

# *Argentinian journalist says Prensa Latina defends a new world information order*

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Havana, June 8 (RHC) -- The Latin American Information Agency Prensa Latina advocates for the establishment of a new international information order, a defense it maintains today, close to its 65th anniversary, highlighted the Argentine journalist living in Switzerland, Sergio Ferrari.

In a video sent to his headquarters here, Ferrari recognized the contribution of the press organization in the search for an information architecture that enhances "new information for another better possible

world,” he asserted.

The journalist and collaborator of the Agency, created on June 16, 1959, also recalled the imprint of the media in the creation of the “pool” of Non-Aligned Press Agencies.

This initiative constituted a system of cooperation between news agencies of the Non-Aligned Movement of the United Nations (UN), which lasted from 1975 until the mid-1990s.

He also highlighted essential values ??of Prensa Latina such as the quality of information, assumed as a public good and not a commodity, and its permanent solidarity with more fragile and smaller agencies and initiatives.

The Latin American Information Agency emerged in the context of the so-called Operation Truth, which activated the triumphant revolutionary government of the island (January 1, 1959) in order to dismantle the defamatory campaigns against it.

The first director of the news agency was the Argentine Jorge Ricardo Masetti (1929-1964) and the renowned journalist Rodolfo Walsh (1927-1977) and the Colombian writer Gabriel García Márquez also worked there, among other great Latin American figures.

Intellectuals and journalists from various latitudes recognize the impact of the medium which, according to the writer Stella Calloni: “is an example of journalistic ethics, because it respects the right of people to receive truthful information, in a world where hegemonic power takes over. of most of the mass media and technologies, sowing lies and hatred.” (Source: Prensa Latina)

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