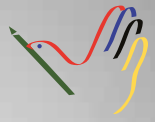




United Nations  
Educational, Scientific and  
Cultural Organization



World Press  
Freedom Day

# Press Kit

## WORLD PRESS FREEDOM DAY 2018

KEEPING  
POWER  
IN CHECK:

MEDIA, JUSTICE AND  
THE RULE OF LAW



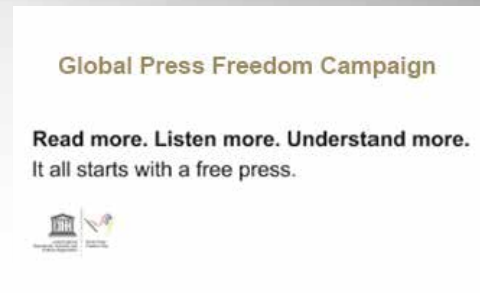
1

## MEDIA UNITE FOR WORLD PRESS FREEDOM DAY

To commemorate World Press Freedom Day 2018, UNESCO brought together major news organizations based on the idea that consuming a range of news, sources, points of view and political ideologies encourages a more informed citizenry.

The campaign underscores the importance of access to information and journalistic independence with this simple phrase: Read more. Listen more. Understand more. It all starts with a free press.

**Visit the website**



2

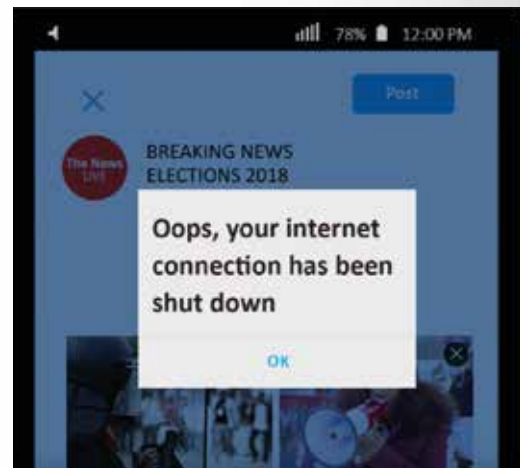
## IMAGINE A WORLD WITHOUT PRESS FREEDOM

To commemorate the 25 years of World Press Freedom Day, watch what a world without press freedom would look like.

Share it on your own social media channels!

**Watch and download the video**

**Listen to the radio spot**



3

## 25 SECONDS FOR #PRESSFREEDOM

Journalists, artists and press freedom advocates share in 25 seconds why press freedom matters.

**It's time for truth. It's time for press freedom.**

**Share their inspiring messages now**



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#PressFreedom**

[en.unesco.org/commemorations/worldpressfreedomday/2018](http://en.unesco.org/commemorations/worldpressfreedomday/2018)

### 3 DEDICATED COVERAGE BY MEDIA PARTNERS

Partner media organizations featured blogs, articles and interviews from journalists and media experts from all over the world to enrich the public debate on freedom of expression in the context of this year's World Press Freedom Day theme.

**Click to find out about their coverage**



### 4 CARTOONS FOR FREEDOM OF EXPRESSION

Cartooning for Peace and UNESCO join forces again to defend press and artistic freedom with the publication of the series "Cartoons For Freedom of Expression."

**Access this year's cartoons selection, also published in UNESCO's Twitter and Facebook**



### 5 #PressFreedomQuiz

10 questions, visuals and an answer sheet ready to be disseminated in your social media channels. Publish one question per day and give the answer a few hours later in the comments section.

**Download the quiz and the guidelines**



### 6 UN messages On the occasion of World Press Freedom Day



**UNSG video message**



**UNESCO Director-General message**

#### More

2018 UNESCO/Guillermo Cano Press Freedom Prize Laureate

### Special Emoji!



Look for the emoji specially made for #WorldPressFreedomDay. Share it now!

WPF logo and emoji are a design by Helmut Langer

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# Key Facts

World Press Freedom Day (WPDF) is the global celebration of the fundamental rights to freedom of expression, freedom of information, and press freedom. The main event of this 25th edition will take place in Accra, Ghana from 2 to 3 May 2018.

The theme chosen for this year's World Press Freedom Day is "*Keeping Power in Check: Media, Justice and the Rule of Law*". It explores the interaction between the judiciary and the media, and their complementary roles in fostering transparency, accountability and governance.

Alongside the main celebration, more than 100 national and regional events will take place in countries around the world.

More than 800 participants will attend the main event in Accra, among them high-level representatives of regional and national judiciary systems, ministers, heads of media organizations, journalists and civil society.

18 parallel sessions, have been arranged in multiple interactive formats, to discuss topics ranging from internet shutdowns, to gender-based harassment, through safety protocols for journalists, and artistic freedom in the digital age.

The annual exhibition of the laureates of World Press Photo Contest will take place within the framework of the celebration in Accra.

An academic conference will present new research on the safety of journalists. For the first time, a Policy Lab will offer a unique opportunity for high-quality interactions between researchers and policy actors working on common topics.

The 2018 UNESCO/Guillermo Cano World Press Freedom Prize will be awarded to jailed Egyptian photojournalist Mahmoud Abu Zeid, known as Shawkan, following a decision of an independent international jury of media professionals.

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# Key Messages

## **Journalism and trustworthy information keeps power in check and preserves democratic processes.**

Media's watchdog role is crucial to hold governments and institutions accountable.

One of the primary contributions of journalists to democracy and sustainable development is their work to monitor and report abuses to democratic processes. In doing so, journalists foster transparency, accountability and the rule of law. Media coverage can also help democracy, advance gender equality and sustainable development.

Independent and quality media helps bring about free, fair and transparent electoral processes.

Electoral integrity and legitimacy can only be ensured through the fundamental freedoms of expression and access to information. Free media helps to monitor the legality of the voting process and complements the role of courts as guarantors of the rule of law.

A free, plural and independent media is an antidote to polarization and can counter the manipulation of opinion during electorate process.

Attempts to fabricate news on social media can polarize people, lead to conflict and discredit authentic journalism. A free, independent and pluralistic media by contrast can provide people with verifiable information and can expose misinformation and disinformation.

Effective laws for access to information law, and transparency in centers of power, are needed for media to fulfil their watchdog function.

Legal frameworks for access to information and transparency help to build a culture of openness, assisting journalists in retrieving information for the public, and reinforcing good governance.

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**#PressFreedom**

[en.unesco.org/commemorations/worldpressfreedomday/2018](http://en.unesco.org/commemorations/worldpressfreedomday/2018)

## **A just, effective and independent judiciary for free and safe media.**

An independent judiciary must ensure the rule of law and protect fundamental freedoms.

Freedom of expression, freedom of information, and the safety of journalists are rights which need to be fully protected by the courts as well as by law enforcement officials. These actors should be well versed in international standards and regional jurisprudence on freedom of expression.

Judges and judicial officials act as the guarantors of press freedom and safety of journalists.

By applying clear guidelines prescribed by law, judicial officials can prevent arbitrary suspension of free speech, ensure trial of those that have attacked journalists, and send a strong signal to the public about citizens' right to communicate without fear.

Press freedom is essential for peace, justice and strong institutions.

The contribution of journalists and media workers aligns with Sustainable Development Goal (SDG) 16 of peace, justice and strong institutions. In order to reach this Goal, effective, accountable and transparent institutions at all levels must be developed, and press freedom is an essential ingredient in this.

## **An open and accessible Internet is a precondition for freedom of expression online**

Legal frameworks are needed to protect journalists and their sources from digital threats and attacks.

Effective legal frameworks need to be operated by governments and training programmes provided by stakeholders to mitigate risks faced by journalists when working online.

Embracing Internet Universality is fundamental to strengthen an Internet based on human rights, that is open, accessible to all, and which ensures multi-stakeholder participation.

Internet Universality Indicators are being developed to help governments and all interested stakeholders to assess and improve their national Internet environment.

**#WorldPressFreedomDay17**  
**#PI #PressFreedomM**

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Internet intentional disruptions are a form of censorship.

Filtering of content, blocking of websites, and Internet shutdowns are blanket measures to exert control over the flow of information. These actions typically constitute disproportionate restrictions to access to information and freedom of expression. Many states still need a well-defined legal basis to align limitations with international standards of legality, necessity and legitimate purpose.

**More about World Press Freedom Day 2018, visit:**

[en.unesco.org/commemorations/worldpressfreedomday/2018](http://en.unesco.org/commemorations/worldpressfreedomday/2018)

**Share the message now.**

**It's time for truth. It's time for press freedom**

***#WorldPressFreedomDay***  
***#PressFreedom***