Midyear Meeting
April 25-27, 2023

[Registration here](#)

PROGRAM

Tuesday, April 25:

10:00 to 10:30 a.m. Inauguration: IAPA President **Michael Greenspon** and Chairman of the Committee on Freedom of the Press and Information **Carlos Jornet**.

10:30 to 11:30 a.m. Panel: "Nicaragua stripped: a country without legitimacy or justice."
After calling them "traitors," the Nicaraguan dictatorship expelled and stripped the leading opposition figures of their Nicaraguan citizenship. Will all the political and civic forces manage to organize themselves in exile to try to return to their country?
Juan Lorenzo Holmann, **Miguel Mendoza**, **Tamara Dávila** y **Lester Alemán Alfaro**.
Moderator: **Carlos Jornet**, Committee on Freedom of the Press and Information Chairman.

11:30 a.m. to noon Presentation: "Why a Model Protocol for Intervention and Interaction of Security Forces with Journalists and What it Contains."

Eduardo Bertoni, representative of the Inter-American Institute of Human Rights Regional Office in South America.

Wednesday, April 26

10:00 to 11:00 a.m.   Panel: "The propaganda and disinformation of China and Russia in Latin America."
An analysis of the predominantly Chinese and Russian narratives aimed at international and, in particular, Latin American audiences. China's soft power strategy, media deals, and its capture of local elites. **Juan Pablo Cardenal**, analyst, Center for the Opening and Development of Latin America (CADAL); **Ludmila González Cerruli**, journalist and researcher in International Relations and **Nicolás de Pedro**, Senior Fellow, Institute for Statecraft in London.

11:00 to 11:40 a.m.   Presentation: "Artificial intelligence at the service of journalism."
The main concern for journalists is that they will be displaced. But, at the same time, we need to learn more about the applications and tools that will be of great use to our profession—practical and experimental examples in the media.
Luis González, Professor of Journalism, Florida International University (FIU), Miami, USA.

11:40 a.m. to 12:15p.m	Panel: "The dangers and benefits for journalism of artificial intelligence." **Dalia Hashim**, Director of the I.A. and Media Integrity program; **Jacobo Castellanos**, Technology, Threats, and Opportunities Coordinator at Witness. <u>Moderator:</u> **John Reichertz**, Content Authenticity Initiative.
12:15 to 1:00 p.m.	Panel: "Comparative analysis of IAPA survey." *Journalism research scholars examined IAPA's annual State of Digital Transformation survey. What are its key findings?* **Juan David Bernal**, Executive Director, Latin American Council for the Accreditation of Education in Journalism and Communication, CLAEP, and **Daniel López**, Universidad Hemisferios, Ecuador. <u>Moderator:</u> **Horacio Ruiz,** Director of Publications, IAPA.
1:00 to 1:40 p.m.	Presentation: "The reconstruction of local news." *A new perspective on local information fosters the creation of media coalitions that seek to enhance its importance for democracy—the development of public policies to mitigate information deserts.* **Ken Doctor**, media analyst and author of "Newsonomics." <u>Presented by:</u> **Gabriela**

Vivanco, President of the Executive Committee, IAPA.

1:40 to 2:40 p.m.	Panel: "Self-sustaining digital audience growth strategies." Presents **Ezequiel Arbusti**, Mark Tube, success stories of medium and small digital media that have achieved sustainability. Participants: *La Silla Rota*, *Proceso*, *Radio Fórmula* and *Luz Noticias*, Mexico; *La Diaria*, Uruguay; *Prensa Libre*, Guatemala and *La Prensa,* Panama.
2:40 to 3:40 p.m.	Conversation - "Presentation of joint SIP/Google initiative for media sustainability in Latin America." **Rodrigo Bonilla**, Google, and **Ricardo Trotti**, IAPA Executive Director.

Thuersday, April 27:

10:00 to 11:00 a.m.	Panel: "After Paris, where do we go with content moderation?" *Unesco's international conference established guidelines for regulating digital platforms and safeguarding freedom of expression and access to information.* **Adeline Hulin**, project manager, Unesco; **Natalia Zuazo**, consultant, Unesco and Eric Iriarte, Iriarte y Asociados. Moderator: **Ana Cristina Ruelas**, senior manager, Unesco.

11:00 a.m. to 12:00 p.m.	Panel: "Follow-up to the competition bills in the U.S. and Canada." **Danielle Coffey**, News Media Alliance; **Paul Deegan**, News Media Canada. <u>Moderator:</u> **Martin Etchevers**, *Clarín*, Buenos Aires, Argentina.
12:00 to 12:30 p.m.	Presentation: "Read and recirculate: optimizing the experience to foster loyalty." *Newspaper companies spend a lot of money creating content that is then lost. They must learn how to recycle content to obtain a much higher ROI and, at the same time, build reader loyalty across multiple platforms.* **Julia Schvartzer**, customer success manager, *Chartbeat*.
12:30 to 1:30 p.m.	Panel: "Inclusion, leadership and women in journalism." *Only 22% of leadership positions in the media are held by women, according to a Reuters Institute study that analyzed gender inequality in 240 major newspaper companies in 12 countries. As a result, IAPA and other organizations are calling for actions to promote greater inclusion of women.* **Martha Ramos**, Organización Editorial Mexicana (OEM), **Gabriela Vivanco**, *La Hora*, Ecuador; **Laura Puertas,** *Medcom,*

Panamá and **Cathy Reyes**, *CNN en Español*, Atlanta, Georgia.

1:30 to 2:00 p.m.	Panel: "Transformations and learning of the media in the post-pandemic." *The impact of Covid-19 on Ibero-American journalism. The world came to a standstill during the pandemic, but the journalism industry functioned extraordinarily.* **Andrés D'Alessandro**, Executive Director National Media Association from Argentina (ADEPA,) and **Adriana Amado**, teacher, researcher, and international media analyst.
2:00 to 2:30 p.m.	Approval of the press freedom reports, resolutions, and conclusions.