



NAQMAYAM IS THE LUISEÑO WORD FOR COMMUNICATING "LISTEN TO ME."

About Naqmayam Communications

We are an independent, full-service, Native American-owned and -operated public relations agency serving tribal and non-tribal organizations, nonprofits, community groups and government agencies. A multi-talented firm, we specialize in serving as a liaison between American Indian and non-American Indian organizations. Through public relations, marketing, advertising and issue advocacy, we can tailor your message to effectively reach and resonate with the unique cultures of the American Indian and Alaskan Native (AIAN) community, or the U.S. society at large.

Who We Are

We are the bridge to the minds and hearts of America's first people.

At NaqCom, we operate in a team environment, employing the most appropriate tools to effectively communicate our clients' messages, promote their objectives and implement their media programs among Native Americans. Initially, our team of native and non-native individuals came together at the requests of public and private interests to fill a void and provide effective social marketing and public relations services concerning American Indians. As members of tribal communities, we know how critical it is to have appropriate public relations strategies if Native Americans as tribal nations are to succeed in maintaining sovereignty and self-determination. Therefore, we strive to take on clients who promote or enhance tribal sovereignty. Our keys to success are:

Access

Our extensive ties to Native American communities allow us to draw upon relationships based on integrity, trust and respect for Native American culture and tribal sovereignty.

Expertise

Our award-winning, diverse staff's collective cultural background and professional, political, academic and cultural expertise is second to none. With a highly respected American Indian expert as principal, our experienced staff understands the currency of integrity in Indian Country, as well as tribal diversity, historical context and contemporary issues unique to both the American Indian community and U.S. audiences.

Full Service

We are much more than just public relations. Our ability to offer the personal attention and roll-up-your-sleeves attitude of a small, independent firm yet produce the high-impact results associated with a large agency makes us a unique powerhouse in the communications arena.

Our Team



Joely Proudfit, Ph.D. (Pechanga-Luiseño)
Principal

Owner and principal of Naqmayam Communications, Dr. Proudfit is a communications specialist who holds an M.A. and Ph.D. in political science with emphasis in public policy and American Indian studies from Northern Arizona University, as well as a B.A. in political science with emphasis in public law from California State University, Long Beach. The first

member of her family to earn a high school diploma, Dr. Proudfit serves as a role model for native youth and encourages self-determination through knowledge and education.

John P. Scally
Senior Vice President, Media Relations Director

Mr. Scally has more than 20 years of media relations experience, including service in The White House Office of Communications and the NCAA, and seven years of media relations experience for a New York City public relations agency, working on accounts for Fortune 1000 companies and nonprofit entities. He previously served as majority legislative analyst for the Arizona State House of Representatives, acting as liaison and spokesperson to the media and the general public, as well as advising House representatives and state senators on pending legislative bills.

Nicole Q. Lim, J.D. (Pinoleville-Pomo)
Executive Director, Community Relations

Ms. Lim has more than 14 years of experience in implementing community outreach programs in California on behalf of diverse cultures and communities. She received a B.A. from the University of California at Berkeley and a J.D. from the University of San Francisco School of Law. A former assistant professor of ethnic studies in the Native American program at Sacramento State University, she has lectured at San Francisco State and Sonoma State universities. Ms. Lim has directed numerous private, federal and state grants including a National Fetal Alcohol Syndrome project funded by the Centers for Disease Control (CDC).

James M. Fortier (Métis-Ojibway)
Creative Director

James is Métis (pronounced "May-Tee"), of French Canadian and Ojibway descent, born in Ontario, Canada, and raised in Chicago. James is an accomplished documentary filmmaker and website producer with 23 years of experience on numerous productions for Fortune 500 Companies, and broadcast and cable television. He has won three Emmy Awards and, most recently, the DuPont Columbia Award as episode producer and director for Bad Sugar, part of the national PBS health series "Unnatural Causes: Is Inequality Making Us Sick?"

What We Do

Whether we are introducing a brand to the community, or developing a culturally sensitive advertising campaign, everything we do is tailored to your mission to communicate your message to the right audience. We offer the following services:

- Public Relations Strategic Counseling and Outreach
- Press Release, Speech and Article Writing
- Proactive Media Outreach
- Community Outreach
- New Media Strategy
- Press Conferences
- Story Placement
- Tribal Messaging and Partnership
- Environmental Messaging
- Government Relations and Partnership
- Academic Relations
- Event Planning and Management
- Website Conception, Construction and Maintenance
- Social Marketing
- Print Collateral Development (Media Kits, Brochures, Ads, etc.)
- Copywriting and Copy Editing
- Broadcast/Online Marketing Campaigns
- Subcontracting (American Indian Expertise for Working with Tribal Clients)
- Public Service Announcements
- Philanthropy
- American Indian Cultural Diversity and Sensitivity Training
- Brand Strategy, Positioning and Implementation
- Social Advocacy

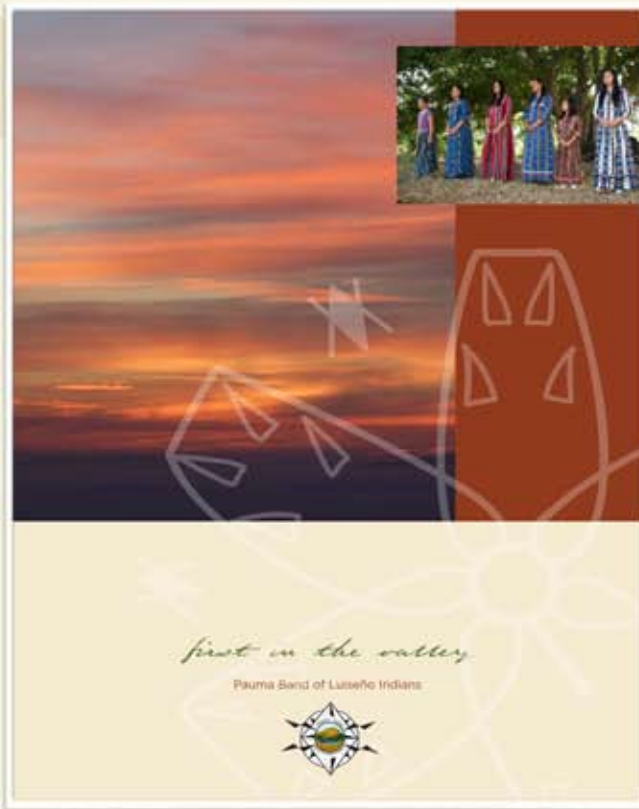


- Curriculum Development
- Media Training and Education
- Cultural Sensitivity Training
- Message Development
- Logo/Brand Design
- Consulting
- Annual Reports
- Promotional/Event Materials
- Fundraising
- Coalition Building
- Crisis Management
- High-end Digital Media Production

Our Clients

NaqCom represents multiple clients seeking to broaden and strengthen communication and relationships among Native people and surrounding communities. Our team of interdisciplinary experts is nationally sought and recognized as a leader in the following areas:

- Empowerment of Native American communities seeking political, social and economic justice
- Multifaceted PR, marketing, advertising, outreach, educational and communications campaigns focusing on the unique needs of Native communities
- Management support, including organizational development, strategic planning, cultural sensitivity and media training, and event planning, execution and coordination
- Information technology and resources, including websites and print, broadcast and online communications materials



**2010 California
Indian Census/
U.S. Census Bureau**

**Pauma Band
of Luiseño Indians**

**Shingle Springs Band
of Miwok Indians**

**Mashantucket Pequot
Tribal Nation**

**California Native
American Lifeline
Service Outreach
Campaign**

**National Indian
Justice Center**

**Moronggo Band
of Mission Indians**

**Agua Caliente Band
of Cahuilla Indians**

Union Bank of California

**California Rural Indian
Health Board**

**Indian Health Center of
Santa Clara Valley**

Building Effective Communications Strategies for Indian Country

Specialized training for those who work with American Indian communities

NaqCom offers specialized training and services that promote and support effective working relationships among private, county, state and federal agencies, organizations and tribal governments. Our services aim to better equip current and future leaders, both tribal and non-tribal, with the knowledge and skills needed to work successfully in the management of Indian Country. Our experts can assist with the following governance, management and leadership themes, which are relevant to all executives and high-potential managers as well as those who work in government or organizational liaison roles:

- **Tribal Governance and Management**
- **Tribal Government Gaming and Economic Development**
- **Federal Indian Law and Administration**
- **Public Policy Issues and American Indians**
- **American Indian Cultural Diversity and Sensitivity**

Designed for tribal and non-tribal executives, government leaders, liaisons and high-potential managers, this training allows participants to address tribal governance, management and leadership issues in an engaging and straightforward manner.

NaqCom can provide all-inclusive education or tailored training programs to focus on a specific issue or area as needed by your organization. Such training, led by NaqCom Principal Dr. Joely Proudfit, can not only help improve your organization's understanding of the unique status of tribal governments, it can also assist your organization with:

- Exploring new ways of thinking, leading and managing relationships with American Indian communities and tribal governments
- Developing a practical tool kit for increasing your organization's visibility, responsibility, productivity, leverage and value
- Creating tools for bridging communication gaps and strengthening cooperative agreements
- Developing a network in which you can cultivate ideas, share concerns and deal with challenges
- Addressing governance, management and leadership issues in an engaging, direct manner

Contact Us

To request a proposal or discuss your communications needs, contact us via the form located on our website at www.naqcom.com, or call 951.816.3301.

Interested in partnering with us? Whether you are a large firm in pursuit of a multi-million-dollar state or federal contract, or you need our hands-on tribal relations expertise to handle a culturally sensitive ad campaign, we are willing to collaborate.

Simply drop us a line. We look forward to meeting you.

Naqmayam Communications

1215 East Acacia, Unit 101
Ontario, California 91761

Tel: 951.816.3301

Fax: 626.351.1638

Email: contact@naqcom.com

www.naqcom.com



© 2010 Naqmayam Communications. All rights reserved.