

**MIDYEAR MEETING**

# CASA SANTO DOMINGO HOTEL

**ANTIGUA, GUATEMALA**

**MARCH 31 TO APRIL 3, 2017**

IAPA registrations: Anexo 1 Room

Secretariat (translators and copiers): Planta Alta 1 Room

Press Room: Refectorio del Prior Room

Plenary Sessions: Mayor Room

IAPA Seminars: Mayor Room

Committees: Planta Alta 2, G. Monsanto Theater

Breakfasts: Terrazas Restaurant

Lunches: Plaza del Atrio

* The Press Room open daily from 9 a.m. to 6 p.m.
* The Secretariat open daily from 8 a.m. to 5 p.m.

**Friday, March 31**

8:00 a.m. **Registrations**

Anexo 1 Room

8:00 – 9:00 a.m. **Breakfast for participants staying at Casa Santo Domingo Hotel**

Terrazas Restaurant

9:00 – 10:30 a.m. **Seminar 1: Mobile information reaches its maturity: Stop tearing at it like a child**Speedier, better and everywhere. Reading it on different mobile screens and the power of social media is centered on people. For today’s readers two or three seconds in their downloads represents the difference between success and failure. Prepare yourself well, enlist your content in order to compete and sell yourself better in this new environment.

Panelists: **David Ho**, *Hearst Newspaper*, New York, N.Y., **Aura Llanas,** *Marfeel,* Barcelona, España

Moderator: **Fabricio Altamirano,** *El Diario de Hoy,* San Salvador, El Salvador

Mayor Room

10:45 a.m. – 12:15 p.m. **Seminar 2: Digital resources to sell more on paper**The print product is the key component of the brand and is very effective in connecting the advertiser with the consumers. But the use of both platforms in advertising campaigns enables reaching bigger audiences. The Grupo Opsa of Honduras has just launched a strategy of marketing in multimedia that can serve as a model for other media businesses in the region.

Panelist: **Mike Blinder**,The Blinder Group, Lutz, Florida

Moderator: **Jorge Canahuati,** *La Prensa,* San Pedro Sula, Honduras

Mayor Room

12:15 – 1:00 p.m. **Special presentation:** **Juan Francisco Muñoz**, Corporate General Director of Bantrab

**Presentation: The new IAPA abilities to enrich your content and offer added value to its members**The new AppSIP comes accompanied by two new services, training forums and permanent advice and news aggregators on most relevant current in the industry topics.  
Panelists: **José María León**, Protecmedia, Madrid, Spain

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

1:00 – 2:30 p.m. **Free time for lunch**

2:30 – 4:00 p.m. **Seminar 3: Visual “storytelling” as a market strategy**A total of 90% of the information that we send to our brain is visual and we process it thousands of times faster than text. The visual narrative, such as the use of images, videos, infographics, etc., is strengthening the brands of news media.

Panelists: **Laura Montoya**, Bransforge, Salt Lake City, Utah; **Néstor Altuve**, Media Consultant, Panamá, Panamá

Moderator: **Silvia Miró Quesada,** El Comercio, Lima, Perú

4:00 – 5:30 p.m. Special presentation: **Centro Americana** **Beer Co.**

**Seminar 4: The value of print media in times of 360**Are print news companies committing suicide? We run the risk of killing the milk cow. The constant change requires an interaction between the digital and the analogous, which keeps news companies alive in times of smaller profit margins. A view of the problem from the viewpoint of the media and of the paper producers. As a reference the book: “Experimentation and Error: The Digital Battles of the United States Newspapers Toward Inferiority.”

Panelist: **Russ Lowder,** White Birch Paper, Ciudad de Nueva York, Nueva York, EE.UU.; **Iris Chyi,** The University of Texas at Austin, Austin, Texas; **Cristophe Kusel**, Catalyst, Basking Ridge, New Jersey; **Carlos de Córdoba**, *Resolute Forest Products*, Miami, Forida

Moderator: **Pedro Wahren**, link for South America of Heinzel Group, Vienna, Austria

Mayor Room

6:30 p.m. **Welcoming reception  
Official Opening Ceremony of the IAPA Midyear Meeting**Welcoming remarks by **Rolando Archila,**Report by IAPA President **Matthew Sanders**Remarks by Antigua Mayoress **Susana Asencio**

Remarks by Guatemalan President **Jimmy Morales**

Plaza del Atrio

**Saturday, April 1**

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

8:00 a.m. **Registrations**

Anexo 1 Room

8:00 – 9:00 a.m. **Breakfast for participants staying at Casa Santo Domingo Hotel**

Terrazas Restaurant

9:00 - 1:00 p.m. **Meeting of IAPA Committee on Freedom of the Press and Information.**

Opening of Sessions by IAPA President **Matt Sanders**, Deseret Digital Media, Salt Lake City, Utah

**Naming of Committees**

Country-by-country reports

Presentation by Committee on Freedom of the Press and Information Chairman **Roberto Rock**, *La Silla Rota*, Mexico City, Mexico

**Special presentation: Multi-Investments Corporation (CMI)**

**Panel Discussion on Cyber Security, SIPAlert and insurance for journalists**The program of protection of Latin America news media against DDoS attacks on the Web, carried out by Jigsaw-Google in cooperation with the IAPA is nearing its implementation phase. At the same time SIPAlert, the new app that offers a new level of protection for journalists of the hemisphere, makes its debut in Antigua, Guatemala.

Panelist: **Sebastián Sposito**, Google, Mexico City, Mexico, **David Aponte**, *El Universal*, Ciudad de México, México y **Daniel McCosh**, TV Azteca, Ciudad de México, México; **Hugh Brumfitt,** Insurance for Journalists, England

Moderator: **Roberto Rock,** *La Silla Rota,* Ciudad de México, México

Mayor Room

1:00 – 2:30 p.m. **Lunch   
Presentation: Freedom of expression as guarantee of democratic stability.**The Special Rapporteur for Freedom of Expression of the Inter-American Human Rights Commission (IACHR), **Edison Lanza**, considers freedom to be very fragile. Daily in each country there arise dangers, threats, challenges, actions and attitudes of governments or officials that seek to reduce it to their benefit. Thus, while in Venezuela very few independent media are left in Chile there is talk of the inhibitory effect that could result from having a legal action by the president against a magazine. Lessons for everyone.

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

Plaza del Atrio

2:30 – 5:30 p.m. **IAPA Committee on Freedom of the Press and Information**

Continuation of country-by-country reports

Mayor Room

**Press Freedom Panel Discussion: The new challenges that Donald Trump sets to the press**The attitudes of the U.S. President towards the press is a mirror of those faced by the press with populist governments of the region.

Panelist: **Katie Townsend**, Reporters Committee for Freedom of the Press, Washington, D.C.; **Héctor E. Schamis**, articulista del diario *El País* de España y profesor del Centro de Estudios Latinoamericanos de la Universidad de Georgetown, Washington, D.C.; **Emilio García Ruiz**, executive editor of *The Washington Post*, Washington, D.C

Moderator: **Roberto Rock,** *La Silla Rota,* Ciudad de México, México

Mayor Room

7:30 – 10:00 p.m. **Dinner & show**

Mayor Room

**Sunday, April 2**

(Sessions open to all participants)

8:00 a.m. **Registrations**

Anexo 1 Room

8:00 – 9:00 a.m. **Breakfast for participants staying at Casa Santo Domingo Hotel**

Terrazas Restaurant

9:00 – 9:45 a.m. **Special Ceremony**

Presentation of Chapultepec Grand Prize to Argentine jurist **Gregorio Badeni,** academic and professor of Constitutional Law  
Introduced by: **José Roberto Dutriz,** *La Prensa Gráfica,* San Salvador, El Salvador; **Matthew Sanders**, *Deseret Digital Media*, Salt Lake City, Utah

Mayor Room

9:45 a.m. – 10:30 a.m. **Civil society at the forefront of the fight against corruption**

The Corruption Perceptions Index in the world is a constant reminder of how much remains to be done in Latin America in terms of transparency and trust in institutions. Only three nations of the region appear in the list of the 60 least corrupt countries.

Jurist **José Ugaz,** president of Transparency International, with presence in more than 100 countries, will address in this session the advances and frustrations in the fight for the eradication of corruption in the hemisphere.

Introduced by: **Mario Alejandro Sandoval,** Prensa Libre, Ciudad de Guatemala, Guatemala

10:30 – 11:45 a.m. **Panel Discussion: Lights and shadows of the news media in Guatemala**The conduct of the press has been effective in the process of sharing the changes demanded by Guatemalans and in the nation’s democratic stability. But it is also immersed in a process of transformation and self-criticism. The media often openly show the wounds that divide the country and this could impede the ability of society to discern in a democratic manner. The Guatemalan experience is repeated in other countries of the hemisphere, including the United States, where the press has been wounded by political quarrels.   
Panelists: **José Rubén Zamora**, *elPeriódico*, Guatemala City; **Ileana Alamilla**, Press Freedom Committee of the Association of Journalists of Guatemala (APG); **Felipe Valenzuela**, Radioemisoras Unidas, Guatemala City; **Mario Antonio Sandoval**, *Prensa Libre*, Guatemala City; **Mario Fuentes** **Destarac,** Guatemalan Chamber of Journalism, Guatemala City

Moderator: **Claudia Gurisatti,** RCN TV, Bogotá, Colombia  
Mayor Room

11:45 – 12:30 p.m. **Presentation of the Commissioner Iván Velásquez Gómez  
The International Anti-Impunity Commission in Guatemala (CICIG)** Since the civil war era has grown as the main protagonist of deep political changes and its fight against corruption has no precedent in the United Nations and the international efforts in the strengthening of the state of law. Its peculiarity lies in the fact that for the first time an international organization has been empowered to carry out penal actions in national courts. The commission’s current mandate will end on September 3, 2017. Latin America is watching this process and its possible results very closely.  
Interviewer: **Gonzalo Marroquín**, *Crónica*, Guatemala City.  
Mayor Room

12:45 – 2:00 p.m. **Panel Discussion: The state of the battle against corruption in Latin America**

In the face of the scandals in mega-companies such as Petrobras, PDVSA and Odebrecht, the Báez and Kirchner family case in Argentina, the Panama Papers, etc. the role of the press as safe-guarder of democratic transparency has acquired greater prominence. To the shameful corruption it has been possible to apply a brake despite the weakness of the institutions and, to a large degree, thanks to the independent press. What is needed is not to lose this impetus, that editors, publishers and journalists understand the significance of the moment and deepen their influence.  
Panelists: **Héctor E. Schamis**, professor at the Latin American Studies Center of Georgetown University, Washington, D.C and article writer of the Spanish newspaper *El País*; **Javier Darío Restrepo,** journalist, Bogotá, Colombia; **Fernando del Rincón,** *CNN in Spanish,* Atlanta, Georgia

Moderator: **Laura Puertas,** Medcom, Panamá, Panamá

Special presentation: **Institute of Tourism of Guatemala** (**INGUAT)**

Mayor Room

2:30 p.m. **Lunch**Since its acquisition by Jeff Bezos of Amazon three and a half years ago *The Washington Post* has become submerged in a program of constant innovation in which the newsroom, management and technology work the multiple platforms jointly. The creation of digital products and tools goes alongside the creation of content. Recently *The Columbia Journalism Review* called it “the most innovative new company in the world.” What experiences can the rest of the media share?  
Speaker: **Emilio García Ruiz**, executive editor of *The Washington Post*, Washington, D.C

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

Plaza del Atrio

7:30 – 10:00 p.m. **Reception**

International night

El Cerro of Santo Domingo

**Monday, April 3**(Sessions open to all participants)

8:00 a.m.  **Registrations**

Anexo 1 Room

8:00 – 9:00 a.m. **Breakfast for participants staying at Casa Santo Domingo Hotel**

Terrazas 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

Mayor Room

10:45 a.m. – 12:00 p.m. **Presentation: “Trust Project” the antidote to “Fake News”***El Universal* of Mexico City is the only Latin American news media outlet invited to participate in the project of giving greater credibility to the content of newspapers and of being able to monetize it better. One of the objectives is to better position traditional media in search engines and that thus they may contribute to eradication of the epidemics of false, tendentious or commercial content.  
Panelist: **David Aponte**, *El Universal,* Ciudad de México; **Ernesto Kraiselburd,** *El Día,* La Plata, Argentina.

Moderator: **Lourdes de Obaldía,** *La Prensa,* Panamá, Panamá

Mayor Room

12:00 – 12:30 p.m. **Reports of the Future Sites Committee and other matters**

**Lourdes de Obaldía,** *La Prensa,* Panamá, Panamá

Salón Mayor

1:00 – 2:30 p.m. **Closing lunch**

Special presentation: **Manuel Sisniega**, TIGO Director of Corporate Affairs, Guatemala

Plaza del Atrio

**MEETINGS OF IAPA COMMITTEES**

(The meetings of Committees are reserved for their members)

**Friday, March 31**

8:30 – 9:30 a.m. **Meeting of the Finance and Audit Committee**

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

Planta Alta 2 Room

9:30 a.m. – 4:30 p.m. **Meeting of the Executive Committee and Advisory Council**

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

Planta Alta 2 Room

12:30 – 2:00 p.m. **Lunch – Executive Committee and Advisory Council**

Celdas lower floor Room

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

Chairmen, **Roberto Rock**, *La Silla Rota*, Mexico City, Mexico; **Juan Francisco Ealy Lanz Duret,** *El Universal*, Mexico City, Mexico

Planta Alta 2 Room

5:00 p.m. **Meeting of the Awards Committee**

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

G. Monsanto Theater

**Saturday, April 1**

8:00 – 9:00 a.m. **Meeting of the Nominations Committee**

Chairman: **Pierre Manigault,** *Evening Post Publishing Co.* Charleston, South Carolina

Planta Alta 2 Room

**Sunday, April 2**

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

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

Planta Alta 2 Room

9:00 – 11:00 a.m. **Meeting of the Strategic Development/Legal/Membership**

Chairs: **María Elvira Domínguez**, *El País*, Cali, Colombia; **Gonzalo Zegarra**, *Semana Económica*, Lima, Peru; **Ed McCullough**, Miami, Florida

G. Monsanto Theater

**Monday, April 3**

8:00 a.m. **Meeting of the Press Institute Board of Governors and Internet Committee**Chairmen: **Fabricio Altamirano,** *El Diario de Hoy,* San Salvador, El Salvador; **Silvia Miró Quesada,** El Comercio, Lima, Perú; **Ernesto Kraiselburd,** *El Día,* La Plata, Argentina

Planta Alta 2 Room

**Companion tours**

**Friday, March 31**

9:00 a.m. – 1:00 p.m. **Program for companions**

**A tour of unforgettable sites in Antigua, Guatemala**

A four-hour tour of the sites of greatest interest in the old colonial city. It includes visits to the Cerro de la Cruz (Cruz Hill) from where you can view the whole city and the majestic scenery surrounding it; La Merced Church, opened in 1767 with its famous 82 feet in diameter Fish Fountain; the Santa Catalina Arch, one of the city’s emblematic monuments, and the Main Square with the Capitanes Generales Palace. Finally, we will wind up at the San Francisco Museum and Church, originally built in 1702.

***(Buses will leave hotel lobby at 9:00 a.m. and return at 1:00 p.m.)***

**Saturday, April 1**

9:00 a.m. – 1:00 p.m. **Program for companions**

**Purchases and craftworks**

A four-hour tour of craft centers that have made Antigua famous. We will start at the Jade Museum and Shop, a relevant cornerstone of the Mayan World, and then on to the Cotton House, a site where the naturalness and simplicity of the fabrics and the colors demonstrate to us the serene joy of the Guatemalan ancestral culture, and finally we will visit the Crafts Market with a full range of adornments and souvenirs.

***(Buses will leave hotel lobby at 9:00 a.m. and return at 1:00 p.m.)***

**Sunday, April 2**

9:00 a.m. – 1:00 p.m. **Program for companions**

**Nature and cuisine**

Four hours long. The tour starts with a visit to the Macadamia Ranch just 10 minutes from Antigua, where you can have breakfast consisting of a macadamia pancake in an environment of great peace and tranquility. The second visit will be to the town of San Juan del Obispo, nine miles from Antigua, at the foot of the Agua Volcano. This site is famous for its chocolate, traditional wines and the very sweet fruit called níspero (loquat). The tour winds up with a class on typical Guatemalan cooking in La Reunion Golf Club in Antigua.

***(Buses will leave hotel lobby at 9:00 a.m. and return at 1:00 p.m.)***