

PRESS KIT



United Nations
Educational, Scientific and
Cultural Organization



World Press
Freedom Day

**WORLD
PRESS
FREEDOM
DAY**
2017



OVERVIEW

RAISING AWARENESS FOR WORLD
PRESS FREEDOM DAY

COMMEMORATIVE MATERIALS FOR THE
20th ANNIVERSARY OF THE
UNESCO/GUILLERMO CANO WORLD
PRESS FREEDOM PRIZE

KEY FACTS

KEY MESSAGES

KEY RELEASE DATES:

13 APRIL 20 QUOTES FOR PRESS FREEDOM

25 APRIL CARTOONS FOR FREEDOM
OF EXPRESSION

1 MAY WPFD PROMO VIDEO

3 MAY COMMEMORATIVE VIDEO
UNESCO/GUILLERMO CANO PRIZE

#WPFD2017
#PRESSFREEDOM
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**RAISING
AWARENESS**

together



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2017

1

WPF2017 PROMOTIONAL VIDEO

WPF2017 will invite people around the world to stay critical of the information they consume.

Stay tuned for the release of the video and share it among your networks!

[Download the video](#)



2

CARTOONS FOR FREEDOM OF EXPRESSION

UNESCO and Cartooning For Peace team up to launch a series of cartoons by international cartoonists on press freedom and freedom of expression ahead of WPF2017. Share the cartoons that will be published on UNESCO's Twitter and Facebook.

[See the cartoons](#)



3

WORLD PRESS FREEDOM DAY DEDICATED BLOGS

Al Jazeera, El País and Rappler have invited experts and media practitioners from all over the world to enrich the public debate on freedom of expression in the context of World Press Freedom Day.

[Click on the images and check out regularly their publications.](#)



20th ANNIVERSARY OF THE UNESCO/GUILLERMO CANO WORLD PRESS FREEDOM PRIZE

As part of the 20th anniversary of the UNESCO/Guillermo Cano World Press Freedom Prize, a commemorative video will be launched on 3 May. In addition, the series “20 quotes for Press Freedom” will involve the publication of one quote each day for 20 days ahead of WPDF. We encourage you to look out for the quotes on UNESCO’s Twitter and Facebook accounts and share the inspirational words of those men and women who have made an outstanding contribution to the defense of press freedom.

4

20 QUOTES FOR PRESS FREEDOM



[Click to see the quotes](#)

5

COMMEMORATIVE VIDEO

20 YEARS HONORING THOSE
WHO STOOD FOR FREEDOM
OF EXPRESSION

[Click to download the video](#)

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KEY FACTS

- World Press Freedom Day (WPFd) is the global celebration of the fundamental rights to freedom of expression, freedom of information, and press freedom. The 24th edition will take place in Jakarta, Indonesia from 1 to 4 May 2017.
- Under the global theme of Critical Minds for Critical Times: Media's role in advancing peaceful, just and inclusive societies, the main celebration will bring together over 1100 stakeholders from across the spectrum of media to discuss the current challenges media is facing worldwide. Three subthemes will further explore media's role in building peace, fostering mutual understanding and inclusiveness, and reinforcing the rule of law.
- For the first time in WPFd's history, Indonesia, the largest democracy in the Southeast Asian region, will act as the host of the international event. The celebration will be held over the course of four days: a main conference on 3-4 May, preceded by a series of training workshops and round tables on 1 and 2 May.
- Close to 30 partners, among them media development organizations but also social media companies such as Google and Facebook, will organize events during these four days, ranging from training sessions and workshops to roundtables.
- An academic conference, focused on the safety of journalists will be organized by Hong Kong Baptist University and will bring together universities and researchers from across the globe.

- [Leading news organizations Al Jazeera, El Pais and Rappler will host dedicated blogs](#) and feature special content for World Press Freedom Day to enrich the public debate on the importance of free and quality media for democracy and development.
- [An awareness-campaign is planned together with Cartooning for Peace](#) to raise visibility on the importance of freedom of expression through a series of press cartoons.
- Furthermore, 2017 marks the 20th anniversary of the [UNESCO/Guillermo Cano World Press Freedom Prize](#), which will be awarded on 3 May. The Prize honours a person, organization or institution that has made an outstanding contribution to the defence and, or promotion of press freedom. An independent international jury of media professionals unanimously recommended Mr Dawit Isaak as the 2017 laureate, an Eritrean-born Swedish journalist, who has been in prison in Eritrea since 2001, when he was arrested in a crackdown on the media.

KEY MESSAGES

It is a critical time for journalism

- **Political, technological, and economic transformations are reshaping the media landscape.** Sliding profits and declining audiences for traditional media, new technologies that have made peers a prime source of news, and a disconnect between the media and their audiences question the traditional role of journalism, affecting its quality and credibility.
- **Critical and well-researched journalism is vital to expose misinformation.** Such reporting, whether by journalists, citizen journalists, community reporters or media professionals, should be the result of thorough investigation and fact-checking, and can contrast different voices to reflect the diversity and plurality of opinions.
- **Rumors, falsehoods, and emotional manipulation can affect our opinions, incite hatred and exacerbate violence.** Through media and information literacy competencies, social media users and companies can help keep the truth aloft.
- **Quality journalism informs citizens about issues that affect them, holds institutions accountable and contributes to peace and democracy by providing a voice to all.** It promotes mutual understanding when tensions arise, and it empowers people to participate in the democratic functioning of their countries. Quality journalism can only thrive when media is free, independent and pluralistic.

It is a critical time for press freedom.

- **Media and journalists around the world are harassed and even killed for informing citizens and carrying out critical reporting on issues of public interest.** Every four days a media professional gets killed for doing their job. The fundamental right to freedom of expression is curbed in the most brutal way, affecting every member of society. Impunity for crimes committed against journalists and media professionals has become a widespread and deeply entrenched trend. It further emboldens perpetrators to kill again. The UN Plan of Action on the Safety of Journalists and the Issue of Impunity works to change this. Without a well-functioning legal and regulatory environment, the public loses confidence in the democratic process and no longer invests in its sustainable future.
- **Media and social media are sometimes used to spread messages of hate and intolerance, creating divisions within communities.** The consequences can be devastating in countries struggling with conflicts. A diverse and inclusive media environment, along with conflict-sensitive professional reporting, can counter hateful discourse by offering opposing views and encourages dialogue towards mutual understanding. Hate and intolerance hamper sustainable efforts in education, culture, and media, compromising democracy and peace.
- **Free, independent and quality journalism can thrive when information is available to all without restrictions.** However, access to information and digital literacy levels are unequal across communities, countries, and gender lines. Worldwide, many countries lack effective freedom of information laws. When access to information is limited, it inhibits the free flow of information and can block efforts towards a better future for all.

Critical times require critical minds.

- **As both media producers and media consumers, we need to be critical of what we read, listen, and watch.** Information can act as a driver of change, positive and negative. Quality journalism contributes to building societies that are more just, peaceful and inclusive. Critical audiences will not easily fall victim to misinformation and manipulation. Together, quality journalism and critical audiences in a free society form the foundation of a healthy information environment that can help the world deal with these challenges of our times.
- **Freedom of expression, including artistic freedom, and freedom of information are fundamental rights and essential for sustainable development.** Media's contribution to the 2030 Agenda for Sustainable Development is vital for Sustainable Development Goal 16 – “peace, justice and strong institutions”.

HOW CAN MEDIA CONTRIBUTE TO MORE JUST, PEACEFUL AND INCUSIVE SOCIETIES?

MEDIA HELPS BRING JUSTICE FOR ALL,

through investigative journalism that uncovers corruption and other wrongdoing; by holding governments transparent and accountable; and by pushing for laws to protect journalists and calling for the prosecution of perpetrators of crimes committed against media professionals.

MEDIA CAN CONTRIBUTE TO PEACE,

by giving voice to a diversity of experiences, by conflict-sensitive professional reporting, by promoting mutual understanding in particular in societies that have become polarized by hate speech or antagonistic political discourse; by dispelling prejudice and by countering the spread of misinformation.

MEDIA CAN EMPOWER AND ENABLE EVERYONE TO BE INFORMED AND PARTICIPATE,

today more than ever before thanks to the opportunities offered by the Internet and digital technologies. When individuals can access information without restrictions, they are able to hold institutions accountable through public scrutiny; they are able to take well-informed decisions to transform their communities for the better. Diverse and pluralistic media can surface the voices of the youth, ethnic and linguistic minorities, of persons with disabilities and others who feel marginalized and disenfranchised, allowing them to participate in and shape public discourse. In an environment of artistic freedom, a diverse media can also ensure the dissemination and promotion of diverse contemporary cultural expressions, in the performing arts, music, film and the visual arts. To be truly inclusive, media should ensure a balanced representation of men and women in which gender stereotyping is avoided.