

# Use free material to promote World Press Freedom Day

PARIS, FRANCE / DARMSTADT, GERMANY: The World Association of Newspapers and News Publishers (WAN-IFRA) will provide free a comprehensive package of editorial, visual and advertising materials on press freedom themes to celebrate World Press Freedom Day, on 3 May 2013.



Available online, the resources are designed to engage readers with the issues surrounding press freedom as well as highlight the fragility of the right to freedom of expression.

## Highlighting journalists' risks

Among the materials offered is an exclusive WAN-IFRA editorial that discusses the media's ongoing struggle to remain free and independent against a backdrop of violence, threats and journalist deaths.

"Online and off, new challenges or familiar threats are no less shocking. Each year heralds a roll call of journalist casualties, imprisoned media professionals or publications threatened, intimidated or financially strangled to the point of closure. Above all, with a sense of solemn reflection, 3 May is an occasion to remember colleagues targeted for their work, especially those killed in the line of duty," states the organisation.

High-resolution advertising materials from award-winning design team Iris Worldwide, along with evocative photographs from the last 12 months of news coverage by Agence France-Presse, provide a range of alternatives for striking visual coverage.

A short animated film is also available for sharing that highlights the number of journalists killed over the last 15 years and encourages support for the United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity - a global call, backed by WAN-IFRA, for all stakeholders to protect media professionals working in dangerous environments better.

## Resources for young readers

Other materials include editorial cartoons provided in association with French organisation Cartooning for Peace, a multi-

media package highlighting journalists killed that includes infographics revealing the world's most dangerous regions for media professionals and resources for educators and newspapers to engage with young readers.

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore and India, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.

For more, go to [www.worldpressfreedomday.org](http://www.worldpressfreedomday.org).

For more, visit: <https://www.bizcommunity.com>