



## **Preliminary Program**

**79th General Assembly  
Hilton Reforma Hotel  
Mexico City, Mexico  
November 9-12, 2023**

### **Wednesday, November 8**

3:30 - 6:30 p.m. Meeting of the Executive Committee.  
Sol Room.

### **Thursday, November 9**

**Don Alberto, I y II Rooms**

Sessions are open to all participants.

8:00 a.m. – 5:00 p.m. Registration and credentials. Falla Room.

9:00 – 10:00 a.m. Panel: "Turn your media into a true multiplatform." Dialogue between **Héctor Nava**, Totalplay Empresarial, and **Cecilia Fallabrino**, UPAX.

10:00 – 10:45 a.m. Presentation: **Danny Sullivan**, Google.

- 10:45 –11:15 a.m. Coffee break. Hotel foyer. Courtesy of Totalplay.
- 11:15 a.m. - 12:15 p.m. Panel: "More fragmented audiences: More opportunities for advertisers and media."  
**Andrea Miranda**, Debate Media, Mexico; **Julia Schvartz**, Chartbeat, USA; and **Carlos Ardila**, Protecmedia, Spain.
- 12:15 – 1:30 p.m. Presentation: "The value of philanthropy to local journalism to support democracy."  
**Alberto Ibarguén**, John S. and James L. Knight Foundation, recipient of the IAPA Great Friend of the Press Award.
- 1:30 – 3:00 p.m. Lunch. **Hidalgo Room**. Courtesy of Elektra Group. Remarks by **Alejandro Valenzuela**, Elektra Group.
- 3:00 – 4:00 p.m. Official Inauguration: Remarks by the President of Mexico, **Andrés Manuel López Obrador**. Michael Greenspon, IAPA President, The New York Times.
- 4:00 – 4:30 p.m. Coffee break. Hotel foyer.
- 4:30 – 5:00 p.m. Presentation: Guests: **Julie Pace**, Associated Press, USA.
- 5:30 – 6:00 p.m. Declaration of Chapultepec signing ceremony by the presidential aspirants of

Mexico. **Claudia Sheinbaum Pardo** and **Bertha Xóchitl Góchitl Gálvez Ruiz**.

6:00 – 7:00 p.m.

Panel: "Electoral processes and violence against the press." **Andrés Morales**, UNESCO Mexico, and **Albertina Piterberg**, UNESCO.

8:00 p.m.

Welcome cocktail reception. Courtesy of Televisa.

### **Friday, November 10**

#### **Don Alberto I y II Rooms**

Sessions are open to all participants

8:00 a.m. – 5:00 p.m.

Registration and credentials. Falla Room.

9:00 – 9:45 a.m.

Inauguration of sessions of the Committee on Freedom of the Press and Information. **Michael Greenspon**, The New York Times; **Carlos Jornet**, La Voz del Interior, Argentina.

9:45 – 10: 45 a.m.

Presentation: Chapultepec Index 2023.

10:45 – 11:15 a.m.

Coffee break. Hotel foyer.

11:15 a.m. - 12:30 p.m.

Panel I: Freedom of the press, country-by-country repo

12:30 - 1:30 p.m.

Interview: "Freedom of expression is the condition for freedom of enterprise."  
Interview by **Sergio Sarmiento**, Caminos de

Libertad to **Ricardo Benjamín Salinas Pliego**, Salinas Group.

1:30 – 3:00 p.m.

Lunch. **Don Diego Room**. Courtesy of Organización Editorial Mexicana (OEM). Presentation of the IAPA Executive of the Year Award to **Pamela J. Browning**, The Post and Courier, Charleston, USA.

3:00 – 4:00 p.m.

Panel II: Freedom of the press, country-by-country reports.

4:00 – 5:00 p.m.

Panel III: Freedom of the press, country-by-country reports.

5:00 – 5:30 p.m.

Coffee break. Hotel foyer.

5:30 – 6:30. p.m.

Presentation: "Covering Democracy: Police-Press Relations." **Joel Simon**, Journalism Protection Initiative, New York. Moderator: **Carlos Jornet**, La Voz del Interior, Argentina.

8:00 – 10:30 p.m.

Dinner. Courtesy of TBA

### **Saturday, November 11**

#### **Don Alberto I y II Rooms**

Sessions are open to all participants

8:00 a.m. – 5:00 p.m.

Registration and credentials. Falla Room.

9:00 – 10:15 a.m.

Board of directors. **María Eugenia Mohme**, IAPA Secretary.

- 10:15 – 10:45 a.m. Coffee break. Hotel foyer.
- 10:45 – 11:30 a.m. Panel: "Challenges of teaching and learning journalism in the AI Era." **Juan David Bernal**, Latin American Council for the Accreditation of Education in Journalism and Communication. **Catalina Jiménez**, Autonomous University of Colombia, Cali, Colombia.
- 11:30 a.m. – 12:30 p.m. Panel: "How to address the gender agenda in a polarized society." Overexposure to social media, cancel culture, and violence that does not decrease forces a different reflection within the newsrooms. **Mariana Alvarado**, Network for Diversity in Latin American Journalism; **Gabriela Cañas**, EFE News Agency, Spain; **Gabriela Vivanco**, La Hora, Ecuador and **Martha Ramos**, Organización Editorial Mexicana.
- 12:30 – 1:30 p.m. Panel: "Media Sustainability". **P.J. Browning**, The Post and Courier, Charleston, USA; Representative, La Nación, Argentina; **Andrés Mompotes**, El Tiempo, Colombia.
- 1:30 – 3:00 p.m. Lunch. Don Diego Room.
- 3:00 – 4:00 p.m. Interview: "Canada and relations with digital platforms." **Paul Deegan**, News Media Canada with **Martín Etchevers**, Clarín, Argentina.

- 4:00 – 5:00 p.m. Panel: "The totalitarian drift of Xi Jinping's China and its influence in Latin America."  
**Gabriela Ippolito-O'Donnell**, Ph.D. in Political Science; **Filip Jirouš**, researcher and analyst specializing in China. Moderator: **Juan Pablo Cardenal**, journalist specializing in China's internationalization.
- 5:00 – 5:30 p.m. Coffee break. Hotel foyer.
- 5:30 – 6:30 p.m. "Media under attack: protection of data, sources and journalists." Digital security is crucial, especially during political conflicts and organized crime. **Vicente Calderon**, TijuanaPress.com; **Karen Wykurz**, Open Technology Fund. Moderator: **Cristina Smith**, the Press Freedom Project of the Voice of America.
- 6:30 – 8:00 p.m. IAPA Awards for Excellence in Journalism.
- 9:00 p.m. Dinner. Totalplay Forum. Courtesy of TV Azteca.

### **Sunday, November 12**

#### **Don Alberto I y II Rooms**

Sessions are open to all participants.

- 8:00 a.m. – 3:00 p.m. Registration and credentials. Falla Room.

- 9:00 – 10:30 a.m. Approval of reports, resolutions, and conclusions. Appointment of the new authorities and members of the Board of Directors of the IAPA.
- 10:30 – 11:00 a.m. Presentation of the Chapultepec Grand Prize to **Kerry Kennedy**, Robert F. Kennedy Human Rights.
- 11:00 – 11:30 a.m. Coffee break. Hotel foyer.
- 11:30 a.m. – 12:30 p.m. Panel: "Creative treatment of reality: documentaries as a new form of journalism." Organized by the Motion Pictures Association (Netflix, Paramount, Universal, Warner Bros, Sony Pictures, Disney) to talk with producers and platforms. Participants: Producer Osorno.
- 12:30 – 1:00 p.m. Interview: "Challenges to press freedom in the hemisphere." Interview with **Pedro Vaca Villarreal**, Special Rapporteur for Freedom of Expression, Inter-American Commission on Human Rights. **Roberto Rock**, La Silla Rota, Mexico.
- 1:00 – 2:00 p.m. Panel: "The challenge of brevity and the arrival of infotainment to make news more attractive." Executives from traditional media and from media that are migrating to infotainment talk about the increase of distraction in users and how this format is impacting them. **Luciano Pascoe**, adn40.

- 2:00 – 2:30 p.m. Experiences of SIP's Enhanced Fundamentals Lab, Google News Initiative. Presentation: "The future of media."  
**Ezequiel Arbusti**, MarkTube, Mexico.
- 2:30 – 3:00 p.m. Transition of the IAPA presidency. Closing ceremony.
- 3:00 – 5:00 p.m. Closing lunch.