



New Brunswick Aboriginal Peoples Council **PRESS RELEASE**

New Brunswick Aboriginal Peoples Council (NBAPC) is thrilled to be releasing guidelines for journalists reporting on missing Indigenous people.

The Guidelines for Journalists Reporting on Missing Indigenous People are a culmination of the efforts from consultations with Indigenous community members, partnerships with Indigenous media professionals, schools of journalism from the Nova Scotia Community College and the University of King's College, and the Looking Out For Each Other project team.

This work is part of the community driven project *Looking Out For Each Other: Assisting Indigenous families and communities when an Indigenous woman goes missing*, led by NBAPC, and funded by Women and Gender Equality Canada and the Social Sciences and Humanities Research Council of Canada. It is a collaboration, engaging other Indigenous organizations, community members, post-secondary institutions and mainstream service providers in Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland & Labrador. The primary goal of this project is to empower Indigenous organizations to provide well supported services to families and communities of missing people, which includes the creation of guidelines for journalists reporting on missing Indigenous people in Canada.

"I would like to thank the Looking Out For Each Other project for the work that they're doing to address reporting on missing Indigenous people," says Barry LaBillois, President and Chief of the NBAPC.

Media plays an important role in engaging the community when an Indigenous person goes missing. It can mobilize people to search for a missing person, keep an eye out for them and help see them come home safely.

These Guidelines are a resource to assist journalists to be responsive to the needs of Indigenous missing persons and their loved ones. Some of the key takeaways are; media plays a huge role in reconciliation as media shapes people's perceptions, cultural context is important for stories about Indigenous people, it's important to use the right words, and reporters need to know the acceptable and unacceptable terms and language to use when referring to Indigenous people and communities.

The hope is that these Guidelines will help journalists be more mindful of their process and the impact they have on families and result in accurate, human-centered stories gathered in a responsible way. The general approach when covering Indigenous peoples and communities should be one that highlights resourcefulness, resilience, and strength.



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The collaborators believe that these Guidelines could be used for reporting in multiple contexts relating to Indigenous issues.

For more information on the Guidelines or to access a copy please visit:

[\[https://nbapc.org/wp-content/uploads/2021/09/LOFEO-project_Media-Guidelines_resized.pdf\]](https://nbapc.org/wp-content/uploads/2021/09/LOFEO-project_Media-Guidelines_resized.pdf).

For media inquiries:

Michelle Perley
LOFEO Project Manager
NBAPC
506 458 8422

lofeo@nbapc.org

The New Brunswick Aboriginal Peoples Council (NBAPC) is the voice for Status and Non-Status Aboriginal Peoples who reside off-reserve in the Province of New Brunswick, providing a political voice for our members, services and programs.