

The Right to  
Gender  
Transformative  
Communication  
and the 2030  
Sustainable  
Development  
Agenda

November 2nd, 2015  
9:00 AM - 12:00 PM  
Hall of the Americas, OAS  
17th Street and  
Constitution Ave, NW,  
Washington, DC 20006



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Ministerio de  
Relaciones Exteriores y Culto  
República Argentina

## AGENDA

- 9:00-9:10 **Opening**  
Ambassador Nestor Mendez, OAS Assistant Secretary General
- 9:10-10:10 **Gender transformative communication and the 2030 Sustainable Development Agenda**  
Sandra Chaher, President of the Civil Association Communication for Equality  
Marcela Gabioud, Vice-President of the World Association for Christian Communication for Latin America (WACC-AL)  
Enriqueta Cabrera, former Director Channel 11 Mexico  
Edison Lanza, Special Rapporteur for Freedom of Expression, Inter-American Commission of Human Rights (ICHR/OAS)
- Moderator: Sergio Jellinek, Advisor in Strategic Communications of the OAS Secretary General
- 10:10-10:25 Q & A session
- 10:25-11:10 **Practices in gender transformative communication**  
Mariana Carbajal, Journalist, *Página 12*, Argentina  
Dawnette Hinds-Furzer, representative from WMW Jamaica (formerly Women's Media Watch Jamaica)  
Carolyn Byerly, co-founder of the Howard Media Group, School of Communications, Howard University
- Moderator: Ambassador Nilda Garré, Permanent Representative of Argentina to the OAS
- 11:10-11:25 Q & A session
- 11:25 **Closing remarks**  
Carmen Moreno, Executive Secretary of the Inter-American Commission of Women (CIM) OAS



**Sandra Chaher** is a journalist specializing in social communication. She is the President of the Civil Association Communication for Equality. She is the Director of the Advanced Diploma Program in Communication and Gender; author of “Communication and Gender Public Policies in Latin America: A long Way to Go” and “Words have Sex”, 1st and 2nd editions. She is a professor at the National University of General Sarmiento and gender and communication consultant. She was a columnist on

gender issues of the newspaper *Tiempo Argentino*. Chaher was the Executive Director and President of the Civil Association Artemisa Communication and writer for *Las/12* women's supplement of the *Página 12* newspaper, in particular for the Culture, Shows and Leisure sections.



**Marcela Gabioud** is Vice-president of the World Association for Christian Communication for Latin America (WACC-AL). Since 2010, she coordinates the Global Media Monitoring in Argentina. She is a professor at the National University of Mar del Plata; co-founder and member of the PAR network (Argentina Network of Journalists for non-sexist communication) founded in 2006; and member of the gender training team at the Public Defender Office in Argentina. She studied Communication Sciences at the University of Buenos Aires. Gabioud

holds a Masters Degree in International Economic Relations from the National University of La Matanza.



**Enriqueta Cabrera** is the only woman in Mexico who has directed a newspaper (*El Nacional*) and a TV Channel (*Canal Once*). She is a journalist, writer and analyst on international topics. In *El Nacional*, she assigned many managing positions to women in the areas of information, culture and photography. She directed the public TV Channel with an integrated team of six women and six men. She created the monthly supplement “XX” dedicated to the analysis of subjects of interest for women. Among her publications, the most notable is “Female governors, a portrait of female power and its incorporation into

politics”.



**Edison Lanza** is the Special Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights since October 2014. A Uruguayan lawyer, he graduated from the Faculty of Law of the University of the Republic in 1997. The Rapporteur has also served as a journalist in several media outlets; led emblematic cases related to the right of freedom of expression before the Inter-American Human Rights System and integrated, directed and founded several non-governmental organizations which defend the

right to freedom of expression. He pursued graduate studies on freedom of speech and criminal law at the University of the Republic of Uruguay, and is a PhD candidate in the regulatory process of audiovisual media in the region at the Faculty of Social Sciences of the University of Buenos Aires. Lanza co-founded and presided the Center for Archives and Access to Public Information, CAInfo; has been a member of the Committee on Freedom of Expression and Access to Information in the Regional Alliance for Freedom of Expression and Information, and of the Working Group on the Inter-American System of Human Rights of the OAS IFEX-ALC alliance in defense of freedom of expression. He has supported the drafting of bills and edited policy initiatives related to access to public information, right of reply and correction, freedom of expression and media outlets, among others.



**Mariana Carbajal** is a journalist and writer from Argentina. She currently writes for the newspaper *Página 12* and works for the public TV. She has become a role model in journalism with a gender approach and has received many awards for her activism in the media defending women's rights, sexual diversity and childhood. She worked as a presenter for many shows on public TV where she currently covers topics related to gender issues. She has published several books, such as "Mistreated; Gender Violence in relationships"(2014); "Abortion on debate: insights

for a pending discussion"(2009); "The permanent seduction: truths and lies of cosmetic surgeries"(1999). She is a member of the Center for Legal and Social Studies (CELS), the PAR network, the Council of the Gender Observatory at the Judiciary of the City of Buenos Aires. She teaches Communication and Gender at the Journalism School, National University of La Plata.



**Dawnette Hinds-Furzer** is the Founder of a youth empowerment organization, CHO!CE Jamaica. She is a member of the Board of Directors of the Non-Governmental Organization, WMW Jamaica (formerly Women's Media Watch Jamaica), an organization which she has been a member of for twenty years. She held the position of Dean of Discipline for five years at the secondary level. She holds a B. Sc with honours in Social Work from the University of the West Indies. She is also a professional

actress. She has performed in docu dramas, radio serials, skits, infomercials, commercial plays and television drama, and she infuses her artistic skills when facilitating workshops on gender based violence, gender and power relations, teen pregnancy, parenting, HIV and Gender, communication, popular theatre techniques, the impact of the media (especially on children/youth, men and how they are portrayed versus girls/women). She has facilitated and co-facilitated training sessions both nationally, regionally and internationally.



**Carolyn Byerly, Ph.D.** is the Co-founder of Howard Media Group at the Communications School of Howard University, Washington DC (USA). She is an Associate Professor in the Graduate Program of Mass Communication and Media Studies, Department of Journalism, at said university. She teaches seminars in mass communication theory, research methods, media effects, and political communication. M.A. and Ph.D. in communications from University of Washington, Seattle; and B.S. in education from University of Colorado, Boulder. She joined the faculty

of Howard University in 2004 after previous posts at University of Maryland, Ithaca College and Radford University. She is the author of *The International Handbook of Women and Journalism* (2013), *Global Report on the Status of Women in News Media* (2011), the co-author of *Women and Media: A Critical Introduction* (2006), and the co-editor of *Women and Media: International Perspectives* (2004). Her articles have appeared in numerous journals.

## OPENING



**Ambassador Nestor Mendez** is the Assistant Secretary General of the OAS. Prior to his election, he served as the Ambassador of Belize to the United States of America, Permanent Representative of Belize to the OAS, and Non-Resident High Commissioner for Belize to Canada. As Ambassador of Belize to the United States, Ambassador Mendez travelled throughout the country to engage with the Belizean Diaspora and

to meet with prospective investors and companies interested in investing in Belize. He also focused on development issues pertaining to the Caribbean and Central America such as alternative sources of energy, micro, small and medium sized enterprises, trade and investment promotion, and security. As Permanent Representative of Belize to the OAS, he chaired several Councils and Committees of the organization including the Permanent Council, the Committee on Hemispheric Security, the Special Committee for Migration Issues, and the Inter-American Council for Integral Development (CIDI) where he focused on matters related to innovation, competitiveness, and supporting micro, small and medium sized enterprises as engines for economic growth and development. Ambassador Mendez previously held diplomatic posts at the High Commission for Belize in London, and at the Embassy of Belize in Guatemala. He holds a Master's Degree in International Policy and Practice from George Washington University, a Graduate Level Certificate in Diplomatic Studies from Oxford University in Oxford, and a Bachelor's Degree in Business Administration from the University College of Belize in Belize City, Belize.

## PANEL MODERATORS



**Ambassador Nilda Garre** is the Permanent Representative of Argentina to the OAS. She is a lawyer and holds a degree from Universidad del Salvador, Argentina. She was elected Member of Argentina's Congress in five opportunities (the last time on October 25th for a position she will take over next December). She also served as Ambassador of Argentina to the Bolivarian Republic of Venezuela; Minister of Defense and Minister of Security. Since 2013 she serves as Permanent Representative of

Argentina to the OAS.



**Sergio Jellinek** is the Advisor in Strategic Communications of the Secretary General of the OAS, Luis Almagro, and the Founder and CEO of SJ & Associates, a public affairs and strategic communications company. He developed the C4R methodology for results based communication strategies. Up to December 2014 Sergio worked as the External Affairs manager for the Latin America and the Caribbean Region at the World Bank and

supervised communications, stakeholder engagement, risk management and knowledge dissemination around the region and in Washington. Previously, he worked as Communications Advisor for Sustainable Development. He is a founder of COM+, Alliance of Communicators for Sustainable Development. He has 20+ years of experience in managing strategic communications, media and global issues, including constituency relations with legislators, private sector and civil society. He provided advisory services to international organizations such as IFAD, UNHCR, IADB, and ALADI. He has also worked as the spokesperson for the Organization of American States (OAS), the Ministry of Foreign Affairs of Uruguay and the Mercosur Secretariat. As a journalist he worked for CNN, NBC, and international wire services. He is a regular contributor to the Spanish edition of The Huffington Post.

## CLOSING



**Carmen Moreno Toscano** is the Executive Secretary of the Inter-American Commission of Women (CIM) of the OAS. She was part of the Mexican delegation to the World Conference on Women (1975, Mexico) and served as a delegate to the UN Economic and Social Council (ECOSOC) to establish the Decade for Women: Equality, Development and Peace (1985-1995). She was the Ambassador of Mexico to Costa Rica and Guatemala, as well as Permanent Representative of

Mexico to the OAS and Under Secretary for Foreign Affairs in charge of the United Nations (UN), Africa and Middle East. She was Director General of Multilateral Economic Relations and American Regional Organizations and Director of the UN International Research and Training Institute for the Advancement of Women (UN-INSTRAW, now UN Women).



Inter-American Commission of Women

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