



Communication Report

Public Information and Media Unit

3 May 2020

World Press Freedom Day

JORNALISMO IMPARCIAL E SEM MEDO

3 DE MAIO
DIA MUNDIAL DA
LIBERDADE DE IMPRENSA



Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura



Dia Mundial
da Liberdade
de Imprensa



ABRAJI
ASSOCIAÇÃO BRASILEIRA DE
JORNALISMO INVESTIGATIVO



ANJ
40 ANOS
ASSOCIAÇÃO
NACIONAL
DE JORNALIS

J E D U C A

INSTITUTO
PALAVRA
ABERTA 10 ANOS



Press and web

Outreach and engagement

3 May 2020
World Press
Freedom Day

3 articles

about the World Press Freedom Day were published on the UNESCO in Brazil website.

3 press releases

related to the World Press Freedom Day were sent to media vehicles.

1 Joint Manifesto

was released in cooperation with six major Organizations (ABERT, ABRAJI, ANER, ANJ, Jeduca, and Instituto Palavra Aberta). The document called "The Manifesto for a Press Without Fear or Favour" was sent to all press/media in Brazil.

65 newspaper/ media articles

have mentioned UNESCO and/or its participation on the World Press Freedom Day.

GAÚCHAZH (2/5/2020)

<https://bit.ly/3dDGX8K>

ANJ (3/5/2020)

<https://bit.ly/2LkZ4UY>

CORREIO BA (4/5/2020)

<https://glo.bo/3dEHHuD>

REFUGO (4/5/2020)

<https://bit.ly/3dFzfeB>



Social Media

Outreach and engagement

3 May 2020
World Press
Freedom Day

f / 10 posts

40.486
profiles

have seen information about World Press Freedom Day through UNESCO in Brazil's Facebook page.

 / 14 tweets

256.840
profiles

have seen information about World Press Freedom Day through UNESCO in Brazil's Twitter page.

 / 3 posts
19 stories

26.698
profiles

have seen information about Education Day through UNESCO in Brazil's Instagram page.

2.105
interactions

with UNESCO in Brazil's Facebook posts: reactions, shares and comments.

1.695
interactions

with UNESCO in Brazil's tweets: favorite and retweets.

2.383
interactions

with UNESCO in Brazil's Instagram posts: likes, favorites and sent posts.

UNESCO partners also shared on their social media channels and websites the contents prepared for the World Press Freedom Day, which generated greater outreach about the Day.



Webinar

3 DE MAIO
DIA MUNDIAL DA
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JORNALISMO
IMPARCIAL
E SEM MEDO

THE IMPORTANCE OF JOURNALISM IN TIMES OF PANDEMIC AND DISINFORMATION



Marlova Noletto
Director and Representative
of UNESCO in Brazil



Antônio Gois
Journalist,
education columnist
for the newspaper O Globo,
President of Jeduca and
Counselor of EducaMídia



Atila Iamarino
Biologist, Scientific
Promoter and 'Explainer
of the world' by choice

3 May 2020
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Freedom Day

f / Live broadcast **LIVE**

18.026 people
saw a content related to the broadcast.

5.700 people
watched the live screen of the Webinar or its recording.

105 people
was the peak of viewers during the live screening.

746 reactions
to the Webinar (comments, likes, and shares).

32 minutes
was the average viewing time for the Webinar.



Journalists' Report

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Freedom Day



UNESCO in Brazil has coordinated an action calling out renowned Brazilian journalists to record reports on the importance of a Journalism Without Fear or Favour and to report on the need for action to combat disinformation in times of pandemic.

Sonia Bridi, Journalist, writer, and reporter.

Pedro Bassan, Journalist at Rede Globo.

Flávia Oliveira, Columnist at O Globo and CBN, Commentator at GloboNews, Podcaster to AngudeGrilo.

Aline Midlej, Journalist at GloboNews.

Mara Régia, Journalist and radio host at the Brazilian Communication Company (EBC).

Editing and inclusion of subtitles for social networks.
Publication of the videos on the YouTube UNESCO Portuguese channel.



f / 5 videos **7,106** views

t / 5 videos **41,206** views

i / 5 videos **3,594** views



unesco.org/brasil

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