



FAQ — #SpotlightPressFreedom campaign

What's Ink-stained Wretches' overarching goal?

To help build a culture of appreciation for quality journalism in aid of democracy.

How does this campaign help?

It raises awareness of [UN World Press Freedom Day](#) (May 3).

How does the #SpotlightPressFreedom campaign raise awareness?

We're asking municipalities, public institutions and landmarks to recognize the day by issuing proclamations, raising UN flags and/or lighting signs, bridges, public buildings or other landmarks.

Whenever a participant agrees to recognize WPF, it's an opportunity to educate friends, family and the public about the essential role that quality journalism plays in a healthy democracy.

Is 2025 the first year of the campaign?

No. We've been building support for quality journalism since our founding [Ink-stained Wretches](#) in 2020. But we launched our first campaign spotlighting WPF in 2022.

Is the campaign growing?

Absolutely! Visit our [campaigns page](#) for lists of annual participants and interactive maps.

For example, in addition to mayoral/municipal proclamations issued and flags raised, the 2024 campaign included the illumination of:

- Niagara Falls and Horseshoe Falls (already confirmed for 2025)
- CN Tower
- Two provincial legislature buildings in Canada (NS and NL)
- Bridges in Winnipeg and Whistler, and in Perth, Western Australia
- Digital signs in Canada and Australia

How can I participate?

Identify a local municipality, public institution or landmark and then investigate how you can submit a request for them to recognize WPF.D.

But first, check our [interactive map](#) to see whether an institution in your region participated in the campaign in 2024.

If it did, contact us to chat about taking the lead for WPF.D 2025.

If your target doesn't appear on the map, GO FOR IT!

How much time will it take?

It can take as little as 10 minutes. But be prepared to dedicate 30-60 minutes over the course of a few weeks because you will likely need to follow up after submitting your request.

How do I start?

Visit the website of your target municipality, public institution or landmark.

Read the policy or instructions on how to request recognition of a special commemorative day. Many institutions allow you to submit a request via an online form.

To learn the process, search keywords:

- proclamation, or
- illumination, or
- commemorate, *or*
- flag

How early do I need to submit a request?

Minimum four to six weeks, depending on the municipality, public institution or landmark.

Note: It's not unusual to get ghosted. So, start early!

What if they request the name and/or description of a sponsoring organization, or accept submissions only from groups but not individuals?

[Contact](#) us and we'll talk.

What if they request draft wording for a proclamation?

[Click here](#) for draft text that you can adapt for your submission.

To strengthen your draft text, provide a paragraph containing local context.

If you're submitting your request to a municipality, public institution or landmark in Canada, view the Local News Research Project [interactive map](#) for information on developments in the news sector in your region.

If I'm applying to light a landmark, which colour should I request?

United Nations blue and white or, if only one colour is available, just blue. According to the [UN quick style guide](#), blue is R0 G158 B219 or Hex: #009edb

For your local context, consider choosing a different colour.

We recognize that colours can be closely associated with specific political parties and that using blue could be misconstrued as being politically partisan. So, for example, you might **consider choosing purple** (a mixture of red and blue) for your landmark lighting request.

What if they don't respond?

After a reasonable amount of time, perhaps two weeks, contact them again. You might have to re-submit your request, so start early!

What if lighting for the landmark is already booked on May 3rd for a different commemorative day?

Don't give up! Ask them to recognize WPFDD on a day as close as possible to May 3rd — preferably before May 3rd.

Woot woot! My request has been accepted! Now what?

Congratulations on helping to strengthen democracy!

Thank them directly as well as via social media.

[Contact](#) us so we can add them to our [interactive map](#).

Share the good news with your friends and family. Pitch a story to local news media outlets. [Contact](#) us if any of them pursue a story.