

# SO YOU NEED AN INDIGENOUS EXPERT **START HERE!**

## IS YOUR EXPERT A TRIBAL CITIZEN?

Yup!  
Card-carrying Indian.

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

Does your expert have relevant  
professional experience, a degree and/  
or peer-reviewed research specifically  
in the area you need an expert?

Well... Not exactly.

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

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

OKAY... Then is your potential expert  
a traditional knowledge holder?  
A tribal historian? An elder?

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

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

### **HECK YEAH!**

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

### **STOP**

### **FIND ANOTHER EXPERT!**

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

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/](http://www.naja.com/resources/).