Storytelling for the Next Generation

Harnessing the power of video games to share and celebrate cultures

Presented by
Gloria O’Neill
President & CEO
Cook Inlet Tribal Council

30-year-old organization serving 12,000+ Alaska Native and American Indian people annually

- educational services
- employment training
- child & family services
- recovery & re-entry services
A New Model of Self-sufficiency

- CITC provides critical services delivered in unique ways

- CITC wants to control its own destiny, reduce dependency on grants and non-sustainable funding streams
Embracing Technology

- CITC Board embraced technology as a tool to preserve culture, reach our youth and advance CITC’s vision
- engagement can lead to empowerment
Our Goal

- Strategic investment that generates revenue to support CITC programs
Why Video Games?

- Video games are a new way to share traditional wisdom
- Games are a big industry; continues to grow
- Upside in education market for well-designed games that engage youth and educators alike
Sharing Cultures Through Games

- video games can be seen as a modern iteration of the oral tradition
- we make games that leverage technology to share timeless, living stories with the world
- commitment to inclusive intergenerational sharing of values
“Never Alone”

- released internationally Nov. 18
- cooperative puzzle-platformer adventure game set in the Arctic
- inspired by traditional stories, narrated in Iñupiaq
- created through inclusive development process
Telling our story in our voices

- reached out to elders, youth, storytellers and culture bearers for guidance, perspective and insight

- unique process for video games
A New Game, Made Differently

- to involve members of the Alaska Native community in meaningful ways

- **3 dozen Alaska Native people** teamed up with game designers during the scope of the project

- Deep partnership that reflects the value of interdependence
Meaningful Involvement

Culture Bearers, Elders, Storytellers
A New Paradigm for Video Games

- pioneering the new genre **World Games**
- sharing cultures from around the world in compelling, engaging ways
- pairing world-class game talent with indigenous experts
- generating awareness to Arctic people’s culture, wisdom and innovation
700+ reviews and feature articles in popular media and gaming press

millions of views of player created videos on YouTube

185K+ copies sold in first 90 days and project 1 million copies distributed by end of year one

50+ “Best of 2014” lists including Time, New Yorker, Guardian, Kotaku, World Magazine

Nominated in every major game industry award program for 2014 games
Best Debut Game

2015 British Academy of Film and Television Arts (BAFTA)
Quyana
Thank You
neveralonegame.com
citci.org
elinemedia.com