

Secretarial Commission on Indian Trust Administration and Reform Outreach and Communications Plan

The Secretarial Commission on Indian Trust Administration and Reform marks an important step in the Administration's ongoing efforts to reform, restructure, and rebuild the United States' relations with Indian Country. The Commission will play a key role in the Department's ongoing efforts to empower Indian nations and strengthen the government to government relationship.

There is significant interest in Indian Country regarding the recommendations the Indian Trust Commission will provide to the Secretary of the Interior at the end of the Commission's two-year tenure. There are high expectations that the recommendations will pivotally improve the Department's trust administration and management to empower Native communities and better serve American Indians and Alaska Natives. In order to best implement the goals of the Commission, it is imperative that the Commission have a clear and effective communication and outreach strategy.

In accordance with FACA, federal register notices will be published 15 days in advance of public webinars or listening sessions and the notice will be posted on the Commission's website at www.doi.gov/cobell/commission/index.cfm. Mail for the Commissioners may be sent to the Department of the Interior, Office of Regulatory Affairs and Collaborative Action, 1001 Indian School, NW, Suite 312, Albuquerque, New Mexico 87104. The public may send e-mails to the Commissioners at trustcommission@ios.doi.gov

The Goal of Communications

The Commissioner's communications objective is two-fold: (1) to convey accurate and timely information to all interested stakeholders so as to create a sustained awareness of the progress and recommendations of the Commission, and (2) to actively engage the public in a dialogue about trust administration and reform in order to incorporate the experiences and suggestions of interested parties into the work of the Commission.

To ensure a coordinated effort in communications and outreach, the Commission has identified the target audience, the challenges in communication, and the tools to overcome those challenges.

1. Target Audience:

- Federally recognized tribes,
- Individual owners of Indian trust land,
- Individual Indian account holders,
- Tribal organizations national and regional, and
- Other interested stakeholders.

2. Challenges to Reaching Target Audience:

- Limited budget,
- Widely dispersed audience in diverse geographic regions,
- Different cultural histories and languages, and
- Lack of access to technology and media.

3. Tools at the Disposal to the Commission:

Below are the types of outreach activities available to the Commission. Contact Nedra Darling, Director, Public Affairs-DOI Indian Affairs, 202-208-3710, if scheduling media interviews. Please refer to the “DOI ITC Outreach Policy and Guidance” for guidance about outreach to national meetings or conferences.

National Meetings & Conferences such as:

NCAI
Res 2013
NIGA
American Indian Land Conferences
Others as identified

Interviews with Indian Media such as:

Native America Calling
Indian Country Today
National Native News
Native Times
Indianz.com
Navajo Times
Native Sun News
Native News Network

Other, national, mainstream regional, tribal newspapers, and native blogs

Indian Radio Station/PSA's

Podcasts / website downloads

Flyers to National Indian Organizations and tribal offices, Indian Centers in major metropolitan cities

Press Releases / Media advisories to Indian Media & Indian Interest media

Social Media, Twitter, Facebook, blog, Wikipedia other social media

Video Webinars

Videoconference, UStream, other free streaming outlets

Video for YouTube, other outlets

Powerpoint on YouTube, Vimeo Video, other video streaming tools

DOI Website

Electronic messaging/e.g. email blast

Reference Documents *(Note: the documents below are listed by their file name)*

DOI ITC Outreach Policy and Guidance (Version 4 4912 FINAL)

Secretarial Commission Outreach Letter (05-02-2012)

Trust Commission Talking Points (5-14-12)

Secretarial Commission Indian Trust Reform Power Point (V2 4-27-12)