

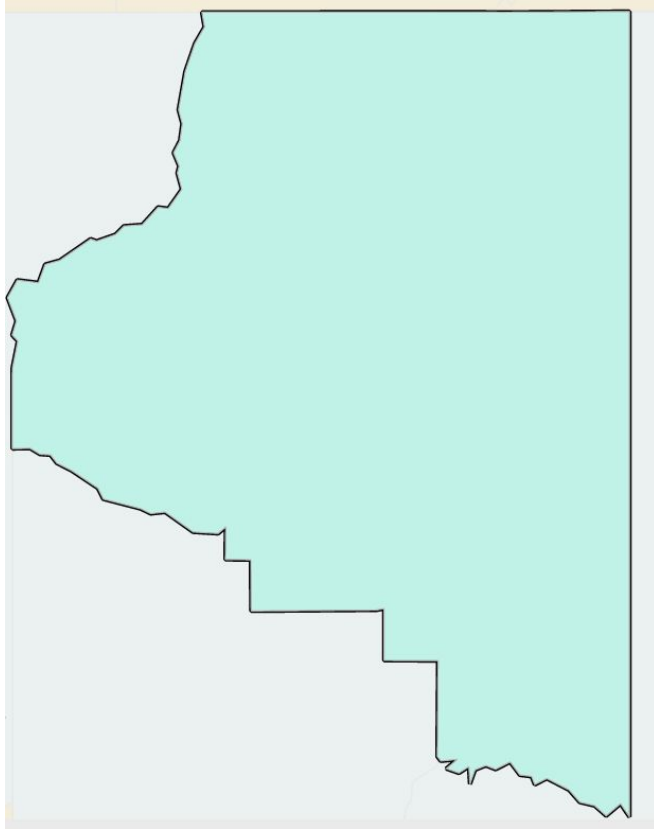


# Cultivating a Citizen-Based News Ecosystem

A Case Study of NAU Media Justice Project

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# News Desert



## Coconino County

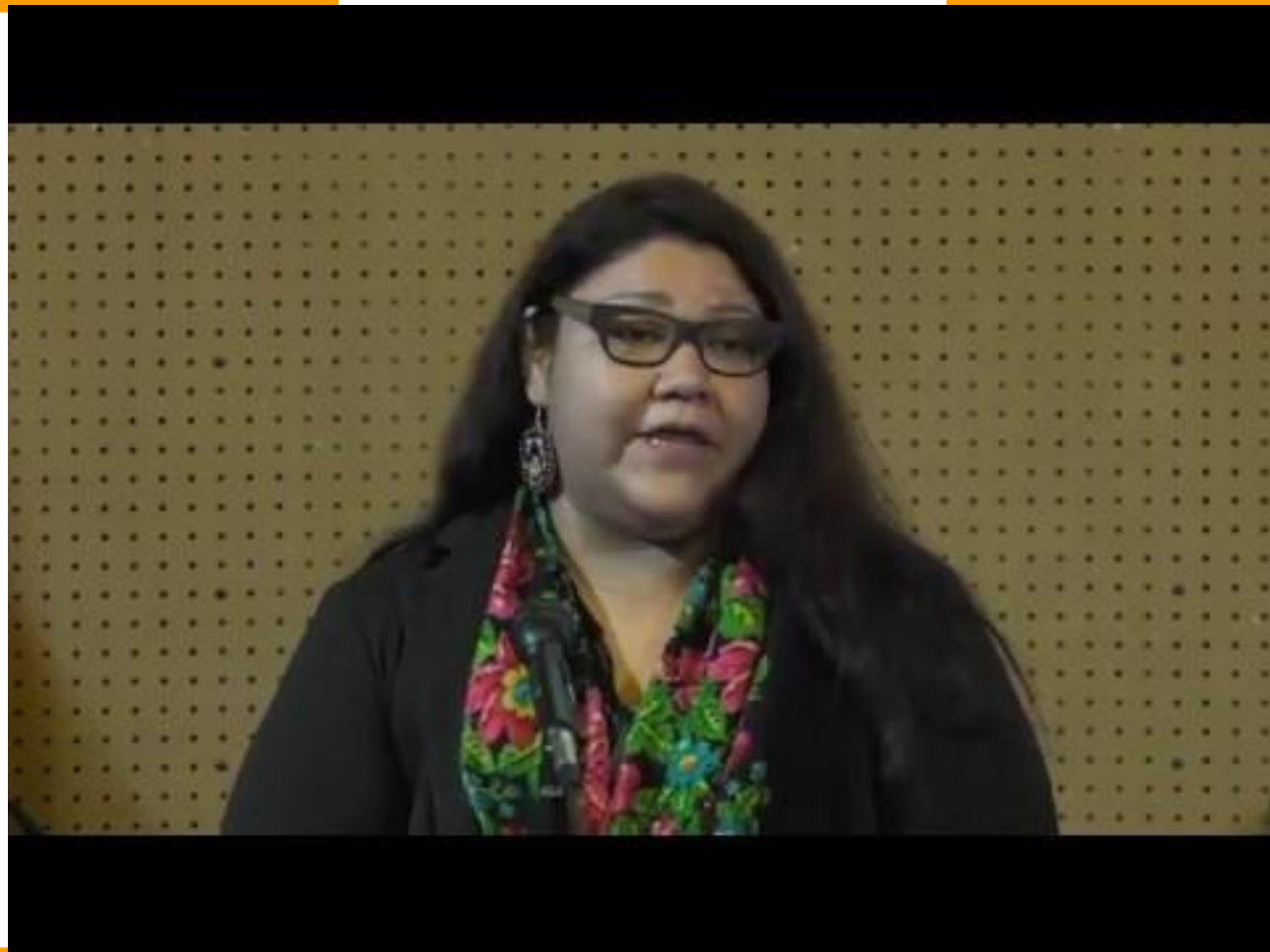
- AZ daily Sun
- Navajo-Hopi Observer
- NAZ Today

## Tribal Media

- Navajo Times
- Gallup Independent
- KTNN
- KUYI



What is *Media Justice* in your own words?



# Media Representation

- Native journalists represent just 0.2 percent of mainstream media employees (NAJA 2017 study).
- 1.6% of local TV news by *NAZ Today* mentioned Navajo Nation (Tsai et al., 2018).
- Shallow and stereotypical coverage: “warrior” and the four “D’s” of dancing, drinking, drumming and dead.

# Journalism Innovation



## Mobile Storytelling Workshop

- 2.5 Days on-site training at NAU
- Pre-production: Shoot footage with smartphones, Imovie editing
- Production
- Post-production: Broadcast script writing

# Journalism Innovation



## One-on-one Mentoring

- Provide guidance
- Build relationship

# Sample Work





# **Social Media Storytelling**

# Common Myths

1. I am not into social media world.
2. I am on Facebook or Instagram all day.  
Posting content is not that hard.
3. I will stick to one platform.

[← Our story | Facebook](#)



## FEBRUARY 8

NAU Media Justice Project is a community journalism lab that puts the power in the hands of indigenous peoples in Arizona and beyond. We provide training, mentoring and collaboration to elevate indigenous voices and grow community journalists to tell stories that matter.



# Goal Setting

- Bring awareness to indigenous peoples
- Build an engaged community
- Gather real-time feedback

# Successful Stories



mediajustice.nau

NAU Native American Cultural C...



"I want to build energy efficient homes and take them back to the reservation. I want to better my reservation. What I truly want to do is continue being in construction and finding new innovative ways to secure homes and makes them better looking. I'm tired of seeing square houses that mainly consist of wood. I'm more intrigued by concrete walls and unorthodox shapes. They say that you should do something you love as a job, and all my life I've been a part of construction and wood working, that's one of the things I love to do."

-Jay Barton, Freshman studying Construction Management with a minor in Business Management

# Successful Stories



mediajustice.nau  
Cline Library Assembly Hall

...



“The reason why I chose my major was because I wanted to help native people. I know that they don’t get the services they need. I specifically want to work with native youth and women. I would also like to help the LGBTQ community. I want to advocate on their behalf. The micro level of social work is really hard because you deal with people and you’re there in the worst moments in their life to support them. Being aware of what you can and can’t handle is important. To know that we all have our own journeys and that it’s okay to take a step back when you know you can’t handle a certain situation. Being able to know who you are and to not be ashamed of it. It’s okay to be vulnerable and to fail because without failing you won’t know how strong you are.”

-Ernessa Yazzie, NAU student studying social work. Recipient of the Golden Axe Award.

# Successful Stories



While Verizon is rolling out 5G Wireless Network technology in large cities, 95% of people living on tribal lands in Arizona have either unserved or underserved telecommunication infrastructure needs. Award-winning Diné Journalist, Marley Shebala, tells her story.

What is your experience with no cell phone signal or high-speed internet? Share with us!

# Reflection

- Although mobile storytelling is a good concept to grow community journalists, accessibility issues need to be recognized (family responsibility, time, technology).
- Build a sustainable system and workflows
- Persistence and resilience is key.



# Questions?



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