



## **Preliminary Program**

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

**[Registration for the assembly](#)**

### **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.

8:30 a.m. – 5:00 p.m. Registration and credentials. Falla Room.

9:00 – 9:45 a.m. Presentations TBC

9:45 – 10:30 a.m. Presentation: “The Evolution of Search”.  
**Danny Sullivan**, Google Search. Moderator:  
**Rodrigo Bonilla**, Google Latin America

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- 10:30 – 11:00 a.m. Coffee break. Hotel foyer. Courtesy of Totalplay.
- 11:00 – 12:00 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. Moderator: **Alejandro Lorenzo Edreida**, Protecmedia.
- 12:00 – 12:45 p.m. Panel: "Turn your media into a true multiplatform." **Cecilia Fallabrino**, UPAX.
- 12:45 – 1:30 p.m. Presentation: "The value of philanthropy to local journalism to support democracy."  
**Alberto Ibargüen**, John S. and James L. Knight Foundation. Presentation 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. Interview: **Paul Haven**, Associated Press, USA with **Michael Greenspon**, The New York Times.
- 5:00 – 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." **Albertina Piterbarg**, UNESCO and **Eduardo Ceccotti**, Chequeado.
- 8:00 p.m. Welcome cocktail reception. Courtesy of Televisa. Remarks by **Javier Tejado**, 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 – 9:30 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.
- 9:30 – 10: 30 a.m. Presentation: Chapultepec Index 2023.
- 10:30 – 11:00 a.m. Coffee break. Hotel foyer.

- 11:00 a.m. - 11:45 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.
- 11:45 a.m. - 1:30 p.m. Panel I: Freedom of the press, country-by-country reports.
- 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: "The challenge of teaching entrepreneurial journalism in Latin American universities." **Abraham Torres**, Universidad Anáhuac Cancún, México y **Catalina Jiménez**, Universidad Autónoma de Colombia, Cali. Moderator: **Juan David Bernal**, Latin American Council for the Accreditation of Education in Journalism and Communication.
- 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. Moderator: **Martha Ramos**, Organización Editorial Mexicana.
- 12:30 – 1:30 p.m. Panel: "Media Sustainability". **P.J. Browning**, The Post and Courier, Charleston, USA;

**Cynthia Hudson**, CNN en Español, USA;  
**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 and **Jan-Albert Hootsen**, Committee for the Protection of Journalists (CPJ). 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: "Docuseries: journalism through the creative treatment of reality". Why docuseries could be a path to a successful future for journalism. **Carla Sánchez-Armas**, Motion Picture Association for LATAM, Mexico, Director of Netflix. Moderator: **Diego Enrique Osorno**, production company Detective, Mexico.

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: “El Infotainment and journalism in social media”. **Juan Pablo de Leo**, politico.mx; **Martha Ramos**, OEM; **Federico Arreola Jr.**, SDP y **Luciano Pascoe**, adn40. Moderador: César Castillejos.

2:00 – 2:30 p.m.

Experiences of IAPA's Enhanced Fundamentals Lab, Google News Initiative. Presentation: "The future of media." In a challenging time in terms of audience, technology and freedom of expression, the future of media is subject to continuous levels of adaptation. This talk contains some stories of inspiration and guidance when we talk about digital transformation and serving society as a fundamental part of its democracy, education and judgment. **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.