



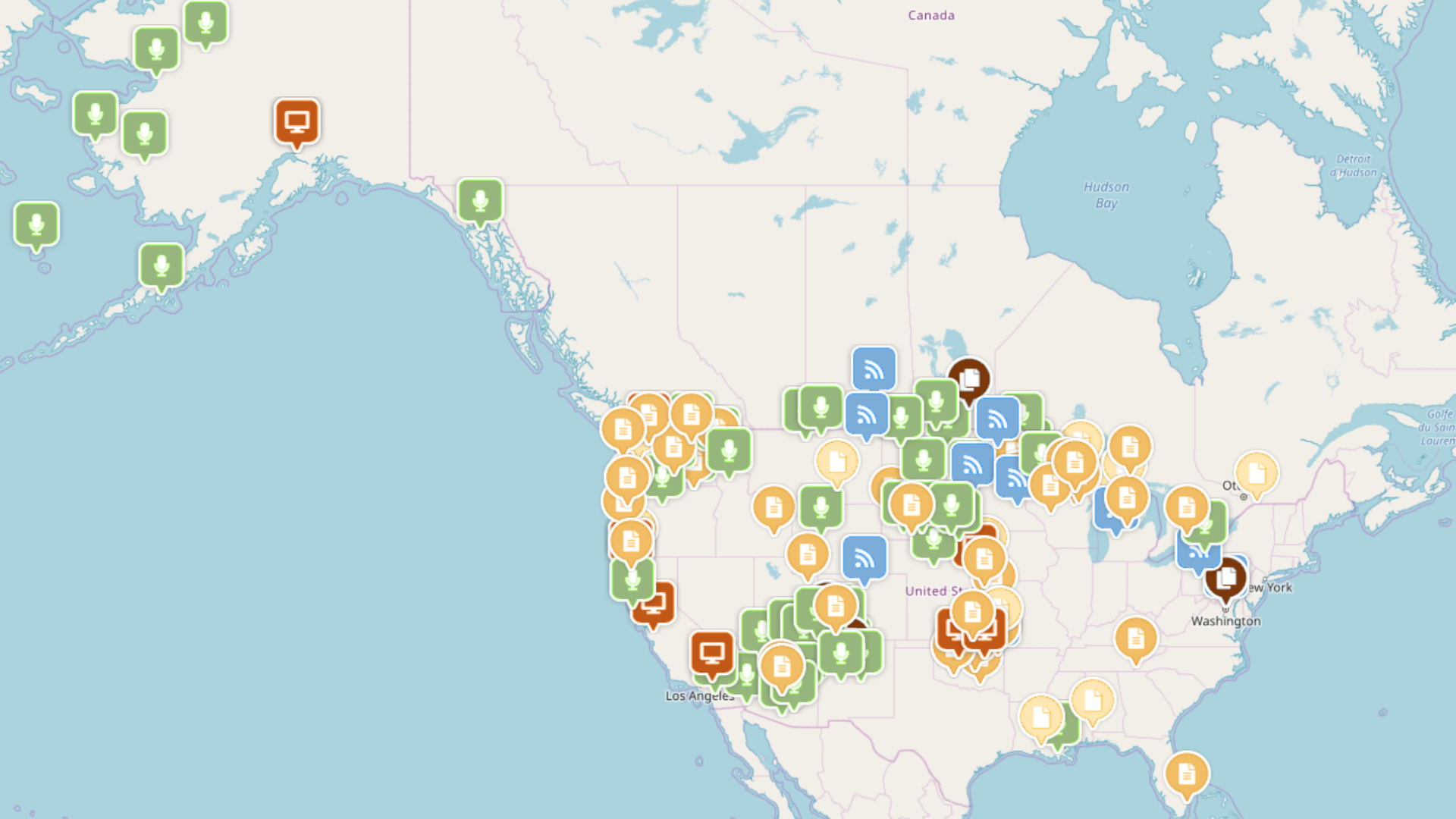
Native American Journalists Association

**Empowering free press in Indian Country:  
The NAJA Red Press Initiative**

A person wearing a traditional Native American garment with a wide, patterned shawl is shown in profile, holding a smartphone. The background is dark and out of focus, suggesting an indoor setting with other people.

**The Native American Journalists Association empowers more than 550 members representing tribal, nonprofit, freelance and mainstream media professionals in promoting accurate coverage of Indian Country, supporting newsroom diversity and defending challenges to free press, speech and expression.**







# How can NAJA best serve our members working across Indian Country?

- Video editing training
- Newsroom management
- Promoting accurate media coverage of Indigenous communities
- Responding to stereotypes in mainstream media
- Expanding freedom of the press in Indian Country



# The Native Voice

- Native American journalists constitute less than **0.2 percent** of mainstream newsrooms, according to the 2015 American Society of News Editors Newsroom Diversity Survey.
- NAJA's goal is to increase the Native voice in newsrooms from **0.2 to 2 percent** within the next decade.



# NAJA Education Pathways

- Future Board/Committee Members
- NAJF Mentor
- NAJA Go!
- Mentor-in-Training
- University Supported Student Ambassador
- NAJF for Credit
- Student Fellowship (NAJF)
- Professional Training and Internships
- Scholarship
- Fellow-in-Training (NAJF)
- Project Phoenix

# Native American Journalism Fellowship

- NAJA Education Pathways
  - Curriculum tailored to individual students' needs and strengths
  - Leadership development through multi-year newsroom mentorship
  - Fellows can earn three hours of undergraduate credit







# 2019 Class



# Training and Resources for NAJA Student Members

- 2019 NAJA Facebook Scholarship
  - Indigenous college and graduate students - apply by 4/30
- NAJA student chapters
  - Arizona State University
  - Ohio University
  - Stanford University
- NPM Andy Harvey Native American Broadcast Journalism Workshop at NAU

# Professional Resources for Native and Non-Native newsrooms

- NAJA Reporter's Guide Series
  - Covering the Violence Against Women Act (VAWA) in Indian Country - 2019
- NAJA AP Style Guide Insert
- Indigenous Investigative Collective (IIC)
- Free press in Indian Country
- National Native Media Conference

*Covering the*

# VIOLENCE AGAINST WOMEN ACT (VAWA)

*in Indian Country*

Ill informed newsrooms often rely on stereotypes of tribal communities, which can result in the exploitation of victims, instead of contextualizing history to produce ethical coverage of Indigenous people. News reports should consider the safety of victims, minors, families and tribal communities when reporting on the Violence Against Women Act (VAWA) in Indian Country. Journalists must not only analyze the statistics but also explore the personal and historical narrative within their VAWA coverage.

- More than 84 percent of American Indian and Alaska Native women have experienced violence in their lifetime, including the following by a partner: sexual violence, physical violence, stalking and psychological aggression.
- More than 4 out of 5 (82 percent) American Indian and Alaska Native men have experienced violence in their lifetime.
- Two-thirds of sexual assaults against Indigenous women are committed by white and other non-Native perpetrators.
- U.S. attorneys declined to prosecute 67 percent of sexual violence cases occurring on tribal lands.
- The high rates of Murdered and Missing Indigenous Women (MMIW) across the U.S. and Canada are connected to higher crime rates against Indigenous women in general.

## WHAT IS VAWA?

First enacted in 1994, the Violence Against Women Act (VAWA) is a federal law that provides resources for community-based responses to domestic violence, dating violence, stalking and sexual assault. It was reauthorized in 2000, 2005 and 2013.

Prior to the 2013 version, the U.S. Supreme Court ruled that federally recognized tribes have no authority to criminally prosecute non-Native offenders, even for crimes committed within tribes' jurisdictional boundaries or on reservations.

In *Oliphant v. Suquamish Indian Tribe* (1978), the Supreme Court ruled that tribes did not have criminal jurisdiction over non-Indian perpetrators. This decision essentially provided immunity to non-Indian offenders.

The most recent reauthorization includes provisions that allow tribes limited authority to prosecute non-Native perpetrators who commit sexual or domestic violence against a tribal citizen or violate a protective order on tribal land.

## WHAT IS AND ISN'T COVERED BY VAWA TRIBAL PROVISIONS?

- Dating violence and the disregard of protective orders are covered in the 2013 version.
- Sexual assault and related crimes, or those often committed in conjunction with domestic violence (i.e. child abuse, neglect and drug possession), are not covered in the 2013 version.



The Native American Journalists Association empowers journalists by creating and cultivating resources for Native and mainstream media. Through programs that support diversity and defend challenges to free press, speech and expression, NAJA promotes accurate and ethical media coverage of Indian Country. NAJA supports all newsrooms in maintaining the highest ethical standards when reporting on Native people, communities and tribes, and offers these style guides for use in tribal and mainstream newsrooms.

**Indigenous** Capitalize in reference to a distinct, historical and pre-colonial culture, society or people. Capitalize the words "Indigenous" and "Aboriginal" to identify unique, ethnic communities with political representation and international presence. Extend the same treatment as other identity-based descriptors such as Hispanic, Nordic or African-American. The words also reflect changing attitudes toward the term "Indian" – which is always capitalized – by academics, legal scholars, writers and Indigenous communities. These factors make the words "Indigenous" and "Aboriginal" identities, not adjectives, and failing to capitalize these terms can lead to confusion over the difference between indigenous plants and animals and Indigenous human beings. **See Indians.**

**Tribes, Tribal** Refers to a sovereign political entity, communities sharing a common ancestry, culture or language, and a social group of linked families who may be part of a larger ethnic group. Identify tribes by the political identity specified by the tribe, nation or community (e.g., the Apache Tribe of Oklahoma, the Ho-Chunk Nation of Wisconsin, or the Cherokee Nation). **See Indians.**

Reporters should identify Indigenous people by their specific tribe(s), nations or communities. Headlines and text should also refer to tribes by their proper names, not with a catch-all phrase such as "Oklahoma Native American Tribe" or "Native American group." Failing to use the proper name of the tribe is neither accurate, fair or thorough and erases the tribe's identity.

**Indians** The terms "American Indian" and "Native American" are generally acceptable and can be used interchangeably, although individuals may have a preference. However, the terms should only be used to describe groups of two or more individuals of different tribal affiliations. Journalists should identify people by their specific tribal affiliation when reporting on individuals or individual tribes. Reporters unsure of names and terms should determine which words are preferred, or access tribal government websites for correct nomenclature.

**Identity** Ensure that sources attributed as Native American are actually Native American. While millions of people in the United States identify as American Indian, that does not necessarily make them American Indian in the eyes of tribes or governments. The federal government considers someone American Indian if he or she belongs to a state or federally recognized tribe, and tribes have the exclusive right to determine their own membership or citizenship as sovereign nations.

**Mascots** NAJA advises media professionals to discontinue any use of racial epithets and images when reporting on sports teams. A growing body of scientific research has shown that the use of American Indian mascots, symbols and images has a negative effect on both Native and non-Native students. Sports reporters and media organizations should adopt a policy that refers to teams by city name and league only, while eliminating the use of terms and imagery that perpetuate racial stereotypes and bias. If, after editorial consideration, the use of racial terms is necessary, the term should be placed in quotes.

**Blood Quantum** Avoid quantifying how "Indian" a person is, especially when referring to blood quantum of tribal members. Genetic markers may not be consistent with cultural identity or tribal citizenship, and to link the two diminishes the political identity and rights of the person. While many tribal governments use blood quantum to determine membership, others use ancestral descent to determine citizenship. Rather than stating that a person is two percent Cherokee, state the person is a citizen of the Cherokee Nation. Instead of describing a person as one-sixty-fourth Choctaw, report that they are a Choctaw tribal member.

**Native** The term "Native" can be used as an adjective to describe styles; For instance, Native fashion, Native music or Native art. Journalists should exercise caution when using the word, though, as it is primarily used as slang.

**Indian Country** A legal term used in Title 18 of the U.S. Code. It broadly defines federal and tribal jurisdiction in crimes affecting American Indians on reservations. However, it also has popular usage, describing reservations, lands held within tribal jurisdictions and areas with American Indian populations.

**Sovereignty** Tribes possess the sovereign right to govern their territory and internal affairs. The status of tribes as self-governing nations is affirmed and upheld by treaties, case law and the U.S. Constitution.

Legal scholars explain that tribes are inherently sovereign, meaning they do not trace their existence to the United States. In the 1800s, a series of Supreme Court rulings recognized the right of American Indian tribes to self-govern and manage their internal affairs as "domestic, dependent nations." The rulings keep states from interfering with that right while allowing Congress to override a tribal nation's authority.

**Treaties** From 1777 to 1871, U.S. relations with tribal nations were negotiated through legally-binding agreements called treaties. These treaties, or agreements, between tribal governments and the United States transferred and created property rights as well as service obligations. Treaties often promised protection, goods, services, self-governing rights, health care and homelands to tribes in exchange for cooperation and vast tracts of land. Although the government stopped entering into treaties with tribes in 1872, the Constitution holds treaties as "the supreme law of the land." Once signed, a treaty stays in effect unless superseded by acts of Congress or other treaties.

**Trust Responsibility** The federal Indian trust responsibility is considered one of the more important principles in federal Indian law. It is a legally enforceable fiduciary obligation by the United States to protect tribal lands, assets, resources and treaty rights. Supreme Court rulings suggest that trust responsibility entails legal as well as moral duties.



# 10 Essential Elements of an Independent Tribal Media

1. Declaration of protected free speech and press
2. Establish an independent media
3. Establish an independent editorial board
4. Establish a tenured executive
5. Explicit declaration of an open public forum
6. Freedom of Information Act
7. "Shield" Act
8. Budget allocation and protection
9. Brand
10. Location



# 10 Essential Elements of an Independent Tribal Media

## 1. Declaration of Protected Free Speech and Press

Specific language protecting the citizens right to free speech and a free press should be in the tribal constitution.

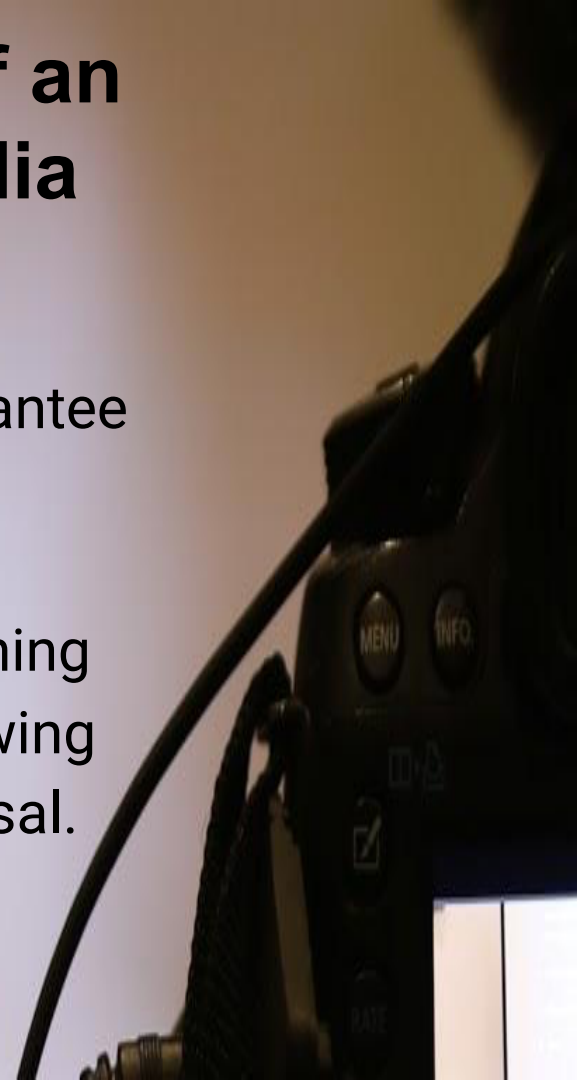
The lack of these protected rights could undermine any law or policy established to protect a free press.



# 10 Essential Elements of an Independent Tribal Media

## 2. Establish an Independent Media

Tribal government should enact laws that guarantee protection of free speech and a free press, independence from undue political influence, a commitment to the ethics of journalism, to training and retaining professional journalists, and allowing operation without prior restraint or fear of reprisal.

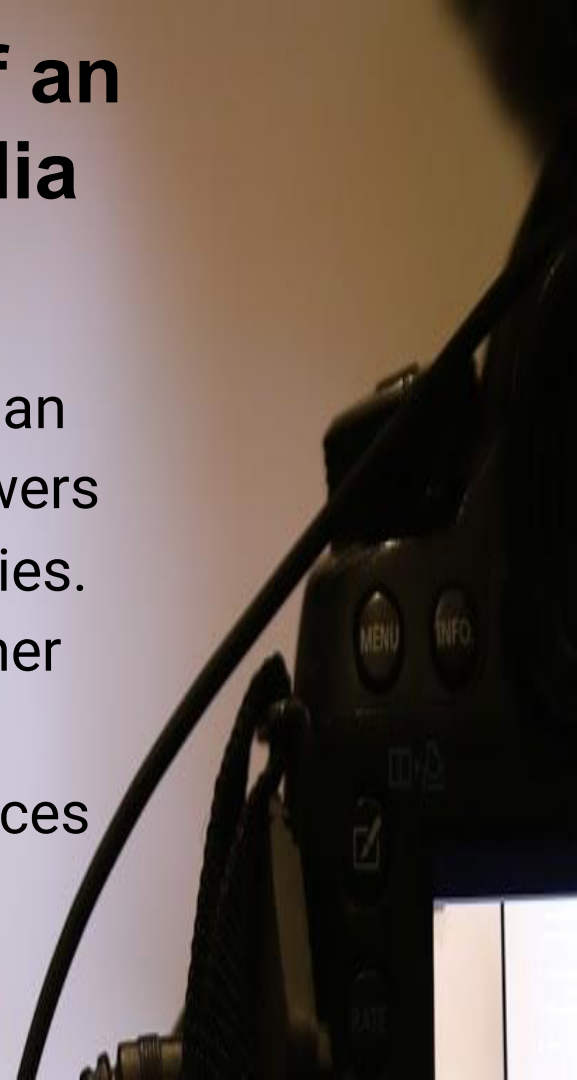




# 10 Essential Elements of an Independent Tribal Media

## 3. Establish an Independent Editorial Board

An act establishing a free press should include an independent governing body with sufficient powers to set and enforce editorial and personnel policies. This editorial board will, in effect, be the publisher for the organization, and will hold final accountability for any activities under the auspices of the organization.

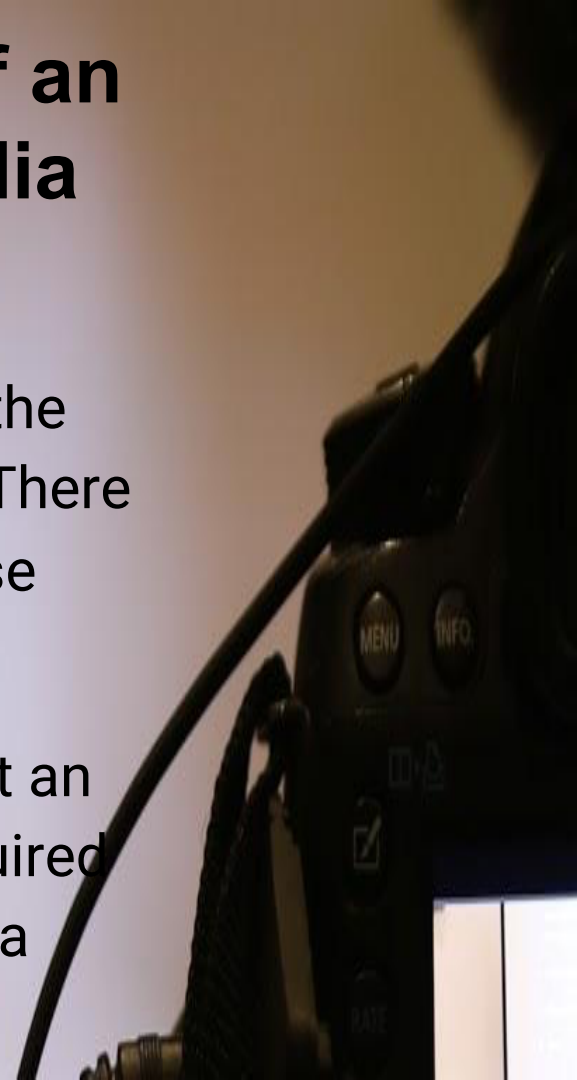


# 10 Essential Elements of an Independent Tribal Media

## 4. Establish a Tenured Executive

Legislation enacting a free press must protect the chief executive from undue political influence. There should be a formal process of removal for cause only.

There should also be specific requirements that an executive adhere to journalistic ethics, and required professional experience in the management of a news organization.

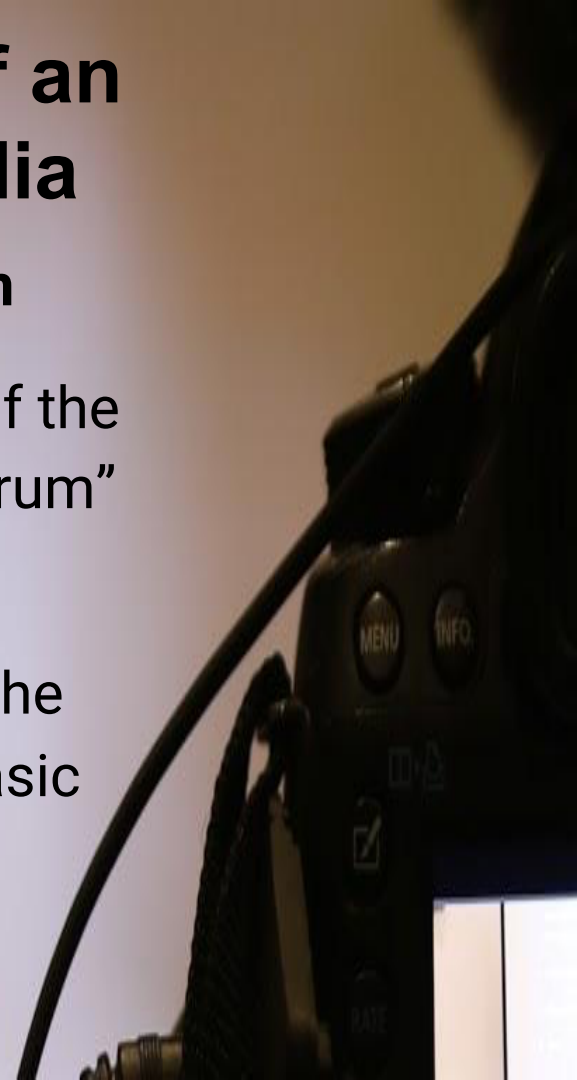


# 10 Essential Elements of an Independent Tribal Media

## 5. Explicit Declaration of an Open Public Forum

It should be publicly stated that it is the intent of the tribal government to provide an “open public forum” for its citizens.

This declaration establishes a commitment to the tradition and practice of free speech and the basic rights guaranteed under the First Amendment.



# 10 Essential Elements of an Independent Tribal Media

## 6. Freedom of Information Act

The public right to information about the policymaking processes and budgetary actions of the government should be established in law.

A “Freedom of Information Act” should define the scope and limitations of disclosure for public bodies, public records, and the processes and outcomes of public meetings.





# 10 Essential Elements of an Independent Tribal Media

## 7. “Shield” Act

Enact legislation to provide protection for sources journalists or tribal media use in reporting. The act should include specific language exempting a journalist from disclosing a source of any published or unpublished information in any tribal proceeding.

Tribal journalists must be able to provide their sources with reasonable assurance their identity will be protected.

# 10 Essential Elements of an Independent Tribal Media

## 8. Budget Allocation and Protection

Tribal media may not have large enough audiences to fund the organization through subscription or advertising revenues so legislation forming a free press must protect allocated tribal funding.

It is necessary that the tribe subsidize the operational budget of the organization without using this financial power to influence policy or content

# 10 Essential Elements of an Independent Tribal Media

## 9. Brand

Design a media brand that is distinct from the brand of the tribal government.

It should include a name and logo that incorporates language and imagery universally recognized by the people that symbolizes the unique position and responsibility held by tribal media as a conduit of information between the people and the government.

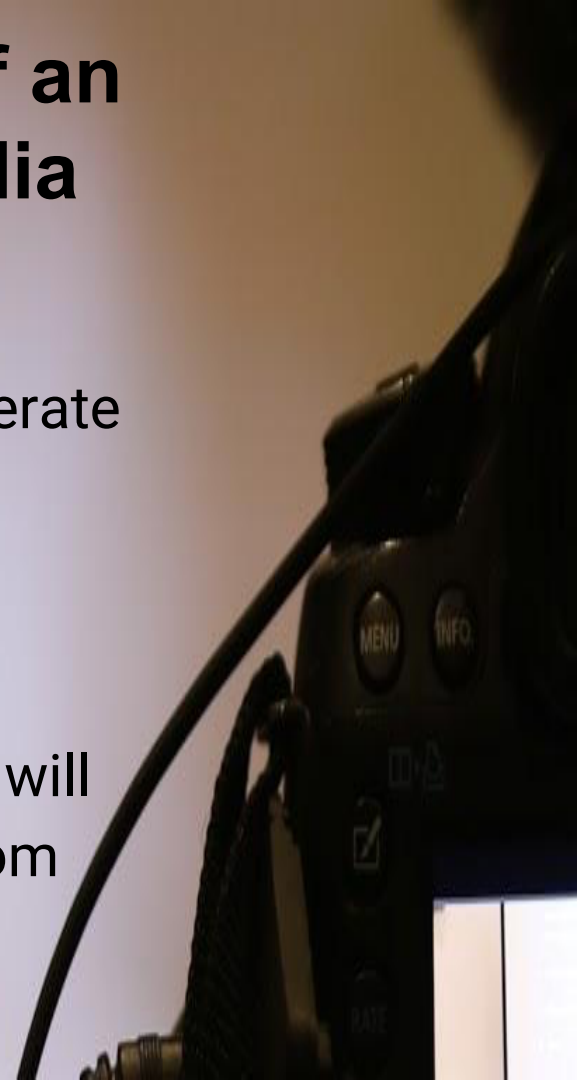


# 10 Essential Elements of an Independent Tribal Media

## 10. Location, Location, Location

If possible, independent tribal media should operate in a building or facility that is separate from the other branches of tribal government.

The symbolic and practical significance of this separation will be noticed by tribal citizens and will act to building a reputation of independence from the government.



# NAJA Indigenous Investigative Collective



- Provides networked support to Indigenous reporters covering day-to-day activities of tribal governments.
- Supports transparency in Indigenous communities by securely handling sensitive documents, data and news tips.
- Empowers journalists to work safely, and securely, with whistleblowers.



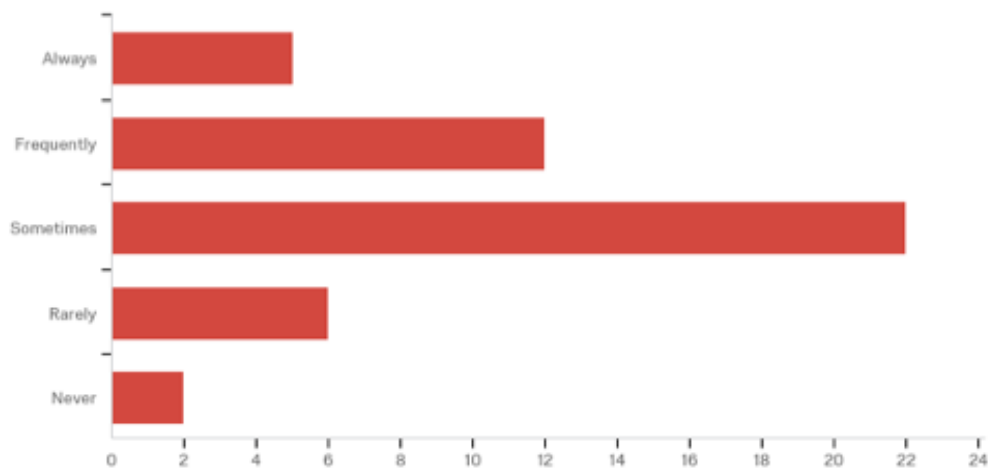
# RED PRESS

Native American Journalists Association Free Press Initiative



NAJA

Is content in your tribal media determined by government officials or other political interests?

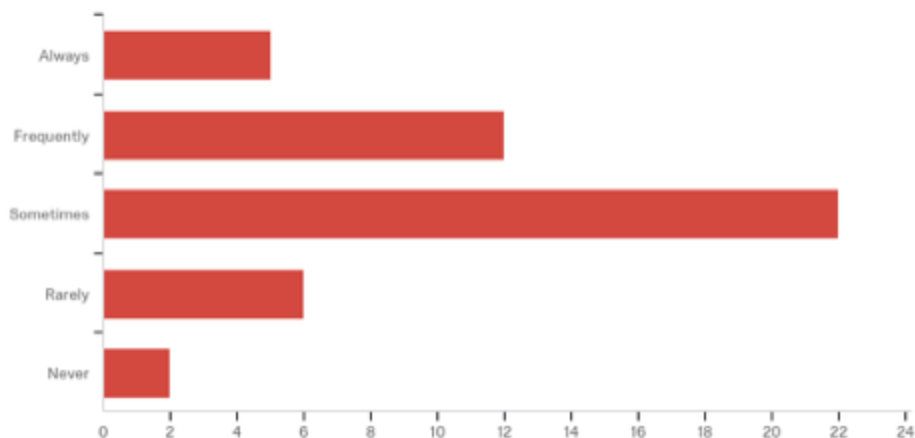


**76 percent**

reported **sometimes, frequently or always.**



## Are tribal media journalists subject to intimidation or harassment when covering tribal affairs?

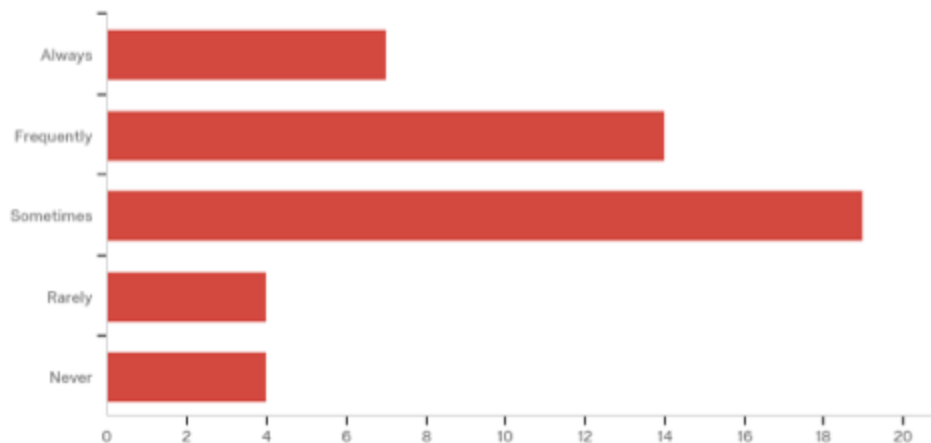


**83 percent**

reported **sometimes, frequently or always.**



## Do stories about tribal government affairs go unreported due to censorship?



**83 percent**

reported **sometimes, frequently or always.**

# NAJA Red Press Initiative



**Phase I:** Develop data gathering tools and other research methodologies to achieve designated outcomes. Develop an outreach campaign to reach target respondents, to include Native journalists, tribal media, tribal officials and citizens.

**Phase II:** Implement research strategy and data gathering, to include anecdotal accounts using multiple platforms and multimedia.

**Phase III:** Analyze data and develop conclusions. Develop a report with narrative, data, and graphics to reveal findings, state conclusions, and propose recommendations. Report will include narrative and photographic storytelling coupled with online multimedia content.

**Phase IV:** Develop print and digital educational materials based on the report. Develop an outreach and marketing campaign to disseminate report, online content and educational materials. Assemble a standing Free Press Task Force that will be deployed into tribal settings for free press and technical trainings, and into mainstream news settings for coverage equity and bias awareness trainings.





# Phase II: Connect with Indian Country to Assess Current Tribal Media Landscape

## Pacific Northwest

- Muckleshoot Indian Tribe
- Quinault Indian Reservation
- Swinomish Indian Tribal Community

## Pacific

- Agua Caliente Band of Cahuilla Indians
- Bishop Paiute Tribe
- Cold Springs Rancheria of Mono Indians, CA
- Pechanga Band of Luiseno Mission Indians of the Pechanga Reservation, CA

## Western

- Washoe Tribe of Nevada & California

## Rocky Mountain

- Eastern Shoshone Tribe of the Wind River Reservation, WY
- Fort Belknap Indian Community of the Fort Belknap Reservation of Montana

## Southwest

- Mescalero Apache Tribe of the Mescalero Reservation, NM
- Pueblo of Cochiti, NM
- Ute Mountain Ute Tribe

## Great Plains

- Oglala Sioux Tribe



NAJA

# Native American Journalists Association

NAJA empowers a unique network of more than 500 members across Indian Country

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## NAJA launches survey to assess press freedom in Indian Country

April 9, 2019

All readers, viewers and listeners of tribal media are encouraged to respond to the survey and SHARE it with friends and family who care about the independence of tribal media. \*FOR IMMEDIATE RELEASE\* Norman, Okla. – On April

149

DAYS REMAINING UNTIL

National  
Native Media  
Conference

2019 • Prior Lake, Minnesota

2019 NAJA National  
Native Media  
Conference

# NAJA Red Press Initiative





# RED PRESS

Native American Journalists Association Free Press Initiative



# 143

DAYS REMAINING UNTIL



## 2019 NAJA National Native Media Conference

September 15, 2019 at 7:00 AM

**Mystic Lake Casino Hotel**  
Mystic Lake Casino Hotel -  
2400 Mystic Lake Boulevard  
Northwest - Prior Lake, MN  
55372

[Register Now!](#)

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Native American Journalists Association

**See you at the Mystic Lake Casino  
Resort Spet. 15-18 in Prior Lake, MN  
for the 2019 NAJA National Native  
Media Conference!**