**Storyboard**

Approaches:

1. Native american family leaves game
2. Sports fan perspective
3. Native american family stays at game; sports fans drive by and see ceremony; they join in to watch

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| **#** | **Script** | **Visual** | **Dur** |
| 1 | Narrator: Here, in part of the Grand Canyon, lies the home of the Navajo Nation. | Scene of the Grand Canyon from a scenic overlook  A picture containing valley, canyon, mountain, nature  Description automatically generated | 10s |
| 2 | Narrator: In this Grand Canyon is a small family of Navajo Indians. You are waking up to the smell of fried bread and kids stomping around the house. | Inside of traditional Navajo Hogan Bedroom; filled with memorabilia and traditional Navajo decorations  A picture containing furniture, old  Description automatically generated  Player wakes up; sees wife making food and children playing | 10s |
| 3 | Wife: “Please take the children out to play.”  Player: “Ok, I’ll bring them out”  Wife: “Also, in the evening I am going to the neighbors’ house for the Blessingway Ceremony. Would you like to join.”  Player: “No thank you. I will be spending time with the children today. But you have fun!”  Wife: *Nods.* | Inside of traditional Navajo Hogan Kitchen; the daughter is watching her mother cook  A picture containing text, container, basket, fabric  Description automatically generated | 30s |
| 4 |  | They leave the house and go outside of the traditional Navajo Hogan  They player and kids are tending to livestock  A picture containing ground, outdoor, sky, horse  Description automatically generated | 20s |
| 5 | \*Player singing traditional Navajo song called the Basket Dance. Play music from this video (7:10 to 7:50): <https://www.loc.gov/item/ihas.200196430>”    Player (excitedly): “Children, I have bought tickets for the football match in the city!”  Kids: *Cheer* | Cut to kids running around Cornfield in Grand Canyon, around a stream  Kids drink water from stream  Player bangs on a small traditional Navajo Indian drum and sings songs that echo around the canyon  Player follows as his kids run through the canyon, stopping to take sips of water from the stream  The kids yell in excitement and get in the car  A screenshot of a video game  Description automatically generated | 20s |
| 6 | Player to stand: “Could I please have two drinks and a large snack?”  Person in stand: “Coming right up, sir! I love your get-up by the way!”  Player: *Smiles, confused; walks to seats with children (excitedly)* | A group of people at a business convention  Description automatically generated with low confidence | 10s |
| 7 | Fan 1: “I love your spirit! Are you a Chiefs fan too?”  Fan2: “The Indian costume looks great.”  Group of Fans: *Chant and holler stereotypical Native American chants*  Fan1 to Player: “Join in, my dude!”  Player: *Dazed and confused*  Kids: *Hide behind player;* “Father, why are they speaking to us like that?!”  Son: *Starts crying* | While heading towards their seat, they bump into a group of Kansas City fans wearing stereotypical indian headgear and jewelry with their faces painted in bright colors. They spot the player and his kids and notice them wearing their traditional Navajo indian clothing.  A person wearing a garment  Description automatically generated with medium confidence    The player takes his kids’ hands and leads them away, passing by even more people dressed as Indians on their way out. | 30s |
| 8 | \*Blessingway Ceremony music playing in the background. Play this clip (0:57 to 1:26): <https://wqed.pbslearningmedia.org/resource/natam.arts.dance.abnavajo/native-american-culture-about-navajo-dances/> \*  Narrator: The Blessingway Ceremony is a sacred ceremony for Navajo Indians that is used to ensure good luck and prosperity. | Leaving football stadium  The player drives his kids back into their town.  On the way back home, they pass by the Blessingway Ceremony at the neighbor’s house.  A picture containing text, outdoor, person  Description automatically generated  The player decides to stop by there and watch the dance and listen to the music.  Eventually, the player joins in on the dance. | 10s |
| 9 | Player to his wife: “You all go to sleep. I will be back soon. Good night.”    Narration: You stare up at the stars and feel at peace. Your worries about what happened today slowly fade away. | After the dance ends, the player takes his wife and kids home.  The player goes and climbs up onto a cave/ledge.  He lies down and stares up at the stars, soaking it all in, and eventually falls asleep.A picture containing nature, outdoor, night sky, dark  Description automatically generated | 15s |

2.

Sports Fan

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| 2 | Narrator: In this Grand Canyon is a small family of Navajo Indians. You are waking up to the smell of fried bread and kids stomping around the house. | Inside of traditional Navajo Hogan Bedroom; filled with memorabilia and traditional Navajo decorations  A picture containing furniture, old  Description automatically generated  Player wakes up; sees wife making food and children playing | 20s |
| 3 | Wife: “Please take the children out to play.”  Player: “Ok.”  Wife: “Also, in the evening I am going to the neighbors’ house for the Blessingway Ceremony. Would you like to join.”  Player: “No thank you. I will be spending time with the children today. But you have fun!”  Wife: *Nods.* | Inside of traditional Navajo Hogan Kitchen; the daughter is watching her mother cook  A picture containing text, container, basket, fabric  Description automatically generated | 20s |
| 4 |  | They leave the house and go outside of the Hogan  They player and kids are tending to livestock  A picture containing ground, outdoor, sky, horse  Description automatically generated | 20s |
| 5 | \*Player singing traditional Navajo song called the Basket Dance. Play music from this video (7:10 to 7:50): <https://www.loc.gov/item/ihas.200196430>”    Player (excitedly): “Children, I have bought tickets for the football match in the city!”  Kids: *Cheer* | Cut to kids running around Cornfield in Grand Canyon, around a stream  Kids drinking around stream  Player bangs on a small traditional Navajo Indian drum and sings songs that echo around the canyon  Player follows as his kids run through the canyon, stopping to take sips of water from the stream  The kids yell in excitement and get in the car    A screenshot of a video game  Description automatically generated | 30s |
| 6. | \*Player perspective switches to a sports fan. A 23 year old male who came to the game with his friends and they come dressed up in their Chiefs gear.  Player to Navajo father: “I love your Chiefs gear! I think our team spirit makes them feel like home!  NA Father, confused a bit, says “Thank you! We are Chiefs fans!” | While heading towards their seat, they bump into the Native American family wearing what is portrayed as “Chiefs gear” as it is traditional Navajo clothing and accessories. They themselves are equipped with feathers on their heads, warpaint, and accessories.  A picture containing person, sport, dancer, people  Description automatically generated  A group of people wearing clothing  Description automatically generated with medium confidence | 45s |
| 7. | Player: “Let’s make some noise! We need to do our chant!”  Player’s friend: “That’s the spirit we need! Let’s get it!”  \*The two sports fans start to chant  \*The whole section of sports fans begin to chant, hollering and moving their arms as if they are the “Chiefs” supporting their team with nothing else in mind. | A large crowd of people in a stadium  Description automatically generated with low confidenceAs the game goes on, the sports fans begin to cry aloud a chant. They know of the chant known as the “tomahawk chant” .  <https://www.youtube.com/watch?v=N4P6z_DTHf8>  The video is what the scene should look like. As the section starts to chant and move their arms to do the tomahawk chant, the Native American family stays quiet. They do not feel comfortable to go along with it. The image does not represent Native Americans to them, and they think the sports fans are sounding like savages to support their team. The sports fans are completely unaware of the family and continue to chant so happily. | 45s |
| 8. | Player: “Let’s go! Good win bro!”  Player’s friend: “That’s what I’m talking about. I think we won because the players heard our spirit hahaha!”  Player: “Ah, that family left early. I wonder why it was such a close game.”  Player’s friend: “Yeah, maybe they were uncomfortable with the chants, they looked indigenous to me.”  Player: “Nah, it can’t be.” | As the game comes to a close. The Kansas City Chiefs win. The sports fans go crazy, and celebrate with each other. They are screaming and acting savage like one last time, and begin to leave the stadium. As they leave, the seats of the Native American father and his family they spoke to earlier are empty. They question how they could leave earlier, and why. | 45s |
| 9. | Player: “I think there are supposed to be more games tonight. Let’s head to the diner.”  Player’s friend: “Yes let’s go.” | The two friends drive to the diner where they eat while watching the other sports games.  A group of people watching a baseball game  Description automatically generated with low confidence  Many of the fans were completely unaware of the potential of the cultural appropriation occurring. They did not think over the “chop” and how they were possibly conjuring a savage-like depiction of Native Americans. The sports fan did not make the connection that the Navajo family was wearing traditional clothing and not “Chiefs gear” as they have the image in their head as what constitutes the Native American aspects associated with the team. | 45s |

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| 3 | Wife: “Please take the children out to play.”  Player: “Ok.”  Wife: “Also, in the evening I am going to the neighbors’ house for the Blessingway Ceremony. Would you like to join.”  Player: “No thank you. I will be spending time with the children today. But you have fun!”  Wife: *Nods.* | Inside of traditional Navajo Hogan Kitchen; the daughter is watching her mother cook  A picture containing text, container, basket, fabric  Description automatically generated | 20s |
| 4 |  | They leave the house and go outside of the Navajo Hogan  They player and kids are tending to livestock  A picture containing ground, outdoor, sky, horse  Description automatically generated | 20s |
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| 6 | Player to stand: “Could I please have two drinks and a large snack?”  Person in stand: “Coming right up, sir! I love your outfit by the way! Love the spirit!”  Player: *Smiles, confused, walks to seats with children (excitedly)* | Football stadium drink stand. Cut to them arriving at the stadium  Player buys popcorn and drinks and they head towards their seats excitedly  A group of people in a building  Description automatically generated with low confidence | 30s |
| 7 | Fan to player: “Your outfit looks so authentic! You even dressed up the kids. I love the enthusiasm!.”    Fan to player: “Yo, don’t leave me hanging”  Player to fan: “These aren’t costumes. This is our real clothes.” | While walking to their seat, the player and his kids pass by a group of Kansas City Chiefs fans dressed up as stereotypical Native Americans.    The fan leans in to give a fist bump to the player. The player backs away nervously.    The player grabs his kids’ hands and walks away, taking them with him to their seats.  A picture containing ground, building, outdoor, metal  Description automatically generated | 45s |
| 8 | The Tomahawk Chop would be something similar to this:  <https://www.youtube.com/watch?v=N4P6z_DTHf8>  Narration:  “For many fans, the chop and its accompanying chant — a pantomimed tomahawk motion and made-up war cry [...] — are a way to show solidarity with their team and to intimidate the opposition [...] The tomahawk chop causes ambivalence among some Chiefs fans — they understand why Native people might find it offensive, but say they do it to celebrate their team, not to demean Indians” (NYT) | The player and his kids sit down in their seats right in front of the Indian-costumed fans to watch the game.  Right before kickoff, the Chiefs fans start their famous chant, called the “Tomahawk Chop”.  A large crowd of people  Description automatically generated with medium confidence  Whenever the Kansas City Chiefs make a play, the player hears the fans behind them hooting and hollering with their impressions of how Native Americans sound. | 45s |
| 9 | Fan to player: “Yo I think there was a misunderstanding between us before, my apologies. No hard feelings?”  Player to fan: “We’re actually Navajo Native Americans. Thanks for your apology, but we took offense to your comments on our traditional Native American clothing”.  Fan to player: “Oh, I didn’t know that, sorry. We’re dressed up like Native Americans as well”.    Player to fan: “That’s not what we dress like. You don’t know what traditional Native American culture is really like. You like wear these feathers, put on face paint and make weird noises to support your team, but this is cultural appropriation and is offensive to us”  Fan to player: “Chill dude, we don’t mean to offend you guys. This is just a tradition for us Chiefs fans. We’re just trying to cheer on our team. We don’t mean nothing malicious towards you. Why do you gotta kill our team spirit?”    Kids to player: “What’s going on dad. Why is he saying this to us?” | The game ends and the Kansas City Chiefs win. The chiefs fans hoot and holler with their chant as they exit the stadium. As the player and his kids stand up from their seats and start to walk out, the fans behind them try to make conversation.  A group of people holding a sign  Description automatically generated with medium confidence  The fan points to his friends who also have face paint and headdresses on.    The fans look annoyed and mad. The kids start to whimper and cry. | 80s |
| 10 | Chants similar to this video:  <https://www.youtube.com/watch?v=Rp4AvToREB8&t=35s>  Narration:  “Things like the tomahawk chop don’t empower Indian people. It’s still very stereotypical and mocking of an entire race of people” (NYT). | The player grabs his kids’ hands and walks out of the stadium as fast as possible. He hears the chants of Kansas City Chiefs fans celebrating victory, as they bang on walls and hoot and holler. The player quickens his pace as the sound of the chant grows louder until he is running full speed, trying to drag his kids out of the stadium.  A picture containing text, person, outdoor  Description automatically generated  You hear the fearful cries of the kids as the screen fades to black. | 45s |

**Competitive Audit:**

The storyboard we are leaning towards is the first storyboard. This is because we believe that the best perspective to focus on for the issue would be that of the Native Americans. As an issue that is specifically about the offensive nature of mascots on this group of people, their perspective should be emphasized the most. Furthermore, this storyboard includes more background information on how indigenous people may feel in uncomfortable situations regarding this, and how it may go to severely bother them. Using our research from the youtube videos that show the Native Americans’ first hand perspectives of sports teams using Indigenous People as mascots, we attempted to create a genuine reaction in our viewing experience. The first storyboard is able to go full circle, first giving an introduction on what Native American culture is like, then seeing Native American culture being appropriated, and then finally returning back to get a reminder of how beautiful Native American culture is. The story has an interesting story line, with a rise to conflict and then the falling action as it closes out peacefully. The cons would include that it does not give enough of the sports fans’ perspective on the situation. It also might not be as dramatic and intense as something like the third storyboard, which might hinder getting the message across. The second concept is good as well in that it transitions into those sports fans who are unaware of the harm they may be committing just by bringing in “team spirit” to the games. This is the ideology of many and thus should be included as one storyboard. However, it shouldn’t be the one we lean towards because it represents the problem at hand from the perspective of dominance. It also doesn’t have as much of a plot line as the other two. Lastly, the third does not have as fulfilling of an ending as the first one. The third one ends a little abruptly, as the story does not continue after the Native American leaves the stadium. This means our audience will not get to see other parts of Native American culture, such as the dance and the connection with nature, which are important to get a fuller picture of Native American culture. In general, to appeal to the general audience and all the individuals involved, we must show the perspective of Native Americans and the possible damage it can have on them to fully understand the issue of this topic.

Research:

* <https://www.loc.gov/item/ihas.200196430>
  + Shows Traditional Dineh Tah Navajo Dancers
* <https://www.grandcanyontrust.org/info/navajo>
  + Navajos are highly skilled artists, known internationally for their textiles and silverwork. Navajos believe Spider Woman constructed a loom according to directions given by the Holy People, and then taught the art of weaving to the people. Navajo rugs are recognized for their aesthetic qualities and their unique styles and motifs. Many people weave rugs for home use, and also create highly coveted collectible items that can be purchased at trading posts and museums in the region.
  + The Navajo Nation is the largest tribal nation in the United States. With a land base of more than 27,000 square miles, it is roughly about the size of West Virginia, and it extends into three states: Arizona, New Mexico, and Utah. About 180,000 Navajos, who call themselves Dine’ (Dineh), live within the Navajo Nation. Monument Valley Tribal Park, Navajo National Monument, Canyon De Chelly National Monument, and Rainbow Bridge National Monument are all located on Navajo lands.
* <https://grcahistory.org/history/native-cultures/navajo/#:~:text=East%20of%20Grand%20Canyon%2C%20in,way%20their%20ancestors%20made%20them>
  + Gives a history of the Navajo Indians.
  + They were semi-nomadic hunters and gatherers and became farmers in the Grand Canyon region.
  + They knit intricate blankets. This is seen in one of the initial scenes where the player wakes up and the room is covered in various Navajo decorations.
* <https://www.youtube.com/watch?v=HTBT-_F6oYw>
  + Buzzfeed interview on how present-day Native Americans find these Indian mascots offensive.
  + They look at the Indian mascots and say they don’t do this with anyone else but animals and Native Amercians.
  + Say it’s an outdated view on Native Americans, and perpetuates a specific image that is a racial slur.
  + 0:00 to 0:10 (Talking about Chief Wahoo Mascot)
    - “You make this any other racial group, where you do a ridiculous caricature like that, people get it right away, ‘Oh, that’s racist.’ But for some reason, when they see this one, everyone’s like, ‘Well, yeah, that’s our team.’“
  + 0:30 to 0:45 (Talking about Chicago Blackhawks)
    - “I don’t think it’s very historically accurate. Don’t understand why we need to be a mascot.”
    - “Native American people don’t look like this.”
    - “I don’t understand what the hair is.”
    - “He looks nice, yeah, he looks really kind.”
    - “That looks like a child did it.”
    - “They don’t do this with anyone else, but animals and Native Americans.”
  + 0:45 to 1:09 (Talking about Atlanta Braves)
    - “It bothers me that, like, one of the symbols that people recognize about our people is a weapon.”
    - “This is this weird, outdated view of what it means to be native.”
    - “We only brought those out in defense of ourselves, our land, our people.”
    - “Like, you see the Atlanta games, and they’re doing the (vocalizing a Native American chant).”
    - “Perpetuates one very specific and very outdated image.”
  + 1:10 to 1:36 (Talking about Washington Redskins)
    - “This is a dictionary defined racial slur. It’s having a team named after a racial slur. It makes me want to cry”
    - “Literally painted him red.”
    - “And they have eagle feathers on here, and those are very sacred to a lot of tribes.”
    - “I can’t imagine any other race where that would be considered acceptable.”
    - People say ‘Yeah, but we have such a strong history with the Washington Redskins.’ We kind of have a history, too, it kinda predates that.”
* Blessingway ceremony: <https://wqed.pbslearningmedia.org/resource/natam.arts.dance.abnavajo/native-american-culture-about-navajo-dances/>
  + 0:30 to 0:57
    - “From that ceremony we call Blessingway Ceremony. We want to let our young people as well as other people who want to know about our culture know the spiritual connection with the earth and the sky and all the living things around us- nature, the animals, the birds- how they play an important role in our circle of life.”
  + 0:57 to 1:26
    - Traditional Blessingway Ceremony Dance & Music
* <https://www.nytimes.com/2020/01/31/learning/is-it-offensive-for-sports-teams-and-their-fans-to-use-native-american-names-imagery-and-gestures.html>
  + **Fans:** For many fans, the chop and its accompanying chant — a pantomimed tomahawk motion and made-up war cry, also employed by fans of the Atlanta Braves, the Florida State Seminoles and England’s Exeter Chiefs rugby team — are a way to show solidarity with their team and to intimidate the opposition. But to many Native Americans — locally and afar — and others, the act is a disrespectful gesture that perpetuates negative stereotypes of the nation’s first people and embarrasses a city that fancies itself a hub of culture and innovation in the Midwest.
  + **Bystander:** “It doesn’t show K.C. pride,” said Howard Hanna, the chef and owner of The Rieger, describing his dismay as the impromptu chop unfolded in his restaurant. “It makes us look stupid.”
  + **Team Management:** “The Arrowhead Chop is part of the game-day experience that is really important to our fans,” Mark Donovan, the team president, recently told The Kansas City Star.

**Storyboard Qs**

* What is our main story arc?
  + The story starts off in a house in the Grand Canyon. The player is in the body of a middle-aged man with Navajo Indian roots. The player wakes up in a bed in a room full of Navajo indian memorabilia and decorations. The player wakes up to see their wife is already kneading and frying dough in order to make fried bread while also stirring up beef stew. The player’s son and daughter are running and chasing each other around the room. The player’s wife asks the player to take the kids out to play. She also reminds the player that there is a traditional Navajo dance going on in town today if he wants to attend. The player kindly declines, saying he and the kids have other plans for the rest of the day.
  + The player takes his kids out to take care of their livestock. They tend to the cows, horses and chicken together. Then, the player gets his kids into their truck and goes deeper into the Grand Canyon where their corn field is. While the player bangs on a small traditional Navajo Indian drum and sings songs that echo around the canyon, the kids help to pick the corn. Then, the player follows as his kids run through the canyon, stopping to take sips of water from the stream.
  + The player rounds up the kids and says that he bought them tickets to the NFL game happening nearby. The kids yell in excitement and get in the car. The experience cuts to them arriving at the stadium. The dad buys them popcorn and drinks and they head towards their seats excitedly.
  + It turns out they’re at a Kansas City Chiefs game and while heading towards their seat, they bump into a group of Kansas City fans wearing stereotypical indian headgear and jewelry with their faces painted in bright colors. They spot the player and his kids and notice them wearing their traditional Navajo indian clothing. They say something along the lines of “I love your spirit! Are you a Chiefs fan too? The Indian costume looks great”. They start hooting and hollering, attempting to mimic what they think is a Native American chant and egg on the player and the kids to join in. The kids hide behind the player, saying “dad, who are these people and why do they look like that”. One of the kids starts crying. The player takes his kids’ hands and leads them away, passing by even more people dressed as Indians on their way out.
  + After leaving the stadium, the player drives his kids back into their town. On the way back home, they bump into the Navajo dance event the player’s wife talked about earlier. They decide to stop by there and watch the dance and listen to the music. They enjoy their time, and eventually join in on the dance.
  + After the dance ends, the player takes his kids home. He then tells them he’s heading out for a bit. The player drives the car out back into the canyon and climbs up onto a cave/ledge. He lies down and stares up at the stars, soaking it all in, and eventually falls asleep.

* What are different perspectives and treatments we can bring to our ideas/story?

We can include the perspectives of the sports fans, indigenous people/ Native Americans, sports team owners, and the general public (which may overlap with the sports fan perspective). However, we understand that certain perspectives could have different viewpoints within them. For example, not every sports fan supports the use of Native American mascots and views it as offensive. The different treatments we can include to our story could be the treatment of bystanders, Native Americans being stereotyped, Native Americans tradition being thought of as “sports gear”, and the sports fans interactions with others. The stakeholders in the story would be the Native American community,  sports team owners, sports fans, and customers of sports gear.

One of our treatments takes the perspective of the sports fans in order to show their perspective on the situation. Our second treatment takes the perspective of the Native American, similar to the main story arc, but this time the player stays for the entire game and the harassment is a lot more dramatic and drastic.

* How do ideas keep developing throughout the process?

Ideas keep developing throughout the process in that we continue to research the existing perspectives and come along new ways of thinking we may not have thought of before. Furthermore, as we research we get knowledge to accurately represent these perspectives within our Staging Post. From the start, we did not have all the knowledge we have now, but we started using our preconceived notions which showed us possible stereotypes that we may have been inaccurately using. Thus, we came up with ideas as we continued throughout the story board, and as we looked over our process. Not only do ideas continue to develop through research, but through time our group members began to think of ways in which we could formulate a realistic possibility that people could experience by putting our shoes in the position as accurately as we could.