



**NATIVE NEWS ONLINE**

# 2022 Impact Report

## **Native News Online delivers essential daily news that affects the lives of Native Americans nationwide.**

Founded in 2011, Native News Online reaches millions of readers, including American Indians, Alaska Natives, Native Hawaiians, First Nations people, and others interested in Indigenous concerns.

In 2022, Native News Online reached more than 5 million readers via our web, social media, live streaming, and syndication partnerships. We also delivered 7.2 million copies of our daily newsletter to our growing subscriber base and launched several key journalism initiatives to amplify important Native issues such as American Indian/Alaska Native health, tribal sovereignty, the environment, and ongoing coverage of Indian Boarding Schools.

We don't just cover Native News. We also bring a Native perspective and elevate Native voices with our journalism.

***"A Native American publication is actually able to get in and tell the realities of what it is to be Native."***

**— Levi Rickert, editor/founder of Native News Online**

# Making an impact in Indian Country

---

## Advancing the standards for journalism in Indian Country

Our reporters elevate the bar for quality Native journalism. In 2022, our newsroom produced in-depth reporting features and podcasts in collaboration with The Pulitzer Center, the USC Annenberg Center for Health Journalism, the National Indian Health Board, the National Institute for Health Care Management, the Google News Initiative, and a variety of other collaborators. Our readers care about our journalism:

In a recent audience survey, when asked how readers would respond if Native News Online ceased to exist, **more than 73%** of readers feel that a source of news they are interested in but are not finding elsewhere would be lost.

## Informing tribal leaders and policymakers

Our work highlights the **people making news and leading change in Indian Country**, including tribal leaders, advocacy organizations, and federal policymakers. In 2022, we welcomed many of these individuals on our weekly live stream show, Native Bidaske, including Presidents Jonathan Nez (Navajo) and Chuck Hoskins (Cherokee), Secretary of the Interior Deb Haaland, Secretary of Agriculture Tom Vilsack, Assistant Secretary-Indian Affairs Bryan Newland, senior Native officials from the departments of Energy, Transportation and Commerce/SBA and others.

## Building Trust in Indian Country

Over the past decade-plus, Native News Online has worked hard to build trust in Indian Country. According to a recent reader survey, over **90% of our audience** trusts Native News Online's reporting more than mainstream news outlets. According to the same survey, **over 47%** read Native News online per day.

## Expanding Readership beyond Indian Country

To meet our mission of making life better for Native Americans, we can't just "preach to the choir" about Native news and issues. To that end, we've worked to ensure that our journalism **reaches, informs, and educates non-Natives** whose work affects life in Indian Country. In 2022, we worked to reach our non-Native audience through partnerships with Yahoo News, URL Media, and other media outlets we've connected with via the Facebook Accelerator Program and the Google News Initiative.

## From Our Readers:

**"A consistent way to get news about Native life, politics and struggles."**

**"The Indigenous content and perspectives. It also helps me feel more connected to like-minded individuals."**

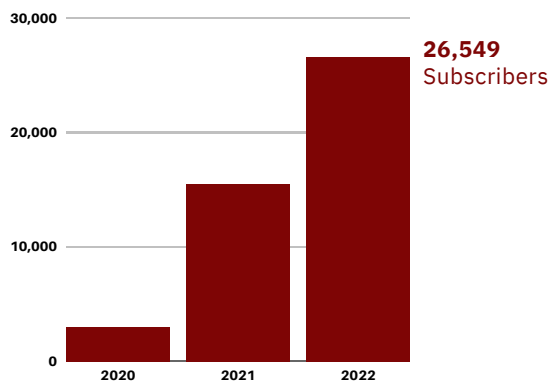
**"It would be difficult to have any news about Indigenous issues without *Native News*. It is important to know what's going on across the continent."**

An award-winning newsroom

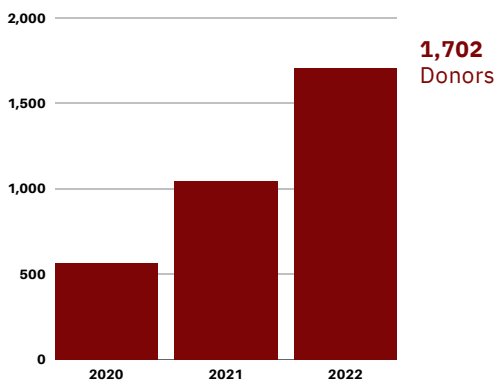


## Native News Online by the numbers

Newsletter subscribers

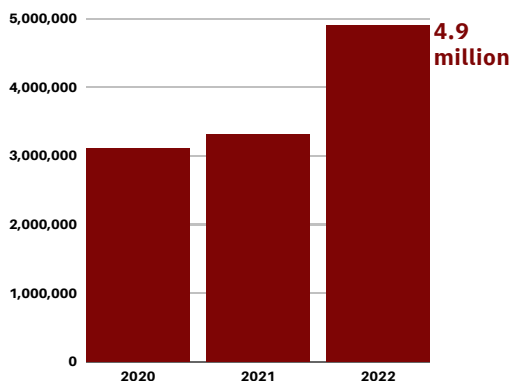


Readers who donated



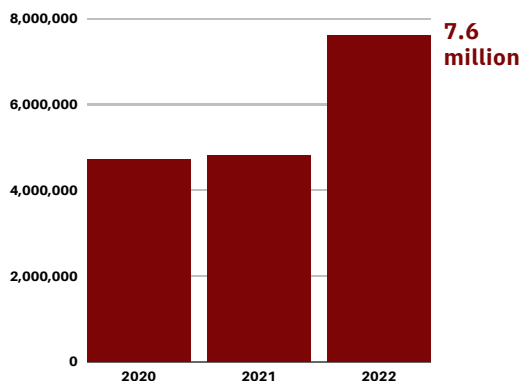
Online Readers

58% Growth



Online Pageviews

62% Growth



**26,500+**

email  
newsletter  
subscribers

**165+**

stories about  
Indian Boarding  
Schools since  
May 2021

**125+**

stories about American  
Indian/Alaska Native  
Health in 2022

**6**

episodes of Hope &  
Healing Podcast,  
produced in  
collaboration with the  
National Indian Health  
Board



# Wins for Indian Country

covered by Native News Online

Our small but scrappy newsroom was extraordinarily busy in 2022 with a mix of daily news reporting, in-depth features, and special projects related to Native health, Indian boarding schools, tribal sovereignty, the Indian Child Welfare Act (ICWA), Native community development financial institutions, and the tribal economy.

To report these stories, we traveled to reservations and the White House, as well as local Alaska Native villages and American Indian communities that hosted the “Road to Healing” tour for survivors and descendants of Indian boarding schools. Here are a few of the stories we covered in 2022.



## Bringing Anastasia Home

Produced in partnership with the **Pulitzer Center on Crisis Reporting** and co-published by *Native News Online* and *ELLE*, this story followed the family of Anastasia Ashouwak on their journey to collect her remains and return them home to Kodiak, Alaska. Anastasia died at an Indian boarding school in Pennsylvania 121 years ago. She was one of more than 100,000 Indigenous youth removed from their families and communities and sent to Indian boarding schools as part of the U.S. government’s 150-year policy to assimilate Native youth. This story is about what was taken during the boarding school era—including Anastasia’s life— but ultimately about what remains: the strong Alutiiq culture that Anastasia’s ancestors rely on for strength and healing, despite the government’s best efforts to erase and destroy it.

## How Indian Boarding Schools have Impacted Generations: A special three-part series



This special three-part series followed the intergenerational health effects that the United States government’s century-and-a-half practice of placing Indian children in boarding schools has had on three families living on Rosebud Indian Reservation in South Dakota. This story was produced as a project for the **USC Annenberg Center for Health Journalism** 2021 Data Fellowship and published on *Native News Online*.



## An Interview that was Out of This World

On October 19th, 2022, Nicole Aunapu Mann (Wailacki of the Round Valley Indian Tribes), the first Indigenous woman to be launched into space, answered questions from Native American media outlets and Indigenous school children in a live-streamed in-flight interview from the International Space Station. The interview concluded with Mann answering a question from **Native News Online** about her message to students at Rounds Valley Indian Tribes Head Start — located on Mann's reservation — who watched the Oct. 5 launch on a big screen in their classroom. "I would like to tell them that I appreciate all of the good messages they are sending me," Mann said. "I appreciate all of their good energy. Please know that I carry all of your hopes and your dreams with me to the International Space Station and I hope for you that you will be able to achieve your dreams, and I pass along the energy for you to be able to persevere in your childhood to do everything you aspire to do in life."

## Advanced Appropriations for Native Health Care

While reporting about government policy can sometimes be as dry as toast, there's no questioning the importance of such reporting. *Native News Online's* work — including news reporting, a live stream show, and an opinion piece that was widely distributed — helped sound the call for advanced appropriations for the Indian Health Service to ensure that there was predictable funding for the IHS. The opinion piece had a plainly stated headline — "It's Time for Congress to Approve Permanent Healthcare for Indian Country" — that was a call to action for federal legislators and tribal leaders.

## 2022 Midterm Elections Coverage

Throughout the fall, Native News Online was busy covering the candidates and what was at stake for Indian Country in the 2022 mid-term elections. Through stories on our web and newsletter platforms and a series of weekly livestream events, we engaged with candidates and Native vote advocates. Our goal was to help our readers understand the issues from a Native perspective and provide them with resources to help them register to vote. And in the month leading up to election day, we conducted and released a survey of Native voters that highlighted their top issues and concerns.

## Sovereignty in the Balance: Lack of Native voices, little familiarity with ICWA law on display in Brackeen case

This article in our *Tribal Business News* division examined the absence of Native voices during November's historic ICWA arguments and the lack of Native attorneys that have argued in front of the Supreme Court in the past 20 years. During the ICWA hearings, there appeared to be a glaringly limited understanding of how states apply ICWA and the obligation the U.S. government has to support tribal self-governance and economic prosperity. This was a story about the stifling of Indigenous voices on the national stage and the constant de-centering of Native Americans, even in uniquely Native issues.

# Publishing Partnerships, Collaborations, Affiliations



## Straight from the source

"You get the message out to the folks in Indian Country and all over the nation, no matter the nationality. We want our constituents to know what's happening in our governments throughout the country, and transparency is very important. That's how we led here on the Navajo Nation."

— Jonathan Nez, Former President of Navajo Nation

"Thank you again, Levi, for your leadership and for providing us with this opportunity."

— Fawn Sharp, President, National Congress of American Indians

### 12 years of Native News

In February 2023, we celebrate our 12th year of delivering *Native News* to readers throughout Indian Country and beyond. For the past dozen years, we've covered the most important news stories that are usually overlooked by other media. From the protests at Standing Rock and the activities of the American Indian Movement (AIM), to the ongoing epidemic of Missing and Murdered Indigenous People (MMIP) and the long past-due reckoning related to assimilation, cultural genocide and Indian Boarding Schools, we have been there with news coverage.

Our news is free for everyone to read, but it is not free to produce. That's why we are grateful for our readers who provide financial support to help us tell the stories that are so often ignored, erased or overlooked. In 2023, we're hoping to find 500 new donors who will help us remain a force for change in Indian Country. Donations can be made at [nativenewsonline.net/donate](https://nativenewsonline.net/donate)