


The logo consists of the letters 'NIATV' in a stylized, outlined font. The 'N' is formed by two vertical lines and a diagonal line. The 'I' is a single vertical line. The 'A' is formed by two diagonal lines meeting at a point and a horizontal base. The 'T' is formed by a horizontal top bar and two vertical stems. The 'V' is formed by two diagonal lines meeting at a point. The entire logo is contained within a black rectangular border.

NIATV

**DECOLONIZING TELEVISION**



Indigenous peoples should be in charge of their own narratives. These stories can be empowering and healing both for those who tell them and those who hear them. When these messages are amplified, we have our best hope of instigating positive social change. That is why we are launching NATV.

NATV is a non-profit broadcaster of indigenous voices and perspectives. The platform will communicate to a global audience, in order to create allyship and support the work of indigenous communities, activists and creators who are standing up for Mother Earth. NATV is published by Dutch stichting(charity) the Sinchi Foundation.

Officially launching in December 2020. NATV will initially come into existence as an instagram channel that functions as a magazine; each month being a new edition, with a different theme. Within each edition, we host two takeovers or guest editorships featuring indigenous artists, musicians, cultural practitioners, activists, spokespersons, storytellers and creators who take over the channel to share their stories, in the way they want to tell them. We simply ask them; how can we best support you?



Picture: Edgar Kanayko



With great honour and pleasure we would like to introduce you to @\_natv 's very first edition, kicking off on Dec 1st, 2020 :

## **SONG**

The opposite of oppression

With guest editors

## **Raki Ap**

Free West Papua Campaign

&

## **Jerome Kavanagh**

Grammy winning Maori multi-instrumentalist and cultural practitioner

Our channel is already online and open for the public. You are welcome to follow us and join us in the count down to the official launch.



# Why is it important?

Indigenous people safeguard over 80% of the world's biodiversity, yet they're almost completely left out of the climate conversations that lead to policymaking. The knowledge and practices of the more than 6000 unique cultures lead to a natural way of living that accepts humankind as an integrated part of nature. Indigenous values and practices emphasising community and honoring past and future generations need to be reinstated in our societies, so that we can create a better future for all life on earth.




*'We are the protectors of the forest. We are the protectors of the water, of the air, the animals. We are the protectors of life. If we are killed extinction is inevitable. It will be sooner than you think. That is why you should care about what happens in the Amazon. It is about you too.'*


**Vandria Borari, Borari people, Amazon.**



*Picture: 'Standing Strong' by Josue Rivas, taken at the Standing Rock protests.*

till, today indigenous communities are dealing with numerous accounts of genocide, are actively pushed off their lands, murdered at an unprecedented rate, ancestral knowledge and traditions are actively destroyed and racism, ignored intergenerational trauma and loss of cultural roots are leading to incredible numbers of suicides, mental health issues and addictions. If we lose indigenous cultures and their knowledge we lose our connection with nature, and without that connection our colonial capitalistic way of living will destroy itself, nature as we know it and, ultimately, humankind.

Indigenous peoples should be heard by the whole world. Today we ask your help in making that happen.



## How you can support?

Indigenous peoples do not need help with telling their stories. However, our support in reaching a global audience, will help create the awareness that is needed for real attention and response.

We invite you to join us in amplifying indigenous voices, in sharing these stories that need to be heard, to decolonise the media and to inspire positive social change for all.

We have a wide array of materials available for media purposes including;

- 1 and 3 min teaser videos
- Shortened Instagram video clips
- Graphics and Photography for press
- Interview Possibilities with either of our first 2 guest editors (Raki Ap and Jerome Kavanagh)



*Picture: Wayne Quilliam*



Sinchi is a registered Stichting (Charity) in the Netherlands with ANBI status. The foundation upholds the UN's declaration on the rights of Indigenous Peoples (UNDRIP) with an emphasis on the right to self-determination and the protection of indigenous lands. Our projects highlight the important role indigenous people play as protectors of the land, air and water who are fighting on the front lines of climate change on behalf of us all, to inspire, motivate and garner further support. Our mission is to challenge the status quo of dominant culture by offering alternative narratives and inspiring dialogue, aimed at creating as many new indigenous allies around the world as possible.

NATV is a subsidiary of the Sinchi Foundation.



**For questions and inquiries**

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