



## PROGRAM

### 14th International Meeting of CLAEP-Accredited Programs

May 13–15, 2026

Universidad del Norte

Barranquilla, Medellín

#### Day 1. Wednesday May 13 / **Room 12G2**

**8:30 – 9:00 a. m.** Participant registration

**9:00 – 9:30 a. m.** Opening ceremony

- Welcome. Academic officials from Uninorte
- Presentation of the academic purpose of the event. Representatives from IAPA and CLAEP.

**9:30 – 10:30 a. m.** Keynote address. *Journalism in the Age of Artificial Intelligence: Opportunities, Risks, and Democratic Tensions*

Keynote Speaker: Sebastián Valenzuela, full professor at the School of Communications at the Pontifical Catholic University of Chile and scientific director of the International Panel on Information Environments (IPIE, based in Switzerland).

**10:30 – 10:45 a. m.** Break

**10:45 – 11:45 a. m.** Panel Discussion. *Long-form journalism, artificial intelligence, and audience building*

Panelists: Laura Mejía, director of Baudó AP; José Guarnizo, director of Vorágine; Abelardo Gómez, director of La Cola de Rata; and Elizabeth Otálvaro, director of Mutante.

Moderator: Carlos A. Cortés-Martínez, professor in the Department of Social Communication at Universidad del Norte

**11:45 a. m. – 12:00 p. m.** Launch of the #ClaepChallenge2026 Student Challenge: AI, Journalism, and Democracy in Action

- Presentation of the challenge
- General guidelines
- Evaluation criteria

**Afternoon session / Rooms: BibLab 3A-3B Piso 2 Biblioteca - Casa Estudio**

**2:00 – 5:00 p. m.** Presentations by Thematic Areas – **Session I**

1. Journalistic ethics, disinformation, and news integrity
2. Artificial intelligence, public opinion, and digital democracy
3. Automation and technological advances in journalism
4. Regulation, digital governance, and press freedom
5. Generative AI, new narratives, and content
6. Transformation of the journalism industry in the digital and AI landscape

**Day 2. Thursday May 14 / Room 13G2**

**8:30 – 9:00 a. m.** Registration

**9:00 – 10:00 a. m** Keynote address. *Democracy, Technology, and Information Power: Who Controls the Narrative in the Age of AI?*

Keynote Speaker: Carlos Scolari, communication researcher and expert in Interfaces, Transmedia Narratives, Media Ecology, and Interactive Communication. Professor at Pompeu Fabra University, Barcelona, Spain

**10:00 – 10:15 a. m.** Break

**10:15 – 11:45 a. m** Panel Discussion. *Informed Communities and Media Literacy in the Digital Democracy*

Panelists: Hermes Banfi, regional coordinator of the Project for the Strengthening of Journalism, Media Literacy, and Information Integrity in South America (Gabo Foundation, AFP); Guadalupe López, head of the Education Department at Chequeado. Bachelor's degree in Communication from the University of Buenos Aires. Specialist in Disinformation, Transparency, and Access to Public Information.

Moderator: Johamna Muñoz, professor in the Department of Social Communication at the Universidad del Norte

**11:45 a. m. – 12:15 p. m.** Q&A and discussion with the panelists

**12:15 p. m. - 12:30 p. m.** Presentation by the University Journalism Center EL PUNTO

**Afternoon session / Rooms: BibLab 3A-3B Piso 2 Biblioteca - Casa Estudio.**

**2:00 – 5:00 p. m.** Presentations by Thematic Area – **Session II**

1. Journalistic ethics, disinformation, and media integrity
2. Artificial intelligence, public opinion, and digital democracy
3. Automation and technological advances in journalism
4. Regulation, digital governance, and press freedom
5. Generative AI, new narratives, and content
6. Transformation of the journalism industry in the digital and AI landscape

**Day 3. Friday May 15 / Room 12G2**

**8:30 – 9:00 a. m.** Registration

**9:00 – 10:00 a. m.** Keynote Address. *Digital Democracy from a Decolonial Perspective*

Keynote Speaker: Gerardo Reyes, director and founder of Univision Investiga team at the News Department of Univision Network

**10:00 – 10:15 a. m.** Break

**10:15 – 11:15 a. m.** Discussion on Opinion Journalism

Panelists: Catalina Ruiz Navarro, director of Volcánicas; Pascual Gaviriam, director of Universo Centro.

Moderator: Nancy Gómez, Dean of the Division of Humanities, Arts, and Social Sciences

**11:15– 12:00 a. m.** Final presentation of the Student Challenge

#ClaepChallenge2026

**12:00 – 12:30 a.m.** Jury deliberation. Announcement of the winning team and award ceremony.

**12:30 p.m.** Academic and institutional closing of the Conference.