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:
Communication tools
Every day, thousands of journalists risk their lives by leaving their homes. 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

#KeepTruthAlive

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

© Charles Petit
Every day, thousands of journalists risk their lives by leaving their homes.

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

#KeepTruthAlive
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

#KeepTruthAlive

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

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

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

#KeepTruthAlive
It is not only during an armed conflict that a journalist risks being killed. 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 #KeepTruthAlive
Double page
Every day, thousands of journalists risk their lives by leaving their homes. 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

#KeepTruthAlive

© Charles Petit
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

#KeepTruthAlive

© Charles Petit

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

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

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

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

#KeepTruthAlive

© Charles Petit

Press announcement N°4
It is not only during an armed conflict that a journalist risks being killed. 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

#KeepTruthAlive

© Charles Petit
Social networks
Cover picture

Facebook

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

#KeepTruthAlive

Twitter

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

#KeepTruthAlive
Social networks
Profile picture

Facebook
Twitter

#KeepTruthAlive
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

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

Map simulation. The data does not reflect the number of cases listed by UNESCO.
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

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 / mathieu.bliguet@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
Namara Burki: n.burki@unesco.org