SO YOU NEED AN INDIGENOUS EXPERT

START HERE!

IS YOUR EXPERT A TRIBAL CITIZEN?

NO, but they claim to have a great-great-grandparent that was Indian.

Well... Not exactly.

NO, but other reporters talked to them as an expert, so...

Oh yeah, they've done impressive work in this field.

For sure! They're a cornerstone in their community.

NO. This person is Indigenous and has an opinion. That's it.

The Native American Journalists Association advocates for responsible, informed coverage of Indigenous communities. There are experts in Indian Country in almost every field, from science to history to federal policy and animal husbandry. NAJA encourages news organizations to find multiple, appropriate experts when reporting. Good sourcing includes multiple voices and viewpoints and rarely does one voice speak for all. For more information, visit www.naja.com/resources/.

HECK YEAH!
You did your research and found an appropriate, Indigenous source.

FIND ANOTHER EXPERT!

Sourcing matters. It impacts the information you disseminate as well as your organization's credibility.