



WHAT'S IN AND WHAT'S OUT

IN NATIVE REPRESENTATION

In the last few years, Native and Indigenous representation has shifted and changed in a positive way. Check out what's in and what's out in Native representation.

WHAT'S IN

- Contemporary representation that shows who Native people are today.
- Depicting specific tribes and cultures rather than “Pan-Indianism” (*where content takes many cultural elements from unrelated tribes to create a representation that is not accurate*).
- Showing the diversity of Native communities, including mixed Native identities.
- Showing Indigenous joy, our humor, and our humanity rather than only showing our pain and trauma.
- Having multi-dimensional characters who are driven by Indigenous values, such as: Respect for family, community, land, and care for future generations.
- Native peoples being an integral part of the storyline process from beginning to end as writers, directors, talent, consultants, etc.
- Working with Native creatives to pitch original content and storylines.

WHAT'S OUT

- The use of non-specific and ambiguous tribal identities as an attempt to ignore the expressed concerns of specific depictions of a tribe or to avoid working with Native experts and consultants.
- Use of made-up or unrelated languages to depict specific tribal languages.
- Relying on the magical, mystical Indian stereotypes that misrepresent Indigenous people.
- One dimensional characters that rely on stereotypical representation, like the use of casinos to represent Native wealth or corruption, and storylines and content that only depict Native people as destitute.
- Over-sexualized representation of Native women.
- Unnecessary and graphic depictions of violence against Native women, girls, or persons.
- Having non-Native actors depict a Native character.
- Bringing in Native consultants or talent to rubber stamp or fix an issue at the end of the creative process.
- Excluding Native creatives in all parts of the process, from writing, directing, acting, and production.