

# Run4Salmon Media Guidelines

**1. Honor requests to put down cameras, notebooks and recorders.**

While the Winnemem Wintu have invited media coverage of the Run4Salmon, including the opening and closing ceremonies, not all of the Winnemem's dances and songs are allowed to be recorded. Media will be notified when they must shut off their cameras and recorders, and this direction must be honored.

**2. Ask for consent.**

While reporters have authorization to document some of the Winnemem's ceremonies, this does not mean reporters have permission to photograph, video or record the prayers, songs and spiritual practices of other Indigenous people who are participating in the Run4Salmon journey. You must explicitly ask for consent from other Indigenous people prior to recording, and all participants expect that media will respect privacy with regard to prayers and ask permission prior to such recording.

**3. If someone asks you not to film them or denies a request, do not ask them again or pressure them.**

**4. Please wear press passes or something appropriate to identify yourself as a media member at all times.**

**5. This is a sacred space. Do not encroach upon other people's personal space without permission.**

**6. Honor the Indigenous value of reciprocity.**

Journalists should contribute to the kitchen's food supply as well as spend some time helping prepare meals or cleaning dishes. When someone asks for assistance, please provide assistance. This is not a violation of objectivity. This is cultural competency.

The tribe also requests journalists share final drafts of photos, videos, web stories and audio stories. If your work has been published, e-mail the link to [winnememwintutribe@gmail.com](mailto:winnememwintutribe@gmail.com).

**7. Remember the Run4Salmon is an arduous and tiring journey.**

Many of the participants may be tired or exhausted at various times throughout the Run4Salmon. Be considerate when asking for interviews or taking videos/photos when people may need to rest.

## **8. When taking video or photos.**

- Never obstruct the dancers' or singers' view of the fire or of each other.
- Don't step on the dance grounds while ceremony participants are dancing or singing.
- Respect everyone's space and keep a reasonable distance when taking photos during ceremonies, prayers or other intimate times. Don't become a distraction to the Run4Salmon participants' prayers and focus. If you sense someone is distracted by your presence, despite your best efforts, take a step back.
- Exercise Restraint: Please be sensitive that many participants find the presence of journalists distracting. Pick your spots to record or photograph; be as unobtrusive as possible; spend a significant time listening and observing without your camera or recorder. Covering the Run4Salmon is a rare privilege. Don't take advantage of it.
- If any Run4Salmon organizer asks you to change your behavior, please do so.

## **9. Exercise restraint when asking for information about culture.**

- Different tribes have different protocols about who can share cultural information. Some people may not be allowed or may not be able to answer questions.
- Appropriation and the exploitation of Indigenous culture and religion is rampant. Native people have legitimate concerns about sharing cultural information.
- Focus on cultural questions that relate to the Run4Salmon and its mission and are germane to your storytelling.
- If you are told something can't or shouldn't be shared, accept and honor that answer.

## **10. Focus on reporting "In A Good Way."**

- Follow these protocols, prioritize developing reciprocal, respectful relationships with the Run4Salmon organizers and participants, and let go of the thought that you "need to get" certain things for your story. Then you will have a good story to share and you will be contributing to the spirit of the Run4Salmon.

### **Links:**

<https://ijnet.org/en/story/guide-provides-practical-advice-journalists-covering-indigenous-communities>

### **Five Fast Tips For Reporting From First Nations Communities:**

<https://vimeo.com/155593938>

<https://forwardtogether.org/tools/how-to-reimagine-the-world/>

<https://karuktribeclimatechangeprojects.wordpress.com/retaining-knowledge-sovereignty/>

<https://ljr.ca/2019/05/03/decolonizing-journalism-the-next-steps/>

### **Native American Journalists Association's Style Guide:**

<https://najanewsroom.com/ap-style-insert/>

### **NAJA's Native American Tropes Bingo Card:**

<https://najanewsroom.com/bingo-card/>

# **Winnemem Wintu Guidelines for Opening Ceremony and Closing Ceremony**

- Absolutely no alcohol or drugs or firearms will be allowed!
- Once you have set up camp do not leave the ceremony.
- Keep trash picked up – police the area, don't expect someone else to pick up after you – the Earth is the Mother to us all.
- Do not bring iPods, radios, games or loud music to ceremony – wisdom comes in silence.
- No loud noises at night – the spirits move at night; both good and bad.
- No whistling after sunset.
- Practice good sportsmanship in all activities.
- Respect and care for the Elders – be helpful.
- Use language carefully – all things travel the circle of life.
- Moon Girls – stay back, respect your body and others. Someone needs to serve you food.
- Keep clothes on. Bare chests, revealing tops & low hanging pants are not allowed at ceremony.
- Respect yourself and your bodies. Abstain from sexual behavior while on ceremonial grounds.

## **FIRE**

- Respect the Sacred Fire and grounds – prayer is powerful.
- Throw nothing in the fires – we depend on many things...even the ashes.

## **JOBS TO BE DONE OR LEARN TO DO**

- ASSIST IN GATHERING AND CUTTING DESIGNATED FIRE WOOD
- HELP SET UP CAMPSITES FOR VISITORS (TENTS, AIR MATTRESSES, ETC.)
- ASSIST IN THE COOK TENT (SIGN UP FOR FOOD PREP OR DISH WASHING)
- HELP PREPARE THE MEALS (BAD ATTITUDES AND DIRTY HANDS ARE NOT ALLOWED)