

# Thank you

for being part of the 25 years of  
the World Press Freedom Day celebration.  
Let's keep championing a free, plural, independent  
and safe media, together.

# *International Conference in Accra, Ghana*

- ➔ *900 participants from close to 90 countries*
- ➔ *130 speakers*
- ➔ *20 sessions*
- ➔ *40 young journalists from all over the world taking part in the Youth Newsroom*
- ➔ *Academic Conference and a Policy Lab*
- ➔ *2018 World Press Photo Exhibition*
- ➔ *2018 UNESCO/Guillermo Cano World Press Freedom Prize*

## *Around the world*

- ➔ *About 80 celebrations (conferences, exhibitions, training sessions, publication launches, rallies, etc)*



“Read more. Listen more” campaign in Times Square, NYC

Don't just read  
The New York Times.  
Read The Wall Street Journal.  
Read The Atlantic.  
Read National Review.  
Watch BBC News.  
Read The Economist.  
Listen to NPR.  
Read the Chicago Tribune.



# Global Campaign

➔ “Read more. Listen more.” [campaign](#)

724M media impressions

72K page views in UNESCO website

➔ 10,829 media articles on WPF

➔ [Special coverage from media partners](#)

➔ [“Cartoons for Freedom of Expression”](#) by UNESCO and Cartooning for Peace

➔ Twitter special emoji

#WorldPressFreedomDay 🗞️

➔ [Commemorative videos](#) for the 25<sup>th</sup> Anniversary of WPF

WORLD  
PRESS  
FREEDOM  
DAY 2018  
3 MAY



*Unprecedented campaign with coalition of international media*

WORLD  
PRESS  
FREEDOM  
DAY 2018

3 MAY

# Read more. Listen more

Among the participant media were: *The Atlantic, BBC News, CNN, The Economist, The Financial Times, The Guardian, Helsingin Sanomat, IPS World News, New York Magazine, The New York Times, The New Yorker, NPR, La Repubblica, Rappler, USA Today and the Wall Street Journal.*

## Website statistics

# of earned media impressions

724M

Advertising value

2.7M USD

Page views

72,784

Analysis period: April 23 - May 7 2018

### Press coverage:

- Total number of 170 articles mentioning “Read More. Listen More” – USA Today Online, NYT, CNN Español among top 5 media

### Online Media:

- Media coverage in top-tier publications including [CNN Money](#), [The Drum](#), [AdWeek](#), and featured in [WSJ](#) and [Quartz](#) Daily Newsletters, to name a few.
- In addition to being included in [UNESCO’s](#) outreach efforts, Droga’s press release was disseminated over the wire on 5/3 at 9 AM ET, garnering 79.7M+ impressions as a result of 221 placements.

### Social:

- As of May 4, the campaign hashtag **#ReadMoreListenMore** received 4k+ total mentions across social, news, blogs, etc. The social conversation earned 93% in positive sentiment.
- Content shared by [Michael Barbaro](#) (112k followers) host of NYT’s podcast The Daily, and [Katie Couric](#) (1.81M+ followers); Jaime King (1.1M followers)



*“Read more, Listen more” campaign in Times Square, NYC*



*A great number of views  
in a short time frame*

# Website statistics

*Analysis period: 1 April - 15 May 2018*

	Pages	Page views
World Press Freedom Day in English		56.199
World Press Freedom Day in French		6.007
World Press Freedom Day in Spanish		6.068
World Press Freedom Day in Arabic		1.198
World Press Freedom Day in Russian		532
World Press Freedom Day in Chinese		787
All News and Press Releases		11.334
Read more. Listen more campaign		72,784
<b>Total</b>		<b>154.909</b>

*Comparison with other UNESCO International Days events in 2018*

**Mother Language Day**  
Page views from 1 -28 February  
50,147

**Mobile Learning Week**  
Page views from 1 – 31 March  
10,000 views

**WORLD PRESS FREEDOM DAY 2018**  
3 MAY

*WPDF 2018 official website*

Increase in media coverage and more attention from newspapers with large audiences

# Press coverage

Analysis period: 23 April - 7 May 2018

Number of mentions in the news (in 6 UN languages):  
for:

# of articles | **World Press Freedom Day**  
**9,426**

Number of mentions in the news (in 6 UN languages):  
for:

# of articles | **UNESCO/Guillermo Cano 2018 Laureate**  
**1,403**

# of articles | **Total Press coverage**  
**10,829**

## TOP ARTICLES

Titres	Audience
USA TODAY Joins UNESCO and Other News Organiza...	36 842 180
Charges of Censorship as U.N. Press Freedom Day Eve...	29 886 442
Jailed Egyptian Journalist to Be Awarded UNESCO Pre...	29 886 442
Why I have hope for journalists	29 771 782
The Daphne Project and the Ultimate Price for Seeking...	29 759 863
جهاز الإحصاء يستعرض مؤشرات توزيع الصحف	24 239 561
حرية الصحافة هي أساس المجتمع الديمقراطي	24 239 561
عيد "السلطة الرابعة" .. العالم يحتفل بيوم "حرية الصحافة" .. تخليد ذكرى "شهيد"	24 239 561
Hari Kebebasan Pers Dunia 2018 Digelar di Ghana, De...	24 215 742
Pewarta Foto Terhukum Mati Peroleh Guillermo Cano W...	24 215 742



Agence France-Presse Twitter feed sharing articles of UNESCO/Guillermo Cano Press Freedom Prize 2018

Large audience outreach driven by influencers and renowned media outlets

# Hashtag performance

Analysis period: 27 April – 15 May 2018 (Facebook, Twitter, Instagram, YouTube)

## #WorldPressFreedomDay

# of Posts	Estimated Reach	Interactions	Positive mentions	Negative mentions
5,883	<b>44M</b>	175K	1,578	360

### Most influential authors

- The Economist (Twitter)
- Repubblica (Twitter)
- Rappler(Facebook)
- VOA(Facebook)
- UNESCO(Twitter)

### Most active locations

- USA
- Italy
- Indonesia
- India
- Nigeria
- Ghana

## #PressFreedom

# of Posts	Estimated Reach	Interactions	Positive mentions	Negative mentions
2,480	<b>18M</b>	81K	493	173

### Most influential authors:

- Nelson Mandela (Facebook)
- UNESCO (twitter)
- UN\_Women (twitter)
- UNESCO (Facebook)

### Most active locations

- Italy
- US
- Ghana
- Indonesia
- Germany
- India

Number of reach of #EndImpunity hashtag in 2017:

**#EndImpunity**  
4M reached



UNSG's WPF message was shared using #WorldPressFreedomDay

*Less reach within French and Spanish speaking audiences*

# Hashtag performance

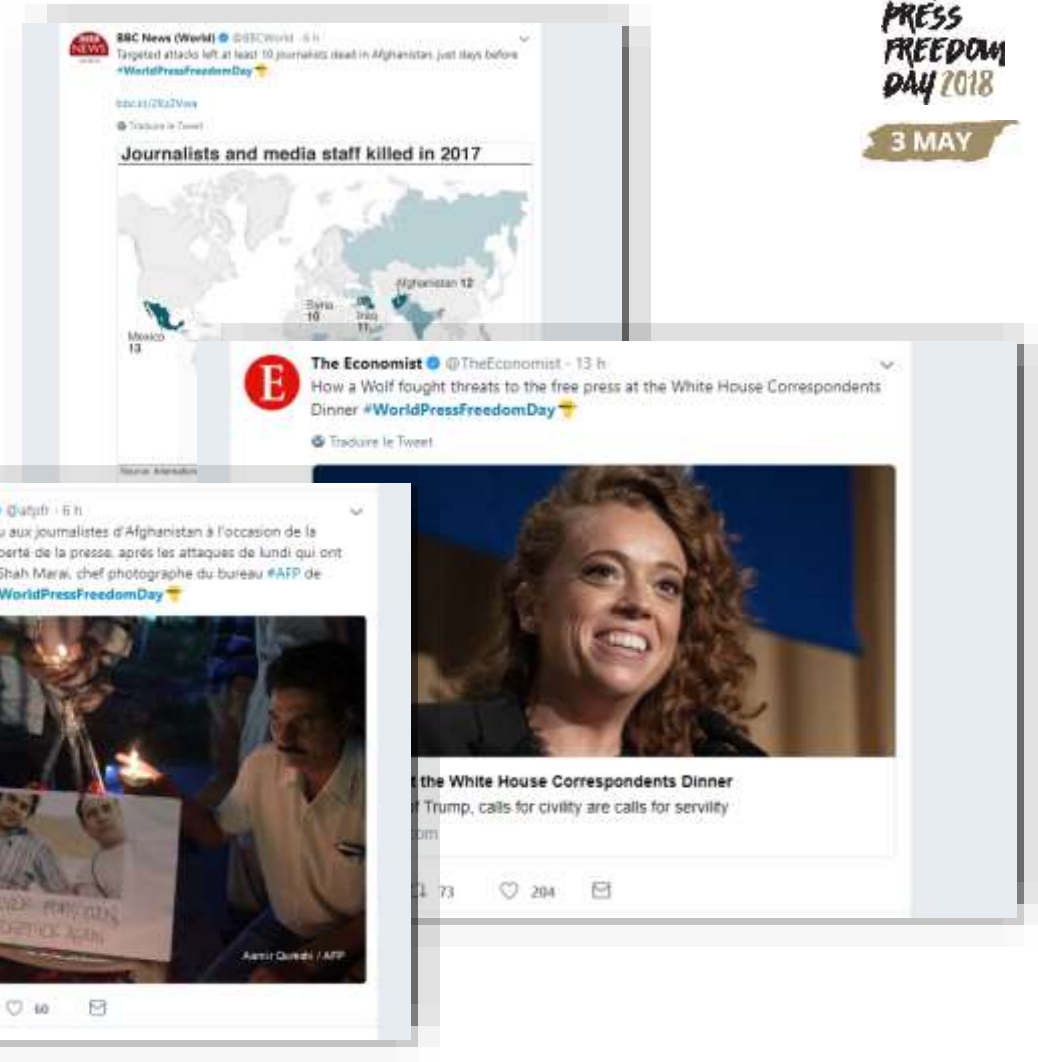
*Analysis period: 27 April – 15 May 2018 (Facebook, Twitter, Instagram, YouTube)*

## #DiaDeLaLibertadDePrensa

# of Posts	Estimated Reach	Interactions	Positive mentions	Negative mentions
374	2.3M	21K	74	9

## #JournéeDeLaLibertéDeLaPresse

# of Posts	Estimated Reach	Interactions	Positive mentions	Negative mentions
49	59K	200	0	0



*Large media organizations promoting #WorldPressFreedomDay*



Expanded reach thanks to  
engaging and interactive content

# UNESCO accounts

Analysis period: April 27 2018 - 15 May 2018 (Facebook, Twitter, Instagram, YouTube)

# of Posts From UNESCO's Facebook, Twitter, Instagram and YouTube	Estimated Reach (Reach in Facebook + views in Instagram+ views in YouTube + Twitter Impressions )	Interactions (reactions, comments, shares, RTs, likes in Facebook, Twitter, Instagram and YouTube)
101	588K	46K

Posts include the following WPF2018 communications materials:

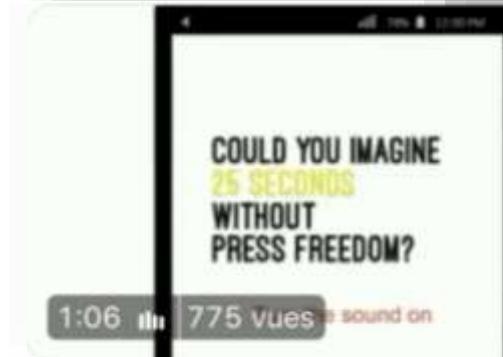
- Imagine a world without press freedom ([English](#), [French](#), [Spanish](#), [Arabic](#))
- [25 Seconds for #PressFreedom](#) (5.479 page views);
- [Cartooning for Peace](#) (3.506 page views);
- Press Freedom Quiz and Radio spots (Available in [English](#), [French](#) and [Spanish](#));
- [UNSG](#) and [UNESCO DG](#) messages for World Press Freedom Day ([English](#), [French](#), [Spanish](#), [Arabic](#), [Russian](#) and [Chinese](#))
- 6 Facebook Live interviews



Facebook Live interview  
with Job Rabkin,  
Investigations Editor -  
Channel 4

WORLD  
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UNESCO-Cartooning for Peace  
"Cartoons for Freedom of  
Expression"



WPF2018  
commemorative video:  
"Imagine a World  
Without Press  
Freedom" video

#25SecondsForPressFreedom  
campaign:  
Femi Oke, Al Jazeera's anchor,  
video message



#PressFreedomQuiz on Twitter

*An active and engaging partnership  
with Twitter*

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# Twitter partnership

1. Special tweets from Twitter's accounts: [@Nonprofits](#), [@TwitterGov](#), [@Twitter account](#), [@Policy](#) and [features](#) that look at how various Twitter-owned accounts promoted the hashtag.
2. [Twitter ran the campaign](#) #IAmAJournalistBecause in support of Press Freedom.
3. Live interview with Christiane Amanpour promoted by [@TwitterNews](#), [@TwitterUK](#) and [@Policy](#).
4. Content shared by social media influencers such as : [Jaime King](#) (1.1M followers)



*Special Emoji for  
#WorldPressFreedomDay*



*Interview with Christiane  
Amanpour by Jodie Ginsberg,  
IndexforCensorship – Twitter  
Blue room*



*Establishment of informal media  
partnerships and leverage of  
formal partnerships*

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# Media partnerships

**Special coverage, including:** Op-eds, feature articles, news stories related to press freedom, videos, promotion of hashtags.



**Dissemination:** Promotion of videos, banners, radio jingles and hashtags on social media and platforms in France 24 (EN, AR and FR) RFI, and Monte Carlo Douaiya (AR) with advertising value of 70,000 euros

