

# *Cuban journalists at the forefront of the fight against the pandemic*

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Havana, 16 July (ACN)-- One of the great strengths of Cuban journalism during the period of confrontation with COVID-19 was the relationship, woven over the years, between the system of public institutions and public media, which has allowed the Cuban population to receive immediate and effective information.

Cuban journalists have faced the situation with ethical, human and socially sensitive values, which are set out in the profession's Code of Ethics and which have given them the tools to do more organized and quality work, explained Ricardo Ronquillo Bello, president of the Cuban Journalists' Union (UPEC) on the prime time television program Mesa Redonda.

During the broadcast on Wednesday evening -- the 57th anniversary of UPEC's foundation -- the director referred to the fact that in moments of crisis like the present one, it is easy to understand the importance for Cuba of building a strong public communication system during the years of the Revolution.

"The country is going through an extraordinary stage of transformation. in the case of the press there is a move towards a completely different scenario of communication associated with the development of new technologies," the president of the organization emphasized.

Ronquillo Bello said that one of the main challenges for the Cuban public media system is to coexist with certain structural problems, together with the era of convergence and the challenges it brings with it.

The documentary "Coronavirus: Good Journalism, the Other Endemic," by filmmakers Irma Cáceres Pérez and Marisol Ramírez, was presented during the program. The documentary gathers the experiences of professionals in the sector during the months of confrontation with the pandemic, reports the ACN.

The audiovisual also gathered people's opinions on how effective communications has been in Cuba; the capacity for innovation that exists in the public media and how radio, television, news agencies and newspapers faced the challenges imposed by the pandemic.

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