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**Mid-year Meeting
INTER AMERICAN PRESS
ASSOCIATION**

**Punta Cana, Dominican Republic
April, 8-11, 2016**

> Inter American Press Association



The **Inter American Press Association** is a non-profit organization bringing together Western Hemisphere publications interested in promoting and protecting freedom of the press and the public's right to be informed in the New World. Its primary goals are the following:

- To defend freedom of the press.
- To promote and protect the general and specific interests of daily newspapers and periodicals of the Americas.
- To strengthen and preserve the dignity, rights, and responsibilities of journalism.
- To foster uniformity in professional standards and ethical conduct.
- To exchange ideas and information leading to the cultural and technological development of the press.
- To strive for broader understanding and cooperation among the people of the Americas and to uphold the fundamental principles upon which a free society and individual freedoms are based.

> Host Committee

Sociedad Dominicana de Diarios, Inc. (SDD)

Listín Diario

Miguel Franjul y Rosanna Rivera

La Información

Enmanuel Castillo

El Caribe

Rafael Osvaldo Santana

El Nacional

Bolívar Díaz

El Nuevo Diario

Persio Maldonado Sánchez

Hoy

Bienvenido Álvarez Vega

Diario Libre

Adriano Miguel Tejada

El Día

Rafael Molina Morillo

También:

Bavaro News y El Tiempo

Frank Elías Rainieri y Rosanna Figueroa

> IAPA Officers

Scott C. Schurz

Honorary Life President
Herald-Times, Bloomington, Indiana

Pierre Manigault

President
Evening Post Publishing Company,
Charleston, South Carolina

Juan Luis Correa

1st Vice President
La Estrella, El Siglo, Panama City, Panama

Matthew Sanders

2nd Vice President
Deseret Digital Media, Salt Lake City, Utah

Christopher Barnes

Treasurer
The Gleaner, Kingston, Jamaica

Bartolomé Mitre

Secretary
La Nación, Buenos Aires, Argentina

Ricardo Trotti

IAPA Executive Director
Miami, Florida

> Executive Committee

Aldo Zuccolillo

Honor Member

ABC Color, Asunción, Paraguay

Jorge Canahuati Larach

Chairman

La Prensa, San Pedro Sula, Honduras

Gustavo Mohme Seminario

Vice Chairman

La República, Lima, Peru

Members

Shida Bolai

Trinidad Express, Port of Spain, Trinidad

María Elvira Domínguez

El País, Cali, Colombia

José Roberto Dutriz

La Prensa Gráfica, San Salvador, El Salvador

Juan Francisco Ealy Ortiz

El Universal, Mexico City, Mexico

Anders Gyllenhaal
McClatchy Company, Washington, D.C.

Hugo Holmann
La Prensa, Managua, Nicaragua

Ernesto Kraiselburd
El Día, La Plata, Argentina

Ed McCullough
Associated Press, Miami, Florida

Silvia Miró Quesada
El Comercio, Lima, Peru

Fernán Molinos
Metro Libre, Panama City, Panama

Marcela Noble Herrera
La Razón, Buenos Aires, Argentina

Lourdes de Obaldía
La Prensa, Panama City, Panama

Miguel H. Otero
El Nacional, Caracas, Venezuela

Claudio Paolillo
Búsqueda, Montevideo, Uruguay

Marcelo Rech
Zero Hora, Porto Alegre, Brazil

María Catalina Saieh
Copesa, Santiago, Chile

Fernán Saguier
La Nación, Buenos Aires, Argentina

Gonzalo Zegarra
Semana Económica, Lima, Peru

> IAPA Committees

- ❖ Awards
- ❖ Chapultepec
- ❖ Finance and Audit
- ❖ Freedom of the Press and Information
- ❖ Fundraising and Resources
- ❖ Future Sites
- ❖ Impunity
- ❖ International Affairs
- ❖ Internet
- ❖ Legal
- ❖ New Members
- ❖ Nominations
- ❖ Strategic Development and Communications

> Future Meetings

2016

72nd General Assembly

México City, México

Hotel Hilton Reforma

October 13 – 17

2017

Mid-Year Meeting

Antigua, Guatemala

March 31 - April 3 a

Hotel to be announced

73rd General Assembly

Salt Lake City, Utah

Dates and hotel to be announced

2018

Mid-Year Meeting

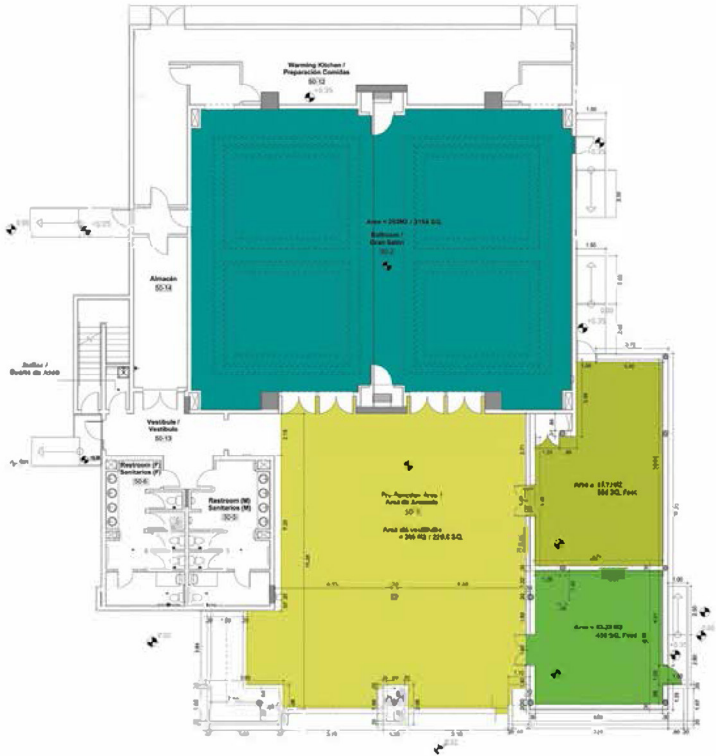
Medellin, Colombia

Dates and hotel to be announced

74th General Assembly

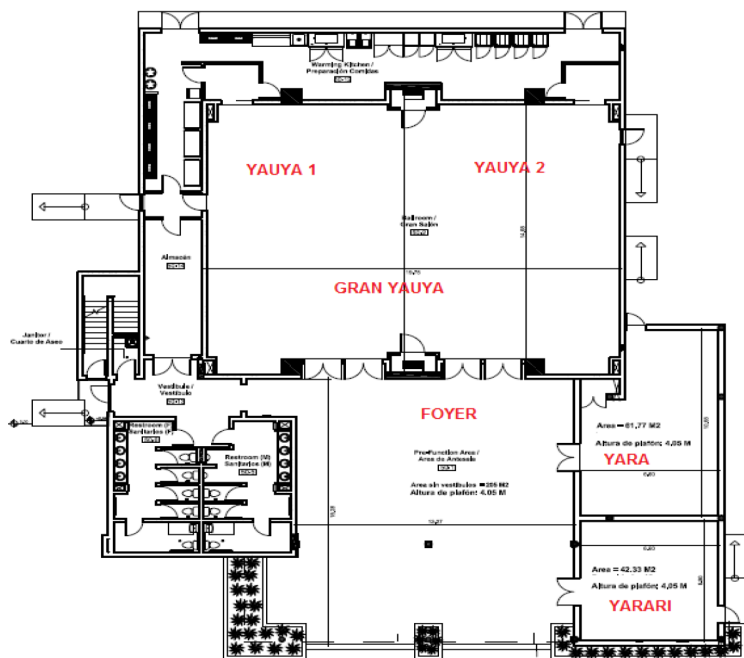
Dates and hotel to be announced

> Hotel



THE WESTIN
PUNTA CANA
RESORT & CLUB

> Hotel (Rooms)



HOTEL



PROGRAM

Mid-year Meeting

Westin Puntacana Resort & Club

Punta Cana, Dominican Republic

April 8 - 11, 2016

Services

IAPA Registrations:	Yara Room
Secretariat (translators):	Yara-ri Room
Secretariat (photocopiers):	Yara-ri Room
Press Room:	Suite 5
Coordination & Staff Room:	Yara-ri Room
VIP Room:	Suite 4
Plenary Sessions Room:	Gran Yauya 1 and 2 Rooms
IAPA Seminars:	Gran Yauya 2 Room
Committees:	Suites 1, 2, 3
Breakfasts:	Ananí Restaurant
Lunches:	Tent

- ✓ Press Room opens daily from 8:00 a.m. to 6:00 p.m.
- ✓ Secretariat opens daily from 8:00 a.m. to 5:00 p.m.

☛ FRIDAY April 8

(Registration and seminars. Sessions open to all delegates)

8:00 a.m.

Registration

Yara Room

8:00 – 9:00 a.m.

Breakfast for participants staying at Westin Puntacana Resort & Club

Ananí Restaurant

9:00 – 10:30 a.m.

Seminar 1: Audiences and Digital Transformation.

For their survival, development and transformation the media need to know their audience (and audiences). Analyzing their profile with the correct tools ensures greater engagement and recurrence of readers. Panelists: **Rafael Bonnelly**, ClicLogix, Miami, Florida; **Fernando Gómez-Carpintero**, Protecmedia, Madrid, Spain.

Moderator: **Fernán Molinos**, *Metro Libre*, Panama

Gran Yauya 2 Room

9:30 a.m – 2:00 p.m.

Program for companions

Tour of the springs in the Ojos Indígenas Ecological Park and Reserve

The Ecological Reserve has twelve freshwater lakes, three suitable for swimming. The Taino Indians, who lived on the island before the arrival of the Spaniards, called the lakes “ojos” (eyes) due to their particular shape. Open-air activity, strolls through the tropical forest. It is recommended to take a swimsuit and towel. Wear cool, comfortable clothing and sports shoes.

(Buses will depart from the hotel lobby at 9:00 am. and return at 4:00 p.m.)

10:30 – 10:45 a.m.

Coffee break

Foyer

10:45 – 12:15 p.m.

Seminar 2: Technological Innovations and Businesses Outside the Information World

The market changes and with it business opportunities. The digital world is full of innovations, products and services that meet many of the needs of monetization. There come about business modalities without direct relationship to information, although they take as their basis the audience's loyalty.

Panelists: **Antonio Peña**, Overboost, Argentina; **Ben Shaw**, director of Global Advisory WAN-IFRA; **Gedeón Santos Ramos**, Indotel, Santo Domingo, Dominican Republic.

Moderator: **Ernesto Kraiselburd**, *El Día*, La Plata, Argentina

Gran Yauya 2 Room

1:00 – 2:30 p.m.

Lunch free

2:30 – 4:00 p.m.

Seminar 3: Programmatic and Native Advertising For All

Programmatic purchase is not a fashion but a model of the future. It provides services of data planning and multiplatform management as added values for online advertising purchase strategies. The content of such advertising should be relevant, current and consistent with the news media outlet's editorial stance.

Panelists: **Augusto Romano**, Digo Network, Dominican Republic; **Matthew Sanders**, *Deseret Digital Media*, Salt Lake City, Utah. Moderator: **Roberto Rock**, *La Silla Rota*, Mexico.

Gran Yauya 2 Room

4:00 – 5:30 p.m.

Seminar 4: Social Networks and Millennials

The networks radically transform the way we live, work, consume things and news, educate and entertain ourselves. For the Millennials these are the preferred vehicles to identify and acknowledge oneself and communicate. The growing increase of advertising revenue has raised media's expectations and the need to connect with that young public.

Panelists: Arturo López Valerio, Tabuga, Santo Domingo, Dominican Republic; Saúl Leal, *Deseret Digital Media*, Salt Lake City, Utah. Moderator: Fabricio Altamirano, *Diario de Hoy*, San Salvador, El Salvador

Gran Yauya 2 Room

4:00 – 5:00 p.m.

Program for companions

Oscar de la Renta Boutique at Tortuga Bay Resort

The only boutique of the prestigious fashion house in the country. The participants will be able to view the Spring 2016 collection, accessories and collection of children's clothing in the exclusive ambience of the Tortuga Bay Hotel.

(Buses will depart from the hotel lobby a 3:30 p.m. and return at 5:00 p.m.)

6:30 p.m.

Welcome reception

Westin Hotel beach with saxophone player and trio

☛ SATURDAY, April 9

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

8:00 a.m.

Registration

Yara Room

8:00 – 9:00 a.m.

Breakfast for participants staying at Westin Puntacana Resort & Club

Ananí Restaurant

9:00 - 11:30 a.m.

Meeting of the Committee on Freedom of the Press and Information

Opening of sessions by IAPA President **Pierre Manigault**, *The Post and Courier Publishing Co.*, Charleston, South Carolina

Naming of the Committees

Country-by-country reports

Presentation by the chairman of the Committee on Freedom of the Press and Information, **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay

Future Sites Report

México October 2016

Present: **Juan Francisco Ealy Lanz-Duret**, *El Universal*, Mexico City, Mexico

Press Freedom Panel Discussion

Media Concentration

Panelists: **Luis Pardo**, Asociación de Radiodifusores de Chile (ARCHI), Santiago, Chile; **Carlos Winograd**, professor and researcher, Paris Economy School, Paris-Normal Superior

School, and associate professor of the University of Paris-Evry Val d'Essonne, Paris, France. Moderator: **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay

Gran Yauya 1 and 2 Rooms

11:00 a.m. - 2:00 p.m.

Program for companions

Ecological Tour

It starts at the traditional Rancho Dominicano ranch and Mascotas farm and continues with the visit to typical “conucos” (land parcels). We will then visit a sugar cane exposition with tasting of the tasty “guarapo.” Later there will be stop at the Rinoceronte Iguanas Conservation Program and that of the Gavilán de la Hispaniola. An open-air activity taking place along paths. Cool comfortable clothing and sports shoes are recommended.

(Buses will depart from the hotel lobby a 10:30 a.m. and return at 2:00 p.m.)

11:00 - 11:15 a.m.

Coffee break

Foyer

12:30 – 2:00 p.m.

Lunch and special presentation

Andrés Navarro, Foreign Affairs Minister, Santo Domingo, Dominican Republic. Introduction: **Adriano Tejada**, *Diario Libre*, Santo Domingo, República Dominicana.

Tent

2:30 – 5:30 p.m.

IAPA Committee on Freedom of the Press and Information
Continuation of country-by-country reports

Gran Yauya 1 and 2 Rooms

7:00 – 10:00 p.m.

Dinner and festivity with Sergio Vargas and his orchestra

Village

(Buses will depart from the hotel lobby a 6:30 p.m. and return at 10:00 p.m.)

SUNDAY, April 10

(Sessions open to all participants)

8:00 a.m.

Registration

Yara Room

8:00 – 9:00 a.m.

Breakfast for participants staying at Westin Puntacana Resort & Club

Ananí Restaurant

9:00 – 10:15 a.m.

Official Opening Ceremony of the IAPA Midyear Meeting

> Report by IAPA President **Pierre Manigault**, *The Post and Courier Publishing Co.*, Charleston, South Carolina

> Host Committee welcoming remarks, **Persio Maldonado**, President of the Sociedad Dominicana de Diarios, Inc.

(Dominican Newspapers Society – SDD)

> Remarks by **Danilo Medina**, President of Dominican Republic

Gran Yauya 1 and 2 Rooms

11:00 a.m. – 2:00 p.m.

Program for companions

Visit to the Grupo Puntacana Ecological Foundation and Center of Sustainability and Biodiversity

The Puntacana Group in 1994 donated 1,500 acres of land for conservation, research and recreational programs. Participants will learn of the principal plans carried out by the Foundation for the preservation of natural resources, such as those dedicated to the coast, coral reefs, compost, beekeeping, endangered species and control of invading species.

(Buses will depart from the hotel lobby at 10:45 a.m. and return at 2:00 p.m.)

10:15 – 11:15 a.m.

“The new challenges of hemispheric democracy in a diverse and plural space”

In the Americas interesting changes are being experienced following

the presidential elections in Argentina, the congressional elections in Venezuela, the primaries in the United States, and the constitutional referendum in Bolivia. In Cuba decades-long tensions are diminishing and the battle against corruption in countries such as Brazil, Guatemala and Honduras indicates a trend. At the same time poverty has been effectively combated, but the fall in prices of raw materials brings with it new challenges for sustainable development. What are the Office of Secretary General’s new challenges? How can it exercise its leadership in such a plural and diverse political and economic context?

Presentation: **Luis Almagro**, Secretary General of the Organization of American States (OAS)

Gran Yauya 1 and 2 Rooms

11:15 a.m. – 12:00 p.m.

Presentation of Chapultepec Grand Prize 2016

Pierre Manigault, IAPA President, and **José Roberto Dutriz**, Chairman of the Chapultepec Committee

Special presentation of the award recipient

Alberto Ibargüen, president of the John S. and James L. Knight Foundation

Journalism in the Service of Free Expression

A reflection on the successes of the IAPA Impunity

Commission. Working together and using the core tenets of journalism, we have shown that news people are not powerless in the face of criminals, terrorists and oppressive governments.

Despite continued improvements to the protection of free expression, our work of preserving freedom in the Americas must be constantly renewed.

12:00- 12:15 p.m.

Coffee Break

Foyer

Gran Yauya 1 and 2 Rooms

12:00 p.m. – 1:15 p.m.

Panel Discussion: Alliances Between Digital Companies and News Media: The Google and Facebook Strategies in Latin America

The alliances seek high quality journalism through the most advanced technological contributions. Google and Facebook exhibit the most visible initiatives aimed at publishers to perfect the presentation, distribution and monetization of content. European media take advantage of the opportunities of distribution of content offered by Google, Apple and Facebook. These days the media already offer their articles directly in social network through the program Instant Articles. What are the perspectives of collaboration among the media of Latin America and these companies? What are the European experiences that could be transplanted? What are the projects and initiatives that are to be seen in our region?

Panelists: **Newton Neto**, Google, São Paulo, Brazil; **Luis Renato Olivalves**, Facebook, Miami, Florida; **Ben Shaw**, director of Global Advisory WAN-IFRA, France. Moderator: **Juan Luis Correa**, *La Estrella*, Panama

Gran Yauya 1 and 2 Rooms

1:15 – 2:15 p.m.

Panel Discussion: Economy, Growth and the Future

According to analysts' predictions Latin America will continue immersed in recession during 2016. The crisis of the economy in Brazil will drag along its partners in Mercosur –

Argentina, Paraguay, Uruguay and Venezuela – but it could also affect Mexico. That should additionally accentuate the drop in advertising in the press, which with difficulty is attempting to adapt itself to the overwhelming digitalization. Thus, therefore, the greater challenge within a new democratic context favorable to more rational policies – distanced from populism – is to overcome this situation and establish stable bases for development.

Panelist: José Luis Corripio, Grupo Corripio; Enrique Ramírez, Banreservas, Santo Domingo, Dominican Republic.
Moderator and panelist: Miguel Henrique Otero, *El Nacional*, Caracas, Venezuela

Gran Yauya 1 and 2 Rooms

2:30 – 3:30 p.m.

Lunch

Development of Punta Cana

Frank Rainieri, Punta Cana Group, Dominican Republic.

Presenter: Emmanuel Castillo, *La Información*, Santo Domingo, Dominican Republic

Tent

Afternoon free

7:00 – 10:00 p.m.

Reception at Casa Club with dancing and entertainment offered by the Ministry of Culture.

(Buses will depart from the hotel lobby at 6:30 p.m. and return at 10:00 p.m.)

☛ **MONDAY April 11**

(Sessions open to all participants)

8:00 a.m.

Registration

Yara Room

8:00 – 9:00 a.m.

Breakfast for participants staying at Westin Puntacana Resort & Club

Ananí Restaurant

9:00 – 10:30 a.m.

Report of the IAPA Committee on Freedom of the Press and Information

Approval of country-by-country reports, conclusions and resolutions Debate and discussion

Gran Yauya 1 and 2 Rooms

10:30 – 11:00 a.m.

Coffee break

Foyer

11:00 a.m. – 12:00 noon

Social Responsibility of the News Company

Panelists: Italo Negrón, Universal de Seguros, Santo Domingo, Dominican Republic, and other international panelists

Moderator: Miguel Franjul, *Listín Diario*, Santo Domingo, Dominican Republic.

Gran Yauya 1 and 2 Rooms

12:00 – 1:00 p.m.

Panel Discussion: Signing of and Commitment to the
Declaration of Chapultepec

Dominican presidential candidates

Presents: Rafael Molina Morillo, *El Día*, Santo Domingo,
República Dominicana

Gran Yauya 1 and 2 Rooms

1:00 – 3:00 p.m.

Closing lunch

Tent

> Committee Meetings

(The meetings of Committees are reserved for their members)

Friday, April 8

8:30 - 9:30 a.m.

Finance and Audit Committee

Chairman, **Hugo Holmann**, *La Prensa*, Managua, Nicaragua

Gran Yauya 1 Room

9:30 a.m. – 12:30 p.m.

Executive Committee and Advisory Council

Chairman, **Jorge Canahuati**, *Grupo Opsa*, San Pedro Sula, Honduras

Gran Yauya 1 Room

12:30 – 2:00 p.m.

Lunch – Executive Committee and Advisory Council

Gran Yauya 1 Room

2:00 – 4:30 p.m.

Continuation of the meeting of the Executive Committee and Advisory Council

Gran Yauya 1 Room

5:00 p.m.

Committee on Freedom of the Press and Information and of the Impunity Committee

Chairmen **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay and **Juan Francisco Ealy Ortiz**, *El Universal*, Mexico City, Mexico

Gran Yauya 1 Room

5:00 p.m.

Awards Committee

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

Suite 1

5:00 p.m.

Scholarship Fund Board of Governors

Chair María Catalina Saieh, *Copesa*, Santiago, Chile

Suite 2

Saturday, April 9

8:00 – 9:00 a.m.

Membership Committee / Legal Affairs / Strategic Development and Communications / Fundraising and Resources

Chairs María Elvira Domínguez, *El País*, Cali, Colombia; Gonzalo Zegarra, *Semana Económica*, Lima, Peru. Co-Chairs Miguel H. Otero, *El Nacional*, Caracas, Venezuela and Shida Bolai, *Trinidad Express*, Port of Spain, Trinidad

Tent

8:00 – 9:00 a.m.

Meeting of the Nominations Committee

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

Suite 2

Sunday, April 11

8:00 a.m.

Meeting of the Chapultepec Committee

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

Suite 3

Monday, April 12

8:00 a.m.

Meeting of the Press Institute Board of Governors and the
Internet Committee

Chairs, **Matthew Sanders**, *Deseret News Digital*, Salt Lake City,
Utah; **Ernesto Kraiselburd**, *El Día*, La Plata, Argentina

Suite 5

