



79th GENERAL ASSEMBLY

THE POWER OF FREEDOM

PROGRAM

NOVEMBER 9TH - 12TH 2023
HILTON REFORMA HOTEL | MEXICO CITY



8:30 a.m. – 5:00 p.m.
Hilton's Doña Sol Room

Registration and credentials

Presentation:

"Diversify or disappear: viable business models in the region"

Gastón Serralta, dosunos, Argentina

Presentation:

"The Evolution of Search"

Danny Sullivan, Google Search, USA

Moderator: **Rodrigo Bonilla**, Google Latinoamérica, México

9:30 – 10:00 a.m.
Don Alberto, I and II Rooms

10:00 – 11:00 a.m.
Don Alberto, I and II Rooms

11:00 – 11:30 a.m.
Hilton's Foyer

Coffee break

Courtesy of **UPAX**

11:30 a.m. – 12:45 p.m.
Don Alberto, I and II Rooms

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, Spain

12:45 – 1:30 p.m.
Don Alberto, I and II Rooms

Presentation:

"The value of philanthropy for local journalism in support of democracy"

Alberto Ibarguén, John S. Foundation and James L. Knight, USA

Presentation of the IAPA Great Friend of the Press Award

1:30 – 3:00 p.m.
Don Diego I Room

Lunch

Courtesy of **Grupo Elektra**

Remarks by **Alejandro Valenzuela**, Banco Azteca CEO, Mexico

3:00 – 4:00 p.m.
Don Alberto, I and II Rooms

Official Inauguration

Mexican Government and IAPA authorities

4:00 – 4:30 p.m.
Hilton's Foyer

Coffee break

Courtesy of **Político MX**

4:30 – 5:00 p.m.
Don Alberto, I and II Rooms

Declaration of Chapultepec signing

ceremony by the presidential aspirant of Mexico,
Claudia Sheinbaum Pardo

5:00 – 5:30 p.m.
Don Alberto, I and II Rooms

Interview:

"Wars, disinformation and the rescue of local journalism"

Paul Haven, Associated Press, USA and **Michael Greenspon**, The New York Times, USA

5:30 – 6:30 p.m.
Don Alberto, I and II Rooms

Panel:

"Electoral processes and violence against the press"

Albertina Piterbarg, UNESCO, France; **Eduardo Ceccotti**, Chequeado, Argentina; and **Nicolás Pérez**, El Universo, Ecuador

Moderator: **Pablo Deluca**, Infobae, Argentina

6:30 – 7:00 p.m.
Don Alberto, I and II Rooms

Declaration of Chapultepec signing

ceremony by the presidential aspirant of Mexico,
Xóchitl Gálvez Ruiz

8:00 p.m.
Hilton's Terrace Floor 6

Welcome cocktail reception

Courtesy of **Televisa**

Remarks by **Javier Tejado**, Televisa, Mexico

8:00 a.m. – 5:00 p.m.
Hilton's Doña Sol Room

Registration and credentials

9:00 – 9:30 a.m.
Don Alberto, I and II Rooms

Inauguration of sessions of the Committee on Freedom of the Press and Information

Michael Greenspon, The New York Times, USA; and
Carlos Jornet, La Voz del Interior, Argentina

9:30 – 10:30 a.m.
Don Alberto, I and II Rooms

Presentation:

Chapultepec Index 2023

Argelia Perozo and **León Hernández**, Universidad Católica Andrés Bello (UCAB), Venezuela; and **Armando Castilla**, Vanguardia, Mexico

10:30 – 11:00 a.m.
Hilton's Foyer

Coffee break

Courtesy of **Infobae**

11:00 – 11:45 a.m.
Don Alberto, I and II Rooms

Conversation:

"Freedom: In Defense of Open Society"

Ricardo Benjamín Salinas Pliego, President Founder of Grupo Salinas, Mexico; and
Sergio Sarmiento, Caminos de Libertad Chairman, Mexico

11:45 – 1:30 p.m.
Don Alberto, I and II Rooms

Panel I:

Outraged, persecuted, stigmatized

Regional Vice Presidents from Argentina, Bolivia, Cuba, Ecuador, Haiti, Honduras, Mexico, Nicaragua and Venezuela

1:30 – 3:00 p.m.
Don Diego I Room

Lunch

Courtesy of **Organización Editorial Mexicana (OEM)**

Remarks by **Francisco Torres Vázquez**, OEM, Mexico
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.
Don Alberto, I and II Rooms

Panel II:

Harassing justice and inadequate laws

Regional Vice Presidents from Colombia, El Salvador, USA, Guatemala, Paraguay and Peru

4:00 – 5:00 p.m.
Don Alberto, I and II Rooms

Panel III:

Freedom and Democracy: Why are they different?

Regional Vice Presidents from Chile, Dominican Republic and Uruguay

5:00 – 5:30 p.m.
Hilton's Foyer

Coffee break

Courtesy of **Síntesis**

5:30 – 6:30 p.m.
Don Alberto, I and II Rooms

Presentation:

"Covering Democracy: Police-Press Relations"

Joel Simon, Journalism Protection Initiative, New York, USA
Moderator: **Carlos Jornet**, La Voz del Interior, Argentina

7:00 p.m.

Night Free

8:00 a.m. – 5:00 p.m.
Hilton's Doña Sol Room

Registration and credentials

9:00 – 10:15 a.m.
Don Alberto, I and II Rooms

Board of directors

Juan Pablo Illanes, IAPA treasurer, Chile

10:15 – 10:45 a.m.
Hilton's Foyer

Coffee break

Courtesy of **dosunos**

10:45 – 11:30 a.m.
Salón Don Alberto I y II

Panel:

"The challenge of teaching entrepreneurial journalism in Latin American universities"

Abraham Torres, Universidad Anáhuac Cancún, Mexico; and **Catalina Jiménez**, Universidad Autónoma de Colombia, Colombia

Moderator: **Juan David Bernal**, Latin American Council for the Accreditation of Education in Journalism and Communication, Ecuador

11:30 a.m. – 12:30 p.m.
Don Alberto, I and II Rooms

Panel:

"How to address the gender agenda in a polarized society"

Mariana Alvarado, Network for Diversity in Latin American Journalism, Mexico;

Gabriela Cañas, EFE News Agency, Spain; and **Gabriela Vivanco**, La Hora, Ecuador

Moderator: **Martha Ramos**, Organización Editorial Mexicana, Mexico

12:30 – 1:30 p.m.
Don Alberto, I and II Rooms

Panel:

"Media Sustainability"

P.J. Browning, The Post and Courier, USA; **Cynthia Hudson**, CNN en Español, USA; and **Andrés Mompotes**, El Tiempo, Colombia

Moderator: **Fabiana Zanni**, Google, Brazil

1:30 – 3:00 p.m.
Don Diego I Room

Lunch

Courtesy of **Fundación Azteca**

Remarks by **Ninfa Salinas Sada**, President of the Board of Directors Fundación Azteca, Mexico

3:00 – 4:00 p.m.
Don Alberto, I and II Rooms

Interview:

"Canada and digital platforms relations"

Paul Deegan, News Media Canada and **Martín Etchevers**, Clarín, Argentina

4:00 – 5:00 p.m.
Don Alberto, I and II Rooms

Panel:

"The totalitarian drift of Xi Jinping's China and its influence in Latin America"

Gabriela Ippolito-O'Donnell, Ph.D. in Political Science, Argentina; and

Filip Jirouš, researcher and analyst, Czech Republic

Moderator: **Juan Pablo Cardenal**, Cadal, Argentina

5:00 – 5:30 p.m.
Hilton's Foyer

Coffee break

Courtesy of **CNN**

5:30 – 6:30 p.m.
Don Alberto, I and II Rooms

Panel:

"Media under attack: protection of data, sources and journalists"

Vicente Calderon, TijuanaPress.com, Mexico; **Karen Wykurz**, Open Technology Fund, Mexico;

and **Jan-Albert Hootsen**, Committee for the Protection of Journalists (CPJ), USA

Moderator: **Cristina Smith**, Freedom Project of La Voz de América, USA

6:30 – 8:00 p.m.
Don Alberto, I and II Rooms

IAPA Awards for Excellence in Journalism

8:30 p.m.

The Great Dinner

Courtesy of **TV Azteca**

Remarks by **Benjamín Salinas Sada**, Vice President of the Board of Directors of Grupo Salinas, Mexico

Totalplay Forum Plaza Antara
(Buses will leave from the hotel lobby from 8:30 pm to 9:00 pm.)

8:00 a.m. – 3:00 p.m.
Hilton's Doña Sol Room

Registration and credentials

9:00 – 10:30 a.m.
Don Alberto, I and II Rooms

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.
Don Alberto, I and II Rooms

Presentation of the Chapultepec Grand Prize

Kerry Kennedy, Robert F. Kennedy Human Rights, USA

11:00 – 11:30 a.m.
Hilton's Foyer

Coffee break

Courtesy of **Diario AZ**

11:30 a.m. – 12:30 p.m.
Don Alberto, I and II Rooms

Panel:

“Docuseries: journalism through the creative treatment of reality”

Carla Sánchez-Armas, Motion Picture Association for LATAM, Mexico;
Jorge Fernández Menéndez, documentarian, journalist & analyst, Mexico; and
Inti Cordera, film producer, Mexico

Moderator: **Avelino Rodríguez**, Canacine President, Mexico

12:30 – 1:00 p.m.
Don Alberto, I and II Rooms

Interview:

“Challenges to press freedom in the hemisphere”

Pedro Vaca Villarreal, Special Rapporteur for Freedom of Expression, Inter-American Commission on Human Rights, USA; and **Roberto Rock**, La Silla Rota, Mexico

1:00 – 2:00 p.m.
Don Alberto, I and II Rooms

Panel:

“Journalism Facing New Challenges”

Juan Pablo de Leo, Político MX, Mexico; **Martha Ramos**, OEM, Mexico;
Federico Manuel Arreola, SDP Noticias, Mexico; y **Luciano Pascoe**, adn40, Mexico
Moderator: **César Castillejos**, TV Azteca, Mexico

2:00 – 2:30 p.m.
Don Alberto, I and II Rooms

“The future of media: the experiences of IAPA's Enhanced Fundamentals Lab, with GNI”

Ezequiel Arbusti, MarkTube, Mexico
Presenter: **Rodrigo Bonilla**, Google Latinoamérica, Mexico

2:30 – 3:00 p.m.
Don Alberto, I and II Rooms

Transition of the IAPA presidency
Closing ceremony

3:00 – 5:00 p.m.
Don Diego I Room

Closing lunch