



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

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:

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

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IAPA Committees

- IAPA Committee on Freedom of The Press and Information
- Chapultepec
- Impunity
- International Affairs
- Awards
- Finance and Audit
- Fundraising and Resources
- Strategic Development & Communications
- Legal
- New Members
- Nominations
- Internet
- Future Sites

Future Meetings

2017

Midyear Meeting

Hotel Casa Santo Domingo

March 31-April 3

Antigua, Guatemala

73rd General Assembly

October, 27-31

Little America Hotel

Salt Lake City, Utah, USA

Appreciation

The Host Committee wishes to thank the following institutions and individuals for their generous contributions that made possible this 72 General Assembly:

- El Universal
- TV Azteca
- OEM
- Telefónica
- Xinhúa
- IBM
- Protecmedia
- ATT
- Noticias El Universal
- Notimex
- Oracle
- Google
- Frank Waterhouse Cooper

Thursday, October 13

(Registrations and seminars. Sessions open to all participants)

7:30 - 10:00 a.m.

Breakfast for participants registered at Hilton Reforma Hotel
Don Diego 4 Room

12:00 – 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: **Rafael Bonnelly**, *Cliclogix*, Miami, Florida

Don Alberto 3 and 4 Rooms

Thursday, October 13

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: **Fabrizio Altamirano**, *El Diario de Hoy*, San Salvador, El Salvador
Don Alberto 3 and 4 Rooms

4:00 - 4:30 p.m.

Coffee break.
Don Alberto Foyer

4:00 – 5:00p.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 Múgica**, *Taller de Editores*, Madrid, Spain and **Katherine Haine**, *CityMedia*, Ontario, Canada

Moderator: **Fernando Gómez Carpintero**, *Protecmedia*, Madrid, Spain

Don Alberto 3 and 4 Rooms

Thursday, October 13

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5:00 – 6:00 p.m.

Responding to cyberattacks: Project Shield

“Advances in technology have expanded access to information around the world, but they have also ushered in a new wave of digital censorship tools. Publishers and news organizations around the world face the threat of DDoS (distributed denial of service) attacks—a simple and inexpensive way for attackers to take a news organization offline with a few clicks. This presentation by Google and SIP will focus on the threat this type of cyberattacks pose to newsrooms, and the tools that are available to protect news organizations”.

Presentation: **George Conard**, *Google*, United Kingdom

Presenter: **Matthew Sanders**, *Deseret Digital Media*, Salt Lake City, Utah

Don Alberto 3 and 4 Rooms

Friday, October 14

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

7:30 - 10:00 a.m.

Breakfast for participants staying at the Hilton Reforma Hotel
Don Diego 4 Room

9:00 a.m.- 6:00 p.m.

Registrations
Venetian Room

9:00 - 10:30 a.m.

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

Not only has the issue of immigration had a place on the agenda of these relations. Cuba, the future of Venezuela, hemisphere security, commercial exchange and the future of globalization, integration and development are only some of the matters that are pending. Experts of the United States national press offer their points of view

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

Moderator: **Alberto Bello**, *Grupo Expansión CNN*, Mexico City, Mexico
Don Alberto 3 and 4 Rooms

9:00 a.m. - 2:00 p.m.

Program for companions

Tour of Historic Center, Reforma and Masaryk

Walk along Reforma Main Avenue, to arrive at Polanco district , where there are two of the best and most exclusive Shopping Centers with famous brands **Antara and Palacio de Hierro**
Meeting point: Lobby

10:30 – 10:45 a.m.

Coffe Break.

Don Alberto Foyer

10:45 - 12:00

Panel Discussion 4: Press, Digital Revolution and Democracy

Digital technology and mobile devices can help to strengthen democratic participation, but they also entail risks such as reducing people to just sources of data. The question is how those technologies can be democratized without affecting the balance of power in societies.

Panelists: **Joyce Barnathan**, *International Center for Journalists (ICFJ)* Washington, D.C.; **Tiago Mali**, *Brazilian Investigative Journalism Association (Abraji)*, São Paulo, Brasil; **Jorge Zepeda**, *SinEmbargo*, Mexico City, Mexico

Moderator: **Marcel Granier**, *RCTV*, Caracas, Venezuela

Don Alberto 3 and 4 Rooms

12:00 - 1:30 p.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

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

Friday, October 14

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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 Sosa**, *Mexican National Human Rights Commission*, Mexico City, Mexico; **Javier Horacio Contreras Orozco**, *El Heraldo de Chihuahua*, Chihuahua, Mexico; **Victor Murguía Velasco**, *Organización Editorial Mexicana*, Jalapa, Mexico

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

4:15 - 4:30 p.m.

Coffe 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 *Canelones*, Montevideo, Uruguay, Mayor's Office.

Don Alberto 3 and 4 Rooms

Friday, October 14

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5:00 - 6:00 p.m.

Panel Discussion 6: Is a new leadership paradigm emerging?

Former Uruguayan President José Alberto “Pepe” Mujica will share details about his style of doing politics and his vision to confront the problems of Latin America, such as poverty, drug trafficking and corruption. The former head of state, now a senator, won fame for his sober style and the way in which he exercised power, stressing austerity over privileges. Millions of people in the world regard him as an example to imitate.

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

Introduced by: **Gustavo Mohme**, *La República*, Lima, Perú

Don Alberto 3 and 4 Rooms

7:00 - 11:00 p.m.

Dinner and musical spectacle

Sponsored by TV Azteca

Mexican Night at Plaza Condesa

Host: **Benjamín Salinas**

(Buses will leave the hotel at 7:00 p.m. and return at 11:00 p.m.)

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 Hotel
Don Diego 4 Room

8:00 a.m - 6:00 p.m.

Registration and credentials
Don Julián Room

8:00 a.m - 6:00 p.m.

Program for companions
Coyoacán – San Ángel tour Frida Kahlo Museum

The San Angel bazaar located in the south of Mexico City this Magic Neighborhood will delight you with its old (and beautiful) mansions full of history and legends – here you will be able to acquire Mexican craftwork.

(Buses will leave the hotel lobby at 8:30 a.m. and return at 12:30 p.m.)

Saturday, October 15

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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 Co-Chairs **Lourdes de Obaldía**, *La Prensa*, Panama,
Panama and **Roberto Rock**, *La Silla Rota*, Mexico City, Mexico
Don Alberto 3 and 4 Rooms

11:00 – 11:30 a.m.

Coffee break

Don Alberto Foyer

11:30 – 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 Mauleón**, *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

Introduction by: **Persio Maldonado**, *El Nuevo Diario*, Santo Domingo,
Dominican Republic

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**, *Google*, Buenos Aires, Argentina; **Luis Fernando García**, *Red en Defensa de los Derechos Digitales (R3D)*, Mexico City, Mexico

Moderator: **Lourdes de Obaldía**, *La Prensa*, Panama City, Panama

Don Alberto 3 and 4 Rooms

Saturday, October 15

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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)

7:00 – 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 Julian Room

9:00 a.m. - 3:30 p.m.

Program for companions

Tour of the Basilica and Pyramids

This tour will take you to get to know the most sacred places in Mexico, visiting the Guadalupe Basilica, where you will be able to admire the religious image of the Patron Saint of the Americas and you will also get to know the Teotihuacán Pyramids, the Avenue of the Dead, The Sun and The Moon Pyramids; you will be able to go to the top to have better views, in this way you will see emblematic places that have a spiritual and invaluable cultural value.

(Buses leave the hotel lobby at 8:30 a.m. and return at 3:30 p.m.)

Sunday, October 16

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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, **Fernán Molinos**, *Metro Libre*, Panama City, Panama
- Report by Chapultepec Committee Chairman **José Roberto Dutriz**, *La Prensa Gráfica*, San Salvador, El Salvador
- Financial report by Finance, Audit and Fundraising Committee Chairman **Hugo Holmann**, *La Prensa*, Managua, Nicaragua
- Report by International Affairs Committee Chairman **Gilberto Urdaneta**, *El Regional del Zulia*, Ciudad Ojeda, Venezuela

- 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 Henríquez Otero, El Nacional, Caracas, Venezuela
 - 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 – 4:00 p.m.

Board of Directors elections
Don Alberto Foyer

Sunday, October 16

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10:30 – 12:00 noon

**Panel Discussion 7: Theft of content and freedom of expression
Mexican editors and publishers**

Panelists: **Javier Tejado Dondé**, *Televisa*; **Diego Leonel de Cervantes**,
Azteca Internet; **Carlos Marín**, *Milenio*; **Mario Tascón**, *Prodigioso Volcán*
and **Vegard Johnsen**, *Google Inc.*, Mountain View, California.

Moderator: **Francisco Santiago**, *El Universal*, Mexico City, Mexico
Don Alberto 3 and 4 Rooms

12:00 noon. – 12:50 p.m.

Coffee break
Don Alberto Foyer

1:00 – 3:00 p.m.

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
Moderator: **Miguel Henrique Otero**, *El Nacional*, Caracas, Venezuela

Don Alberto 3 and 4 Rooms

Sunday, October 16

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4:30–5:30 p.m.

Panel Discussion 9: Digitalization as an opportunity for sustained growth Friends or enemies?

Telecommunications and digital companies have always been essential providers of news companies, today they continue being so, but in addition there is no 21st century journalist who could be successful without dominating the digital environment.

Panelists: **Fabio Schiattarella** and **Rick Taffer**, *IBM*, Armonk, N.Y.

Moderator: **Carlos Mantilla**, *El Comercio*, Quito, Ecuador

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

Don Alberto 1 Room

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 Julian Room

9:00 a.m. – 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

Monday, October 17

11:00 - 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 noon

Lunch and closing ceremony

Speech by incoming IAPA President

Don Diego 4 Room



IAPA COMMITTEE MEETINGS



Thursday, October 13

8:30 – 9:30 a.m.

Meeting of the Finance, Audit, Fundraising Committee and Scholarship Fund

Chairmen **Hugo Holmann**, *La Prensa*, Managua, Nicaragua; **Miguel H. Otero**, *El Nacional*, Caracas, Venezuela; **María Catalina Saieh**, *Copesa*, Santiago, Chile
Don Alberto 2 Room

10:00 a.m.– 1:30 p.m.

Meeting of 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

4:00 p.m.

Meeting of the Latin American Journalism Education Accreditation Council (CLAEP)

Chairman, **Tony Pederson**, *Southern Methodist University*, Dallas, Texas
Business Center Room 6

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

Co-Vice chairs, **Lourdes de Obaldía**, *La Prensa*, Panama City, Panama; **Roberto Rock**, *La Silla Rota*, Mexico City, México; **Juan Francisco Ealy Ortiz**, *El Universal*, Mexico City, Mexico
Don Alberto 2 Room

Thursday, October 13

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8:00 a.m.

Meeting of the Awards Committee

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

Business Center Room 2

8:00 a.m.

Meeting of the Membership Committee

Chairman, **Ed McCullough**, *Associated Press*, Miami, Florida

Business Center Room 1

Saturday, October 15

8:00 a.m.

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

Chairs, **Silvia Miró Quesada**, *El Comercio*, Lima, Peru; **Fernán Molinos**, *Metro Libre*, Panama City, Panama, and **Ernesto Kraiselburd**, *El Día*, La Plata, Argentina

Don Alberto 2 Room

4:30 p.m.

Meeting of the Nominations Committee

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

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, and **María Elvira**

Domínguez, *El País*, Cali, Colombia

Business Center Room 2

Saturday, October 15

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Sunday October 16

8:00 a.m.

Meeting of the National Press Associations

IAPA President **Pierre Manigault**, *Evening Post Publishing Co.*, Charleston, South Carolina

Business Center Room 1

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