



#KeepTruthAlive  
Media toolkit  
Campaign 2019

In 2018, more than 700 media across the world supported the International Day to End Impunity for Crimes against Journalists, with the campaign #TruthNeverDies launched on 2 November.



Each year, nearly 100 journalists are killed across the world, for having wanted to tell a story. A story of corruption, trafficking, or violence. A story of accountability.

In 12 years, more than 1000 journalists have been murdered.

And in 2019, impunity still prevails for crimes committed against journalists...

9 out of 10  
cases unresolved

It is up to us to act, so that crimes against journalists don't remain unpunished.

By publishing the press announcements in your newspapers, by changing your cover pictures and profile pictures, and by sharing the posts of the campaign on your social media, you will be helping to shine a light on these journalists that have been silenced.

To do this, we are more than ever in need of your support to pass on the message and inform as many citizens as possible. This is the only way we can hope to change this situation.

The campaign



## Observation:

The farther away the events happen,  
the less the public feels concerned.

## Fact:

93% of killed journalists were  
local journalists.

## Idea:

To fight the popular belief  
that journalists are killed far away  
from home, in war zones:  
"It happened near you".

One message:

#KeepTruthAlive

Communication tools

# 5 press announcements



# Social networks



Single page

# Press announcement N°1



# Press announcement N°2



Sometimes the most  
dangerous conflict zone  
for a journalist is home.

Over 1000 journalists have been killed  
in 12 years. Not only in warzones,  
but also at home. On the corner of their  
street. On the corner of your street.  
Deliberately. In cold blood. They were  
investigating topics some people  
wanted to keep hidden. To learn more about  
each of these deaths and demand justice:  
[keeptruthalive.co](http://keeptruthalive.co)

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# Press announcement N° 3



For a journalist,  
going out for lunch can mean  
never coming back.

Over 1000 journalists have been killed  
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#KeepTruthAlive

# Press announcement N° 4

When you are a journalist,  
picking up your daughter  
from school can be more dangerous  
than travelling to a war zone.

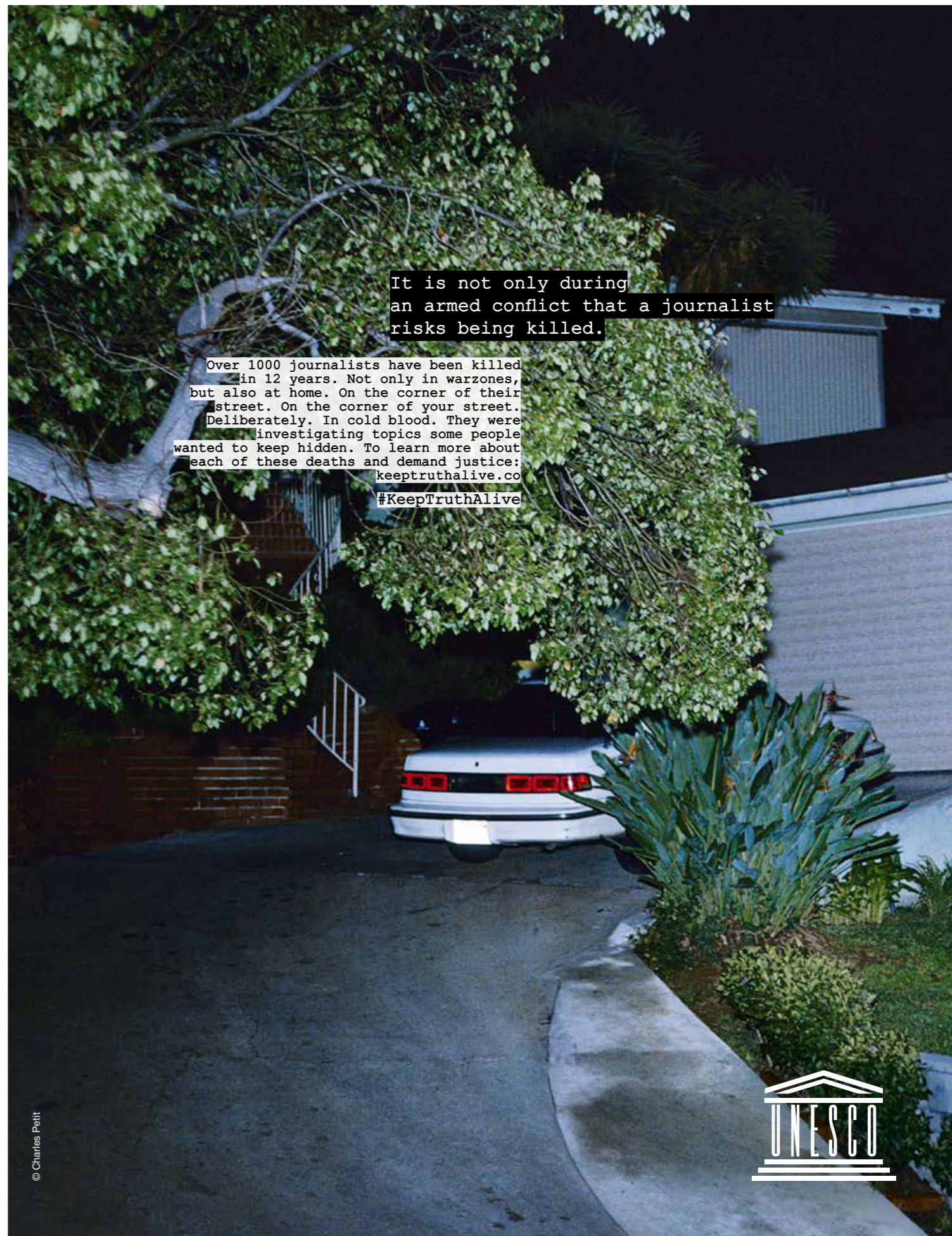
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# Press announcement N° 5



It is not only during  
an armed conflict that a journalist  
risks being killed.

Over 1000 journalists have been killed  
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#KeepTruthAlive

Double page

# Press announcement N°1



# Press announcement N°2



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#KeepTruthAlive

# Press announcement N° 3



# Press announcement N° 4





# Press announcement N°5



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#KeepTruthAlive

Social networks  
Cover picture

Facebook



Twitter

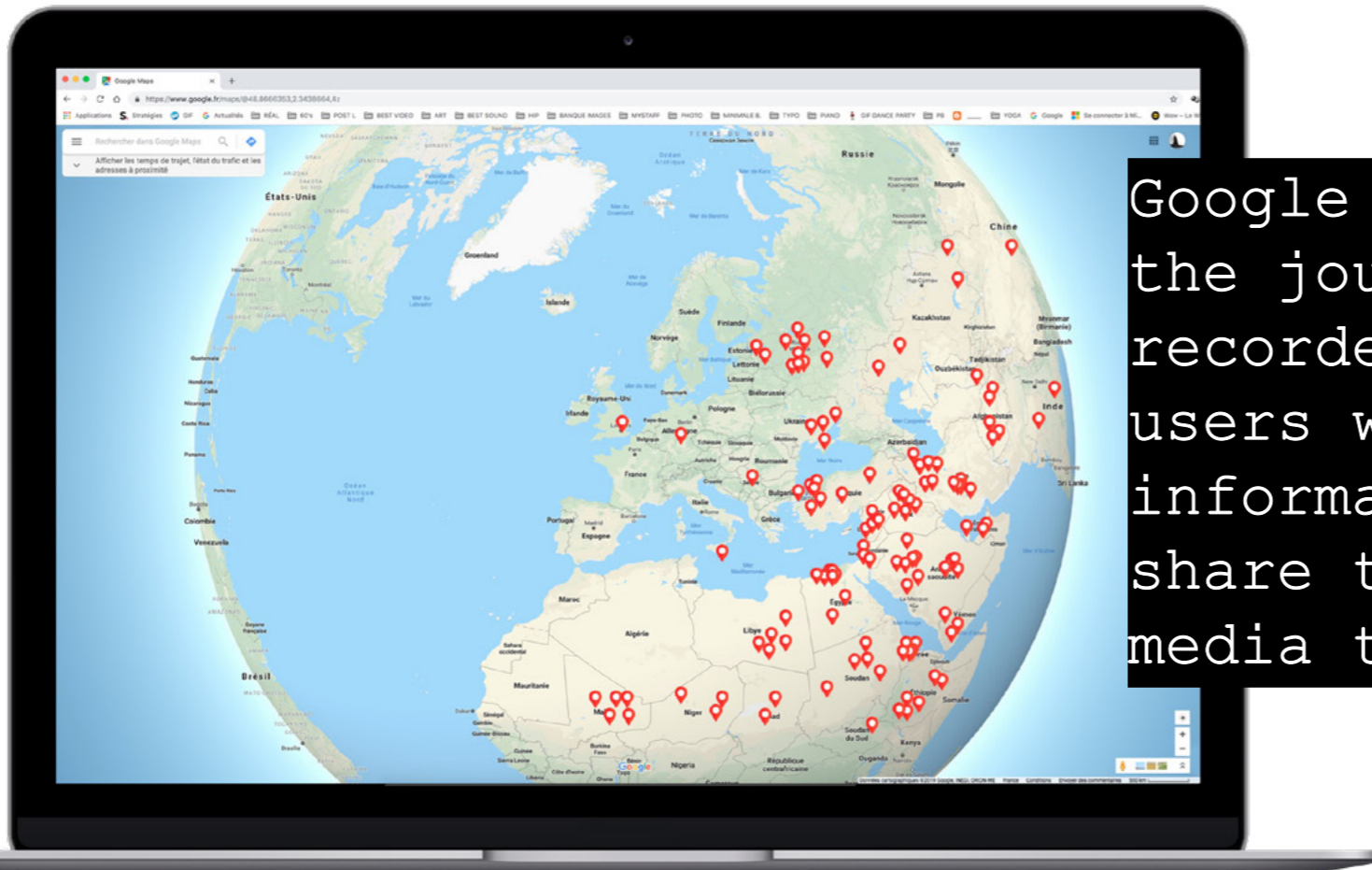


Social networks  
Profile picture

Facebook  
Twitter



# The Mechanism



Google Maps will feature the names of the journalists whose killings were recorded by UNESCO since 1993. Internet users will thus be able to access information on each journalist, and to share the map on social media to demand justice.

To access the website:

[keeptruthalive.co](https://keeptruthalive.co)

The website will be online starting on the 25th of October.

# Instructions for use

## The press:

- 1/ Choose the announcement(s) numbered from 1 to 5 that you wish to receive and publish in your newspaper on 2 November.
- 2/ Send us your newspaper's technical specifications to the contact email address indicated on the last page of this toolkit.
- 3/ We will format them for free and very quickly send you the announcement(s) in high definition with the indicated specs.
- 4/ To help us create a campaign effect on this International Day on 2 November 2019, we are counting on you to publish the announcement on this date or within 7 days of the 2 November.

# Instructions for use

## Social networks and digital content:

You can use the link below to get all the content formatted for immediate use on your Twitter and Facebook accounts or to be used on your website:

Link : [https://drive.google.com/open?id=1kGoUk\\_rSQ5jhOD6RqdH79nIsBRKThRU9](https://drive.google.com/open?id=1kGoUk_rSQ5jhOD6RqdH79nIsBRKThRU9)

Twitter, Facebook & Instagram

To publicise the movement, we ask you, on 2 November, to:

- 1/ Change the cover and profile pictures of your Twitter, Facebook and Instagram accounts
- 2/ Follow and share the posts of the Twitter, Facebook and Instagram accounts of UNESCO.

# Contacts

To receive the HD files of the announcements formatted for your newspaper, please send the number(s) of the announcement(s) you wish to use along with your technical specifications to the following email addresses :

[olivier.guillerot@ddb.fr](mailto:olivier.guillerot@ddb.fr) / [mathieu.blignet@ddb.fr](mailto:mathieu.blignet@ddb.fr)

Also indicate the name of your newspaper, your country and the required language.

For more information about the International Day to End Impunity for Crimes against Journalists:

<https://en.unesco.org/commemorations/endimpunity>

UNESCO Contacts :

Mehdi Benchelah : [m.benchelah@unesco.org](mailto:m.benchelah@unesco.org)

Namara Burki : [n.burki@unesco.org](mailto:n.burki@unesco.org)