The 2016-2017 conflict between the Standing Rock Sioux and the Dakota Access Pipeline in Standing Rock, North Dakota involved thousands of Native Americans and allies gathering to protest construction of the oil pipeline under Lake Oahe. The size of the protest and the law enforcement presence resulted in nationwide media coverage. The protesters’ arguments against the pipeline included environmental concerns as well as concerns for treaty violations and other Indigenous rights issues. In this study, I examine the prevalence in the media of both environmental and Indigenous rights arguments against the Dakota Access Pipeline. I examine news articles written throughout the course of the protests and perform a content analysis by manually coding 100 articles published from August 2016 – March 2017 to determine the presence or absence of environmental or Indigenous rights issues. Results indicate that most articles mentioned both issues but emphasized Indigenous rights over environmental issues. The resonance of social justice concerns with journalists has implications for the Indigenous rights and environmental movements.