over Comcast's Internet Essentials program. Through our two stage campaign, first building up our coalition of Native American support and then our coalition of anti-Comcast groups, Net for Native Nations is confident that we will be able to bring Native Americans into the 21st Century.

Situation on Reservations

There are 5 million Native Americans in The United States with over 40% living on reservations. These reservations are rampant with poverty, a lack of education, poor communication and isolation. Gallup Independent describes the situations on reservations as "comparable to the third world."[1] This is even more terrible when we consider that the UN classifies the United States as fifth from the top of its Human Development Index.[2] It is difficult to see how a nation so powerful and developed as The United States can leave a significant amount of their population without even the most basic of needs met. The United States is often seen as one of the most unequal countries of the developed world, and this is even more prominent with Native American communities.[3]

There is a scarcity of jobs and economic opportunity, which means that, a lot of the members of the reservation are unemployed. Over 28% of Native Americans are living below the poverty line.[4]

This lack of employment and economic stability leads to a housing crisis on Native American reservations. There are over 90,000 homeless Native American families, with 30% of Native housing being overcrowded, and less than 50% of these houses are connected to public sewers.

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[1] American Indian Relief Council, *Living Conditions* http://www.nrcprograms.org/site/PageServer?pagename=airc_livingconditions.
[2] United Nations Development Programme, *Human Development Report* http://hdr.undp.org/en/content/table-1-human-development-index-and-its-components.
[3] Zuesse, Eric, *The Huffington Post*, United States is Now the Most Unequal of all advanced economies ((12.8.2013)
[4] National Congress of American Indians, Tribal Nations and the United States: An Introduction.

There is also a complete and utter lack of improvement in terms of educational attainment as compared with other cultural groups. Both African-American and Latino students have seen their graduation rates accelerate in recent years, but this is not the case for Native American students. Only 0.7% of students in the US public school population were Native American. In addition there are only 49,152 students enrolled in Bureau of Indian Education, despite 32% of the Native population being under 18.[5] This lack of education and exposure is almost wholly to blame for the lack of job opportunities and poor economic prosperity on these reservations.

There has also been research that shows that Native American reservations have a higher than average suicide rate. 103 people between the ages of 12 and 24 tried to kill themselves on the Pine Ridge Reservation, but ultimately failed. Many others have sadly succeeded. High drinking rates, unemployment, and violence among the community are said to be to blame.[6] Internet access can help with all of these aspects, as well as providing potential greater access to online mental health services.

In addition, Native American reservations also find themselves completely isolated because of a lack of access to technology. The Navajo nation is famously one of the reservations that do have Internet access, but even on this reservation only 53% of residents have access to wireless broadband coverage for 3G, a figuring that is now steadily rising thanks to federal and private grants for Navajo Nation to build broadband infrastructure. A FCC report released on March 19th 2013 finds that "The lack of robust communications services presents serious impediments to tribal nations' efforts to preserve their cultures and build their internal structures".[7] However the digital divide extends far beyond the Navajo tribe, with over 90% of tribal reservations lacking high-speed Internet access, and in some areas the usage rate is as low as 5%.

In 2015, Internet access should be considered a human right. It offers exposure and communication across the globe, in a way that other forms of technology and communication do not. It has the potential, along with good infrastructure and governance, to reduce poverty rates, improve housing standards, improve education rates and therefore improve employment and economic standards. In addition to these basic human rights, effective Internet access also has the potential for cultural and historical preservation, as well as communication within tribes. The current situation on reservations cannot continue, and we believe that Internet access can help to improve standards.

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[5] National Indian Education Association, *Statistics on Native Students,* http://www.niea.org/Research/Statistics.aspx

[6] Bosman, Julie, *The New York Times*, Pine Ridge Reservation Struggled with Suicide Among its Young, (5.1. 2015)

[7] Alysa Landry, *Navajo Times, Indian Country Left on Far Side of Digital Divide,* (4.4.2013)

Benefits of Internet Access

While it is important to not overstate the impact internet access might have on Native American reservations, the reality is that internet access will provide a much needed impetus for change. Greater connectivity puts greater power in the hands of Native Americans, who for too long have been overlooked. Greater internet access will benefit Native Americans within the realms of education, economics, cultural preservation, and tribal governance. This is the mission behind Net for Native Nations.

In terms of education, internet access will more likely boost the rate of enrollment at Tribal Colleges and Universities (TCUs), as well as universities with Native American studies programs. Even in secondary education, internet access has been seen to impact graduation levels, with a Federal Reserve study from 2008 showing that students with access graduate 6 to 8 percentage points higher than those who did not have access.[8] While this is representative of teenagers across the United States, these numbers will more than likely be similar on tribal lands.

Native American economic growth is also possible with increased internet broadband access. For example, many businesses now only accept online applications, thereby hindering Native Americans from taking advantage of potential opportunities. As most often internet access is only limited to a few hubs within the tribal lands, people must travel for miles and miles to use the internet for job hunting. In the competitive world of job searching, every moment matters, and those who are most economically fragile are those who are most disadvantaged. Increasing internet access also opens up more markets for Native Americans, who can now set up online stores to sell their crafts and services. In a 2009 report, the U.S. Department of Agriculture found that, "Rural communities that had greater broadband internet access had greater economic growth."[9] We are confident at Net for Native Nations that this would hold true on Native lands as well.

Cultural preservation is of vital importance to Native Americans across the country, and the internet may help boost this process. By increasing the information flow between those who still live on the reservation and those who identify as Native America but live off reservation, more knowledge about cultural practices and language are spreading out to this larger audience. Native Americans are also appropriating existing social network ideas for themselves, for example creating RezKast (a Native American YouTube), which is "sweeping across Indian Country sharing Native culture within and beyond the local community."[10] Native speakers are

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[8] Federal Reserve System, International Finance Discussion Papers: Home Computers and Educational Outcomes: Evidence from the NLSY97 and CPS, (11.2008)

[9] "Broadband Internet's Value for Rural America."United States Department of Agriculture, August 2009. Accessed May 2, 2015. http://www.ers.usda.gov/media/155154/err78_1_.pdf .

[10] "New Media, Technology, and Internet Use in Indian Country: Quantitative and Qualitative Analyses" Native Public Media and Open Technology Institute, Traci L. Morris and Sascha D. Meinrath, November

also dying out, so there is a strong need to capture these languages before this happens. Companies like Rosetta Stone have created a program for Diné Bizaad (or Navajo), while other groups like Native American Public Telecommunications have developed a mobile language app for users to learn native languages.[11] More internet access would create a larger database of knowledge for future generations to tap into.

Internet usage and access may also help increase the capacity for better tribal governance. By potentially streamlining governance, as well as creating transparency, tribal councils and leaders will be held more accountable to their people. Also, the ability to be able to easily access the forms and applications needed for federal grants would definitely expand the opportunities available for tribal members, as well as giving the tribal governments more funds to work with.

What is clear, after unpacking all of the ways Native American livelihood will benefit, is that internet access is fast becoming a necessity. It is our hope at Net for Native Nations that we can help bridge this disconnect and bring all Native Nations into the 21st century.

2009. Accessed May 2, 2015.
https://dl.dropboxusercontent.com/u/60257088/NPM-NAF_New_Media_Study_2009_small.pdf.

[11] "Innovating News in Native Communities." Pew Research Center's Project for Excellence in Journalism: The State of the News Media 2012, Emily Guskin and Amy Mitchell.
http://www.stateofthemedia.org/2012/native-american-news-media/

History of Failed Attempts by Comcast and Government Agencies

Many half-hearted attempts to alleviate the dire economic and educational situations on Native American reservations have been tried using telecommunications. But even with these attempts, less than 10 percent of homes on tribal lands have access to broadband internet, whereas more than half of America's other minorities--African Americans and Hispanics--have access to broadband internet.[12]

Some barriers preventing the increase of broadband access include the rural environments, the sovereign nature of each tribe, and the economic burden of implementing such a project. But steps have been taken in recent years to help defer the costs, including government subsidies for telecommunications companies with various grants and loans.[13] In 2009, the Obama administration's stimulus package set aside $7.2 billion in funds to bring high-speed internet access to rural and underserved communities.[14]

The relationship between the federal government and Native governments is one bound together by what is called the "trust responsibility". This responsibility, established through a Supreme Court decision and subsequent Acts, determines that the federal government is responsible for helping Native nations with property protection, self-governance, education, health, economic development, and other areas of governance and infrastructure.[15]

That policy initiatives are starting to recognize the importance of providing this public utility, as internet access was recently defined by the Federal Communications Commission, is a huge step forward. It has not always been this way. In 1996, when the Telecommunications Act was passed, there was an outpouring of growth in the connectivity between cities and the growth of internet access via mobile devices. But missing in this was the voices of our country's Native peoples, and they were again left behind, disconnected and struggling.[16]

After much lobbying, the voices of Native Americans are finally being heard within the governmental structures of telecommunication. With the creation of the FCC's Office of Native

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[12] "Exploring the Digital Nation: Computer and Internet Use at Home." Department of Commerce, November 2011. Accessed May 2, 2015.
http://www.ntia.doc.gov/files/ntia/publications/exploring_the_digital_nation_computer_and_internet_use_at_home_11092011.pdf
[13] Smith, Gerry. "On Tribal Lands, Digital Divide Brings New Form of Isolation."*Huffington Post*, May, 20 2012. Accessed May 2, 2015.
http://www.huffingtonpost.com/2012/04/20/digital-divide-tribal-lands_n_1403046.html
[14] ibid.
[15] "Tribal Nations and the United States: An Introduction." National Congress of American Indians.
http://www.ncai.org/attachments/PolicyPaper_VmQazPEqbvZDMeaDvbupWTSZLmzyzBKOknQRXnUyoVMoyFkEWGH_Tribal%20Nations%20and%20the%20United%20States_An%20Introduction.pdf
[16] Smith, On Tribal Lands, Digital Divide Brings New Form of Isolation.

Affairs and Policy in 2010, there is finally a stronger connection between the needs of tribal people and the governmental policy that can now make it more economically feasible for telecommunications companies to expand to these rural areas.

Even so, many telecommunication companies are not doing so. In particular, the nation's largest telecommunications company, Comcast, has only made feeble efforts to reach out to these underserved areas. In an effort to appease decision makers, Comcast created their Internet Essentials program, which promised to provide "cheap" internet access to those with low-incomes.[17] But there are so many barriers to qualifying for this program and its slow internet speeds, including the need for having a "school-age child living at home who qualifies under the federal reduced-cost school lunch program. This means that senior citizens are generally disqualified, as are many low-income households…"[18] Many of those who would most benefit from this service aren't, because of the various restrictions or because it is not offered in their area.

Native Americans have historically been marginalized and forgotten throughout the centuries, and this is no different today than it was in 1492. But today, we can start to do something about it. Today Comcast can hold true on its promises to deliver affordable internet to low-income peoples. Today Native Americans can join the 21st century.

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[17] Morran, Chris. "5 Empty Promises Comcast Has Made about Time Warner Cable Merger & One Promise They Won't Make." *The Consumerist*, February 11, 2015. Accessed May 2, 2015. http://consumerist.com/2015/02/11/5-empty-promises-comcast-has-made-about-time-warner-cable-merger-one-promise-they-wont-make/.

[18] ibid.

Benefits of Our Plan

Net for Native Nations believes that its success will come from two stages of campaigning: the first targeting Native Americans living on reservations, and the second targeting Comcast Corporation. Stage One of the campaign will directly target Native American communities, using allies in the media, education, and human rights sectors to show populations on reservations that internet is a modern necessity and basic right that needs to be fought for. By showing Native American tribal leaders that this issue should be of high priority to their members, we hope to gain their support and be able to treat them as allies moving into Stage Two. In Stage Two, we will be asking members of the FCC and the Bureau of Indian Affairs to pressure Comcast to include providing internet access to reservations as part of their merger with Time Warner Cable. When reaching out to these targets, it will be crucial to have the support of Native American tribes and other allies from Stage One in order to demonstrate that there is urgent and invested demand for internet access on reservations. By building a forceful coalition of allies in Stage One, Net for Native Nations will find success in Stage Two as we put pressure on Comcast to expand their services to Native American reservations.

As Comcast Corporation prepares for a merger with Time Warner Cable, the time for Net for Native Nations to act is now. This merger has received much criticism,[19] which benefits our campaign in multiple ways. First, we are able to gain support and allies through the critics of this merger. These voices are primarily those that have long-seeded dislike for the size of Comcast and its apparent attempts to monopolize the cable and internet market.[20] By marketing the Net for Native Nations campaign as one that critiques Comcast for having refused for so long to pay attention to the internet needs of Native Americans, we are able to get these people on our side, as it will further fuel the fire of dislike that they have for the company. Since these actors have usually been working against Comcast for years, they have both name recognition in their fields as well as connections (media, etc.) that may prove helpful to advancing our cause. Second, when Net for Native Nations brings the campaign to Comcast, proposing bringing internet to reservations as a part of the merger can be framed as a way to alleviate its criticisms. Putting basic internet capabilities into Native American reservations would be, to Comcast, a low-cost way to appease their opponents as they move ahead with the merger. Folding the Net for Native Nations campaign into the Comcast/Time Warner Cable merger gives Comcast the opportunity to look as though they are doing something good with their money, suggesting that the company is being responsible with their money and giving back to the community. Essentially, the Net for Native Nations campaign presents the possibility for Comcast to be framed in a positive light, something that does not frequently happen for the company.

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[19] Kang, Cecilia. "A Lot of People Don't Like the Comcast-Time Warner Merger, But That Doesn't Mean It Won't Be Approved." *The Washington Post*, September 3, 2014. Accessed May 2, 2015. http://wapo.st/1w5QsCd.
[20] ibid.

Section II: Campaign Overview

Campaign Objective

The end goal of the Net for Native Nations campaign is for Comcast, the largest telecommunications company in the country, to retool its Internet Essentials program, which provides cheap broadband internet to rural, low-income communities, to encompass all federally-recognized tribal lands.

SWOT Analysis

Strengths:
The main strength of our campaign is the abundance of resources and connections we have. Having human rights, education and media organizations on our side will go a long way in convincing Comcast to give Native American reservations internet access. Comcast is also likely to join our campaign on the basis that it makes them look good, as getting involved in human rights causes shows them in a good light. The timing of this campaign is also a big strength because of the Comcast-Time Warner merger that is going on. There is already a lot of lobbying going on. Using the example of the Navajo Nation and it's experiences with internet is also a strength, as they are beginning to show the benefits of internet access.

Weaknesses:
An important weakness of our campaign is how we frame it. Internet access is a human right in 2015, but it has only recently begun to be seen as one. Native American reservations have poverty, unemployment and a lack of education, all issues which are perhaps more important than internet access. However, we need to reassure our allies and tribal reservations that improving internet access will make it much easier to solve and reduce the problems mentioned above.
In addition we have to make sure we frame the issue so that it is not patronizing to Native Americans. They are likely to be aware of the situation that they are in and would not appreciate outsiders coming in and essentially changing things. We have to remember that we are outsiders to their community, and we have to therefore demonstrate a certain amount of tact.
Internet access also has the potential for cultural and historical preservation, but it also has the potential for Native American reservations to lose their culture, as they have the ability to interact more freely with more mainstream American culture.

Opportunities:
The biggest opportunity for this campaign is to ensure that internet access is effective across all tribes. Comcast is already involved in campaigns with Native American communities including its partnership with Native American Youth and Family Center and its celebration of Native American Heritage Month. So they are already involved in Native American issues, so we can "piggy-back" off this and get a response from Comcast. Our timing is also a good opportunity.

Implementing this campaign during the Comcast-Time Warner merger is likely to be effective, as this act of philanthropy may help sway political opinion on the merger.

Threats: The main threat that we have with our campaign is our opponents. These include tribal elders who perhaps don't see the necessity of internet access and people who support the Comcast-Time Warner merger. Another threat also includes Comcast just not listening to us or not acting out of the goodwill that we expect them to.

Midwest Academy Strategy Charts

(See at end of section)

Net for Native Nations Budget

Staff:

- Campaign Managers (3): $3,700/month each (x8 months = $29,600)
    - Total: $88,800
- General Staff: $3,300/month each x 8 months = $26,400 each, Total = $184,800
    - Communications Coordinator
    - Digital Media and Graphic Design Coordinator
    - Financial Officer
    - Fundraising Coordinator
    - Community Outreach and Event Coordinator
    - Native American Community Liaison
    - Comcast Corporation Liaison
- Interns (10): unpaid
- Staff Salary Total: $273,600

Office:

- Rental space: $2,750/month (x8 months = $22,000)
- Utilities: $300/month (x8 months = $2,400)
- Office Fees Total: $24,400

Events:

- Summit
    - Event Space (University): $5,000
    - Travel:
        - Honored Guests (Stage One Targets + 3 Guests Each, 2 Comcast Representatives): $350/roundtrip flight x 14 guests = $4,900
        - Staff Members: $350/roundtrip flight x 10 staff = $3,500
    - Food
        - Honored Guests (at $150/day for 3 days): $450 x 14 guests = $6,300
        - Staff (at $50/day for 3 days): $150 x 10 staff = $1,500
        - Event attendees (150): $2,500
    - Accommodations: Hotel Rooms (at $200/night for 3 nights)
        - Honored Guests: $600 x 14 guests = $8,400
        - Staff Members: $600 x 10 staff = $6,000
    - Event Total: $38,100
- Rally
    - Travel

        - Key Stage 2 Allies (9 allies): $350/roundtrip flight x 9 guests = $3,150
    - Accommodations: Hotel Rooms (at $200/night for 2 nights)
        - $400 x 9 guests = $3,600
    - Permits: $120
    - Event total: $6,870

Miscellaneous:

- Office supplies
    - $100/month x 8 months = $800
- Printing of campaign materials
    - $500/month x 8 months = $4,000
- Travel (for meetings, conferences, etc.)
    - $7,500
- Misc Total: $12,300

Total Budget: $355,270.00

Source of Funding

Our campaign will be funded in full by the Bill and Melinda Gates Foundation, which has a long history of philanthropic efforts. The Foundation has also been involved in the past in benefitting Native American Communities, specifically in supporting access to technology and education in Washington state. The Gates Foundation also helped bring internet access to the Gila River Indian Community, indicating that they already have a strong interest in this issue.[21] We foresee that the Gates Foundation will be highly interested in granting our campaign the funding it needs.

[21] "Washington State: Strengthening Communities." Bill & Melinda Gates Foundation. Accessed May 2, 2015. http://www.gatesfoundation.org/What-We-Do/US-Program/Washington-State/Strengthening-Communities.

Section III: Allies and Targets

Stage 1: Allies

Media:

- **Who:**
  - *Native Public Media*: NPM focuses on advocacy and policy, news/storytelling, community engagement, and digital ecology.
    - Loris A. Taylor, President and CEO
  - *Native American Journalists Association*: Based on the campus of University of Oklahoma, "The Native American Journalists Association serves and empowers Native journalists through programs and actions designed to enrich journalism and promote Native cultures."
    - Mary Hudetz, President of Board of Directors. maryhudetz@naja.com
      - Hudetz has connections at the *Associated Press*, like economics editor Tomoko Hosaka, who has 14.7k Twitter followers. Hudetz also has connections at *National Public Radio*, including Next Generations Radio founder Doug Mitchell, as well as Michael Oreskes, *NPR*'s brand new editorial and news director, who previously was an executive at the *Associated Press* and a former editor at *The New York Times*.
- **Why they care:**
  - Bringing broader internet access to more reservations will further Native Public Media's mission, as well as provide more markets for the Native American Journalists Association. Greater internet access will create more community engagement and provide more outlets for Native voices, which will need to be taught journalism through the work of the Native American Journalists Association. Loris A. Taylor, of Native Public Media, has a lot of connections at the FCC, as she did past work with them through NPM, plus she worked closely with the Open Technology Institute, one of our Stage 2 allies. Taylor also helped create the FCC's Office of Native Affairs and Policy.
- **What they get:**
  - If Net for Native Nations' goals can be achieved, more networks of advocacy will be achieved, which these organizations, and their partners, can tap into. Plus, if our campaign is able to exert real pressure on Comcast, it will achieve nationwide coverage, thereby boosting the profiles and work of these organizations.
- **How we will help them:**
  - We will provide campaign materials, fact sheets, and infographics (see appendix).
- **How they can help us:**
  - Galvanize support among Native American leaders (NPM)

    - Reach out to their contacts from previous policy and political campaigns (NPM)
    - Write news articles across various Native media platforms (NAJA)

Navajo Nation

- **Who:**
    - President of Navajo Nation: Ben Shelly
- **Why they care:**
    - At Net for Native Nations we believe that creating a strong coalition of Native Americans is vital to the success of our campaign. Navajo Nation is the largest Native American community in the United States, larger than 10 states, and with a population of over 250,000, this nation holds of lot of political sway within the Native American community at large. Ben Shelly should want to see other Native nations benefit like his has since broadband internet was completed in Navajo Nation in 2014. Now hospitals, schools, businesses, and regular citizens are connected to the internet, many for the first time, allowing for greater connection and access to markets and knowledge.
- **What they get:**
    - Ben Shelly will be able to bring more awareness to his nation and the issues it faces, as well as drawing attention to the benefits of internet access, including all of the Navajo businesses that are coming online. Plus, by being the spokesperson for our campaign, Ben Shelly will solidify his standing within the Native American community at large, increasing his political power.
- **How we will help them and how they can help us:**
    - We will help Navajo Nation in this by bringing more exposure and awareness to their nation. Net for Native Nations would like Navajo Nation, and specifically their president Ben Shelly, to serve as the face of our campaign in Stage 1, to rally other Native nations behind our cause. To this end, we will be inviting Ben Shelly to be the keynote speaker at our Net for Native Nations Summit being held at Arizona State University. We will provide him with some talking points (see appendix).

Human Rights Organizations:

- **Who:**
    - *National Trust for Historic Preservation:* works in partnership with Native American communities to protect the cultural resources of Native Americans and other indigenous people of the United States[22]
        - Stephanie Meeks, president and chief executive (and also a George Washington University alum)

[22] National Trust for Historic Preservation, available at, http://www.preservationnation.org/

- *Esther Martinez Language Preservation Act:* helps to keep Native American languages alive by providing federal grants to Native American Language immersion programs[23]
    - Heather Wilson, United States Representative who wrote this bill to help stop American Indian languages from disappearing.
- *Native American Rights Fund:* provides legal assistance to Native American tribes, organizations and individuals nationwide who may have otherwise gone without adequate representation[24]
    - John.E.Echohawk, executive director of the Native American Rights Fund. He also worked for the California Indian Legal Services and the National Association for Advancement of Colored People.
- *Bill and Melinda Gates Foundation:* created the Native American Access to Technology Program, designed to provide computer and internet access to Native peoples living in the four corners region of the USA[25]
    - Jessica Dorr, Deputy Director. She has experience implementing internet and computer service throughout the country.

- **Why they care:**
    - All of these are human rights organizations who are working to promote human rights across the United States of America, whether it's through cultural preservation, legal assistance, or education. In 2015, having efficient internet access is starting to be seen as a human right. It opens doors to a number of different opportunities, including reducing poverty, education, and job prospects. These organizations will all care about our mission, as we try to make sure tribes all over the nation get internet access.
- **What they get:**
    - If our mission succeeds with their help, then the names of all of these different organizations will become more well known throughout the nation. They will also be furthering their own missions of ensuring everyone in the United States has their human rights protected.
- **How will we help them:**
    - We will ensure that all of these organizations are fully informed the whole way through. In doing this we will provide a variety of different materials including infographics and fact sheets. We will also enhance the connections that these organizations make, both, with each other and with other media and education organizations.
- **How they can help us:**

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[23] "Esther Martinez Native American Languages Preservation Act of 2006", *govtrack,* available at, https://www.govtrack.us/congress/bills/109/hr4766
[24] Native American Rights Fund, available at, http://www.narf.org/
[25] Gordon, C, Andrew, Dorr, Jessica, Gordon, Margaret, *The Bill and Melinda Gates Foundation,* "Native American Technology access: the gates foundation in the four corners" (2003), available at, https://docs.gatesfoundation.org/Documents/NAATP.pdf

- Spread the message of Net for Native Nations across the United States through attending our summit and sharing content on social media. They will also use their connections and gather support from other human rights and cultural preservation organizations.

Educational Leaders:

- **Who:**
  - *Christopher Teuton, University of Washington Seattle*: Department Chair of UW's American Indian Studies Program[26]
    - Teuton is a member of the Cherokee Nation, and he worked as a consultant to the Cherokee Nation to create a K-12 Program, showing a vested interest in the bettering of education standards on Native American reservations as well as a strong connection to this particular tribe.
    - teuton@uw.edu
  - *Steven Crum, University of California at Davis*: Department Chair of UC Davis's Native American Studies Program[27]
    - Crum is a member of the Western Shoshone Tribe, as well as having a research interest in Native American higher education, an issue area that the Net for Native Nations campaign hopes to be able to address.
    - sjcrum@ucdavis.edu
  - *Elise Boxer, University of South Dakota*: Assistant Professor of Native Studies at USD[28]
    - Boxer is a citizen of the Fort Peck Assiniboine and Sioux Tribes, as well as being a professor of Native Studies, meaning that she is well-connected to Native American tribes and invested in the education sector.
    - elise.boxer@usd.edu
  - *Greg Cajete, University of New Mexico*: Director of UNM's Native American Studies Program[29]
    - Cajete is a member of Tewa Indian Tribe, and he designs curriculum geared to the learning styles of Native American students. Net for Native Nations would give his interests the opportunity to expand even further, meaning that Cajete would be an invested partner in our campaign.
    - UNM hosts a Native American Lecture series, indicating that the university has connections within the Native American community and

[26] "Christopher B. Teuton," University of Washington American Indian Studies. Accessed May 2, 2015. https://ais.washington.edu/people/christopher-b-teuton.
[27] "Steven J. Crum." UC Davis Native American Studies. Accessed May 2, 2015. https://nas.ucdavis.edu/faculty/steven-j-crum.
[28] "Elise Boxer." University of South Dakota. Accessed May 2, 2015. http://www.usd.edu/faculty-and-staff/Elise-Boxer.
[29] "Faculty and Staff." UNM Native American Studies. Accessed May 2, 2015. http://nas.unm.edu/faculty.html.

that Cajete could serve as a liaison between NfNN and local tribal members
        - nasinfo@unm.edu
    - *John W. Tippeconnic, Arizona State University:* Director of ASU's American Indian Studies Department[30]
        - Tippeconnic will be a vital ally to us as we work to set up our summit meeting at Arizona State University in May of 2015
        - john.tippeconnic@asu.edu
    - *N. Bruce Duthu, Dartmouth University*: Chair of Dartmouth's Native American Studies Department[31]
        - Duthu's specialties lie in political relationships between Native American tribes and state and federal governments, as well as tribal sovereignty, which would provide Net for Native Nations with a knowledgeable ally about both of these crucial topics as they relate to our campaign.
        - n.bruce.duthu@dartmouth.edu
- **Why they care:**
    - As leaders in the education field with an interest in Native American Studies, each of these allies should be able to see the benefits that internet could bring both to Native American life as a whole as well as specifically to the education field. With more technology, more Native Americans would be able to enroll in colleges online, or even just have access to information about schools and educational prospects. Furthermore, increased internet capabilities will aid in challenges like language preservation and inter-tribal communication, which would provide a resource for professors themselves to use in the classroom.
- **What they get:**
    - As mentioned, more information and technological resources will produce more enrollment at higher education institutions. In addition, the Net for Native Nations campaign will ensure stronger levels of communication between Native American tribes and educators, which will benefit their study programs as well as knowledge of the population.
- **How we will help them:**
    - We will make sure that these allies understand our campaign and are put in touch with the resources necessary for them to feel comfortable aiding our campaign. We will also invite them to our summit meeting in May, which will give them further information about the cause.
- **How they can help us:**
    - Put Net for Native Nations in contact with their connections in the Native American community

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[30] "John Tippeconnic." Arizona State University. Accessed May 2, 2015. https://webapp4.asu.edu/directory/person/1623495.
[31] "N. Bruce Duthu." Dartmouth. Accessed May 2, 2015. http://dartmouth.edu/faculty-directory/n-bruce-duthu.

- Spread the word to their universities and students to mobilize younger generations to advocate on our behalf
- Work to show their contacts in the Native American community why the Net for Native Nations campaign is worthwhile and support-worthy

Stage 1: Targets

Tribal Targets

- *Cyril Scott*: Rosebud Indian Reservation, South Dakota, Sioux tribe
  - Basic Info:
    - 21,000+ population (2000 Census)
    - www.rosebudsiouxtribe-nsn.gov
    - Leader Contact: no e-mail, 605-747-2381
  - **What are his connections?**
    Cyril Scott is deeply connected in the political process revolving around the anti-Keystone XL debate, as the KXL will cross into the Rosebud reservation without authorization--disregarding how Native Nations are run as sovereign nations with government-to-government relations with the US. Scott has been interviewed in the Huffington Post, has been on Democracy Now!, as well as other media outlets.
  - **Why this tribe?**
    The Rosebud Reservation has a large population size with low access to the internet, making this reservation a prime candidate to receive broadband internet access, as it would have a potentially large and measurable impact. The fact that this reservation is also led by an outspoken leader, who has a lot of media experience, would only benefit Net for Native Nations' campaign. Also, the close proximity to the Pine Ridge Indian Reservation would lessen some of the structural burdens on Comcast when they expand broadband access to this area.
  - **Why would he be willing to help?**
    Cyril Scott, by his actions against Keystone XL, is not afraid to stand up against lobbyists and corporate power to protect his people; the same is sure to hold true in Net for Native's campaign to use Comcast to get internet access on tribal lands.

- *John Yellow Bird Steele*: Pine Ridge Indian Reservation, South Dakota/Nebraska (right next to Rosebud)
  - Basic Info:
    - ~19,000 population (2010 Census--though website claims 35K, with ⅓ speaking Lakota as first language)
    - www.oglalalakotanation.org
    - Leader Contact: no e-mail, 605.867.5821
  - **What are his connections?**
    Unfortunately, John Yellow Bird does not have very many connections that would be beneficial to our campaign, but the large population size of the reservation, as well as its cultural significance would help.
  - **Why this tribe?**

Pine Ridge Indian Reservation encompasses three of some of the poorest counties in all of the United States.[32] Pine Ridge also holds a unique place within Native American history and a lot of cultural power. The town of Wounded Knee, located within the current reservation, saw both a horrific massacre in 1890 that was the beginning of the end for Native American resistance against the U.S. military and a resurgence of Native pride with the 1973 takeover and armed standoff that lasted 71 days between the American Indian Movement and the United States Marshal Service and the FBI.

- **Why would he be willing to help?**
  John Yellow Bird Steele could use Net for Native Nations' campaign as a potential tool to expand economic and educational benefits through internet access for his people. He could also frame internet access as a potential means to bring more mental health services to his community, as it continues to suffer from suicides, unemployment, and substance abuse. By bringing online mental health services directly into the homes of his people, rather than trying to reach everyone in person, Steele could gain support around bringing greater internet access to Pine Ridge.

- *Ned Norris, Jr.*: Tohono O'odham Reservation, Arizona
  - Basic Info:
    - 10,000+ population (2010 Census) Second largest tribal land base in country
    - http://www.tonation-nsn.gov/default.aspx
    - Leader Contact: ned.norrisjr@tonation-nsn.gov
  - **What are his connections?**
    Ned Norris, Jr. does not have very many connections that would be beneficial to our campaign, but the large population and size of the reservation would help.
  - **Why this tribe?**
    Net for Native Nations decided to focus on this tribe in particular because of its proximity to Gila River and Navajo Nation, two Native Nations that have been the recipients of grants and aid to build up their broadband internet capacity. With the infrastructure so close to Tohono O'odham, as well as the cities of Phoenix and Tucson, we determined that this would make an excellent candidate.
  - **Why Would He Be Willing to Help?**
    By leveraging the geographic proximity of the powerful Navajo Nation and also the Gila River Reservation, Ned Norris, Jr. would want to give his people the same opportunities as his peers have been able to give to their own people.

[32] "List of Lowest-Income Counties in the United States." Wikipedia. Accessed May 3, 2015. http://en.wikipedia.org/wiki/List_of_lowest-income_counties_in_the_United_States

Stage 2: Allies

National Congress of American Indians (NCAI)

- **Who:**
  - Brian Cladoosby: president of the NCAI
- **Why will they care:**
  - The ultimate mission of the NCAI is to protect treaty and sovereign rights, as well as protecting traditional Native American cultures, laws, and ways of life. Making sure Native American tribes have internet access will help with cultural and historic preservation. The organization is also committed to improving the quality and way of life for Native communities and people. Internet access can greatly help with improving a quality of life and providing opportunities, as we have outlined previously.
- **What will they get out of it:**
  - By helping Net for Native Nations, the NCAI will be publically supporting this mission at a national level. The public will become aware of the great work that the NCAI do by getting involved with our mission.
- **How we will help them:**
  - Helping get internet access to Native American tribes will be mutually beneficial for both the NCAI and Net for Native Nations. We will help them by ensuring they have all the resources and information they need to get the message across effectively to the larger Native American community. We will also be bringing our coalition of Native leaders, media organizations, as well as educational and human rights leaders for the NCAI to tap into.
- **What we want them to do:**
  - Get fully involved in our campaign and spread our organization's goal nationwide and to tribal leaders through social media, their website, and their various events and conferences. Net for Native Nations would also like the NCAI to participate in our rally and invite other leaders and tribal members to do so. We want them to publicly speak out on the benefits of internet access and how it can improve quality of life and provide opportunities, as well as the ways in which it helps with cultural and historical preservation. The more people we have speaking up on this issue, the more credible it seems.

Native Leaders and Media Organizations (see details in Stage 1)

Anti-Comcast Organizations

- Electronic Frontier Foundation
  - **Who:**
    - Jeremy Gillula and Peter Eckersley
  - **Why will they care:**

        - The Electronic Frontier Foundation serves to defend civil liberties in the digital age and to protect access to technology. The Comcast-Time Warner merger would greatly hinder access to technology by essentially creating a monopoly on telecommunications by joining together the two largest companies in the United States. Jeremy Gillula and Peter Eckersley in particular write extensively on the subject of the merger.
    - **What will they get out of it:**
        - By joining with Net for Native Nations, the EFF can add a more human rights and personal touch to their campaign to stop the Comcast-Time Warner merger. This will also further strengthen the EFF's reputation as a defender of civil liberties, as well as solidifying the growing argument that internet access is becoming more of a human rights issue.
    - **How we will help them:**
        - At Net for Native Nations, we will put the EFF in touch with our Native American allies, strengthening the coalition for both sides by showing vested interests in this matter.
    - **What we want them to do:**
        - We would like the EFF to help champion our campaign to their network of supporters through social media, on their website, and by participating in (and asking their supporters to join) our rally march to the FCC building in Washington, D.C.

- Common Cause
    - **Who:**
        - Michael Copps of the Media and Democracy Reform Initiative
    - **Why will they care:**
        - Michael Copps, a former FCC Commissioner, was the only Commissioner to vote against the Comcast-NBC Universal merger, and he is outspoken against the Comcast-Time Warner merger.
    - **What will they get out of it:**
        - Net for Native Nations will be a useful issue in which Common Cause can rally support around their problems with Comcast and how it hinders democratic and media issues. By joining with the Net for Native Nations cause, they will be strengthening their place within this issue space, gaining more supporters and allies for their own work.
    - **How we will help them:**
        - Net for Native Nations provides yet another message frame for this coalition to gather support for those who are against the Comcast-Time Warner merger. They will be able to highlight the injustice of Native communities being ignored by large telecommunication companies, providing a nice moral framing issue for their own campaign.
    - **What we want them to do:**

        - We would like Common Cause to help champion our campaign to their network of supporters through social media, on their website, and by participating in (and encouraging their supporters to join) our rally march to the FCC building in Washington, D.C.

- Don't Comcast the Internet Coalition
    - **Who:**
        - COMPTEL, ITTA, and NCTA--representing over 1,000 companies like Google Fiber, Sprint, T-Mobile, Netflix, etc.
    - **Why will they care:**
        - This coalition represents many of the players in the telecommunications sector, many of whom would suffer if the monopolization of telecommunications occurred through the Comcast-Time Warner merger. Also the NCTA represents rural broadband access, which is the issue that we are fighting for at Net for Native Nations, and the issue that Comcast is already aware of with their Internet Essentials program.
    - **What will they get out of it:**
        - By joining forces with our campaign, the Don't Comcast the Internet Coalition will be able to reach a broader audience than before, as well as strengthening their cause with other anti-Comcast organizations, educational groups, media organizations, and Native leaders.
    - **How we will help them:**
        - Net for Native Nations provides yet another message frame for this coalition to gather support for those who are against the Comcast-Time Warner merger. They will be able to highlight the injustice of Native communities being ignored by large telecommunication companies, providing a nice moral framing issue for their own campaign.
    - **What we want them to do:**
        - We would like them to share our campaign on their website, on social media, and by participating in (and encouraging their supporters to join) our rally to the FCC building in Washington, D.C.

Think Tanks

- New America Foundation: Open Technology Institute
    - **Who:**
        - Seeta Gangadharan, gangadharan@newamerica.org
    - **Why will they care:**
        - The Open Technology Institute has already shown that they are invested in this issue, due to their previous work with Native Public Media in creating a comprehensive look through their report "New Media, Technology, and Internet Use in Indian Country: Quantitative and Qualitative Analyses." This research was the first of its kind and was probably very influential in the creation of the FCC's Office of Native

Affairs and Policy. Plus at Net for Native's we will use the connections of David Karpf of George Washington University, who knows both the now-departed founder of OTI, Sascha Meinrath, but also Seeta Gangadharan, who specializes in digital inequalities and has researched and written a lot about the inner workings of the FCC.

- **What will they out out of it:**
  - The mission of the Open Technology Institute (OTI) is to strengthen communities through research, technology innovations, and policy reform. By partnering with the work of Net for Native Nations, OTI will be fulfilling its mission statement, while also providing policy precedence for later issues they might want to support. Plus this will be the culmination of their original report and collaboration with Native Nations.
- **How we will help them:**
  - At this point in the campaign, Net for Natives will be coming to OTI with a wide coalition of human right organizations, universities, Native media organizations, as well as tribal leaders from various nations and the National Congress of American Indians, on top of the anti-Comcast organizations joining with us. OTI will be able to tap into all of these networks to highlight their own work.
- **What we want them to do:**
  - At Net for Native Nations, we want the Open Technology Institute to use their policy connections and previous work with the FCC to bring awareness to and leverage our campaign. We would also request they share our campaign on social media, their website, and join with us (and urge their supporters to join) at our rally to the FCC building in Washington, D.C.

Stage 2: Targets

- *Geoffrey Blackwell*: Federal Communications Commission: Office of Native Affairs and Policy. The Native Nations Consultation and Policy was created to promote communication and technology services throughout tribal lands and native communities. [33]Geoffrey Blackwell is leading the FCC'S Native American Outreach Program[34]
    - **Why will he care:**
        - He is already working strongly with Native American communities, and he set up the Native American Outreach Program. Blackwell understands the importance of internet access and why it's important for tribes to receive it.
    - **What will he get out of it:**
        - By getting involved with this campaign, Blackwell will simultaneously be furthering the goal of his own campaign. We both share the ultimate goal of getting internet access to Native American communities.
    - **How we will help him:**
        - We both have connections and resources that are vital for both of our campaigns. We will help them by ensuring they have all the resources and information they need to get the message across effectively to Comcast that this is an issue they have to face. We will also be bringing our coalition of from Stage 1, plus all of our anti-Comcast groups, to help leverage the pressure Blackwell can place on Comcast.
    - **What we want them to do:**
        - Spread our message of getting internet access to Native American communities. Use their resources and "name" to further both of our goals, as they hold a lot of power in the decision making process of the merger.
    - **What is their influence over Comcast?**
        - Comcast was also involved in some form of Native American protection with their support for Native American Heritage month. Comcast have also partnered with the Native American Youth and Family Centre. In a sense then, both organizations have some form of obligation to help benefit Native American Communities. The FCC are also currently under discussions over the Comcast-Time Warner merger. Thus the FCC essentially have authority over Comcast and could persuade them into somehow widening the range of their internet services, to prove that Comcast will not monopolize the telecommunications industry purely for profit, while ignoring those most marginalized.

- *Brian E. Davis of Gila River Indian Community and Brian Tagaban of Navajo Nation:* FCC Native Nations Broadband Task Force

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[33] "Native Nations Consultation and Policy", *The FCC,* available at, https://www.fcc.gov/encyclopedia/native-nations-consultation-and-policy

[34] "Building Rural Connectivity Outreach Program", *The FCC: Lands of Opportunity,* available at, https://transition.fcc.gov/indians/opportunity.pdf, pg. 2

- **Why will they care:**
    - Of all the members of the FCC Native Nations Broadband Task Force, Net for Native Nations chose these two members in particular due to their tribal affiliations. Brian Tagaban is from the Navajo Nation, where through a federal stimulus grant administered through the National Telecommunications Information Administration with the help of the Navajo Tribal Utility Authority the Navajo Nation now has a wireless broadband network. Net for Native Nations has allied with the Navajo Nation to help promote the benefits of internet access, therefore no one is as apt for this task as Brian Tagaban.
      Brian E. Davis of Gila River Indian Community is also an excellent spokesperson for the power of broadband internet access. Back in 2003, the Bill and Melinda Gates Foundation's Native American Access to Technology Program helped bring training and some internet access to the Gila River Indian Community. Davis will definitely want to collaborate to bring more internet access to all Native Nations.
- **What is their influence over Comcast?**
    - The FCC Native Nations Broadband Task Force, created in 2011, works to be the voice of tribal governments within FCC debates concerning broadband access. In an October 2014 press release regarding the Task Force, FCC Chairman Tom Wheeler spoke about his experiences visiting Indian Country and his dedication to closing the broadband gaps. This Task Force, in partnership with the FCC's Office of Native Affairs and Policy, as well as the broader supporter of the FCC, will be a powerful voice in convincing Comcast to provide broadband access in Native Nations, as the FCC holds much of the power needed to approve Comcast's merger with Time Warner. The FCC can turn to Comcast, who claims this merger will not expand into a monopoly, and tell them that they are already overlooking a segment of the population due to their quest for profits.

- *Kevin Washburn, Assistant Secretary of Indian Affairs at the U.S. Department of the Interior*[35]
    - **Why will they care:**
        - Kevin Washburn works for the Bureau of Indian Affairs, in addition to being a member of the Chickasaw nation in Oklahoma. His role within the BIA is specifically to promote the self-determination and economic self-sufficiency of Native Nations. Because of this, Washburn should be highly interested in the Net for Native Nations campaign, as it will work to ensure both self-determination and self-sufficiency within the Native American community. Washburn's background is in the education field, having worked previously as Dean of the University of New Mexico Law School as well as in the law department at the University of Arizona. As both of these schools are of primary interest to the Net for Native Nations campaign, having allies in their Native American Studies departments will

[35] "Assistant Secretary - Indian Affairs." U.S. Department of the Interior: Indian Affairs. Accessed May 2, 2015. http://www.bia.gov/WhoWeAre/AS-IA/.

be of use for contacting and persuading Washburn as well.

- **What is their influence over Comcast:**
  - As a member of the United States Government and a Native American nation who has a specific interest in the well-being and promotion of Native American society, Washburn has the ability to act as an expert on this topic when pressuring Comcast. Though Washburn does not have any specific experience working with Comcast, his voice will act as a strong one from the federal government that can condone the Net for Native Nations campaign and advocate on our behalf. Washburn will provide, to a degree, the point of view of the Native American community when communicating with Comcast about the necessity of this campaign and the expansion of the Internet Essentials package to Native lands.

- David L. Cohen, Comcast
  - **His connections:**
    - He previously worked with the FCC on Comcast's merger with NBC Universal. From his college days at Swarthmore College, Cohen is close friends with David Bradley, the chairman of Atlantic Media, which owns The Atlantic and Quartz, two publications we will seek to get op-eds written in to further leverage our position.
  - **Why He Would Grant Us This:**
    - Cohen has previously been the compromising force between advocacy groups and companies, so he knows how to handle competing interests to benefit all parties. He has been nicknamed "the company's political weathervane."[36] As the champion of the Internet Essentials program, Cohen understands the importance of internet access for low-income communities, as well as the barriers to achieving this. He understands the complexities of the situation from his years of work with the Internet Essentials program, but he has not shied away from the problems. If we can convince him of the dire need of internet access in Native Nations, as well as exerting the public pressure to do so, we feel confident at Net for Native Nations that David L. Cohen would work with us to achieve our goals.

[36] "Comcast's Real Repairman." Sokolove, David. *The New York Times*. April 19, 2014. http://www.nytimes.com/2014/04/20/business/media/comcasts-real-repairman.html .

Section IV: Implementation

Timeline of Tactics

- January: Campaign (Stage One) begins
  - Begin contacting allies (send invites to May Summit)
- March: Official Stage One Kick-Off
  - Begin attending meetings
  - Campaign goes public
- April:
  - 4/11/15 - Powwow at UC Davis
  - 4/11/15 - American Indian College Fund 25th Anniversary Gala (Los Angeles, CA)
  - 4/23/15-4/25/15 - Gathering of Nations Powwow (Albuquerque, NM)
- May:
  - 5/2/15 - Native American Journalists Association Event (Pine Ridge Reservation)
  - 5/8/15 - American Indian College Fund 25th Anniversary Gala (Chicago, IL)
  - 5/15/15-5/16/15 - Net for Native Nations Summit at Arizona State University (Phoenix, AZ)
- June: Start of Stage Two
  - 6/28/15-7/1/15 - Mid-Year Conference of the National Congress of American Indians (St. Paul, MN)
- July:
  - Attend various powwows
  - 7/9/15-7/12/15 - NAJA National Native Media Conference (Washington, DC)
  - 7/9/15 Create petition
- August:
  - Share petition with Comcast
  - Have supporters flood the FCC with comments
  - Attempt to schedule meeting with Comcast
  - Op-Eds written
- September:
  - 9/10/15-9/13/15 - Union Tribes International Powwow (Bismarck, ND)
- October:
  - 10/8/15 - Book the 1491s on The Daily Show with Jon Stewart (release of video)
  - 10/24/15 - Rally from National Museum of the American Indian to FCC Building (Washington, DC)
- November:
  - National Native American Month
  - 11/30/15 - National Native American Heritage Day
  - Native American Youth National Gathering (Washington, DC)
- December:
  - Final meetings with Comcast
  - Agree on terms with Comcast, prepare to implement January 2016

Stage 1: Summary of Tactics

- Letters to Allies
- Social Media Campaign
- Attending Powwows, Conferences, Meetings, etc.
- Summit at Arizona State University (Phoenix, AZ)

Stage 1: Explanation of Tactics

There are three main goals associated with Stage 1. The long-term goal is to eliminate marginalization of Native Americans, and decrease rates of poverty on Native American reservations. The intermediate goal is to ensure that there is effective internet access on all Native American reservations, and the short term goal is to create an alliance of Native American tribal leaders who will advocate and support our intermediate goal of there being internet access on all Native American reservations.

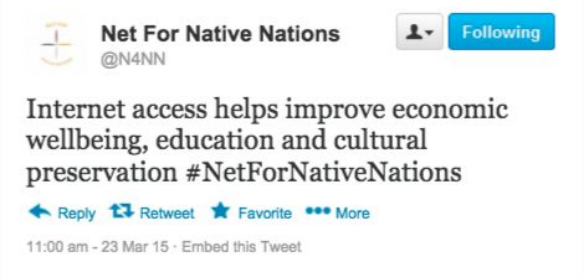
As a result, our tactics for Stage 1 reflect these goals. The main tactic is to hold a summit at Arizona State University in Phoenix. It will be held from the 15th of May to the 16th of May 2015. We picked this space because of the prime location. As Phoenix is a major travel hub, it is easily accessible from DC for our allies, as well as from Philadelphia for Comcast. It is also easily accessible for tribal leaders from the Navajo Nation, as well as for our allies located around the Midwest. In addition, Arizona State University has a successful academic department in American Indian Studies with John Tippeconnic as the director. Tippeconnic has an interest in Native American marginalization and improvement of education. As a result, Arizona State University will have the passion and resources to successfully hold our summit. The keynote speaker for our summit will be Ben Shelly. Ben Shelly is the president of Navajo Nation and will be primarily speaking on the benefits that internet access has had on his reservation (see talking points for summit).

The summit will be our main tactic for Stage 1, but we will also create a social media campaign. Net for Native Nations will be posting regularly on the benefits that internet access can have on reservations. We will also be interacting with our allies on social media, and engaging in conversation surrounding the issue. The social media platforms that we will be using the most will be Twitter and Facebook. These are the two platforms that are the most popular and that our allies have a decent presence on. They are also social media platforms that are likely to be seen by policy decision makers (e.g. Comcast), who actually have the ability to create real change and widen the range of internet service so that it reaches tribal reservations. In particular, Twitter is a social media platform specifically suited to debating social issues.

Some of our smaller tactics include writing letters to our allies (see appendix) to inform them on the issue and gain their support, as well as the tactic of attending various pow-wows to further engage and build trust amongst the Native American community.

Sample Social Media Posts

- Net for Native Nations



- National Trust for Historic Preservation
  - No official twitter profile, but a lot of conversation surrounding their organization. Have a busy Facebook page with lots of "likes" so would be most effective for the National Trust for Historic Preservation to share the issue with the public through their Facebook Page.

- Native American Rights Fund
    - Similar to the National Trust for Historic preservation - No Twitter profile, but a busy Facebook page with over 9500 likes.

- Arizona State University
    - Both Twitter Profile and Facebook page, with over 104,000 followers on Twitter and over 211,000 likes on Facebook.

- Native Public Media
    - Has both a Twitter and a Facebook profile with over 13,000 followers on Twitter and only 1097 likes on Facebook. It would be most effective this organization to use Twitter to interact and share with the public.

- Native American Journalists association
    - Both a Twitter and a Facebook profile, with 10,000 followers on Twitter and 2555 likes on Facebook. Similarly to Native Public Media it would be most effective for this organization to use Twitter to interact and share with the public as they would reach a wider range of people.

Stage 2: Summary of Tactics

- Petition
- Comments to the FCC
- Meeting with Comcast
- Series of Op-Eds
- Campaign Video from 1491s
- Rally March in Washington, D.C.

Stage 2: Explanation of Tactics

After we have created our coalition of Native American leaders, organizations, and media, Net for Native Nations will begin to implement our tactics for Stage 2 in order to exert pressure on the Federal Communication Commission and Comcast Corporation.

In order to show our Stage 2 targets that there is a popular demand to bring broadband internet access to Native nations, we will be creating a petition on Action Network (see appendix). This petition will be shared with all of our Native leaders, their tribal members, as well as on all of our educational allies. We will also ask our Native American media allies to create content around the petition and to share across all Native media outlets. However, to show an even larger popular demand, Net for Native Nations will be working with our anti-Comcast organization allies, as well as the Open Technology Institute, to publicize the petition on their own sites and social media channels. By teaming up with these already established organizations, we are confident we can reach our goal of 100,000 signatures.

After this petition has been created and shared, we will use the e-mails we captured to urge the signees to submit comments to the FCC demanding they pressure Comcast to bring broadband internet access to Native Nations. Net for Native Nations will also urge all of our, plus our allies', supporters via social media to do the same.

Once there is this public display of support, we will then try to schedule a meeting with David L. Cohen from Comcast to discuss the possibility of revamping the Internet Essentials program. At this time our organization will also present Comcast with all of the petition signatures and the FCC comments.

If this meeting is not granted or if it fails, Net for Native Nations will keep the pressure on Comcast. We will do this by working with our allies' media connections to have pro-Net for Native Nations op-eds written in major newspapers and online new sites. One of our key allies from Stage 1, Mary Hudetz, has connections at the *Associated Press*, *National Public Radio*, and *The New York Times*. Some of our other allies, like Seeta Gangadharan from OTI, have been published previously in *Slate* and also *The New York Times*. Jeremy Gillula from the Electronic Frontier Foundation contributes to US edition of *The Guardian*. We are confident that we can create a strong media storm around the issue.

Another outlet we want to explore at Net for Native Nations is tying together our Native American coalition and our broader public coalition. We plan to do this by working with the Native American comedy group, the 1491s. The group, made up of five Native American men, have amassed a large Youtube presence, with many of their videos accumulating hundreds of thousands of views. They also have a sizable Twitter presence of 14.5k. The 1491s have used their popularity in the past to speak out against various bills or offenses, like the issue around the Washington Redskins' name for which they were part of a segment on *The Daily Show with Jon Stewart*. Net for Native Nations would like to further popularize our campaign by booking the 1491s back on *The Daily Show* to do a segment about life on reservations. Through this tactic, we will be reaching a loud and political audience who can help exert the pressure we need to try again to secure a meeting with Comcast and win this campaign.

Our last tactic for Stage 2 centers around a symbolic rally through the heart of Washington, D.C. Net for Native Nations has a proposed route from the National Museum of the American Indian to the headquarters of the Federal Communications Commission (see appendix). At the start of our rally our key Native leaders (Shelly, Scott, Steele, and Norris, Jr.) will be addressing the crowd outside of the museum about the dire situations in their nations and how they believe internet access can help alleviate some of these burdens. Then after the crowd marches along the National Mall, the rally will stop outside of the FCC building. Here we will have another stage set up for some of our main anti-Comcast allies from the Electronic Frontier Foundation and Don't Comcast the Internet to speak about what the FCC and Comcast need to do to help bring broadband internet access to Native nations. By having this large-scale rally right in the heart of the nation's capital, our organization is hoping to garner a lot of press attention around our cause. This attention will further help us in our goal to show demand from Native Americans and pressure from the broader American public, as we try, in this final tactic, to convince Comcast to help us achieve our goal.

Section V: Benchmarks for Success

Success in Stage 1

In Stage One, success will primarily come from having our targets on board with our campaign. This means that Cyril Scott, John Yellow Bird Steele, and Ned Norris, Jr. will all be willing to help our campaign in Stage Two and that they agree with our methods and tactics. Along with the support of these leaders will come the support of the nations behind them, meaning the Rosebud, Pine Ridge, and Tohono O'odham Indian Reservations. With the support of the leaders and the members of their reservations, we will then have the strong coalition we need going into Stage Two.

Success in Stage One will also come from the reception of the summit that we will hold at Arizona State University. Holding this summit will allow us to have more in-depth discussions with the leaders of our target nations, the Navajo Nation, and a representative from Comcast, and will be the only time that we can ensure that all of these groups will be in the same place. During these discussions, we will have the chance to assess whether our goals and tactics are leading in the right direction, both for the Net for Native Nations Campaign and for the Native American population itself. Should we find that our campaign is not right for the population that we are trying to help, we would then need to reassess the campaign and change our goals. Provided that it goes well, however, we will then be able to move forward confidently into Stage Two.

Lastly, our social media efforts in Stage One will be able to indicate some level of success in terms of reaching the broader American community. If we are able to garner the support of people who are not directly tied to the issue through social outreach, it would provide the comfort of knowing that we have allies outside of the realms that the campaign directly targets.

With all of these benchmarks passed, we can be confident that Stage Two can begin on solid ground as we begin to work towards agreements with Comcast.

Success in Stage 2

There are a several benchmarks in Stage Two that will demonstrate a successful campaign. First among those is having a strong level of support for our petition, which will be shared publicly. By reaching our goal of 100,000 signatures on this petition, we will know that there is both demand and interest in getting internet access to Native American reservations. We will then be able to present Comcast with this petition as a way to prove the necessity and importance of the Net for Native Nations Campaign.

Another way to measure success is to monitor the media engagement and response to our campaign. Part of our tactics in Stage Two is to have several key anti-Comcast spokespeople to write Op-Eds about the Net for Native Nations Campaign in order to broadcast our message to their networks and receive national attention to our goals. If we are able to engage these spokespeople and get these Op-Eds written, we then hope to see large amounts of readership and positive responses to the campaign. This will reinforce that we have the support of anti-Comcast organizations and that we can use their voices as we negotiate with the company.

Next, we can reach success by securing a meeting with Comcast in August to discuss the expansion of the Internet Essentials program to Native American Reservations as part of the merger with Time Warner Cable. This meeting will serve as our first effort to actually begin negotiations with Comcast, inciting a “pleasure” tactic before we move on to “pain” tactics. If the meeting with Comcast does not go well, then we will move on to our other tactics, including the rally.

Another important benchmark for success in Stage Two will be having our targets from the FCC and the BIA on board with our campaign. The targets include Kevin Washburn, Geoffrey Blackwell, Brian Tagaban, and Brian E. Davis. With their support, we will know that we have an even stronger backing as we talk with Comcast, and that these organizations will be able to put pressure on Comcast to comply with the Net for Native Nations campaign.

Lastly, our rally will be a vital way to measure how well our campaign is doing. By measuring attendance and enthusiasm for this march from the National Museum of the American Indian to the FCC building, we will gain better understanding of the needs of our coalition and the strength of their engagement in our campaign. Having this rally go well will be of utmost importance as it is our strongest and last tactic in Stage Two.