



— Stay Ahead! —

Saturday, August 14, 2021

WELCOME TO THE 3RD HISPANIC MEDIA CONFERENCE AT UTA!

Saturday, August 14, 8:00 - 8:30 am CT

The global pandemic is teaching us valuable lessons and we are learning how to stay current and relevant in a Hispanic media immersed in continued technology and demographic changes.

The conference is organized by the Hispanic Media Initiative at The University of Texas at Arlington, a program in the Department of Communication focusing on the advancement of Hispanic media education, journalism, and research.

Host: Julian Rodriguez, Broadcast Journalism Specialist at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.

A CONVERSATION WITH HISPANIC MEDIA PRODUCERS AND EDITORS

Saturday, August 14, 8:45 - 9:45 am CT

We have adapted to remote productions and restrictions by adopting new communication strategies and production workflows. Join this conversation with Hispanic media producers and editors and learn how they are identifying stories, creating content, and airing information to keep the Latino community informed. Some content production techniques will disappear, others will remain and change Hispanic media for the foreseeable future. Listen, ask, and learn to Stay Ahead!

Session Organizer: Sussy Ruiz, Editor-in-Chief, The Weather Channel en Español.

Moderator: Julian Rodriguez, Broadcast Journalism Specialist at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.

Panelists:

- Jessica Riviera, Assignment Desk Manager, Univision45-Houston (KXLN).
- Carlos Rizik, Executive Producer, Univision41-New York (WXTV).
- Leslie Enriquez, Senior Producer, Univision45-Houston (KXLN).

HISPANIC MEDIA RESEARCH: MISINFORMATION, MEDIA COVERAGE AND AUDIENCE DISCOURSES ON THE COVID-19 PANDEMIC ALONG THE U.S.-MEXICO BORDER

Saturday, August 14, 10:00 – 11:00am CDT

Binational communities along the U.S.-Mexico border have been disproportionately affected by the COVID-19 pandemic, which continues to impact the region's public health and economy. In this panel, media scholars discuss the ways in which Latino audiences in transborder metro areas have accessed, used, and responded to, media coverage of the pandemic.

Moderator: Vinicio Sintá, Ph.D., Assistant Professor at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.

Panelists:

- Hugo Méndez-Fierros, Ph.D., Professor, Universidad Autónoma de Baja California.
 - Arthur Soto-Vásquez, Ph.D., Assistant Professor, Texas A&M International University.
-

MULTIMEDIA JOURNALISM TO STAY AHEAD!

Saturday, August 14, 11:15 am – 12:15 pm CDT

Working from home was unthinkable for television news directors, producers, reporters, anchors, and editors. What we have learned working remotely during the pandemic will remain in our toolbox and make us resilient, efficient, and effective. Broadcast journalists have adopted new gadgets and learned how to remain afloat in a world immersed in cataclysmic changes. Walk away from this session with a reality check and fresh ideas to Stay Ahead!

Moderator: Julian Rodriguez, Broadcast Journalism Specialist at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.

Panelists:

- Angelina Armendáriz, Anchor, Univision23-Dallas (KUVN).
 - Jairo Lozano, Multimedia Journalist, Univision23-Dallas (KUVN).
-

Lunch Break — 12:15 - 1:00 pm CDT

DIVERSITY, EQUITY, AND INCLUSION IN MEDIA

Saturday, August 14, 1:00 - 2:00 pm CT

Newsrooms, public and media relations, advertising, marketing... they all need diverse voices representing the fabric of the United States. We will discuss the challenge of diversifying teams and the opportunities arising from diversity, equity, and inclusion in media.

Moderator: Julian Rodriguez, Broadcast Journalism Specialist at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.



www.utahispanicmedia.com/conference

Panelists:

- Cynthia Garcia, Assignment Desk Manager, NBC5 (KXAS) and Telmundo39 (KXTX).
- Rebecca Aguilar, President-elect of the Society of Professional Journalists (SPJ) and Freelance Reporter.
- Alberto Collazo, Ford Hispanic Communications.

MISSION CRITICAL: BEHIND THE SCENES OF COVID-19 COVERAGE, COMMUNICATIONS, AND FINANCES

Saturday, August 14, 2:15 - 3:15 pm CT

In March 2020, the United States was plunged into the COVID-19 pandemic. Among the most impacted, Black and Latino communities suffered the greatest number of cases, deaths, and economic hardships. Efforts to overcome the pandemic relied significantly on communication strategies by organizations. Hear from news, financial, and community leaders and their efforts to Stay Ahead!

Moderator: Magda Salazar, Product Manager, HMBradley.

Panelists:

- Regina Montoya, CEO and Chairperson at Regina T. Montoya, PLLC.
- Raquel Amparo, News Director at Univision-Dallas.
- Mei Miao, Senior Vice President of Multicultural Banking at Truist.



Saturday, August 14, 3:30 - 4:00 pm CT

Clay Jenkins is an American lawyer and politician born in the Oak Cliff neighborhood of Dallas, Texas. Since he began serving as county judge for Dallas County in 2011, Jenkins has dealt with the 2012 West Nile virus outbreak, the 2014 child migrant crisis and Ebola virus case in North Texas, and the current COVID-19 pandemic.

Moderator: Julian Rodriguez, Broadcast Journalism Specialist at UT Arlington, and Co-Chair of the 3rd Hispanic Media Conference.