



NATIONAL INFORMATION LANDSCAPE REVIEW

INFORMATION OFFERS IN BRAZIL: A NATIONAL OVERVIEW

APRIL 2023

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LIST OF ACRONYMS

■ **Anatel**

National Telecommunications Agency

■ **Ancine**

National Film Agency

■ **AIPB**

Articulation of the Indigenous Peoples of Brazil

■ **NAN**

National Association of Newspapers

■ **Abert**

Brazilian Association of Radio and Advertising Broadcasters

■ **Secom**

Communications from the Presidency of the Republic

■ **ACED**

Administrative Council for Economic Defense

■ **NCABRC**

National Coordination of Articulation of Black Rural Communities

■ **DIE**

Diagnosis of the Information Ecosystem

■ **ODU**

Official Diary of the Union

■ **NFJ**

National Federation of Journalists

■ **PCF**

Palmares Cultural Foundation

■ **Funai**

National Indian Foundation

■ **IIEB**

International Institute of Education of Brazil

■ **IRTI**

Indigenous Research and Training Institute

■ **NICAR**

National Institute of Colonization and Agrarian Reform

■ **CVI**

Communication Verifier Institute

■ **SEI**

Socioenvironmental Institute

■ **CSI**

Climate and Society Institute

■ **AIL**

Access to Information Law

■ **MOM**

Media Ownership Monitor

■ **MCOM**

Ministry of Communications

■ **PHO**

Pan American Health Organization

■ **NGOs**

Non-Governmental Organizations

■ **IOCA**

Indigenous Organizations of the Brazilian Amazon

■ **UNO**

United Nations Organization

■ **WP**

Workers Party

■ **SLP**

Social Liberal Party

■ **LP**

Liberal Party

ABOUT THE ROOTED IN TRUST PROJECT IN BRAZIL

The Rooted in Trust (RiT 2.0) project was developed as a response to the COVID-19 pandemic. It aims to strengthen information ecosystems, through actions that promote community engagement and listening, in the areas of information media, rumors, COVID-19 and vaccination. In Brazil, RiT 2.0 works with indigenous and quilombola communities in the states of Amapá, Pará and Roraima. The Diagnosis of the Information Ecosystem (DIE), the first step in understanding community's information ecosystem, was developed in

partnership with the International Institute of Education of Brazil (IEB) and the Indigenous Research and Training Institute (IRTI). The Information Ecosystem Assessment (IEA) seeks to understand relationships between these communities and information about the COVID-19 pandemic. It examines the sources of information available, and how communities receive, consume, demand and share information about the COVID-19 pandemic. Understanding the information ecosystem of indigenous and quilombola communities allows for the identification of

information needs and challenges faced by these groups.

This document, National Information Landscape Review: Brazil, literature review that informs the IEA. Its objective is to identify and analyze sources of information at the national level while seeking to understand the relevance and specificities of traditional media (TV, radio and printed newspapers), digital media (online newspapers and social networks) and other sources of information (including governmental and non-governmental organizations).



METHODOLOGY AND LIMITATIONS

The IEA combines a literature review with fieldwork in communities. In order to produce this text, a literature review was carried out which involved the analysis of reports, news, academic articles, and other documents available on the internet. Using up-to-date data was not always possible. The Brazilian Census, for example, still uses data from 2010, as the new version, scheduled for 2020, was postponed to 2022 due to the COVID-19 pandemic. At the time of writing, the 2022 Census had not yet been published. In addition, it is difficult to find information on the official website of the federal government. The information is scattered over several different pages and is not always up to date, hampering transparency in the construction and public disclosure of national data.



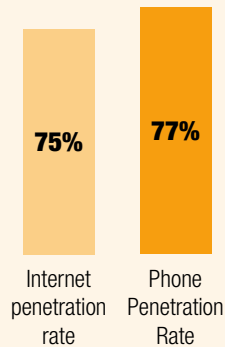
COUNTRY PROFILE

PRESS-RELATED INDEXES

- Civil Liberties (including Freedom of Speech) **65/100**
- Press freedom 2021 **111^a**
- Press freedom 2022 **110^a**

Source: Freedom House, 2022; RSF, 2021; RSF, 2022.

ICTS



Source: Reuters, 2022; Statista, 2022a.

KEY DEMOGRAPHIC, SOCIAL AND POLITICAL FACTORS

- Total population (in millions) **215**
- Multidimensional poverty among the population (%) **3.18%**
- Human Development Index (rank position) **87^a**
- Rural population (%) **15.28%**
- Illiteracy rate (%) **6.6%**
- Refugees **60.011**
- Elections **2024**

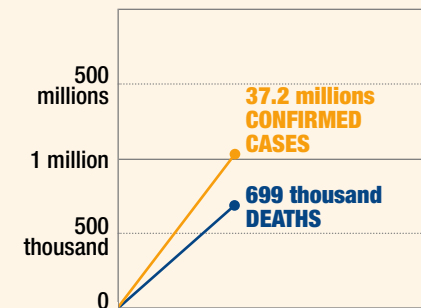
Source: IBGE, 2022a; UNDP, 2022a; UNDP, 2022b; IBGE, 2022b; ACNUR, 2021.

INTERNET FREEDOM

- Barriers to access (0=worst; 25=best) **20/25**
- Limits on content (0=worst; 35=best) **24/35**
- Violation of user rights (0=worst; 40=best) **21/40**
- Internet Freedom Scoreboard 2021 **64**
- Internet Freedom Scoreboard 2022 **65**

Source: Freedom House, 2022; Freedom House,

COVID-19



Source: Ministry of Health, 2023.



Brazil has a population of approximately 215 million people (IBGE, 2022a), most of which is concentrated in the southeast. The country went through an intense period of rural-to-urban migration between the 1970s and 1980s, and currently about 84% of the Brazilian population lives in urban centers (IBGE, 2022c). The most important factor to consider when conducting any study in Brazil is the fact that it is a country of continental dimensions, and, by the same token, a country struggling with economic inequality. According to a United Nations (UN) report published in 2019, 1% of the population owns one third of the country's income (Sasse, 2021). hunger map, only to be re-listed again in 2015. The economic precarity worsened during the COVID-19 pandemic (Guedes, 2022). In the Human Development Index analyzed by the UN, Brazil ranks 87th out of 191 member countries (UN, 2022).

Brazil has been going through an intense period of political polarization. In June 2013, the country took to the streets to protest against an increase in bus fares, and the demonstrations gradually grew to incorporate other demands such as improvements in health and education. The protests were met with violence by the state. Rather than shedding light on the nature of the conflicts and the political demands of the protesting population, the national media focused on debating the difference between a “protester” and a “vandal.” (Kant de Lima; Pires, 2014). The national media also included scathing criticism of the activities of the Workers' Party in Brazil and the president at the time, Dilma Roussef. Dilma Roussef was re-elected in 2014 and her inauguration was followed by new protests. In 2016, Roussef was impeached, which further exacerbated the country's political polarization.

In 2018, Jair Bolsonaro was elected president. During his four years in office, President Bolsonaro was at the center of discussions about disinformation, including in his speeches about COVID-19, which minimized the danger from the virus, spread propaganda surrounding early treatment with drugs not approved by the international health agencies, and discouraged vaccination (Aos Fatos, 2022; Oli-va, 2021). In October 2022, he ran for president again, but lost to Luiz Inácio Lula da Silva. The result of the elections was disputed and was followed by demonstrations by supporters of Jair Bolsonaro, who asked for its annulment, including through possible intervention by the military. According to the Brazilian judiciary, there are no grounds to annul the election result (TSE, 2022).

BRAZIL AND THE COVID-19 PANDEMIC

During the pandemic, President Bolsonaro minimized the risks of the disease, discouraged the use of masks and opposed the adoption of social isolation measures (Patriolino, 2021; Folha, 2021). On several occasions, the government official promoted the use of drugs that had not yet been proven to be effective (Matos, 2021; Estado de Minas, 2021). In addition, the president was investigated by a Parliamentary Commission of Inquiry (PCI) for allegedly hindering the purchase of vaccines against COVID-19 (Melo, 2021). It is also worth noting that the federal government has reduced investment in communication about immunization programmes, which has contributed to a

drop in vaccination rates in the country (Yoneshigue, 2022). The Brazilian immunization program is recognized as a global reference by the Pan American Health Organization (PAHO). Through the programme, which began in 1975, Brazil managed to eliminate measles and polio. However, the country has been recording low vaccination rates and since 2018, no vaccine has reached the ideal rate of 95% of the protected target population (Yoneshigue, 2022). Regarding vaccination against COVID-19, approximately 78% of the population completed the vaccination schedule by June 2022. However, a significant portion of the population took fewer than two doses of the vaccine and therefore did not complete the vaccination schedule, many of whom are located in the northern region of the country (Fiocruz, 2022).



INDIGENOUS PEOPLES AND QUILOMBOLA COMMUNITIES IN THE CURRENT POLITICAL CONTEXT

Indigenous peoples and quilombola communities have historically been excluded from political decision-making. Despite the recent achievements of territorial rights, these communities face many challenges, particularly in the current political context.

In Brazil, there are approximately 896,000 self-declared indigenous people throughout the national territory (IBGE, 2010a). Only 13% of Brazil legally guaranteed to indigenous peoples and, of this, 98% is located in the Legal Amazon (Geraque, 2022). At the same time, the mapping of the country's traditional populations has identified 5,972 quilombola communities (IBGE, 2010b), and currently only 176 quilombola territories have been titled (Lobato, 2022). Because he favored the economic interests of agribusiness and mining and logging, President Bolsonaro has generally opposed demands for recognition of traditional lands of indigenous peoples, quilombolas, and other traditional communities (Estadão, 2021; Said, 2022; Gerach, 2022). Under his leadership, the National Indian Foundation (Funai), the Palmares Cultural Foundation (PCF), and the National Institute of Colonization and Agrarian Reform (NICAR), all government institutions responsible for implementing policies aimed at indigenous peoples and quilombolas, lost a significant portion of their budgets and underwent ostensible changes in structure (Inesc, 2022). Those appointed by the government to take over these institutions have been strongly criticized by the indigenous and quilombola movement throughout the country for inadequate training and experience and for often being public figures known for representing political and economic movements contrary to the rights of traditional peoples.

OVERVIEW OF INFORMATION SOURCES IN BRAZIL

TRADITIONAL MEDIA

Despite the constant threat of becoming obsolete on the internet, traditional media have managed to reinvent themselves and remain relevant in Brazil. It is difficult to estimate the exact number of media outlets in the country, as official data is often outdated or dispersed across multiple platforms. Many media outlets are not even registered on these platforms. In the last edition of the Atlas da Notícia, there were more than 13,000 media distributed across the country (Botelho, 2022).

Despite the fact that article 54 of the Brazilian Federal Constitution of 1988 prohibits politicians from owning media, many career politicians, or their direct family members own and directly and indirectly influence several of the main information vehicles (Intervezos, 2022). A study conducted in 2017 analyzed 50 of the main media

outlets in the country (between television, radio, online and print), and found that they were owned by only 26 groups (MOM, 2017a).

The same groups that dominate the Brazilian media are strongly linked to agribusiness, religious and political interests (Nóbrega; Bandeira, 2019). These groups are the owners or shareholders of various media outlets across the country, from TV and Radio to online news portals. The media oligopoly, characterized by relationships of exchange of favors between political families, has been described by a group of authors as “electronic coronelism” (Borges, 2017).

The term ‘coronelism’ refers to a political-electoral practice that has characterized Brazil since the proclamation of the Republic in 1889 (also historically referred to as a political-military coup d’état), in which a complex power structure keep re-electing the same military elites, through various forms of coercion over the

voting population (from physical violence and threats, to moral and economic coercion, in which the population, having worked for the colonels, is forced to vote for themselves or for the candidates they nominate). The damage that this scenario represents for the maintenance of a democratic and egalitarian country is obvious.

By electronic coronelism, we mean the control exercised by political actors, even through voting, over concessions to radio and TV stations. In other words, through the decision-making power of these concessions, political actors of different scales become partners in the broadcasters, through which they can control information and directly influence public opinion. (Oliveira, 2016).

MEDIA OWNERSHIP BRAZIL: WHO CONTROLS THE MEDIA IN BRAZIL?

The Media Ownership Monitor (MOM) was created in 2015 by the NGO Reporters Without Borders and developed in Brazil in partnership with Intervezos. The latest study was published in 2017. “MOM intends to shed light on the risks that concentration of ownership poses to media pluralism” (MOM, 2017b).

ATLAS DA NOTÍCIA

Atlas da Notícia is a Brazilian survey on information media. The data has been updated annually, since its launch in 2017. Both data are collected from the Communication Secretariat of the Presidency of the Republic, through the Access to Information Law and on the Ministry of Communications website, as well as on its own initiative.



OVERVIEW OF INFORMATION SOURCES IN BRAZIL

GROUPS	QUESTIONS
<p>Of the 50 media outlets with the highest audience in the country in 2017, 9 belonged to Grupo Globo, 5 to Grupo Bandeirantes, 5 to the Macedo family (Considering Grupo Record and Igreja Universal do Reino de Deus), 4 to the regional scale group RBS, and 3 to Grupo Folha.</p> <p>Other groups appear on the list with two vehicles each: Grupo Estado, Grupo Abril and Grupo Editorial/Grupo Sada (MOM, 2017a).</p>	<p>There is no legislation to prevent cross-ownership, with the exception of one segment, pay-TV. This means that several of the 26 economic groups surveyed in Brazil own radio stations, open television, newspapers, and internet portals (MOM, 2017c).</p>
POLITICIANS	QUESTIONS
<p><i>“The number of politicians who own or are involved in family-owned media grows with each election. In 2022, 45 candidates represent this sector: there are 18 candidates for federal deputy, 13 for state deputy, 6 for Senate and 1 for alternate Senate, 5 for governor and 2 for vice governor.” (Terso, 2022).</i></p> <p>In 2018, there were at least 34 candidates who owned radio and TV stations, among federal deputies, senators, state deputies and governors. <i>“Most are career politicians: 16 are running for re-election, 5 currently hold other elected political offices and 7 have held elected office in the past.” (Intervozes, 2018).</i></p>	<p>Article 54 of the Brazilian Federal Constitution prohibits deputies and senators from owning radio and TV channels. According to a 2013 survey, part of the Brazilian population is unaware of this article of the constitution (Agência Patrícia Galvão, 2013). Of the total respondents, 32% knew about Article 54; 35% believed that politicians could own TV and radio stations; 63% were against the ownership of stations by politicians; 69% understood that owning these means of communication increased the political candidate's chances of being elected.</p>

OVERVIEW OF INFORMATION SOURCES IN BRAZIL

TELEVISÃO

The consumption of video content has taken on new formats and the internet is competing for space with free-to-air TV programming (or even linear TV). Nevertheless, free-to-air TV programming still reaches 93% of the Brazilian population (Kantar Ibope Media, 2022a). The average time of individual daily consumption of free-to-air TV by Brazilians is 5 hours and 37 minutes. Compared to other Latin American countries, Brazil lags behind Argentina (6 hours and 16 minutes), Panama (5 hours and 54 minutes) and Chile (5 hours and 53 minutes), but is well ahead of Mexico (4 hours and 52 minutes) and Guatemala (4 hours and 38 minutes) (Kantar Ibope Media, 2022a).

In 2022, Anatel reported the existence of 633 TV generating

stations and 12,465 retransmitting stations (MCOM, 2022). Generating stations, also known as TV channels, can insert their own local programming, unlike TV retransmitters, which only forward the generator's programming (Pieranti, 2018). The only place where broadcasters are allowed to insert local programming is in the Legal Amazon. These data, however, do provide is with information about the slew of channels that include journalistic programs. The survey carried out by Atlas da Notícia, in 2022, indicated the existence of 1,251 media outlets in the "TV" category which have journalistic content and are active (Atlas da Notícia, 2022).

Of the total Brazilian audience, 72% use TV for entertainment purposes, while 59% use and trust TV as a source of information (Kantar Ibope Media, 2022a). This percentage contrasts

with the results of a 2016 survey, which indicated that 89% of Brazilians used TV as their main source of information (Secom, 2016). Other studies evaluating the use of TV as a source of information have also shown a decline in the last decade. In 2021, TV was used by 61% of the population compared to 55% in 2022 (Reuters, 2021; Reuters, 2022).

Grupo Globo is responsible for the TV network that has been a ratings champion for decades. Through its affiliated broadcasters, Rede Globo has a national reach and is also one of the most important in the print and online sectors. Despite having the largest coverage in the country, Jornal Nacional – Rede Globo's program – ranked below other television news programmes, such as STB Brasil, Jornal da Record, Jornal da Band, UOL, and local newspapers in terms of reliability (Reuters, 2022).

93%

**FREE-TO-AIR TV
REACHES 93% OF
THE BRAZILIAN
POPULATION.**

55% TV was the main source of information for 55% of Brazilians, but this number has been declining in the last decade.

**THE MAIN NEWS PROGRAMMES
IN THE COUNTRY ARE JORNAL
NACIONAL, SBT BRASIL,
JORNAL DA RECORD AND JORNAL
DA BAND. THEY MAINTAIN THE
LARGEST AUDIENCE, REACH AND
ARE THE MOST CITED AMONG
BRAZILIANS.**

THE BRAZILIAN MEDIA SURVEY

The Brazilian Media Survey was published in 2016 by the Special Secretariat for Social Communication of the Presidency of the Republic. It was carried out by the IBOPE Intelligence Institute, based on 15,050 home interviews with people aged 15 and over. The study was implemented in 740 municipalities in the 27 federative units, and focuses on citizens' opinions and behaviors regarding media consumption

5H37 ON AVERAGE, BRAZILIANS CONSUME 5 HOURS OF 37 MINUTES OF TV PER DAY.

RADIO

The use of radio is still very prevalent in Brazil, being listened to by 83% of the population (Kantar Ibope Media, 2022b). The average Brazilian radio listener listens to 5 hours and 58 minutes of radio a day. Most listeners listen to programmes on the regular radio (80%), but there are those who listen on cell phones (26%) or on other equipment (7%). A 2016 survey showed that people tend to listen to the radio while doing other activities, such as housework, or when commuting (Secom, 2016).

According to data from the Ministry of Communications (MCOM), updated in 2022, there are 10,176 radios in Brazil. Of these, 4,129 are FM, 1,115 are AM, and 4,746 are community (the rest are classified as “tropical waves”, “short waves” and “radio relays in the Legal Amazon”). However, data from the Atlas da Notícia, indicate that there are 4,608 media in the “radio” category operating in the country (Atlas da Notícia, 2022b). This discrepancy can be explained by the fact that Atlas da Notícia only counts radio stations with journalistic programmes. The main groups that own radio stations in Brazil are Grupo RBS, Grupo Jovem Pan, Grupo Globo, Grupo Bandeirantes and Igreja Universal (MOM, 2017d).

Despite its strong presence in the daily lives of Brazilians, radio seems to be viewed as a source of entertainment rather than a source of information. In a 2021 survey, only 7% of respondents indicated that they turned to the radio as a source of information (Roscoe, 2021). In another study from 2022, focusing on news about the elections, only 34% of respondents said they obtained information from the radio (Lima, 2022). However, even if it is not a highly sought-after source, radio is well reputed for its reliability, being seen as such by 56% of listeners (Kantar Ibope Media, 2022b).

83%

RADIO IS LISTENED TO BY 83% OF THE BRAZILIAN POPULATION.

DESPITE BEING VERY PRESENT IN BRAZILIANS' DAILY LIVES, THE RADIO SEEMS TO BE A SOURCE OF ENTERTAINMENT, MORE THAN A SOURCE OF INFORMATION.

The main groups that own radio stations in Brazil are Grupo RBS, Grupo Jovem Pan, Grupo Globo, Grupo Bandeirantes and Igreja Universal.

5H58 BRAZILIANS TEND TO LISTEN TO 5 HOURS AND 58 MINUTES OF RADIO DAILY.

OVERVIEW OF INFORMATION SOURCES IN BRAZIL

PRINT MEDIA

In 2016, 32% of Brazilians said they read newspapers (Secom, 2016). At the time, printed newspapers and magazines were already the least sought after source of information by Brazilians, a trend that has been continued in recent years. In 2022, print media were cited by only 12% of Brazilians (Reuters, 2022).

It is difficult to estimate the number of printed newspapers

in the country and even more difficult to understand their audience reach and circulation. The Atlas da Notícia identified 3,218 active print media sources across the country (Atlas da Notícia, 2022b). However, the Communication Verifier Institute (CVI), the body that audits media in Brazil, only audited 42 print newspapers and 22 magazines (IVC, 2022). Therefore, there is no data on other newspapers. The Media Ownership Monitor (2017) selected 17 vehicles from those audited by the CVI, noting that several of these newspapers

and magazines belong to the same groups that control TV and radio (MOM, 2017e).

In 2021, the top ten print newspapers shrank by around 12.8% compared to 2020, with this analysis based on the daily circulation of newspapers in the months of December of each year (Yahya, 2022). This decline points to the extinction of this format, with an increasing number of print media closing their activities or migrating to online news portals (Poder360, 2019).

MIGRATION OF PRINT NEWSPAPERS TO ONLINE NEWS PORTALS

NEWSPAPER	FOUNDED IN	ORIGIN	ONLINE PORTAL	CREATION	INSTA	TWITTER
<i>OGLOBO</i>	1925	NATIONAL	G1	2006	7,5 million	13,7 million
<i>FOLHA DE SÃO PAULO</i>	1921	SÃO PAULO	FOLHA	2010	3 million	8,2 million
<i>ESTADÃO</i>	1875	NATIONAL	ESTADÃO	2000	2,1 million	7,2 million
<i>VALOR ECONÔMICO</i>	2000	NATIONAL	VALOR ECON	UNCERTAIN	159,000	2,5 million
<i>ZERO HORA</i>	1964	RIO GRANDE DO SUL	GAUCHAZH	2017	831,000	1,1 million
<i>CORREIO BRAZILIENSE</i>	1960	FEDERAL DISTRICT	CORREIO BRAZILIENSE	2008	505,000	844,500
<i>O POVO</i>	1928	CEARÁ	O POVO ONLINE	1997	1,6 million	966,600
<i>SUPER NOTÍCIA</i>	2002	MINAS GERAIS	O TEMPO	2009	506 thousand	428 thousand
<i>A TARDE</i>	1912	BAHIA	PORTAL A TARDE	UNCERTAIN	180,000	505,500

Data obtained on April 26, 2022.

OVERVIEW OF INFORMATION SOURCES IN BRAZIL

DIGITAL MEDIA

Brazil is the country with the fifth highest number of internet users, behind only China, India, the USA, and Indonesia (Statista, 2022b). In January 2022, the country had 165 million internet users (Data Report, 2022), 5.3 million more than in 2021. The expansion of internet access has been driven by both the expansion of infrastructure in various regions of the country, and the needs created by the COVID-19 pandemic.

Brazilians tend to access the internet predominantly via cell phone, especially those with lower income and education levels (CETIC, 2021). In 2019, 94% of permanent Brazilian households had a mobile phone and the internet was used

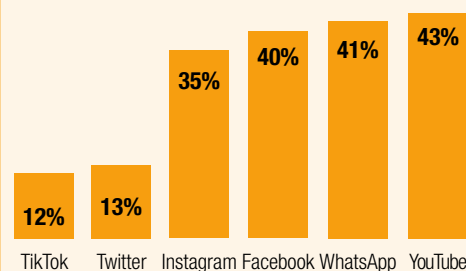
in 82.7% of all households (IBGE, 2019). Among households with broadband internet access, 59.2% had access to both mobile broadband internet and fixed broadband internet – that is, access connected to a dwelling. 21.4%, only had mobile broadband internet access and 18.1% only had a broadband fixed connection at home, and 1.3% had access to a slower form of connection.

Although the difference between internet access in urban and rural areas remains significant. Data for 2020 shows an impressive increase in the number of internet users in rural areas. In 2015, only 34% of the total rural population had access to the internet. In 2020, this number had increased to 70%. The survey also pointed to an increase in broadband internet access, including through “cable” and “optic fiber”.

However, the most significant growth was in the use of mobile internet via mobile phones (CETIC, 2021).

Brazilians are active users of social media, with around 64% of the population using social media networks as a source of news (Reuters, 2022). WhatsApp is the most used social media network, but when it comes to sharing news, YouTube ranks ahead of WhatsApp and Facebook (Reuters, 2022). Although social media networks dominate the online activities of Brazilians, 64% of the population looks for news in other places, such as online newspapers and magazines (CETIC, 2021). This is happening during a time when new digital media portals are emerging, and printed newspapers are increasingly migrating to digital formats.

RANKING OF SOCIAL NETWORKS AND MESSAGING APPS USED FOR NEWS



Source: Reuters, 2022.

CONTINUOUS NATIONAL HOUSEHOLD SAMPLE SURVEY

- In 2019, the internet was used in **82.7%** of households in the country.
- Of the households that had internet, **81.2%** used mobile broadband internet (3G or 4G)
- Of the households that had internet, **77.9%** used fixed broadband internet
- **59.2%** had access to both.
- **21.4%** only had access to mobile internet.
- **18.1%** only had fixed internet access.

Source: IBGE, 2019.

RESEARCH ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN BRAZILIAN HOUSEHOLDS

Internet used in **71%** of households in the country.

- **CLASS A HOUSEHOLDS: 92%** have fixed broadband internet / **5%** mobile connection
- **CLASS B HOUSEHOLDS: 82%** have fixed broadband internet / **12%** mobile connection
- **CLASS C HOUSEHOLDS: 62%** have fixed broadband internet / **26%** mobile connection
- **CLASS D/E HOUSEHOLDS: 40%** have fixed broadband internet / **42%** mobile connection

The Social Class criterion used in this research followed the Brazil Economic Classification Criterion made by the Brazilian Association of Research Companies.

Source: CETIC, 2021; ABEP, 2022.

INDEPENDENT NEWSPAPERS

In contrast to traditional media, there are so-called “independent journalism initiatives”. These are journalism projects that are not funded by large companies, organizations, or politicians. Because they are financially, these initiatives theoretically have greater editorial autonomy, which allows for their neutrality and impartiality, or at least greater transparency in terms of disclosing their sources of funding, founders, and editorial policy.

One of the main independent journalism initiatives in the country is Agência Pública, launched in 2011. On its website, Agência Pública describes itself as the “first non-profit investigative journalism agency in Brazil”. Agência Pública has established a network with dozens of independent journalism initiatives based on the following criteria: “1. Organizations that primarily produce journalistic content; 2. Organizations founded through the network ; 3. Collective projects, which are not limited to blogs; 4. Sites that are not linked to major media groups, politicians, organizations or companies.” (Agência Pública, 2022).

Independent newspapers have a strong presence on social media networks. Some even gained prominence due to their performance in this space. These initiatives have played an important role in covering important political events in Brazil, such as the June 2013 demonstrations, the impeachment of President Dilma Rousseff in 2016, and the political polarization that followed the 2018 elections (Rego, 2019).

THE SOCIAL NETWORKS OF TEN OF THE MAIN INDEPENDENT JOURNALISM INITIATIVES IN BRAZIL				
AGENCY	INSTAGRAM	TWITTER	FACEBOOK	YOUTUBE
AGÊNCIA PÚBLICA	115,000 followers	272,500 followers	206.915 likes	33,600 subscribers
JORNALISTAS LIVRES	709,000 followers	489,000 followers	1.226.512 likes	158,000 subscribers
MÍDIA NINJA	4.5 million followers	1,100 followers	2,200 likes	477,000 subscribers
AMAZÔNIA REAL	45,500 followers	21,300 followers	21,000 likes	8,65,000 subscribers
PONTE	76,200 followers	110,900 followers	124.477 likes	115,000 subscribers
NEXO JORNAL	309,000 followers	560,100 followers	439.233 likes	454,000 subscribers
INTERCEPT BRASIL	1.3 million followers	1 million followers	636.397 likes	328,000 subscribers
ALMA PRETA	484,000 followers	101,400 followers	87.561 likes	15,300 subscribers
AZMINA	110,000 followers	45,900 followers	128.968 likes	31,000 subscribers
OEEO	21,700 followers	63,600 followers	155.677 likes	11,000 subscribers

Data obtained in 07/11/2022.

GOVERNMENT INFORMATION SOURCES

The Brazilian government has three main communication and transparency tools: the Official Gazette (ODU), the Transparency Portals and the Law on Access to Information (LAI). The ODU and the Transparency Portals are forms of active dissemination of information. This means that the Brazilian State must spontaneously make information about governments at the federal, state, and municipal levels available. LAI is a form of passive transparency, which means that the Government is obliged by law to disclose all data of interest to the population, as well as the right of all citizens to officially ask for information that the State has not made available spontaneously. Created in 2011, the LAI is an important way of ensuring transparency and democratization of access to information. All these resources are available online to citizens.

Public bodies, federal, state, and municipal, also tend to maintain online pages, where they make news and services available. According to CETIC, “in 2021, three out of four federal agencies declared to make the public service most sought after by citizens remotely available, a situation that was mentioned by just over half of these agencies in 2019.” (2022, p. 25). The presence of these public bodies on social networks has also been observed, as a way of establishing greater contact with citizens. Among federal public bodies, 99% have their own profile or account on social networks, while 92% of state bodies do so (CETIC, 2022).



OVERVIEW OF INFORMATION SOURCES IN BRAZIL



NON-GOVERNMENTAL INFORMATION SOURCES

Non-Governmental Organizations (NGOs), although widely present in Brazilian society, are not usually remembered as sources of information. This is true both for the general population and for journalists themselves, who often rely on government sources for their reporting. Despite this, some NGOs has gained space on social media

networks and can be seen as a potential source of information.

Founded in 2003, Coletivo Interozoes plays an important role in combating disinformation through political articulation with social movements and organizations, monitoring violations of the right to communication, and training in critical interaction with the media. Another important NGO is the Climate and Society Institute (CSI), which aims to “reduce inequalities by tackling climate change”. It is also worth mentioning the Socioenvironmental Institute (ISA), which works directly on issues related to

the environment and traditional communities in the country.

Organizations such as the Articulation of the Indigenous Peoples of Brazil (AIPB), the Coordination of Indigenous Organizations of the Brazilian Amazon (CIOBA) and the National Coordination of Articulation of Rural Black Communities (NCARBC), although not exactly NGOs, should also be mentioned as community based initiatives and organizations that play an important role in disseminating news and information about indigenous and quilombola communities.

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LIBERDADE DE IMPRENSA

Articles 5 and 220 of the Brazilian Federal Constitution of 1988 prohibits censorship and guarantees the right to freedom of expression, press and access to information. However these legal instruments have not been sufficient to prevent attacks on the press in the country. In 2021, 453 violations of press freedom were recorded in the country (Abraji, 2022). Of these, 69% involved state authorities as aggressors. Most of these violations involve “stigmatizing speeches”, aimed at discrediting the work of the media. President Bolsonaro is among



FREEDOM HOUSE

Freedom House creates a ranking based on three analysis categories: “obstacles to access”, “content limits” and “violations of user rights”. Each of these categories helps researchers define scores and determine whether a country is «free» (score 100-70), «partly free» (score 69-40), or «not free» (score 39-0).

the figures who regularly make speeches against journalists and the press in general. This, among other reasons, is whyBrazil currently ranks 110th in the press freedom index, which evaluates 180 countries (RSF, 2022).

In another assessment of the difficulties the country faces regarding the Internet, Brazil scored 64 on a scale of 0 to 100, meaning that the internet in the country is only partially free. The country scores poorly in the questions that identify the manipulation of information in online spaces for political favoring and the violation of users’ rights. However, there is no sign of any control, restriction, or closure of internet services by the State, even during protests and demonstrations against the current rulers (Freedom House, 2022).

Despite article 54 in the Federal Constitution prohibiting the commercial involvement of political figures in the media, many politicians do in fact own or partner with media outlets (Gallas, 2018). Most Brazilians seem to be unaware of this article. According to a 2013 survey, only 32% of the population knew about Article 54, while 35% believed that politicians could own TV and radio stations (Agência Patrícia Galvão, 2013). Although they were unaware of the article, 63 % of total respondents opposed the ownership of media stations by politicians, and 69% of total respondents understood that owning media stations increased the chances of election of the political candidate. Regulatory agencies continue to ignore the situation.

REGULATORY AGENCIES

Brazil has a wide range of media regulatory bodies, who are responsible for proposing, executing, and supervising media standards and services (MOM, 2017f). These include the Ministry of Communications (MCOM), created in 2020 from the dissolution of the Ministry of Science, Technology and Innovation, executed by the current government; the Special Secretariat for Communications of the Presidency of the Republic (Secom), currently linked to MCOM; the National Telecommunications Agency (Anatel); the National Film Agency (Ancine); the Administrative Council for Economic Defense (Cade); as well as the National Congress and the Brazilian judiciary, responsible for proposing legislation and ensuring compliance.

MEDIA ASSOCIATIONS

There are more than 20 media and press associations across the country, notably the National Federation of Journalists (NFJ), founded in 1946, which brings together more than 40,000 associations and around 30 state unions and municipal federations. Other important institutions are the Brazilian Press Association (BPA), created in 1908, the National Association of Newspapers (NAN), established in 1979, and the Brazilian Association of Radio and Advertising Broadcasters (Abert), founded in 1962 to highlight the existence of the Press Observatory, an initiative for critical analysis of the Brazilian media supported by Unicamp since 1998. All these organizations have worked to defend the freedom of the press, and to promote public recognition of journalism in Brazil while seeking to improve the working conditions of journalists.

JOURNALISM AND MEDIA IN CONTEXT

For traditional or digital media to produce quality content and information, they must adhere to certain indicators of transparency and credibility and maintain a sustainable structure from an economic point of view. Brazilian journalism has been facing a crisis that affects both its credibility and its sustainability.

Since 2021, the Credibility Project (linked to The Trust Project) has been developing initiatives with national newspapers to encourage the national media to adapt to the system of credibility indicators, which includes verification and editorial protocols (Manual da Credibilidade, 2022). Some newspapers have already joined this initiative, such as Folha de São Paulo, UOL, Nexo Jornal, and Amazônia Real.

Traditional media has sought to reinvent itself, as demonstrated in the migration of newspapers from print formats to digital platforms. Even so, at least 17 media outlets have closed their doors since 2018 and 12 of these ended their activities in 2021 (Oliva; Lopes, 2021). A large part of these closures is due to problems related to the cost and financing of newsrooms. Traditional Brazilian media has been supported by advertising for many years. This has had an impact on the content published and the freedom of expression of journalists in these vehicles. Whether for this reason, or simply because they no longer receive the same funding as they once did, newspapers have sought alternative forms of funding, such as crowdfunding and public subscriptions (Castilho, 2021).

This scenario is accompanied by a series of difficulties experienced by journalists in carrying out their work: from the precariousness of the profession (Kikuti, 2020), to the difficulty in accessing information that, in principle, is of public interest and available to the public. (Mali, et al, 2019). The Covid-19 pandemic also negatively affected communication professionals. In the two years of the pandemic, 314 deaths of journalists were recorded as a result of COVID-19 (Fenaj, 2022).



DISSEMINATION OF INFORMATION ABOUT COVID-19 IN BRAZIL

The first case of Covid-19 in Brazil was confirmed on February 26, 2020, and the first death was recorded shortly afterwards, on March 12 (UNA-SUS, 2020). Data on positive cases and deaths began to be recorded and reported by the Ministry of Health, which passed on data to the press. Shortly after the start of the pandemic, a series of conflicts broke out between the Ministry of Health and the press. A set of reports showed situations in which journalists were physically and verbally assaulted by agents linked to the Ministry, for political reasons, while carrying out their work (Sena, 2020).

In the first months of the pandemic, official data were removed from the government platform (Rodrigues, 2020). The media interpreted this withdrawal of data as an attempt to hide the pandemic situation in the country. In addition, there was a period of constant turnover of the Minister of Health, in which three people occupied the position in a period of just three months, generating insecurity and mistrust around this institution (Motta, 2021). All this culminated in the creation of the Press Consortium in June 2020, which brought together journalists from six major newsrooms, with the aim of disseminating information regarding the pandemic independently of the Ministry of Health (G1, 2020).

The information released by the press consortium usually deals with the scenario at national and state level. It is not possible to track cases, deaths or even vaccinations among indigenous and quilombola populations, as the data does not specifically address any group. The Ministry of Health provides information on these populations on its website. However, this data needs to be analyzed with caution. In addition to the problems of underreporting of cases and deaths from COVID-19 (Fiocruz, 2021), the federal government only recognizes in-

igenous peoples and quilombolas living in regularized indigenous and quilombola territories. This excludes many indigenous and quilombola peoples who live in urban areas or whose territories have not yet been demarcated or titled.

To address these issues, the Socioenvironmental Institute created a platform which monitors cases and deaths due to Covid-19 among indigenous peoples and quilombola communities (ISA, 2022). This platform is linked to the organization's database of indigenous populations, so data can be cross-referenced to understand which ethnic groups the populations belong to, what languages they speak, and in which municipalities they are located. Unfortunately, it is not yet possible to monitor vaccinations on the same platform. As a result, the Ministry of Health through the Special Secretariat for Indigenous Health (SESAI) remains the main source of information on indigenous vaccination. Quilombola communities have produced a document called the Quilombola Vaccinometer, which collects data based on an articulation of the quilombola communities themselves (Terra de Direitos, 2021).

Although the federal government allocated resources to awareness campaigns about COVID-19 and vaccination, data from

CONSORTIUM OF MEDIA OUTLETS

Created in June 2020, the Press Vehicles Consortium transmits data on Covid-19 cases and deaths nationally and in the states, and since the beginning of vaccination in the country, it has also followed immunization rates. Instead of waiting for the Ministry of Health to release data, professionals began to collect information directly from the health departments. The newsrooms of G1, Folha de São Paulo, UOL, O Globo, Estadão and Extra are part of the consortium.

PLATFORM FOR MONITORING THE EFFECTS OF THE COVID-19 PANDEMIC ON THE INDIGENOUS POPULATIONS OF BRAZIL

Monitoring of the evolution of the new corona virus among indigenous populations is a great challenge. While official numbers provide information on the dynamics of reporting, they do not necessarily reflect the extent of the pandemic. Furthermore, the lack of data disaggregation makes it difficult to recognize the most affected regions and populations. Another serious problem is the lack of data on indigenous peoples living outside demarcated Indigenous Lands, which includes both city dwellers and populations awaiting the completion of the long process of demarcation of their lands. (ISA, 2022).

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the Access to Information Law indicates that most of the resources were allocated to alternative campaigns, which were often dissonant with the World Health Organization's guidelines. A report published in May 2021 indicated that the Ministry of Communications would have invested a total of 108 million reais in campaigns related to the pandemic (Fonseca, 2021). Of this total, 5 million reais were invested in a campaign on vaccination, which was broadcast between April 17 and 30, 2021. In contrast, another campaign encouraging the resumption of commercial activities received 35 million reais and was broadcast between June 22 and July 10, 2020. Another example is the campaign on early treatment - which encouraged the use of drugs without proven efficacy - which ran between October 17 and December 30, 2020, and received 19.9 million of reais.

QUILOMBOLA VACCINOMETER

Given the general framework of the Brazilian State's omission regarding the impact of the Covid-19 pandemic on the quilombos, the National Coordination of Articulation of Black Rural Quilombola Communities (Conaq), with the support of Land of Rights and Ecam Social Projects, monitors how Vaccination of quilombolas as a priority group has been carried out throughout the country. (Terra de Direitos, 2022).



CONCLUSION

- Traditional media in Brazil is still one of the most relevant sources of information for Brazilians. Television is very present in people's daily lives across the country, but radio is also widely used by the population. On the other hand, printed newspapers have decreased in circulation and have reached fewer people, such that many newsrooms have migrated to the digital space, although in the virtual environment they maintain the same format and types of content that were once published on paper.
- Traditional communication in the country is linked to big

businessmen, career politicians, Protestant religious actors (Pentecostal and Neo-Pentecostal) and agribusiness. The concentration of the press in the hands of these groups can be harmful, as it can affect the autonomy of journalists, influence political decisions and, in general, influence public opinion by presenting biased scenarios and particular interests without proper identification.

- Digital media has expanded its reach in Brazil. However, there are inequalities in access to this technology. Poorer sections of the population tend to access the internet only through mobile

devices, such as smart phones, which limit access. Social media networks are becoming increasingly important as sources of information, and WhatsApp and YouTube are social media that are gaining prominence in Brazil.

- In the context of the COVID-19 pandemic, the dissemination of information has been impacted by underreporting, especially about indigenous and quilombola communities. In this context, the communities themselves are organizing initiatives in partnership with non-governmental organizations.



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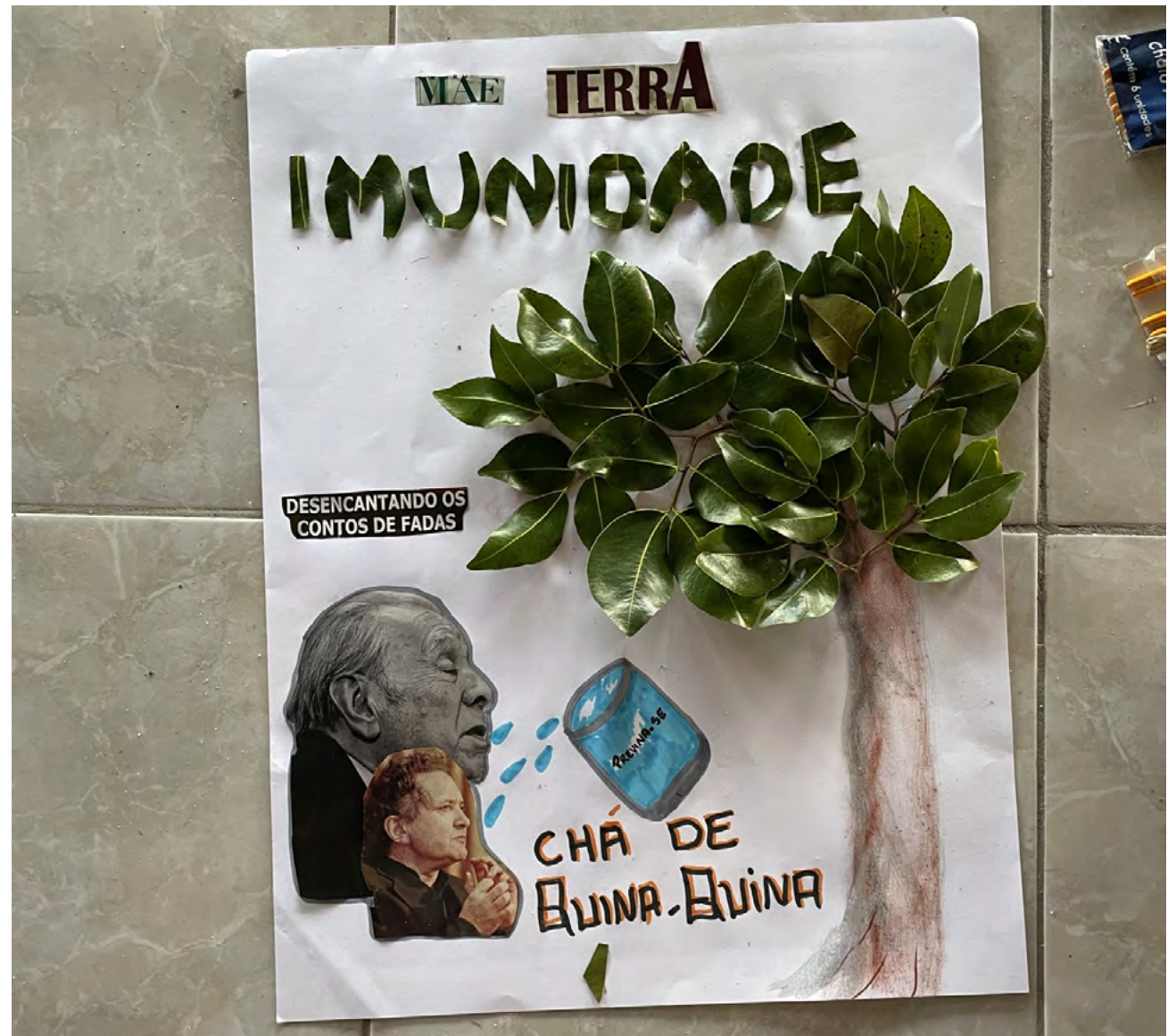
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