

IMPACT

REPORT

2024

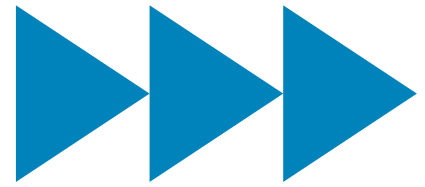


Transforming the Future of Nonprofit
Newsrooms by Empowering
Indigenous-led Journalism

IndiJ
Public
Media



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Our supporters

ICT is owned by IndiJ Public Media, a 501(c)(3) public charity under federal law that sustains itself with funding from donors, foundations, and other partners. We reach audiences through our multimedia platforms - daily digital news via ictnews.org, and the ICT Newscast, our regular broadcast carried via public television stations.



**IndiJ
Public
Media**



LETTER FROM THE CEO



**KAREN MICHEL,
HO-CHUNK**

For five decades, ICT's journalism has served Native American communities with in-depth news on Indigenous issues not found anywhere else. The urgency with which our news team covers stories has been constant since the first issue came out in 1981 as The Lakota Times, a for-profit weekly newspaper. It held true during the paper's transition in 1992 to Indian Country Today. And that legacy continues today as ICT, a nonprofit news organization since 2018.

ICT's journalism matters. The 2024 Impact Report tells you why.

In this report, you will see references to important stories on topics vital to Indigenous peoples and issues, written and produced by Indigenous journalists. We tell these stories as only we can because we know our communities, their histories, and their complex issues.

You will also gain an understanding of our audience reach across our platforms, showing the demand for our storytelling.

We are experiencing a period of growth and evolution as we continue broadening our multi-media news footprint to share quality, trustworthy and informed journalism across the Indigenous world. On behalf of our organization, I want to express my profound gratitude to our readers and partners whose support and contributions make a significant impact.

Thank you very much for your partnership that enriches and amplifies our journalism.

Karen Michel
President/Chief Executive Officer/
Chief Editorial Officer

THE FUTURE OF MEDIA IS INDIGENOUS

62%

of our employees are Indigenous

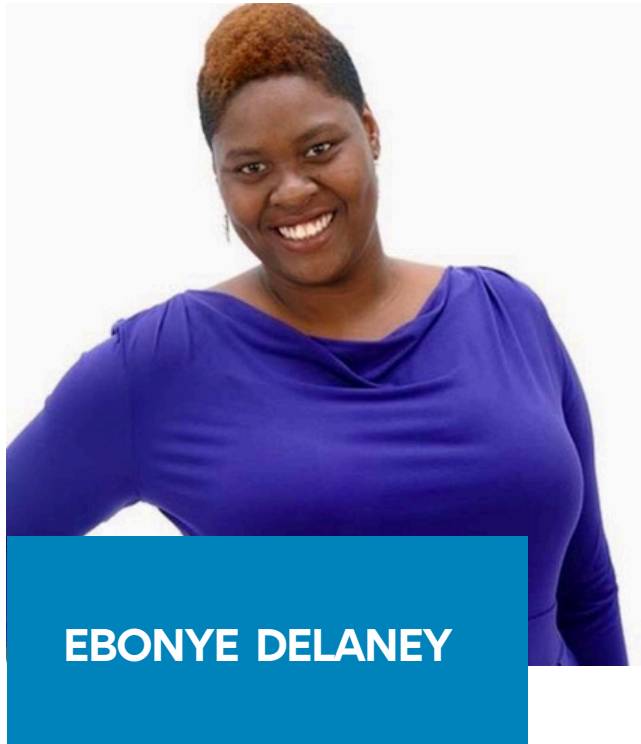
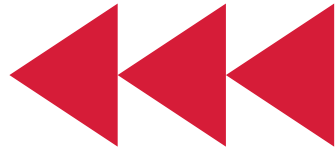
78%

of our employees are minorities

100%

of our board is Indigenous

LETTER FROM THE GENERAL MANAGER



EBONYE DELANEY

At ICT and IndiJ Public Media, we believe that storytelling is a powerful force for change. As we reflect on the past year and look toward the future, one thing remains clear — our commitment to expanding and strengthening Indigenous journalism is stronger than ever.

In 2024, we took a bold step toward transforming ICT news into a truly integrated, multimedia-driven newsroom. Our shift to a **One Newsroom** structure has united our digital and broadcast teams, creating a seamless workflow that allows us to tell stories across multiple platforms with greater depth, speed, and impact. By combining the strengths of our digital and broadcast divisions, we are ensuring that ICT remains at the forefront of Indigenous news coverage — reaching audiences where they are and delivering content in the formats they prefer.

A key pillar of this transformation has been the expansion of our **multimedia approach**. Journalism today demands adaptability, and our team has risen to the challenge. Our reporters are creating content that transcends a single medium — writing in-depth digital stories, producing engaging video packages for broadcast, and developing social content that drives conversation. This cross-platform storytelling is not just a strategy; it is the future of media.

Our **regional bureaus** continue to play an essential role in our evolving content strategy. By embedding journalists in Indigenous communities, we are able to provide hyper-local reporting that feeds into the national dialogue. Whether covering policy changes, cultural events, or the stories of resilience within Native communities, our regional teams ensure that Indigenous voices remain at the center of the conversation. As we look ahead, we plan to deepen our investment in regional reporting, leveraging our bureaus to bring even more community-driven journalism to our platforms.

The work we do at ICT and IndiJ Public Media is about more than news — it's about representation, visibility, and **the power of Indigenous storytelling**. We are building a newsroom that not only informs but also uplifts and empowers. Our commitment to solutions-based journalism, investigative reporting, and in-depth storytelling will continue to guide our efforts as we navigate the future of media together.

Ebonye Delaney
General Manager, ICT

Yá'át'ééh, relatives!

Every year in the newsroom, ICT's editors get together to discuss the top stories that had a national or local impact — even global. The goal for our newsroom is always impact, challenging or changing the narrative, and telling stories with nuance that can't be told anywhere else. Additionally, we aim to share these narratives across our digital, television and social platforms effectively.

2024 was a special year. We narrowed down our top stories to 16 broad narratives that shook the conversations happening both on the ground and at an institutional level, influenced policy work, explored the progression of Indigenous societies and cultures, and paved the way for more stories to be told.



In no specific order, the big 2024 stories included: [former President Joe Biden's boarding school apology, boarding schools and repatriation](#), the deaths of [Nex Benedict](#) and [Cole Brings Plenty](#), [a powwow shooting on Pine Ridge](#), the rise of Indigenous entertainment in Hollywood with [Lily Gladstone's Oscar nomination](#), [Indigenous athletes participating in the 2024 Summer Olympics in Paris](#), [removal of the Klamath Dams](#), the ongoing effects of [artificial intelligence](#) and [racist comments in schools](#), [ICT's investigation of the opioid crisis in Canada](#) for Indigenous communities, [the Indigenous Māori facing off with the British Crown to reinterpret a treaty](#), [the second centennial anniversary of the Bureau of Indian Affairs](#), [the 2024 presidential election](#) and [Indigenous candidates running for office](#), and [the 100th anniversary of the Indian Citizenship Act](#).

OUR REACH

1.4M

readers and viewers in
2024

1.9M

engaged minutes in
2024

800K+

social media followers

Each of these stories affects every Native person at a soul level, shaping how they perceive our evolving world and how they will navigate their path forward.

There are audiences who view these stories through a lens of death and despair, but Indigenous peoples see hope and a larger change that is about to happen.

While many newsrooms covered these headlines as part of the 24-hour news cycle, ICT told these stories with future generations in mind. That's what set our 2024 coverage apart, and it's how we will continue to stand out and make a lasting impact.

Ahéhee' always for your support,
Jourdan Bennett-Begaye
Managing Editor, ICT



LETTER FROM THE EDITOR



A LEGACY OF INDIGENOUS STORYTELLING

From its beginnings as a local newspaper in 1981, ICT has evolved into a thriving multimedia publication, covering issues impacting the Indigenous world. Today, ICT operates under the proud ownership of IndiJ Public Media, a 501(c)(3) national nonprofit, and the premier source of news for Indigenous peoples throughout the United States. **IndiJ Public Media empowers ICT to fulfill our mission: To share more stories from Indigenous communities, told by Indigenous voices.**

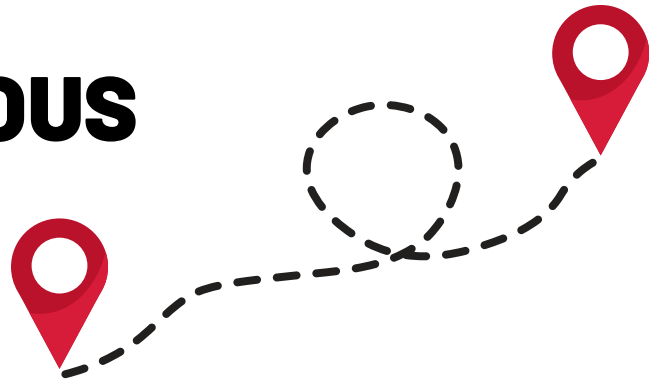
As we celebrate more than 40 years of delivering trustworthy, informed, and compelling Indigenous journalism, we remain committed to providing newsworthy stories and information that impacts Indigenous communities. We don't charge for subscriptions, and we allow other media sources to republish our content for free so that the vital information we're sharing is accessible far and wide.

Our goal at IndiJ Public Media is to amplify Indigenous voices, reshape Indigenous representation in the media, and mentor the next generation of Native journalists who will lead the future of Indigenous and mainstream news ecosystems.

Sharing impactful stories from Indigenous nations is only possible through the generosity of our supporters. We thank you for your support and we're grateful to have you as part of our community!



LOCAL INDIGENOUS JOURNALISM INITIATIVE



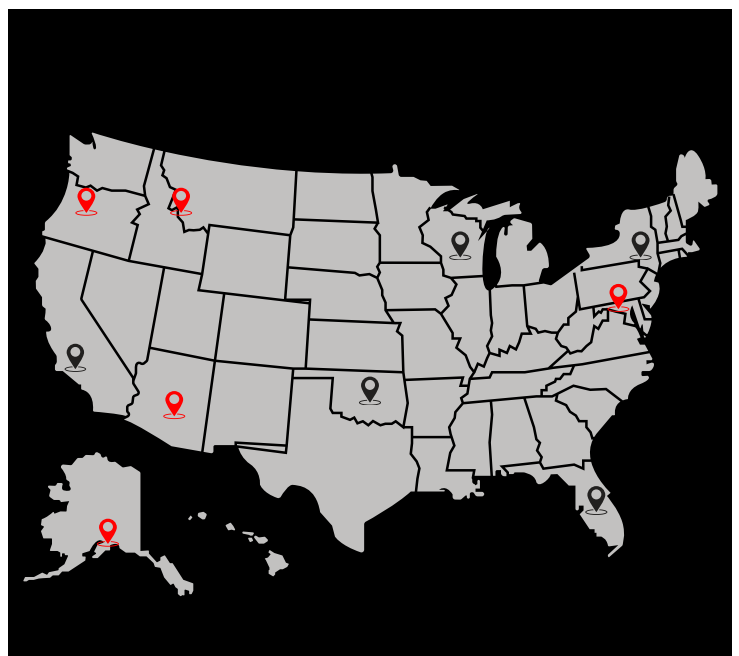
At IndiJ Public Media, we're expanding our coverage by developing regional news ecosystems in key geographic areas with larger Indigenous populations. Our goal is to expand nationally from five to 10 bureaus in the coming years. As we continue to invest in bureau expansion, also known as our Local Indigenous Journalism Initiative, we are establishing a national internship program as part of this model.

Indigenous journalists currently make up less than 1% of professional reporters in the United States. Through ICT, we're cultivating more Indigenous journalists as we launch new reporting bureaus across the country. Through our national internship program, and in partnership with local media outlets, universities, colleges, and other institutions, we're building a pipeline of Indigenous journalists, editors, and newsroom leaders, and creating an Indigenous-centered news ecosystem.

As a first step to launching a regional presence, we explore partnerships with existing local media outlets who can help provide greater coverage of Indigenous issues. We implement a shared reporter model which ensures we enter spaces in collaboration rather than competition with existing news ecosystems. Our regional news bureau hubs operate under a Bureau Chief who leads the bureau's journalism staff and interns. This model enables ICT to go beyond state lines and cover regions where America's nearly 10 million American Indians and Alaska Natives live and work.

Currently, we have five regional news bureaus in Washington, D.C., Anchorage, Alaska, Missoula, Montana, Portland, Oregon, and we partner with Arizona State University and the Walter Cronkite School of Journalism and Mass Communication to house our headquarters in Phoenix, Arizona. We have plans to launch five new bureaus in the coming years across North Central (Wisconsin), Northeast (New York), Southeast (Florida), South Central (Oklahoma), and Pacific (California) regions.

Our Local Indigenous Journalism Initiative propels our organization's three strategic priorities of broadcast excellence, compelling storytelling, and mentoring the next generation of Indigenous journalists forward, as we continue paving the way toward a more inclusive and equitable media landscape.





**IndiJ
Public
Media**



Chairman Derrick Beetso, Navajo Nation



Jeanne Givens, Coeur d'Alene



Rhonda Le Valdo, Acoma Pueblo



Holly Cook Macarro, Red Lake Band of Ojibwe



Natasha Moore, Atka Aleut



Karen Michel, Ho-Chunk



Jessica Skye Paul, Nez Perce and Lakota

BOARD OF DIRECTORS

No other news organization matches ICT's reach, scope, and authenticity in covering Indigenous issues. IndiJ Public Media is the nonprofit parent company of ICT and was formed to support and empower ICT. Together, ICT and IndiJ Public Media have helped transform the narrative of how Indigenous people and communities are represented in the media — and IndiJ Public Media's Indigenous-led newsroom has enabled ICT to consistently cover stories often overlooked by mainstream media.

ICT plays a crucial role in elevating compelling stories from Indigenous nations across the Americas, while assuring that these narratives accurately and authentically represent our people and communities. By defining our own experiences, we're able to drive the dialogue around critical historic and contemporary issues impacting tribal sovereignty, self-governance, health care, education, treaty rights, natural resource protection, land rights, language revitalization and other concepts at the core of Indigenous identity.

As Board Chair, I am honored to support and guide IndiJ Public Media in its mission to serve as a trusted voice for our communities. ICT's reporting highlights the unique challenges faced by Indigenous people while connecting readers, viewers, and listeners to tribes across the country navigating similar experiences. Through this work, ICT fosters a more informed and engaged public, encouraging civic participation by providing reliable, fact-based journalism.

On behalf of IndiJ Public Media's Board of Directors, I want to express my deepest gratitude for your support. Your readership, engagement, and contributions make it possible for ICT to continue delivering impactful, trustworthy journalism that amplifies Indigenous voices and elevates stories our audience cares about most. Together, I look forward to seeing IndiJ Public Media continue to grow and thrive in 2025 and beyond.

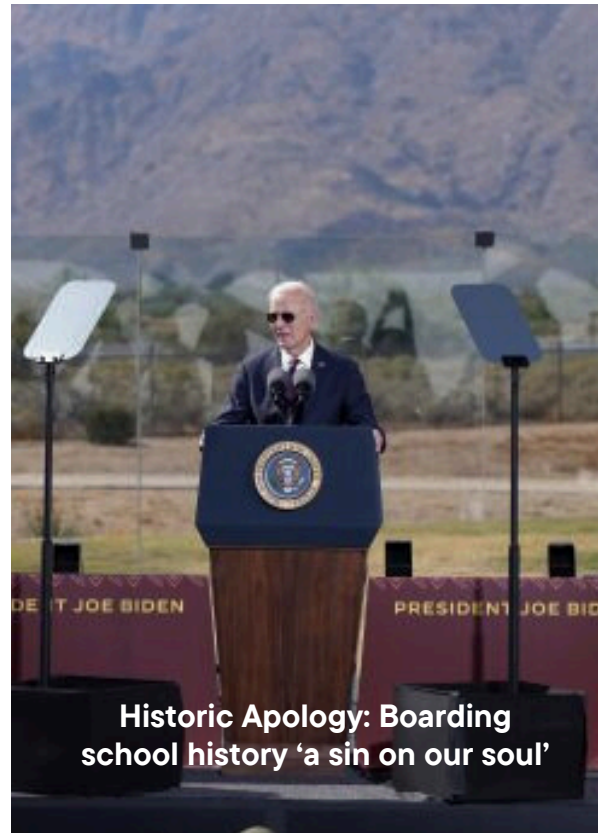
Thank you for being part of this journey.

Sincerely,
Derrick Beetso
Board Chair, IndiJ Public Media-ICT



OUR STORYTELLING

Amplifying narratives with the best of 2024 Indigenous-led Stories





AWARDS & HONORS

Winner of multiple 2024 Indigenous Journalists Association (IJA) Media Awards, including:

Associate Divisions III

Print / Online – Best Photo of Indigenous Communities

Honorable Mention
Charles Fox
The legacy of Carlisle

Print / Online – Best Coverage of Indigenous Communities

Honorable Mention
Charles Fox
A final journey from Carlisle

Professional Division II

Print / Online – Best Feature Photo

Second Place
Nika Bartoo-Smith
Carla Rossi

Print / Online – Best Feature Story

Second Place
Nika Bartoo-Smith, Jarrette Werk
California Gold Rush outpost now in Native hands

Print / Online – Best News Story

Second Place
Nika Bartoo-Smith
Will Portland's teachers strike change a policy that harms Native students?

Professional Division III

Print / Online – Best Digital Publication

Third Place

Print / Online – AARP Best Elder Coverage

First Place
Amelia Schafer
Oglala Lakota elder reflects on military service

Third Place
Joaqin Estus
Iñupiaq artist Joseph 'Joe' Senungetuk has died

Print / Online – Best News Story

Third Place
Joaqin Estus
Anchorage pledges permanent housing amid record homeless deaths

Print / Online – Best Environmental Coverage

Third Place
Mark Trahan
This time it's different? The rush to mine Indigenous lands

MAKING A LASTING IMPACT



ICT continues to meet the urgent need for Native journalism in today's media landscape.

When mainstream media fell short in covering Covid-19 across Native America, ICT stepped up to provide accurate, Indigenous-led reporting.

In April 2020, we expanded into public broadcasting with the ICT newscast, now aired on 194 PBS stations, 300 public TV stations, 97 community access stations, and multiple streaming platforms.

As the leading source for Indigenous news, we reach over 5 million people annually and 300,000+ each month across broadcast, digital, and social media platforms, and tribal radio stations.

INVEST IN INDIGENOUS JOURNALISM

A partnership with IndiJ Public Media amplifies Indigenous voices and ensures vital stories are told. Through generous contributions and dedicated support from donors, foundations, tribal partners, corporate sponsors, nonprofit newsrooms, media organizations, and other key partners we:

- Cover the Indigenous world and tell stories rarely covered by mainstream media.
- Strengthen local reporting through regional bureaus, fostering deeper connections with Native communities while expanding our reach and broadening our audience.
- Support Indigenous journalists with internships and career opportunities in a historically exclusive industry.



Your investment fuels our growth and impact.

With a \$3.7M annual budget, our work is made possible through a blend of earned revenue and philanthropic support.

Ways to help make a lasting impact:

- [Become a member](#)
- [Give through Donor Advised Funds](#)
- [Make a charitable contribution today](#)

✉ Contact: Haley Martinez, Donor Relations
Director – haley@ictnews.org | (402) 770-2081

THANK YOU TO OUR 2024 SUPPORTERS

Major Donors

Mark Trahant
Holly Macarro
Kevin Allis
Marty Corren
Rebecca Adamson
Robert Jones
Mikki Symonds
Anonymous
Joshua Arce, President & CEO -
Partnership With Native Americans®
Travois

Phoenix 100

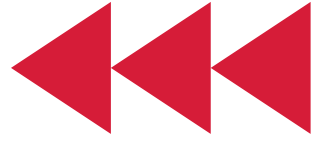
Karen and Roberto Michel
Derrick Beetso
Robin Dunitz

Sovereign Partners

Confederated Salish and Kootenai Tribes of the
Flathead Indian Reservation
Coeur D'Alene Tribe
Federated Indians of Graton Rancheria

Institutional Funders

American Journalism Project
Chan Zuckerberg Initiative
Henry Luce Foundation
Corporation for Public Broadcasting
Schmidt Family Foundation
Racial Equity in Journalism (REJ) Fund/
Borealis Philanthropy
Jonathan Logan Foundation
John & Catherine MacArthur Foundation
Christensen Fund
NoVo Foundation
National Science Foundation
Skyline Foundation
Cedar Tree Foundation
Scripps Howard Fund
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