INTERNATIONAL DAY TO END IMPUNITY FOR CRIMES AGAINST JOURNALISTS

#TruthNeverDies Campaign

Over the past 12 years, more than 1000 journalists were killed because they wanted to inform us.

In 9 out of 10 cases, the perpetrators have not been brought to justice.

In 2013, the United Nations General proclaimed November 2 as the INTERNATIONAL DAY TO END IMPUNITY FOR CRIMES AGAINST JOURNALISTS.

We can do more than a single day to honor the memory of those journalists. It is up to us to act and to make the perpetrators understand that their crimes will not remain unpunished, that 1000 journalists will rise when one will fall, that millions of citizens will point at them.
A WORLDWIDE CAMPAIGN

We are launching this international campaign in order to engage public opinion and raise awareness of the situation for journalists around the world. The situation where hundreds of journalists have been assassinated for wanting to tell a story. A story of corruption, trafficking or violence. A story that causes a stir.

To do this we need your support, to pass on the message, so as many people as possible can be informed and to raise awareness. This is the only way we can hope to change this situation.

By publishing the press announcements in your newspaper and using the posts and covers for your Twitter and Facebook accounts, as well as the digital content on your website, you will be helping to shine a light on all these stories of journalists who have been silenced.

Today, with your help, we want to send a strong message, a message of hope, by showing that killing a journalist does not kill the truth, it just makes it more talked about.

#TruthNeverDies
EACH YEAR, ONE JOURNALIST GETS A PULITZER AND ONE HUNDRED GET SHOT.

The Best Award for the journalists killed is to make sure their work will live on and justice is done. Even after their death, help us spread the truth.

#TruthNeverDies
Their investigations were a problem for criminal organisations, corrupt politicians and enemies of human rights. It is up to us to ensure that after they are killed, their work remains a problem.

MORE THAN 100 JOURNALISTS HAVE BEEN KILLED TO MAKE THIS AD.

#TruthNeverDies
WHEN A JOURNALIST IS MURDERED, WE CAN HAVE A MOMENT OF SILENCE.

Share their stories with your network, shout them from your rooftop. Whatever you do, don’t stay silent.

OR MAKE A LOT OF NOISE.

#TruthNeverDies
THE MURDER OF A JOURNALIST IS ALWAYS BAD NEWS. EVEN FOR THOSE WHO ARE BEHIND IT.

They wanted to silence one journalist? Now the whole world is looking at them.

Every four days a journalist is killed, usually because he or she denounces corruption, including political, weighting or human rights abuses. Those responsible for these killings are almost never brought to justice. The campaign "TruthNeverDies," started in the initiative of UNSCO, marks the International Day to End Impunity for crimes against journalists. On November 2, it aims to spread the work of journalists who were killed and to perpetuate their legacy. Together we will show these killers that when a journalist dies, his honor will never die with him.

United Nations Educational, Scientific and Cultural Organization

#TruthNeverDies
#TruthNeverDies

Journalists are killed each year to silence the truth. Share their stories to keep them alive.
The murder of a journalist is always bad news. Even for those who are behind it.

Each year, journalists are killed to be silenced. Now, you can become their voice.

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INSTRUCTIONS FOR USE

THE PRESS

1/ Choose the announcement(s) numbered from 1 to 4 that you wish to receive and publish in your newspaper on November 2.

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 November 2, 2018, we are counting on you to publish the announcement on this date.
SOCIAL NETWORK & 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=1O5Z3N9ELqO1s9SQzh92TpIKcdFg8HQuX

Twitter, Facebook & Banners

To publicise the movement, we ask you, on November 2, to:

1/ Change the cover of your Facebook & Twitter accounts for this day

2/ Post the content provided on your social networks

3/ Use the digital banners on your website

Don’t hesitate to give them media coverage for greater visibility if you are able to do so.
In order to create a strong worldwide effect, we are counting on your involvement on **November 2**.

We ask you to follow the **UNESCO** account on Twitter and to share the content which will be posted from late October and shared over several weeks on UNESCO’s pages.

As well as using all the communication tools provided, speak out for all these murdered journalists using the hashtag **#TruthNeverDies**.

We are counting on you to share articles and other content from anonymous journalists or colleagues who have disappeared.

More than a tribute to the whole profession which is subjected to these threats on a daily basis, this is a message that we will send collectively to all those behind these crimes.
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:

laetitia.de-camas@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:
https://en.unesco.org/commemorations/endimpunity

UNESCO Contacts:
Eva Canan : e.canan@unesco.org

UNESCO Social media:
Alfredo Trujillo Fernandez : a.trujillo-fernandez@unesco.org