

INDEPENDENT JOURNALISM: MERIT, VIRTUE OR ESSENTIAL?

Discover news content providers in Brazil that are not affiliated with broadcast stations. These are companies that generate news, both nationally and internationally, with independence, relentlessly seeking the reality of facts rather than a biased version of them. They dedicate themselves to meeting informative and educational demands at the local level, serving as a source of public utility.

How do they share editorial responsibility with broadcasting outlets, and how do they coexist and sustain themselves?

Also, get to know the operations of the news-generating broadcaster Radio Jovem Pan and the phenomenon of audience growth in Greater São Paulo with the arrival of the new station at 76.7 MHz – and its network distribution across Brazil, on Radio and TV.

Moderator: Juliana Paiva, Director, Radiodata

Speakers:

- **RADIOWEB AGENCY, NEWS NOT JUST ON THE WEB!**

Speaker: Rita Helena Faustino, Relationship Manager at Radioweb Group
The Agency in essence distributes news via the WEB and also via broadcasting stations. Rita Helena Faustino will present the company, its operations and how it will maintain distribution across hundreds of stations throughout Brazil for years.

- **RADIOWEB AGENCY; NEWS AGENCY ONLY?**

Speaker: Alexandra Fiori, Coordinator of RadioWeb Agency
Find out what RadioWeb does, and the radio release model with a journalistic approach with an average time of two minutes. The power of synthesizing the message according to the programming profile of the partner broadcaster.

Coverage of stations and potential listeners.

Audit of radio programming.

Corporate Radio, Integration with social networks and accessibility.

The PodCast channel and other information about the Agency.

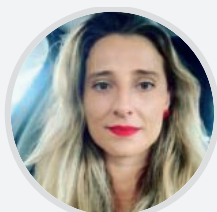
- **AND WHAT ABOUT THE NEWS? DOES IT HAVE A GUARDIAN? LOCAL AND REGIONAL JOURNALISM**

Speaker: Gabrielle Tricanico, Director, The Guardian of the News
Oneagency news special, A GUARDIÃ DA NOTÍCIA, with a local focus on

communities. Acts with ease with actions of utility disseminating public utility with municipal governments, education and health departments.

Administrator and journalist Gabrielle Tricanico will set the tone for local journalism in support of actions to support populations. Identify on your website and distribution of News. It is segmentation in several locations, with personalized actions.

- **Speaker: Carlos Aros, Content Director Rede Jovem Pan News**



Juliana Paiva, Director, Radiodata

Journalist specializing in audio communication. Works in strategic planning and management of media projects, managing partner of Radiodata, a content marketplace with more than 100 partner broadcasters. Serves clients such as UOL, CNN, Transamérica, Nova Brasil, Padre Marcelo Rossi, Flow Podcast, Rede Bahia, Rede Clube FM among others. He has worked on radio stations such as Jovem Pan, Rádio Globo and CBN. He was responsible for the expansion project of more than 70 affiliated stations of Sistema Globo de Rádio.



Rita Helena Faustino, Relationship Manager at Radioweb Group

Having worked for over 20 years in the broadcasting segment, specializing in business and customer service. Manager of the Radioweb Group's Relationship sector since 2021, her objective is to maximize relationships with partner radio stations, encouraging the expansion of affiliates, as well as promoting qualified service to broadcasters. In addition, she also works as a Trainer and Speaker.



Alexandra Fiori, Coordinator of RadioWeb Agency

Journalist from the Pontifical Catholic University of Rio Grande do Sul (1996), specialist in Political Science from the University of Brasília (2007), he worked as a reporter for Rádio e TV Bandeirantes, in Porto Alegre (RS) where he specialized in the Politics and presenting programs for radio and TV. Since 2004, he has worked in Brasília (DF) coordinating Journalism at the Radioweb Agency, having previously coordinated Rádio Justiça, of the Federal Supreme Court, from 2011 to 2014.



Gabrielle Tricanico, Director, A Guardian of the News

I am a professional in the field of communication, qualified as a journalist MTB 44611/SP and DRT Locução 28.865/SP with solid experience in political campaigns, ceremonies, reporting, creation and production of content and voiceover for radio and TV. My trajectory and good reputation in the market were recognized through a lot of effort in training and leading teams, for acting with great willingness. I have a degree in social communication - journalism from Universidade Nove de Julho, in Public Management from Universidade Anhanguera, a postgraduate degree in digital journalism from Cásper Líbero.



Carlos Aros, Content Director Rede Jovem Pan News

Content Director of Rede Jovem Pan News, journalist specializing in Technology and Innovation, executive editor of MIT Technology Review Brasil.