

# Partnership With Native Americans Sponsors PBS Series to Increase Native Awareness



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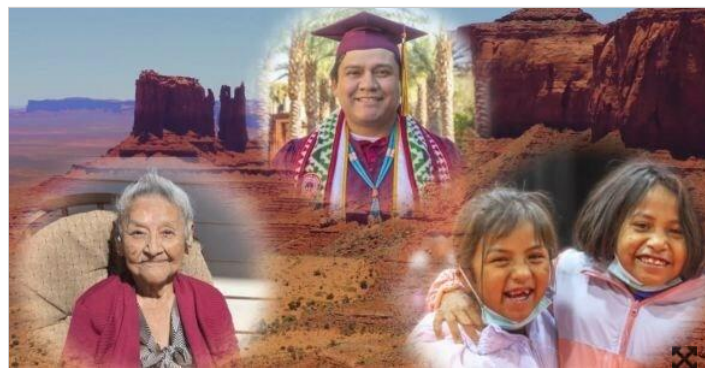
**Partnership With Native Americans →**

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DALLAS, Oct. 17, 2023 /PRNewswire/ -- Native Americans have a long history of being misrepresented. Decades of systemic oppression and violence continue to impact the tribes and fuel food and water insecurity, inadequate healthcare, and education barriers. Yet, few people realize this, and less than one percent of all charitable giving supports Native causes. It is this misrepresentation and lack of resources that drives Partnership with Native Americans (PWNA) to raise awareness around realities on the reservations and influences its recent sponsorship of the PBS series *Native America*.

Starting October 24 through November 14, *Native America* will return to PBS with four new, hour-long episodes that are Native-directed and feature the beauty, power, and traditions prevalent in today's Tribal communities. This program is a part of PBS's unmatched slate of programming honoring Indigenous culture, history, and contributions in commemoration of Native American Heritage Month.



Partnership With Native Americans

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"The key to change is raising awareness. At PWNA, whether we have the chance to talk to one person or one thousand people about being NativeAware™, we will take every opportunity to make sure Native voices are being heard," said Joshua Arce, President and CEO of PWNA. "A lot of the media we consume is filled with inaccuracies and misconceptions about Native Americans, so when a movie or a show airs, like PBS's *Native America*, that tells our real stories, we do what we can to ensure it gets in front of as many people as possible."

Season two of the series follows brilliant engineers, bold politicians, and cutting-edge artists, musicians, and educators, giving Native people a platform to tell their own story and share thousands of years of knowledge to build a brighter future. The new season of *Native America* airs October 24, 9:00 p.m. on PBS (check local listings), PBS.org and the PBS App.

### **About Partnership With Native Americans**

Partnership With Native Americans is a national, Native-led nonprofit championing hope for a brighter future for those living on remote, geographically isolated reservations. Established in 1990, PWNA collaborates with tribal programs to address immediate relief and long-term solutions such as education, emergency preparedness, food security, and more, improving the lives of 250,000 tribal citizens annually. Follow PWNA on [Facebook](#), [Instagram](#), [X/Twitter](#) and [LinkedIn](#), or visit [NativePartnership.org](http://NativePartnership.org).

### **About PBS**

PBS, with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 42 million adults on linear primetime television, more than 15 million users on PBS-owned streaming platforms, and 56 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS LearningMedia for digital content and services that help bring classroom lessons to life. As the number one educational media brand, PBS KIDS helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV – including a PBS KIDS channel – and streaming free on pbskids.org and the PBS KIDS Video app, games on the PBS KIDS Games app, and in communities across America. More information about PBS is available at PBS.org, one of the leading dot-org websites on the internet, Facebook, Instagram, or

through our apps for mobile and connected devices. Specific program information and updates for press are available at [pbs.org/pressroom](https://pbs.org/pressroom) or by following PBS Communications on Twitter.

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