Impact and Visibility Report

World Press Freedom Day 2022
A snapshot of World Press Freedom Day 2022

- World Press Freedom Day Global Conference 2022, was opened by Audrey Azoulay, UNESCO Director-General and H.E. Luis Lacalle Pou, President of Uruguay.

- 3,400 registered for online and offline participation during the three days of the Conference (2 – 4 May).

- Over 300 speakers and more than 60 sessions organized by 68 partners.

- World Press Freedom Day was also celebrated around the world through over 50 national and local events where media freedom advocates rallied partners to raise the voice on press freedom. Find more on the list of celebrations.

- Around 20 major media organizations from around the world joined UNESCO’s global media campaign by printing the ads or sharing social media materials such as Al Jazeera, CNN, Daily Maverick and Rapport from South Africa, the New York Times, the Guardian, Financial Times, The Nation and Business Daily, Kenya, Le Monde, El País Spain and El País Uruguay to only name a few.

- 660 articles in 6 UN languages mentioned the UNESCO/Guillermo Cano World Press Freedom Prize 2022. A potential number of readers of 157M.

- 160,000 articles referencing “Journalism Under Digital Siege” when searched online - only in English.

- Data from UNESCO’s World Trends on Media Development and Freedom of Expression featured in multiple media articles and official statements.

- An analysis made by the University of South Carolina reported that #WorldPressFreedomDay was mentioned 273,070 times globally in Twitter, from which 7,845 mentions, @UNESCO was the most-tagged Twitter account during World Press Freedom Day. The conversations on the Day garnered more than 7 billion impressions on Twitter.
UNESCO/Guillermo Cano Prize 2022

- The **Belarusian Association of Journalists** (BAJ) was named as the laureate of the 2022 UNESCO/Guillermo Cano World Press Freedom Prize, following the recommendation of the International Jury of media professionals. The Award was handed over to **Andrei Bastunets**, Chairman of the Belarusian Association of Journalists during a ceremony in the presence of **UNESCO Director-General, Audrey Azoulay**, the participation of Jury members and a representative from the Guillermo Cano Isaza Foundation.

“By awarding the prize to the BAJ, we are standing by all journalists around the world who criticize, oppose and expose authoritarian politicians and regimes by transmitting truthful information and promoting freedom of expression. Today we salute and praise them; we find a way to say: we are with you and we value your courage.”

Alfred Lela
Chair of the Prize’s international jury. Founder and director of the political talk show *Politiko* on TopNews
Session with Nobel Peace Prize Laureates

- Following the decision to award the 2021 Nobel Peace Prize to two journalists for the first time in 86 years, World Press Freedom Day Conference brought together former Nobel Peace Prize Laureates - participating virtually and via video messages - to discuss the role of journalism in promoting peace. The session was jointly organized with the World Summit of Nobel Peace Laureates to underscore the importance of freedom of expression as a prerequisite for peace and democracy. It also served to draw attention to the many attacks on press freedom and access to information all around the world and the threats faced by journalists all around the world.

“Remember, where war propaganda begins, a war will inevitably follow.”

Taken from Dmitry Muratov’s message for World Press Freedom Day Global Conference
Editor in Chief of Novaya Gazeta; Nobel Peace Prize Laureate 2021
Key Launches and Initiatives

- The Conference was an action platform for partners and stakeholders to launch and showcase practical tools, new initiatives, and research to break the digital siege to independent, professional, pluralist and sustainable journalism.
International partners mobilizing to address new and persisting threats

- **Joint Statement on the Safety of Journalists** on the occasion of World Press Freedom Day 2022 by the Presidents of the UN General Assembly, of the UNESCO General Conference, and of the UN Human Rights Council, available here: [English](#) | [French](#) | [Spanish](#) | [Arabic](#) | [Russian](#) | [Chinese](#)

- Joint Declaration by **Special Mandates on freedom of expression and gender justice**, to call attention to the structural barriers that prevent women from equal enjoyment of freedom of expression, access to digital technology and participation in the media: [Full text](#).

- Launch of the **Organization of American States’ Group of Friends on Freedom of Expression and Journalism**.

- The **first consultations** on the 10th Anniversary of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity were held, which will inform the future implementation of the Plan.

- Joint discussion by **Presidents of Regional Human Rights Courts**.

- Capacity building was also organized aside of the Conference including a **Workshop with Privacy Commissioners on Right to Privacy**, Freedom of Expression and Data Protection; a training for **UN staff** from the Region as well as the **Digital Drop-in Safety Clinic by Access Now**.
Presentation of multiple publications, initiatives and solutions to address the digital threats to journalists and media

- The SafeBox Network by Forbidden Stories, which allows threatened journalists to keep their sensitive information safe - in case a journalist is kidnapped, detained or murdered, Forbidden Stories will be able to continue their investigations and publish them worldwide.

- A new report on the relations between whistleblowers and journalists and a policy brief on media viability, part of UNESCO’s World Trends in Freedom of Expression and Media Development Series.

- The launch of two chapters of UNESCO’s forthcoming global study “The Chilling” on how news organizations and internet companies must address online violence against women journalists.

- The UNESCO’s World Trends in Freedom of Expression and Media Development and the launch of Global report ReShaping Policies for Creativity were launched in Latin American and the Caribbean. More launches of the World Trends in Freedom of Expression and Media Development Report were organized in at least other 7 countries across the world.

Opportunities for funding

- The 2022 Call for proposals of the UNESCO Global Media Defence Fund was launched.

- The International Fund for Public Interest Media has launched an inaugural round of funding through an open call for applications.
Celebrations around the world

National and regional events were organized by UNESCO and partners to commemorate World Press Freedom Day and raise awareness of the digital threats facing journalism.

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Global Media Campaign

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Journalism is being blocked

Detected threats:
- Hacking
- Surveillance
- All sorts of online harassment and abuse

Update your protection tools

unesco

Hoping to Avoid Shanghai’s Fate, Beijing Ramps Up Covid Measures

Le RN promet d’ouvrir les législatives «aux gens de l’extérieur»

Le chef de l’Etat assume une « phase de décanalisation » avant la nomination du nouveau gouvernement

Il lui faut à la fois aider verts pour restituer le monde et agir rapidement pour ne pas les briser
On and around World Press Freedom Day, top media organizations shared UNESCO’s campaign printed ads, digital banners and social media materials, and published them in their newspapers, web portals and social media account. Among participant media are:

- Financial Times, USA
- The New York Times, USA
- Los Angeles Times, USA
- The Guardian, UK
- The Globe & Mail, Canada
- Le Monde, France
- Media24 - the Daily Maverick, South Africa
- Sunday Times, South Africa
- Rapport, South Africa
- El País, Spain
- ABC, Spain
- France 24, France
- RFI, France
- MC Doualiya, Arab regional
- Nation Media Group, Kenya
- BBC, UK
- Al Jazeera, Arab regional and global
- The Business Daily, Kenya
- El País, Uruguay
- El Observador, Uruguay
- Busqueda, Uruguay
- Infobae, Argentina
- Daily Monitor, Uganda
- Groupe Centre France, France
Examples of digital and print ads

France 24

Los Angeles Times

The Guardian

El Pais

Monte Carlo Doualiya

Media 24 (South Africa)
Examples of social media posts from UNESCO

78 posts were published from UNESCO social media channels in English (Twitter, Facebook, Instagram, LinkedIn) reaching about 3M users.
Media Coverage & Social media Interactions
Coverage at Conference venue by major TV channels:

Aristegui (CNN en Español) (7.4M Twitter followers)
interviews with:
- Audrey Azoulay
- Pedro Vaca Villareal
- Maria Jose Cano
- Guilherme Canela
- Julissa Mantilla Falcón

Teresa Bo (Al Jazeera English)
interviews with:
- Khadija Ismayilova
- Andrei Bastunets
- Irene Khan
- Federico Villegas

Uruguayan newspapers and social media: Around 20 Uruguayan newspapers covered the event. For the first time, UNESCO became a trending topic in Uruguay, positioning WPFD at the top 3 topics within 48 hours. 70 K impressions generated by the coverage of the Conference in Social media via @unescomvdo.

Articles published by UNESCO

English:
- Belarusian Association of Journalists awarded the UNESCO/Guillermo Cano World Press Freedom Prize 2022 (Press release)
- New policy brief on media viability launched a World Press Freedom Day
- UNESCO and ICFJ release new research on online violence against women journalists
- UNESCO launches must-read handbook on reporting on migrants and refugees
- Presidents of UNESCO General Conference, UN General Assembly and UN Human Rights Council issue a first statement on Safety of Journalism
- Journalists and Whistleblowers: A dynamic relationship to fight corruption

Spanish:
- Hoja de ruta para America Latina y el Caribe tras el #DíaMundialDeLaLibertadDePrensa
- Ser mujer y periodista es un riesgo en América Latina y el Caribe, alertan especialistas en Conferencia Global de la UNESCO por el Día Mundial de la Libertad de Prensa
“Around 85% of people live in countries where it has declined over the past five years, according to analysis by UNESCO of data on freedom of expression from the Varieties of Democracy (v-dem) Institute.”

Examples of coverage by newspapers from around the world

- The Nation (Malawi)
- Inquirer (Philippines)
- Euronews
- Waltainfo (Ethiopia)
- Infobae (Latin America)
- NationNews (Barbados)
Examples of media outlets covering World Press Freedom Day by country:

Europe and North America: Le Figaro, France 24, TV5 Monde, RTL, Sud Ouest, (France), Euronews, The Guardian (UK), The Economist (UK), The Washington Post (USA), DW (Germany), Radio Television Belge (Belgium), Euractiv.

Asia and the Pacific: Sindomanado (Indonesia), South China Morning Post (China) Inquire (Philippines), Bangkok Post (Thailand)

Latin America and the Caribbean: Infobae, EFE, La Voz de América (regional), Carve Media (Uruguay), Aristegui Noticias (México) Mare de Noticias (Brazil), El País (Uruguay), Radio Nacional (Peru), ADEPA (Argentina), El Siglo (Panama), La Nación (Paraguay)

Arab States: AnaAlgeria (Algeria), Al Mamlaka TV (Jordan), Cawalisse News Website (Morocco), Al Anba News website (Kuwait), Husna FM (Jordan), Al Hassad net (Qatar), Al Bawaba (regional), Al Jazeera (regional), Al Etihad Media (UAE), Al Arabi (Egypt), Al Alam (Morocco)

Africa: Alwilda (Tchad), Daily Maverick (South Africa), Actuniger (Niger), The Citizen (Tanzania), The Nation (Kenya), Waltainfo (Ethiopia)
The Youth Newsroom

UNESCO and the Catholic University of Uruguay hosted the Youth Newsroom as part of WPFD, bringing together more than 17 young journalists from all over the world including Italy, Poland, Bosnia and Herzegovina, Montenegro, Mexico, India, South Africa, Brazil, the United States of America, and Uruguay, among others.

They produced over 40 news articles, interviews, videos and other multimedia content covering the Conference. Read them here.
UNESCO and Cartooning for Peace joined forces to alert on the digital threats faced by journalists and press cartoonists, with a new series of cartoons on World Press Freedom Day 2022 theme “Journalism Under Digital Siege”. See them all.
Leaders and influencers posting on #WorldPressFreedomDay

Pope Francis 🏛️ @Pontifex: On this World #PressFreedom Day, let us #PrayTogether for the journalists who pay in person, with their lives or imprisonment, to serve this right. Special thanks to those who courageously inform us of the wounds of humanity.

Jen Psaki 🇺🇸 @PressSec: We take questions from journalists – a challenging and rewarding task we don’t take for granted because we understand a free press is essential to democracy. Today, we celebrate #WorldPressFreedomDay and the journalists who risk their lives to ensure the truth is covered.

Ursula von der Leyen 🇪🇺 @vonderleyen: On #WorldPressFreedomDay2022 Europe stands by those who speak truth to power.

Wopke Hoekstra 🇳🇱 @WBHoekstra: On #WorldPressFreedomDay we stress the importance of free and independent media and safety for journalists. Online and offline. It requires continuous effort to safeguard #PressFreedom, also in the Netherlands. That is why we are a member of the MediaFreedomCoalition & @FO_Coalition.

Josép Borrell Fontelles 🇪🇸 @borrell: Free press allows for a democratic, stronger and inclusive society and is instrumental in the protection and promotion of human rights.

António Guterres 🇵🇹 @antonioguterres: Journalists & media workers are facing increased politicization of their work & attempts to silence them from many sides.

Ann Lindo 🇬🇧 @AnnLindo: Freedom of expression and media freedom are cornerstones of democracy. On #WorldPressFreedomDay we salute all the brave journalists & other media workers for their invaluable work. 🇬🇧 is proud to be a member of @MediaFreedomC #DriveForDemocracy. Statement: mediasfreedomcoalition.org/activities/jol...
Official statements on #WorldPressFreedomDay (non-exhaustive list)

- Statement by the President of the United States of America and US Department of State
- Statement by the Prime Minister of Canada
- Statement by the Foreign Secretary of the United Kingdom and Northern Ireland
- Statement by the Ministry of Foreign Affairs of France
- African Union’s message on World Press Freedom Day
- Statement by the Foreign Minister of Germany
- Statement by the Media Freedom Coalition
- Statement by Members of the Group of Friends on the Safety of Journalists at UNESCO
- Statement by the Informal OSCE Group of Friends on the Safety of Journalists
- Statement by the High-Representative of Foreign Affairs on behalf of the European Union
- Statement by the Global Partnership for Action on Gender-Based Online Harassment and Abuse
- Joint Statement by European Human Rights Ambassador
- Statement from Special Rapporteur on Freedom of Expression and Access to Information in Africa

“Over the past five years, UNESCO estimates that 85 percent of the world’s population have experienced a decline in press freedom.”
Taken from the statement by President Joe Biden on World Press Freedom Day 2022

High-level and ministerial video messages received for World Press Freedom Day

- H.E. Antonio Guterres, Secretary-General of the United Nations.
- H.E. Mr. Abdulla Shahid President of the 76th Session of the United Nations General Assembly (OPGA)
- H.E. Michelle Bachelet, UN High Commissioner for Human Rights.
- H.E. Carlos Alvarado Quesada, President of the Republic of Costa Rica.
- H.E. Mr. Nikos Dendias, Minister of Foreign Affairs, Hellenic Republic
- H.E. Wopke Hoekstra, Minister of Foreign Affairs of the Kingdom of the Netherlands.
- H.E. Ms. Emine Dzhaparova, First Deputy Minister for Foreign Affairs of Ukraine.
- H.E. Minister Kwame McCoy, Minister within the Office of the Prime Minister, Republic of Guyana.
- H.E. Mohamed Rahman Swaray, Minister of Communication and Information of Sierra Leone.
- H.E. Mantas Adomenas, Vice-Minister of Foreign Affairs of Lithuania.
- Věra Jourová, Vice-President of the European Commission, Commissioner for Transparency and Values.
- Julissa Mantilla Falcón, President, Inter-American Commission for Human Rights.
- Jutta Urpilainen, Commissioner for International Partnerships, European Commission.
Thank you

en.unesco.org/commemorations/worldpressfreedomday

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