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**What is *Confessional.com* about?**

This publication is called *Confessional.com*. It is a platform that circulates news and stories about mistreatment of women in support to the feminism movement. These stories can vary from bullying, domestic violence, to rape.

Our website’s homepage consists of major headlines of stories regarding the mistreatment of women from all around the world. We also have stories from our own reporters, which are published here. This is where most of our stories are published and circulated. They can be stories from major news sources such as CBC, BBC, and CNN. On the homepage, you will see two three other forums listed as “Public sharing”, “Statistics”, and “Take action”.

The first forum “Public sharing” is built to be a safe space for anyone regarding their gender to tell their stories online. Users can choose to remain anonymous to protect their identity. The online community will also have the option to push the story “Up” or “Down” based on the urgency and value. The top ten stories of the day will feature on our homepage’s “Public Sharing” column. Journalists and social justice lawyers usually take interest in these stories and will contact the user to help them.

The second forum “Statistics” shows numbers based on the stories that are circulating on our site. For example, our most visited stat is number of domestic violence cases in a year. They can be displayed according to each country and several other options. There is also information just based on reported stories and from our other forum “Public sharing”.

The third forum “Take action” is *Confessional.com*’s own fund in response to aid mistreatment of women around the world. Our funds are used to support social justice lawyers who are willing to fight for users from our “Public sharing” forum. We also donate to major women shelters across the world. Lastly, we take a small portion of the donations to maintain our site’s operation. Other than that, all our content can be shared through Facebook, Instagram, Twitter, and other social media sites. This allows our audience to spread this issue through other platforms as well.

**What is *Confessional.com* working towards?**

The site was founded by a group of journalists in CBC that handled many stories about mistreatment of women. Together, Michael Cheng, Athena Hei, and Josh Craig started Confessional in hopes to address our society’s violence against women. This site also shows support towards the current feminism movement led by platforms such as heforshe.com. Our mission is to show people real stories happening everyday in hopes to raise awareness for this issue.

**Who is this website designed for?**

Our site is targeted towards the general public because it is our goal to raise awareness for mistreatment of women in society. It is also designed specifically for women who are too scared to speak up for themselves if they are in a violent situation. We hope to encourage and inspire more of them to step up. Our site’s “Public sharing” forum is specifically built for them so they would have a chance to share their stories online. We also hope to inspire those who are witnesses and convicts of domestic violence and rape to stop their actions. Most importantly, we want to educate the youth about our current society’s disrupted nature. We hope to teach them to make a difference for their own future.

**What content should we expect from this website that is considered news worthy?**

As the title of our page suggests, this site encourages public’s input of stories regardless of its validity. Our audience expects two types of news from our site. They are the stories brought in from other news sources, and public sharing stories. These are all considered news to our audience because they are both regarding the topic of mistreatment of women. This sparks their human interest and it is timely for our society. Moreover, they also consider stories that show improvement and progress on feminism on our site as news because it is adding more to the big picture. Our audience also understands the usefulness of the information they can take from Confessional because it is a very common topic in our society.

**What differentiates this website from other news sources?**

Unlike mainstream news, our news is a collective effort from many major news sources and the public. This makes our content more democratic than mainstream news because anyone can share their story and gain publicity with this platform as long as it is related to our page’s focus. Our content is focused on the topic of mistreatment of women and feminism. Instead of reporting different types of news in their separate areas like mainstream news do, our news is more targeted to show the seriousness of one issue. Each story is intended to add a small piece into a bigger picture, whereas mainstream news stories are there to inform about different topics. Other than informing our audience, our news is here to inspire action from the general public. We encourage and open a direct gateway for our audience to get involved with donations and social media sharing under our “Take Action” column.

**What technology does your website use to make your stories compelling?**

We use a large variety of technology to gather and distribute news on our site. On our home page, we have stories from that incorporate content from major news organizations and our own reporters. Our reporters usually look for stories from the “Public sharing” column or they would be on standby in women shelters and social worker’s offices. After our reporters have pieced together a story, it is sent to the realization team, where they will put together a two-part video. The first part involves a 360 degrees virtual reality simulation of the actual events, and then our reporters will retell the story and other information related to the case. We choose to make our content this way because we find virtual reality storytelling has been the most affective method in the last 5 years since its launch. We strive to keep our content interesting by catching up with the world’s technological advancements. Under our “statistics” column, we use interactive story telling to engage the audience in order to provide the best visualization possible. It is our goal to use these technologies to bring attention to the seriousness of mistreatment of women in our society.