

# Deserts and almost news deserts in Brazil



Version 2.0 - November 2018

**Created by**



**Data research  
and analysis**

**VOLT**

**Financial support**

**facebook**

**Institutional  
partner**

**A B R J I**

## About the News Atlas –

An unprecedented initiative to map news outlets in the Brazilian territory

# Main goals:

- Provide data to researchers, entrepreneurs and journalists about local journalism in Brazil
- Increase the knowledge base on the first edition of the News Atlas (2017)

# Main goals: (cont.)

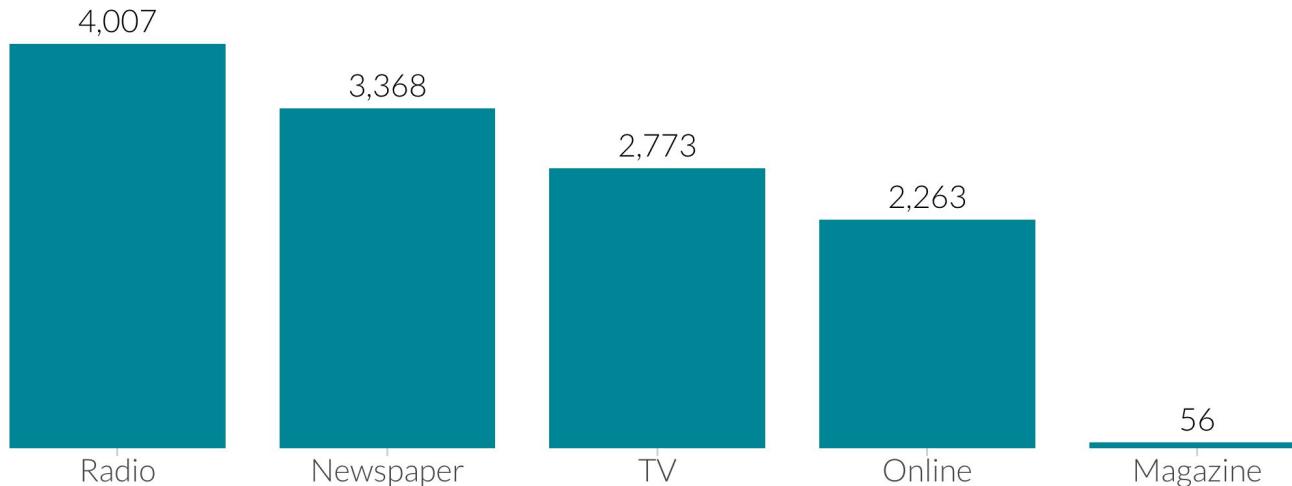
- > **Identify** municipalities at risk of desertification
- > **Gather** data on business model, ownership and contact information
- > **Generate** new analyses using the new data and the Brazilian Census population update (2017, IBGE)

# Atlas 2.0 – Key findings

12.467 news  
vehicles mapped

# News Atlas Brazil 2.0

Total newspapers, news websites, magazines, radios,  
TV networks mapped in Brazilian territory



# Data

Source	Total	Percentage
MCTIC	6475	51.9%
Secom/PR	4388	35.2%
Crowdsourcing Atlas da Notícia 2.0	856	6.9%
Atlas da Notícia 1.0	233	1.9%
Adjori-RS	204	1.6%
Adjori-SC	129	1.0%
Central de Diários	89	0.7%
Adjori-SP	62	0.5%
Adjori-PR	31	0.2%

Note: To avoid data duplicity, some sources were removed from Atlas 2.0

## 1st Edition

Nov. 2017 (jornais + impresso)

Jul. 2018 (rádio + TV)

meio	total	% da base
Rádio	3.751	32,1%
Jornal	3.231	27,6%
Televisão	2.726	23,3%
Online	1.981	16,9%

## 2ª Edição

Nov. 2018 (jornais + impresso + rádio + TV + revista)

+6,7%

meio	total	% da base
Rádio	4.007	32,1%
Jornal	3.368	27,0%
Televisão	2.773	22,2%
Online	2.263	18,2%
Revista	56	0,4%

## Methodology note

Given the following factors, Atlas 1.0 data cannot be directly compared with Atlas 2.0's:

- Atlas 1.0 mapped print and digital vehicles
- Broadcast vehicles were mapped in July 2018
- Atlas 2.0 include all media types: print, digital and broadcast (radio and TV)
- Atlas 1.0 is based on the Brazilian 2010 Census, whereas Atlas 2.0 is based on the 2017 Census

**49%** of municipalities  
have at least one vehicle

Total of 2.710 municipalities

Those municipalities are home to **177 million**, or **85%** of population\*

# News deserts

***News deserts*** are municipalities without the registered presence of news vehicles\*

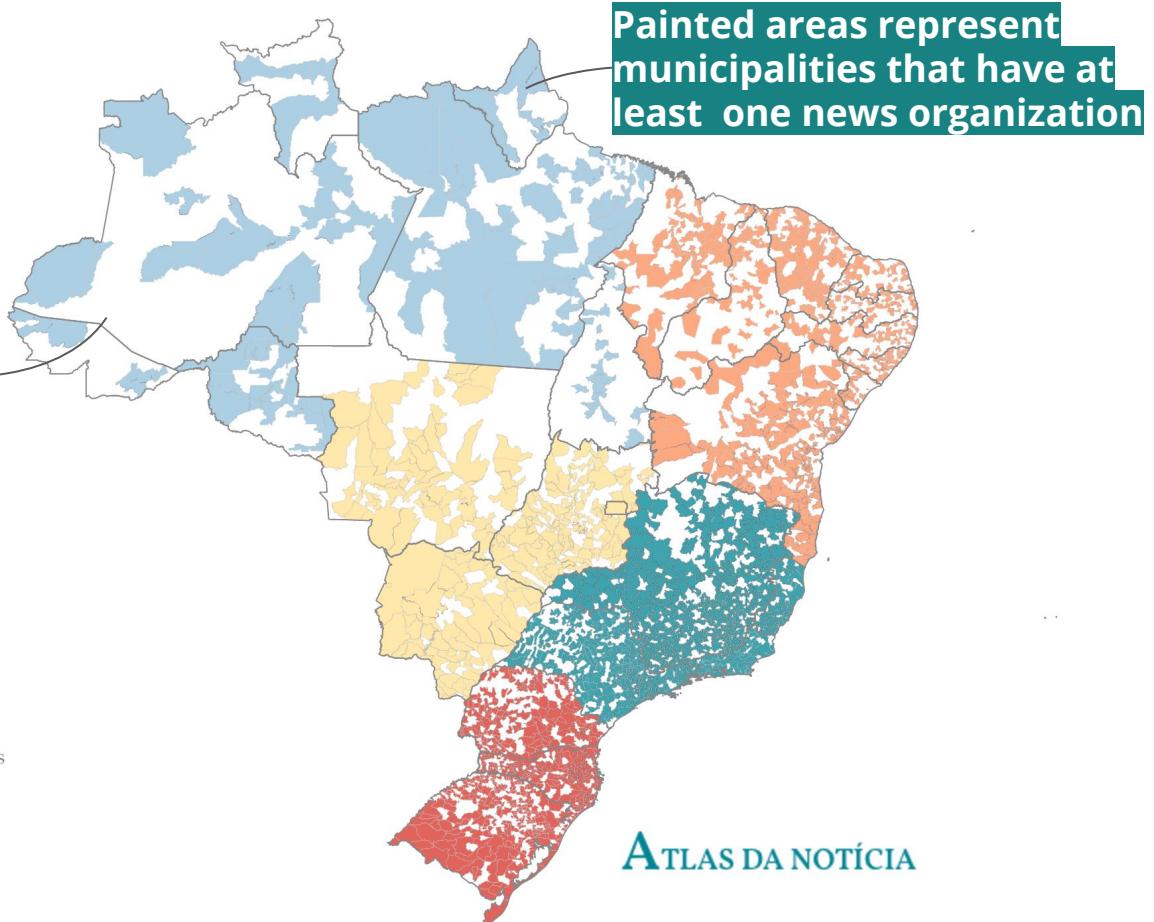
\*We consider as news vehicle an outlet that publishes news content at least biweekly

*News deserts total:*

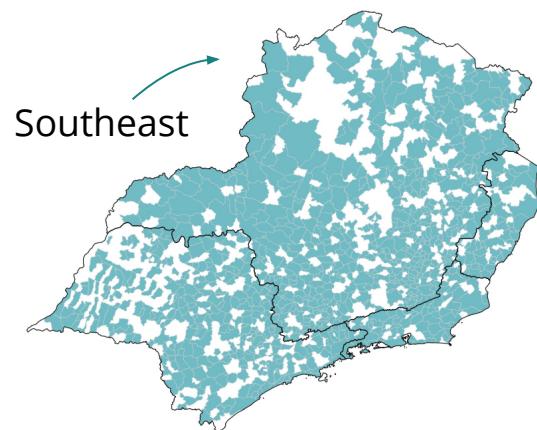
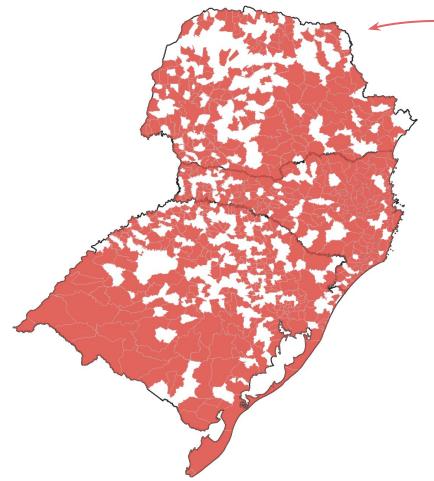
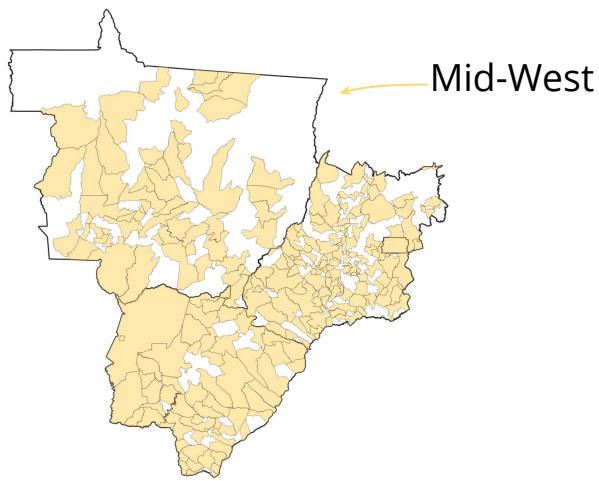
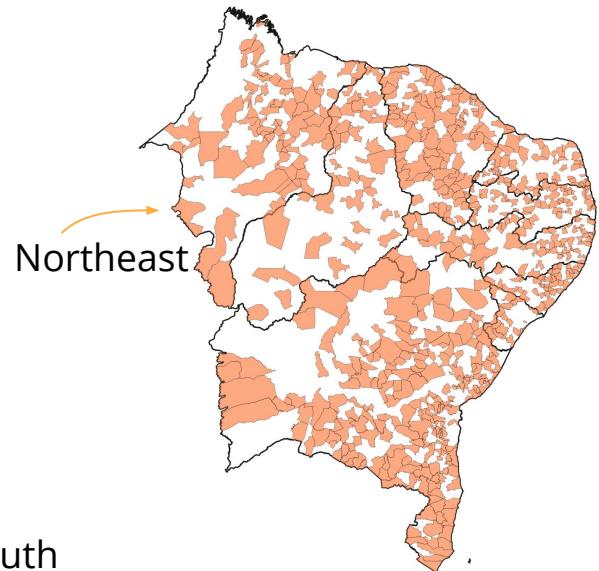
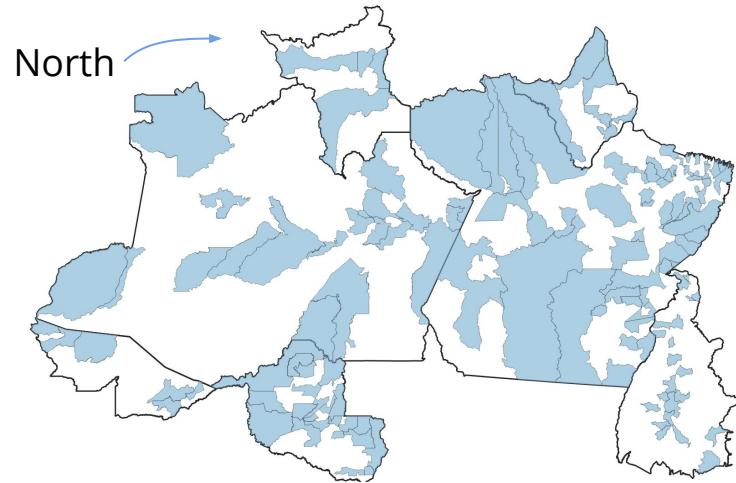
**51% of municipalities  
30 million\***

\* 2017 Census ([IBGE](#))

**Blank areas represent  
news deserts: 51% of  
Brazilian municipalities ,  
home to 30 million**



**Approximate  
focus to enhance  
news deserts  
visualization**



# Almost news deserts

Almost news deserts are municipalities that have up to 2 news outlets.

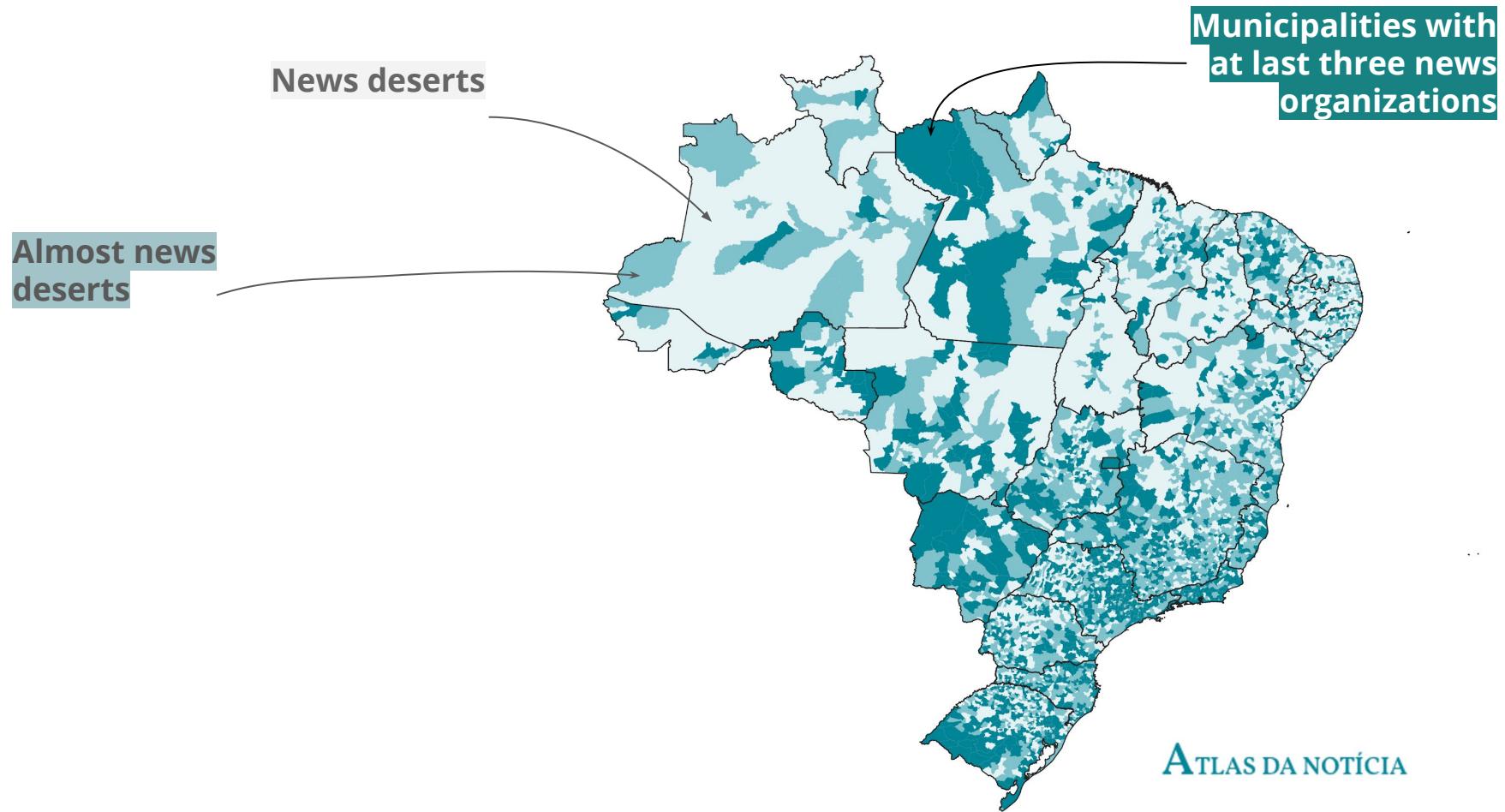
They are at risk of becoming news deserts.

**30%** of municipalities\*  
**have 1 or 2** news vehicles.

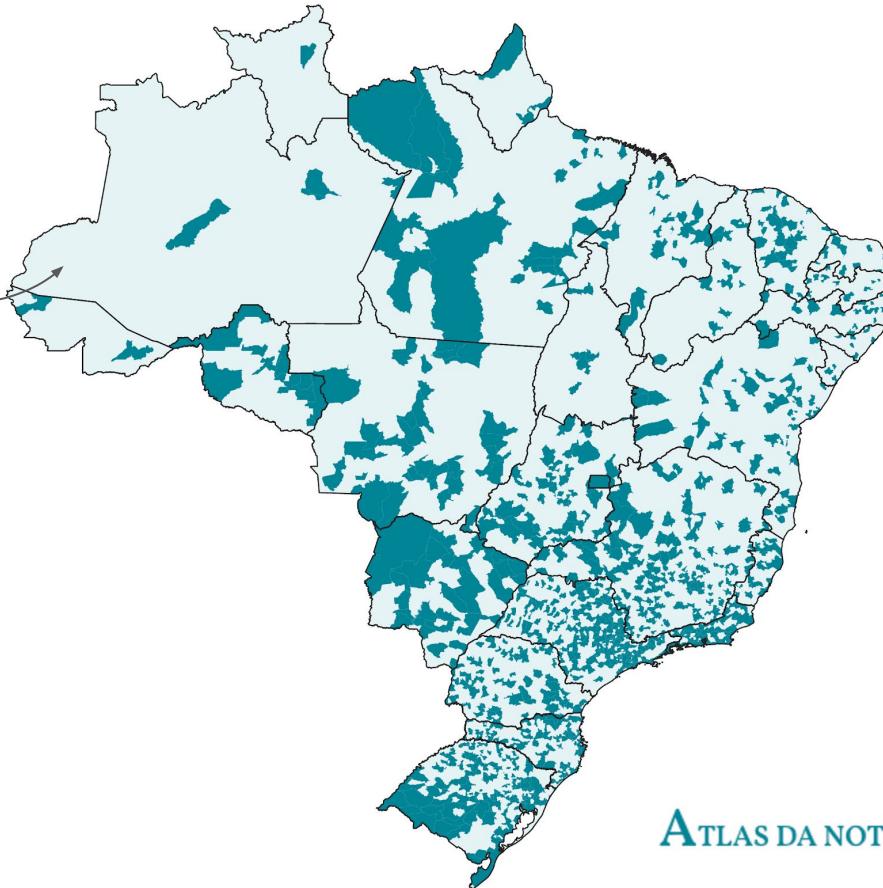
They are home to

**34 million**

\* Proportion of the total de 5,570 municipalities ([IBGE](#))



**Blank areas represent  
both news deserts and  
almost news deserts .  
Green areas represent  
municipalities with at  
least three mapped  
news vehicles**

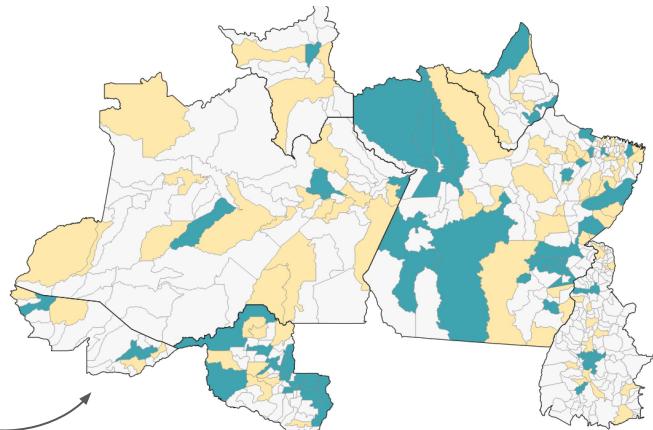


**64 million** Brazilians – **31%**  
of national population –  
live in ***news deserts***  
or ***almost deserts***

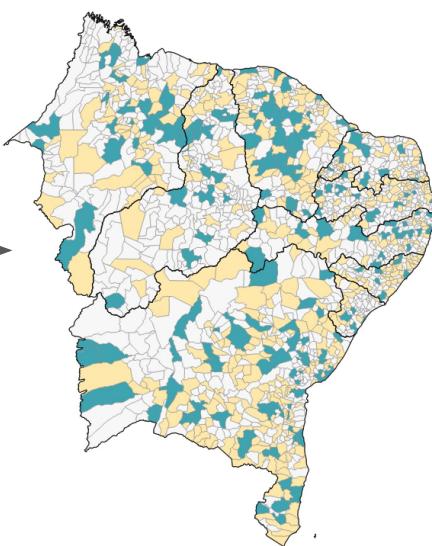
### News deserts in Brazil

- desert (0 news organization mapped)
- almost desert (1 or 2)
- non desert (3 or more)

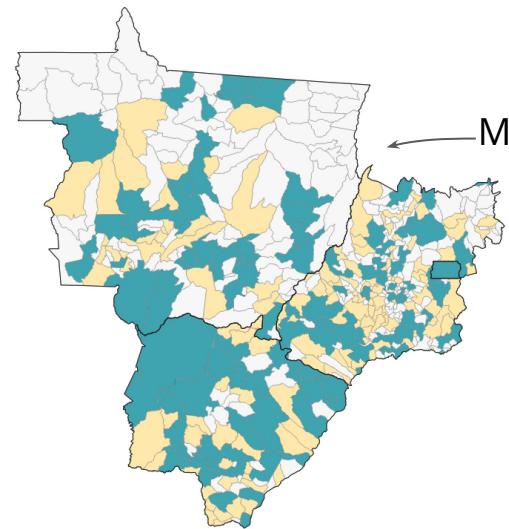
Norh



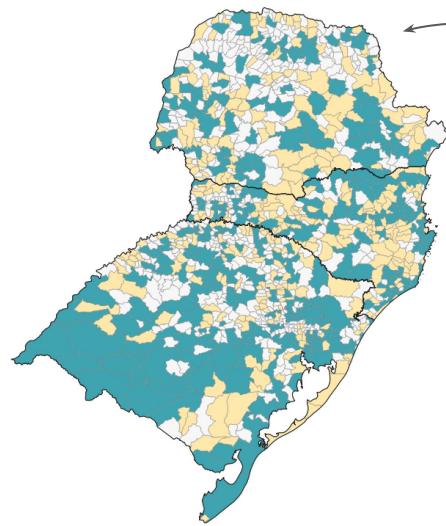
Northeast



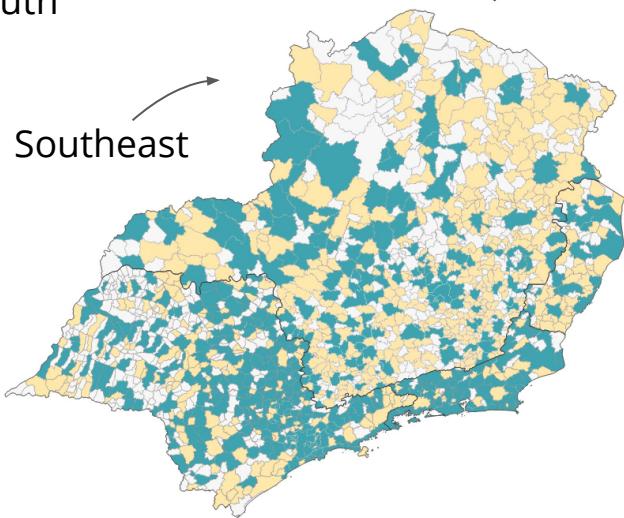
Mid-West



South



Southeast



# Closure of news vehicles

We have mapped the  
closure of **81 news vehicles**  
since 2011

<b>Estado</b>	<b>Fechamentos*</b>
SP	31
MG	27
RJ	9
RS	4
PR	2
SC	2
AC	1
AL	1
AM	1
PB	1
PE	1
RO	1

Note: mapped closures com base rastreável a partir de 2011. Números finais podem diferir significativamente. (Por que?)

\* Levantamento do Atlas da Notícia 2.0 e dados da ANJ ([Tabela](#))

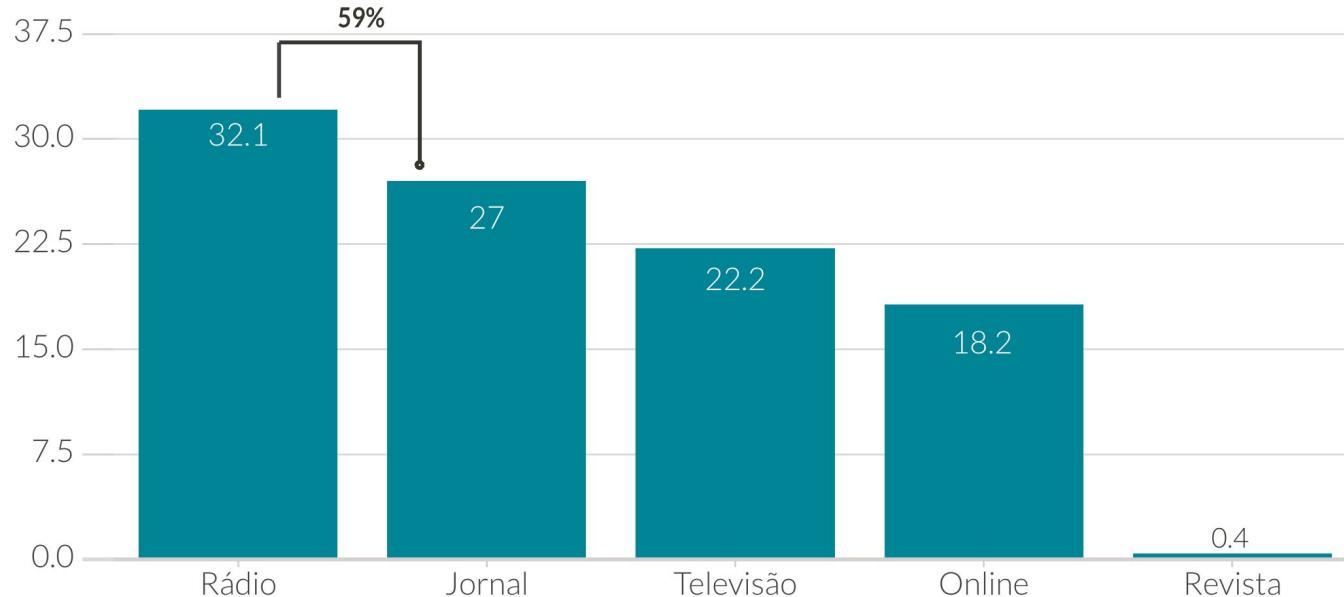
# Analysis

# Atlas 2.0 key findings

> Beyond the largest news producers municipalities (Rio de Janeiro-São Paulo-Brasília), the main news media formats are radio and print

# News Atlas in Brazil

Percent of newspapers, news websites, magazines, radio stations and TV stations over total base of news organizations mapped in Brazil



Source: Atlas da Notícia

ATLAS DA NOTÍCIA

*The digital format prevails in the largest news media producers:*

**67%** of news vehicles in São Paulo

**62%** in Rio de Janeiro

**45%** in the Federal District

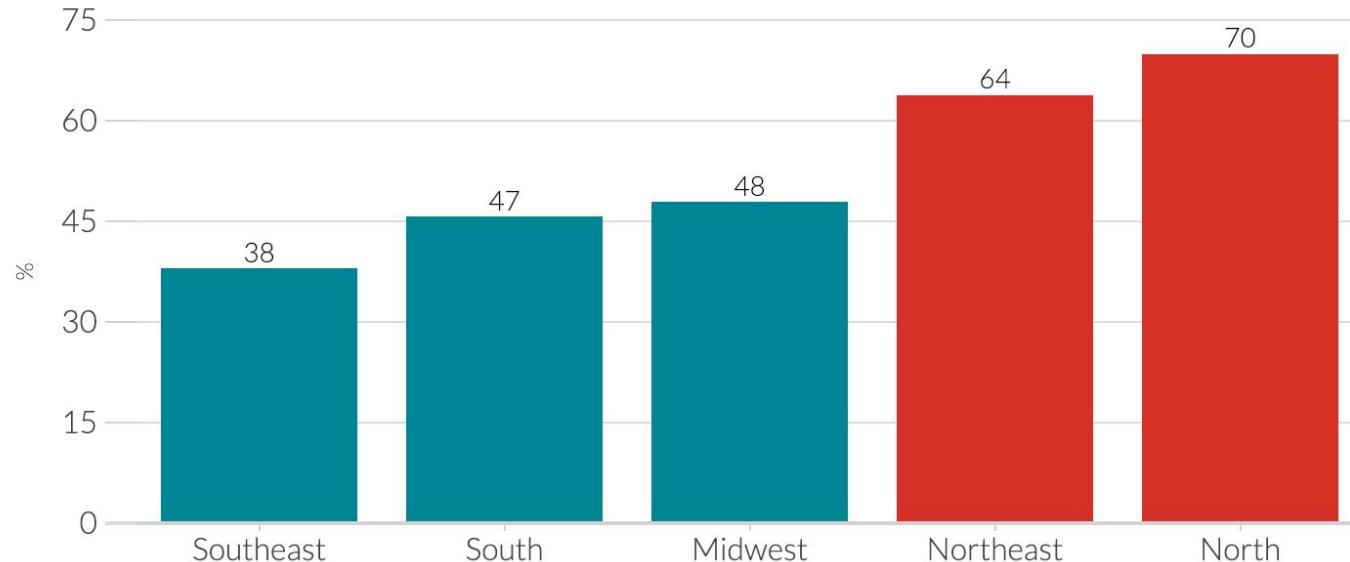
## *Population average:*

News deserts > ~11 mil hab.

Non deserts > ~65 mil hab.

# News deserts in Brazil per region

Ratio of municipalities with no news organization mapped (% of total municipalities per region)



Source: Atlas da Notícia

ATLAS DA NOTÍCIA

# The team

## **Projor's team**

### **# Angela Pimenta, President - Projor**

President of Projor since July 2015, she holds a Master's in Journalism from Columbia University and coordinates the News Atlas project. She is also the executive-coordinator of Projeto Credibilidade, the Brazilian chapter of the Trust Project. She was previously a senior editor for Exame magazine in Brasília (2007-2011) and representative of the Online News Association in Brazil (2009-2014).

### **# Adriana Garcia, Operations Director - Projor**

Digital media consultant, she holds a Master's from the University of São Paulo (USP) and was a J.S. Knight Fellow at Stanford University (2013). She worked for Reuters News Agency and various Brazilian news outlets for more than two decades and was Digital Communications director for Rio2016 Olympic Games. Founder of Orbital Media, a discussion hub about innovation in Journalism.

### **# Pedro Varoni, Editorial Director - Observatorio da Imprensa**

A journalist, professor and academic researche, he holds a Phd in Linguistics from the Federal University of São Carlos (UFSCar), in the state of São Paulo. He joined EPTV and was Journalism Director at TV Sergipe. His last corporate position was general director at state-owned company Empresa Brasildeira de Comunicação (EBC) in 2016. He is responsible for the content published at Observatório da Imprensa website.

### **# Francisco Belda, Board Member - Projor**

A journalist, professor at the Social Communication Department at the São Paulo State University (Unesp) and the academic coordinator of Projeto Credibilidade. Reporter, editor, manager, and director of news companies, he is also visiting scholar at Brandeis University (Massachusetts, U.S.). He earned a PhD in Production Engineering and a master's in Communication Science at University of São Paulo (USP).

## **Regional researchers**

### **# Marcela Donini (South)**

Journalist based in Porto Alegre with market experience since 2004, she holds a bachelor degree from the Federal University of Rio Grande do Sul (UFRGS). He went through the newspaper Zero Hora and the content agencies Cartola and Fronteira. As a freelancer, he has written for the magazines piauí, Superinteressante and Galileo, and portals Ig, Veja and Terra. She holds a Master in Social Communication and a specialist in Digital Journalism and Teaching Theories and Practices. She teaches at ESPM-Sul's journalism faculty, where she also coordinates the experimental journalism agency. She is co-founder of Farol Jornalismo, an independent journalism production and research initiative. Email: [marcela@faroljornalismo.com](mailto:marcela@faroljornalismo.com)

### **# Dubes Sônego (Southeast)**

Journalist, holds a bachelor degree from the Federal University of Santa Catarina (UFSC). In 19 years of experience, has worked for theses outlets: Gazeta Mercantil, Valor Econômico, Meio & Mensagem, Foco Magazine, América Economia, Brasil Econômico, iG and Época Negócios. He currently works as a freelancer. He is also an amateur photographer and is enrolled in the Languages program at University of São Paulo (USP). Email: [dsonegojunior@gmail.com](mailto:dsonegojunior@gmail.com)

### **# Jéssica Botelho (North)**

Journalist and researcher. She heads Ajuri Agency (a project accelerated by the New Ventures Lab of Chicas Poderosas), master's candidate in the Graduate Program in Communication Sciences of the Federal University of Amazonas and collaborator in the Center for Audiovisual. She works on issues focused on journalism and digital issues in the Amazonian perspective. She is the ambassador of Youth Safernet Brasil in Amazonas and a member of the Youth Observatory of the Internet Society and a member of the Internet Governance School of CGI.Br and the InternetLab School for Journalists. Email: [jessicabotelho@agenciaajuri.com](mailto:jessicabotelho@agenciaajuri.com)

## **Regional researchers (Cont.)**

### **# Loraine França (Midwest)**

Graduada em Jornalismo pela Universidade Federal de Mato Grosso do Sul (UFMS). Autora da grande reportagem multimídia "Eles vivem no meio da rodovia". Foi produtora na TV MS Record e repórter na Rádio Educativa UFMS. Atualmente, é repórter na Rádio CBN Campo Grande. Pesquisadora no Laboratório de Investigação em Jornalismo, Direitos Humanos e Narrativas Complexas. (GRIOT/UFMS/CNPq).

### **# Mariama Correia (Northeast)**

She has worked for more than three years as a reporter for Folha de Pernambuco economics beat. She has also contributed to vehicles Veja Comer e Beber (Editora Abril), The Intercept Brazil portal and Draft Project. She has taken courses in data journalism from Abraji (Brazilian Association of Investigative Journalism), fact-checking and digital media (Kings Brighton). Currently writes for investigative journalism collective Marco Zero Content.

## **Operational Team**

### **# Sérgio Spagnuolo, Editor - Volt Data Lab**

Data journalist, Founder and head of Volt Data Lab, a data driven news agency. Holds a Master's in International Relations and Human Rights from PUC/SP and is a regular contributor to Aos Fatos, a fact-checking platform. In 2016, he was a Tow-Knight Center for Entrepreneurial Journalism. He has worked for news agencies Reuters and Mergermarket and has contributed to magazines like AméricaEconomia, Época Negócios, IstoÉ Dinheiro e Capital Aberto, and to news portals piauí, Yahoo News, Jota, Estadão.com, UOL and Último Segundo. He also worked at the United Nations Development Program (UNDP) as a communications officer for the World Center for Sustainable Development (Centro RIO +).

### **# Renata Hirota, Data Analyst - Volt Data Lab**

She holds a bachelor degree in Journalism from The São Paulo University (USP) and is currently a statistics student at the same institution. She has lived in Spain, Portugal and the US contributing to various news agencies and travel magazines. At Volt Data Lab, she works as a data journalist with relevant input for the News Atlas, among other projects requiring analytical skills.

### **# Angélica Martins, Journalist - Volt Data Lab**

An economic journalist focused on fiscal policy and based in Rio de Janeiro, with experience in daily newspapers. She has also contributed to magazines like Capital Aberto. At Volt Data Lab, her data work is focused on data aggregation, scraping, cleaning and organization.

<https://www.atlas.jor.br/en/>

All data can be downloaded in Github (Portuguese-only) - [link](#)