



# DESIGN AN AD FOR THE 21<sup>st</sup> CENTURY



World  
Press  
Freedom  
Day

World Association of Newspapers  
and News Publishers

## The task

For the newspaper, create a public service advertisement that will make people aware of the importance of press freedom in their lives and how it is under attack. This advertisement can be for any platform of the newspaper (print, web, etc.)

## Background

Newspapers worldwide join the World Association of Newspapers and News Publishers in its annual initiative to draw attention on 3 May, World Press Freedom Day to the role of independent news and information in society, and how it is under attack

## Audience

The reader of the newspaper or web page who will see the advertisement. This audience is unlikely to be knowledgeable in press freedom issues.

## Objective

Our key objective for 2010 is to make readers aware that press freedom is a key element of life in any democracy and that in some places people are killed for doing news work.

## Theme

This year's theme concentrates on the general imperative of a free press for democracy, whether emerging or well-established. The campaign highlights:

- the value of a free, strong and independent press
- that there is no democracy without a free press.
- Such a press reports, investigates and challenges.

## Essential Elements

- World Press Freedom Day logo

## Background information about press freedom

<http://www.worldpresssfreedomday.org> - has advertisements from past campaigns and visuals that can be used in a new advertisement (videos, cartoons, photographs).

<http://www.rsf.org> - the website of Reporters without Borders (Reporters Sans Frontières), which defends journalists worldwide. The site is in English and French.

<http://www.ifex.org> - a Canada-based consortium of press freedom organizations worldwide that tracks violations of the right to free expression. It is a good source for latest up-to-date cases and statistics.

## Background Information about public service advertisements

The Ad Council is a non-profit organization that creates public service advertisements in the United States. Examples can be found here

<http://www.adcouncil.org/default.aspx?=596> -

Direct Works (Direct Marketing Educational Foundation) runs a global contest to create an ad for a good cause that is open to university students. Details and examples of previous winners at <http://www.directworks.org/students/default.aspx?id=288>

One Club exists to champion and promote advertising and design in all its forms, including a public service advertisement design contest for university students. Details and examples from previous year at: <http://www.oneclub.org/oc/college/>

## Tell us about it!

Send news of what you did to:  
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