



## XXV WORLD CONGRESS OF WOMEN JOURNALISTS AND WRITERS

Punta Arenas September 23 to 27, 2024

### SUNDAY 22

All day

Arrival of participants at the Dreams Hotel (venue of the meeting) and Cabo de Hornos Hotel.

### MONDAY 23

#### OPENING CEREMONY

08:30-09:00

Reception of participants.

09:00 to 09:30

Welcome speeches. Hosted by: **Paulina de Allende-Salazar León**, Chilean journalist, Lenka Franulic 2019 Award winner.

09:30 to 10:00

“Not To Gain Momentum”, opening talk by **Spanish journalist and writer Rosa Montero**, who will deliver her vision on journalism and literature today, when the gender perspective is a fundamental concern of women journalists and writers.

10:00 to 10:25

Coffee break at the hall.

10:30 to 11:30

Panel “Gender perspectives in the media and literature today: the expert view”.

**Speaker: María Soledad Vargas**, PhD in journalism and communications from the Autonomous University of Barcelona and professor at the School of Journalism of the PUC of Valparaíso.

**Commentator: Aimée Vargas Montiel**, PhD in Journalism and Communications from the Autonomous University of Barcelona and professor at UNAM.

**Leads: Francisca Jiménez B.**, Journalist from the Pontificia Universidad Católica de Chile, has collaborated in various Chilean media, both written and television. Director of Asesorías Mis Raíces Ltda. She has a Master’s degree in Cultural Heritage from the PUC and is the author of several children’s books.

### MONDAY 23 PM

12:00-12:25

Official Photo outside the hotel.

12:30 to 13:30

Brunch at the hotel.

15:00 to 15:05

Reception.

Hosted by **Pamela Biott**, Head of Communications of Enap-Magallanes and president of the Magallanes Association of Journalists.

15:05 to 15:15

**Patricia Mayorga**, president AMMPE Italy, presents the initiative in favor of the forgotten victims of femicides.

15:15 to 15:30

**Ana Gaitero** (Spain) presents: “85 years of Spanish exile in Chile. The figure of **Elena Gómez de la Serna and the feminine press in Chile**”.

15:35 to 16:00

Coffee break.

16:00 to 17:00

Panel: “Truth and democracy in a world plagued by disinformation”.

**Speaker: PhD. Sandra González Bailón**, Spanish sociologist, researcher at the Annenberg School for Communication, University of Pennsylvania. PHD Oxford University.

**Comment: Magdalena Browne**, Magister in Media and Communications from the London School of Economics, dean of the Faculty of Communications at the Universidad Adolfo Ibáñez.

**Leads: Antonia Laborde B.**, journalist at PUC, works as a reporter at the newspaper El País, Chile, where she covers political, social and cultural issues. Previously, she was a correspondent for four years in Washington for four years in Washington, D.C.

17:00 to 19:00

Free.

19:00 to 19:30

Inauguration of the exhibition “**Väino Auer: Exploration to Tierra del Fuego**”, Tierra del Fuego hall, Hotel Casino Dreams.

19:30 to 22:00

Official Dinner at the hotel (with invitation).

## TUESDAY 24 AM

- 09:00 to 10:00 **Panel “The evolution of the media and the challenges of AI and new technologies.”**  
**Speaker:** **Carlos A. Scolari**, professor in Theory and Analysis of Interactive Digital Communication at the Dept. of Communications at the U. Pompeu Fabra in Barcelona, where he directs the PhD program.  
**Comment:** **Karim Gálvez**, director of the School of Journalism at the Universidad del Desarrollo (UDD), PhD in Literature and Communication from the U. of Valladolid; journalist and Master in Social Communication from the PUC.  
**Leads by Paloma Avila**, a journalist from the Catholic University, who works at CNN Chile Radio and Canal de Televisión, where she is the director of CNN FUTURO, hosting various scientific programs.
- 10:00 to 10:15 **Patricia Stambuk**, National Journalism Award 2023, **“Literary Journalism and the big issues excluded from the agendas”.**
- 10:15 to 10:30 **Vivian Lavin**, president of the Society for the Rights of Letters, **“Creativity and copyright: a turning point”.**
- 10:30 to 10:45 **Coffee break.**
- 10:45 to 11:00 **Kenza El Ghali**, Ambassador of Morocco, **“Challenges facing Moroccan women in the 21st century”**
- 11:00 a 11:15 **“What are awards for and why are they necessary in today’s journalism? Experiences of the Excellence Journalism Award and the Patagonian Journalism Award.” Speakers: Roberto Herrscher** (director PPE -UAH) and **Ángeles Alemandi** (PPP coordinator).
- 11:15 to 11:45 **Award Ceremony of the Literary Contest for students on Gabriela Mistral.**

## TUESDAY 24 PM

### VISIT TO FORT BULNES

- 12:30 to 13:30 **Brunch**
- 13:30 to 14:15 **Visit to Fort Bulnes, Departures of buses to the historical site.**
- 14:30 to 16:30 **Tour of the park and visit to the museum.**
- 16:30 to 17:15 **Return of buses to Punta Arenas.**
- 17:15 to 18:45 **Literary Gathering**  
**Participants:**  
**Guendalina di Sabatino** (Italy) presents her book “Chiamatela Venerdi - Storie di quotidiana vita domestica”.  
**Servanda Heredia** (Mexico), “La niña del chirimoyo”.  
**Rosa María Valles** (Mexico), “Mujer Moderna, the first women’s magazine in Mexico in the 20th century”.  
**Roberto Herrscher** (Argentina), “The path from Candida Eréndida and Fermina Daza to Ana Magdalena Bach, passing through the kidnapped women of Noticias de un Secuestro”.  
**Alejandra Pamela Santiago** (Guatemala) will present her book of poems: “ALMA”.  
**Aleli Gotlip** (Argentina) presents “El Paciente”.
- 20:30 to 22:00 **Free dinner.**

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## WEDNESDAY 25 AM

- Alternative 1-** **Trip to Puerto Williams** (full day for 82 people upon registration on a first-come, first-served basis).  
(all day)
- 07:15 **Departure to the airport.**
- 09:00 **Travel by plane to Puerto Williams.**
- 10:00 to 12:00 **Visit Omora Park, tour through the miniature forest.**

## WEDNESDAY 25 PM

- 12:15 to 13:00 **Visit to Yagan Usi-Martín González Calderón Territorial Museum** (Former Gusinde Museum)
- 13:00 to 14:00 **Brunch** at the Subantarctic Center of Puerto Williams.
- 14:00 to 14:30 **Talk by director Ricardo Rozzi: “Towards a cultural bioethics: the challenges of scientific dissemination”.**
- 14:30 to 15:30 **Panel of journalists: “Importance of science popularization”.**  
**“Does science exist if it is not disclosed?”**, **Andrea Obaid** (Chile), journalist and Master in Scientific, Medical and Environmental Communication from Pompeu Fabra University, president of Achipec and radio ADN columnist and director of Neurona Group.  
**“Tools to carry out scientific research in journalism and literature”**; **Ana María Sánchez de Eskenasy** (Guatemala), doctor with several academic degrees and a doctorate from the Pontificia Universidad de Salamanca, Spain.  
**“Ser Sustentables: ideas and actions to live in harmony with the planet”**; **Gabriela Ensínck** (Argentina), science journalist and author of “Economía Verde” and “Ser Sustentables”.  
**“Investigative journalism in times of social networks”**; **Alejandra P. Santiago** (Guatemala), writer and expert in scientific dissemination in social networks.  
**Conducts: Carolina Balverde** (Argentina), Bachelor’s degree in Communication Sciences from the University of Buenos Aires and journalist of Radio Nacional.
- 15:30 to 17:00 **Puerto Williams airport to return to Punta Arenas.**
- 17:00 **Return to Punta Arenas.**

## WEDNESDAY 25 AM

### Alternative 2.- Travel to Porvenir (full day)

09:00	Departure of buses to Primera Angostura.
10:30 a 11:00	Stop at Estancia San Gregorio, visit the beached vessels El Amadeo, the first steamship, and the Clipper Ambassador.
11:00 a 12:00	Arrival at crossroads.
12:00 a 13:00	<b>Brunch.</b>
13:00 a 13:30	<b>Crossing the Estrecho de Magallanes by ferry.</b>
13:30 a 15:15	<b>Travel to Porvenir</b> , capital of the Province of Tierra del Fuego.
15:30 a 16:30	Visit to the Fernando Cordero Rusque municipal museum.
16:30 a 16:45	Trip to the Stromatolites Park, where life originated.
16:45 a 18:00	Tour of the park.
18:00 a 18:15	<b>Return to Porvenir, for later boarding the ferry.</b>
20:30 a 22:00	<b>Crossing the Estrecho de Magallanes to return to Punta Arenas.</b>

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## THURSDAY 26 AM

09:00 a 09:05	<b>Reception: Paulina De Allende-Salazar León.</b>
09:05 to 09:15	<b>Johanna Katkajarvi</b> , Ambassador of Finland, “ <b>Media Education in Finland and the Importance of Critical Literacy</b> ”.
09:15 to 09:30	<b>Sergio Pinto</b> , Strategic Advocacy Advisor to the Unesco Regional Office in Santiago, “ <b>Unesco Report on online violence against women journalists</b> ”.
09:30 to 10:30	<b>Panel “Questioning the foundations of education: the challenge of journalism schools”</b> <b>Speaker: Jessica Retis</b> , Director of the School of Journalism at the University of Arizona (USA), journalist from the University of Lima, Master in Latin American Studies from UNAM and PhD in Contemporary Latin America from the Complutense University of Madrid. <b>Commentators: Luz Márquez de la Plata</b> , journalist and master in Social Communication, director and professor of the School of Journalism of the Pontificia Universidad Católica de Chile. <b>José Miguel Labrín</b> , director of the Institute and Image of the U. of Chile, journalist and PhD in Communications from the Complutense University of Madrid. <b>Leads: Margarita Pastene V.</b> Who is a journalist, graduated from the Universidad Católica del Norte; Master in Political Science and PhD in (c) Political Science from the University of Tübingen, Germany. She is a former president of the Colegio de Periodistas and currently serves as vice-president of the Círculo de Periodistas de Chile (Chilean Journalists’ Circle).
10:30 to 10:55	<b>Coffee break.</b>
11:00 to 12:00	<b>Debate: “Women and Journalism, old and new challenges”</b> <b>Maya Misirik</b> , Ethiopian journalist: “ <b>Voices and Risk. Challenge of women journalists in Africa</b> ”. <b>Dra. Rosa Maria Gonzalez</b> , Universidad del Estado de Hidalgo, (Mexico) with the paper: “ <b>Mexico’s first female president on the front page of five newspapers in the capital: coincidences and discordances in images and narratives</b> ”. <b>Claudia Farah</b> , (Chile) journalist, MA in Philosophy, Politics and Economics (PPE). University of York, UK , “ <b>The situation and conditions of the practice of journalism in Gaza</b> ”. <b>Diva Criado y Amanda Santos</b> (Spain) “ <b>Journalists and writers killed in times of war and peace.</b> ”

## THURSDAY 26 PM

12:15 to 13:00	<b>Closing ceremony.</b>
13:05 to 16:00	<b>Lunch</b>

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## FRIDAY 27 PUERTO NATALES (full day)

07:00 to 21:00	Visit to Torres del Paine National Park. Return to Punta Arenas at the end of the day.
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