



Preliminary Program

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

[Registration for the assembly](#)

Wednesday November 8

Universidad de la Libertad

How can the media be made more profitable?

Av. Constituyentes 1100, Lomas Atlas,
Miguel Hidalgo, CP 11950 Ciudad de México, CDMX

[Link to registration for this event in Spanish only.](#)

(Free of charge for participants in the 79th General Assembly)

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| 10:25 – 10:35 a.m. | Registration and welcome. |
| 10:35 – 11:15 a.m. | Trends in digital news consumption in the Americas. Keynote address by Mauricio Cabrera , content therapist, Creator Economy and founder of Story Baker. |
| 11:15 – 12:15 p.m. | New realities, new opportunities: experiences of technology applied to media. Dialogue between Luis Enríquez , economist and expert in digital content platforms and |

Nazifhn Luna, expert in media and digital business.

12:15 – 12:30 p.m.

Coffee Break. Courtesy of UL

12:30 – 1:15 p.m.

How to monetise your media better?
Presentation by **Alejandro Cardini**, an expert in adding value through digital products at Algoritmia, creator and consolidator of Konfront and Genera.

1:15 – 2:00 p.m.

Workshop: Data management to measure social mood. Facilitator **Javier Murillo**, technology and social behaviour expert, Board Chairman and Metrics Founder.

3:30 - 6:30 p.m.

IAPA Executive Committee meeting. Doña Adelita Room. Hotel Hilton Reforma.

Wednesday, November 8

3:30 - 6:30 p.m.

Meeting of the Executive Committee.
Doña Adelita Room. Hotel Hilton Reforma.

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.
Doña Sol Room.

- 9:30 – 10:00 a.m. Presentation: "Diversify or disappear: viable business models in the region". **Gastón Serralta**, dosunos, Argentina.
- 10:00 – 11:00 a.m. Presentation: "The Evolution of Search". **Danny Sullivan**, Google Search. Moderator: **Rodrigo Bonilla**, Google Latin America
- 11:00 – 11:30 a.m. Coffee break. Foyer. Courtesy of Totalplay.
- 11:30 – 12:45 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.
- 12:45 – 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. Foyer. Courtesy of Político MX.
- 4:30 – 5:00 p.m. Declaration of Chapultepec signing ceremony by the presidential aspirant of Mexico **Claudia Sheinbaum Pardo**.
- 5:00 – 5:30 p.m. Interview: "Wars, disinformation and the rescue of local journalism." **Paul Haven**, Associated Press, USA with **Michael Greenspon**, The New York Times.
- 5:30 – 6:00 p.m. Declaration of Chapultepec signing ceremony by the presidential aspirant of Mexico **Bertha Xóchitl Góchitl Gálvez Ruiz**.
- 6:00 – 7:00 p.m. Panel: "Electoral processes and violence against the press." Technological tools that can enhance election coverage and facilitate access to information. Disinformation and violence against journalists during electoral processes. **Albertina Piterbarg**, UNESCO, **Eduardo Ceccotti**, Chequeado, Argentina and **Nicolás Pérez**, El Universo, Ecuador. Moderador: **Pablo Deluca**, Infobae.
- 8:00 p.m. Welcome cocktail reception. Courtesy of Televisa. Remarks by **Javier Tejado**, Televisa. Terrace Floor 6.

Friday, November 10

Don Alberto I y II Rooms

Sessions are open to all participants

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| 8:00 a.m. – 5:00 p.m. | Registration and credentials. Doña Sol 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. Argelia Perozo and León Hernández , Universidad Católica Andres Bello (UCAB), Venezuela and Armando Castilla , Vanguardia, Mexico. |
| 10:30 – 11:00 a.m. | Coffee break. Foyer. Courtesy of Infobae. |
| 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). |

Remarks by **Francisco Torres Vázquez**, OEM, México. 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. Courtesy of Síntesis.

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.

Free night

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.
Doña Sol Room.

9:00 a.m. – 1:00 p.m.

Parallel workshop on safety for journalists Redaciones + Seguras. Only in Spanish for pre-selected Mexican journalists. **Javier**

Garza y María Idalia Gómez. Don Julián Room.

- 9:00 – 10:15 a.m. Board of directors. **Juan Pablo Illanes**, IAPA Treasurer.
- 10:15 – 10:45 a.m. Coffee break. Foyer. Courtesy of Diario AZ.
- 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.
Moderator: Fabiana Zani, Google, Brazil.

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. Foyer.

5:30 – 6:30 p.m.

"Media under attack: protection of data, sources and journalists." Digital security is crucial 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.
Doña Sol 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. Executive 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. **Ezequiel Arbusti**, MarkTube, Mexico. Presenter: **Rodrigo Bonilla**, Google Latam, Mexico.
- 2:30 – 3:00 p.m. Transition of the IAPA presidency. Closing ceremony.
- 3:00 – 5:00 p.m. Closing lunch.