

INCLUDES AN
ANALYSIS OF THE
BRAZILIAN MEDIA'S
COVERAGE OF THE ISSUE

PRELIMINARY VERSION

INVESTIGATIVE JOURNALISM

THE **TIM LOPES** CONTEST

*A case study on the work of the
news media in confronting sexual
violence against children*

Preliminary version

INVESTIGATIVE JOURNALISM

THE **TIM LOPES** CONTEST

*A case study on the work of the
news media in confronting sexual
violence against children*

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Disclaimer: *A concern of this text is to employ language that does not discriminate or establish differences between men and women, boys and girls. The generic use of the male gender form or the neutral terms child and adolescent was an unavoidable choice in many cases. It is understood, however, that the generic use of the male gender form refers to men and women alike and that behind the term child and adolescent are boys and girls with faces, lives, stories, hopes, dreams, social inclusion, and vested interests.*

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PREFACE

Commercial sexual exploitation and sexual abuse of children, regarded as crimes against humanity, are forms of violence that do not distinguish among social classes nor do they respect territorial or cultural boundaries. Confronting these crimes is a challenging task, for they are shielded by the complicity and collusion of many people, or hidden behind a veil of family shame. The rise of the Internet over the past two decades has opened new, and ever more daunting, pathways for these activities, transforming what once were acts perpetrated by individuals or small local groups into a global organized criminal enterprise.

Throughout the world, concerted mobilization efforts have been undertaken to raise awareness of these practices. It is a task that requires the active participation of countless social actors and a network of organizations with shared responsibility. Among these actors, the news media exercises a strategic role: first, by helping to lay out the moral, psychological, and socioeconomic complexities of the issue; second, by contributing decisively to ensuring the phenomenon is a priority of the public agenda. Moreover, journalism has the obligation to demand that the various related actors discharge their respective roles in an effective manner.

This context, and the effort to promote the news media's mobilization and qualification, has served as the basis for the nearly decade-old alliance between the Brazilian News Agency for Children's Rights (Agência de Notícias dos Direitos da Infância – ANDI), a Brazilian NGO operated by professional journalists, and Childhood Brasil, founded by Queen Silvia of Sweden, which to date has benefited over 700,000 Brazilians throughout the country.

The case study analyzes the evolution and outcomes of one of the alliance's central initiatives – the *Tim Lopes Contest in Investigative Journalism* – regarded by the institutions involved in confronting sexual violence and news professionals alike as a highly innovative approach capable of providing support to editorial treatment that extends beyond the reporting of immediate facts.

Setting out the quantitative and qualitative advances spurred by the Contest in regard to the coverage devoted to the issue, as well as the profound experiences of the award-winning journalists, is, in our view, not only a way to celebrate outcomes and/or recognize the work of Brazilian news organizations but a duty of any entity – including the organizations we represent – that acts in the public interest.

Ana Maria Drummond – Executive Director
Childhood Brasil

Veet Vivarta – Executive Secretary
ANDI – Brazilian News Agency for Children's Rights

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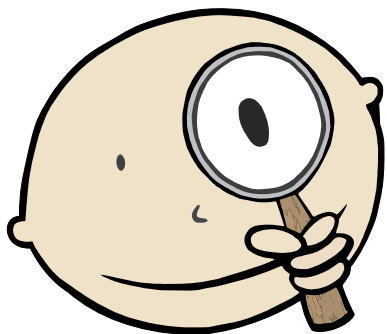
Media and Sexual Violence



COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE OF CHILDREN AND ADOLESCENTS WERE DECLARED CRIMES AGAINST HUMANITY IN 1996. OPPOSING THESE PRACTICES IS A COMPLEX CHALLENGE REQUIRING THE EFFORTS OF A WIDE RANGE OF SOCIAL ACTORS AND SEGMENTS. THE MEDIA – IN PARTICULAR JOURNALISM – HAS AN ESSENTIAL ROLE TO PLAY IN THIS PROCESS.



Photo: Cadu Gomes (Correio Braziliense - DF, 2006)



A crime against the human soul

Abuse, exploitation, pedophilia, sexual tourism, trafficking in persons. These are just some of the forms of sexual violence to which children are subjected. Although official statistics are not available, estimates of the United Nations Children's Fund (Unicef) indicate that each year nearly 1 million girls and boys around the world are the victims of a sexual crime.

In addition to the psychological and social impact – including depression, loss of self-esteem, social exclusion and stunted physical and psychological development – children victims of sexual violence are at higher risk for early pregnancy, abortion, abusive drug use, and sexually transmitted diseases.

In the 1990s, the effort against this serious human rights violation became an increasingly important agenda item in national and international forums. In 1996, for example, 122 national delegations convened in Sweden for the I World Congress against Commercial Sexual Exploitation of Children. A few years later, a second edition of the Congress in 2001 brought together more than 130

countries in Yokohama, Japan. The III World Congress was held in Rio de Janeiro, Brazil, in 2008, when this publication was released.

The I World Congress declared any and all forms of sexual violence against girls and boys as crimes against humanity. At the time, the Internet was just beginning to pervade the daily lives of people, and its connection to pedophilia posed a daunting challenge, beginning with the need for the enactment of specific laws and close cooperation among nations.

As a participant in these global forums, Brazil became one of the first nations to draw up a national policy to face the different manifestations of sexual violence against children. The implementation of an effective set of strategies, however, has faced continuous obstacles in diagnosing the phenomenon, effectively punishing perpetrators, and providing quality assistance to victims. In response to public demand for a greater commitment to the issue, in 2003, Brazilian President Luiz Inácio Lula da Silva announced that the fight against the commercial sexual exploitation and abuse of girls and boys would be a priority of his government.

Nonetheless, confronting the various challenges posed by this multifaceted phenomenon – including the related social, economic, and even cultural aspects – is a task that extends beyond the limited domain of government action. The issue can only be tackled through broad and coordinated action among various social actors.

The media, specifically the news media, has a vital role to play in mobilizing these actors and in promoting great-

A broad array of actors is dedicated to opposing sexual violence against children. In addition to the various levels of the State apparatus, civil society organizations, the academy, international cooperation agencies, education, health, legal, and social assistance professionals, the business community (in particular the tourist industry: hotels, bars, restaurants, travel agencies, taxi drivers), truck drivers, associations representing prostitutes, and others are actively engaged.



Fostering the debate

The need for an engaged coverage in the context of sexual violence against children served as the inspiration for the Tim Lopes Contest in Investigative Journalism launched by ANDI in partnership with Childhood Brasil in 2002 – the central focus of this publication. Before that, in 1996, ANDI coordinated the Communication activities of the Latin American preparatory meeting for the I World Congress, held months later in Stockholm, which was convened in Brasilia with the participation of 3,000 delegates to draw up a coordinated continental agenda.

At the preparatory meeting, ANDI organized a discussion panel with a number of leading Brazilian journalists. Subsequently, the Agency partnered with the Jornal do Brasil Agency (Agência JB) to cover the World Congress through the daily distribution of free news content to the Brazilian news media. Additionally, ANDI supported the Brazilian Tourism Institute (Instituto Brasileiro de Turismo – Embratur) when it launched its first global campaign against sexual tourism.

er awareness of this urgent problem and finding effective ways to prevent and fight it. Indeed, the new media's most forceful and appropriate challenge resides precisely in monitoring and demanding policies commensurate with the gravity of the crisis.

WHAT IS THE NEWS MEDIA'S ROLE?

Traditionally, the news media has played an important role in protecting human rights, not only by exposing violations but also by fostering the public debate on how to ensure and promote those rights.

This effort is carried forward in the framework of the media's overriding role in contemporary societies: to strengthen democracy and contribute to national development. The impact of journalistic activities is assessed from this standpoint, and increasingly by specialists engaged in what has come to be known as "Communication for Development." The field encompasses a wide range of topics related to communication that have an impact on social, cultural, economic, and environmental sustainability issues, to cite just a few.

With regard specifically to journalism, communication for development involves the production of news content with the capacity to:

- a) offer the public reliable and contextualized information – enabling active citizen participation in the political arena through actions to monitor and demand the promotion of rights ;
- b) foster the pluralist formulation of priority agenda items aimed at contributing to ensure that issues of signifi-

NATIONAL AND INTERNATIONAL LEGAL FRAMEWORKS

Sexual crimes involving children are a form of violence that knows no boundaries. Virtually all nations face, to a greater or lesser degree, face the challenge of protecting their boys and girls from this egregious violation of human rights.

To address the problem on a global scale and secure joint action among nation-states, a number of international treaties and norms have been signed by the large majority of countries.

The foundation of these agreements is the Convention on the Rights of the Child approved on November 20, 1989, by the General Assembly of the United Nations and ratified by 192 nation-states. Articles 34 and 39 refer specifically to the commitment of nation-states to protect their children from all forms of commercial sexual exploitation

and abuse and the adoption of appropriate measures to assist victims.

Other relevant instruments on the issue include the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution, and Child Pornography, to which Brazil has been a signatory party since 2004; Convention 182 on Child Labor approved in 1999 by the International Labor Organization (ILO), which declares the commercial sexual exploitation of children as one of the worst forms of child labor; and the United Nations Convention against Transnational Organized Crime, governing the prevention and punishment of trafficking in persons, particularly women and children, and to which Brazil has been a signatory party since 2003.



BRAZILIAN

INTERNATIONAL

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| <ul style="list-style-type: none"> • Decree-Law 2848 of 7 December 1940 - Penal Code - Art. 3 - Section VI, Chapter V - "Crimes against Customs" - Special Provision enacted under the following title: "Recruitment and Trafficking in Persons" 1940 | <ul style="list-style-type: none"> • Universal Declaration of Human Rights 1948 |
| <ul style="list-style-type: none"> • Federal Constitution 1988 | <ul style="list-style-type: none"> • Universal Declaration of the Rights of the Child 1959 |
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| <ul style="list-style-type: none"> • National Human Rights Plan 1996 | |
| <ul style="list-style-type: none"> • National Plan to Confront Child Sexual Violence 2000 | <ul style="list-style-type: none"> • Optional Protocols to the Convention <ul style="list-style-type: none"> • on the Participation of Children in Armed Conflicts • on the Sale of Children, Child Prostitution, and Child Pornography • ILO Convention 82 (Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labor) • UN Convention against Organized Crime - Additional Protocol to Prevent, Suppress, and Punish Trafficking in Persons - 2000 (Ratified by Brazil in 2003) |
| <ul style="list-style-type: none"> • National Plan to Combat Trafficking in Persons 2006 | |

- cant relevance to human development feed the public discussion through the involvement (and legitimation) of the greatest number of actors possible; and
- c) exercise oversight of governments and public policies in order to contribute toward securing greater accountability of government authorities (as well as the private sector and civil society) accountability in the policy formulation, execution, monitoring, and assessment process.

Information and citizenship

Journalism professionals bear an enormous social responsibility: to provide all citizens with quality information on government actions and a range of other issues of collective interest. Often, news media is the only channel through which the public has access to information on public interest services and fundamental rights. The same applies to discussions of complex questions, such as sexual violence.

Journalism dedicated to contextualized news coverage strengthens citizenship by enabling the population to gain information on and press for its rights – through the renewal and expansion of social capital. Although there are always challenges to be overcome with respect to the provision of contextualized information (news that extends beyond the bare facts), the Brazilian news media has made significant strides in this area.

Of the various forms of news coverage, a specific approach referred to as “service journalism” performs a particularly relevant social function. In Brazil and throughout the globe, irrefutable examples abound of the effectiveness

The pages below are devoted to discussing how a quality news story is prepared and how the Tim Lopes Contest has contributed to advancing the Brazilian media’s coverage of commercial sexual exploitation and sexual abuse of children – the theme of the Contest.



Development and the media

“The right to information is a key underpinning for work in democratic governance and is vital for promoting ‘open governance’ and the accountability of public decision makers as well as for strengthening transparency, participation and the rule of law. The right to information is not only fundamental for an open and democratic society but is a key weapon in the fight against poverty and in accelerating human development.”

*United Nations Development
Program (UNDP)*

of this particular type of journalism, by which the media provides support to the concrete exercise of citizenship. Examples include coverage of vaccination campaigns, school enrollment schedules, consumer rights, or guidance on rational energy use.

The supply of qualified information also lies at the root of “preventive journalism,” an approach aimed at anticipating threats such as floods or epidemics through indication of the specific measures capable of preventing or mitigating the effects of future crises. In addition to disseminating guidance on immediate actions, effective preventive journalism encourages citizens to participate actively in addressing the problem and in demanding objective measures from public authorities.

A similar logic drives news coverage of emergency situations or calamities, referred to as “crisis journalism.” Through this approach, reporters and other news media professionals have the important mission of reconciling speed with quality, namely of providing the public with balanced information while avoiding sensationalist reporting capable of inciting panic. Examples include reporting on pandemics, natural disasters, and even wars.

Agenda setting and perspectives

Another important role performed by news outlets regards their ability to influence public agenda setting. As a rule, the issues reported on in news stories constitute the priorities of decision-makers – and of social and political actors in general – and, therefore, have a ma-

major impact on the policy courses adopted. By contrast, issues “overlooked” by reporters are unlikely to receive the attention of the general public and of government. In this context, it is not difficult to appreciate the impact of comprehensive and qualified coverage of commercial sexual exploitation and sexual abuse of boys and girls – particularly given that this type of crime often remains hidden behind a veil of social secrecy and, consequently, goes unpunished.

The discussions on the influence of journalism in public agenda-setting are anchored in the Agenda-Setting Theory, according to which the media contributes to shaping the political and social debate. Based on this line of reasoning, beyond the ability to influence the agenda of different social groups and spheres of power, news media wields an additional instrument of persuasion: the ability to frame public issues, that is, to affect “what” and “how” the public thinks about specific issues.

Therefore, by focusing on and giving emphasis to specific aspects of a topic in news coverage, communicators contribute toward shaping how the public interprets issues. In this way, journalism has a significant impact on the political deliberation and decision-making process by helping to determine which issues are recognized as social problems, who the accountable actors are, and what steps should be taken to remedy a particular problem.

Public policy in focus

Exercising oversight of public initiatives is a central element of good journalism, insofar as news media has the

Accepting the underlying premise of Agenda-Setting Theory does not imply the belief that the media exercises a predominant influence on the public agenda at all times – or that other factors do not have a direct impact in determining the priorities of citizens or decision makers. In fact, portions of the influence identified in Agenda-Setting Theory operates in a circular fashion, marked by continuous feedback between news media and society. Similarly, it is readily evident that some issues, even when “overlooked” by journalists, continue to garner the interest of the public at large and government.



Communication, human rights and development

Adopting a human rights approach means embracing what the former UN Secretary General, Boutros-Ghali, called “the quint-essential values through which we affirm together that we are a single human community...[they are] the irreducible human element”. In this sense, there can be no development strategy that neglects human rights. Nor can there be a press dedicated to covering development policies that ignores the human rights agenda.

*Source: Facing the Challenge (ANDI,
Petrobras and Plan)*

capacity to serve as an impartial set of eyes and an independent voice in the monitoring of public policies – namely the programs, projects, and actions rooted in areas of public interest such as those aimed at protecting sexually exploited children.

This particular media practice is referred to by specialists as the “oversight role”. Often, the term “watchdog” (taken from media studies published in the United States and Great Britain) is employed to indicate the media’s potential for alerting society as to the failures and successes of government.

In general, complaints against government reported in the media elicit more timely responses. The oversight role also contributes to ensuring that violations of human rights on a wide scale occur with less frequency. In his classic argument, Amartya Sen, Nobel Laureate in Economics, affirms that famines are not a feature of democracies with a free press because the resulting news coverage would unleash such a torrent of popular criticism as to effectively debilitate the government in power.

News media, however, can do more than expose unethical or corrupt government practices: it can carry out in-depth investigations (and, in this way, promote the analysis of relevant facts) of the outcomes of public policies, determining whether they met initial expectations, whether they were effectively managed in terms of their scope and the promotion of social justice, and whether the respective financial resources were properly applied. This is the approach referred to as “investigative journalism”.

The kind of coverage also has the obligation to reserve space for the views and opinions of the target populations of individual public policy initiatives. Specifically, setting aside space for those segments implies recognizing them as legitimate actors in the policy formulation and implementation process, and providing them with an identity that stands in stark contrast to that of the passive “beneficiary” (wherein resides the notion that social policies are “favors” conferred on the neediest population segments by leaders and elites) or to that of the victim (arising from the absence of policies or accountability for poor policy formulation/implementation).

The news media’s investigative role, however, cannot restrict itself to the government sphere. Other actors, including private enterprises and social organizations, also warrant media attention. By expanding the horizons of public debate, investigative journalism stimulates the population to demand and encourage social responsibility from the various sectors of society.



Oversight

“The media can expose corruption. They can keep a check on public policy by throwing a spotlight on government action. They let people voice diverse opinions on governance and reform, and help build public consensus to bring about change.”

James D. Wolfensohn, former president of the World Bank

LIMITS OF JOURNALISM

THE FINANCIAL DIFFICULTIES AND TIGHT DEADLINES UNDER WHICH NEWS OPERATIONS ARE FORCED TO WORK HAVE HAMPERED THE PRODUCTION OF CONSISTENT INVESTIGATIVE JOURNALISM IN BRAZIL. ACCORDING TO JOURNALIST MARCELO BERABA, A BOARD MEMBER OF THE BRAZILIAN ASSOCIATION OF INVESTIGATIVE JOURNALISM (ASSOCIAÇÃO BRASILEIRA DE JORNALISMO INVESTIGATIVO – ABRAJI), THE WAY IN WHICH FINANCIAL RESOURCES ARE MANAGED PENALIZES REPORTING FOCUSED ON THE DISCOVERY OF EXCLUSIVE INFORMATION. IN BERABA’S VIEW, WE SHOULD NEVER FORGET THAT “THE REPORTER’S PLACE IS OUT ON THE STREET.”

In addition to the operational challenges, Beraba underscores the limitations of the field, in an article titled “Plagas en los reportajes” (Plagues in News Stories), appearing on the Centro de Periodistas de Investigación (Center for Investigative Journalists) website, a Mexican-based entity: “Lack of experience, training, and technical knowledge is one of the major problems today. There are simply not many professional journalists with the adequate technical capacity and training to produce investigative reports that, even if challenged, cannot be refuted.”

It is important to remember that nothing draws a journalist like a good story. Yet, the criteria for what is or what is not a good story are manifold. Generally, they involve how current (with preference given to “exclusive”) the story is and its impact on people’s lives. However, this begs the question as to why so many stories that are current and relevant to hundreds, thousands, and, in some cases, millions of people are nonetheless neglected by news outlets.

Clearly, the press does not cover every story or report on every story. The hope is that only in the rarest of cases will this occur because of a conflict of interest between the essential independence of journalism and the

inevitable business, political, or personal relations of media owners with other social actors. Entrepreneurs in the Communication field will invariably have business interests in other areas. For the most part, journalism is the product of private initiative, and its public function is almost always damaged when private interests intrude.

Beyond these more serious questions, however, it is possible to understand that omissions can arise from carelessness or even disinterest. However, in a majority of cases omissions result from the lack of time afforded to reporters, print or broadcast space, or human and financial resources required to expand the range of reported issues. Indeed, this limitation goes a long way to explaining the multiplication of specialized information products offered to specific market segments (business, sports, culture, agriculture, fashion, health...).

Quality

If the underlying motive for low quality or insufficient coverage is a lack of interest among journalists, the task of repositioning a topic within a news organization is a difficult one. In most instances, the interested social actors – that is, the “activists” on a particular issue – will have to organize mobilizations that in and of themselves represent a significant social event (“data is not enough, facts are needed; facts are not enough, data is needed”). Only in this way can issues generally considered too dry to merit news coverage can gain momentum.

However, when the problem is a lack of time, the absence of financial resources, or insufficient knowledge of an issue on the part of journalists – or any combination of these – ways must be found to forge “alliances” (collaborations) with other professionals and outlets. On this issue, it is worth mentioning the extent to which the Tim Lopes Contest serves to raise the status of the issue of “sexual violence against children” in news organizations by introducing it as a major news agenda item; by cooperating to

facilitate travel and cover other investigative costs; by offering professional qualification; and by generating interest.

The financial aspect is not a minor issue. The large news media outlets depend on advertising revenues to survive in the marketplace. Advertising sustains them. Like any other business the media is subject to market cycles. In times of economic recession, a large number of news media firms are forced to layoff personnel. Yet, they are not always in a position to rehire employees when the economy turns around. Before cutting news staff, therefore, media organizations look to trim costs in other areas. The options range from reducing the number of pages in a magazine or newspaper (which means less available print space for news stories) to curtailing or even suspending business travel (potentially resulting in fewer news reports requiring more in-depth investigation).

Investing in knowledge

As Brazilian journalist Marcelo Beraba (ABRAJI) notes, we cannot overlook the fact that there are issues on which many news professionals feel unprepared – frequently the case with the question of sexual violence against children. When technical knowledge of complex issues is inadequate, the quality of news stories invariably suffers. The Tim Lopes Contest tackles the problem on two fronts: first, journalists must conduct a minimum amount of research before submitting an investigative proposal; second, the Contest provides high-level specialized consulting to support the investigative stages.

It is important to stress that all the factors discussed above can impact news reporting. This is why it is central to understand the realities of the media universe before approaching and attempting to mobilize news professionals on specific agenda topics, regardless of their importance to a given organization or social group – and even to journalists. ●

POLITICAL AND ECONOMIC INTERESTS

With its continental dimensions, multiplicity of cultures and paucity of qualified information about a series of issues, Brazil is a huge puzzle to the press. In this scenario, there is no lack of specific circumstances, not always favorable, that journalism must face – among them political interference. A survey by the Institute of Communications Studies and Research (Instituto de Estudos e Pesquisa em Comunicação – Epcom) in 2008 reveals that 271 Brazilian politicians are associates or directors of 348 radio stations. Of these, 147 (54.2%) are mayors, 48 (17.7%) are federal deputies, 20 (7.3%) are senators, 55 (20.3%) are state deputies, and one is a governor. These numbers refer only to politicians officially connected with communication media, and do not include indirect relations such as the merely formal owner-

ship of a media organization by a relative or someone connected to the politician.

Moreover, the interests that can limit the full exercise of journalism in our country are not only of a political nature. There are also economic interests that can restrict it – when, for instance, advertising takes on a greater than legitimate and necessary weight in the news production process, or when paramilitary or parastatal powers interfere with the right to information, as was the emblematic case in the murder of reporter Tim Lopes, whose eulogy in the investigative journalism contest promoted by ANDI and Childhood Brasil is not fortuitous. All these factors – as well as others – contribute to make the practice of in-depth reporting in Brazil a challenge and, sometimes, unfeasible.

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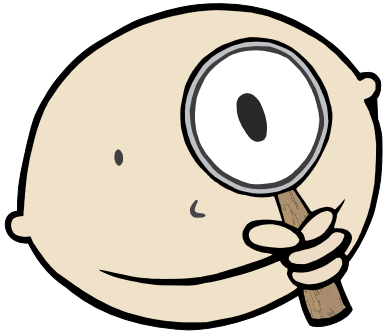
About the Contest



CONTRARY TO TRADITION, THE AWARD OFFERED BY THE TIM LOPES CONTEST RECOGNIZES AND LENDS SUPPORT TO INVESTIGATIVE JOURNALISM PROJECTS, NOT PUBLISHED STORIES. THE LIMITS IMPOSED BY DEADLINES AND THE LACK OF FINANCIAL RESOURCES ARE THUS OVERCOME, THEREBY ENHANCING THE QUALITY OF THE END PRODUCT.



Photo: Albari Rosa (Gazeta do Povo - PR, 2004)



Journalism beyond the facts

When the objective is to modify a given reality, the first step is to gain a full understanding of the context over which influence is sought.

Understanding what an investigative reporting contest truly means to the daily lives of journalists and media organizations requires knowledge of the specific features of the news media universe. As in other professions, it has its own peculiarities: jargon, *modus operandi*, limitations, potential, virtues, and, above all, ethical code.

Knowing what works and does not work in the news environment is vital. Yet more important is grasping why something does not work and what can be done to make it work better. Are journalists and media owners co-conspirators in a plot to undermine social justice? What are the limitations of journalists? What are the limitations of media organizations in their capacity as for-profit enterprises? What are the boundaries of journalism in a world marked by a growing fragmentation of interests and an increasingly complex social fabric which the news media must interpret for the benefit of its audience?

Understanding this reality coupled with a healthy dose of goodwill can certainly help when developing a strategy for cooperation. In the case of the Tim Lopes Contest in Investigative Journalism, to secure the interest, trust, and, ultimately, partnership of journalists, ANDI, Childhood Brasil and the other associated entities focus more on “offering” than on “requesting”: improved investigative conditions, enhanced conditions for the practice of news reporting itself.

Since its launch, the initiative has drawn interest within the Brazilian media because of the opportunity to produce comprehensive and in-depth news stories on the realities of sexual violence against children. To this end, the Contest adopted a unique approach. Rather than recognizing published stories, the decision was made to focus on the most promising reporting proposals, projects intended for future investigation – or news media agendas, to use industry jargon. Aware of the increasing difficulties organizations face in funding work on stories that demand considerable staff time and costly travel, the Contest provides financial resources to enable the investigations. Additionally, it offers ongoing consulting on the issue at hand.

“To my knowledge, the Tim Lopes Contest was the first to invest in the production of stories. This is of great significance to a newspaper because it enables the news report to be undertaken,” says Ana Dubeux, editor-in-chief of the *Correio Braziliense*. Journalist José Rezende Júnior, a seasoned news veteran with 20 years of experience, adds: “The technical and financial support provided to the production of news stories is of fundamental importance, above all given that the large press outlets do not, as a rule, invest in investigative reporting, preferring, instead, statement stories.”

Ana Márcia Diógenes, Unicef Communication Officer for the Brazilian states of Ceará, Piauí, and Rio Grande do Norte – located in the northeast, the region with the worst social indicators in the country – believes that one of the most significant aspects of the award is the twin incentives it offers: technical and financial. “It captures – in the best sense – the entire news

ENHANCING THE DEBATE

The Tim Lopes Contest is a response to the diagnosis laid out in *Cry of the Innocent*. The analysis of 718 stories on sexual abuse and exploitation published in 49 major dailies throughout Brazil in 2000 and the first half of 2001 revealed that, despite sporadic examples of high-quality journalism, in general the news media's coverage left much to be desired in terms of quantity and quality.

- 67.5% were fact-based pieces – in most cases the stories described a violent act without discussing the causes, consequences, or possible solutions of the phenomenon.
- A mere 8.3% discussed the issue in broader terms in an effort to provide greater context.

- Only 13.4% offered statistical data essential to understanding the real dimensions and characteristics of sexual violence.
- Just 7.5% of the pieces cited the Children and Adolescent Bill of Rights, indicating analysis from a human rights perspective.
- About 18.2% of the pieces discussed underlying causes of the problem, but only 10.5% of them treated the phenomenon from a social and psychological standpoint.
- Almost 30% of the pieces cited police sources as originators of the subjects.

(See Chapter 5 for information on how these findings have shifted in recent years).

production cycle, thereby ensuring the necessary support for professionals involved in the investigation,” according to Diógenes.

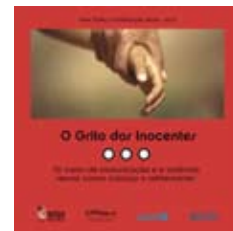
Origins of the award

The idea of holding a contest that would effectively draw the attention of the press and Brazilian society to the grave phenomenon of sexual exploitation and abuse of children was a natural consequence of diverse activities conducted by ANDI and aimed at sensitizing and stimulating journalists on the theme. A good portion of these initiatives were already being carried out within the ambit of the partnership with Childhood Brasil, established in the early 2000s.

Carlos Ely Souto de Abreu, director of ANDI’s Mobilization Center, recalls, “In one of our meetings a proposal was floated to organize a debate centered on analyzing media coverage of various aspects of the issue”. This gave rise to a quantitative and qualitative study on the content of approximately 50 Brazilian news dailies followed up by five regional meetings in the states of Paraná, Minas Gerais, Bahia, Pernambuco, and Amazonas to discuss the survey results with news professionals and social actors committed to the cause.

The Tim Lopes Contest in Investigative Journalism aims to contribute to further developing the debate. The first edition in 2002 served to consolidate the partnership between ANDI and Childhood Brasil while drawing the support of Unicef, ILO, Abraji and the Brazilian Federation of Journalists (Federação Nacional dos Jornalistas – Fenaj).

An outcome of the initial activities was *O Grito dos Inocentes – Os Meios de Comunicação e a Violência Sexual contra Crianças e Adolescentes* (*Cry of the Innocent – The Media and Sexual Violence against Children and Adolescents*) – part of the *Mídia e Mobilização Social* (Media and Social Mobilization) series. Published by ANDI, Childhood Brasil and Cortez Editora, with the support of the Ayrton Senna Foundation, Arcor Foundation and Unicef, to this day the book serves as a reference on the issue in newsrooms and schools of journalism alike.



THE MAN BEHIND THE NAME

Arcanjo Antonino Lopes do Nascimento was one of those journalists of rare courage hard to come by. Although a producer for the Rede Globo Network since 1996, he was not a familiar face on Brazilian television. This allowed him to operate anonymously in places other journalists dared not set foot for fear of drawing attention, and to unearth buried information. On June 2, 2002, at age 51, Tim Lopes disappeared while investigating drug trafficking and the sexual exploitation of children in Rio de Janeiro. Statements collected by law enforcement authorities from the traffickers themselves indicate that he was tortured and murdered by an individual or individuals who feared being exposed in the media.

Professional life - Born in the southern Rio Grande do Sul state, Tim Lopes built his career in Rio de Janeiro, where he graduated from Hélio Alonso College. A dedicated journalist, he was the recipient of numerous awards, among them the prestigious Esso for a collaborative investigative report on the “Feirão das Drogas”

(“Drug Fair”) in 2001. Using a concealed camera, Lopes exposed the free sale of narcotics in the Complexo do Morro do Alemão neighborhood – situated on the outskirts of Rio de Janeiro. It was the first Esso prize awarded in the Television category.

Lopes also received the 11th and 12th Abril de Jornalismo Award for Current Events for “Tricolor de Coração” (“The Three Colors of My Heart”), published in the magazine *Placar* in December 1985, and the 1986 piece “Amizade sem Limite” (“Friendship without Boundaries”). In February 1994, the Brazilian daily *O Dia* bestowed a best news story prize on Tim Lopes for his series of reports titled “Funk: som, alegria e terror” (“Funk: Music, Joy and Terror”) – as fate would have it, the subject of his last major investigative report for Globo TV. This, is but a brief synopsis of the professional life of the dedicated reporter better known as Tim Lopes in whose honor – and with the generous support of the Lopes family – ANDI’s and Childhood Brasil’s investigative journalism contest is named.

Four editions have been held since the award's launch: 2002, 2004, 2006, and 2008. The theme is always sexual violence against Brazilian children and adolescents precisely because of the seriousness and challenges of the issue to the public sphere and civil society, as well as the media. The idea is to gather the perspectives and experiences of journalists on human rights, democracy, and development and thereby produce what common sense would define as “good journalism”.

A little more than nine months were required to develop the Contest. As Veet Vivarta, Executive Secretary of ANDI, acknowledges “ANDI had a strong analytical foundation on which to tackle the issue. Yet we lacked the means to ensure the initiative's certain success, an inherent element of any innovative or pioneering effort”. To be sure, there was a consensus on the issue. But it was also clear that the Contest's objectives needed to cohere closely with the commitments of partners and supporters historically dedicated to social mobilization aimed at promoting and guaranteeing the rights of Brazilian children and/or to the idea of spurring journalists and media outlets to provide coverage of the social agenda and human development.

“We needed to reconcile, on the one hand, the interests of journalists concerned with news worthiness and professional independence and, on the other, civil society sectors devoted to producing a societal shift through awareness-raising aimed at demonstrating the direct effects of the phenomenon on millions of boys and girls. The Contest then served as a catalyst, which, in my opinion, was its greatest and most significant innovation,” argues Daniel Gonçalves de Oliveira, the initiative's coordinator for ANDI in the 2004 and part of the 2006 editions.

Freedom, trust, and support

In the first four editions, the Tim Lopes Contest engaged more than 60 reporters, editors, photographers, and camera operators, in addition to dozens of university students, eager to tell the stories of children that are as

real as they are dramatic. The effort required them to pore over countless laws, bills, studies, surveys, theses, statistics, public policies, police investigations, judicial proceedings, protective institutions, and criminal networks, leading them, oftentimes, into dangerous territory.

The work also required traveling the length and breadth of Brazil, from the Amazon to the pampas in the south, and across international borders – French Guyana, Suriname, Paraguay, Portugal, and Spain. Given the realities of Brazil, where 59.5 million inhabitants are under age 18 and the problem of violence against children has yet to be adequately quantified, the project gave journalists a unique opportunity to carry out in-depth investigative reporting and reveal situations demanding direct and concerted action from government, civil society, the private sector, and individual citizens.

Specialized consulting support

One of the most important innovations of the Tim Lopes Contest involves the consulting support provided to the winning journalists. The idea grew out of the recognition that in the investigative stage reporters often require a more extensive understanding of the issue and associated events than they in fact possess. “From the beginning, we decided that the consultant would not be allowed to direct the investigative report but rather contribute to it, although we were aware that this would require walking a fine line,” says Ana Maria Drummond, executive director of Childhood Brasil. In the view of Veet Vivarta, “It represented, at the very least, an unprecedented experience in Brazilian journalism.” Yet, the resistance of news professionals was not as widespread as expected, and the contributing consultant has over time become a permanent fixture of the process. “We can state that the resource serves as a source of specialized information,” concludes Oliveira.

The candidate selected to provide her consulting expertise to the winning investigative journalists was Brazilian sociologist Marlene Vaz. A graduate in Social Research and student of the issue for several decades, as



well as a member of the technical staff of the National Plan to Confront Child Sexual Violence, Vaz brought some particular strengths to the position, namely her long experience in consulting for a host of entities and as a radio program director. Yet more than her degrees and titles, it was Ms. Vaz's extensive connection with reporters – who are constantly seeking her out for interviews – which perhaps accounted most for her success.

In the view of Ana Drummond, of Childhood Brasil, all the factors outlined above converged to ensure the Contest became a type of “watershed” event. The possibility of extending the initiative to other countries is currently under study. However, the model has already inspired a similar initiative by the Avina Foundation – namely, the Avina Awards for Investigative Journalism on Sustainable Development, now in its second edition.

Evolution and approach

The major part of project entries in the first edition of the Tim Lopes Contest, in 2002, were not as encompassing or comprehensive as more recent submissions – although the jury had no difficulty in identifying creative and viable ideas. The initial experience led to some modifications in subsequent editions. In 2004, for example, candidates were required to complete a specific form so as to ensure that a number of essential characteristics of the proposed investigative process were met. Two years later, a new modality, the Special Theme, was introduced for purposes of focusing each edition on one of the national priorities related to opposing sexual violence against children. In

Avina Journalism Awards

The project Avina Awards for Investigative Journalism on Sustainable Development was established in 2006 with the same perspective as the TIM Lopes Contest. The difference of this initiative is simply structural: on the one hand, because the awards have a global reach (journalists from all over the world can apply, provided the field of investigation is Latin America) and, on the other, because they promote reports on four major thematic areas that make up a kind of equation for the concept of sustainable development in the view of the Avina Foundation: democratic governability, conservation of natural resources, equity and economic development in harmony with the culture of peoples and with the preservation of natural resources.

“Undoubtedly, the Avina Journalism Awards are inspired by the good experience of the Tim Lopes Contest we established at ANDI,” states Geraldinho Vieira, creator of the awards. Director of communications from 2005 to 2008, he was executive director and is currently vice president of ANDI.

2006, the selected topic was commercial sexual exploitation on highways; in 2008, the theme was trafficking in children and adolescents for purposes of sexual exploitation.

The central character of the Contest, however, has remained unchanged through the first four editions. In the registration stage, journalists are required to discuss their ideas with editors – without input from ANDI. “We make ourselves available to clarify any questions, but we avoid becoming involved in the negotiations with editorial boards; there wouldn’t be any reason to do so,” affirms Carlos Ely.

Another relevant aspect is that, despite the financial resources transferred to the winners, no commitment is required with regard to the final results of the work. In addition, the regulation establishes that both the professional and the new organization are allowed full investigative and editorial freedom. And, needless to say, the organizers do not demand to make any assessment of the material produced prior to its publication. “It is a real risk contract, a kind of alliance based on clear parameters of trust on the part of everyone involved,” explains Daniel Oliveira (*see further details on page 36, in the box on Rules of the Game*).

It is a calculated risk, as Veet Vivarta points out. The careful selection of the winning projects, the investment made in the preparation process, and the support provided to the news professionals during the development stage of their investigative pieces tend to reduce potential errors and failures. The respect for the logic of the media’s work is made even clearer by the fact that Contest organizers do not strive to transform journalists into specialists or militants for the cause – even in cases in which particular winners spontaneously serve as spokespeople for the effort to confront sexual violence against children (and thereby exceeding the boundaries of theoretical “journalistic objectivity”). “There are already a large number of specialists and social activists; what we need is more journalists producing good journalism. It was never our intent to

use the Tim Lopes Contest to set up a non-governmental organization or club, but rather to contribute to the qualification of journalists well versed on the issue and capable of producing quality investigative reports,” according to Vivarta.

Widespread impact

Although not bound to a commitment to shape what Vivarta calls “monuments of journalistic perfection,” Contest partners have been thrilled by the results to date, which have far exceeded initial expectations, specifically in the form of news professionals swept up by the issue. The vast majority of pieces surpassed the original proposal submissions, whether in terms of the focus and scope of the investigations or of the print or broadcast space ultimately set aside for the investigative content. Many of the pieces generated new stories and reports, extending the shelf life of the issue in the media. Some were published through other outlets affiliated to the winning journalist’s organization.

The impact of many of the winning reports on Brazilian society and the fact that a number of them were selected for other awards, both in Brazil and other Latin American countries, was not anticipated either.

Furthermore, the Tim Lopes Contest has contributed to a sustained effort – albeit slow and gradual – aimed at qualifying the day-to-day news content carried by Brazilian outlets. In recent years, ANDI’s analyses of the newspaper coverage of sexual violence in various regions of the country have revealed a consistent upward trend, as shown in the data in the chapter on Media Analysis (page 110). ●



Continuous process

“The Contest is held every two years, yet it is not as though the process enters a state of hibernation in between ‘harvests’. There are always demands: how to extend a helping hand to journalists who participated in the process and who are in search of information sources or assistance to carry forward or develop other investigative work or approaches.

It is also important to stimulate news professionals to submit their ideas in subsequent editions, and to keep the issue alive within their organizations through new agenda proposals. The work also involves supporting social organizations that deal with sexual violence in order to lead them to see communication as a strategic tool.

Carlos Ely Abreu, director of ANDI’s Mobilization Center.

A BRAZILIAN VERSION OF “PUBLIC JOURNALISM”

The Tim Lopes Contest in Investigative Journalism was the subject of an analysis by Brazilian researcher Gabriela Goulart in her master's thesis titled *Cidadania em Pauta: O Papel dos Movimentos Sociais no Agendamento da Violência Sexual contra Crianças e Adolescentes* (*Citizenship in the Headlines: The Role of Social Movements in Agenda-Setting of Sexual Violence against Children*) submitted to the School of Communication of the University of Brasília (UnB).

In her study, Goulart, herself a professional journalist, identifies the Contest as a Brazilian version of “public journalism” – a type of news coverage emerging in the United States in the 1990's based on giving a direct voice to society for purposes of understanding and giving visibility of the issues that directly affect the daily lives of citizens. As the author explains, the strategy of approaching the public contributes to news content that tends to encompass the human rights perspective, for the topics addressed are those generally referred to as “social” (including the environment).

New dialogue – In Brazil, this method of social investigation has gained momentum within organized civil society, as the pertinent actors have worked effectively to draw the newsroom's attention to the importance of specific issues of public interest. In addition to the well-known (and vital) practice of voicing grievances through the media, a new form of dialogue with journalists has emerged: namely the support provided to coverage through more systematized data, access to qualified information sources, and, principally, guidance in relation to the social, political, cultural, and economic backgrounds surrounding particular events.

In this context, Gabriela Goulart argues that public journalism as developed within the framework of the Contest has served to help to revive Brazilian investigative journalism from the crisis in which it has long been mired. “My proposal centered on analyzing the role played by social movements to contribute toward qualified coverage of issues relating to citizenship,” says Goulart.

The study endeavors to identify the most effective strategies for ensuring that the issue of commercial sexual exploitation and sexual abuse of children receives coverage in Brazilian media outlets, and their impact on society. The interest in the Tim Lopes Contest derived from the initiative's unique character: "It was the first award to invest in the production of news content based on a joint commitment between journalists and media organizations using investigative methods (adequate time to perform the investigative work, among them) and the subsequent publication of news reports, while simultaneously promoting a rare dialogue between media professionals and specialized consultants," she concludes.

Impact on society – Gabriela Goulart underscores that the quality and print or broadcast space devoted to the news reports developed from winning investigative proposals represent a positive departure from the general content found in the Brazilian media. "It is an example of social agenda-setting of the media and, to that extent, it constitutes a revolutionary experience."

She goes on to argue that the investigation of social themes requires a different approach by news professionals, one which reaches beyond the conventional news gathering-writing-editing process and contributes directly to the search for solutions to the particular agenda issue.

Brazilian researcher Luiz Gonzaga Motta, a professor at the University of Brasília, shares many of Gabriela Goulart's views. In his study *Pesquisa em Jornalismo no Brasil: O confronto entre os paradigmas midiocêntrico e sociocêntrico* (Research in Brazilian Journalism: The Opposition between Mediacentric and Sociocentric Paradigms), Motta emphasizes the transformative potential: "To understand the approaches adopted by the Tim Lopes Contest, it is vital to recognize the important role of journalists in the negotiation process within their media organizations and their transformative power. It is through the journalist that ANDI establishes contact to propose agenda items and sources of information. Under the new paradigm, journalism is not viewed through the prism of a monolithic 'industry of conscience' but as part of a space which may bow to temporary or permanent forces".

CONTEST RULES

Reporters, chief correspondents, editors, or executive editors employed by Brazilian media organizations headquartered in the country may submit proposals for the Tim Lopes Contest in Investigative Journalism. Registration forms must be forwarded to ANDI with a notarized letter indicating the consent of the organization's directors or chairman.

Each candidate may submit one or more investigative journalism proposals, individually or as part of a group. In the case of group submissions, the names of the other participating news professionals must be included in addition to that of the registering journalist.

The Contest includes five categories: Print, Radio, Television, Alternative Media (including Online Media), and Special Theme. The winning proposal in each category will receive an Investigative Incentive Grant to develop the report. Selected journalists will also have access to specialized consulting support and receive a cash prize following publication or broadcasting of the completed news piece.

The jury is made up of representatives of Contest partner organizations, in addition to human rights experts (more specifically in the field of sexual violence

against children) and journalists with experience in covering the related subjects.

The projects are judged on the basis of the following criteria:

- Effective contribution to disseminating and contextualizing social, political, economic, and cultural aspects of significance for purposes of increasing understanding of the issues connected to the sexual abuse and exploitation of children;
- Scope of the discussion on solutions for these adverse realities;
- Development of a journalistic perspective inspired on the promotion and defense of children's rights;
- Scope and relevance of the investigative project;
- Use of financial resources for research and travel;
- Diversity of sources cited; and
- Print space or air time (length of the report or series, broadcast time, reach of the media outlet).

Prize awards – The financial resources will be distributed in two stages. First, the lead journalists of the winning proposals will receive an Investigative Incentive Grant in the amounts below (2008)*:

- R\$ 10,500.00 for investigative proposals published in the news media;
- R\$ 10,500.00 for investigative proposals broadcast over radio;
- R\$ 16,000.00 for investigative proposals broadcast on television;
- R\$ 10,500.00 for investigative proposals broadcast or published through alternative media; and
- R\$ 10,500.00 or R\$ 16,000.00 for investigative proposals in the “Special Theme” category, based on the specific media.

Following publication of the news report, the lead journalist of the winning proposal in each category will receive a gross cash prize of R\$ 3,000.00. In the case of group investigative proposals, the prize will be awarded to the news professional whose signature appears on the registration form.

Contest rules also determine a time – generally between six and ten weeks – for publication or broadcast of the winning proposals. The published

content must carry the Contest Seal and a footnote or announcer note, indicating that the report is a recipient of the Tim Lopes Award in Investigative Journalism and citing the names of the award organizers and sponsors.

The lead journalist of the winning proposal must submit account statements to ANDI for all expenditures. In the event the investigative project is not concluded, the financial resources must be returned to the Agency. If the investigative piece is not published due to a conflict of interest with the media outlet or because the investigative journalist terminates his or her employment relationship with the organization that undertook the original investigative commitment, the journalist whose signature appears on the registration form will retain all copyrights, including the right to publish the investigative report in another media outlet.

Six months following award announcements, ANDI, Childhood Brasil or third parties may disseminate the content of all proposals received by the Contest.

** During the period this book was being edited, US\$ 1.00 was equivalent to R\$ 2.00.*

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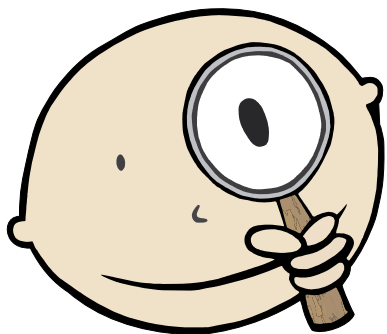
The Road to a News Story



A CHALLENGING HYPOTHESIS, RICH IN POSSIBILITIES, IS THE FIRST STEP TOWARD A GOOD INVESTIGATIVE PIECE. SOLID PLANNING AND CAREFUL TREATMENT OF THE INFORMATION SOURCES AND DATA IN THE INVESTIGATIVE STAGE ARE VITAL. ADD TO THIS THE CAPACITY OF REPORTERS TO HANDLE RISK, THEIR PERSISTENCE, THE ORIGINALITY OF THEIR IDEAS, A CAPTIVATING NARRATIVE, AND THE EFFECTIVE USE OF EDITORIAL RESOURCES.



Photo: Fco Fontenele (O Povo - CE, 2006)



How is a special agenda item born

The readers, listeners, or viewers of a news piece would often find it hard to imagine where an idea was conceived. The truth is that there are no hard and fast rules. A proposal may emerge from an innocent conversation in a bar, from reading newspapers and magazines, or from the spirited agenda meetings of newsrooms. There are cases – perhaps the majority – in which agendas arise from a source outside the news field. An example of this is the Tim Lopes Contest, which proposes, stimulates, and supports coverage of sexual violence against children. The challenge of participants is to plan the best investigative piece possible: one with social relevance, an original point of view, and viable procedures for verifying the pertinent facts and broadcasting or publishing the story.

Ongoing involvement in the coverage of public policies clearly helps in developing an agenda with these features. Reporters in the policy arena tend to have access to information on the status of human rights in Brazil, enabling them to identify potential avenues – through denunciation, above all – for covering violations of fundamental rights. The “watchdog” role – an agent attentive to the execution (or non-execution) of

public policies – the press works to carry out is an integral part, as it could not otherwise be, of many of the project submissions to the Tim Lopes Contest.

The investigative project developed by Érika Klingl, a reporter for the *Correio Braziliense*, the largest newspaper in the Federal District and a politically influential publication, grew out of a provocative hypothesis: the correlation between commercial sexual exploitation of children and low schooling levels. On the surface, this association seemed logical: a child subjected to this type of abuse who frequently goes to bed at late hours of the night and drops out of school or performs poorly in the classroom. “What if the numbers didn’t bear out this hypothesis? I couldn’t take a chance,” says the reporter. With the support of the Tim Lopes Contest (2006 edition), Klingl started by investigating information on the issue in 200 cities. Once the investigative piece was underway, she extended her initial research to 500 additional municipalities.

Klingl had to immerse herself in statistics, leading to many late nights of work. In cross-referencing data of the Inter-Sectoral Center on Commercial Sexual Exploitation of Children (Matriz Intersetorial de Exploração Sexual Comercial de Crianças e Adolescentes) of the Special Secretariat for Human Rights (Secretaria Especial dos Direitos Humanos) with figures of the Ministry of Education, she identified a direct connection between truancy, age-grade gaps, and commercial sexual exploitation of boys and girls, findings reported in “Inocência Perdida” (“Innocence Lost”).

Indignation

If Érika Klingl was inspired to participate in the Contest by her decision to strengthen her investigative skills in the field of social issues, a number of journalists are driven by their indignation at the drama, even tragedy, of daily reality.

Jaqueline Almeida Ferreira is just such an example. One day she ran across the story of a 9-year-old indigenous girl who had become pregnant through rape. Despite its tragic nature, the incident received scant media

The State of Peace Movement is a network made up of activists from various organizations that aims to promote advances in the field of communications as a way to confront physical and symbolic forms of violence in Brazil. The movement is organized around two specific lines: one that analyzes the generation of data on violence and another responsible for disseminating the available data. The network emerged in response to the indignation sparked by the murder of columnist Maristela Bouzas and endured based on the recognition that communicators must articulate a different type of message if their intention is to contribute to the struggle on behalf of human rights and the right to life.

attention. As a producer for TV Record in Belém, Pará, Ferreira knew immediately the agenda item she would enter in the Tim Lopes Contest. Recipient of the best investigative piece in the Television category, Ferreira consummated her idea in a news report on sexual violence against indigenous children developed in collaboration with her colleague Aline Passos, which aired on TV Record's nationally broadcast program *Domingo Espetacular*.

In an interview with Gabriela Goulart, author of a master's thesis on the Tim Lopes Contest, Alinne Passos recalls the origins of the project, "An Apurinã Indian girl gave birth to a child in the interior of Amazonas. The case drew only passing attention on television and garnered a few lines on online news sites. I became interested in the issue. We investigated further and discovered that the girl had been violated by a land grabber in the region. We were then provided access to a report by the Indigenous Missionary Council (Conselho Missionário Indigenista – Cimi). From the document, we concluded that this was not an isolated case."

Personal impact

For Suzana Varjão, personal tragedy was the underlying motivation for participating in the Contest. The editor of the Bahia daily *A Tarde*, Varjão was profoundly affected by the abduction, rape, and murder of a colleague in 2000. The experience led her to become one of the principal spokespersons for the Community Forum on Combating Violence (Fórum Comunitário de Combate à Violência) and the State of Peace Movement (Movimento Estado de Paz). Through her activism, Varjão forged a relationship with Ricardo Mendes, who,

in addition to his work as a journalist, had helped found the Bahia News Agency (Agência Baiana de Notícias) of the College of Social Studies of Bahia (Faculdade Social da Bahia – FSBA). For his part, Mendes maintained close contact with Professor Rosana Zucolo, coordinator of the journalism program at FSBA. Paths crossed, and in 2002 the three were bestowed with the Tim Lopes Award.

The highly acclaimed “Nos Jardins da Infâmia” (“In the Gardens of Infamy”) was the outgrowth of an unprecedented partnership between a social movement (State of Peace), a university (FSBA), and a privately owned news publication (*A Tarde*). Published as a special 12-page supplement, the investigative piece revealed the identities of the principal figures involved in the commercial sexual exploitation and sexual abuse of children in Bahia. Additionally, it laid out the social and economic ramifications of the crime by analyzing the pertinent public policies and legislation.

Child pornography on the internet and pedophilia

Mário Simas Filho and Alan Rodrigues kicked off their investigation with the objective of disseminating a criminal act previously ignored for the most part: child pornography on the Internet. Images of Brazilian children had circulated on the worldwide web with impunity. The journalists went into the field to gather preliminary information and build an agenda, which won top honors in the Magazine category of the second edition of the Tim Lopes Contest. The effort resulted in a three-part series – “Perigo Digital” (“Digital Threat”), “Bandido ou Doente?” (“Criminal or Maniac?”), and “Exemplo da Europa” (“The European Example”) – published in *IstoÉ* in 2004. “Brazil stood 3rd on the infamous ranking of countries hosting pedophilia sites. That was the basis for our interest in exposing this national scandal,” reports Alan Rodrigues in Gabriela Goulart’s master’s thesis. In the course of their investigation, the two journalists discovered that Portugal and Spain, as Rodrigues notes, “were way in front of the pack on the issue, and that Brazil has an antiquated civil code.”

Although the Tim Lopes Contest consists of well-defined objectives and rules, the initiative is always open to a change in course. This is imperative when dealing with a process as sensitive and unpredictable as the search for germane and in-depth information. Agendas are starting points. They should not encase the reporter's work. Alternative routes can, in fact, augment and even improve upon the initial proposal.

For their part, Ana Quezado and Wallace Lara of Ceará began with a question: how much attention do governments give to coastal populations in the Northeast region of Brazil – particularly children – before authorizing a tourist enterprise? The issue surfaced as they studied conditions in the city of Fortaleza, one of the hotspots of commercial sexual exploitation in Brazil. Recipient of the 2002 award, the proposal flowered into “Infância Roubada” (“Stolen Childhood”), a special report aired on TV Verdes Mares, a Ceará television network. The investigative team compared the investment in tourist infrastructure with the networks engaged in combating commercial sexual exploitation, identifying potential new approaches to the problem. In extending their research to other Northeastern states and assessing the impact of sexual violence perpetrated by tourists, the reporters discerned that the problem was in fact far more complex than that. The statistics indicated that many of the principal exploiters of children were actually local residents of the survey areas. As a consequence, Quezado and Lara were forced to restructure the project.

Crime in the home

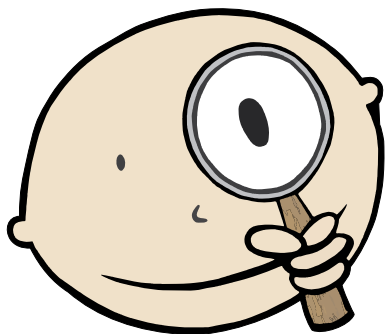
Sexual violence against children is, above all, a public policy question, as a majority of the Tim Lopes award-winning investigative projects indicates. And, to be sure, when the crime is perpetrated on the streets, on highways, and in other public locations, the policy dimension becomes even clearer.

However, there are aspects of the issue that relate primarily to the private lives of citizens. Often, abuse occurs within the home, in the very cradle of family life. In these cas-

es, the experiences of individuals tend to prevail over official statistics and the psychological component gains increased relevance. Therefore, a crime which at first glance may seem distant, almost abstract, a “social question,” assumes a face, an identity, reaches closer to home. Participants in the Tim Lopes Contest have also shown an interest in addressing the issue from this angle, as the experiences below reveal.

The recipients of the 2002 award for best proposal in the Magazine category scaled a few rungs on the socioeconomic ladder to cast a light on sexual abuse committed by middle class families. A bold approach that bore fruit. Published in the *Revista MTV* under the title “Dormindo com o Inimigo” (“Sleeping with the Enemy”), the investigative piece penned by journalists Bia Sant’Anna and Mônica Figueiredo encouraged young people to reflect on an issue rarely discussed within higher socioeconomic circles. The investigation revealed that sexual abuse can take place anywhere, at any time, and, above all, within any segment of society. In addition, the 14-page text provided valuable information and the personal accounts of female victims of sexual abuse – the daughters of middle-class families who chronicled their painful experiences. The *Revista MTV* report most certainly contributed to alerting young people to the problem and perhaps even encouraged some to report cases of sexual abuse.

The investigative team responsible for producing “Confissões de Família” (“Family Confessions”) – recipient of the 2002 Tim Lopes Award for best Newspaper proposal, and published in the *Correio Braziliense* – developed an agenda item that narrated both sides of the story. The three reporters adopted an innovative approach: to describe the deep wounds inflicted on both the victims and perpetrators by criminal acts of sexual abuse committed ten years earlier. The piece strove to break the taboos surrounding sexual abuse in the family environment. In their investigation, Maria Clarice Dias, Juliana César Nunes, and Marina Oliveira examined one of the principal aspects of the issue, but one to which society has yet to devote substantial attention: the need for adequate and multidisciplinary treatment of victims and perpetrators alike. ●



Before stepping out into the street

After defining the agenda, the journalist proceeds to the investigative stage. As is usually the case, investigations are a collaborative effort. To this end, one of the first steps taken by Contest participants is to align the information of team members. Small seminars, meetings with experts, and interviews with consultants are organized. All of this, in addition to the various internal meetings and required reading.

This warm-up phase serves to synchronize the investigative teams – even those consisting of just a reporter and a photographer or camera operator: team members have the opportunity to discuss the technical aspects of their approaches, alternatives for depicting images without exposing the identities of interview subjects, winnow their concepts, assess the risks posed by the investigation, debate ethical dilemmas, and even plan for the most effective use of equipment (such as hidden cameras and audio recording devices).

A good illustration of the process is the experience of the Radiobrás investigative team – winner of the 2004 edition of the Tim Lopes Contest in the Radio category. Before launching their investigation, team members held long discussions

on the issue. “We prepared. We participated in seminars with experts, including one with ANDI’s consultant, Marlene Vaz,” recounts the head of the radio broadcast department at the time, Márcia Detoni, who acknowledges the rarity of this type of approach in Brazilian news organizations (*for more on this topic see page 57*).

As a first step in preparing a team of 12 journalism students at the Center for Experimental Journalism (Núcleo de Jornalismo Experimental) of the FSBA Communications program for the development of the “Asas Feridas” (“Broken Wings”) website, recipient of the 2004 Alternative Media award, project coordinators took part in a workshop offered by Marlene Vaz. Before venturing into a subject as dense as sexual abuse of children, students were required, among other preparatory activities, to read *O Grito dos Inocentes – Os meios de comunicação e a violência sexual contra crianças e adolescentes* (*Cry of the Innocent – The Media and Sexual Abuse against Children*), a study published by ANDI. In the preliminary stage, the discussions centered on the concepts, biases, words to be employed and those to be avoided as well as how to broach the subject with sources without recasting them as victims, recalls Leandro Colling, who coordinated the investigative pieces with Walter Garcia and Rosana Zucolo.

Generally, reporters rely on experts to provide opinions, analyses, and evaluations of the information collected during the investigative stage. It is less common to turn to specialists to obtain broad guidance on the objectives of an agenda-item prior to launching an investigation.

A question of prevention

The “Asas Feridas” (“Broken Wings”) team benefited from the experience of a previous group of FSBA journalism students who participated in the development of the “Nos Jardins da Infâmia” (“In the Gardens of Infamy”) supplement published in one of Bahia’s leading dailies, *A Tarde*, in

CAPACITY-BUILDING WORKSHOP

The relative unfamiliarity with the specific features of sexual violence against children is often one of the primary challenges faced by Tim Lopes Contest participants. Issues such as terminology, the various concepts related to the subject, the care required when approaching children victims of violence, among others, tend to present added difficulties for journalists with no previous experience in this type of reporting.

To assist these news professionals, the 2008 edition of the Contest introduced a significant innovation: capacity-building workshops - held prior to the development of the investigative reports. The idea is to enhance journalists' understanding of concepts and data relating to the problem, thereby contributing to an investigative piece devoid of stereotypes and narrated from a human rights perspective.

For the fourth edition of the Contest, ANDI and Childhood Brasil hired consultants Andréina Moura and Graça Gadelha to spend two days with each of the award-winning teams. The discussion topics included the different forms of sexual violence and their primary characteristics, the public policy setting, and the legal framework on the issue, as well as the care required when approaching victims and aggressors. The professionals participating in the meetings also received reference materials on the issue as well as the contact information of expert sources and documentaries on sexual abuse.

In addition, during the sessions the investigative journalists were given the opportunity to present their projects to the other award winners- providing occasion for the exchange of general comments and suggestions capable of enhancing the investigative proposals.

2002. Project partners brought together a trio of entities to prepare the students: *A Tarde*, FBSA, and the State of Peace Movement. “The initiative was not just about choosing the right words but about promoting a redefinition of concepts,” explains Suzana Varjão, one of the coordinators. As Ricardo Mendes – responsible for supervising the students at the time – puts it, a veritable “contagion” effect occurred.” At the preparatory meetings, Mendes unveiled photographs of death squads to drive home the risks the initiative might entail. To protect the authors of the investigative pieces, the team agreed to sign the reports jointly. “The group was a bit frustrated with this, but I believe the measure proved educational because, in addition to preventing exposure to dangerous situations, it valued the concept of team work,” notes Mendes.

Collaborative spirit

As journalism master Gabriela Goulart sees it, “Direct interaction between civil society and journalists, a central component of the Tim Lopes Contest’s methodology, would provoke some consternation and trigger a departure from the automatic routine of the news production process.” In agreeing to engage in collaborative journalism – Goulart believes –, participating reporters receive the benefit of feedback on their work (investigation, approach, focus, use of images, etc.) not just from their editors but from experts on the issue at hand and representatives of organized civil society. According to Goulart, “This serves, on the one hand, to shuffle roles and, on the other, to promote a more democratic debate in the public sphere.”

In Goulart’s view, the blending of roles in the initial stage of the investigative report does not undermine the journalist’s autonomy or power. “On the contrary. By exposing journalists to a range of information they would likely not have access to from their news organizations (in light of organizational constraints), the Contest contributes to empowering them inside and outside their newsrooms,” concludes Goulart. Tim Lopes participants have displayed a clear willingness to absorb these innovations.

In the eye of the storm

In a country with Brazil's dimensions, investigative reporting faces additional challenges: the multiplication of hotspots and the distances separating them. The agenda-development stages are not sufficient to anticipate problems that may emerge during fieldwork. And when the issue is delicate, as is the case with sexual violence, the obstacles tend to be even more daunting than previously imagined.

In preparing "Inocência Perdida" ("Innocence Lost"), a special supplement for the *Correio Braziliense*, and a subsequent piece about young girls prostituted on barges on the Island of Marajó, Érika Klingl covered five regions and nine micro-regions throughout Brazil. She passed through 20 towns during a 40-day journey divided into two stages. Her purpose was to center on aspects of commercial sexual exploitation, characterizing them on the basis of where they occur. She stopped in Foz do Iguaçu, Paraná, to describe how the problem manifests itself in border areas; Pócoré, Mato Grosso, to show that even a town of 20,000 is not immune to this type of crime; Cuiabá and Várzea Grande, also in Mato Grosso, to report how the drama unfolds in metropolitan regions.

Subsequently, Klingl's investigation took her to Ananindeua, a municipality of Pará saddled with high rates of extreme poverty, and the Jequitinhonha Valley, Minas Gerais, where girls are exposed to sexual violence along the BR 040 highway connecting Rio de Janeiro and Brasília. In the second phase of the investigation, Klingl examined large urban centers, including Fortaleza, Ceará, one of the major sexual tourism destinations in Brazil. She even combed the Federal District for evidence of the phenomenon, ultimately running across a 13-year-old girl waiting for a "date" outside the Brazil's Superior Electoral Tribunal (Tribunal Superior Eleitoral – TSE), a mere two weeks after the 2006 presidential runoff.

This was only one of the many surprises in Klingl's baptism by fire into the world of major investigative reporting. Everywhere she went, the prob-

lem revealed a different, yet no less horrifying, face. In Foz do Iguaçu, girls croon out of key in a karaoke bar until a client picks them out. In the municipality of Pocoré, a popular tourist spot, girls live under the illusion of romantic relationships with foreign tourists, enchanted princes there to carry them away from poverty. What they fail to grasp is that they are being prostituted.

Forging trails

Soon after winning the 2006 Tim Lopes Contest in the Alternative Media Category, reporter Fernanda Sucupira of the *Agência Carta Maior* of São Paulo visited five Brazilian states (São Paulo, Rio Grande do Sul, Bahia, Pernambuco, Ceará), and the Federal District. Her objective was to interview sources in law enforcement, civil society organizations, and entities that provide assistance to child victims of sexual abuse. Sucupira contacted the Centers for the Defense of the Rights of the Child (Centros de Defesa dos Direitos da Criança – Cedecas) – agencies that provide legal assistance to victims in the respective states – and went into the field to prepare ten reports on the impunity of sexual offenders. Had Sucupira lacked the fortitude to interview dozens of families, her reporting would have failed to portray the true extent of the suffering during the long – and often pointless – wait for court decisions.

Reporter Mauri König and photographer Albari Rosa spanned the country to develop their series “A Infância no Limite” (“Childhood on the Brink”), recipient of the 2004 Tim Lopes Award in the Newspaper category. They covered 9,200 kilometers from Chuí, located at the southernmost



Focusing on social issues

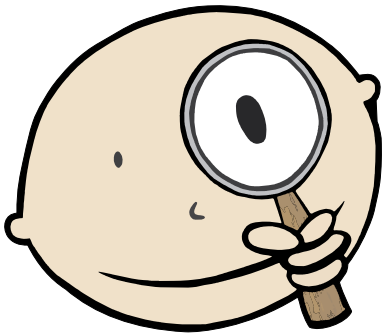
Brazil's continental dimensions demand far-reaching efforts by ANDI and its partners to stimulate a more consistent journalistic approach to issues connected with sexual violence against children. In 2008, specialized social actors in the field and communications students had the opportunity to participate in over 20 capacity-building workshops, held in different states, aimed at improving news coverage of the issue. Developed in conjunction with ANDI and the Special Secretariat for Human Rights (SEDH), the initiative sought to underscore the primary aspects of the phenomenon and the policies formulated to confront the problem.

In 2007, ANDI and Partners of The Americas implemented a similar initiative with news professionals and students from various regions of the country. In this instance, the central focus was trafficking in children or sexual purposes. In addition, over the course of that year ten suggested agenda items were distributed to news organizations.

tip of Brazil, to Corumbá, in Mato Grosso. “Our objective was to lay out the dynamic of the commercial sexual exploitation networks operating along Brazil’s southern border,” says König. Cláudio Ribeiro, Demitri Túlio, Luiz Campos, and Felipe Araújo, authors of the “Documento BR” (“Document BR”) supplement, which won top prize in the Special Theme category of the 2006 Tim Lopes Contest, logged long miles as well. They trekked 4,000 kilometers over two months to expose the primary commercial sexual exploitation points along highways in the state of Ceará.

The distance traveled over roads and pot-holed trails by Alinne Passos and her crew during the filming of a 2006 report for TV Record on sexual violence against indigenous children was not insignificant either. First, the group visited the municipality of Itaituba in western Pará. They then headed to São Paulo and from there to Dourados, Mato Grosso do Sul. According to reports of the Indigenous Missionary Council (Conselho Missionário Indigenista – Cimi), these areas accounted for the largest number of cases of commercial sexual exploitation and sexual abuse of indigenous boys and girls. “We concluded our 13-day trip with an interview with directors of the National Indian Foundation (Fundação Nacional do Índio – Funai) in Brasília,” recounts Passos.

Examples abound of other journalists who took to the road. For Radiobrás’ series “Radiografia da Violência Sexual contra Crianças e Adolescentes” (“An X-Ray of Sexual Violence against Children”), winner of the 2004 Tim Lopes Contest, reporter Aécio Amado rode a truck from Rio de Janeiro to Natal to describe the phenomenon on Brazilian highways. The principal focus of Juliana Andrade’s and team coordinator Márcia Detoni’s work was sexual tourism involving Brazilian and foreign clients, a growing problem on the beaches of Ceará. And while Eduardo Mancaz investigated trafficking in children in Amazonia, Marina Domingos covered the issue of sexual abuse in areas of the Federal District. This collective effort produced five powerful investigative broadcasts, each followed by a discussion session with experts and the listening audience. ●



The imbroglíos of investigating

The experience of addressing issues such as commercial sexual exploitation and sexual abuse presents a host of challenges. Reporters have to deal with dramatic – or tragic – personal, family, social stories. After all, some victims are children or young people. There are perpetrators, witnesses, authorities...all involved, directly or indirectly, in a delicate situation. Confronting this setting can lead to anxiety, self-doubt, professional challenges, and, often, situations fraught with risk. Yet, the experience also triggers a significant change in perspective – including in the news media realm, as evidenced on a number of occasions.

While investigating sexual violence in Brazil, participants in the first three editions of the Contest acknowledge having wandered onto minefields, hesitated in the face of ethical crossroads, lost their way, even if only briefly, during their investigations. To maintain, resume, or correct their course, news professionals turn to statistics, experts, and consultants, as well as to reviews and assessments of each step taken. In addition, they assume responsibility for managing the financial resources allocated to the news

project and establishing the pace of the investigations based on other work demands placed on them by their organizations, for even while preparing the award-winning projects, in some instances reporters are not relieved of their daily duties.

Interviewing victims

One of the primary concerns of journalists is the protection of their information sources. This is, after all, a sensitive subject which carries the risk of inadvertently exposing aspects related to the intimate lives of victims. On several occasions, members of the investigative team behind the “Confissões de Família” (“Family Confessions”) investigative report arrived at their interviews accompanied by professionals specialized in treating victims. This was the case with a young woman who as a child had been forced to participate in the sexual fantasies of her stepfather and mother. “The therapist only stopped us once, when she started to cry, and that didn’t bother me. I was well aware that there is no point in pushing someone to relive a traumatic experience,” say Juliana Nunes, one of the authors of the investigative supplement published in the *Correio Braziliense*.

Concern for the victims also guided the work of the Radiobrás investigative team, recipient of the 2004 Tim Lopes Award for an investigative proposal subsequently developed into a five-part radio documentary: “When we went into the field, we knew that we could not ‘re-victimize’ individuals who had already suffered so much,” observes Marcia Detoni, today a lecturer at the Mackenzie and Paulista (Unip) universities in São Paulo.

Érika Klingl reports in Gabriela Goulart’s master’s thesis the concern with how an interview should be conducted: “How do you approach a girl subjected to sexual violence without victimizing her again? If I asked, ‘how long have you been out on the streets,’ she would give me a pat response – the one repeated to all reporters who ask that sort of question.” According to Klingl, Marlene Vaz’s contribution as a consultant over three editions of

the Tim Lopes Contest was pivotal in helping her develop an ethical and efficient approach to drawing statements from victims: “Instead of ‘how much?’ I’d ask ‘how long has it been since you went to class?’ or ‘what was your favorite subject?’ My purpose was to understand why they weren’t in school, at what juncture the educational system had failed those girls, and why they had been cast out of the system.”

Additional precautions

Although almost all contest winners through the first four editions were forced to “walk on eggshells,” some projects required even greater care. In the special report on commercial sexual exploitation of indigenous children – recipient of the 2006 award in the Television category – Alinne Passos and her colleagues faced the challenge of visually depicting the issue without exposing the identities of the victims, attacking them, or disparaging the local culture. The investigative team pondered various options for approaching the interview subjects without disrupting day-to-day life in the villages. They knew they couldn’t just arrive armed with their paraphernalia of equipment and embarrassing questions.

The TV Record reporter expounds on this challenge: “The case involved a delicate ethical issue. So, when we arrived in the village and found that a Munduruku language class was being held for children, we decided to see how the process worked, play with the kids, and then sit down separately with the chief for a talk.”

Change of perspective

To identify the medical and psychological treatment provided to children victimized by commercial sexual exploitation or sexual abuse in Pernambuco, the authors of the “Dor sem Remédio” (“Pain without Remedy”) report – winner of the 2006 Tim Lopes Award in the Radio category – mapped the state’s health units and interviewed directors, psycholo-

Psychologist Lígia Caravieiri recalls that it is common in the course of a judicial proceeding, or when initial assistance is provided, for victims to be prodded into recount their experience. “That forces them to relive the violence over and over and to feel that they have once again been objectified.” Although the exposure of victims may draw a greater response from the public, this approach does not effectively lay out the nuances of the phenomenon: “On the contrary, it feeds excessive passion and generates disinformation about the issue,” observes Caravieiri.

gists, representatives of non-governmental organizations, administrators, physicians, nurses, health agents, and relatives. Approximately 40 statements were taken. However, the journalists opted not to include children and adolescents. “We made the decision to safeguard the identities and physical integrity of the subjects,” argues Fábila Lopes, a participant in the project.

Lígia Caravieiri, psychologist and coordinator of the Regional Center against Abuse and Violence (Centro Regional de Atenção aos Maus Tratos na Infância – Crami), a Brazilian NGO providing treatment to victims and abusers, explains the reasons for adopting this approach: “In our day-to-day, it is hard to find this sort of concern from journalists. When news media professionals get in touch with us they’re often merely interested in having us supply them with subjects for their stories. But even in the therapeutic environment it takes time for children victims of sexual violence to talk about the abuse they’ve suffered because it is an issue permeated with social prejudice.”

The investigative team responsible for “Asas Feridas” (“Broken Wings”) adopted similar measures to protect their subjects. The children subjected to commercial sexual exploitation on beaches, in tourist areas, in outlying neighborhoods, and in public restrooms were observed from a distance. From this monitoring effort, the journalists were able to map the precise points around Salvador, the city’s outskirts, and other localities in Bahia where the problem was most prevalent. In downtown Salvador and in outlying neighborhoods, for example, a major part of the demand for boys came from local residents. On beach-

CONSULTANT

Sociologist Marlene Vaz, professor at the Franciscan University Center (Centro Universitário Franciscano – Unifra) in Rio Grande do Sul, where she teaches a course titled “Sexual Violence against Children,” is a research consultant for the Secretariat of Social Development and Poverty (Secretaria de Desenvolvimento Social e Pobreza) of Bahia, the Federal University of Bahia (Universidade Federal da Bahia – UFBA), and Cria, a Brazilian NGO. She has also provided consulting services to the European Union, the United Nations Development Program (UNDP), Childhood Brasil, and Unicef.

Vaz has studied the issue of violence against children since 1974. While coordinating a research study for the Brazilian Institute of Geography and Statistics (Instituto Brasileiro de Geografia e Estatística – IBGE), she identified commercial sexual exploitation of girls in an operation involving truck drivers in Bahia and Sergipe. Marlene launched her fieldwork by talking to the truck drivers, the girls, and the procurers.

In that period, commercial sexual exploitation on highways was not a topic of much discussion. “It was hard to get people to listen. I fought for the introduction of a separate section on commercial sexual exploitation in the National Household Sample Survey (Pesquisa Nacional por Amostra de Domicílios – Pnad). I spent 15 years at the IBGE fighting for this,” she reports. “I was not successful because in those days the Institute – which works with rigid statistical samples and calculations – did not attach importance to the status of those girls, many of whom had been separated from their families.” In response, Vaz developed a specific methodology referred to as an “intentional sample.” “When the fact (commercial sexual exploitation) is confirmed, the person is interviewed. The initial step is to map the spaces where the phenomenon occurs,” she explains.

The outgrowth of this pioneering investigative method appeared 20 years later in *Meninas de Salvador* (*Girls of Salvador*), published

in partnership with the Bahia Center for the Defense of the Rights of the Child and Unicef. To date, Vaz has authored over 34 studies, papers, and books, some of which provide guidance on developing research in the field of violence against children, in particular sexual violence.

Support to news professionals – This vast body of experience has transformed Marlene Vaz into a leading reference on the issue for national and international journalists alike. Indeed, she was no novice in matters related to the news media when she accepted ANDI's and Childhood Brazil's request to provide her expertise to Tim Lopes Contest award winners: she had an understanding of the media's potential and deficiency in this area. And notwithstanding the surprise of the participating investigative teams at the presence of a consultant, none have ever declined to make use of this resource, which in the overall assessment of the news professionals has proved extremely valuable.

Vaz affirms that she works with the ardor of a "supermom." In practice, this has meant taking telephone calls from anxious or confused reporters, holding workshops, answering emails, furnishing texts, data, and other information on the issue.

Érika Klingl of the *Correio Braziliense* discussed her agenda at length with Vaz. "She was of fundamental importance. She listened to my concerns and guided me every step of the way," Klingl recalls.

Precautions in the coverage – Based on statements from participating journalists, Vaz's greatest contribution has been to encourage reflection on the use of images and specific interview methods. Other reporters ended up establishing even closer ties to her because of their need to vent following their experiences in the world of violated rights in which girls and boys are trapped. For Alinne Passos of TV Record, her bond with NGO's in the field has grown stronger as a result of the partnership with Vaz. She is just one of the reporters who maintain contact with the consultant: "We still email."

es such as Amaralina, Porto da Barra, and Porto Seguro, the “clients” were generally tourists.

As a participant in two editions of the Tim Lopes Contest – 2004 and 2006 –, reporter Jaqueline Almeida is a paradigmatic example of a shift in perspective on the issue. Her experience in the field and in consulting sessions with sociologist Marlene Vaz during the development of the winning investigative pieces served as markers for defining principles in her professional evolution. “To resolve some of the ethical problems, I decided, for example, that I would never interview child victims,” says the journalist. “I’ve developed alternatives to ‘re-victimization’ and superficial coverage. Personally and professionally, I divide my career between pre- and post-Tim Lopes”.

The logic of perpetrators

Sitting face to face with the protagonists of commercial sexual exploitation and sexual abuse of children, participating news professionals see grown men cry as they recall the horrors of their childhood. The reporters peer into the eyes of individuals who have engaged in sex with a child, without the luxury of turning away or leaving the room. Part of preparing the journalists involves explaining to them the need to refrain from casting judgment, that an abuser needs treatment, and that families are also victims. This is the reason behind not revealing any of the identities depicted in the investigative pieces.

One of the major challenges is to develop an ideal formula for conducting interviews with perpetrators. Although relatively new to the profession at the time,



Two different crimes

Although often used interchangeably, sexual abuse and commercial sexual exploitation of children are distinct forms of violence. Below are the definitions most commonly employed by experts in the field:

Sexual abuse – May come from within or outside the family, and involves using the child’s body for the sexual pleasure of an adult or adolescent with or without physical violence. The act of undressing, touching, fondling intimate parts, forcing the child to watch or participate in sexual activities also constitute features of the crime.

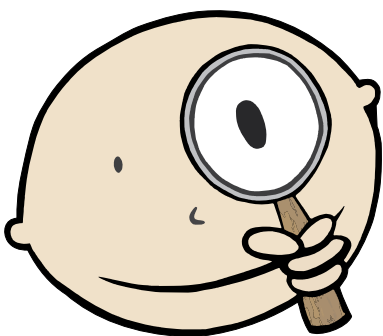
Commercial sexual exploitation – Children engaging in sexual activities for profit such as commercial sexual exploitation (including sexual tourism), child pornography or its use in sexual performances. Commercial sexual exploitation is not restricted to the act of sex, but includes any form of sexual relation or erotic activity that involves physical-sexual proximity between the victim and the exploiter.

With 20 years of experience in the news profession, José Rezende Júnior continues to offer theoretical and practical workshops in news reporting. “In the classroom, I don’t simply teach investigative and writing techniques. I talk at length about the need to reorient our perspectives, the way we view the news, people, and the world. About the importance of never approaching facts – whether mundane or enormously tragic – as something natural, routine, inevitable. I talk about our need to be predisposed to surprises, bewilderment, indignation, and joy at all times,” he notes. In Rezende Júnior’s estimation, interview subjects are far more than characters or quotable sources. “They are human beings and deserve our respect. No one has the obligation to tell us what we want to hear,” he tells his students.

Juliana César Nunes – a member of the investigative team behind “Confissões de Família” (“Family Confessions”) – kept two cards up her sleeve: a degree of personal familiarity with the issue stemming from her experiences with sexual abuse in her own family and a journalism course with José Rezende Júnior, who encouraged unconditional respect for all sources, even those accused of crimes.

Rezende Júnior’s advice proved particularly useful when Nunes interviewed a man who had been convicted of sexually molesting his daughters. She had already met with the victims – who by this time had grown into adulthood – prior to the interview, and still had them fresh in her mind as she arrived at the prison facility where the father was serving his sentence. The man described himself as “a monster,” yet that is not what Nunes saw. Rather, during the course of the interview she found herself before a human being who himself had been the victim of sexual abuse as a child and who was incapable of parental affection. “He was a simple man. He was very embarrassed by the fact that I was a woman, and he had never been able to picture his children as daughters,” recalls Nunes.

Nunes drew a valuable lesson from the experience: “A child abuser is not a monster. If he were, the solution would be simple: put him in a cage, let us resume the normal course of our lives, and we can all live happily ever after. The problem is that he’s a human being, with a past, a life story that, if told, can serve to shed some light on his motivations and, perhaps, help us to understand the world we live in just a little better.” ●



Focusing on the image

For those employed in television, in which sound and moving images are the fundamental building blocks, the challenge of providing adequate treatment of the investigative story – on such a controversial and delicate topic – can be particularly daunting. What to do: expose interview subjects, hide them, camouflage them, or something else?

Ana Quezado – a member of the investigative team for the “Infância Roubada” (“Stolen Childhood”) TV special – researched the views of the public about the most common methods employed to protect the identities of interview subjects, such as the use of checkered images and black bands. Her suspicions were confirmed: the approaches conjured perceptions of illegality. In an effort to find alternative solutions, special framing techniques were used, shadows, images camouflaged by plants, camera shots of other parts of the body, silhouettes reflected on surfaces capable of distorting the human form. “Perhaps these difficulties explain why the issue receives so little coverage in the electronic media,” observes Quezado.

In Gabriela Goulart’s thesis on the Tim Lopes Contest, Alinne Passos of TV Record comments on this same chal-

lenge: “Reporting on the issue on television is a problem: to develop images, find symbols to substitute the victims without attacking or exposing them.” Among the possibilities cited by the reporter is the use of symbolological figures: “in the municipality of Dourados, we investigated the case of a small girl who was being kept in an establishment used for commercial sexual exploitation. We illustrated the interview by focusing on the image of a sandal flipped over on the floor. In the case of an exploited girl who had fallen into drug use and lost her boyfriend, we chose to depict certain elements of her appearance. She wore a big coat and was nervous. During the interview, we focused on her hands, which shook, and her nails with the faded polish flaking off.” In addition, Passos describes the approach to broadcasting indigenous rituals. “We aired one in particular of children and older folks circling a tree trunk. I asked the camera operator to focus on their feet. We highlighted the intersection of the adults’ and children’s feet.”

The risk of sexualization

Clearly, the same ethical precautions apply to images published in print outlets or on the Internet. In her preparatory workshops with the selected investigative teams, consultant Marlene Vaz emphasizes this point. In her view, children subjected to commercial sexual exploitation are penalized: “I detect a degree of discrimination whereby girls victimized by sexual abuse are protected, up to a point, while those prostituted by exploiters are exposed in the most grotesque terms.”

Vaz considers images of girls wearing miniskirts, with their faces cropped out but their thighs and legs captured, shameful. “By depicting an erotic image of children, the media steers readers to the interpretation that those girls induced adult men into exploiting them, into selling their sexuality to clients. That is to deny that they were unprepared to make choices, absolving the responsible parties,” she argues. The consultant advises journalists to substitute those images for symbols, but to avoid banal artifacts such as dolls and toys.

That is exactly what the creators of the “Asas Feridas” (“Broken Wings”) portal did: they came up with a creative approach to preventing interview subjects and common hideaways from being identified. The students and professors chose to illustrate the investigative reports with subjects used in a campaign on combating commercial sexual exploitation and sexual abuse of children. The opening, computer-generated shot was based on a pose photograph of a model. The final image portrayed a boy with his back to the camera and iron-branded wings on his shoulder blades.

Journalist Fernanda Sucupira of *Agência Carta Maior* recounts that she conducted research on how to illustrate her investigative piece, including through conversations with the president of the National Committee to Confront Sexual Violence against Children (Comitê Nacional de Enfrentamento da Violência Sexual contra Crianças e Adolescentes), Neide Castanha. “The focus of the pieces was the judiciary. There was no reason to use photographs, for that would only mean exposing the families. To spare them the added pain, we decided not to use any images,” says.

Getting away from standard approaches

Photographer Cláudio Silva, a member of the investigative team for the “Acolhimento com Dignidade” (“Refuge with Dignity”) series, winner of the first edition of the Contest in 2002, believes that photographers have a delicate role in investigative stories: “We can’t shock readers, and we have to observe a strict ethical code.” In preparing the piece for the *Diário Catarinense*, Silva and reporter Ângela Bastos came to an agreement on how the images for this type of investiga-



Attention to terminology

If images are of key importance when exposing commercial sexual exploitation or sexual abuse of children, words warrant equal attention. An inadequate term can even compromise a serious and meticulous investigative piece.

In her master’s thesis for the University of Brasília, Brazilian journalist Gabriela Goulart sounds a note of caution with regard to the Tim Lopes Contest: “One of the major challenges the winning journalists face concerns the tension between sensational and sensationalist. Describing human factors that are intrinsic to the issue can contribute to helping the reader identify with a reality he knows exists, but which remains distant. At the same time, there is a fine line between humanizing a story and exploiting the drama of the subjects.”



Photo: Cadu Gomes (*Correio Braziliense* – DF, 2006)

tion should be treated. “In these cases, I use a shadow, a silhouette, that makes it impossible to identify the subject, or I zoom in on a hand or a foot,” says Silva, a recognized Child-Friendly Journalist (*Jornalista Amigo da Criança*), an initiative launched by ANDI in 1997 (*see page 103*).

Getting away from the use of commonplace images, such as girls with their heads bowed or clutching dolls, requires the professional to develop a sophisticated approach. This effort to move beyond the reproduction of stereotypes is exemplified in the experience of Érika Klingl, as reported in Goulart’s thesis: “I had a talk with the photographer about this during our trip. The first photographs made the girls appear too sensual, and that was a concern.” According to Klingl, the solution was to connect the images to the personal dramas of the subjects, always striving to present as sensitive an angle as possible. “One of the girls we interviewed had become pregnant through commercial sexual exploitation and was in a shelter. The photographs for the story depicted the girl’s shadow as she cradled her baby. Beautiful profile shots of her holding the child,” she recounts.

As Alan Rodrigues, one of the authors of the series of reports on pedophilia published in *IstoÉ*, recalls: “We had in our hands photographs of the most depressing, violent scenes, but we knew we couldn’t expose the children. The images were too powerful.” Rodrigues’ partner, Simas Filho, also concluded that they had reached a line that could not be crossed: “Our principal dilemma centered on the treatment pedophiles inflict on victims. After several discussions, it was clear that we needed to stick to the provisions established in law, namely the Child and Adolescent Bill of Rights.” ●

A RESPONSIBLE APPROACH

An image can also reinforce biases, stereotypes, or taboos lying beneath the surface. Below are some suggestions on how to avoid this pitfall.

Are photographs or videos of children being subjected to commercial sexual exploitation permitted?

No. Article 17 of the Child and Adolescent Bill of Rights (ECA) states: “The right to respect consists in the inviolability of the physical, psychic, and moral integrity of children and adolescents, including the preservation of their image, identity, autonomy, values, ideals and beliefs, and personal spaces and objects.”

Can a black band be used to prevent identification of the child?

No. Distorting the facial image or applying a black band does not prevent identification. The child can still be identified on the basis of other parts of the body or distinctive clothing. In addition, the black band constitutes unprofessional treatment of the boys and girls portrayed.

Can the parents of victims be identified?

The ECA also prohibits identification of the parents of victims. This could indirectly lead to exposure of the victims of sexual violence.

How should the investigative reports be illustrated?

The image of victims should be respected. To this end, technical resources may be employed – such as image and voice distortion. Reporters need not shy away from the challenge of exposing the case, but should use good judgment. Originality is always the best route, but a few options are worth listing: focus on isolated parts of the child’s body, such as hands and feet, or objects that are suggestive of childhood.

Source: Exploração Sexual de Crianças e Adolescentes – Guia de referência para a cobertura jornalística (Commercial Sexual Exploitation of Children – A Reference Guide for Journalistic Coverage) (ANDI / Petrobras / Unicef)

4

Risks and Ethical Dilemmas

THE COMMITMENT TO INVESTIGATE THE TANGLED INNER WORKINGS OF A PHENOMENON AS COMPLEX AS SEXUAL VIOLENCE AGAINST CHILDREN – IN WHICH ILLICIT AND CRIMINAL ACTIVITIES ARE THE RULE – DEMANDS A GREAT DEAL OF THE REPORTERS RECOGNIZED BY THE TIM LOPES CONTEST. FIELDWORK TENDS TO PLACE THEM FACE TO FACE WITH SITUATIONS THAT ARE NOT ONLY DRAMATIC BUT THAT INVOLVE A HIGH DEGREE OF PERSONAL RISK. AT THE SAME TIME, THERE ARE ETHICAL QUESTIONS THAT REQUIRE DECISIONS – FOR WHICH THERE IS NO MANUAL WITH READY-MADE ANSWERS.

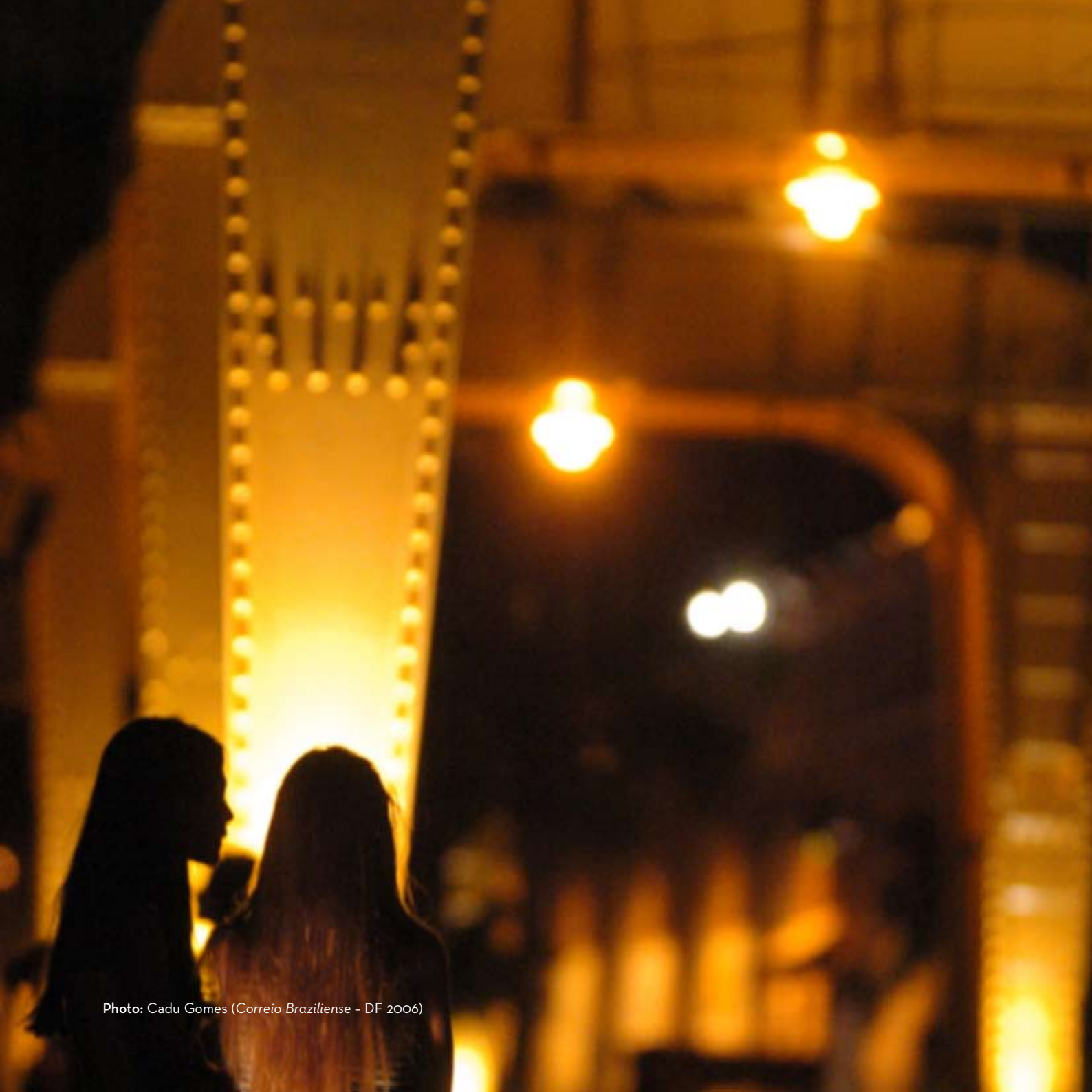
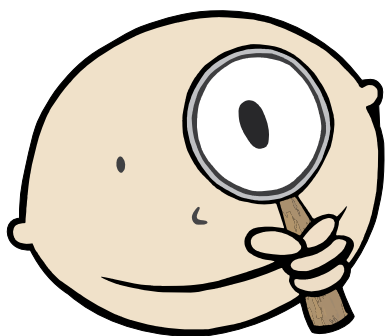


Photo: Cadu Gomes (*Correio Braziliense* - DF 2006)



Facing challenges

Penetrating criminal child commercial sexual exploitation networks demands the utmost caution from the authors of the award-winning news reports. During significant stretches of the production cycle, they are forced to coexist with danger. Getting literally shoved out of the Kleópatra nightclub in the Santa Vitória do Palmar municipality of Rio Grande do Sul, located on the border with Uruguay, was just one of the threatening situations journalist Mauri König and photographer Albari Rosa confronted in the course of their investigation for “A Infância no Limite” (“Childhood Pushed to the Limit”), recipient of the 2004 Tim Lopes Award.

Reporter Alinne Passos spent more than 24 hours setting up encounters in prostitution houses with sexual exploiters in her effort to make contact with the head of the largest network of commercial sexual exploitation of indigenous girls in Dourados, Mato Grosso do Sul. Prior to her meeting with the ringleader, Passos and her crew had decided to use a hidden camera. Unaware that he was being recorded, the subject proceeded to acknowledge his role in setting up liaisons with underage girls, a confession reported in Passos’ investigative

piece, selected for top honors in the Television category of the 2006 edition. As part of their news gathering efforts for “Perigo Digital” (“Digital Danger”), journalists Alan Rodrigues and Mário Simas Filho of *IstoÉ* magazine entered Internet sites containing explicit images of children. Suddenly, the two reporters realized they ran a serious risk of being tagged as suspected pedophiles. To avoid this danger, they obtained an authorization from a Federal Police agent to access the related sites for purposes of investigating the purchase and sale of child pornography images. The journalists also sought the support of the non-governmental organization Censura, which contributed, in addition, extensive data on the problem.

Limits and dangers

On one occasion, Ricardo Mendes, who participated in three editions of the Contest in different capacities, was mistaken for a drug dealer and slammed against a wall by law enforcement officers. However, Mendes’ primary challenge – and that of the other professors responsible for coordinating the university students who take part in the investigations – involves protecting his research teams. Two students nearly found themselves in dire straits when they posed as adolescents looking for dates without the knowledge of their coordinators, actions for which they received stern warnings. “I made it very clear that if anyone else placed him or herself at risk, I’d fail them,” recalls the journalist.

Fábio Bito Caraciolo, editor of iG’s *Canal Jovem* portal, was a member of the reporting teams behind the “Asas Feridas” (“Damaged Wings”) portal (College of Social Studies of Bahia, 2004) and “Nos Jardins da Infâmia” (“In the Garden of Infamy”), a special report published in *A Tarde* in 2002. To this day, Caraciolo remembers a threatening situation that developed as his investigative team verified the story of a family whose son had been killed by sexual exploiters: “Two men kept looking at us, and then went into a house and came back with some other men. It was a very tense situation. I was afraid I’d become a victim for the help I was trying to provide,” he says.

Police investigations vs. research

The coordinators of projects that involve the participation of universities stress the importance of never leaving students alone, particularly in interviews with victims or perpetrators and during their visits to crime scenes. “Our role is to accompany them every step of the way, particularly in sensitive cases,” reports Professor Leandro Colling.

In her master’s thesis, Maria Lúcia Leal, professor of the Department of Social Services of the University of Brasilia (UnB), draws a parallel between the role of journalists and university researchers in order to highlight the limits on the range of actions outside observers should adopt: “When we perform a research study for the university, information counts, but so does the physical integrity of research subjects and researchers.”

She argues that it would be the height of irresponsibility to encourage reporters to forge closer connections to organized crime: “The methodologies have to be thought out because journalists cannot put their lives at risk. We want them to lay out a debate for the public. Their work is noble, yet to conduct an investigation of this nature requires a great deal of caution and well-defined objectives, and the need to establish a clear distinction must be made between a law enforcement investigation and a research project.”

AN ETHICAL QUESTION

Ethics is often a controversial issue. In the news arena, it is an sensitive delicate matter. It involves journalistic decisions – flowing from an organization’s directors down to the reporter, and through the editor – and circumstances beyond the control of news operators (information sources who induce news gatherers to error, as an example).

The journalists participating in the Tim Lopes Contest confront serious ethical questions during the investigative process. As noted, depending on their decisions, reporters may place their own safety and/or the physical integrity of their interview subjects at risk. But if journalists were to fol-

low specific parameters of the profession's Ethical Code to the letter, would they successfully extract the information required for their stories? Simulating sexual tourism in order to prove a particular hotel's complicity in illicit conduct, narrating the background stories of a news piece's central figures in such detail as to risk their exposure, or perhaps reinforcing prejudices in the effort to underscore the need for sanctions against perpetrators are examples of situations which may come into direct conflict with the Journalist's Ethical Code.

In his book *A Reportagem: Teoria e Técnica de Entrevista e Pesquisa Jornalística* (*The News Report: Theory and Techniques of Interviews and Journalistic Research*), Nilson Lage, a news professional with more than 45 years of experience, argues that ethics, because of their fluid and complex nature, cannot be generalized into a set of edicts. "If the journalist's right to maintain the confidentiality of his sources is recognized (not only under the law, but within the framework of the profession's conscience), the rule then extends to most, but not all, cases, and judgments concerning when it applies involve consideration of the specific reasons and consequences."

Dressing up

The quartet of journalists behind "Raízes da Impunidade" ("Roots of Impunity"), a special series published in *A Tarde* in 2006, took on an array of identities while preparing the investigative pieces. Jane Fernandes wore a miniskirt, high heels, and a see-through blouse to draw attention. It was part

In his study, Nilson Lage states: "The same principle applies to prohibitions on the use of concealed audio recording devices or cameras, allegations of false identity, the disclosure of confidential information (State secrets, activities such as those of undercover and security agents), the identification of victims or suspects in vile crimes, reporting on violent actions (in the coverage of law enforcement or animal slaughterhouses), or situations of extreme humiliation or suffering (for example, terminal patient wards)." According to Lage, situations like these, in which the ends justify the means and intentions conflict with outcomes, provide an opening for a lot of rhetoric but few certainties.

of a strategy to map the problem in bars and identify sources. She also posed as an attorney or a law student to gain access to documents. When she contacted hotels pretending to be travel agent, her purpose was to inquire about the possibility of guests receiving “visitors” to their rooms. As Fernandes sees it, “There was no ethical conflict. There are situations in which we can’t get to the news story if we introduce ourselves as journalists.”

To Katherine Funke, an editor and member of the same investigative team, fell the duty of conducting exhaustive research. “My task was to search for documents that provided evidence of impunity. I spent hours and hours sifting through police reports without even stopping to eat, because I was afraid that the next shift might have a change of heart and kick me out,” she recalls. Because her primary task involved information gathering, she identified herself as a reporter to the vast majority of her contacts. That is why she felt no discomfiture when after months of work she found herself face to face with some of the very officials responsible for burying cases and documents, the symbols of impunity. “A law enforcement agent in Salvador had become very disappointed in me, but I responded that I was a reporter, and she knew that from the beginning. If she wouldn’t answer my questions, I’d say that in my story.” After the news report ran, the agent never again responded to any of Funke’s inquiries.

The group also resorted to the use of cell phone cameras and hidden audio recording devices as a way of protecting reporters, without revealing unauthorized conversations or images. “We made several recordings, but very few were used in their entirety. Understanding the problem requires more than running a few selected comments without context,” says Funke.

Dealing with dilemmas

In an interview with Gabriela Goulart, Demitri Túlio, a staff reporter for *O Povo*, a news daily in Ceará, sums up some of the dilemmas journalists confront: “When investigating a story, nothing is easy. You’re not sure wheth-

er to pose as a client, display your newspaper's ID badge, or sit and have a beer with your target subject." Túlio also underscores the doubts that pervade a reporter's head on these occasions: "What do I ask or not ask? Why am I actually doing this? After all, a lot is happening at the same time. It's intense. That's why talking to colleagues is vital. Your adrenaline is on a constant rollercoaster ride."

Mauri König tells Goulart: "We visited 64 sites of commercial sexual exploitation, but only identified ourselves as reporters to official sources. If we'd arrived with the newspaper's ID badge, those people would have hidden the girls under the rug." According to the reporter, among the roles he assumed during the investigation was that of tourist and even agricultural representative of São Paulo. "We'd sit down to drink and buy beers for people. We faced some ethical dilemmas that forced us to reflect long and hard."

In their conversations, for example, they discovered that a 15th birthday party was going to be held for a girl victimized by a notorious sexual exploiter in the region. "We had to go back to the same place three times to get the information we needed. We believed he was a offender. Not that the ends justify the means, but there was a higher purpose to our decision not to identify ourselves as journalists than the subject's fate. If I recall, he was detained after the story ran."

ABOVE AND BEYOND THE NEWS

The ethical dilemmas faced by Tim Lopes Contest participants are not restricted to the strategies they employ to arrive at the news story. Often, news professionals are faced with situations that have a particularly powerful effect on them, spurring many of them to become personally involved in the issue.

While working on the series "A Infância no Limite" ("Childhood Pushed to the Limit"), winner of the 2004 Tim Lopes Award in the Newspaper category and subsequently published in the *Gazeta do Povo* of Paraná, journalist

Mauri König and photographer Albari Rosa came across a 12-year-old girl on the border of Ciudad del Este, Paraguay, and Foz do Iguaçu, Paraná, who had been subjected to commercial sexual exploitation by a 14-year-old girl who herself was sexually exploited by her parents. Informed of the situation, König and Rosa paid a visit to the chair of the Municipal Council on the Rights of the Child (Conselho Municipal dos Direitos da Criança e do Adolescente) to report the case. The official mobilized law enforcement and the girl was taken to the municipal shelter. “I did this based on the belief that journalists don’t have the right to ‘steal’ people’s stories and then turn their backs on them, without regard to the suffering of others,” he argues. “However, it was not our job. We are only reporters.”

The investigative team for the “Documento BR” (Document BR) series published in *O Povo* faced an even more emblematic situation. With the support of 12 entities affiliated to the network Child Rights Defense (rede de Defesa dos Direitos da Criança e do Adolescente), journalists Demitri Túlio, Cláudio Ribeiro, Luiz Henrique Campos, and Felipe Araújo overstepped their official mandate to inform and report and became involved in coordinating an effort to protect one of their information sources.

Their intervention was founded on their belief in the imperative of protecting the life and physical integrity of the 16-year-old girl who had supplied them with detailed information on a commercial sexual exploitation ring operated by civil and military police officers. Before publishing their story, the four journalists personally delivered the information they had gathered to authorities of the Office of Internal Affairs of the Civil Police and the Public Prosecution Service – and requested that the girl be placed in the Witness Protection Program. In addition, the journalists met with members of the Legislative Assembly, prosecutors, and human rights entities to propose and press for actions to confront the problem. Their efforts sparked a discussion on the ethical propriety and limits of this type of intervention.

To intervene or report?

In one of his weekly columns, the ombudsman of *O Povo* newspaper at the time – journalist Plínio Bortolotti – took up the issue: “What should a journalist do when, in the course of covering a story, he encounters a person in danger: does he lend assistance or remain focused on his work? If he is a news photographer, does he give priority to the shot or reach out to someone in difficulty, missing out on the instant of the photograph? Should the journalist interject himself in real life or just report the facts he is covering? If a journalist doesn’t face these choices on a daily basis, the likelihood is that he will at some point during his professional life.”

In his analysis, Plínio Bortolotti cites the ombudsman emeritus of *O Povo*, Adísia Sá, a professor of journalism who teaches ethics courses. Sá advocates what she calls “the philosophy of information”: the existence of a fact, investigation by the reporter, and publication of the confirmed material. “That is where the journalist’s role ends,” she declares.

In her view, any steps beyond the reported facts should be referred to the newspaper’s opinion pages. However, according to Bortolotti, Professor Sá believes the *O Povo* reporters acted in an “absolutely appropriate” manner when they protected their source through established legal channels, insofar as the publication of the girl’s statements would potentially expose her to acts of retribution by the targets of the investigative piece.

The reporters did not evade the questions raised by their actions. They invoked the same position as defended by one of Brazil’s leading journalists, Cláudio Abramo, for whom the ethics governing journalists are the same as those that apply to ordinary citizens. As Demitri Túlio puts it: “We are not satisfied with simply investigating and reporting. In journalism, no doors can be closed, nothing can be fit into neat and tidy formulas. We change course depending on the case or circumstances at hand. In this specific situation, we made the decision to act beyond the news story.” (*see more on the repercussions of the case in chapter 5*). ●

POWER, ETHICS, AND FREEDOM

One of the most controversial episodes concerning the ethical boundaries of journalism took place in Brasília. After a story appeared on the abduction of a baby from a maternity ward in Rio de Janeiro, a newspaper in the federal capital organized the kidnapping of a newborn infant to highlight the lack of security in local maternity wards. The publication assigned a reporter and a photographer to execute the plan. The reporter entered the mother's hospital room, picked up the baby, who had been born just hours before, and announced to the women present in the room that she was there to deliver the child to the pediatrician, upon which she took the newborn out into the hallway to be photographed. The intention was to expose the absence of appropriate security measures in maternity wards.

As reported in the *Jornal do Brasil*, the reporter had planned to exit the hospital "with her story in tow, but was stopped by security." The journalists claimed, however, that the security guard only asked her where she was taking the child, whereupon she returned the baby to the hospital room before the mother noticed its absence. But the plan backfired.

The hospital's director contacted the authorities, and the reporter was arrested and charged under article 349 of the Brazilian Penal Code for the crime of "child abduction." Hours after her release, the journalist penned a story titled: "Repórter é presa ao mostrar que é fácil roubar bebê" ("Reporter Detained for Exposing How Easily Babies Can Be Stolen"), which ran in the following day's edition. The article included a picture of the journalist with the baby.

In a column in the *Folha de S.Paulo*, the president of the National Federation of Journalists (Federação Nacional dos Jornalistas), Américo Antunes, opined that "the hospital exaggerated in filing a criminal complaint against a journalist who was simply carrying out an assignment." The president of the Federal District Bar Association at the time, Luiz Felipe Coelho, came to the defense of the journalists in an article titled "Entre o fato e a ética" ("Between Ethics and Facts") appearing in the *Jornal de Brasília*: "The reporters were discharging their professional duty as journalists." Professor Zélia Leal Adghirn of the University of Brasília (UnB) also absolved the reporters of any responsibility in an article run in the *Correio*

Braziliense: “Não houve dolo, como dizem os advogados” (“No Intent, As Lawyers Would Say”).

Criticisms – For his part, Alberto Dines, director of the Center for Advanced Studies in Journalism of the University of Campinas in São Paulo (Laboratório de Estudos Avançados em Jornalismo) and coordinator of the *Observatório da Imprensa* (Press Observatory) site, observed that it is “necessary to frame the actions of journalists within the applicable law.” Alexandre Garcia, an anchor for the Rede Globo observed: “If I were the child’s father, and after processing my understandable rage at the reporter, I would sue the publication because the story placed the lives of the child and the mother at risk.” Yet more emphatic was Elizabeth Lorenzotti, at the time a reporter for *Telaviva* and *Play-TV* magazines, who told the *Folha de S.Paulo*: “As a journalist, I am once again ashamed and overcome by a sacrosanct indignation on behalf of the profession that sustains me and of my colleagues, those who are alive and those who have died for their ideals, of the citizens who read our stories and do not expect us to engage in abductions or thefts, but to provide decent information, on behalf of the professional associations that have seen brighter days.”

The Gutenberg Institute website published an article roundly condemning the responsible newspaper’s agenda: “A cynical agenda setter might suggest that the *Jornal de Brasília* set fire to the Palácio do Planalto (Presidential Palace) to test the efficiency of the Fire Department. If the fire was successfully put out the headlines could read “FD Firefighters Are Effective.” However, if extinguishing the blaze took time, the headline might be: “President Dies Because of Firefighters.” Journalists that traffic in human beings, pay off diplomats, disguise themselves as pregnant nuns, offer bribes, corrupt employees and civil servants, and plan bank robberies have wandered too long on the dark side of Brazilian crime narratives. This type of news piece is the equivalent of a handball goal in soccer. Because a crime is easy to commit does not legitimate it, nor does the commission of a crime sanction its exposure. The laws and social pact that ensure freedom of the press and confer on the media the power to conduct formal investigations of the State assume, in return, serious and responsible journalism. No other segment of society is endowed with this power, and as such it should be exercised with dignity and respect for the public.”

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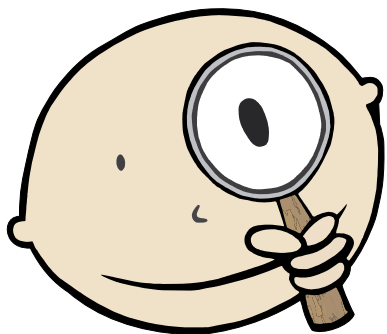
Assessing the Impact



DELVING INTO AN ISSUE AS SENSITIVE AS SEXUAL VIOLENCE AGAINST CHILDREN IS NOT AN EASY TASK FOR TIM LOPES CONTEST PARTICIPANTS. YET, FOR THE GREAT MAJORITY OF JOURNALISTS, THE CHALLENGE OF THE EXPERIENCE HAS SPURRED THEM TO VIEW CHILDHOOD, THE NEWS MEDIA'S ROLE, AND EVEN THEMSELVES IN A NEW LIGHT.



Photo: Albari Rosa (Gazeta do Povo - PR, 2004)



From diagnosing the problem to the search for solutions

The mobilization of congressional, law enforcement, and legal investigations, in addition to tangible progress in the realm of social policies. These are some of the principal outcomes of the investigative reports produced with the support and recognition of the Tim Lopes Contest. Simply put, the projects represent an approach to journalism that provides a multidimensional overview of the realities behind the violations committed against children, while introducing new perspectives on how to confront the problem.

“One of the direct achievements of the Tim Lopes Contest in regard to the quality of the investigations involves the effectiveness of many of the winning pieces in eliciting concrete responses from government agencies and organized civil society entities – spurring them to take to the field and demand solutions to the reported facts,” notes Veet Vivarta, Executive Secretary of ANDI.

We would expect nothing less from a journalistic approach that tackles the difficult task of laying out facts, data, and information as substantial as those presented in each of the selected investigative pieces. Before venturing into

the field to investigate the aspects underlying the phenomenon of sexual violence, Tim Lopes Contest participants commit to undertaking journalism that is dedicated to the freedom of expression, human rights, and social development. Invariably, however, they confront a Brazil that, while democratic in the broad sense of the term, frequently denies dignified conditions of life to citizens – in particular those who, as consecrated in the Brazilian Federal Constitution, constitute an “absolute priority” of the State, the family, and society: children and adolescents.

Access to justice and other public services

“Of the 26 Brazilian cities we visited, only two maintained reports on the issue,” recalls Demitri Túlio, a member of the investigative team responsible for “Documento BR” (“Document BR”), a special report published in *O Povo* of Ceará. In the course of developing the investigation, the participating news professionals discovered countless atrocities perpetrated against children: child labor, murders, commercial sexual exploitation. “The public prosecutor in the municipality of Penaforte, a town located on the Ceará-Pernambuco state line, was responsible for a number of other districts. Consequently, he only made it in to court an old building with cracks in the walls. Meanwhile, the guardian councils were afraid of confronting the truck drivers and even the girls who were induced into prostituting themselves on the highways,” continues Túlio.

The investigation, published as a 12-page special supplement and 8 additional stories over a nine-day period, identified the challenges and deficiencies of public policies in this area and mapped the primary points of commercial sexual exploitation of children along Ceará’s highways.

Descending to the deepest reaches of these realities prompts journalists to give the best of themselves. In her master’s thesis on the Tim Lopes Contest, Brazilian researcher Gabriela Goulart points to the recurrence of statements from participating journalists highlighting that the indignation at the situa-

“By putting a topic on the agenda, the news media offers indispensable information to society. The news story run in *O Povo* was even of assistance to Unicef. Recently, a delegation of government representatives and various institutions from Cape Verde came to Fortaleza – the state capital – with a view to gathering information on public policies relating to sexual violence. Their itinerary included a meeting with recipients of the Tim Lopes Award,” according to Márcia Diógenes, Unicef Communication Officer for the states of Ceará, Piauí, and Rio Grande do Norte.

tions they uncovered drove them to pour additional effort into their projects to ensure the investigative work’s lasting impact – one capable of influencing the formulation of public policies to protect and assist victims and to bring perpetrators and recruiters to account.

Health imperiled

The reporters responsible for developing the investigative project “Dor sem Remédio” (“Pain without Remedy”), winner of the 2006 edition of the Contest, focused their investigation on health-related questions. “We decided to investigate hospitals and family health clinics in the largest cities throughout the five regions of Pernambuco. We traveled to the municipalities of Goiana (Northern Forest Zone), Palmares (Southern Forest Zone), Petrolina (Backlands), Caruaru (Rural Zone), and Recife (Metropolitan Region),” says Fábila Lopes. The investigative team’s fieldwork revealed that the number of cases of sexual abuse committed against children is far higher than the available capacity of Pernambuco’s health system. It also served to expose the inadequate preparation of state health facilities to provide victims with the necessary assistance, as well as to elucidate other problems.

Furthermore, the series also reported that a majority of children victims of sexual violence receive no psychological treatment. More than that: state family health clinics open three days during the work week, when, in fact, most sexual crimes take place on weekends. “As a matter fact, Recife is the only city in the state with a center that provides medical, psychological, legal, and social assistance to children victims,” laments Lopes.

The more data Lopes and her co-worker Carlos Moraes collected for the “Dor sem Remédio” (“Pain without Remedy”) reports, the more they exposed the frailties of Pernambuco’s child protection services. In addition to the lack of official statistics on the problem, several health professionals refused to be interviewed. “Only a fraction of sexual violence cases against children are referred to the public health system,” she adds.

The data and information reported in “Dor sem Remédio” (“Pain without Remedy”) prompted a broad debate on the sexual abuse of children. “On December 13, 2006, we organized a seminar with representatives of government and civil society with a view to demanding more effective actions to confront the problem,” reports Lopes.

Invisible problem

The facts, decisions, and dilemmas of the investigations invariably steer Tim Lopes Contest participants toward unexpected revelations, demonstrating that the problem is even more serious than initially believed. “Since the Center for the Defense of the Rights of the Child and Adolescent (Centro de Defesa da Criança e do Adolescente – Cedeca) was established in Salvador, only two or three cases have been reported. Sexual violence against boys is, in fact, an invisible crime,” says Leandro Colling, an adviser to the “Asas Feridas” (“Broken Wings”) portal developed by an investigative team of the College of Social Studies of Bahia (FBSA). His conclusions are based on an in-depth examination of all the guardian councils in the region, which manifest deficiencies that have yet to be fully documented by the official government agencies responsible for the state’s child protection system.

Lígia Caravieiri, a psychologist and coordinator of the Regional Center against Violence (Centro Regional de Atenção aos Maus Tratos na Infância – Crami) in São Paulo, notes that the failure of health professionals to report the problem is due to a variety of factors. According to Caravieiri, the primary reason is lack of information. “Many are not trained to identify sexual violence and to take the appropriate actions. What I find in our work is that whenever we provide capacity-building to professionals, the number of reported cases goes up. The failure to report also stems from fears of reprisal or skepticism of the rights protection system.”

Statements from specialists in the field reveal the importance of this investigative work. “The Tim Lopes Contest is a source for exposing the gravity of sexual violence,” says Neide Castanha, general secretary of the Children’s Reference, Studies and Action Center (Centro de Referência, Estudos e Ações sobre Crianças e Adolescentes – Cecria) and executive secretary of the National Committee on Confronting Sexual Violence against Children (Comitê Nacional de Enfrentamento à Violência Sexual contra Crianças e Adolescentes). In Castanha’s view, the initiative has contributed to unraveling the tangled context in which these crimes occur: “A great deal of sexual violence is invisible, complicating the efforts of technical analyses to diagnose the problem. The methods applied in the Contest allow media professionals to cover different corners of country from distinct angles, thereby helping to fill the gaps in data,” observes Castanha. More than that: “The investigative pieces serve a function in giving visibility to the problem and, more importantly, in providing guidance to public policy planning on the issue.”

The precariousness of the protection system

In concluding her long investigative piece “Inocência Perdida” (“Innocence Lost”), Érika Klingl was convinced that the educational system was unprepared to work with child victims of commercial sexual exploitation. “The methods they apply are prosaic and in many cases the prejudice is palpable,” claims Klingl, who cites the example of a girl subjected to commercial sexual exploitation since age eight who had been shuffled through the child protection system four or five times. “Every time she went back to school, insults and sarcastic comments were directed her way, even from teachers. There was another case of a teenager who had suffered sexual abuse at the hands of an older man for years, and the entire town knew it, including the school’s administrators.” According to the reporter, measures were not taken until the girl became pregnant. “Sadly, that about sums up how the Brazilian educational system approaches the problem,” she concludes.

Katherine Funke was equally dismayed on discovering the ineffectiveness of the available reporting channels offered to the public while working on the “Raízes da Impunidade” (“Roots of Impunity”) series for the daily *A Tarde*. “The Complaint Hotline – a service provided by the federal government – can be a black hole that leads to inertia,” she says. She heard officials responsible for the hotline argue that the majority of calls did not include the necessary information, such as addresses and the full names of the parties involved. Therefore, according to the officials, each case would require a specific investigation, an almost impossible task for the pertinent agencies. As a result, the vast majority of cases are filed away.

For Jane Fernandes, Funke’s investigative partner, the most shocking discovery was that the Child and Adolescent Bill of Rights (Estatuto da Criança e do Adolescente – ECA) is unfamiliar to a large number of agents in the child protection system or is applied in selective doses. She is indignant at the fact that the underage status of girl victims is not considered relevant to sexual violence cases. By training their focus on the impunity of the crimes, the two reporters brought to light the system’s fundamental failure. “The investigative piece portrayed individuals subjected to sexual exploitation from a young age and who continue to be victimized because nothing is done or because whatever actions are taken are insufficient,” notes Fernandes.

A fishy story

The inefficiency of the children’s rights protection system was especially evident to the reporters responsible for producing the “Documento BR” (“Document BR”) supplement



Qualifying future professionals

To expand the opportunities for qualifying future media professionals to cover social issues based on a human rights perspective. This is the objective of ANDI’s Information Program (Programa InFormação) established in 2006.

Developed in partnership with the W. K. Kellogg Foundation and the support of the National Forum of Journalism Professors (Fórum Nacional de Professores de Jornalismo – FNPJ), the InFormação Program devotes special attention to issues relating to the human rights of children.

In 2007, ANDI and Childhood Brasil offered scholarships to journalism students aimed at stimulating the production of Culminating Projects (Trabalhos de Conclusão de Curso) focusing on the theme of sexual violence against children and its relationship with the media.

Visit: www.informacao.andi.org.br

for *O Povo*. As described above, the journalists took the extraordinary measure of approaching authorities to request that the 16-year-old who had provided information on a commercial sexual exploitation operation involving military and civil police agents be placed in the Witness Protection Program.

However, the case was handled differently. Charged with theft, the girl was taken to a women's detention facility despite being under 18 years of age. In recalling the outcome of the case, Demitri Túlio and Cláudio Ribeiro express their indignation. "The whole thing was set up. An attorney appeared out of nowhere and offered to represent the girl. We later learned that he was a former civil police officer who had been fired for torture and was a friend of the accused agent," reports Túlio.

The suspicious events did not end there. The city records office in Juazeiro, Bahia, where the girl's birth had been registered, was damaged by fire and the girl's birth certificate mysteriously vanished. The only basis for the teenager's detention in an adult facility was a dental report concluding that she was between 16 and 18 years of age. The girl remained in the facility, where she attempted suicide on more than one occasion. The two reporters conclude, "It was as though they had shredded the Child and Adolescent Bill of Rights."

IMPACT ON PUBLIC OPINION

The revelations of serious inefficiencies and, often, neglect have affected readers, listeners, and viewers. "We received an enormous response; dozens of listeners called in to praise the special report," recounts Márcia Detoni, coordinator of the Radiobrás team responsible for the "Radiografia da Violência Sexual contra Crianças e Adolescentes" ("An X-Ray of Sexual Violence against Children) series, which garnered top prize in the Radio category in the 2004 edition of the "Tim Lopes Contest.

The investigative project "A Infância no Limite" ("Childhood on the Brink"), a winning selection in the newspaper category in 2004, drew a sim-

ilar reaction from the public. Subsequently, the news reports published in the *Gazeta do Povo* of Paraná – which lay out the causes and consequences behind the commercial sexual exploitation of boys and girls in Brazil’s South and Southeast regions – were presented in numerous events on the issue held throughout the state.

The public reaction to TV Verdes Mares’ broadcast report “Infância Roubada” (“Stolen Childhood”), recipient of the 2002 Tim Lopes Award for best submission in the Television category, was not much different: “I lost count of the number of calls we received lauding the story,” says Ana Quezado. The journalist notes, however, that a significant number of protests were lodged expressing indignation at a “portrayal which would discredit Brazil’s paradisiacal Northeast in the eyes of tourists.”

Quezado’s statement helps give context to the difficulties society continues to face in dealing with the problem – too often opting to hold victims responsible for the violence inflicted upon them: “There were quite a few accusations hurled at the exploited teenagers. They were principally alleged to have prostituted themselves by choice,” she says.

Contributions to confronting the problem

The efforts to promote the debate and place specific items on the public agenda represent some of the news media’s most important contributions to democracy, development and the defense of human rights. Therefore, when denunciations appearing in the news media have a major repercussion within government agencies, the investigative reporter has reason to celebrate. Alinne Passos’ investigative report is a case in point.

Recipient of the top investigative project in the TV category in the third edition of the Tim Lopes Contest, Passos was at Congonhas Airport in São Paulo waiting for her flight back to Belém, Pará. Minutes after her special on commercial sexual exploitation and sexual abuse of indigenous children in Amazonas, aired nationally on TV Record’s *Domingo Espetacular* program, her

mobile phone rang. It was sociologist Marlene Vaz, who had a clear message for Passos: the investigation conducted for the story contained all the requisites for formal legal action. The reporter maintains the memory of the telephone call as a trophy of sorts. “To hear that from her was like winning the Contest all over again,” concludes Passos.

The sociologist was right. Due to the investigative piece, the Office of the Federal Prosecution Service in Pará and the National Indian Foundation (Instituto Nacional do Índio – Funai) in Brasília requested copies of the transcript to analyze the case and draw up legal motions. The Public Prosecution Service of Dourados, Mato Grosso do Sul, released a statement on the report. Unfortunately, according to Passos, there was no follow-up on the case – still further proof of the importance of ensuring issues like these are kept on the news media’s agenda.

Producer Jaqueline Almeida Ferreira, Alinne Passos’ investigative partner in the project, had participated in a 2004 award-winning investigation in the Newspaper category. The story addressed teenagers who had become victims of commercial sexual exploitation and worked in nightclubs in Cayenne, French Guyana, and Paramaribo, Suriname. The project contributed to an initiative launched in 2004 by the Center for the Defense of the Rights of the Child and Adolescent (Centro de Defesa da Criança e do Adolescente – Cedeca Emaús) of Belém to confront trafficking and commercial sexual exploitation. “The project continues to this day, and in 2007, I was asked to work on a research study involving Brazil, Suriname, and the Dominican Republic on trafficking in persons,” recounts Ferreira.

Diagnosing municipalities

The experience of the *O Povo* reporters responsible for producing the series “Documento BR” (“Document BR”) is emblematic. Based on the investigative material in the report – and on the request of the journalists – the Attorney General of Ceará, Manuel Oliveira, prepared a brief recommend-

ing that the public prosecutor in every district of the state's 184 municipalities request that local government submit a diagnosis of the situation of children and adolescents in their jurisdictions.

The Chief Comptroller of the Office of Internal Affairs for the Public Security Agencies of Ceará State, Ronaldo Bastos, stood by the reporters during their mobilization efforts and considers the association with the news media and other social sectors to be of vital importance. Bastos, who takes satisfaction in recalling other successful denunciations emerging from news reports, maintains that significant changes in public safety services originate directly from news media activities. "In the case of the Tim Lopes Contest, which recognizes investigative work and not just the end product, the effect is all the more profound because of the in-depth reporting the initiative promotes," he notes.

Mobilizing the national congress

In 2005, the Joint Congressional Investigative Committee (Comissão Parlamentar Mista de Inquérito – CPMI) on Commercial Sexual Exploitation of Children introduced Bill 485, which mandates the same sentence for all individuals who maintain pedophile photographs and videos, including those not engaged in distributing the material. The proposal – which amends article 241 of the Child and Adolescent Bill of Rights – was impelled by data presented in *IstoÉ* magazine's "Exemplo da Europa" ("The European Example") special, one of three pieces developed from an investigative project submission to the 2004 Tim Lopes Contest.

The political impact of the reports emerging out of the Tim Lopes Contest is reflected in the comments of state legislator Tânia Gurgel (PSDB), coordinator of the Parliamentary Front for Children and Adolescents (Frente Parlamentar pela Infância e Adolescência) in Ceará. In her words: "I want to ensure justice is done. If it had not been for the reports published in *O Povo* on commercial sexual exploitation of children and adolescents, we would not be here signing this agreement with Unicef and Catavento enabling Rádio Assembléia to produce 40 in-depth programs on the discussion of sexual violence against children or considering other commitments."

“Senators, I would like to enter into the record of this Chamber the important contribution of the Brazilian media to combating sexual violence against children. In 2002, ANDI (the Brazilian News Agency for Children’s Rights), one of the most respected NGO’s inside and outside Brazil, in partnership with the WCF-Brasil Institute, an organization established by Queen Silvia of Sweden, launched the Tim Lopes Contest in Investigative Journalism – in honor of the Rede Globo Network journalist whose life was ended as he produced a report on sexual violence at funk dances in Rio de Janeiro.

The Tim Lopes Contest is a pioneering initiative that stimulates the news media to deepen its coverage of commercial sexual exploitation and sexual abuse of boys and girls. Its distinguishing feature, when compared to other journalism contests, is that the awards are not bestowed on published stories but to original and innovative agenda proposals on the issue (...).”

The investigation’s focus was drawn from the experience of the Protégeles NGO, responsible for fomenting changes to domestic legislation in individual European countries on the sanctions applied to individuals convicted of maintaining digital pedophilic images. “It was only after our report that the Brazilian government and various entities decided to develop and draw up a law in this area. That was the highlight of our participation in the Contest,” says project editor Mário Simas Filho. “Prior to this time, the police could detain a person for posting obscene images of children on the Internet, but they could not detain individuals for storing those images on their computers. Now they can,” adds Simas Filho’s investigative partner, Alan Rodrigues. Changes such these have contributed to Brazil’s fall from the top spot on the sad and dishonorable ranking of countries with the highest Internet pedophilia crimes rates.

The Tim Lopes award-winning “Nos Jardins da Infâmia” (“In the Gardens of Infamy”) investigative report, published in *A Tarde*, and several sections of which were read into the record of official sessions of the National Congress, contributed a portion of the documentation collected in the course of the CPML. The investigative report described a series of concrete situation demonstrating the disarticulation of the child protection system in Brazil.

The Contest again appeared on the legislature’s docket in 2006 when Senator Patrícia Saboya took to the podium. In her remarks, the elected representative cited the winning proposals of that year’s edition and later broached the subject in her news bulletin. ●

PERSONAL IMPACT AND CHANGE IN PERSPECTIVES

Working in close proximity to sexual violence carries a price. All Contest participants mention the psychological pressures of their long journey. One of the most difficult junctures during the development of “Dormindo com o Inimigo” (“Sleeping with the Enemy”) occurred when Bia Sant’Anna of *Revista MTV* visited a shelter in Salvador that took in victims of sexual abuse. “The children were extremely deprived and recounted their stories in the most nonchalant manner imaginable. That was frightening,” she reports. The experience had a profound effect on the reporter, “There was a moment when it all came crashing down on me. I went to see a psychiatrist, who asked was OK in dealing with all of this. I spent an entire therapy session talking about the issue so I could continue the work later,” recalls Sant’Anna.

And it is not only novice journalists who are overtaken by emotion. A recipient of multiple

awards, Jaqueline Almeida recorded equally shocking experiences during the development of her 2004 piece “Oiapoque é porta para a exploração sexual comercial das meninas do Pará” (“Oiapoque Is the Pathway to Commercial Sexual Exploitation of Girls in Pará”) and the investigative piece she prepared on indigenous children two years later. “Common features included the naked and crude reality of the sexual abuse and sexual exploitation of children and adolescents,” she affirms. “I learned that the problem is very real in the lives of many families, but that it passes unperceived by society.” In Mato Grosso do Sul, for example, Almeida and her investigative partner, Alinne Passos, ran across the case of a three-year-old girl who had been raped by her thirteen-year-old brother. “We cried for hours that day,” she acknowledges.

Reporter Rosana Zucolo has always endeavored to convince her students that put-



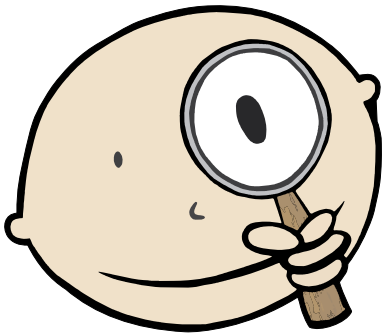
ting a social face on journalism is vital. Therefore, when she first heard of the Tim Lopes Contest, she joined the effort to develop a bold project fostered through a partnership between FSBA – where she lectured at the time –, *A Tarde*, and a social movement in Bahia. Following completion of the initiative, undertaken in 2002 and 2003, she suffered a “hangover” effect that prevented her from enjoying the beach. “I kept seeing the girls being sexually exploited. The beauty was gone,” she remembers.

Emotion – The impunity and slow pace of the legal system is an aspect that profoundly disturbs journalist Fernanda Sucupira of the *Agência Carta Maior*. “The absence of specialized assistance, principally in Brazil’s largest cities, such as Recife, Fortaleza, and Salvador, is amazing,” Sucupira cites a sexual abuse case involving a four-year-old girl. The case dragged on for eight years. When it was over, the perpetrator was convicted,

sentenced to six years in prison, but he was out on parole in two. “There is a powerful sense that impunity prevails. When the mother reported her story, I cried with her,” confesses Sucupira.

Battle hardened reporter Ricardo Mendes was not unaffected by the drama encountered in his coverage. Bouts of hypertension and stress culminated in his hospitalization in 2006 as he prepared stories for the “Raízes da Impunidade” (“Roots of Impunity”) special supplement. “The biggest impact occurs when we get home and see the pictures,” he confides. In those moments, Mendes adds, the reporter’s best ally in pushing ahead with the work is concentration.

She remembers one story in particular: “I’ll never forget that day, sun beating down, October 13, on the outskirts of Vitória da Conquista. We interviewed the mother of an eight-year-old boy who had been abused and murdered by a man. The scene was desolate.”



Prolonging an agenda's shelf life

The impact of the investigative reports stirs, within participating Tim Lopes Contest professionals, a restless passion that ensures the issue is never again ignored. Evidence of this rests on the fact that a large portion of the journalists continue to engage in and return to the issue. TV Verdes Mares, for example, decided to follow up its “Infância Roubada” (“Stolen Childhood”) series, recipient of the 2002 award, with a special on the project’s original idea, sexual tourism. Broadcast on the *Jornal da Globo* newscast, the segment triggered another round of strong reactions, although this time centered more on opinions than actions, notes Ana Quezado, one of the investigative report’s creators.

Moreover, this elevated degree of involvement with the issue frequently spreads to the reporter’s own news organization – resulting in greater mobilization on the issue. The “Infância Roubada” (“Stolen Childhood”) series is a good example of this contagion effect. According to the initial plan, the investigation would only be aired on the mid-morning *Jornal das Dez* newscast. The network, however, decided to devote a segment to the issue on the *Bom Dia Ceará* program, the day following

In September 2008, a series of investigative pieces published by Érika Klingl again placed the issue of commercial sexual exploitation of children on the public agenda. Published in the *Correio Brasileiro*, the reports revealed that children as young as nine years of age were subjected to sexual exploitation in the center of the federal capital.

The piece – which enumerates serious violations of the rights enshrined in the Child and Adolescent Bill of Rights – triggered a major response from civil society, international organizations, and the government. After the story appeared, the governor of the Federal District announced a series of measures to combat the problem.

In the Federal Senate, Cristovam Buarque pressed the state government to take immediate action on the issue. “Resolving this problem would represent one of the least costly things we could do from a financial standpoint, if we wanted,” he told the chamber.

each original broadcast. In addition, a condensed four-minute version of the report – a considerable time allotment for a Sunday evening program which, although journalistic in nature, maintains the pace of a variety show – appeared on Globo’s Sunday evening program, *Fantástico*.

Building on the approach

The expanded space allocated to the investigative projects in relation to the original proposals occurred in other cases as well. Initially, Érika Klingl limited her coverage to the North and Northeast regions, but in the course of conversations with more experienced professionals – including the news director for the *Correio Brasileiro*, Josemar Gimenez – she realized that she could expand on her approach. Based on her talks, the reporter defined a new geographic area for her coverage. The newspaper believed in the project and covered the additional costs not included in the initial budget calculations. The reporter was also given carte-blanc to select a photographer of her choosing. She opted for Cadu Gomes, her “faithful companion” throughout her professional journey.

In fact, Klingl had another opportunity to build on her agenda. While following leads for her special supplement “Inocência Perdida” (“Childhood Robbed”), winner of the 2006 award for best Print Media proposal, she arrived on the Island of Marajó, where she ran up against a peculiar and disturbing situation. Pre-pubescent girls made their way through the powerful currents of a river. The girls were squeezed into small boats, rowing, as though they were sailors, to the larger vessels docked farther in. They climbed aboard only to become the victims of violations perpetrated

by several men. They called them “barge girls,” and they bartered their bodies for diesel oil, which they sold themselves or delivered to their parents, local fishermen. Her discovery evolved into a separate investigative story published after the special report developed from the initial Contest submission ran.

Diversifying channels

The success of the “Infância no Limite” (“Childhood on the Brink”) series published in the *Gazeta do Povo* of Paraná, the product of an award-winning submission in the 2004 edition, led to a continuation of the series the following year, this time with the exclusive financial support of the newspaper. In this second stage, reporter Mauri König and photographer Albari Rosa covered 19,000 kilometers by car, ship, and airplane to portray how sexual crimes are committed along Brazil’s northern frontier. The newspaper allotted 90 days to the development of the agenda item (the 2004 story took 60 days). The outcome of the second effort was a seven-page report published October 9–12, 2005.

The Grupo RBSA provides an additional example of differentiated engagement by a news organization. After the report “Acolhimento com Dignidade” (“Refuge with Dignity”), originally planned for radio broadcast, received the Tim Lopes Award, reporters Nelcira Nascimento and Ângela Bastos ventured that it might be possible to convince the editors of two newspapers (*Zero Hora* and *Diário Catarinense*) to present the investigative report in a multimedia format. “We realized that running the investigative report in other media outlets was possible, and we prepared for battle. My boss at the time, Deivison Campos, coordinated the special report, which freed me up to concentrate on the newspaper and prepare Ângela – who was unfamiliar with the radio medium – to develop segments for stations in Santa Catarina,” recalls Nascimento.

The reporter notes, further, that the Tim Lopes Contest submission served as an inspiration for the “O Amor é a Melhor Herança” (“Love Is the Best Legacy”), which the Grupo RBS is set to launch. “I always believed that issues such as the protection of children and adolescents could be the

subject of human interest stories, and not just a topic for the crime section,” says Nascimento.

Nelcira Nascimento argues that the Tim Lopes project not only influenced society and the Grupo RBS’s news operations, but the practice of journalism in the region. It is her conviction that the investigative report produced with Ângela Bastos served to arouse the news media in Rio Grande do Sul, in general, to the issue of sexual violence. “When our stories began to run, the other media outlets – including those of the Caldas Júnior Corporation (now Record), Bandeirantes, and SBT – took up the issue.”

In the case of the “Dormindo com o Inimigo” (“Sleeping with the Enemy”) investigative project, published in *Revista MTV* and based on a 2002 award-winning proposal submission, it was the organization’s own directors who decided to take a chance. In April 2003, the issue of commercial sexual exploitation and sexual abuse of children was transferred to the TV screen by way of two segments aired on the *Buzzina MTV* program and *Pacto MTV* – a campaign that addresses themes of central importance to children.

New horizons

In some cases, the investigative report takes on unprecedented dimensions, inspires new products, a new discourse. It allows the denunciation to multiply and gain new life. In the course of her investigation, Ângela Bastos – one of the authors of the series “Acolhimento com Dignidade” (“Refuge with Dignity”), winner of the 2002 edition in the Radio category, realized that the issue would make a good topic for a documentary. “In confronting the complexity of the subject, I realized the investigation should not remain confined to the news media. At that very instant, standing in the doorway in the offices of the Programa Sentinela (Sentinel Program), in metropolitan Florianópolis, the inspiration hit me,” she remembers.

The documentary *Flor de Pessegueiro* (“Peach Blossom”), released in 2005, depicts the same characters, script, and storyline appearing in the

investigative piece developed from Bastos' award-winning submission. Exhibited in over 100 theaters, the film won top honors at the All about Women Movie Festival (Festival de Cinema Tudo Sobre Mulheres), held in Chapada dos Guimarães, and garnered an Honorable Mention at the 27th Vladimir Herzog Human Rights Award (Prêmio Vladimir Herzog de Direitos Humanos). The documentary's title is a reference to an adage attributed to Indian pacifist leader Mahatma Gandhi: "Truth is hard as a diamond and soft as a peach blossom."

The investigative series "Infância no Limite" ("Childhood on the Brink"), produced by Mauri König, was also extended beyond the pages of newspapers. In 2008, the *Gazeta do Povo* reporter released *Narrativas de um Correspondente de Rua* (*Chronicles of a Street Correspondent*), in which he describes the development of an agenda: how an idea develops, the individuals interviewed, unexpected circumstances, ethical conflicts, and so forth. "The main objective was to address newsmaking from a more didactic angle," explains König. The title of his work grew out of his long-standing interest in becoming a war correspondent – given the importance, according to König, that necessarily surrounds the coverage of an armed conflict. "In gathering the material, it dawned on me that I was already covering a war. A subtle day-to-day war. I never became a war correspondent, but I am a correspondent of the streets," he adds. In addition to the "Infância no Limite" ("Childhood on the Brink") reports, the book includes another 14 award-winning stories and explores key issues on the Brazilian social agenda.

Another decisive example of the trend to forge new horizons is Ricardo Mendes, who has undertaken a new line of investigation on children's rights. His objective is to release his examination of commercial sexual exploitation of children in Brazil, Uruguay, and Argentina as a book and a documentary. The title, *Projeto 24* (Project 24), refers to the statistical fact that every 24 minutes a child somewhere in the world dies as a result of the exploitation of child labor.

AGENDAS SELECTED, INVESTIGATIVE REPORTS HONORED

For some participants of the Tim Lopes Contest, the award serves as an incentive, leading to additional honors. The proposal submission “Oiapoque é porta para a exploração sexual comercial” (“Oiapoque – The Pathway to Commercial Sexual Exploitation”), which swept top honors in the Newspaper category in 2004, reported on sexually exploited teenagers in nightclubs in French Guyana and Suriname. Published in *O Liberal* of Pará, the investigative piece won the 2005 Esso Award in Journalism (Prêmio Esso de Jornalismo) for the North Region.

For their special “Radiografia da Violência Sexual contra Crianças e Adolescentes” (“An X-Ray of Sexual Violence against Children and Adolescents”), produced by Radiobrás, reporter Márcia Detoni and crew received Honorable Mention at the 27th edition of the Wladimir Herzog Awards. The producers of the series “Dor sem Remédio” (“Pain without Remedy”), broadcast on the *Jornal AM* radio network in 2006, took Honorable Mention at the 13th Cristina Tavares Awards in Journalism, organized by the Association of Journalists of Pernambuco (Sindicato dos Jornalistas de Pernambuco).

A host of other awards have their roots in the Tim Lopes Contest. The “Nos Jardins da Infâmia” (“In the Gardens of Infamy”) supplement, published by *A Tarde* in 2003, received the Coelba News Report Award (Prêmio Coelba de Reportagem), organized by the Association of Journalists of Bahia (Sindicato dos Jornalistas da Bahia) with the support of Coelba and Abraji. It was also a finalist of the Ibero-American Communication Award for the Rights of Children and Adolescents, conferred by Unicef and the Efe Agency (Spain). The “Infância Roubada” (“Stolen Childhood”) report broadcast on TV Verdes Mares in 2002 took the Embratel Awards (Prêmio Embratel) as well as first prize in the Ceará Press Association Award (Associação Cearense de Imprensa – ACI).

In 2006, it was *O Povo*’s “Documento BR” (“Document BR”) project which garnered the ACI award. The report later received international rec-

ognition when the Inter-American Press Society selected it as one of the top eight news projects in the Americas in the Investigative Journalism category at the 2007 Excellence in Journalism Awards.

Mauri König watched his two-part series “A Infância no Limite” (“Childhood on the Brink”), published in the *Gazeta do Povo*, take flight and receive the Lorenzo Natali Award conferred annually by the European Commission. The first part, which addressed the problem in the South of Brazil, took third place in 2005, while the second installment, centered on the North region, won top prize in 2007. The investigative piece also won the 2005 Vladimir Herzog Award. “The awards helped give greater visibility – including internationally – to the problem of commercial sexual exploitation of children along Brazil’s borders,” argues the journalist.

For her special supplement, “Inocência Perdida” (“Innocence Lost”), published in the *Correio Braziliense*, Érika Klingl garnered the SIP Excellence in Journalism award in October 2007. Reporters Maria Clarice Dias, Juliana César Nunes, and Marina Oliveira – also of the *Correio Braziliense* – were selected finalists for the 2004 Ayrton Senna Grand Prize in Journalism (Grande Prêmio Ayrton Senna de Jornalismo) for their investigative special “Confissões de Família” (“Family Confessions”).

“One award leads to another. Those who work in the realm of day-to-day life sense that it is possible to produce special stories, that it is not the exclusive domain of the so-called special reporters,” asserts Ana Dubeux, the newspaper’s editor-in-chief.



Information and training

The experiences of the Tim Lopes Contest involving student participation have left their imprint on Communications programs. “A number of other students became interested and saw they could do something similar, something truly important,” says Professor Leandro Colling, one of the advisors to the investigative team from the College of Social Studies of Bahia responsible for developing the “Asas Feridas” (“Broken Wings”) portal, recipient of the 2004 award in the Alternative Media category.

While university students were not employed in the production of the “Infância Roubada” (“Stolen Childhood”) TV series or the “Raízes da Impunidade” (“Roots of Impunity”) special supplement, the two investigations found their way into university campuses in the form of course material. The latter served as the inspiration for two theater pieces and was used by guardian councils and the Bahia Center for the Defense of the Child and Adolescent in discussions on the deficiencies of the child protection network.

JOURNALISTS WITH A NEW PERSPECTIVE

THE EXPERIENCE OF INVESTIGATING THE UNDERLYING ASPECTS OF SEXUAL VIOLENCE HAS, WITHOUT QUESTION, A TRANSFORMATIVE EFFECT ON THE PROFESSIONAL EVOLUTION OF THE WINNING JOURNALISTS. MANY OF THE REPORTERS ARE TODAY IMPORTANT SOURCES ON THE SUBJECT, INVITED TO PARTICIPATE IN WORKSHOPS AND CONGRESSES AIMED AT PRESENTING THE MULTIPLICITY OF PERSPECTIVES OF ORGANIZED CIVIL SOCIETY. THE LECTURES AND ADDRESSES DELIVERED BY THE PROFESSIONALS ON THE RELATIONSHIP BETWEEN JOURNALISM AND INFORMATION SOURCES, IN ADDITION TO THEIR PERSONAL EXPERIENCES IN COVERING SEXUAL VIOLENCE, CONTRIBUTE SIGNIFICANTLY TO THE CONSIDERATIONS OF HOW BEST TO EXPAND THE DIALOGUE BETWEEN CIVIL SOCIETY AND THE NEWS MEDIA.

“Among colleagues, Tim Lopes Contest winners have gained greater stature for developing investigative pieces founded on news values that are extolled within the investigative journalism field.” This is the conclusion of researcher Gabriela Goulart in her master’s thesis on the initiative. According to Goulart, any analysis of the Contest’s effect on the professional lives of the participating reporters must include consideration of its repercussions within the respective news organizations. As she argues, “The professional recognition conferred is followed closely by the enhanced value placed on issues relating to the social agenda. This leads to greater opportunities for exploring agendas and approaches that may be of interest to the reporter.”

Érika Klingl’s experiences during her investigation for “Inocência Perdida” (“Innocence Lost”) served to transform her views of life and the news profession: “I have never again looked at a girl in the same way nor have I ever again been viewed in the same way professionally.” The process was transformative and, to a degree, addictive. She was promoted within the *Correio Braziliense*

and began producing special news reports on social issues. In 2007, ANDI named her a Child – Friendly Journalist (*to learn more about the program see page 103*).

Klingl tells Gabriela Goulart: “Today, when I write my stories, even a 30 centimeter column, I don’t just tell a story. I seek to offer a service – something that, as with the vast majority of reporters, used to pass me by unnoticed, either because of laziness or lack of time.”

Érika attributes this change in perspective to the investigative work developed for the Tim Lopes Contest: “The experience made me see for the first time that I had a chance to do what every journalism student wants to do: change things. I concluded that we, in fact, can. No matter how much of a dream or utopian it may seem or how little pride we take in the stories we write, it’s the little things that make the difference.”

Other approaches

The Tim Lopes Contest opened new horizons for journalist Ana Quezado: she became a professor at the University of the Northeast (FANOR) because of the institution’s interest in her award-winning series “Infância Roubada” (“Stolen Childhood”), broadcast on TV Verdes Mares in 2002. As a member of the academic community, she participates in the production of leaflets, fanzines, campaigns, and forums on the issue, and currently serves as chair of the Media, Child and Adolescent Department of the Catholic College of Ceará.

Suzana Varjão, a member of the “Nos Jardins da Infâmia” (“In the Gardens of Infamy”) investigative team, left the news

The debate in the academy

The profound engagement of Tim Lopes Contest participants in the complex issue of sexual violence against children and its effect on their professional lives has stirred the interest of academic circles. In her dissertation *Entre o Público e o Privado: Interpretações sobre Estórias de Abuso Sexual em Narrativas Jornalísticas* (*Between the Public and Private Spheres: Interpretations of Sexual Abuse Stories in Journalistic Narratives*), submitted to the Pontifical Catholic University of Rio Grande do Sul, researcher Luciana Kraemer interviews reporter Mauri König, author of the “Infância no Limite” (“Childhood on the Brink”) series published in the *Gazeta do Povo* in 2004, about the challenges posed by the subject and the shifts in perspective generated by the investigation. “One thing I don’t do now, for example, is interview a child who is in recovery,” says König.

The study examines the editorial production of the two largest newspapers in the South of Brazil (*Zero Hora* and *Gazeta do Povo*) and discusses ANDI’s role in placing the phenomenon on the agenda of news organizations. In addition, the paper explores the opportunities for covering the issue.

profession to enter academic life. In 2007, she defended her thesis *Micropoderes e Macroviolências (Micropower and Macroviolence)* at the Federal University of Bahia. In 2008, the project was transformed into a book. “I was hired by the International Service Volunteers Association to consult on two projects implemented by the state government: the National Program for Public Safety with Citizenship (Programa Nacional de Segurança Pública com Cidadania) and the Safety Plan for the Better Days Social Interest Housing Project (Projeto de Habitação de Interesse Social Dias Melhores),” reports Varjão.

Professional assets

When Juliana César completed her special report “Confissões de Família” (“Family Confessions”), winner of the first edition of the Tim Lopes Contest, she could not have foreseen how critical the experience would prove to her professional life. After leaving the *Correio Braziliense*, she entered the world of children’s rights. At the Ministry of Justice, César was involved in preparing the text of Brazil’s TV rating system and in the analysis of film content. Today she is special projects coordinator for the Brazilian Communication Company (Empresa Brasileira de Comunicação – ECB).

With regard to professional assets, the authors of “Raízes da Impunidade” (“Roots of Impunity”) argue that they learned a great deal about the proper techniques for approaching, investigating, and writing a story. However, in their view, the most important prize is the added self-confidence they acquired. “Participating in a project such as this one results in more original approaches and more in-depth coverage than we’re used to,” says the investigative report’s editor, Katherine Funke.

Irrespective of the range of emotions and the paths taken by each reporter, they all seem to agree with the conclusion of Alan Rodrigues, one of the three reporters behind the *IstoÉ* investigative report developed from a Tim Lopes award-winning project submission. He says, “The sense that you’re contributing to protect the rights of children and adolescents is a great feeling.” ●

CHILD-FRIENDLY JOURNALIST



ANDI unveiled the Child-Friendly Journalist Program in 1997 to recognize media professionals whose work was anchored in a commitment to the social agenda and the rights of children. To date, 346 journalists have been honored. They are employed by newspapers, magazines, radio and television networks, university websites, in addition to NGO's and other organizations. ANDI's criteria for selecting Child-Friendly Journalists are:

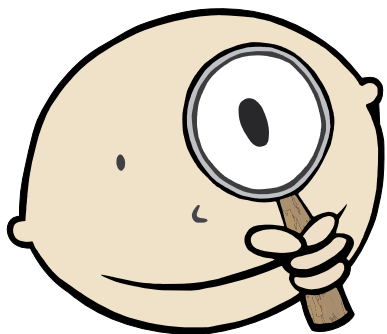
- Regular production of quality stories on relevant issues relating to the defense of children's rights;
- Promoting the participation of children in the formulation of public policies to guarantee their rights, ensuring children's voices are heard and allowing them to express their views through the media;
- Adherence to ethical standards in the exercise of the journalism profession; and

- Socially responsible conduct in their roles as opinion makers.

Selected news professionals enjoy the full support of ANDI, the branch offices of the ANDI Brazil Network, and the partner organizations in the defense of children's rights. This support includes the delivery of specialized publications, technical cooperation in journalistic investigations, the supply of data, suggested sources, and invitations to participate in seminars.

The project's logo was developed by Ziraldo, a news cartoonist and himself a recipient of the honor. In his depiction, a journalist walks with his eyes covered by the hands of a child he carries on his shoulders. He forges ahead, guided by the child, seeing the world through this new perspective.

The project is operated by ANDI with the sponsorship of Petrobras and the support of Unicef.



Lessons of the practice of investigation

Every traveler with the miles to show for it has advice for those taking their first steps. The Tim Lopes Contest is no exception. The journalists partaking in the experience have forged a long road from developing their initial agenda items, structuring their projects, negotiating with their news outlets, and preparing their investigative teams to planning each step of the investigation, interacting with the consultants, and addressing the risks and pitfalls of the investigation. The primary challenges, successes and mistakes – and how each of these was addressed –, as well as the observations of the news professionals, provide a shortcut on the road to investigative journalism focused on sexual violence against children.

Formulating and producing the project

- A good idea does not always translate into a good news story. Finding statistics and data to support the original thesis is imperative. Equally important is to seek out solid information sources linked to the issue who can interpret the figures in a critical and contextualized manner and indicate additional references

and the literature. Putting together a project without knowing the ultimate objective is not advisable.

- The pre-production stage is not a time to spare efforts, much less dispense with them.

Negotiating with the media outlet

- Negotiating with editors on the primary steps to be taken in the investigation, as well as the requirements of the investigative team, prevents misunderstandings. The failure to engage in negotiations can lead to difficulties in meeting deadlines and in regard to the final approach adopted for the investigative piece. It is important that editors-in-chief and executive editors are made to feel a part of the project.

Functioning of the investigative team

- Working to bring the investigative team into “key” is fundamental not only for ensuring a positive outcome but also for fostering an environment of cooperation and unity. To this end, team members should discuss the strategies for approaching the project, experiences, doubts, successes and failures, and assess risks.
- Although much of the work must be performed jointly, to the extent possible the individual characteristics and preferences of each member should be respected when distributing assignments.
- It is important to approach the work as a collective effort. It is not proprietary, that is, it does not belong to the project proponent or to the highest ranking officer in the newsroom. In cases in which the story is penned by an individual reporter, this principle should be applied to the photographer or to the driver.
- If the project includes the participation of university students, it is recommended that these be selected starting in their fifth semester

of study. The selection process should assess the emotional maturity of students, not just the quality of their work.

Investigation

- Irrespective of the thoroughness of the planning, journalists should always have a “Plan B.” Information sources disappear or have second thoughts, addresses change, new facts arise from the investigation of issues relating to illegal acts, prejudice, secrets, traumas.
- For stories that require travel, conversations with taxi drivers, hotel receptionists, and bar owners on arrival at a destination can yield valuable information.
- Investigative reporters should never expose themselves to unnecessary risks, but in the event risks do arise, all and any measures capable of mitigating them should be adopted. Some suggestions: journalists should notify someone of their itinerary, always be accompanied, carry a mobile phone, and gather information on the locations and contexts of their investigations beforehand.
- Unauthorized micro-cameras and recording devices should be used selectively. It is preferable that secretly collected information be used only to protect the investigative team in the event reported facts are challenged.
- It is vital to track the cases, not sporadic events, including the status of police investigations, reports filed with the Public Prosecution Service, or legal proceedings.
- It is instructive to understand the factors that underlie the problem, such as cultural values, socioeconomic conditions, psychological aspects, educational and health problems, or questions of gender, race, and ethnicity.

Interviews

- To avoid re-victimizing children (or family members), journalists must possess the requisite interviewing skills and preparation, and

refrain from exploiting details that do not contribute to outlining the problem or raising awareness in society. It is also important not to interview a source immediately after the act of aggression.

- It is essential that journalists consult experts on the most effective techniques for approaching interview subjects. In particularly traumatic cases, experts may even accompany reporters during interviews. In these cases, prior arrangements should be made to avoid misunderstandings, unwarranted interferences, uneasiness on the part any of the participants: interviewer, source, consultant.
- In instances of family abuse, interviews with the abuser tend to be more difficult if reporters have spoken to the victims beforehand, because of the impact these encounters generate.
- The words and terms journalists use in interviews need to be chosen with care to avoid perpetuating prejudice.
- The relationships with information sources should remain strictly professional. In addition, journalists should never engage in the exchange of favors, agreements, or commitments capable of compromising journalistic independence and investigative outcomes.
- Where sources report facts that could potentially jeopardize their safety, journalists should seriously consider the possibility of requesting protection for those individuals (sources are witnesses).

Sounds and images

- Children should not be the object of vulgar or erotic depictions, even when facial images are not shown.
- Black bands and checkered images of faces are directly associated with illegality and crime. The use of these techniques is not recommended.
- Banal and commonplace images should be avoided, including dolls or teddy bears. Photographing or filming hands, feet, and other physical details (provided they are not connected with erotic situations) may

serve a valid purpose. Note: objects (including an interview subject's mobile phone, backpack, notebook, and other belongings) may be suggestive of age and indirectly enable identification of the source.

- Shadows pose a danger because they may facilitate identification. Where employed, shadows should be reflected off of water or uneven walls or glass to distort the image.
- Silhouettes can also lead to identification. They should be used with caution.
- Locations are easily recognized as well. Therefore, images should not be recorded near the homes of or place frequented by sources.
- Voices, when recorded, must be distorted prior to being broadcast on radio or television.

Writing and editing

- Words must be chosen with care. The language should be accessible, devoid of bias and jargon.
- Journalists may and should search for information that leads to the prevention, punishment of the perpetrator and/or accountability of the institutions involved in cases of negligence or collusion. However, this should be accomplished through the reporting of facts, never through condemnatory language, whether in the form of nouns or adjectives.
- Journalists should avoid 'sensationalizing,' or transforming the event into a tendency.
- Added care should be taken with titles, headlines, standfirsts, and captions. An inappropriate word can compromise the entire investigative piece.
- The distinctions between commercial sexual exploitation and sexual abuse and other expressions used in the report should be elucidated.
- The names of children and adolescents involved in these crimes, or of their relatives, friends, or any local residents capable of identifying them, should never be revealed.

- Only documented or recorded information should be cited.
- Journalists should keep abreast of bills relating to the issue and track their progress.
- Citing legislation (International Convention on the Rights of the Child, Child and Adolescent Bill of Rights, Federal Constitution, National Plan, State and Municipal Plans to Confront Commercial Sexual Exploitation) is recommended, primarily where public policies are examined.
- The absence or inefficiency of public policies and agencies is another topic that generates content and one which warrants special attention in the editing process.
- It is always useful for news pieces to provide information on prevention, namely: where and how to file complaints, who to contact, without neglecting to include street and email addresses and telephone numbers.

Following publication

- It is up to journalists to pass on their experiences to their co-workers – either through conversations or reports presented in meetings or workshops. Another valuable tool is to solicit opinions and suggestions, in addition to stimulating similar efforts.
- Producing a voluminous body of investigative pieces on the issue is not sufficient to broaden the discussion in society. More important is to invest in quality information, continuing coverage of outstanding issues, the plurality of information sources, and a diversity of angles.
- Preserving relationships with information sources by maintaining an open mind to suggested agenda items is recommendable. After all, in the midst of the daily routine of newsrooms it is difficult to track the issue closely, while the experts and representatives of organizations are singularly devoted to the question. Care should be taken, however, to ensure that relationships remain strictly professional and do not involve the exchange of favors. ●

6

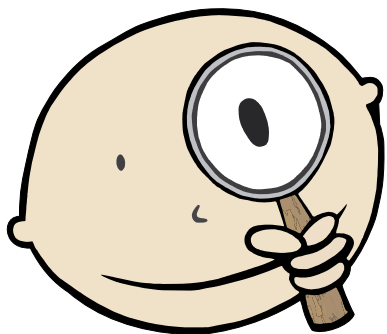
Analysis of the Media



SEXUAL VIOLENCE AGAINST CHILDREN, CONSIDERED ONE OF THE MOST GRIEVOUS VIOLATIONS OF HUMAN RIGHTS, POSES A CHALLENGE NOT ONLY TO PUBLIC OFFICIALS BUT TO THE DAY-TO-DAY WORK OF NEWS MEDIA PROFESSIONALS AS WELL. A STUDY PREPARED BY ANDI IN PARTNERSHIP WITH CHILDHOOD BRASIL CONCLUDES THAT WHILE SERIOUS OBSTACLES REMAIN TO BE OVERCOME BRAZILIAN NEWS DAILIES HAVE MADE SIGNIFICANT STRIDES IN IMPROVING THE QUALITY OF THE COVERAGE DEVOTED TO THE ISSUE.



Photo: Fco Fontenele (O Povo - CE, 2006)



Sexual violence on the brazilian news media's agenda

A global mobilization campaign underway since the 1990s is poised to gain added impetus when the III World Congress against Commercial Sexual Exploitation of Children convenes in Rio de Janeiro in late 2008 (occasion for the release of this publication). The Tim Lopes Contest is an integral component of this effort and a direct product of ANDI's long involvement with the issue – one of the cornerstone themes of the entity's founding 15 years ago. In the Agency's view, the press could and should aspire to greater heights in covering the various aspects of the phenomenon.

Throughout the intervening period, the Brazilian media has made important contributions to putting the issue on the public agenda. A study prepared by ANDI in partnership with Childhood Brasil reveals that, despite the inherent difficulties in reporting on such a highly complex question, news outlets have shown an increasing willingness to tackle the subject. As an example, the space allocated to stories on sexual violence against children in the Brazilian news media nearly tripled from 2000 to 2006.

Of greater importance than the increased coverage, however, has been the enhanced quality of the reporting. By adopting a more pluralist and critical approach, journalists have sought to diversify their range of information sources – traditionally confined to law enforcement authorities. The analyses also reveal a shift toward news coverage that extends beyond mere denunciations; efforts to consider the causes and outline/discuss solutions to the problem have progressively become an integral feature of the news gathering process. Similarly, an expanding body of news content pressing for the implementation of public policies to address the question – a vital tool for ensuring a more effective response to the phenomenon – has gradually taken shape.

Limits and challenges

Although Brazilian journalists have produced increasingly consistent coverage of sexual violence against children, a number of constraints must still be overcome to ensure editorial treatment that effectively responds to the myriad complexities surrounding the issue.

On the one hand, unwarranted errors persist – such as the use of pejorative terms to describe victims and aggressors or the unnecessary disclosure of information on boys and girls or their families. It is not uncommon to find outlets that continue to focus on the most morbid aspects of the problem – the death of victims, for example.

At the same time, further progress is required in regard to the news media's ability to offer a more

Special analysis

The primary source for this chapter is the 2008 *Guia de Referência para o Diálogo com a Mídia* (Reference Guide for a Dialogue with the Media) prepared by ANDI in partnership with Childhood Brasil. The figures presented represent the main conclusions drawn from a 2007 study on Brazilian press coverage of sexual violence. Using data gathered from news content published in 2006, the study endeavored to identify advances and setbacks in relation to journalistic production in 2000 – when a comprehensive survey of the media's coverage of the issue was published under the title *O Grito dos Inocentes: os*



meios de comunicação e a violência sexual contra crianças e adolescentes (Cry of the Innocent: The Media and Sexual Violence against Children).

Additional information on ANDI's media analysis methodology is available at:

www.andi.org.br/_pdfs/metodologia.pdf

A COMPLEX CRIME

Sexual violence against children stems from a complex set of cultural, social, and economic factors. “Exploitation is linked to sexism and power relations, a cultural question. And to poverty, a dividing line in the lives of thousands of children whose bodies are treated as commodities,” says Leila Paiva, spokesperson for the Sub-Secretariat for the Promotion of the Rights of the Child and Adolescent (Subsecretaria de Promoção dos Direitos da Criança e do Adolescente), a division of the Special Secretariat for Human Rights (Secretaria Especial dos Direitos Humanos – SEDH).

According to Neide Castanha, chair of the National Committee on Confronting Commercial Sexual Exploitation and Sexual Abuse of Children (Comitê Nacional de Enfrentamento à Exploração Sexual de Crianças e Adolescentes), the issue poses a paradox. “A concerted effort has been mounted internationally to approach the problem of sexual violence as a social issue,” she argues, noting that what was once a topic of

debate among activists on questions of human rights and the responsibilities of government has evolved into an issue affecting all people.

“We ask ourselves why there is room in the marketplace for the bodies and sexuality of children. This is not a moral issue, but one directly connected to humanity,” adds Castanha, who concludes by instigating the press: “Sexual exploitation has yet to be addressed in terms of the development model we seek. This is an obligation of the media as well. Journalists are researchers, and it is their task to report on initiatives and responsibilities.”

As Mário Volpi, Unicef youth projects officer, argues, the principal message is that there is no possible justification for sexual exploitation. “There are no motives, whether cultural, social, or economic, to explain it [sexual exploitation] away. Acknowledging the principle that sexual exploitation is unacceptable leads inexorably to a second principle – that it must be combated.”

Table 1

RISE IN THE COVERAGE OF COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE OF CHILDREN (No. of related stories)		
	Number of sample stories	Total estimated number of stories *
2000	167	2.004
2006	457	5.484
Increase 2000-2006	173,65%	173,65%

**Estimate based on sampling by the Composite Month method.*

encompassing view of the phenomenon. For instance, ANDI’s studies of 45 Brazilian news dailies reveal insufficient discussion of the broader consequences of sexual violence. In addition, a majority of newspapers fail to employ the analysis of government financial allocations in this area as an instrument of public policy oversight. After all, budget appropriations are a first and decisive step toward effective public policies; they are also a first and decisive snapshot of the “state of the art” of policies.

More qualified coverage

The coverage of sexual violence in the Brazilian news media has increased even as the number of formal complaints filed in response to the associated crimes has remained low in relation to other rights violations. According to figures drawn from Dial 100, an assistance hotline operated by the Special Secretariat for Human Rights (SEDH), the number of formal complaints filed in Brazil for violations perpetrated against children has grown with each passing year, yet incidents of sexual exploitation account for only 11% of the reported violent acts.



May 18

In 2000, social mobilization efforts on the phenomenon of sexual violence against boys and girls in Brazil were bolstered with the creation of the National Day to Combat Sexual Exploitation and Sexual Abuse of Children (May 18), enacted by Federal Law 9970. Every year, rallies, campaigns, technical events, and other activities are organized to augment the public debate on the problem in Brazil.

The date was chosen for its symbolic meaning. On that day in 1973, an 8-year-old girl in the city of Vitória was brutally raped and murdered by a group of upper middle-class youth. Despite the heinousness of the act, no one was ever brought to justice prior to the expiration of the statute of limitations.

The percentage for cases of abuse is slightly higher: 17%. However, cases of child and adolescent pornography and trafficking represent less than 1% of all calls to the hotline.

Beyond the focus on these forms of aggression, the Brazilian news media's treatment of sexual crimes involving boys and girls is generally more qualified than that found in the reporting on other types of violence. This conclusion derives from comparisons of Agency studies on general violent criminal acts (battery, robbery, and homicide, for example) and those centered specifically on sexual violence (encompassing sexual abuse and exploitation).

In 2002, for example, 16.89% of the stories on sexual crimes against children included discussions of solutions to the reported issues. The corresponding percentage for the news content on general violent criminal acts was far lower: 3.99%. Consideration of the problem from a legal perspective was also far more prevalent in the stories on sexual exploitation and abuse: 12.35% against 5.06%. With regard to public policy initiatives, the coverage of sexual crimes again stood out. Nearly 5.25% of the news pieces discussed the related measures adopted by government, while in the reporting on general violent criminal acts the percentage was 0.45%.

Factual mobilization

ANDI's studies confirm that the coverage of sexual exploitation and abuse gains particular momentum in months marking milestones or significant accomplishments in this area, a product, in large measure, of the effective work of children's advocacy movements. In 2006, as in 2000,

Table 2

RISE IN THE MONTHLY COVERAGE OF COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE OF CHILDREN		
News stories on the issue in 2000 and 2006		
Month	2000	2006
January	4,60%	9,40%
February	7,30%	7,00%
March	12,20%	7,90%
April	5,20%	5,30%
May	19,00%	16,70%
June	6,40%	5,90%
July	11,00%	9,00%
August	5,20%	7,50%
September	6,40%	6,10%
October	9,50%	12,70%
November	6,40%	3,90%
December	6,40%	8,60%
Total (No.)	2.004	5.484

the highest proportion of stories on sexual exploitation and abuse ran in May (during the national mobilization campaigns to commemorate May 18 – National Day to Combat Commercial Sexual Exploitation and Sexual Abuse of Children), which accounted for 16.70% and 19%, respectively, of all the news content published on the issue in the two survey years. Also of note are July (when passage of the Child and Adolescent Bill of Rights is celebrated), with 9% and 11% of the related news stories, and October (Children’s Month), in which 12.70% and 9.50% of all news reports on the topic appeared.

Dangers lurking in adjectives

The commercial sexual exploitation and abuse of children remains mired in disinformation and prejudice. Often, the news media reinforces stereotypes

BROAD VIEW OF THE PHENOMENON

A study prepared by Save the Children Sweden titled *Abuso Sexual Infantil y Explotación Sexual Comercial Infantil en América Latina y El Caribe - Informe Genérico Situacional (Sexual Abuse of Children and Commercial Sexual Exploitation of Children in Latin America and the Caribbean - General Status Report)* systematically analyzes the primary aspects, as defined by governments and experts, of sexual violence against children:

- **Human rights violations** - Contravene the fundamental rights enshrined in international instruments ratified by a large number of nation-states, including Brazil.
- **Breaches of Constitutional Norms** - Infringe the Brazilian Federal Constitution with respect to the principles governing the protection of life, rights, and the welfare of citizens.
- **Criminal acts** - Violate the Child and Adolescent Bill of Rights and the Penal Code and constitute transgressions against liberty, integrity, and sexual and reproductive rights.

- **Forms of sexual violence** - Involve forced sexual acts or acts of a sexual nature perpetrated against a child or adolescent by one or more persons.
- **Forms of gender violence** - Statistics reveal that girls and women are the principal victims of sexual violence. Consequently, these types of crimes are included, pursuant to formal UN definitions, among the specific forms of violence practiced against female populations.
- **Public health problem** - Sexual crimes produce serious consequences for the physical, mental, and emotional health of victims, as well as associated risks arising from drug use, unwanted pregnancies, and sexually transmitted diseases.

Source: *Exploração Sexual de Crianças e Adolescentes - Guia de referência para a cobertura jornalística. [Commercial Sexual Exploitation of Children - A Reference Guide for Journalistic Coverage]* (ANDI / Petrobras / Unicef)

by employing inappropriate terminology to describe victims and aggressors alike. Notwithstanding the progress made on this front between 2000 and 2006, some of the reporting on aggressors is still tainted by terms such as “monster,” “maniac,” or “sexual deviant.” Attempts to attribute the responsibility for violent acts to victims also occur: “provocative,” “promiscuous,” or “arousing” are just some of the descriptors used to frame individuals subjected to criminal acts.

While more ethical treatment in the manner victims and aggressors are depicted to the reading public continues to pose a challenge to a large number of news professionals, progress has been achieved. ANDI’s study found that in 2006 Brazilian newspapers employed expressions like “sexual exploitation,” “sexual abuse,” and “sexual violence” with greater frequency, having substantially reduced the use of terms such as “recruitment,” “seduction of minors,” “libidinous acts,” “pimping” and even “prostitution” – an incorrect expression according to experts insofar as it suggests consent by the victim.

Disclosing the identities of victims

Another grave error committed by the press regards the tendency to disclose the identities of the victims of sexual crimes. Article 17 of the Child and Adolescent Bill of Rights is clear on this point: *“The right to respect consists of the inviolability of the physical, psychic, and moral integrity of children and adolescents, including the preservation of their image, identity, autonomy, values, ideals and beliefs, spaces, and personal spaces objects.”* This provision applies equally to boy and girl victims and to the perpetrators of illicit



Errors of terminology

“Despite the progress in substituting journalistic language following enactment of the Child and Adolescent Bill of Rights, some news professionals continue to use the term ‘minor,’ primarily in stories related to the issue of commercial sexual exploitation. Other common errors include the conceptual confusion between situations of sexual abuse and commercial sexual exploitation and unfamiliarity with the different forms of commercial sexual exploitation, in particular trafficking for this purpose.”

Graça Gadelha, sociologist and consultant to the 4th edition of the Tim Lopes Contest

Table 3

SAFEGUARDING THE RIGHTS OF THE CHILD		
(% of news stories in each period on Commercial Sexual Exploitation and Sexual Abuse of Children)*		
VICTIM	2000	2006
Include detailed descriptions of the victim's body or condition	4,60%	5,20%
Cite the names of the children or involved	3,10%	14,00%
Provide, where the name is not cited, characteristics and/or information which could enable identification of the children involved	13,10%	2,80%
Include photographs explicitly depicting the violence to which the victims were subjected	1,80%	0,20%
Include photographs which enable identification of children	0,90%	2,20%
Include use of blackout	-	0,20%
AGGRESSOR	2000	2006
Cite the name of the children involved	0,00%	1,50%
Provide, where the name is not cited, characteristics and/or information which could enable identification of the children involved	0,30%	4,60%
Include photographs which enable identification of children	0,00%	0,00%
Include photographs with images blacked out	-	0,00%

* Variable permits multiple citations. The percentages refer to the projected total of 2,004 reports (2000) and 5,484 reports (2006).

** Variable not analyzed in 2000.

acts. However, the Brazilian news media has failed to respect this fundamental right on a consistent basis. Approximately 14% of the stories on sexual abuse and exploitation of children examined by ANDI in 2006 identified the victims by name. More than 2% of the pieces included photographs that allowed for identification of the victims. Of particular concern was the fact that these percentages represented an increase over the 2000 survey.

CONTEXTUALIZING THE DISCUSSION

SEXUAL VIOLENCE AGAINST CHILDREN IS A MULTIFACETED PROBLEM – ROOTED IN FACTORS RANGING FROM ECONOMIC INEQUALITY AND GENDER-BASED DISTINCTIONS TO STATE NEGLECT AND EVEN THE FAILURE TO BRING PERPETRATORS TO JUSTICE. THIS MULTIPLICITY OF ELEMENTS IS NOT ALWAYS READILY EVIDENT. IT IS THE JOURNALIST'S ROLE TO DO MORE THAN MERELY DESCRIBE A PARTICULAR CRIME BUT TO GATHER INFORMATION CAPABLE OF CONTEXTUALIZING THE PHENOMENON UNDERLYING THE EVENT BY DISCUSSING CAUSES, IDENTIFYING CONSEQUENCES, DEBATING SOLUTIONS, OR REPORTING ON SUCCESSFUL EFFORTS TO COUNTER ACTS OF SEXUAL VIOLENCE.

Most of the Brazilian news media has yet to integrate reporting on the factors underlying the incidence of sexual violence against children into its coverage.

In 2006, only 22% of the news stories on the issue cited possible causes of the phenomenon. While still low, it is worth underscoring that the percentage reflected a marked improvement over the 2000 study (8%).

A total of 50% of the reports in which potential causes were considered cited poverty as the primary factor for the reported crime. The next most prevalent motives were family malnutrition and psychological problems – each appearing in 24.04% of the news pieces. A positive development drawn from the comparative analyses of 2000 and 2006 was the heightened attention news operations devoted to the government's role in the fight against sexual violence. In 2006, the absence of public assistance policies for the victims of sexual violence was identified as a factor in 6.73% of the news content. The lack of policies to solve the problem was mentioned in 15.38% of articles. The figures reveal significant progress in relation to 2000 when a statistically negligible percentage of stories reported on the first issue and 7.14% considered the second – or less than half the total identified in 2006.

Table 4

CAUSES OF COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE REPORTED IN THE NEWS MEDIA		
(% of stories on the issue that addressed causes)*		
	2000	2006
Poverty (unemployment, social tension)	64,29%	50,00%
Family disaggregation	3,57%	24,04%
Psychological problems	17,86%	24,04%
Sexual abuse suffered in other stages of life	0,00%	20,19%
Absence of public policies to solve the problem	7,14%	15,38%
Drugs	3,57%	14,42%
Absence of social action on, or concern with, the issue	17,86%	9,62%
Cultural factors	0,00%	9,62%
Inability of the family to address the problems faced by the child	10,71%	7,69%
Absence of victim assistance policies	0,00%	6,73%
Inefficiency of the various officials engaged in the issue	28,57%	5,77%
Police corruption	7,14%	3,85%
Trivialization of sexuality by society/media	14,29%	3,85%
Culpability of the victim	17,86%	2,88%
Early sexualization	10,71%	0,96%
Inadequate education – school/family	7,14%	0,96%
Other general causes	53,57%	21,15%
Total (N)	168	1.248

* Variable permits multiple citations.

The analyses revealed a dramatic drop in the number of articles assigning responsibility for violent acts to victims, from almost 18% in 2000 to 2.88% in 2006, suggesting a major step toward more qualified news coverage. In addition, the proportion of pieces attributing gen-

eral causes to the problem fell sharply in 2006: 21.15% against 53.57%.

Clearly, journalists have endeavored to expand their investigations into the aspects underlying the phenomenon of sexual crimes. One area of concern, however, has been the relative decline of topics such as the inefficiency of public officials engaged in the problem, early sexualization, and even the trivialization of sexuality by society and the media.

Myriad consequences

Beyond understanding the root causes of sexual violence, two additional components are essential to confront the issue: discussion of the impact of sexual crimes on the lives of victims and the search for solutions to the problem. ANDI's 2006 study found that each of these elements appeared in 23% of the news content. The percentage approximated the proportion of articles that broached the causes of sexual violence, and represented an increase over the 2000 survey. In that year, 14% of the news pieces referred to the consequences of sexual violence for children, while only 7% offered possible solutions.

The 2006 study, however, included a discouraging finding, namely the rise in the number of cases in which the death of the victim as a consequence of the act of sexual violence was reported. Nearly 80% of the coverage centered on this aspect compared to only 8% in 2000. Also rising substantially in the comparative analyses was the proportion of coverage devoted to the death of the perpetrator as a result of the violent act: 79.31% in 2006 against 16.67% in 2000. Table 5 underscores the serious ramifica-



Multiple causes

Various research studies identify poverty and social exclusion as the overriding variables influencing the commercial sexual exploitation of children. However, these factors do not by themselves account for all of the causes of sexual crimes. Recent studies underscore that acute inequalities – social and economic – between rich and poor, men and women, and white, Afro-, and Native Brazilians, in addition to regional disparities, are decisive aspects underlying the incidence of sexual crimes.

Other associated factors help explain, but not justify, the phenomenon: domestic violence, the family's or community's precarious circumstances, abusive drug use, school dropouts, and even early sexualization. These are potential problems for families of any socioeconomic level, suggesting that poverty is not the sole or primary cause of sexual violence against children.

Source: *Exploração Sexual de Crianças e Adolescentes – Guia de referência para a cobertura jornalística [Commercial Sexual Exploitation of Children – A Reference Guide for Journalistic Coverage]* (ANDI / Petrobras / Unicef)

A NATIONAL PLAN

In 2000, representatives of organized civil society and the Brazilian government drafted the National Plan to Confront Child Sexual Violence (Plano Nacional de Enfrentamento à Violência Sexual contra Crianças e Adolescentes). The document represented Brazil's response to the commitment undertaken in the Declaration and Agenda for Action of the I World Congress against Commercial Sexual Exploitation of Children in Stockholm. More than 160 social and government organizations were mobilized to develop the plan. The final version included a coordinated policy of actions and goals to confront sexual violence.

Development of the national plan centered on six fundamental axes composed of a series of guidelines covering different fields. While the initiative unquestionably represents a valuable reference for the formulation of public policies in this area, a long road remains to ensure full application of the provisions.

Mário Volpi, Unicef youth projects officer, argues that in general the national plan is solid, but that it has yet to be implemented fully. "We have to carry out the practical test, for it is the execution of the different lines [of action] that will determine whether it [the plan] covers all of the necessary elements. There are interesting provisions on health, tourism, the accountability of perpetrators, but to this day the coordination required in other areas has not been accomplished."

So what is still needed to manage the effort? Experts point to integrated public policies. "Commercial sexual exploitation and sexual abuse cannot be addressed through individual health or social assistance programs. Governments need plans that truly integrate the disparate areas, including public safety, social assistance, education, culture, sports, tourism, transportation, agriculture, and the armed forces. The importance of the plan rests on the vision and integrated strategy it lays out," says Volpi.

Table 5

CONSEQUENCES OF COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE REPORTED IN THE NEWS MEDIA		
(% of stories on the issue that address consequences)*		
VICTIM	2000	2006
Death	8,70%	79,82%
Pregnancy	50,00%	17,43%
Psychological problems	17,39%	11,93%
Abortion	26,09%	5,50%
Runaway from home	13,04%	5,50%
STD/ AIDS	6,52%	5,50%
Physical problems	32,61%	4,59%
Dropout from school	2,17%	3,67%
Placed out of the home	2,17%	0,92%
Suicide	0,00%	0,92%
Attempted suicide	0,00%	0,00%
Total (N)	276	1.308
PERPETRATOR	2000	2006
Death	16,67%	79,31%
Physical violence	33,33%	37,93%
Lynching	66,67%	20,69%
Sexual violence	8,33%	0,00%
Total (N)	72	348

* Variable permits multiple citations.

tions of these editorial decisions: the tendency to focus on cases of sexual crimes involving fatalities limited the consideration of other impacts – which, if less consequential to victims, carry significant personal and social repercussions nonetheless. Some of the questions that lost ground in 2006



Advocating rights

“The press can contribute to confronting sexual violence against boys and girls by providing accurate and reliable information on the problem and intensifying its defense of the right of all children to develop their sexuality in a healthy (age compatible) and safe manner (free of moralism and taboos). To this end, journalists and communicators should adopt a human rights approach to the issue, a perspective that involves much more than simply devoting space to the subject. Media outlets must create the conditions to expand the topic by addressing the fight against impunity and the protection of victims.”

Neide Castanha, chair of the National Committee on Confronting Sexual Violence against Children

in relation to the 2000 study were: pregnancy (17.43% to 50%), abortion (5.50% to 26.09%), and psychological problems (11.93% to 17.39%).

Graça Gadelha, a sociologist and consultant to the 4th Tim Lopes Contest, points out that this focus encourages the news media to “sensationalize the crime,” to the detriment of a broader understanding of the phenomenon. “Physical death is the most extreme outcome, yet there are a number of wounds which trigger imperceptible forms of death: psychological death, the death of self-esteem, the death of the male figure. Society must be attentive to these subjective elements. This includes pressing for policies that enable victims to rebuild their lives,” concludes Gadelha.

What is the solution?

While discussion of the consequences of sexual violence in the media has declined, with preference given to portrayals of the most egregious cases, the findings with regard to the coverage of potential solutions to the problem are far more encouraging. Although awareness-raising campaigns appear as the principal solution to the issue – registering the largest increase between 2000 and 2006 – there was a notable rise in the number of news stories calling on institutions directly responsible for the welfare of children, including schools, families, and communities, to adopt tangible measures.

Particularly striking was the low volume of news content identifying the State as the principal agent in the formulation of policies to combat the phenomenon. Even

Table 6

SOLUTIONS TO COMMERCIAL SEXUAL EXPLOITATION AND SEXUAL ABUSE REPORTED IN THE NEWS MEDIA		
(% of stories on the issue that address solutions)*		
	2000	2006
Awareness-raising campaigns (e.G. Against sexual tourism)	6,50%	38,80%
Fight against impunity	38,70%	29,10%
Enhanced victim assistance policies	11,30%	13,60%
Partnerships (ngos, government, enterprises, churches)	11,30%	11,70%
Stiffer sentences	3,20%	10,70%
Solutions adopted by families	8,10%	9,70%
Solutions implemented in schools	1,60%	5,80%
Community actions	0,00%	4,90%
Administrative efficiency	1,60%	4,90%
Improved socioeconomic conditions	1,60%	3,90%
Capacity-building for law enforcement	1,60%	2,90%
Cultural/arts and education policies	1,60%	1,00%
Youth protagonism	1,60%	0,00%
Other solutions	11,30%	16,50%
Total (N)	132	1.236

* Variable permits multiple citations.

broad background pieces, such as those centered on improved socioeconomic conditions as a potential solution to sexual violence, neglected the State's role. Although fully 50% of the coverage cited socioeconomic factors as the primary cause of sexual exploitation and sexual abuse of children, only 3.9% of the reports conveyed an understanding that ensuring decent



Three pillars

According to Leila Paiva, coordinator of the public complaints hotline (Dial 100) of the Special Secretariat for Human Rights (SEDH), the public policies enacted to address sexual violence against children should center on three cornerstones:

Prevention - Begins with education and extends to awareness-raising for social sectors that work directly with children, including teachers and health professionals.

Protection - Can be provided from the time the basic rights of family and community life are assured through integrated and inter-sectoral actions.

Accountability - Aimed at dismantling and ensuring the accountability of individuals and networks involved in exploitation through denunciations, criminal sanctions, and the fight against corruption and impunity.

living conditions for families represents an effective tool in the effort to confront the phenomenon. This tendency magnifies the risk of shifting responsibility for the problem and the search for adequate solutions to the family – which is not consistent with a profound appreciation of the realities surrounding the issue.

ATTENTION TO PUBLIC POLICIES

The studies conducted by ANDI and its partners found that less than 10% of the Brazilian media's coverage of commercial sexual exploitation and sexual abuse in 2000 addressed government programs and actions to combat the violence perpetrated against children. In 2006, the percentage of news pieces with references to government efforts increased substantially: 16.6%.

An additional sign of progress lay in the expanded volume of news content in which the issue was discussed beyond individual case descriptions, although these continued to represent the bulk of the published material in 2006. Another advance resided in the greater use of elements aimed at contextualizing the crimes and the increase, albeit modest, in the number of stories that reported on policy failures and called responsible officials to account. The findings indicate that the media has begun to stake out a position to exercise more effective oversight of the State in the area of sexual violence.

Legislation

The efforts to map, debate, and disseminate the legal framework governing commercial sexual exploitation and

sexual abuse of children are indispensable to clarify the issue for the public and demand government action. These are areas, however, in which further improvement is needed.

According to ANDI's 2000 and 2006 studies, the coverage of sexual violence made scant reference to the legal texts that enshrine and enumerate the rights of boys and girls.

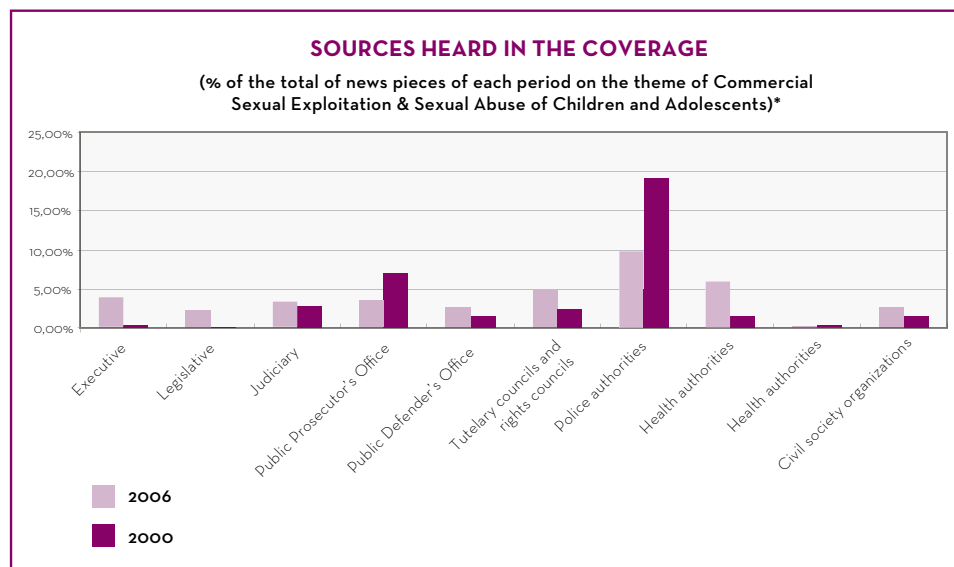
The most referenced piece of legislation was the Child and Adolescent Bill of Rights, which appeared in slightly more than 11% of the published content in 2000 – but in only 8% in 2006.

Important instruments such as the Brazilian Federal Constitution and the international treaties and conventions on children were cited in less than 1% of the published news reports in both survey years. In 2006, however, a small increase was registered in the number of references made to ordinary legislation (laws, decrees, administrative rules, etc.), from 0.9% to 2% (*to learn more about the principal legal frameworks governing the issue see, page 11*).

Information sources

An analysis of the primary actors and institutions appearing in the coverage of sexual violence reveals a substantial change in the profile of information sources in 2006 in relation to 2000. On the one hand, law enforcement authorities no longer exercised absolute influence over the reporting – one of the most discouraging findings of the first analysis. At the same time, other actors gained increased prominence: the executive branch, the legislative branch, public defender's offices, rights councils, health officials, and, albeit on a smaller scale, civil society organizations.

The diversification of information sources represents a shift in the news media's coverage of commercial sexual exploitation and sexual abuse against children. The expanded use of these sources enhances the quality of the coverage given their direct connection to the policy-mak-



ing process. Moreover, they are able to provide data capable of contextualizing and framing the issue – in contrast to what generally occurs when sourcing is limited to authorities directly responsible for conducting criminal investigations.

Amplifying the gender cross section

Traditionally, the most visible victims of sexual violence have been women and girls. Not surprisingly, 84% of the 2006 news stories on the related crimes centered on girls. In 2000, a similar percentage was registered: 75%.

Despite the disproportionate coverage accorded to female victims, Brazilian news dailies have demonstrated increasing awareness of the fact that sexual exploitation and sexual abuse affects boys as well. While in 2000 the percentage of articles with references to boy victims

stood at a mere 15%, by 2006 the figure had climbed to 24.70%.

The portrayals of perpetrators in the news media also provide insight into the issue of gender. In 2006, 93% of the perpetrators identified in the coverage were men. In addition, the news stories published that year recorded fewer violations by women: 6.2% against 16.8% in 2000. ●

Guide for journalists

The *Guia de Referência para a Cobertura Jornalística sobre Exploração Sexual de Crianças e Adolescentes* (A Reference Guide for Journalistic Coverage of Commercial Sexual Exploitation and Sexual Abuse of Children) is aimed at assisting media professionals in the production of quality investigative pieces on the phenomenon. The publication provides newsrooms with practical day-to-day tools, including suggested thematic approaches and a list of sources. It also offers a general overview of national and international legislation.

The guide is the first publication released under the Child-Friendly Journalist (Jornalista Amigo da Criança) series, produced by ANDI with the sponsorship of Petrobras and the federal government and the support of Unicef. The document is available on ANDI's website: (www.andi.org.br/pdfs/Guia_de_referencia_ESCCA.pdf).



7

Tim Lopes Contest Award Winners



NEARLY 60 NEWS MEDIA PROFESSIONALS – INCLUDING REPORTERS, EDITORS, PHOTOGRAPHERS, AND CAMERA CREW – PARTICIPATED IN THE PRODUCTION OF 20 NEWS REPORTS DEVELOPED OVER THE COURSE OF THE FIRST FOUR EDITIONS OF THE TIM LOPES CONTEST IN INVESTIGATIVE JOURNALISM (2002 TO 2008). IN THIS SECTION PROVIDES A SUMMARY OF THE AWARD-WINNING AGENDA TOPICS, INDICATING THEIR CENTRAL THEMES, THE INVESTIGATIVE TEAMS, AND THE MEDIA OUTLETS IN WHICH THE SELECTED PROJECTS APPEARED.



Photo: Fco Fontenele (O Povo - CE, 2006)



1st EDITION* 2002/2003

**The first edition of the Contest was held in September 2002. Because of the selection and production procedures employed in the development of the reports, the winning projects were only published or broadcast in 2003.*

*** In the first edition, the jury opted not to present an award in the Alternative Media category, recognizing, instead, two entries in the Newspaper category.*

Category: Newspaper**

Title: Confissões de Família (Family Confessions)

Outlet: *Correio Braziliense* (Federal District)

Format: Special supplement – 8 pages

Date of Publication: May 17, 2003

Investigative Team: Maria Clarice Dias, Juliana Cézar Nunes, and Marina Oliveira (text); Ricardo Borba (photography)

Topic: The report seeks to break down the taboos surrounding sexual abuse in the family environment. The narratives focus on the victims and perpetrators of crimes committed ten years earlier in an effort to shed light on a key aspect of the issue, but one which does not receive adequate attention from society: the treatment dispensed to the protagonists of these stories.

Category: Newspaper**

Title: Nos Jardins da Infâmia (In the Gardens of Infamy)

Outlet: *A Tarde* (Bahia)

Format: Special supplement – 12 pages

Date of Publications: May 17, 2003

Investigative Team: Susana Varjão, Ricardo Mendes, and Rosana Zucolo

Topic: The piece exposes the principal figures involved in the commercial sexual exploitation and sexual abuse of children in Bahia. The lack of pertinent legislation and of public policies to confront the problem and the social and economic ramifications of the phenomenon – as well as the measures required to overcome the resulting trauma – are among the aspects considered and discussed in the investigation.

Category: Magazine

Title: Dormindo com o Inimigo (Sleeping with the Enemy)

Outlet: *Revista MTV*

Format: Special report – 13 pages

Date of Publication: May 12, 2002

Investigative Team: Mônica Figueiredo and Bia Sant’Anna (text); Debby Gram and Luciana Figueiredo (photography)

Topic: The report invites young people to reflect on sexual abuse against children, noting that the crime affects people of all social classes and educational levels. It spurs readers to overcome taboos and the fear of reporting cases of sexual abuse by contextualizing the problem and discussing aspects related to prevention and psychological assistance, in addition to physical health.

Category: Television

Title: Infância Roubada (Stolen Childhood)

Outlet: *TV Verdes Mares* (Ceará)

Format: Special 4-part series aired on the nightly *Jornal do Dez* newscast

Date of Broadcast: April 28-May 1, 2003

Investigative Team: Wallace Lara and Ana Quezado

Topic: The segment looks at the relationship between tourism in Ceará and commercial sexual exploitation of children. Drawing on the accounts of exploited girls and government and non-gov-

ernment officials engaged in the tourism sector, the series exposes the inadequacy of the policies intended to prevent the problem. As a counterpoint, the broadcasts present civil society projects launched to provide support to young people seeking to free themselves of this form of exploitation.

Category: Radio

Title: Acolhimento com Dignidade (Refuge with Dignity)

Outlet: *Rádio Gaúcha*, in addition to the news dailies *Diário Catarinense* (Santa Catarina) and *Zero Hora* (Rio Grande do Sul)

Format: Special series of reports

Date of Broadcast: May 12-20, 2002

Investigative Team: Nelcira Nascimento and Ângela Bastos

Topic: The reports address the assistance child victims of sexual violence receive from the Santa Catarina and Rio Grande do Sul state health services. Failures are identified in the procedures employed by hospitals to admit, monitor, and evaluate incoming cases. Further, the investigative pieces underscore the importance of ensuring quality assistance to prevent and address the problem, while offering examples of successful experiences in the field. The original project spurred other outlets of the RBS Group (to which *Rádio Gaúcha* is affiliated) to produce coordinated coverage of the agenda topic.



2nd EDITION 2004

** In this edition, the jury opted not to present an award in the Television category, recognizing, instead, two winning projects in the Newspaper category.*

Category: Newspaper*

Title: Oiapoque é Porta para a Exploração Sexual Comercial (Oiapoque Is a Route to Commercial Sexual Exploitation)

Veículo: *O Liberal* (Pará)

Format: Special 8-part series

Date of Publication: November 8-15, 2004

Investigative Team: Jaqueline Almeida

Topic: The series chronicles the realities of life for Brazilian teenagers victimized by commercial sexual exploitation in nightclubs and other establishments in Cayenne, French Guyana, and Paramaribo, Suriname. The investigative reporting lays out various aspects of the issue: the methods for recruiting girls, the difficulties of living abroad, and the social projects launched to secure their freedom and recovery.

Category: Newspaper*

Title: Infância no Limite (Childhood on the Brink)

Veículo: *Gazeta do Povo* (Paraná)

Format: Special series – 7 pages

Date of Publication: **November** 21-27, 2004

Investigative Team: Mauri König (text) and Albari Rosa (photographs)

Topic: The series is the product of a 30-day investigation, during which the participating journalists visited 66 Brazilian municipalities, from Chuí, Rio Grande do Sul, to Corumbá, Mato Grosso, in addition to towns along the Argentinean, Paraguayan, Uruguayan, and Bolivian border. The reports offer substantial details on the causes and consequences of commercial sexual exploitation of children in nightclubs and on highways throughout this expansive stretch of Brazilian territory.

Category: Magazine

Title: Perigo Digital / Bandido ou Doente / Exemplo da Europa (Digital Danger / Criminal or Maniac / The European Example)

Veículo: *IstoÉ*

Format: Special three-part series

Date of Publication: October 27, November, 10, and December 22, 2004

Investigative Team: Alan Rodrigues and Mário Simas Filho

Topic: The series exposes the ease with which pedophiles are able to operate anonymously on the Internet. One of the aspects considered in the investigation is that the act of pedophilia cannot be addressed simply through criminal sanctions, but that specialized treatment of perpetrators is required as well. The reports cite the example of Spain, where a combination of stringent laws and the efficient exchange of information has helped prevent and dismantle criminal networks.

Category: Radio

Title: Radiografia da Violência Sexual contra Crianças e Adolescentes (An X-Ray of Sexual Violence against Children)

Outlet: *Radiobrás*

Format: Special series – 5 radio documentaries

Date of Broadcast: November 29 / December 6, 13, 20, and 27, 2004

Investigative Team: Márcia Detoni and staff

Topic: The series offers an in-depth look into the various forms of commercial sexual exploitation and sexual abuse committed against boys and girls: commercial sexual exploitation on highways, trafficking for purposes of commercial sexual exploitation, sexual abuse within the family setting, and sexual tourism. The investigation also highlights how economic factors contribute to a number of these practices.

Category: Alternative Media

Title: Asas Feridas (Damaged Wings)

Outlet: *Agência Baiana de Notícias*

Format: Portal composed of 27 reports

Date of Publication: Available online since May 2003

Investigative Team: Leandro Colling and Walter Fernando Garcia (text); Rosana Zucolo (photography); in addition to 13 journalism students from the College of Social Studies of Bahia

Topic: The series focuses on the efforts to produce news reports on a seldom considered form of sexual violence: commercial sexual exploitation and sexual abuse of boys. The investigation was conducted in one of Brazil's principal tourist destinations, the coastal regions of Bahia.



3rd EDITION* 2006

* Because of the high quality of the submissions for this edition, the jury presented an additional award in the Print Media category while also singling out two other projects for honorable mention:

- “A Escola no Combate à Violência Sexual Contra Crianças e Adolescentes” (“The Role of Schools in Fighting Sexual Violence against Children”) by Dyan Karen Leite, *Escola Brasi* website (Federal District)

- “A Rota do Grão” (“The Grain Route”) by Rosana Zucolo, *Agência Central Sul* (Rio Grande do Sul).

Category: Print Media

Title: Inocência Perdida (Innocence Lost)

Outlet: *Correio Braziliense* (Federal District)

Format: Special supplement – 12 pages

Date of Publication: November 22, 2006

Investigative Team: Érika Klingl (text); Cadu Gomes (photography)

Topic: The articles establish a direct link between commercial sexual exploitation of children and poor academic performance. The data reveal that 927 Brazilian municipalities face this problem. In fully 85% of these localities, dropout rates and age-grade gaps are higher than the respective state averages.

Category: Print Media

Title: Raízes da Impunidade (The Roots of Impunity)

Outlet: *A Tarde* (Bahia)

Format: Special supplement – 12 pages

Date of Publication: December 10, 2006

Investigative Team: Ricardo Mendes, Éder Santana, Jane Fernandes, and Katherine Funke

Topic: The report explores the failures of Bahia’s child protective system and the consequent impunity of perpetrators. The investigation exposes activities such as the auctioning of 15-year-old virgin girls to farmers.

Category: Television

Title: Abuso e Exploração Sexual de Crianças Indígenas (Commercial Sexual Exploitation and Sexual Abuse of Indigenous Children)

Outlet: *TV Record Belém* (Pará)

Format: Special report broadcast nationally on *Domingo Espetacular*

Date of Broadcast: December 7, 2006

Investigative Team: Alinne Passos and Jaqueline Almeida Ferreira

Topic: The participating journalists conducted a two-week investigation into sexual violence against indigenous children in Pará, Mato Grosso do Sul, and Maranhão. The reporters covered 3,500 kilometers, indentifying various cases of commercial sexual exploitation and sexual abuse of indigenous boys and girls – the majority of the violent acts had slipped into obscurity or remained unpunished.

Category: Radio

Title: Dor sem Remédio (Pain without Remedy)

Outlet: *Rádio Jornal AM*, Recife (Pernambuco)

Format: Special six-part series

Date of Broadcast: November 6, 2006

Investigative Team: Carlos Alberto Silveira de Moraes, Fábila Lopes Gomes da Silva, Eduardo Chianca, and Fábio Mendes

Topic: The report sets forth the health system's inadequate ability to treat child victims of commercial sexual exploitation. To provide an encompassing view of the issue, the investigation includes interviews with hospital directors, psychologists, representatives of non-governmental organizations, administrators, physicians, nurses, health authorities, and victims' relatives.

Category: Alternative Media

Title: O Abuso Sexual contra Crianças e Adolescentes e a Impunidade (Sexual Abuse of Children and Impunity)

Outlet: *Agência Carta Maior portal*

Format: Special ten-part series

Date of Publication: November 27-December 15, 2006

Investigative Journalist: Fernanda Sucupira

Topic: The series explores the impunity of perpetrators and its devastating effects on victims and their families. Finds that a substantial number of cases are never even reported. By the same token, perpetrators often receive only minor sanctions or are absolved of wrongdoing because of the political or economic clout they wield.

Category: Special Theme

Title: Documento BR (Document BR)

Outlet: *O Povo* (Ceará)

Format: Special supplement – 12 pages

Date of Publication: December 17, 2006

Investigative Team: Cláudio Ribeiro, Demitri

Túlio, Luiz Henrique Campos, and Felipe Araújo

Topic: The investigative team traveled more than 4,000 kilometers of federal highways throughout Ceará, conducting a analysis of the status of the 26 municipalities with the lowest social indicators. The report identifies children exposed to situations of child labor, homicide and violence of all types.



4th EDITION* 2008

** In this edition, the jury opted to present an additional award in the Online and Alternative Media category and single out two other projects for honorable mention. These last two were developed with funds provided by the National Committee on Confronting Commercial Sexual Exploitation of Children and the respective media outlets.*

The 2008 selections are not considered in the previous chapters because of the overlap between the period granted for developing the winning reports and the publication of this text.

Category: Print Media

Title: Eldorados da Exploração Infantil (The Eldorados of Commercial Sexual Exploitation)

Outlet: *O Estado de S.Paulo*

Format: Special series – 5 pages

Date of Publication: September 7 and 8, 2008

Investigative Team: Leonencio Nossa and Celso Silva Sarmento Júnior

Topic: Set in Amazon boomtowns propelled by strong economic growth, the report indicates that a portion of the wealth generated is used to sustain a market for the commercial sexual exploitation of children similar to the one uncovered in the 1970s and 1980s along the Trans-Amazon highway and in the Serra Pelada mines. The investigative piece was distributed to affiliates of the Agência Estado.

Category: Print Media – Honorable Mention

Title: E Agora, Quem Cuida de Mim? (So, Who's Going to Take Care of Me Now?)

Outlet: *Correio Braziliense* (Federal District)

Format: Special supplement – 12 pages

Date of Publication: November 12, 2008

Investigative Team: Helena Mader Paladino and Érica de Almeida Montenegro

Topic: The investigation focuses on the psychological, medical, legal, and social assistance offered to child victims of commercial sexual exploitation and sexual abuse. The public policies enacted in this area, the systems in place to enforce rights, and the solutions for healing the psychological trauma suffered by victimized children are extensively explored.

Category: Television

Title: Pacto de Silêncio (A Vow of Silence)

Outlet: *TV Verdes Mares* (Ceará)

Format: Special six-part series aired on the *Jornal do Meio Dia* newscast

Date of Broadcast: November 10-15, 2008

Investigative Team: Ana Leopoldina Macêdo Quezado, Eulália Emília Pinho Camurça, Alessandro Torres, and Fabiano Moreira

Topic: The segments reveal how the lack of training among professionals and the inadequacy of public institutions contribute to imposing a web of silence on cases of sexual violence against children. Although set in Ceará, the data indicate that the problem extends throughout Brazil. A condensed version of the original investigation aired nationally on *Globo News*.

Category: Television – Honorable Mention

Title: O Reverso de Desenvolvimento: O Impacto das Grandes Obras na Exploração Sexual de Crianças e Adolescentes (Reverse Development: The Impact of Large-Scale Projects on the Commercial Sexual Exploitation of Children)

Outlet: *Rede Brasil Sul de Telecomunicações*

Format: Special four-part series aired on TV TBS

Date of Broadcast: November 11-14, 2008

Investigative Team: Luciana Kraemer, Rosangela Caino, Lilica Chagas, Guto Teixeira, Getúlio

Vargas, Marcelo Magalhães, Leonel Lacerda, Shirlei Paravisi, Manoel de Oliveira, and Anderson Toledo

Topic: The series centers on the impact of commercial sexual exploitation of children in small and medium-sized municipalities of Rio Grande do Sul and Santa Catarina where large-scale works projects were installed. The reports spur viewers to demand that government and enterprises adopt actions to ensure prevention, assistance, and accountability for perpetrators. In addition to RBS TV, the topic has been the subject of extensive coverage by Rádio Gaúcha (radio station) and Zero Hora (a news daily), as well as the RBS web portal.

Category: Radio

Title: Esperança na Amazônia – Projetos de Prevenção e Combate à Exploração e ao Abuso Sexual de Crianças e Adolescentes (Hope in the Amazon – Projects for Preventing and Combating Commercial Sexual Exploitation and Sexual Abuse of Children)

Outlet: *Rádio Nacional da Amazônia*

Format: Special five-part series aired on the *Amazônia Brasileira* and *Nacional Jovem* radio programs (and rebroadcast over Rádio Meso-Regional do Alto Solimões)

Date of Broadcast: November 17- 25, 2008

Investigative Team: Juliana César Nunes, Beth Begonha, Harrison Reis, and Alessandra Vasconcelos.

Topic: Offers an extensive look into the commercial sexual exploitation and sexual abuse of children. The investigation strives to identify existing solutions capable of preventing and combating the related crimes. The material is available on a hotsite containing written texts, audio, images, and a manual of recommendations for journalists.

Category: Online and Alternative Media

Title: A Juventude Brasileira e o Enfrentamento da Exploração Sexual (Brazilian Youth and Confronting Commercial Sexual Exploitation of Children)

Outlet: *Revista Viração*

Format: Special Report

Date of Publication: November 2008

Investigative Team: Alinne Abraão, Karen Krsna, Maria Florêncio, Anderson Santos, Kelvin Rodrigues, Renata Souza, Gizela Martins, Rafael Biazão, and Ionara Silva

Topic: Presents a wide-ranging discussion on how youth mobilization movements in Brazil view commercial sexual exploitation of children and to what degree they have succeeded in reaching victims and impacting their day-to-day reality. The content includes contributions from the staff reporters of the Agência Vira Jovem de Notícias in Rio de Janeiro, São Paulo, Salvador, Recife, Paraná, and Brasília.

Category: Online and Alternative Media

Title: Insuficiência de Políticas Públicas para o Enfrentamento da Violência Sexual contra Crianças

Indígenas (Inadequate Public Policies to Confront Sexual Violence against Indigenous Children)

Outlet: *Índio de Papel web portal*

Format: Special six-part series

Date of Publication: October 2008

Investigative Report: Natália Leal Capillé, Nataly Guimarães Foscaches, and Eranir Martins Siqueira

Topic: Centered on indigenous children and teenagers in Mato Grosso do Sul, the special report explores the various aspects of the policies to confront this type of sexual violence.

Category: Special Theme

Title: O Tráfico e a Exploração Sexual de Adolescentes do Sexo Masculino nos Grandes Centros do País (Trafficking in and Commercial Sexual Exploitation of Male Children in the Principal Metropolitan Centers of Brazil)

Outlet: *Jornal da Amazônia*

Format: Special series – 10 pages

Date of Publication: November 2-6, 2008

Investigative Team: Avelina de Castro, Jaqueline Almeida Ferreira, and Ana Shirley Penaforte

Topic: Analyzes the reality faced by boys subjected to trafficking in the North region of Brazil for purposes of commercial sexual exploitation in the country's two largest cities (São Paulo and Rio de Janeiro). The investigation depicts the prejudice and homophobia to which victims are subjected, in addition to assessing the associated assistance policies and initiatives.

CHILDHOOD

INSTITUTO WCF-BRASIL
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Established as the Brazilian arm of the World Childhood Foundation by H. M. Queen Silvia of Sweden, Childhood Brasil is engaged in protecting children from commercial sexual exploitation and sexual abuse.

Childhood Brasil's work rests on three broad lines:

- **To inform** society through actions and campaigns;
- **To educate** by mobilizing and coordinating enterprises, governments, and social organizations to take more effective action against sexual violence; and
- **To prevent** by developing innovative projects and strengthening institutions involved in protecting risk children.

Since its foundation in 1999, Childhood Brasil has developed community level projects and regional and international programs, benefiting over 700,000 Brazilians. Visit www.wcf.org.br and participate!



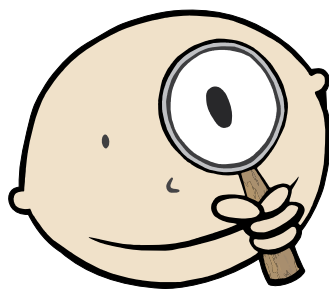
ANDI is a social organization with 15 years of experience in promoting children's rights. One of its objectives is to ensure journalists and media outlets offer systematic and priority treatment to the issues that affect the quality of life of children.

The Communications for Development model implemented by ANDI rests on three key pillars:

- Media Monitoring and Analysis
- Mobilization
- Qualification

The methodologies developed by ANDI have become social technologies and are today replicated throughout Brazil (by the ANDI Brazil Network, active in 11 states) and internationally (by the ANDI Latin America Network, with branch offices in 13 countries).

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The case study reveals that the news media is capable of influencing reality when it works in conditions that enable capacity-building on the topic under investigation and provide sufficient time to plan, investigate, and report information.

Promoted by ANDI in partnership with Childhood Brasil, the *Tim Lopes Contest in Investigative Journalism* helps explain why the Brazilian news media represents – notwithstanding the challenges that remain to be overcome – a reference on the coverage of commercial sexual exploitation and sexual abuse of children.

The pages that follow offer descriptions of investigative procedures, consideration of ethical questions, statements from journalists, observations by experts in the field of sexual violence, and a quantitative and qualitative analysis of the editorial treatment devoted to the phenomenon.



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