SOCIEDAD INTERAMERICANA DE PRENSA INTER AMERICAN PRESS ASSOCIATION SOCIEDADE INTERAMERICANA DE IMPRENSA

on Press

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DRAFT

PROGRAM
72nd General Assembly
Hilton Reforma Hotel
Mexico City, Mexico
October 13-17, 2016

Services

Registration Don Julián Room Don Alberto Foyer Exhibit area Secretariat (Translations, Copiers) Doña Sol Room Don Emiliano Room Press room VIP room Doña Adelita Room **Seminars and Plenary Sessions** Don Alberto 3 and 4 Rooms Committee meetings Don Alberto 2 Room, Business Center **Breakfasts** Don Diego 4 Room Lunches Don Diego 4 Room

- Press room will operate daily from 8:00 a.m. to 6:00 p.m.
- Secretariat will operate daily from 8:00 a.m. to 6:00 p.m.
- Exhibit area will operate daily from 8:00 a.m. to 6:00 p.m.

PROGRAM

Thursday, October 13

(Registrations and seminars. Sessions open to all participants)

7:30 – 10:00 a.m. **Breakfast for participants registered at Hilton**

Reforma HotelDon Diego 4 Room

12:00 noon – 6:00 p.m. **Registration and credentials**

Don Julián Room

2:00 – 3:30 p.m. Panel Discussion 1: Ad blockers: A great opportunity

At first glance digital ad blockers represent a threat, but they also are leading media to share more with their readers, understand the frustrations and try to offer them a better experience of navigating the Web. The quality of the displayed ads and the sponsored content are called to

improve.

Panelists: Laura Montoya, *Brandforge*, Salt Lake City, Utah; Vegard Johnsen, Google Inc., Mountain view,

California; Local Media Consortium

Moderator: **Fernando Gómez Carpintero**, *Protec Media*,

Madrid, Spain

Don Alberto 3 and 4 Rooms

3:30 – 4:00 p.m. From consumers to producers: Agenda for digital

development in Latin America

Only half of Latin Americans are Internet users. For the non-users the lack of locally relevant content and of digital aptitudes are the main barriers to Internet access. Those who are users direct the biggest part of Latin American Internet traffic to international platforms. To change this reality what is necessary is a digital agenda directed at promoting the development

of the region's digital eco-system.

Speaker: Miguel Calderón, Telefónica, Mexico

Presenter:

Don Alberto 3 and 4 Rooms

4:00 – 4:30 p.m. **Coffee break**

Don Alberto Foyer

4:00 – 5:30 p.m.

Panel Discussion 2: New editorial products in synergy with newspapers

With income from circulation on the rise in the face of low advertising revenue print magazines are offering an added value that strengthens the operations of newspapers and also are products of independent commercialization. In this panel discussion there will be presented successful strategies and innovative business models, such as the Taller de Editores of Spain Workshop, that have enabled newspapers to complement their editorial offer through the printing of quality magazines.

Panelists: Laura Mugica and Laura Ruiz de Galarreta, *Taller de Editores*, Madrid, Spain, and a representative of another sector of the industry.

Moderator: Rafael Bonelly, Cliclogix, Miami, Florida

Don Alberto 3 and 4 Rooms

8:00 - 10:00 p.m.

Cultural visit to Bellas Artes and welcoming reception

Friday, October 14

(Seminars and welcoming reception. Sessions open to all participants)

7:30 – 10:00 a.m. **Breakfast for participants registered at Hilton**

Reforma Hotel Don Diego 4 Room

9:00 a.m. – 6:00 p.m. **Registration and credentials**

Don Julián Room

9:00 – 10:30 a.m. **IAPA 72nd General Assembly official opening**

ceremony

Welcoming remarks: Juan Francisco Ealy Ortiz and

Juan Francisco Ealy Lanz Duret

Report by IAPA President **Pierre Manigault**

Speech by Mexican President Enrique Peña Nieto

Don Alberto 3 and 4 Rooms

9:00 a.m. – 12:30 p.m. **Program for companions**

Tour of Historic Center, Reforma and Masaryk

Meeting point: Lobby

(Buses will leave the hotel at 8:30 a.m. and return at

12:30 p.m.)

10:30 – 11:00 a.m. **Coffee break**

Don Alberto Foyer

11:00 a.m. – 12:30 p.m.

Panel Discussion 3: Expectations for the new US-Latin America relationship post Hillary Clinton or **Donald Trump**

Panelists: Marybeth Sheridan, The Washington Post, Washington, DC; **Kim Murphy**, Los Angeles Times, Los Angeles, California, Michael Reid, The Economist, England

Moderator: Mario González, CNN, Atlanta, Georgia Don Alberto 3 and 4 Rooms

12:30 – 1:30 p.m.

Panel Discussion 4: Press, Digital Revolution and **Democracy**

Panelists: Joyce Barnathan, International Center for Journalists (ICFI) Washington, D.C.; Tiago Mali, Abraji-

Proyecto CTRL-X de Google Moderator: from the IAPA Don Alberto 3 and 4 Rooms

1:30 - 3:00 p.m.

Lunch

The change in the newsroom culture

Presentation by **Antonio Caño**, *El País*, Madrid, Spain; Introduced by: Rossana Fuentes Berain, Media Lab S21, Mexico City, Mexico Don Diego 4 Room

3:00 - 4:15 p.m.

Panel Discussion 5: Lethal censorship: How to break the cycle of impunity and the violence in Mexico?

While public policies have been adopted to halt the serious threats to freedom of expression the continuous denunciations of violence against journalists have lacked due response from the government, according to reports by the National Human Rights Commission and the Inter-American Commission on Human Rights. Since 2000 a total of 114 journalists have been murdered, the majority of those cases remain unpunished. What actions and commitments are necessary?

Panelists: Edgar Corzo Quinto, Mexican National Human Rights Commission, Mexico City, Mexico; Lic. **Javier Horacio Contreras Orozco**, El Heraldo de Chihuhua, Chihuahua, Mexico; Lic. Victor Murguía **Velasco**, *Organización Editorial Mexicana*, Mexico City,

Moderator: **David Aponte**, *El Universal*, Mexico City, Mexico

Don Alberto 3 and 4 Rooms

4:15 – 4:30 p.m. **Coffee break**

Don Alberto Foyer

4:30 – 5:00 p.m. **Presentation: José Mujica in perspective**

The former Uruguayan president has admirers throughout the world but also detractors. How did he arrive at where he is now? How has he been influenced by his years of confinement in inhuman conditions? Does he really believe in freedom of expression? Is he authentic? What will be his legacy? Two Uruguayan journalists who have covered his career inch-by-inch will tell us about what is behind his public figure. Their book about the ex-president has sold 170,000 copies and been translated into five languages.

Presenters: **Andrés Danza**, *Búsqueda*, Montevideo, Uruguay, and **Ernesto Tulbovitz**, communication adviser of the Canalones, Mont4video, Uruguay, Mayor's Office.

Don Alberto 3 and 4 Rooms

5:00 – 6:00 p.m. Panel Discussion 6: Is a new leadership paradigm

emerging?

Presentation by: **José Mujica**, former President of

Uruguay

Introduced by: **Danilo Arbilla**, *Búsqueda*, Montevideo,

Uruguay

Don Alberto 3 and 4 Rooms

7:00 – 9:00 p.m. **Dinner and musical spectacle**

Sponsored by TV Azteca Salón Corona, Colonia Roma Host: **Mr. Benjamín Salinas**

Remarks by Mr. Sergio Sarmiento, TV Azteca, Mexico

City, Mexico

Saturday, October 15

(Committee on Freedom of the Press and Information. Sessions open to all participants. The Committee receives Country-by-Country reports)

7:30 – 10:00 a.m. **Breakfast for participants registered at Hilton**

Reforma HotelDon Diego 4 Room

8:00 a.m. – 6:00 p.m. **Registration and credentials**

Don Julián Room

9:00 a.m. – 12:30 p.m. **Program for companions**

Covoacán – San Ángel tour Frida Kahlo Museum

(Buses will leave the hotel lobby at 8:30 a.m. and return

at 12:30 p.m.)

9:00 - 11:00 a.m. Committee on Freedom of the Press and

Information

Opening of the sessions by IAPA President **Pierre** Manigault, Evening Post Publishing Co., Charleston,

South Carolina

Naming of Sub-Committees

Presentation by Committee on Freedom of the Press and Information Chairman Claudio Paolillo,

Búsqueda, Montevideo, Uruguay

11:00 - 11:30 a.m. **Coffee break**

Don Alberto Foyer

11:30 a.m. – 1:00 p.m. **Press Freedom Panel Discussion**

The state of press freedom in Mexico

Juan Francisco Ealy Ortiz, El Universal, and Ricardo

Salinas Pliego, TV Azteca, Mexico

Moderator: **Héctor de Mauleon**, *Revista Nexos*, Mexico

Don Alberto 3 and 4 Rooms

1:00 - 2:30 p.m. Lunch

The challenges of news coverage in a world torn by

terrorism

Presented by: **Abderrahim Foukara**, *Al Jazeera*, UAE

Don Diego 4 Room

2:30 - 5:30 p.m. Committee on Freedom of the Press and

Information

- Country-by-Country reports Don Alberto 3 and 4 Rooms

Press Freedom Panel Discussion Challenges to the Right to Forget

Panelists: Carlos Jornet, La Voz del Interior, Córdoba, Argentina; Eleonora Rabinovich and Lina Ornelas, Google, Buenos Aires, Argentina (tentative); Luis

Fernando García, Red en Defensa de los Derechos

Digitales (R3D), Mexico City, Mexico

Moderator: **Claudio Paolillo**, *Búsqueda*, Montevideo,

Uruguay

Don Alberto 3 and 4 Rooms

7:00 p.m. **Dinner**

Exhibition for the Centenary of *El Universal*

Tour of Reforma, visit to the Bosque Gallery where there will be the El Universal Centenary exhibition El Lago de Chapultepec Restaurant, musical spectacle

with fireworks and lights

(Buses leave the hotel lobby at 6:30 p.m. and return at

10:30 p.m.)

Sunday, October 16

(Sessions open to all participants)

7:30 – 10:00 a.m. **Breakfast for participants registered at Hilton**

Reforma HotelDon Diego 4 Room

8:00 a.m. – 6:00 p.m. **Registration and credentials**

Don Julián Room

9:00 a.m. – 3:30 p.m. **Program for companions**

Tour of the Basilica and Pyramids

(Buses leave the hotel lobby at 8:30 a.m. and

return at 3:30 p.m.)

9:00 – 10:30 a.m. **Board of Directors of the IAPA, Press Institute and**

Scholarship Fund (The Board of Directors sessions will

be open to all participants)

Attendance roll call by IAPA Secretary Bartolomé

Mitre, La Nación, Buenos Aires, Argentina

• General report by IAPA President **Pierre Manigault**, *Evening Post Publishing Co.*, Charleston, South Carolina

Report by Executive Committee Chairman Jorge
 Canahuati, La Prensa, San Pedro Sula, Honduras

- Report by the Chairman of the Board of Governors of the IAPA Press Institute, **Matthew Sanders**, *Deseret News Digital*, Salt Lake City, Utah
- Report by Chapultepec Committee Chairman José
 Roberto Dutriz, La Prensa Gráfica, San Salvador, El Salvador

- Financial report by IAPA Treasurer Christopher
 Barnes, The Gleaner, Kingston, Jamaica, and by Finance,
 Audit and Fundraising Committee Chairman Hugo
 Holmann, La Prensa, Managua, Nicaragua
- Report by International Affairs Committee Chairman
 Fernán Saguier, La Nación, Buenos Aires, Argentina
- Report by Strategic Development and Communications Committee Chair María Elvira Domínguez, El País, Cali, Colombia, and by the Co-Chairs of the Fundraising and Resources Committee, Miguel Henrique Otero, El Nacional, Caracas, Venezuela, and Shida Bolai, Caribbean Communication Network, Port-of-Spain, Trinidad
- Administrative report by IAPA Executive Director Ricardo Trotti
- Report by Membership Committee Chairman Ed McCullough, Associated Press, Miami, Florida, approval of new members
- Report of Impunity Committee by Juan Francisco Ealy Ortiz, El Universal, Mexico City, Mexico
- Report by Legal Affairs Committee Chairman Gonzalo Zegarra, Semana Económica, Lima, Peru Don Alberto 3 and 4 Rooms

9:00 a.m. – 4:00 p.m.

Board of Directors elections

Don Alberto Foyer

10:30 a.m. - 12:00 noon

Panel Discussion 7: Theft of content and freedom of expression

Mexican editors and publishers

Panelists: Representatives of Milenio, Televisa,

Excelsio

Coordinator: **Francisco Santiago**, *El Universal*, Mexico

City, Mexico

Don Alberto 3 and 4 Rooms

12:00 noon – 12:15 p.m.

Coffee break

Don Alberto Foyer

1:00 - 3:00 p.m.

Lunch

Presentation of IAPA Presidential Award

Pierre Manigault

Don Diego 4 Room

3:00 - 4:30 p.m.

Panel Discussion 8: International news agencies in their role as "new correspondents." The call for

multimedia coverage by traditional media is a challenge that has been accepted by news agencies. How do they prepare themselves for the future? The new news products are being adapted to the digital platforms and include a redefinition of the role of correspondents. Panelists: **Marjorie Miller**, *Associated Press*, New York, N.Y; **Raúl Cortés**, *EFE*, Madrid, Spain; **Simon Gardner**,

Thomson Reuters, United Kingdom

Don Alberto 3 and 4 Rooms

4:30 – 5:30 p.m. **Panel Discussion 9: Digitalization as an opportunity**

for sustained growth Missing description

Panelists: **Fabio Schiattarella** and **Rick Taffer**, *IBM*,

Armonk, N.Y.; (other panelist TBA)

Moderator:

Don Alberto 3 and 4 Rooms

7:00 p.m. **Dinner**

Reception and presentation of awards for

excellence in journalism

Hosted by Organización Editorial Mexicana

Monday, October 17

(Sessions open to all participants)

7:30 – 10:00 a.m. **Breakfast for participants registered at Hilton**

Reforma Hotel

Don Diego 4 Room

8:00 a.m. – 6:00 p.m. **Registration and credentials**

Don Julián Room

9:00 – 10:30 a.m. **72nd General Assembly**

Committee on Freedom of the Press and

Information

Approval of Country-by-Country reports, Conclusions

and Resolutions

Don Alberto 3 and 4 Rooms

10:30 – 11:00 a.m. **Coffee break**

Don Alberto Foyer

11:00 a.m. – 12.00 noon **72nd General Assembly**

Continuation of approval of Country-by-Country

reports, Conclusions and Resolutions

Don Alberto 3 and 4 Rooms

12:00 noon – 12:30 p.m. **72nd General Assembly**

Results of the elections for directors

Elections Committee report

Election of the officers and members of the Executive Committee for the period 2016-2017 Report by the Nominations Committee Chairman

Report on Future Sites

Any Other Business

Don Alberto 3 and 4 Rooms

12:30 – 2:00 p.m. **Lunch and closing ceremony**

Speech by incoming IAPA President

Don Diego 4 Room

COMMITTEE MEETINGS

(The committee meetings are reserved exclusively for their members)

Thursday, October 13

8:30 – 9:30 a.m. **Meeting of the Finance, Audit, Fundraising**

Committee

Chairman, Hugo Holmann, La Prensa, Managua,

Nicaragua

Don Alberto 2 Room

10:00 a.m. – 1:30 p.m. **Meeting of the Executive Committee and Advisory**

Council

Chairman, Jorge Canahuati, La Prensa, San Pedro Sula,

Honduras

Don Alberto 2 Room

1:30 – 2:30 p.m. Lunch: Executive Committee and Advisory Council

Doña Adelita Room

2:30 – 4:30 p.m. **Continuation of the meeting of the Executive**

Committee and Advisory Council

Don Alberto 2 Room

5:00 p.m. **Meeting of the Committee on Freedom of the Press**

and Information, of the Resolutions Committee and

of the Impunity Committee

Chairmen, **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay; **Roberto Rock**, *La Silla Rota*, Mexico City,

Mexico

Don Alberto 2 Room

5:30 p.m. **Meeting of the Latin American Journalism Education**

Accreditation Council (CLAEP)

Chairman, **Tony Pederson**, Southern Methodist

University, Dallas, Texas Business Center Room 1

5:30 p.m. **Meeting of the Awards Committee**

Chair, Marcela Noble Herrera, La Razón, Buenos Aires,

Argentina

Business Center Room 2

7:30 p.m. **Dinner offered by the Host Committee to the**

Executive Committee and Advisory Council

Old Mexico City Hall

(Buses will leave the hotel lobby at 6:30 p.m. and return

at 10:00 p.m.)

Friday, October 14

8:00 a.m. **Meeting of the National Press Associations**

IAPA President **Pierre Manigault**, Evening Post

Publishing Co., Charleston, South Carolina

Don Alberto 2 Room

8:00 a.m. **Meeting of the Membership Committee**

Chairman, Ed McCullough, Associated Press, Miami,

Florida

Business Center Room

4:30 p.m. **Meeting of the Nominations Committee**

Chairman, **Gustavo Mohme**, *La República*, Lima, Peru

Don Alberto 2 Room

Saturday, October 15

8:00 a.m. **Meeting of the Board of Governors of the Press**

Institute and of the Internet Committee

Chairmen, **Matthew Sanders**, *Deseret News Digital*, Salt Lake City, Utah, and **Ernesto Kraiselburd**, *El Día*, La

Plata, Argentina Don Alberto 2 Room

4:30 p.m. **Meeting of the Legal Committee and of the Strategic**

Development and Communications Committee Chairs, **Gonzalo Zegarra**, *Semana Económica*, Lima, Peru; **María Elvira Domínguez**, *El País*, Cali, Colombia

Business Center Room 2

Sunday, October 16

8:00 a.m. **Meeting of the Board of Governors of the IAPA**

Scholarship Fund

Chair, María Catalina Saieh, Copesa, Santiago, Chile

Business Center Room 1

8:00 a.m. **Meeting of the Fundraising and Resources**

Committee

Co-Chairs, **Miguel Henrique Otero**, *El Nacional*, Caracas, Venezuela; **María Catalina Saieh**, *Copesa*,

Santiago, Chile

Business Center Room 2

5:30 p.m. **Meeting of the Chapultepec Committee and of the**

Chapultepec Grand Prize Adjudication Panel

Chairman, **José Roberto Dutriz,** *La Prensa Gráfica*, San

Salvador, El Salvador Business Center Room 1