

Activity report

≡ AZMina 2018 ≡



2018

was intense. We saw more and more women stand up against harassment and fight for the right to own their bodies, with movements like # MeToo. But we also experienced the painful murder of **Marielle Franco**, while fake news and prejudice gained more and more space throughout the country.

At AzMina, our focus was to put the house in order and resist in an increasingly hostile scenario. In our third year of existence, we had to dedicate ourselves to strengthening and deepening our journalistic work. We published great **investigative** news stories and talked tirelessly about **politics** and elections. We are proud of producing more and more relevant and reliable journalistic content in response to the wave of **disinformation** that spread throughout Brazil and the world.

We also redesigned our website. It is not only prettier now, but also more organized, helping us to highlight the distinction between what is news and what is opinion (difference increasingly ignored in times of fake news, and polarization).

2018 was also the year of we completed the first phase of a major project to combat violence against women: the mobile app **PenhaS**. After more than two years listening to a lot of people, consulting experts and structuring a mobile app that set itself to be a powerful tool to save lives.

AzMina turned three in September 2018. And we celebrated this resistance at a party with DJ Malka, the Vozeiral group and a chat about self-care and politics. And after years of voluntary work, precariously or poorly paid, we realized that self-care for our team meant seeking proper funding so we could remunerate fairly the women who make AzMina happen.

We have done an intense work to search for partnerships and projects that could guarantee our financial stability. We studied pricing strategies, finances, management and so many other aspects that are not taught at journalism school. There were several meetings, e-mails and conversations. A lot of exchange, learning, anxiety and fear, which are summed up today in certainty that it is possible

to use information to fight sexism by partnering with brands concerned with gender equality and doing independent journalism.

Amidst all this, we still had the amazing achievement of receiving the Glamour Awards for digital influence. With it, we were able to celebrate the recognition of the impact our work has had on the internet.

In this report, we present our major achievements for the year in more details, always remembering that all of this was and is possible thanks to our 300 readers who collaborate monthly with their subscriptions, allowing us to persist and resist even in the most difficult moments. To all our subscribers, thank you very much! AzMina only exists because of you!

Carolina Oms
Executive Director

HIGHLIGHTS

Our main achievements in 2018



AzMina

IN NUMBERS



180,000
FOLLOWERS

1.1 million pageviews

ENGAGED AUDIENCE:

Our readers spent more time reading our content and our social media profiles had high rates of engagement

5,000 subscribers in our newsletter

300 supporters contributing monthly to AzMina



AWARENESS CAMPAIGN

#BETHELEADERTHATREPRESENTSYOU

In an election year, we attacked the low representation of women in politics. Women are 51% of the population, but only 10% of Parliament.

With viral actions in social media, news reports and also giving interviews to the mainstream media, we called on women and political parties to change this scenario and increase the number of female candidates.

The number of women elected rose by 51%, with 77 women in the Lower House of Representatives.



NEW WEBSITE

Our main contact platform with our readers was redesigned in 2018.

The content became more organized, differentiating the journalistic content from the opinion columns.

The pages gained more whitespace and breathing room, without losing the light and fun style that is part of AzMina's identity.

We have also highlighted our history, our projects and the importance of the support of readers.

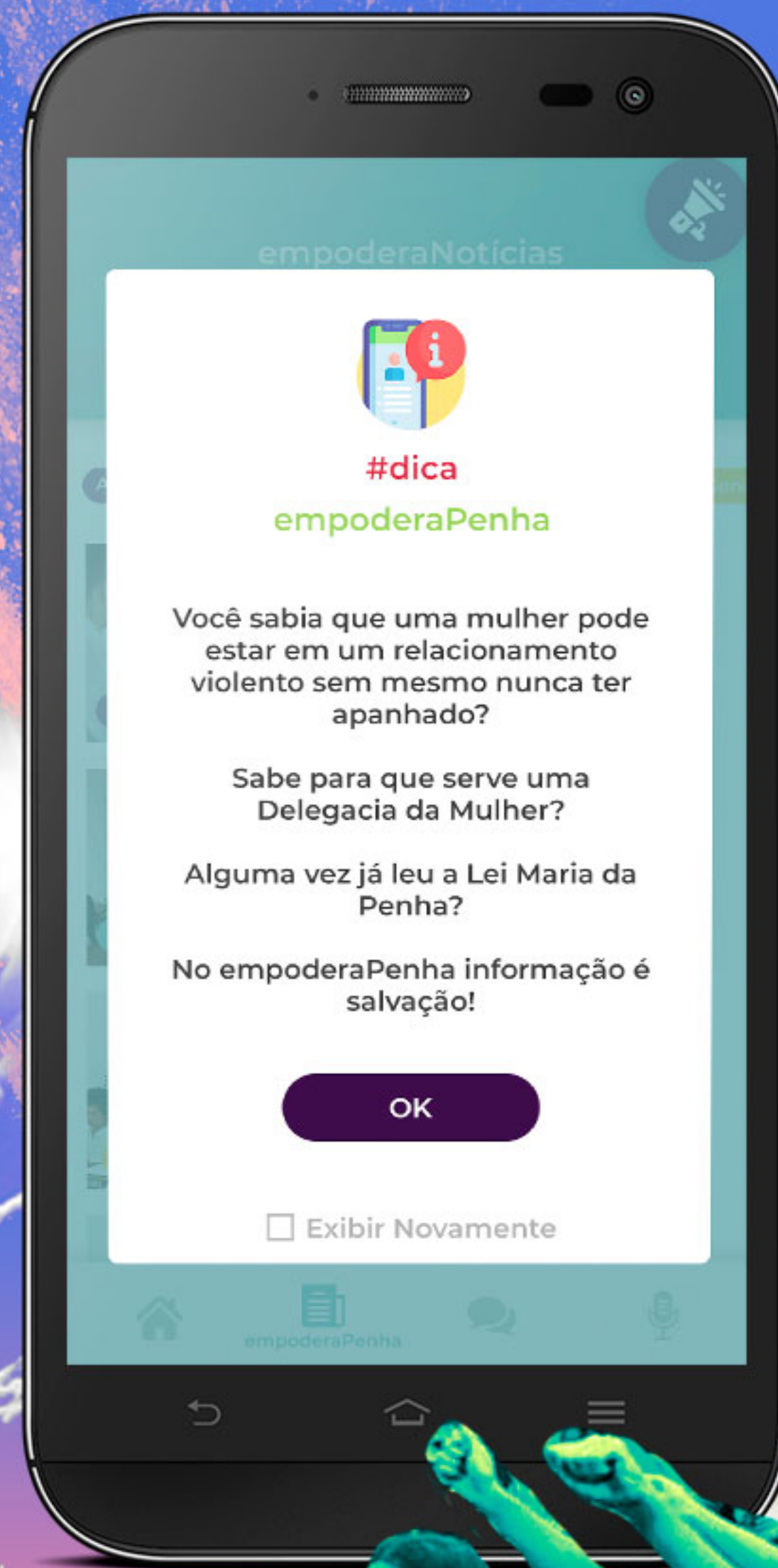


APP PENHAS

Penhas is a mobile app designed to combat violence against women through collective awareness, sorority among women, and liberation from abusive relationships.

It gathers in a single platform a space for obtaining information about violence, an area for women to exchange information and offer help to each other, and another area for practical help, with Panic Button and forwarding service to support network.

The app - funded by the Mama Cash foundation - was completed in 2018 and its launch happened on March 8, 2019.



PARTNERSHIPS

To reach further and strengthen our work, we made occasional or long-term partnerships with other initiatives



The Intercept Brasil

We produced a special report on stooge applications of women in the elections in partnership with one of the most relevant media vehicles covering Brazilian politics, which allowed us to bring our content to a new and larger audience.

Me Representa

The collectives ‘Me Representa’ (RepresentMe) promoted a greater participation of women, LGBT, black, and indigenous people in politics. We worked alongside with them to expand the scope of this work and to collect exclusive data on women’s candidacies in the 2018 elections.

Rede Feminista de Juristas (deFEMde)

DeFEMde (Feminist Network of Jurists) is an articulation of lawyers working to guarantee and expand women’s rights. By publishing a column on our website, we acted together to make their voices go further.

LECTURES AND DEBATES

The Abraji Congress (Brazilian Association of Investigative Journalism) happens annually and brings together press professionals for panels and debates about journalism. It is the most renowned event in the area in the country.

AzMina was invited to be part of two panels: 'Difficulties and rewards of young media initiatives in Brazil' and 'Women, violence and the sensitivity to tell stories'.

Throughout the year, we also held several lectures in companies, universities and institutes.



WHO ARE WE TALKING TO?

In partnership with AzMina, CEERT (Center for Studies on Work Relationships and Inequity) and the LGBT Pride Parade Association of São Paulo, Burger King has conducted a campaign to explain how prejudice and opinion are very different things.

We offered lectures to employees of companies such as Uber, Caixa and Eicon. We also participated in the #TemNoBrasilSim (#YesWeHaveItInBrazil) campaign of the German news agency Deutsche Welle.



QUALITY JOURNALISM

53

reports published

7

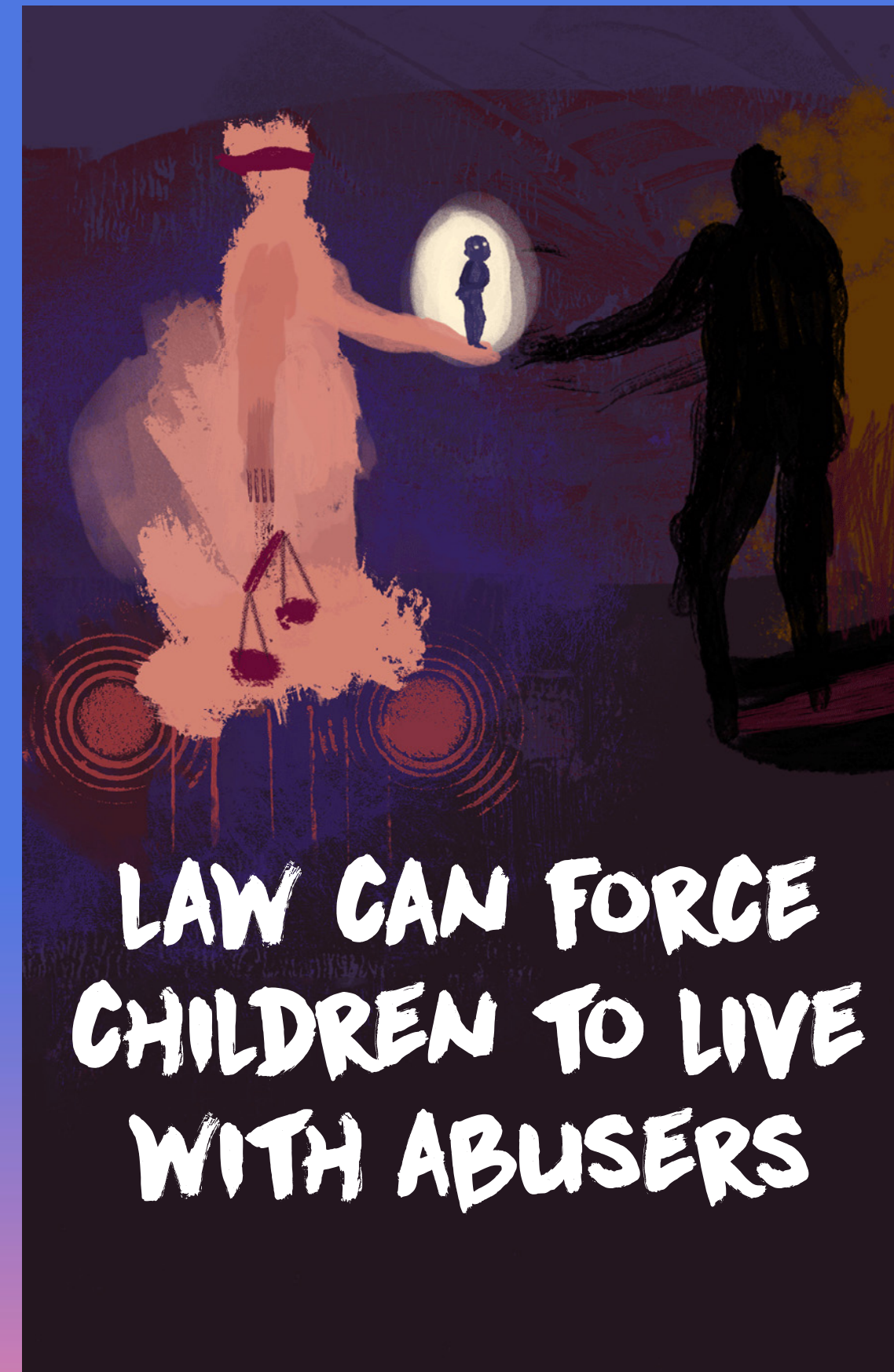
special investigative stories

Read by more than
1 MILLION PEOPLE
on our website alone

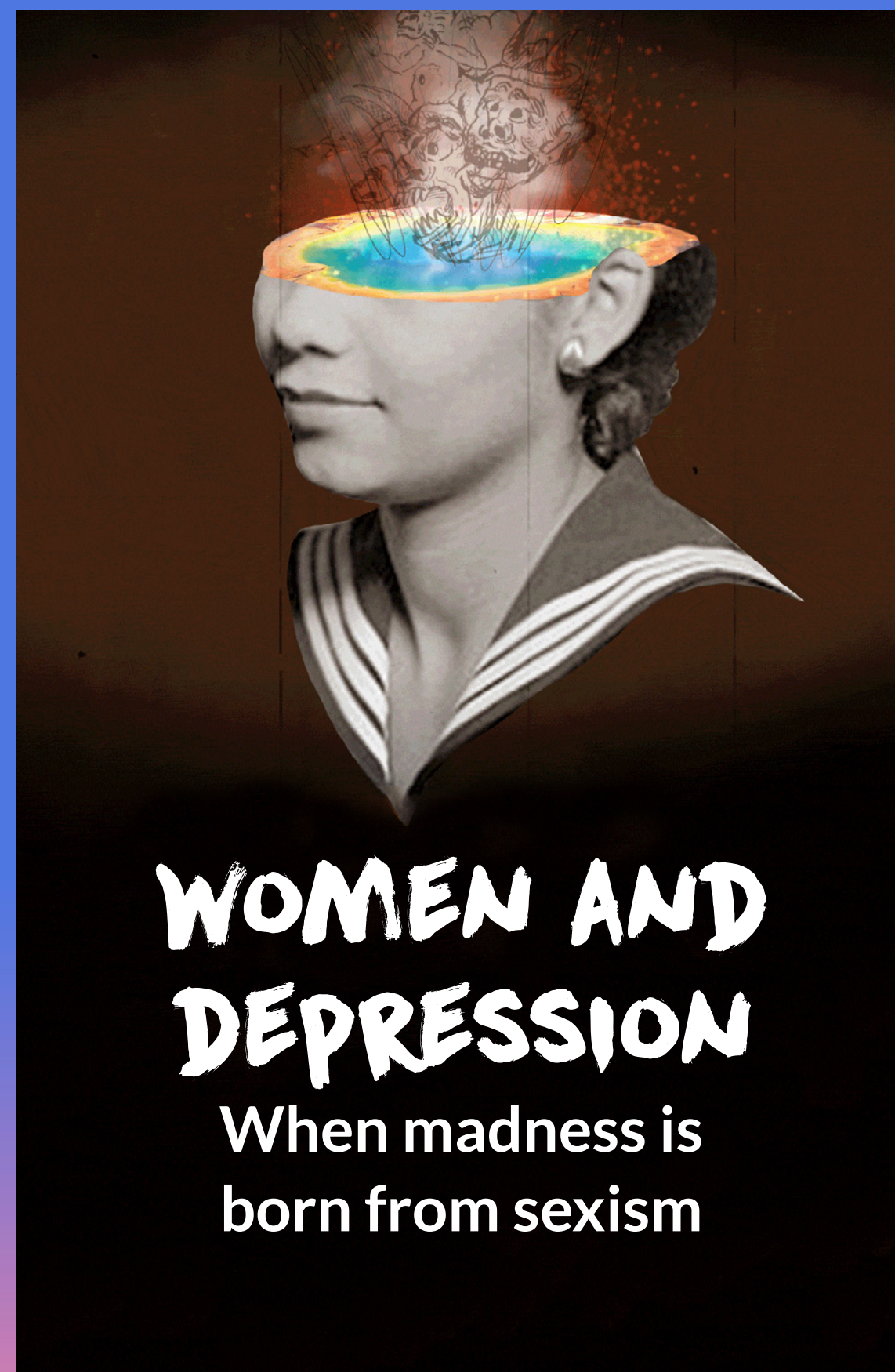
Republished by big vehicles such as UOL, The Intercept Brazil and HuffPost Brazil



SPECIAL NEWS REPORTS

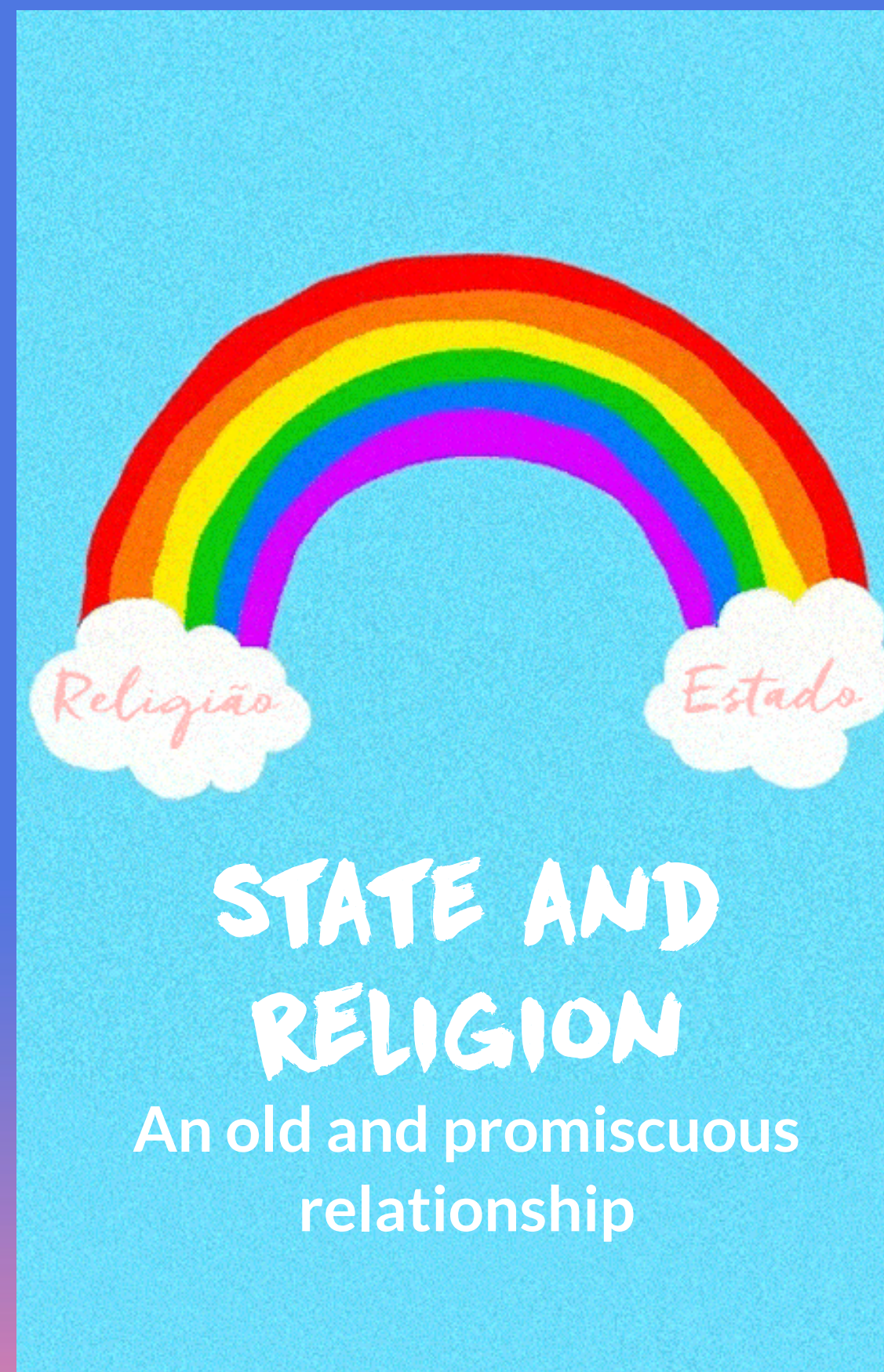


SPECIAL NEWS REPORTS



WOMEN AND DEPRESSION

When madness is born from sexism



STATE AND RELIGION

An old and promiscuous relationship



PROFESSIONAL STOOGES?

Even though they have got zero votes in previous elections, they will run in 2018

ELECTIONS 2018

AzMina magazine believes that our role is to contribute consistent and in-depth information that confront gender inequalities.

For this reason, during the 2018 elections, we published news stories about diversity among candidates, the role of motherhood in politics, and also content to help readers search for female candidates.

In addition, we were a part of the fight against fake news, bringing content built to disprove some widespread lies, such as the issue of gender ideology, and in a format suitable for sharing via WhatsApp.



RECOGNITION

In 2018, we won the Glamour Awards, offered by Glamour magazine, in the category Digital Influencer.

The award was proof of our ability to use the internet and information to mobilize women and men to fight gender inequality.



REPOSTS

All of our content is free of copyright for reposts by other media vehicles, in order to reach more and more readers.

In 2018, we were reposted by several media vehicles, such as [UOL](#), [HuffPost Brazil](#), [Hysteria](#) and others, multiplying our reach thousands of times.



Thank you so much for
helping us in this journey!

LET'S GO TOGETHER!

AZ Mina

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