Welcome!
A message from Native American Journalists Association President Mary Hudetz.

Raising the Next Generation of Storytellers
NAJA is proud to announce the new class of Native American Journalism Fellows to Washington for this year’s conference.

Strengthening & Expanding the Voice of Native America
Radio is often a lifeline for Native communities. Learn about the service Native Public Media provides for Indian Country.

Meet Our Featured Speakers
We are thrilled to have Charlie LeDuff, Suzan Shown Harjo, Amanda Blackhorse and many other noted guests headline our 2015 conference.

Agenda at a Glance

Hotel Map

2015 Conference Agenda

Exhibit Hall & Career Fair

Internet: Stay Connected at the National Native Media Conference:
The Hyatt Regency Crystal City offers free Wi-Fi in its public spaces. Free Wi-Fi is being provided to attendees during our large General Assemblies in the Regency Ballroom.

Guests of the hotel also have free Wi-Fi in both their guest rooms. Attendees who are not guests of the hotel can access Wi-Fi in the public spaces or purchase daily Internet access.

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Welcome to our 31st annual conference!
On behalf of the Native American Journalists Association staff and board of directors, I extend a heartfelt gratitude to all attendees for joining us for what promises to be an informative, engaging and exciting three days in our nation’s capital.

As we gather this week, I am in awe of what the Native American Journalists Association has become over the past three decades. From a first meeting of dozens of journalists at Penn State University in 1983, NAJA has grown into a consistent and reliable voice representing Indian Country, bolstered by our members’ work in the media.

We also continue to benefit from the efforts of our early leaders and founders.

Our mission today prioritizes their focus of advancing press freedoms in Indian Country, while also calling on the board and staff to serve as a bridge between news organizations and Indian Country when necessary, and to become leaders in introducing new Native American voices to the field.

As the president of NAJA these past two years, I am most proud of the strides our organization has made to strengthen itself and enjoy an area of rebuilding as journalism undergoes rapid changes.

We now have nearly 500 members, up from roughly 200 three years ago. We have become the go-to source for educating the industry and flagging unconscious bias in news reports for the benefit of Native people. We celebrate great storytelling and journalism as our members bring more visibility to Native lives and indigenous issues.

We have also revamped our efforts to position Native students for success as they seek to land their first job or internship in the profession.

This year, seven members of the inaugural class of the Native American Journalism Fellowship, launched last year, are completing newsroom internships or taking next steps in their careers through other meaningful media opportunities. We could not be more proud to see them advance in their careers, take chances and invest in themselves.

This event, the National Native Media Conference, represents the presentation and culmination of many of our year-round efforts.

We extend our deepest thanks to our sponsors for investing in NAJA’s mission and standing as partners with us in our work to support Native voices. Thank you also to our esteemed speakers for giving their time and expertise to this important event.

We hope the conference offers an opportunity for you, our attendees, to recharge as journalists, hear from leading voices, gain new skills and continue serving our communities through the coming year.

It is our honor to serve all of you.

Sincerely,

Mary Hudetz (Crow)
NAJA Board President
NAJA’s nearly 500 members span high school students to senior level journalists at print, broadcast and digital news organizations, freelancers and tribal communicators. With consumers having immediate access to news and information, journalists and news organizations must continue to serve new and diverse audiences through multiple devices.

While outlets in print, television and radio continue to adjust, the demographic makeup of news organizations and staffs in mainstream media remain woefully out of sync with the percentage of minorities in the U.S. population. When looking at Native representation in American newsrooms, the percentage is exceedingly low.

Accurate representation of Natives in the media and challenges to free press are still issues that journalists covering Native communities face on a daily basis. NAJA continues to address these challenges by delivering opportunities in the digital evolution of news creation and distribution, fostering the development of new talent and mobilizing its powerful membership network towards critical and relevant issues facing Indian Country today.

History
The first meeting of the Native American Journalists Association took place in 1983 when more than 24 journalists invited by Tim Giago (Lakota) met to form the organization. One of NAJA’s unique strengths remains its membership and participation of the many tribal media organizations from across the U.S. The students were selected through a competitive application process and will attend the first-ever White House Tribal Youth Gathering on July 9, with plans to produce stories from the experience.

The Native American Journalism Fellowship (NAJF)
NAJA is proud to welcome a new class of Native American Journalism Fellows to Washington, D.C., in July, and extend our congratulations to recent alumni of our program as they continue to advance their careers.

The 10 new students of the 2015-2016 Native American Journalism Fellowship already have begun reporting and writing stories in the lead up to training July 6-11 in Washington, D.C., where they will meet for the first time and produce stories under the guidance of professional journalists serving as mentors. The San Manuel Band of Mission Indians is a leading sponsor of the students’ 2016 gathering in Washington, D.C., and generous financial support for this important initiative also has been provided by the Ho-Chunk Nation.

The students were selected through a competitive application process and will attend the first-ever White House Tribal Youth Gathering on July 9, with plans to produce stories from the experience.

2015-2016 Fellows
John Bear
Kiowa
Cameron University
Dyani Brown
Shinnecock
American University
Paris Justice Burris
Chickasaw
University of Oklahoma
Lorenzo Gudino
Fort Sill Apache
Northwestern University
Lori Hasselman
Delaware Tribe of Indians of Oklahoma
Haskell Indian Nations University
Lytle Daniel Jacobs
Oglala Lakota
Duke University
John Adam Sallee IV
Inupiat
University of Alaska, Anchorage
Dakota Sherek
Ojibwe/Cherokee
Western Kentucky University
Tsanavi Spoonhunter
Northern Arapaho
University of Nevada, Reno
Erin Taylor Tapahe
Navajo
Brigham Young University

History
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- Building and keeping professional skills relevant in a changing media landscape
- Providing a powerful network to support the increase in and improvement of media coverage of Native American issues and communities
- Championing and supporting freedom of the press
- Promoting the diversification of the field of media
- Supporting and encouraging students, the next generation of journalists
- Serving as a national leader and resource for the field, encouraging all journalists and media professionals to engage in the highest standards of excellence and ethics
Dear National Native Media Conference participants:

I’d like to personally welcome each of you to the 2015 National Native Media Conference in Washington, D.C. It’s an exciting time for Native Public Media and broadcasting as we continue to grow and adapt, remaining always adaptable, motivated, responsive, relevant, and open to new ideas. Our organizations is confronting a time of many multimedia changes and we’re meeting these changes during a time of larger nation-wide and global change. The world of multimedia is an exciting area in which to work/study/play, and we’ll continue to meet and bring inspired people together in forums like this, to ensure our Native Public Media remains at the cutting edge.

I’d like to give you an idea of what you can expect and what we hope to achieve over the next few days. This conference is your space in which to network, learn or update your professional multimedia skills, and to keep abreast of changes in our industry.

Let me give you a brief update on where we are today. Within the last year, the Native Radio Network has grown to 56 stations nationwide. And we have one new commercial digital television station serving the Gila River Indian Community in Arizona; joining a handful of television stations serving Indian Country. Our network is growing but we have more work to do in securing facilities for the rest of our tribal nations so that we can tell our own stories over our own networks. That’s powerful.

We’re transforming the way we operate to continuously improve our ability to access, control and own our own broadcast facilities across Indian Country through our strong national and international policy program and through our work with the Federal Communications Commission and the International Corporation for Assigned Names and Numbers. We should all be very proud of where we are today and excited about where we are headed.

Before I close, I’d like to thank each of you for attending our conference and bringing your expertise to our gathering. You, as organization leaders, have the vision, the knowledge, and the experience to help us pave our way into the future. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support and leadership.

Throughout this conference, I ask you to stay engaged, keep us proactive and help us shape the future of our Native multimedia landscape. My personal respect and thanks goes out to all of you.

Sincerely,

Loris Taylor
President & CEO
Native Public Media, Inc.
www.NativePublicMedia.org

Native Public Media, Inc.
P.O. Box 3955
Flagstaff, Arizona
86003

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info@nativepublicmedia.org

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Candice Mendez
Executive Assistant

Imagining Healthy Engaged Independent Native Communities

With each new radio station on air, with each policy comment filed at the Federal Communications Commission, with every vote cast for Indian Country’s interest at the International Corporation for Assigned Names and Numbers (ICANN), and with each communications scholarship awarded to a budding Native student, we move ONE STEP FORWARD
Thank you to all who volunteered time and expertise to help make our 2015 conference a success!

Dyani Brown, American University
Pamela Silas, National American Indian Housing Council
Candace Hamana, Media Relations Specialist at Salt River Pima-Maricopa Indian Community
Mark Trahant, trahantreports.com and University of North Dakota
Tara Getwood, Native American Calling
Patty Talahongva, Native American Connections
Carrie Jung, KJZZ News
Suzanne Gamboa, NBC News
Janice Little Light Hudetz, Artist, Crow Language Group

NAJA Representatives on the UNITY Journalists for Diversity Board of Directors:
Russell Contreras, Associated Press
Suzan Shown Harjo, Morning Star Institute
Margaret Holt, Chicago Tribune
Rhonda LeValdo, Haskell Indian Nations University

Meet NAJA’s Lifetime Members
We extend our gratitude to the following individuals for showing a long-term commitment toward NAJA and building a stronger voice for Indian Country.

Sarah Apache (Navajo)
Tom Arviso (Navajo) - Navajo Times
Dr. Cristina Azocar (Upper Mattaponi Tribe of the Powhatan Nation)
Lise Ball-King
Suzan Braine (Assinibione/Souix)
Paul DeMain (Oneida/Ojibwe)
Pauly Denetclaw (Navajo)
Lori Edmo-Suppah (Shoshone Bannock)
Suzanne Gamboa
Tim Giago (Siletz)
Mary Hudetz (Crow)
Mike Kelley (Bad River Chippewa)
Frank J. King, III (Rosebud Sioux)
Rhonda LeValdo (Acoma Pueblo)
Daniel D. Lewerenz (Iowa Tribe of Kansas and Nebraska)
Daniel Littlefield
Jack Marsh
Sharon Murphy
Elizabeth Parenti (Athabascan/Yupik)
Selene Phillips (Ojibwe Lac du Flambeau)
Benny Polanco (Colorado River Tribes)
Bryan Pollard (Cherokee)
Shannon Shaw-Duty (Ojigae)
Sheila Solomon
Chalene Toehay (Kioowa/Ojigae)
Patty Talahongva (Hopi)
Lori Taylor (Hopi)
Dorothy Tommie
Karen Tommie
Mark Trahant (Shoshone-Bannock)
Ronnie L. Washines (Yakama)
Al Neuharth (1924-2013)

For information on how to become a lifetime member of NAJA, visit www.naja.com.

The Native Voices exhibition explores the connection between wellness, illness, and cultural life through a combination of interviews with Native people, artwork, objects, and interactive media. The National Library of Medicine has a history of working with Native communities as part of the Library’s commitment to make health information resources accessible to people no matter where they live or work. The Native Voices exhibition concept grew out of meetings with Native leaders in Alaska, Hawai‘i and the Lower 48. “This exhibition honors the Native tradition of oral history and establishes a unique collection of information,” said Donald A.B. Lindberg, MD, former director of the National Library of Medicine who supplied the vision for the project. “We hope visitors will find Native Voices both educational and inspirational, and we hope Native people will view it with pride.” The Native Voices traveling exhibit is visiting pilot sites and regional medical libraries throughout 2015, and will be available for nationwide deployment in 2016. A Native Voices six banner, two iPad unit, will be on display in the conference exhibit area. For more information, see http://www.nlm.nih.gov/nativevoices/traveling/index.html.
The Bureau also serves post-secondary students through higher education scholarships and support funding reservations in 23 states. These facilities provide schooling for more than 40,000 American Indian and Alaska Natives.

Roessel also has worked as a photographer, writer and editor for various publications and projects including vice-president and editor of the Navajo Nation Today newspaper (1990-1992), which he also co-owned, and managing editor of the Navajo Times (1985-1987), a photologist with the Greely (Colo.) Tribune (1985) and a photographer writer with the Navajo View (1984).

In addition to his work for the Navajo Times, he has covered nearly every area of Native American life including politics and government on various projects, and has written extensively about Navajo life and culture. He also served on the Visual Task Force board for the first annual gathering of minority journalists associations, including the Native American Journalists Association (NAJA), known as the UNITY conference.

The Honorable Secretary of the Interior Sally Jewell: Plenary: Year of Youth

Sally Jewell was sworn in as the 51st Secretary of the Interior on April 12, 2013.

In nominating Jewell, President Obama said, “She is an expert on the energy and climate issues that are going to shape our future. She is committed to building our nation-to-nation relationship with Indian Country. She knows the link between conservation and good jobs. She knows that there’s no contradiction between being good stewards of the land and our economic progress; that in fact, those two things need to go hand in hand.”

As Secretary of the Interior, Jewell leads an agency with more than 70,000 employees, interior serves as steward for approximately 30 percent of the nation’s lands, including national parks, wildlife refuges, and other public lands; oversees the responsible development of conventional and renewable energy supplies on public lands and waters; is the largest supplier and manager of water in the 17 Western states; and upholds trust responsibilities to the 566 federally recognized American Indian tribes and Alaska Natives.

Prior to her confirmation, Jewell served in the private sector, most recently as President and Chief Executive Officer of Recreation Equipment Inc. (REI). Jewell joined REI as Chief Operating Officer in 2000 and was named CEO in 2005. During her tenure, REI nearly tripled in business to $2 billion and was consistently ranked one of the 100 best companies to work for by Fortune Magazine.

Before joining REI, Jewell spent 19 years as a commercial banker, first as an energy and natural resources executive and later as a business manager with a diverse array of businesses that drive the nation’s economy. Trained as a petroleum engineer, Jewell started her career with Mobil Oil Corp. in the oil and gas fields of Oklahoma and the exploration and production office in Denver, Colorado where she was exposed to the remarkable diversity of our nation’s oil and gas resources.

Mark Trahant: Plenary: Year of Youth

Tribal and professional organizations, including the National Congress of American Indians (NCAI), the Indian Law Resource Center, and the National Congress of American Indians (NCAI), among others, have called for a national summit on Native American issues. In response to these calls, the National Congress of American Indians has announced the formation of the Task Force on Native American Issues.

This Task Force will bring together leaders from across Indian Country to develop a comprehensive agenda for addressing the challenges facing Native American communities.

Keith Woods, the executive director of the Native American Journalists Association (NAJA), will chair the Task Force, which will be composed of representatives from academia, journalism, law enforcement, and other relevant fields.

Keith Woods is NPR’s VP for Diversity in News and Operations. In leading NPR’s vision and strategy for diversity, Woods focuses on helping NPR and member stations strengthen the breadth and depth of diversity in content, staff, audience and the work environment. Woods joined NPR in February 2010, after 15 years at the Pew Center where he was director of diversity and then dean of faculty. He has taught courses on social media, the American West and editorial writing; in 2009 and 2010 Trahant was a Kaiser Media Fellow writing about health care reform focused on programs to shape our future. He is committed to building our nation-to-nation relationship with Indian Country. He knows the link between conservation and good jobs. He knows that there’s no contradiction between being good stewards of the land and our economic progress; that in fact, those two things need to go hand in hand.”

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Kevin Washburn: Nation to Nation: A Discussion for Journalists about Treaties
Kevin K. Washburn, an enrolled member of the Chickasaw Nation in Oklahoma, is the Assistant Secretary – Indian Affairs for the U.S. Department of the Interior. He is the 12th Assistant Secretary – Indian Affairs to be confirmed since the position was established by Congress in the late 1970s. In addition to carrying out the Department’s trust responsibilities regarding the management of tribal and individual Indian trust lands and assets, the Assistant Secretary is responsible for promoting the self-determination and economic self-sufficiency of the nation’s 566 federally recognized American Indian and Alaska Native tribes and their approximately two million enrolled members. Mr. Washburn came to the Department from the Interior from the University of New Mexico School of Law where he served as dean. Previously, he served as General Counsel for the National Indian Gaming Commission; and as an Assistant United States Attorney in Albuquerque, N.M., from 1997 to 2000. He was a trial attorney in the Indian Resource Section of the U.S. Department of Justice and clerked for the Hon. William C. Canby Jr., of the U.S. Court of Appeals for the Ninth Circuit in Phoenix.

Sari Horwitz: Justice in Indian Country
Sari Horwitz, a three-time winner of the Pulitzer Prize, covers the Justice Department for The Washington Post, where she has reported on crime, homeland security, education and social services over the span of three decades. This year, she was awarded the American Society of News Editors’ Award for Distinguished Writing on Diversity, which recognizes writing that helps a community understand and better appreciate its racial, ethnic and religious diversity. She is also a past recipient of the Robert F. Kennedy Grand Prize for reporting on the disadvantaged, and the Investigative Reporters and Editors Medal.

Sari is a native of Tucson, Arizona and graduated from Bryn Mawr College and holds a master’s degree in politics, philosophy and economics from Oxford University. She lives in Washington with her husband and daughter. Follow her on Twitter: @SariHorwitz.

Thursday, July 9
8:00 am–6:00 pm
Registration

National Native Media Conference Annual Run/Walk
Registration

Learn Code Basics
NAJA Board Election
Career Fair/Expo
Morning Plenary: Mascots and Media
Lunch on Own
Justice in Indian Country In Depth
Broadcast from Anywhere!
Culture Matters: Best Practices for Science and Health Reporting in Indian Country
Exhibitors Exclusive! Coffee Break
Going on Air With FNX! First Nations Experience
Indigenous Language Broadcasting
The Native How-To for Better Health News
NAJA Silent Auction Benefit for NAJA’s Scholarship Fund
Media Awards Banquet

Saturday, July 11
7:30 am–8:30 am
7:00 am–9:00 am
NAJA Silent Auction Benefit for NAJA’s Scholarship Fund
NAJA Membership Meeting and Annual Meeting Breakfast will be served.

Speakers

Kevin Washburn

Sari Horwitz

Regency Ballroom AB
Regency Ballroom AB
Regency Ballroom AB
Potomac 1
Potomac 4
Potomac 1
Regency Ballroom AB
Exhibit Hall
Regency Ballroom AB
Exhibit Hall
Regency Ballroom AB
Bloomberg BNA
Potomac 4
Potomac 5
Potomac 1
Regency Ballroom AB
NPR
Regency Ballroom AB
Regency Ballroom AB
Regency Ballroom AB
Potomac 2
Potomac 3
Potomac 4
Potomac 4
Potomac 3
Potomac 2
Regency Ballroom AB
Regency Ballroom AB

Wednesday, July 8
6:00 p.m. – 8:30 p.m.
NAJA-Medill Milestone Achievement Award Reception
Join the Native American Journalists Association and Medill School of Journalism at Northwestern University for a reception at the Medill DC newsroom, located near the White House.
Drinks and appetizers will be provided, courtesy of Medill Alumni Relations. A valid ID is required for entrance to the building.
This event is hosted by Medill Alumni Relations. Meet Medill faculty, graduate students and alumni as well as special guest, the 2015 NAJA-Medill Milestone Achievement Award winner.
All NNMC attendees are welcome; please RSVP: https://medillnaja.eventbrite.com
Recipient: Denny McAuliffe
Room: Medill DC News Bureau, 1325 G St NW Suite 730, Washington, DC 20005

Thursday, July 9
8:00 a.m. – 6:00 p.m.
Conference Registration
Room: Independence Foyer
9:00 a.m. – 4:30 p.m.
Visual Storytelling Workshop at NPR
This session with NPR photographer, multimedia producer and NAJA member John Poole takes attendees out into D.C. for hands-on photo training. The workshop will focus on editorial photography for mobile phones – from conceptualizing and shooting to editing, toning and publishing. Though we’ll be using mobile phones, we’ll talk about the editorial, aesthetic and technical aspects of photography in ways that can be translated to any format or platform. (For this training, we are only supporting iOS and Android phones and participants must have their own phones. “Advance sign-up required.”
Speaker: John Poole
Location: NPR, 1111 North Capitol Street, NE, Washington, DC 20002
9:00 a.m. – 4:30 p.m.
Audio Storytelling Workshop at NPR
What makes a good audio story? Whether your goal is to do a full-blown radio story, use audio clips in your blog, accompany photos on the web, or create a podcast, this one-day workshop will show you how to understand audio’s storytelling strengths, select the best sound, write for the ear, and write to sound. You’ll also get an opportunity to use audio recording equipment and to do digital audio editing. You will need to bring your own laptop and to download audio editing software in advance. “Advance sign-up required.”
Location: NPR, 1111 North Capitol Street, NE, Washington, DC 20002
8:30 a.m. – 4:00 p.m.
Native Public Media Radio Intensive
Native Public Media will provide a full day session on effective radio station operations and management of stations with the National Association of Broadcasters, John Donham CPA, LLC and Garvey, Schubert and Barer. This intensive provides Native radio stations with education and training on topics including financial fraud, media liability, CPB Community Service Grants, and general station operations.
Speakers: Geoffrey Blackwell, Andrew Charnik, Michelle Duke, Judy Endean, Irene Flannery, Erika Pulley Hayes, Ben Lubkeman, Jacquie Gales Webb
Room: Potomac 1
9:30 a.m. – 11:00 a.m.
Panel: Empowering Communities, One Story at a Time
Come listen to public affairs and communication professionals share their experiences and talk about specific campaigns and projects that they feel contribute to the overall empowerment of tribal organizations and communities. Up for discussion in this hour:
• In Canada, a 2010 university story in which corruption on an education board sparked live-ins on campus with tipis, and marches with elders on horses for change.
• In Oklahoma, conflict with local municipalities, voter registration issues are addressed by a tribal communication relations team.
• How the concept of the Cherokee Nation’s attention-grabbing OsjoTv show, which runs on a local network in the Tulsa area, came to be.
11:00 a.m. – 12:00 p.m.
**PR: Pitch With Purpose**
Tailor your messages for a specific audience. Lots of tribes are turning their eye to tourism, with that, niche media pitching is necessary. Leonda Levchuk, public affairs officer at the National Museum of the American Indian, will walk attendees through pitching for arts-based organizations, tribal organizations and Native organizations. She will also talk about how to develop relationships with both Native and mainstream journalists whose audience's interest lie in art and culture.

At this workshop, you'll learn how to:
- Learn the language of pitching to arts-based organizations
- Learn when and where to meet the journalists who write about Native American art and culture
- Learn about the must-have attachments to any arts-based press release

Speakers: Leonda Levchuk
Room: Potomac 2

12:00 p.m. – 1:30 p.m.
**Feature: Cherokee Nation’s OsiyoTV and Building A Digital Strategy**
This session will look at how to build an online communications team and how, at Cherokee Nation Businesses, that effort evolved into branded storytelling and the tribe's own TV show.

Depending on the size or budget of a tribal organization, many public information officers may find themselves in the reporter or editor's seat. Learn how one tribe created an online newsroom. What was initially intended as a resource for publications has really evolved into brand journalism at Cherokee Nation. (www.Anadisgoi.com)

At this workshop, you'll learn how to:
- Choose an online newsroom that suits your brand and your message
- Assemble a newsroom team
- Develop an editorial calendar for regularly creating and publishing new content

Speakers: Amanda Clinton
Room: Potomac 3

1:00 p.m. – 4:00 p.m.
**Covering Money in Politics**
This pre-conference session on Covering the Money in Politics will teach entry- and mid-level journalists how to find and then pursue the money angles in political stories. It will teach attendees how to report on campaign contributions, appropriations, agencies, candidates’ financial backgrounds and lobbying money. It will even touch on how to cover money and lobbying scandals that involve a financial angle.

Participants will learn how to:
- Identify money angles in their political coverage
- Learn how to report on multiple elements of politics including campaign finance, candidate backgrounds, lobbying, controversies and more.
- Get story ideas that can be localized to your own region.
- Gain access to sources and resources for financial data and public records relevant to this beat.

Why to attend this session:
1. Identify money angles in their political coverage.
2. Learn how to report on multiple elements of politics including campaign finance, candidate backgrounds, lobbying, controversies and more.
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4. Gain access to sources and resources for financial data and public records relevant to this beat.

Moderator: Eliza Carney
Room: Potomac 2

1:00 p.m. – 4:00 p.m.
**FOIA Challenge**
Perfect the process of submitting effective freedom-of-information requests in real time to federal, state or tribal government authorities. After an overview of the basics of the Freedom of Information Act requests, and when and how you should put them to use for your stories, you will go through the steps of writing a specific request, having it reviewed by an attorney, and sending it to the government agency. Let’s see how much public information we can access! Each participant will leave with a list of digital tools for making requests, tips for making more effective requests, info on the NAJA Legal Hotline for Journalists.

Speakers: Matthew Kelley, Kevin Kemper
Room: Potomac 2

1:30 p.m. – 3:00 p.m.
**Your Tribe is Your Brand**
In two years, the Citizen Potawatomi Nation’s public information office transitioned from a semi-regular newspaper into a full-service public relations office. Learn how they developed a central message and brand for their employees and tribal members to carry out into the world.

At this workshop, you’ll learn how to:
- Handle media firestorms and be ready for an unexpected crisis
- Cultivate relationships with local and regional media
- Create content so key messages are clearly seen and heard

Speakers: Jennifer Bell, John VanPool
Room: Potomac 4

6:00 p.m. – 8:00 p.m.
**Opening Ceremony & Reception**
The 2015 National Native Media Conference officially opens with an amazing program that includes a discussion on treaties, and featured remarks from noted journalist Charlie LeDuff.
**Agenda**

**#EmpowerYourStory.**

We're honored to support NAJA and to help Native journalists support NAJA and to increase opportunities for Native journalists and to support NAJA.

The Office of Native Affairs and Policy (ONAP) was established on August 12, 2010. ONAP was created to promote the deployment and adoption of communications services and technology throughout Tribal Lands and Native Communities as well as to ensure robust government-to-government consultation with Federally-recognized Tribal Governments and increased coordination with Native Organizations. The creation of ONAP was one of the recommendations of the National Broadband Plan.

Room: Potomac 3

**9:00 a.m. – 5:00 p.m.**

**Career Fair & Expo**

Room: Exhibit Hall – Independence Center

**10:00 a.m. – 11:15 a.m.**

**Morning Plenary: Year of Youth**

In the past year, hashtags like #DearNativeYouth and #InvestInNativeYouth have trended in Native circles on social media as news reports, commission findings and initiatives, like one launched by the White House in December, placed renewed and needed focus on Native American youth. A day after the historic, first-ever White House Tribal Youth Conference, this youth-focused panel discussion will bring together officials, youth and policy experts to discuss how journalists can better engage with Native youth, follow developments at the federal level that concern their well-being, and accurately present their narrative in a meaningful way.

Speakers: The Honorable Secretary of the Interior Sally Jewell, Director of the Bureau of Indian Education Dr. Charles “Monty” Russell, Rory Taylor, Mark Trabant

Room: Regency Ballroom AB

**11:15 a.m. – 12:00 p.m.**

**Exhibitor Exclusive**

Room: Exhibit Hall – Independence Center

**12:00 p.m. – 1:30 p.m.**

**Luncheon: Celebrating Students of the Native American Journalism Fellowship**

Meet the outstanding student journalists selected to participate in 2015-2016 NAJ Fellowship. They include an announcement of 2015-2016 academic year scholarship winners. Dr. Charles “Monty” Roessel, a former managing editor of the Navajo Times and now the director of Indian Education delivers featured remarks. Purchase tickets in advance at naja.com/conference/registration.

Speaker: Dr. Charles “Monty” Roessel

Moderator: Darren Brown

Room: Regency Ballroom AB

**2:00 p.m. – 3:15 p.m.**

**Native Stories, National Audience: Pitching, Shooting & Producing for NBC Nightly News**

Add value to your website and social media streams, or gain ideas on how to advance your video strategy.

In this session, learn about what it takes to shoot and produce on a deadline, and get a handle or brush up on the five-shot method while finding ways to shoot creatively. Also, learn how to gather reliable video via social media, and the benefits of promoting video on social media to tease bigger projects and stories.

Speaker: Chiera Sottile

Room: Potomac 1

**2:00 p.m. – 3:15 p.m.**

**Elections 2016 and Tracking Spending in Your State, Part 1**

Tribal governments are no strangers to political contributions. In fact, since 1996, tribes have contributed more than $326 million to candidates and ballot measures in almost all 50 states. Get hands-on training in how to use www.followthemoney.org and other digital resources to track political dollars, download data, and create great visuals and graphics.

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Speakers: Eve Byron, Pete Quist

Room: Potomac 4

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**Friday, July 10**

**8:00 a.m. – 4:00 p.m.**

**Conference Registration**

Room: Independence Foyer

**8:30 a.m. – 9:30 a.m.**

**NAJA Board Candidates Forum**

Speaker: Jolene Schonchin

Room: Potomac 4

**8:30 a.m. – 9:30 a.m.**

**Important Opportunities with the Office of Native Affairs and Policy at the FCC**

The Office of Native Affairs and Policy (ONAP) was established on August 12, 2010. ONAP was created to promote the deployment and adoption of communications services and technology throughout Tribal Lands and Native Communities as well as to ensure robust government-to-government consultation with Federally-recognized Tribal Governments and increased coordination with Native Organizations. The creation of ONAP was one of the recommendations of the National Broadband Plan.

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Speakers: Eve Byron, Pete Quist

Room: Potomac 4
2015 Conference Agenda

2:00 p.m. - 3:15 p.m.  Behind the Scenes at Bloomberg BNA
Explore the international news organization just blocks from the Hyatt Regency-Crystal City. Bloomberg BNA, a sponsor of the Native American Journalists Association, welcomes attendees to discover our open, collaborative office environment, where everyone shares their ideas to elevate our business. Sign up in advance by adding this session to your schedule, and RSVP’s at dheulett@bna.com. Please plan to meet at the Bloomberg BNA booth (#36) in the exhibitor’s hall at 2 p.m.
Room: Bloomberg BNA, 1801 S. Bell Street, Arlington, VA 22202

2:15 p.m. – 3:30 p.m.  Indigenous U.S.
The growing migration of indigenous peoples from Latin America has changed the demographics in the U.S. and presents a vast new coverage area for journalists. Join a discussion about how a rapidly growing indigenous population fits into the U.S. landscape and how a group of people counted as Latinos in reality carry identities as complex as many Native Americans with tribal affiliations in the U.S. Get insight on whether immigrants with indigenous roots in Latin America share an affinity with Native Americans; whether they have been accepted by Native Americans as part of their community; whether there are examples of groups currently working together on cultural preservation and other fronts that might facilitate journalists’ reporting; and what impact the UN Declaration of the Rights of the Indigenous has in this area.
Speakers: Jonathan Fox, Mark Hugo Lopez, Jacqueline Pata, Ray Suarez
Moderator: Suzanne Gamboa
Room: Regency Ballroom AB

3:30 p.m. – 4:45 p.m.  Energy in Indian Country
Conservation and energy debates have placed a growing number of Native American communities and reservations in the spotlight, with major proposed projects, like the Keystone XL Pipeline expansion earlier this year, running through tribal lands or near them. Meanwhile, fracking in Oklahoma, North Dakota and other states in the heart of Indian Country also are generating a number of contentious issues that journalists from these regions are racing to understand and cover. This session will seek to identify current hotspots where environmentalism, culture and commerce are colliding, as well as to guide journalists in the session on how to identify and stay ahead of current stories on this front. It will also give reporters an idea of hard and data information they should seek to include in reports for informative stories, and hone their news judgment in covering ongoing energy debates.
Speakers: Brian Howard, Dean Scott
Moderator: Tara Gatewood
Room: Potomac 3

3:30 p.m. – 4:45 p.m.  Getting It Right: Ethics, Social Media and 24/7 News
Learn from real-world examples how a solid code of ethics can assist reporters in avoiding pitfalls that come with covering potentially heated and sensitive situations. This session look at ways to use the Society of Professional Journalists’ newly revised Code of Ethics and similar guides from other organizations amid rapidly unfolding developments during a major story, like Charlie Hebdo attack in Paris, protests in Ferguson, Mo., and others. Speaker: Steve Geimann, past president of SPI and editor at Bloomberg News
Room: Potomac 1

3:30 p.m. – 4:45 p.m.  Advance Your Career With a Journalism Fellowship
Presenters from the three mid-career journalism fellowship programs at Michigan, Stanford and Harvard talk about their programs and answer audience questions—about the program, about applying and about how fellowships at these universities can be a game-changer for your journalism. This session is about making sure more journalists are aware of what the programs offer, starting with the free studies at a top university; all expenses paid, plus a generous stipend; possibilities for families. We also like to recruit more diverse fellowship classes and would like to include NAJA members in the coming years.
Speakers: Tom Arviso, Jr., Joshua Benton, Birgit Rock
Room: Potomac 2

3:45 p.m. – 5:00 p.m.  Data to Make a Difference: How to Use the KIDS COUNT Data Center
The KIDS COUNT Data Center contains hundreds of indicators to measure the educational, social, economic and physical well-being of children in the United States. Gain insight into how Native American children are faring and how you can access data on the Data Center to inform coverage of children’s issues in your community. This session is interactive. Attendees with laptops should plan to bring them.
KIDS COUNT Data Center: http://datacenter.kidscount.org/
Speakers: Sue Lin Chong and Florencia Gutierrez (Annie E. Casey Foundation)
Room: Regency Ballroom AB

5:30 p.m. – 7:00 p.m.  NPR Reception and Building Tour
NPR is thrilled to welcome NAJA members to Washington. We invite you to join us for drinks, light refreshments, and conversation at NPR in its new headquarters. Come get to know NPR better, mix with colleagues, and take a tour of the NPR newsroom. We will offer tours at 5:45 p.m., 6 p.m. and 6:15 p.m. Please click one of the time slot links to fill out a registration form in advance. A photo ID is required.
NPR is easily accessible via metro. Please RSVP to Erin McIntyre at emcintyre@npr.org if you are planning to attend the reception.
Room: NPR, 111 North Capitol Street, NE, Washington, DC 20002

Saturday, July 11

7:30 a.m. – 8:30 a.m.  National Native Media Conference Annual Run/Walk
Join us for an early morning 5K run/walk along the Potomac River on the scenic Mt. Vernon Trail. Organizers will be in the hotel lobby starting at 7 a.m. Participants get a souvenir NAJA T-shirt. Cost: $15.
Room: Hyatt Regency Crystal City

8:00 a.m. – 12:00 p.m.  Conference Registration
Room: Independence Foyer

9:00 a.m. – 10:00 a.m.  Learn Code Basics
Get a basic introduction to code to boost your handle on the building blocks of the Internet and ultimately work toward helping to be a better news site manager, staff leader or problem solver on digital projects. This beginners session is great for journalists of all mediums.
Speaker: Paul Beccio
Room: Potomac 2

9:00 a.m. – 5:00 p.m.  NAJA Board Election
Current NAJA members will elect the next board of directors. Facilitated by NAJA elections chair Jolene Scharch
Room: Exhibit Hall – Independence Center

9:00 a.m. – 11:30 a.m.  Journalism, Sports and Speech: The Dilemma of the Washington NFL Team Name
News organizations across the country have wrestled with the question of how to handle the name of Washington D.C.’s professional football team. Dozens of outlets and several prominent broadcasters have taken a public stance against the name, widely regarded as...
a slur but embraced by the team’s fans and football fans nationwide. Join sportswriters, NAJA leaders and editors for a discussion on race, mascots and language. This session also will address the recent free speech discussion surrounding the trademark dispute over the Washington NFL team name.

Moderator: Keith Woods
Speakers: Mark Mammot; Tristan Ahtone; Suzan Shown Harjo; Christine Haight Farley; Stephen Baird
Room: Regency Ballroom AB

3:15 p.m. – 4:30 p.m. Going on Air With FNX | First Nations Experience

FNX | First Nations Experience wants to help media professionals get their content on air. During this workshop, FNX will host a session for reporters, producers and filmmakers to share completed projects they are looking to air. Network staff will be available to answer questions about the submission and programming acquisition process. Submission guidelines can be found at http://fnx.org/video-submissions-guidelines. FNX | First Nations Experience is a TV network featuring Native American and Indigenous programming - created by the San Manuel Band of Mission Indians and KVCR. FNX launched on Sept. 25, 2011 in Southern California - the second largest market in the U.S. - with an audience of 18 million viewers. FNX broadcasts from the KVCR studios in Southern California’s Inland Empire.

Speakers: Frank Blanquet, Terra Smith
Room: Potomac 4

12:00 p.m. – 1:00 p.m. Justice in Indian Country In-Depth

A series of stories from The Washington Post this past year shed light on gaps in federal laws that left tribal citizens, especially women and children, vulnerable to violent crime. Persistent reporting and compelling writing both played a part in giving important issues the attention they deserved, and won the series the American Society of News Editors Award for Distinguished Writing on Diversity.

Sari Horwitz, who reported the series from Arizona, South Dakota, Alaska and elsewhere joins NAJA to discuss the series in a conversation that looks at the issues presented in the series and outcomes from the series.

Speaker: Sari Horwitz
Room: Regency Ballroom AB

1:15 p.m. – 2:30 p.m. Making Sense of Government: Find Meaningful Stories That Impact Native Lives

The federal government has always had an oversized role in its relationship with tribal governments. That’s why the Native media needs a good strategy to figure out what’s important and how to boil down complex stories so they make sense for readers. Mark Trahant has been writing about federal-Indian relations for more than three decades.

Speaker: Mark Trahant
Room: Potomac 4

1:15 p.m. – 2:30 p.m. Broadcast from Anywhere!

Learn about new technology for remote broadcasts so you can deliver your reports and interviews from anywhere.

This session presented by Koahnic Broadcasting will cover recording in the field, hosting an out-of-studio guest, and preparing your audio for national distribution. Discover the latest recording options, from budget friendly smartphone apps to professional recording gear. Hone your skills in gathering clean, usable audio such as monitoring levels and mic placement. Pick up useful tips for editing and ways to structure your program. We will take you through the steps for preparing your show for distribution including audio conversions, upload sites and the practices used for marketing your program.

Speakers: Shyanne Beatty, Nola Daves Moses, Charles Sather
Room: Potomac 2

1:15 p.m. – 2:30 p.m. Culture Matters: Best Practices for Science and Health Reporting in Indian Country

Writers and researchers discuss a culturally responsible approach to science and health reporting in Indian Country. News coverage of issues about science, health, risk and the environment are often framed with facts and statistics, but too frequently lack important cultural context.

Attendees will receive professional development advice on best practices for interacting with scientists and physicians. You’ll also get a rundown of resources for career advancement for continued reporting on a subject area where science and indigenous rights can collide – as seen in the ongoing coverage of Keminwicwalaan.

Speakers: Christie Aschwanden, Cynthia-Lou Coleman, PhD, Terri Hansen
Room: Potomac 3

2:30 p.m. – 3:15 p.m. Exhibitor Exclusive

Room: Exhibit Hall - Independence Center

7:00 p.m. – 9:00 p.m. 2015 National Native Media Awards Banquet

Celebrate the outstanding work of the journalists of Indian Country as NAJA honors writers, TV and radio journalists, and change makers for The Washington Post, Esquire Magazine, Indian Country Today Media Network, NPR, Navajo Times, Cherokee Phoenix, Al Jazeera and many, many other outlets and publications. Native Public Media also honors outstanding contributions and work in Native media on this special night.

Speaker: Amanda Blackhorse
Co-Emcees: Jennifer Loren and Darren Brown
Room: Regency Ballroom AB

Sunday, July 12
9:30 a.m. – 10:30 a.m.

NAJA Member Breakfast and Annual Meeting
Room: Regency Ballroom AB

6:00 p.m. – 7:00 p.m.

2015 Silent Auction—Benefit for the NAJA Scholarship Fund
Room: Regency Ballroom AB

3:15 p.m. – 4:30 p.m. Indigenous Language Broadcasting

The results of recent research into indigenous language broadcasting in northern Canada has lessons for staff at tribal radio stations in the U.S. Listen to the voices of indigenous storytellers on air as they share stories about the challenge of broadcasting in their respective languages, as well as the opportunity it provides to share culture and cultural teachings through language. Shannon Avison of First Nations University in Regina, Saskatchewan, leads the discussion.

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Our Native communities are overdue for better, broader coverage of Native health issues, starting with cancer. The rate of cancer among Native Americans has accelerated at a considerably rapid pace in the past 20 years, yet there’s a shortage of consistent public-service reporting on the topic, and published stories often follow a narrow focus that could be expanded to reach and inform more people. This session will center on ways to improve how we report on cancer and health overall in Indian Country—with a look at gathering and presenting data, identifying national developments with local impact, and pursuing reporting threads that can broaden a story. We will also present Web tools and databases journalists can use to cover cancer and public health topics in the next year.

Plus, there will be a chance to engage with other journalists in a hands-on exercise and discussion that promises to bring group perspective on how we can all do a better job of better reaching communities with our stories.

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The Native American Journalists Association thanks our sponsors for their generous support of the 2015 National Native Media Conference.

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