



What are the advantages of working with Thornton Media?

Experience

Cherokee-owned TMI is the recognized leaders in “Language Tools for Indian Country”. We have created custom language tools for more than 110 tribes and First Nations. Our staff has visited over 100 of these clients personally at their location. No other company anywhere has our experience of working at ground level with tribal language programs.

Cultural Property

TMI was founded on the idea of putting the power back into the hands of tribal members by offering a way to control your own language destiny. Our goal is to make our clients independent of us. We are self-funded and don’t compete with our clients for grants.

Tribal Leaders

Our products are very popular with tribal members and offer a relatively inexpensive way to impact your community in the area of language. Our products are designed to compliment any existing language program. Tribal languages are one of the most emotionally impactful issues in Indian Country for tribal voters.

Sovereignty

An investment in your language is an investment in your sovereignty. Courts have long considered the ability of tribal members to speak their language as an important indicator of tribal authenticity. As time passes the ability to keep or revive your language will become an important tool in retaining the nation-to-nation status of Indian tribes.

Positive Press Coverage

The work of Thornton Media has been covered more in the media in recent years than almost any other native-owned company in America. We have probably generated more free positive press coverage for tribes than any other entity in Indian Country. Over 100 separate news outlets have covered our language work in just the last three years alone. We have become skilled at obtaining positive press coverage for your tribal language program using press releases that are designed to focus the story on the client. We prefer to stay in the background. Please see our [PRESS page](#) for a few examples.

Our on-site training & recording sessions

Our software training and recording sessions held at YOUR location continue to receive the highest scores in client evaluations. We score an average of 4.7 out of 5.0 on anonymous evaluations with clients. Please download our [client testimonials](#) for review.

Cutting-edge technology

Thornton Media continually reinvests its profits back into research and development, producing the newest and most exciting innovations in the field. Our goal is to lower our prices while improving our products. And we have never charged for an upgrade.

Follow-up online trainings at no cost

TMI offers free personalized online software training at no cost for as long as you need it.