Communication Report
Public Information and Media Unit

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.

65 newspaper/media articles have mentioned UNESCO and/or its participation on the World Press Freedom Day.

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.

3 May 2020
World Press Freedom Day

GAÚCHAZH (2/5/2020)

ANJ (3/5/2020)

CORREIO BA (4/5/2020)
https://glo.bo/3dEHHuD

REFUGO (4/5/2020)
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.
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.

THE IMPORTANCE OF JOURNALISM IN TIMES OF PANDEMIC AND DISINFORMATION
UNESCO in Brazil has coordinated an action calling out renowned Brazilian journalists to record reports on the importance of 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.