



## Agenda

*Journalism of the Present, Journalism of the Future*

[Registration here](#)

### PRE-CONFERENCE ACTIVITY

[Wednesday, October 16](#)

Universidad Siglo 21  
Business School  
Calle de Los Latinos  
8455 Córdoba Capital.

**9:00 a.m. a 2:00 p.m.**

Academic activity for attendees of the 80th General Assembly in the School of Business's Great Hall. It is located at the central US 21 campus, designed by renowned architect César Pelli.

**9:00 a.m.**

Welcome remarks. Magister Pablo Rivarola, Vice Chancellor of Academic Affairs.

**9:15 a.m.**

**Axis 1: Future and Innovation:**

**Sub-axis 1:** Disruptive technological trends and their impact on the media: AI, virtual reality, augmented reality, blockchain, and 5G networks to improve efficiency, personalize their offerings, and maintain their relevance in a constantly evolving digital environment—presentation by **Andrés Pallaro** (US 21), presented by **Andrés Mompotes**, *El Tiempo*, Colombia.

**Sub-axis 2:** Data management and analytics: using data as a strategic asset for decision-making towards transforming the media business model. The use of big data to produce news, tools for data verification, investigative journalism, source protection, and compliance with privacy protection standards. Presentation by **Fernando Frías** (US 21), presented by **Martha Ramos**, *OEM*, Mexico.

**10:30 a.m.**

Coffee break.

**10:45 a.m.**

**Axis 2: Soft management skills:**

**Sub-axis 1:** Self-management for CEOs: structuring and guiding the self-management process to improve efficiency, productivity, and overall well-being. Presentation by **Leonardo Medrano** (US 21), presented by **Gabriela Vivanco**, *La Hora*, Ecuador.

**Sub-axis 2:** Sub-axis 2: Inspirational leadership, effective communication, and team management. Presentation by **Carlos Jornet**, *La Voz del Interior*, Argentina, and introduction by **Roberto Rock**, *La Silla Rota*, Mexico.

**12:00 p.m.**

Campus tour.

**12:45 p.m.**

Lunch and networking space.

**3:30 a 6:00 p.m.**

Executive Committee meeting, Hotel Quinto Centenario. Champaqui Room.

**7:00 a 11:00 p.m.**

Dinner for Executive Committee members at the Amadeo Nuccetelli High-Performance Sports Center, Club Atlético Talleres.

### Thursday, October 17

*(Sessions open to all participants in the Lugones Hall)*

**7:00 a 10:00 a.m.**

Breakfast for participants staying at Hotel Quinto Centenario.

**9:00 a.m. a 6:00 p.m.**

Registration and credentials.

**9:00 a 9:30 a.m.**

**Welcome remarks by the President of Paraguay, Santiago Peña Palacios.**  
Presented by President **Roberto Rock**.

**9:30 a 10:15 a.m.**

**Benefits and risks of AI.** Media representatives discuss the benefits (agility in reading and efficiency in work processes)

and dangers (viral misinformation, loss of audiences) of applying AI in newsrooms. Speakers: **Pablo Hamada**, *La Gaceta*, Argentina; **Claudia Báez**, *Cuestión Pública*, Colombia, and **Carlos Eduardo Huertas** (CONNECTAS), Colombia. Moderator: **María Lorente**, *AFP*, Uruguay.

**10:15 a 11:15 a.m.**

**Promoting sustainability in the media industry.** Representatives from national associations present initiatives and efforts to support the sustainability of their members. Speakers: **Andrés D’Alessandro**, Adepa, Argentina; **Werner Zitzmann**, AMI, Colombia; **Martha Ramos**, Alianza MX, Mexico; **Rodrigo Salazar**, CPP, Peru, and **Eduardo Sepúlveda**, ANP, Chile. Moderator: Fernando de Yarza, WAN-IFRA Iberoamerica High Commissioner for press freedom

**11:15 a 11:45 a.m.**

Coffee break. Courtesy of *CNN en Español*.

**11:45 a.m. a 12:45 p.m.**

**Artificial intelligence applied to journalism.** Speakers: **Gina Chua**, Semafor, United States and **Álvaro Liuzzi**, Redacciones 5G, Telecom Argentina, presented by **Pedro López Matheu**. Moderator: **Laura Puertas**, Corporación Medcom, Panama.

**1:00 a 2:30 p.m.**

Lunch in the Champaquí and La Pampa halls. Courtesy of *Infobae*.

**2:30 a 3:15 p.m.**

**How to innovate in a constantly changing context.** Speakers: **Julián Gallo**, developer of Ualter AI, *Clarín*, Argentina; **Gastón Roitberg**, *La Nación*, Argentina, and **Santiago Greco**, Globant GUT, Argentina. Moderator: **Andrea Miranda**, *El Debate*, Mexico.

**3:15 a 4:00 p.m.**

**Official inauguration.** **Roberto Rock**, IAPA president, and provincial and national authorities.

**4:15 a 4:45 p.m.**

Receso para café. Coffee break. Courtesy of *Página 12*

**4:45 a 5:15 p.m.**

**2024 Grand Friend of the Press Award to the Knight Center for Journalism in the Americas.** Receives its founder and director, **Rosental Calmon Alves**.

**5:15 a 6:00 p.m.**

**Journalism in times of news deserts in Brazil.** Speakers: **Mariama Correia**, Agencia Publica, and **Paulo Talarico**, Agencia Mural. Moderator: **Rosental Calmon Alves**.

**6:00 a 6:45 p.m.**

**CLAEP presents a study on the relationship between influencers and journalists.** Speaker: **Hernán Capiello**, Universidad Católica Argentina. Moderator: **Juan David Bernal**, executive director of the Latin American Council for Accreditation of Journalism and Communication Education (CLAEP).

**8:00 a 10:30 p.m.**

**Welcome cocktail** in the Lugones Hall.  
Courtesy of *Grupo Clarín*.

## Friday, October 18

*(Sessions open to all participants in the Lugones Hall)*

**7:00 a 10:00 a.m.**

Breakfast for participants staying at Hotel Quinto Centenario.

**9:00 a.m. a 6:00 p.m.**

Registration and credentials.

**9:00 a 9:30 a.m.**

**Opening of the Press Freedom and Information.** Speakers: **Roberto Rock**, president of the IAPA, and **Carlos Jornet**, president of the Press Freedom and Information Committee.

**9:30 a 10:15 a.m.**

**Journalism in exile: resilience and unity to continue reporting.** Speakers: **Fabián Medina**, *La Prensa*, Nicaragua; and **Carlos Lauría**, executive director of IAPA, United States. Moderator: **Carlos Jornet**, *La Voz del Interior*, Córdoba, Argentina.

**10:15 a 10:30 a.m.**

**Grand Prize for Press Freedom 2024 to Journalism in Exile.** Receives on behalf of journalism in exile **Fabián Medina**, head of information for the *La Prensa* newspaper in Nicaragua.

- 10:30 a 11:00 a.m.** Coffee break. Courtesy of *Agence France-Presse*.
- 11:00 a.m. a 12:00 p.m.** **Journalism and power. A look at the role of the press days before the crucial elections in the United States.** Speaker: **Marty Baron**, former editor of *The Washington Post* and author of *Facing Power*." Moderator: **Carolina Amoroso**, *TN*, Argentina.
- 12:00 a 12:45 p.m.** **The deterioration of democracy and its impact on freedom of expression and the press.** Regional Vice Presidents for Press Freedom.
- 12:45 a 2:15 p.m.** Lunch in the Champaquí and La Pampa halls. Courtesy of *TV Azteca*.
- 2:15 a 2:30 p.m.** **Grand Chapultepec Prize 2024 to the Committee to Protect Journalists (CPJ).** Receives CPJ CEO **Jodie Ginsberg**.
- 2:30 a 3:30 p.m.** **Salta II Declaration. Changes driven by accelerated technological advancement.** Ponentes: **Martín Etchevers**, *Clarín*, Argentina, president of the IAPA Legal Committee, and **Gustavo Mohme**, *La República*, Peru, president of the IAPA's Salta II Commission. Moderator: **Roberto Rock**, *La Silla Rota*, Mexico.
- 3:30 a 4:00 p.m.** Coffee break. Courtesy of *Hermanos Castillo*

- 4:00 a 4:45 p.m.** **Organized crime, violence and impunity.**  
Regional Vice Presidents for Press Freedom.
- 4:45 a 5:30 p.m.** **Presentation of the Chapultepec Index 2024 on Press Freedom in the Americas.**
- 5:30 a 7:00 p.m.** **IAPA Awards for Excellence in Journalism.**  
**María Lorente, AFP, Uruguay, President of the Awards Committee.**
- 8:30 a 11:00 p.m.** **Tango evening** at the Teatro Libertador and cocktail at the new City Council. Courtesy of the Municipality of Córdoba. Buses depart at 7:45 p.m.

### Saturday, October 19

*(Sessions open to All Participants in the Lugones Hall)*

- 7:00 a 10:00 a.m.** Breakfast for participants staying at Hotel Quinto Centenario.
- 9:00 a.m. a 6:00 p.m.** Registration and credentials.
- 9:00 a 10:15 a.m.** Board of Directors Meeting. **Juan Pablo Illanes, El Mercurio, Chile, treasurer of the IAPA .**
- 10:15 a 10:45 a.m.** Coffee break. Courtesy of *El Día*, Argentina.
- 10:45 a 11:30 a.m.** **Is democracy in danger?** Speaker: **Fabián Medina, La Prensa, Nicaragua.** Moderator: **Daniel Zovatto**, a global fellow of the



Wilson Center's Latin American Program,  
United States.

**11:30 a.m. a 12:00 p.m.**

**How to neutralize misinformation.**

Speakers: **Franco Picatto**, executive director of *Chequeado*, Argentina, and **Nadia Nasanovsky**, *Agence France-Presse*.

Moderator: **Juan Leyes**, *La Voz del Interior*, Argentina.

**12:00 a 12:30 p.m.**

**Presentation of the IAPA Digital Income Accelerator Program, supported by Google News Initiative.** Speaker: **Rodrigo Bonilla** is the News Partner Lead for Spanish-Speaking Latam (North), Google.

**12:30 a 1: 00 p.m.**

**Presentation by Luiz Henrique Matos**, , director of News Partnerships at Google in Latin America, Brazil.

**1:00 a 2:30 p.m.**

Lunch in the Champaquí and La Pampa halls. Executive of the Year Award to **Frederic Kachar**, CEO of *Editora Globo* and *Sistema Globo de Rádio*. Courtesy of *La Nación*.

**2:30 a 3:30 p.m.**

**Relationship with big tech companies: where Latin America is headed after the experiences in Europe and Canada.**

Speakers: **Andrés De la Cruz Andrade**, *El Tiempo*, Colombia; **Rafael Menin Soriano**, *O Globo*, Brazil, and **Diego Garazzi**, *La Nación*, Argentina.

**3:30 a 4:00 p.m.**

Coffee break. Courtesy of *Bloque de Armas/Meridiano*.

**4:00 a 5:00 p.m.**

**Gender equity and diversity in newsrooms and content.** Speakers: **Martha Ramos**, Organización Editorial Mexicana (OEM), Mexico, president of the IAPA's Gender Equity and Diversity Committee; **Nora Veiras**, *Página 12*, Argentina, and **Graciela Rock**, *La Cadera de Eva*, Mexico.  
Moderator: **Juliana Rodríguez**, *La Voz del Interior*, Argentina.

**5:00 a 5:30 p.m.**

**From clicks to connections: Adapting your media strategy for social networks.**  
Speaker: **Julia Schvartz**, Chartbeat.

**5:30 a 6:00 p.m.**

**Adapting to AI or Becoming Invisible.**  
Speaker: **Gastón Serralta**, Dosunos.

**6:00 a 6:30 p.m.**

**Social video and its impact on the media business model.** Speaker: **Yamila Scala**, Storyful.

**8:30 a 11:00 p.m.**

**Gala evening** at the Córdoba Convention Center. Courtesy of the Córdoba Provincial Government. Buses depart at 7:45.

## Sunday, October 20

*(Sessions open to all participants in the Lugones Hall)*

**7:00 a 10:00 a.m.**

Breakfast for participants staying at Hotel Quinto Centenario.

- 9:00 a 10:30 a.m.** Registration and credentials.
- 9:00 a 10:30 a.m.** **Approval of reports, resolutions, and conclusions. Appointment of new authorities and members of the IAPA Board of Directors.**
- 10:30 a 11:15 a.m.** **Review of the Salta II Declaration and approval by the General Assembly.**
- 11:15 a 11:30 am** Coffee break. Courtesy of *The Associated Press*.
- 11:30 a.m. a 12:30 p.m.** **Digital inclusion and Internet content governance.** A dialogue between the Special Rapporteur for Freedom of Expression of the IACHR, **Pedro Vaca**, and the IAPA's Press Freedom and Information Committee president, **Carlos Jornet**.
- 12:30 a 1:15 p.m.** **UNESCO report on financial crimes against the press, with a complement from the IAPA and WAN-IFRA.** Speaker: **Edward Pittman**, author of the report, and **José Zamora**. Moderator: **Gabriela Vivanco**, La Hora, Ecuador.
- 1:15 a 1:45 p.m.** **Adaptive rebellion of journalism: innovation to prosper.** Speaker: **Carlos Andrés Ardila**, Protecmedia.
- 1:45 a 2:30 p.m.** **Transition of the IAPA presidency and closing ceremony.**

**2:30 a 4:00 p.m.**

**Closing Lunch** in the Champaquí and La Pampa halls. Courtesy of *Chartbeat*.