



ASSOCIATION ON AMERICAN INDIAN AFFAIRS

Protecting Sovereignty • Preserving Culture
Educating Youth • Building Capacity

Repatriation Conference Media Code of Conduct

Free and Open Consent

- All media is required to wear media badges while attending the conference to ensure that they are readily visible.
- Ask permission for interviews, photos and recordings for any conference attendees and speakers.

Sensitive Matters and Ceremony

- Native stories and trauma require extreme sensitivity. "Do no more harm" is an important principle to follow. Native Americans are vulnerable subjects due to the historical impact of colonization. Native Americans experience historical trauma and compassion should be shown to them as victims of violence.
- Some Indigenous cultural property is sacred and not intended for the public domain- including some stories, dances and objects such as masks.
- Always ask before touching anyone's regalia, as some regalia is sacred or has been ritually purified. Regalia often shows designs, colors, and other ornamentation that represent the wearer's Tribe, family, or political or marital status.
- Because the drum holds special significance, please do not touch any of the drums or drumsticks. Please avoid walking between the chairs and the drum.

Avoid Stereotypes

- Avoid stereotyping Native Americans. Recognize and work to avoid presenting one's own biases in your interactions. Treat all individuals with respect and dignity.

Recording & Photography

- Media personnel should consider ways to acknowledge and benefit the true creators of Indigenous cultural property, including but not limited to stories, lived experiences, objects and other information.
- Be complete and provide context when photographing or recording individuals and other items. Captions should include the individual's full name and Tribal Affiliation.
- Please refrain from taking photos of individuals experiencing grief. These are private moments not meant for media consumption.

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- While photographing individuals do not intentionally contribute to, alter, or seek to alter or influence events.
- Editing should maintain the integrity of the photographic images' content and context.
- Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent individuals.
- Do not pay sources or individuals or reward them materially for information or participation.
- Do not accept gifts, favors, or compensation from those who might seek to influence coverage.
- Do not intentionally sabotage the efforts of other journalists.

Additional Reference

[NAJA Reporting and Indigenous Terminology](#)

Sources

- Elements off Indigenous Style, A Guide for Writing By and About Indigenous Peoples; Gregory Younging, 2018
- Associated Press Code of Ethics for Photojournalists and the National Press Photographers Association Code of Ethics:
<https://www.csus.edu/indiv/g/goffs/135%20photojournalism/associated%20press%20ethics%20code.pdf>

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