

ALCALÁ DECLARATION

STRATEGIC DECALOGUE FOR INTERNATIONAL PUBLISHING

Alcalá de Henares, March 18, 2026

Contemporary society stands at a crossroads where technology seems to have outpaced our capacity for ethical assimilation. Editors of media organizations from the European Union and Latin America, gathered in Alcalá de Henares under the auspices of EditoRed, present this Institutional Declaration as a response to a time of systemic transformation, marked by armed conflicts that threaten global stability and by a technological mutation that challenges the very essence of truth. This document establishes the operational and ethical foundations that, in our view, should guide the journalistic industry toward the horizon of 2026.

1. Primacy of the concept over the tool.

Technology must be a means, not an end in itself. The distinctive value of journalism lies in the quality of the concept and in the ethical integrity of those who produce it, safeguarding the sovereignty of human thought in the face of automation.

2. Intellectual property and copyright.

We demand absolute respect for the intellectual property of publishing companies and professionals. It is imperative to establish frameworks for the use of content with authorization, attribution, and fair remuneration for the use of content created by journalists, photographers, and cameramen in the training of Artificial Intelligence models.

3. Defense of linguistic sovereignty.

We affirm Spanish and Portuguese as strategic assets. It is urgent to protect the richness of our languages from the anglocentric biases of AI, ensuring fair representation of our cultural identity.

4. Ethics in capital and governance.

We denounce the entry into the sector of capital from opaque origins that puts media independence at risk. In light of crises affecting leading outlets such as The Washington Post, and various platforms whose owners and/or sources of funding remain unknown, we call for safeguarding newsrooms against interests that do not respond to journalistic ethics.

5. Ambidextrous organizations and innovation.

Media companies must evolve toward flexible models that integrate the rigor of traditional journalism with the boldness of new digital narratives and financial sustainability.

6. An economy of loyalty over noise.

We advocate moving beyond the tyranny of the click and volatile advertising. The model of the future is based on reader loyalty, building communities grounded in judgment, independence, and the verification of facts.

7. The Editor as guarantor of the news.

We reaffirm the role of the editor as the ultimate validator of information. Human judgment is the only effective barrier against disinformation and the “hallucinatio” (hallucinations) of automated systems.

8. Equality and diversity as a standard.

We commit to ensuring that journalism faithfully reflects social diversity. Gender equality and the inclusion of all perspectives are essential pillars for honest and democratic news coverage.

9. Security for the free exercise of journalism.

Freedom of information is the first right to be violated in times of war. We call on international institutions to provide effective protection for journalists working in situations of conflict and persecution.

10. Commitment to peace and democracy.

We understand communication as a strategic public service. Without a free, independent, and technologically ethical press, the critical capacity of citizens and the health of democracies around the world are weakened.