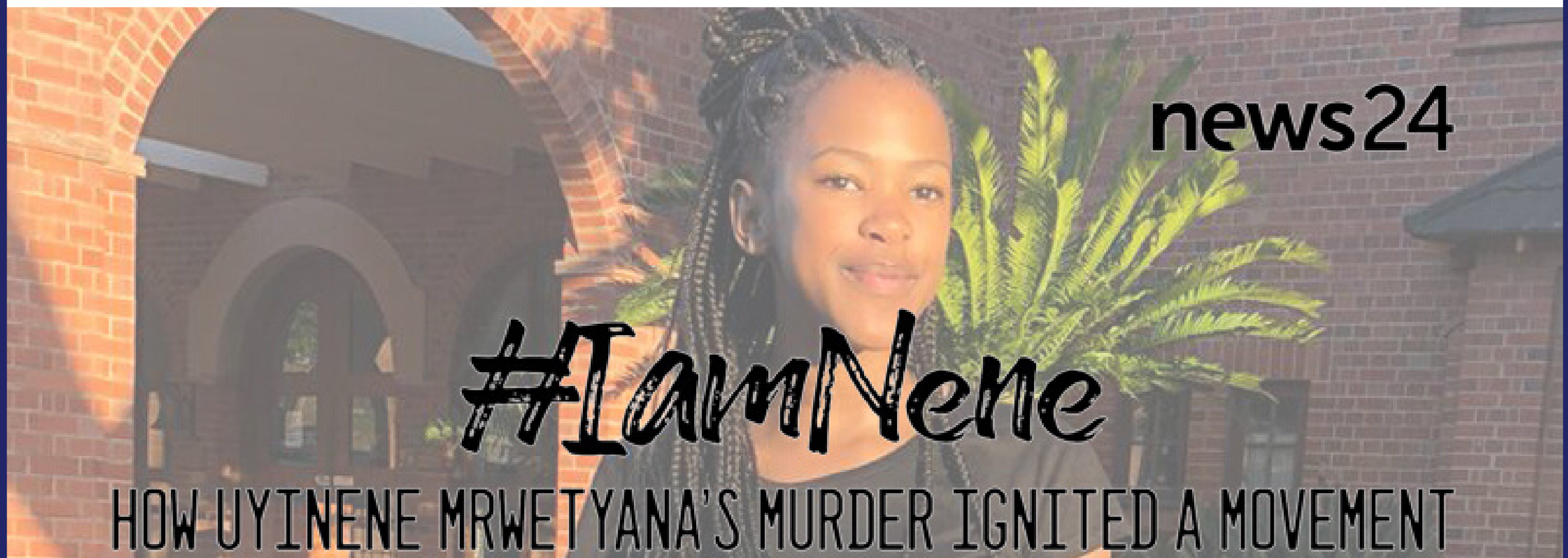




#IamNene: How Uyinene Mrwetyana's murder ignited a movement

NEWS24 MULTIMEDIA: AMY GIBBINGS, ALETTA HARRISON, ALJOSCHA KOHLSTOCK, NOKUTHULA MANYATHI, MPHO RABORIFE, JERUSHA SUKHDEO-RAATH

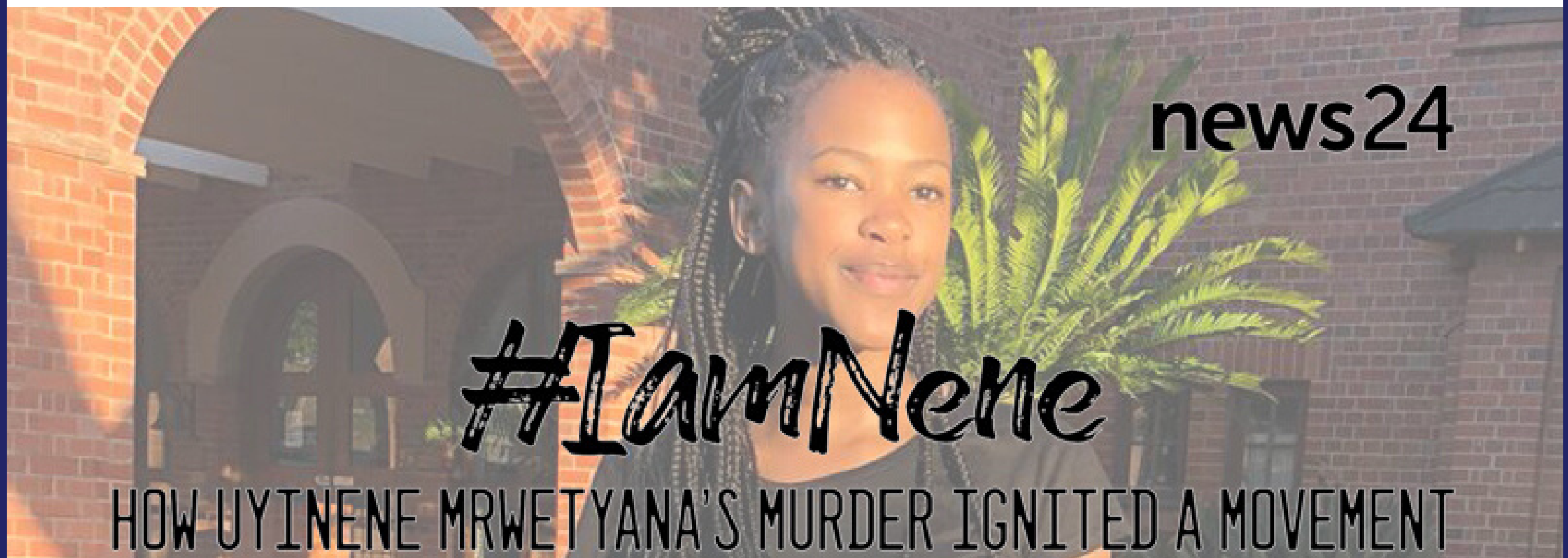
She was 19 years old and full of life. A first year film and media studies student at the University of Cape Town, Uyinene Mrwetyana's family described her as someone who "only knew love". Then, on August 24, 2019, her light was snuffed out.

The rape and murder of University of Cape Town (UCT) student Uyinene Mrwetyana tipped South African women over the edge. Protests lead by women exploded around the country and mass gatherings took place calling on government to take action against gender-based violence.

The hashtag "Am I Next?" trended for several days on social media. This hashtag became a place where many South African women could share their fears and frustrations. As a publication News24 felt it was important to use its platform to facilitate further conversations. This is how the 'Am I Next' project was born.

#AmINext was hosted on a microsite that featured a documentary, original reporting, reader submissions and data visualisation.

We realised that much of our reporting regarding Uyinene Mrwetyana's life had become defined by her death and decided to change the narrative. We travelled to East London to speak to her family and friends, to get a better understanding of who this spirited young girl was.



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Our project featured a secondary video which asked UCT students what extraordinary safety precautions they apply to survive everyday life. It also featured statistics surrounding sexual offences in the country as well as submissions from our readers, who shared their thoughts on gender-based violence in South Africa.

The project was spearheaded and executed by the women of News24.

PERFORMANCE:

The documentary garnered more than 73 000 views on News24's combined platforms (YouTube and Oovvuu) while the microsite received 210 668 pageviews (Google Analytics).

ACCESS THE '#AMINEXT' MICROSITE HERE.