



Rematriation Magazine Communications Planning
Revised: April 19, 2022

How to Use This document:

This template is provided to you as a means of organizing your plan. There are many components that you are responsible for. This document is meant as an "internal" planning document in that it will NOT be your final submission to the client.

As you scroll through this you will find it matches the ROPE/RACE/ROSTIR format closely. THIS IS the document you should use for your assignment submissions. Continue to update it, keeping the content in the same document and updating it will help you all stay consistent and on track.

Assignments may vary from the exact design of this document. For example, the SWOT assignment might require that there is a graphic element making the analysis "aesthetically pleasing." Be sure to read carefully.

Your final submission will be a compilation of the work you drafted here. It will be aesthetically pleasing and branded for your client as it would be for a professional pitch presentation by a large communications agency.



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Situation Analysis

Write your situation analysis here. It will help to keep you focused as you move forward.
Based on what the client tells you in your client meeting you will prepare a situation analysis.

We have a magazine that is only reaching the people who actively “care” about this topic. First, we must ask if Rematriation Magazine wants to reach other nations domestically, besides only the Haudenosaunee. If they want to reach other nations, we must look past only Upstate New York to spread awareness. Right now, the only way that people are reaching the “magazine” is by searching up the website and or topic. We want to make it so that people come across this almost randomly, in order to ATLEAST get more website/magazine views and spread general awareness. The magazine is only reaching indigenous peoples which needs to change.

Business Goals

1. Here you will enter your client's overall business goal

Communication Goals

1. Here you will craft your communications goals that will enable you to aid in the attainment of the overall business goals. These will likely be shared during the client visit - they may need some massaging of language in order to craft them into goals.



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SWOT Analysis

Fill in the SWOT based on the current client situation and what you know about it within the context of the goal you are tasked with achieving through your integrated strategic plan.

Strengths: <ul style="list-style-type: none">• Update	Weaknesses: <ul style="list-style-type: none">• Update
Opportunities: <ul style="list-style-type: none">• Update	Threats: <ul style="list-style-type: none">• Update



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2.

Organization Audiences

There are many audiences that comprise the total audience for an organization. Using what you know about the organization from your research and client visit, list ALL of the EXTERNAL and INTERNAL audiences you can think of. It is doubtful that all audiences will be the focus of your campaign but this exercise will help you understand the way the organization functions.

External: I've started to list some types of external audiences – there are more. You should add specifics in the appropriate columns. Media is NOT included in this table as it is broken out below as "media channels"					
College aged students	Women empowerment groups, feminists				
Other Nations	comparable magazines, for example magazine that is designed for a minority groups				
Upstate New York Elementary educators					
Global warming activist groups					



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Internal: Who are your internal audiences? I added employees here BUT can you break that down? Are there others?					
Employees					
Members of Haudenosuanee of Syracuse/Upstate New York					
Previous subscribers or active users of RMM					



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Media Channels

There are many possibilities for media channels to use. Using The PESO Model, and what you know about the organization and the audience list ALL of the media channels that the organization may be able to use. It is doubtful that all audiences will be the focus of your campaign, but this exercise will help you understand the way the organization functions.

PAID Channel Opportunities	
Facebook sponsored ads	Newspaper advertisements

EARNED Channel Opportunities	
Bloggers	Local newsmedia coverage



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SHARED Channel Opportunities	
Reddit forum	

OWNED Channel Opportunities	
Corporate blog on website	LinkedIn profile page



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Key Messages

Based on the goals of the client and what you have learned about them through your research assignments, it is time to form your Key Messages - the building blocks that will form all of your content moving forward. Use this space to brainstorm your Key Messages based on your assigned project you should seek to create 10. Remember to keep these SIMPLE. Refer back to the concept of talking points from PRL 214.

Rematriation is an Indigenous women's multi-media digital magazine. It aims to spread awareness of indigenous peoples culture, spirituality and history. RMM was created as a platform for women like the founder, Michelle Schenandoah, who wanted to feel represented in the media. Now RMM has acted as a platform for indigenous peoples to feel supported as they push for women empowerment and truthful storytelling of indigenous peoples history, however more specifically, in higher educational environments. RMM wants to promote the concept of rematriation, returning the sacred to the mother, nationally by telling stories of the relationship between Indigenous people and the land. RMM understands the impact and importance of indigenous peoples throughout time and wants to ensure others recognize this as well.

1. Q: What is Rematriation Magazine & Media?

A: Rematriation Magazine & Media is a female-led digital, multimedia storytelling platform for Indigenous peoples.

Rematriation is a digital platform that is headquartered in Oneida, NY. Rematriation was founded by Michelle Schenandoah in 2019 and is a female-led digital, multimedia storytelling platform for Indigenous peoples.

2. Q: Why did Michelle Schenandoah create RMM?

A: Shenandoah was inspired to create Rematriation Magazine and Media to offer representation of Indigenous female voices, and Indigenous stories in media.

3. Q: How does RMM promote their platform?

A: Rematriation promotes its social presence on [its website](#) as well as social media platforms such as [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [Vimeo](#), and [SoundCloud](#).

4. Q: What's the purpose of RMM?

A: Rematriation seeks to spread awareness and knowledge of Indigenous culture stories and history

5. Q: Who does RMM hope to impact?

A: RMM hopes to impact outsiders by increasing their consciousness of Indigenous culture, as well as push for women empowerment and environmental protection. Internally, RMM hopes to impact Indigenous women, as well as offering membership in its private community, "Sisters".



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6. Q: Who does RMM hope to spread their message to?

A: Rematriation seeks to spread their message to Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, environmental activists (ex: U.S. Climate Alliance), national news outlets, online creators with larger following and allies.

7. Q: Why should someone, Indigenous or not, care?

A: Whether a member of an Indigenous community or not, RMM supports environmental protection and women empowerment, topics that impact a significantly greater population.

8. Q: Who is RMM's competition?

A: MUSKRAT Magazine and The American Indian Community House of New York City are competitors of RMM.

9. Q: What are RMM's major products and services?

A: The major products and services of RMM include the following: film production, graphic design, community engagement, storytelling, digital events and festivals as well as promotional and informative articles.

10. Q: What is "Sisters?"

A: Sisters is a private community for Indigenous women that provides exclusive content with membership.

11. Q: How would the average user become involved and or get access to RMM?

A: Beyond accessing their general website's "connect" page and social media accounts, the average user can contact sheri@rematriation.com to join the RMM team or email together@rematriation.com to share general questions and thoughts.

Spokespersons

All campaigns have spokespersons from the organization. In this table you should keep a list of those associated with the organization who would make excellent spokespersons. List their name, title, and contact information (you might even link to a bio page online in addition to listing the info). Then, under topics, list the campaign topics they might be best suited to speak about.

Spokesperson	Topics
Kelly C. Gaggin, Ph.D., APR, Assistant Professor C: 123-456-7890 E: awesomeness@gmail.com	Newhouse PR, Campaign Planning, PRSA, Refugee Populations, gastrodiplomacy



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GOALS/OBJECTIVES/STRATEGIES/TACTICS

Here you will build out your plan by articulating your objectives, strategies and tactics. The template includes one goal and space for three objectives – you may have more objectives – you may have more than one strategy for an objective... In fact you probably will! Copy and paste as necessary to continue growing this document until you have articulated your plan.

Business Goals

2. Here you will enter your client's overall business goal

Build national awareness for RMM

Communication Goals

3. Here you will craft your communications goals that will enable you to aid in the attainment of the overall business goals (again - copy & paste from section above)

GOAL #1: Build awareness for Rematriation as a national organization and a movement

Objective #1: By the end of 2022, have at least two mentions of RMM by other major publications or organizations.	
Strategy 1: Reach out to Native News and have them post RMM content.	Evaluation Method How will you evaluate the success of this tactic?



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Tactic 1: Send an instagram DM pitch to @nativenewsonline	One response via Instagram by June 15th
Tactic 2: Send a Facebook message to Native News Online	One response via Facebook by June 15th
Tactic 3: Send an email pitch to editor@nativenewsonline.net	One email response via email by June 15th
Tactic 4: Mail 4401 Lomas Blvd. NE, Suite C Albuquerque, NM 87110 a letter pitch.	One email, phone, or letter response by June 15th
Strategy 2: Reach out to individual journalists who cover Indigenous peoples, woman empowerment, and or environmental protection.	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Search for and send pitches to relevant journalists on Muck Rack	Three positive responses to the pitch from Native News Online by June 15th
Tactic 2: Send out press releases about Rematriation	
Tactic 3: Instagram DM @jourdanbb	
Tactic 4:	

Objective #2: Have at least one verified social account mention RMM or retweet RMM content by the end of June 2022.	
Strategy 1: Reach out to influencers who are passionate about Indigenous peoples culture/issues on their socials.	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Instagram DM @xiuhtezcatl	One response via Instagram by June 25th
Tactic 2: Instagram DM @sarainfox	One response via Instagram by June 25th
Tactic 3: Tik Tok message Eagle Blackbird	One response by June 25th



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Tactic 4: Instagram DM @shinanova	One response by June 25th
Strategy 2: Reach out to influencers/orgs who are passionate about women empowerment and environmental protection.	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Instagram DM @quannah.rose	One response via instagram by June 25th
Tactic 2: Retweet @makerswomen content and instagram DM @makerswomen on instagram	One response via Instagram or Twitter by June 25th.
Tactic 3: Instagram DM @for_the_love_of_earth	One response via Instagram or Twitter by June 25th.
Tactic 4:	

Objective #3: Reach out to organizations, conventions, venues, etc. for members of RMM to guest speak	
Strategy 1: Reach out to National Native American Events about RMM	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Reach out to partake in the Self-Governance Communication and Education Tribal Consortium Advisory Committee Meeting through their contact Mandi Johnson	Response and offer to participate in the event
Tactic 2: Reach out to participate for the 40th Annual Protecting our Children Conference through the contact Lauren Shapiro about registration	Response and offer to participate in the event
Tactic 3: Reach out to AAE Speakers on their "contact" page and apply as talent.	Whether they accept RMM's application or not
Tactic 4:	
Strategy 2:	Evaluation Method How will you evaluate the success of this tactic?



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Objective #3: Reach out to organizations, conventions, venues, etc. for members of RMM to guest speak	
Strategy 1: Reach out to National Native American Events about RMM	Evaluation Method
Tactic 1	How will you evaluate the success of this tactic?
Tactic 2:	
Tactic 3:	
Tactic 4:	

12.

Roles & Responsibilities

In this section you will complete the table so you and your team members know your responsibilities. This will aid you in completing and updating the Gantt Chart exercise

Responsibility/Role	LEAD
Maintaining Gantt Chart	Name
Main Client Contact responsible for communicating with the client regarding questions etc.	

Responsibility/Role	LEAD



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Maintaining Gantt Chart	Name
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GOAL #2: Increase awareness by providing secondary and higher education associations with better language surrounding topics about Indigenous culture in education system

Objective #1: Having one education board member in communication with RMM by 3/31/2022	
Strategy 1: Reach out to public school boards of education in the state of New York.	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Reach out to the Onondaga school district board of education at their main office number	Have one response by June 15th
Tactic 2: Reach out to New York State Education Department via mail to the address: New York State Education Department 89 Washington Avenue Albany, New York 12234	Have one response by June 15th
Tactic 3: Contact Buffalo NY School District Board at (716)-816-3500	Have one response by June 15th
Tactic 4:	
Strategy 2:	Evaluation Method How will you evaluate the success of this tactic?



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Objective #1: Having one education board member in communication with RMM by 3/31/2022	
Tactic 1:	
Tactic 1:	
Tactic 2:	
Tactic 3:	

Objective #2: Present/guest speak on RMM's message and Indigenous people's history at at least five secondary or higher education schools by the end of 2022	
Strategy 1: Reach out to Native American and Indigenous Studies collegiate level programs to speak to students	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Reach out to Cornell University professor Troy Richardson (607)-254-4681 or TAR37@cornell.edu	Response by June 15th
Tactic 2: Reach out to Syracuse University Associate Professor and Interim Director of Native American and Indigenous Studies at gpezzaro@syr.edu	Response by June 15th
Tactic 3: Reach out to Elizabeth Ellis at NYU at ene1@nyu.edu	Response by June 15th
Tactic 4: Reach out to Alyssa Mt. Pleasant at University of Buffalo alyssamt@buffalo.edu	Response by June 15th
Strategy 2: Reach out to faculty working in environmental studies or women and gender studies	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Reach out to women and gender studies department chair Himika Bhattacharya via email (hbhattacharjee@syr.edu) or phone (315.443.5330)	Response by June 15th



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Objective #2: Present/guest speak on RMM's message and Indigenous people's history at at least five secondary or higher education schools by the end of 2022	
Strategy 1: Reach out to Native American and Indigenous Studies collegiate level programs to speak to students	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Reach out to Cornell University professor Troy Richardson (607)-254-4681 or TAR37@cornell.edu	Response by June 15th
Tactic 2: Reach out to Syracuse University Associate Professor and Interim Director of Native American and Indigenous Studies at gpezzaro@syr.edu	Response by June 15th
Tactic 3: Reach out to Elizabeth Ellis at NYU at ene1@nyu.edu	Response by June 15th
Tactic 4: Reach out to Alyssa Mt. Pleasant at University of Buffalo alyssamt@buffalo.edu	Response by June 15th
Tactic 2: Reach out to Kal Alston, professor of Cultural Foundations of Education via email (kalston@syr.edu) or phone (315.443.4751)	Response by June 15th
Tactic 3: Reach out to Amanda Roth, coordinator of Women and Gender studies at SUNY Geneseo by email (rothal@geneseo.org)	Response by June 15th
Tactic 4:	

Objective #3: 10% increase in engagement on social media related to Indigenous people's history and education by July.	
Strategy 1: Increase in Rematriation's LinkedIn connections	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: improve LinkedIn page with more updated content	by March 31st
Tactic 2: connect with other indigenous organizations	by April 13th
Tactic 3: connect with universities and students	by April 13th



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Tactic 4: promote LinkedIn page through other socials (Twitter, Facebook, and Instagram)2	by March 31st
Strategy 2: Increase engagement for education content on Rematriation's Facebook page	Evaluation Method How will you evaluate the success of this tactic?
Tactic 1: Create Facebook group that is an educational setting to host open discussions for members	
Tactic 2: encourage people to follow and join the Facebook group	
Tactic 3: Create Facebook stories to	
Tactic 4:	

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