



# FOURTH ANNUAL HISPANIC MEDIA CONFERENCE

## Media Re-Boot Camp

University of Texas at Arlington

Saturday, September 17, 2022

The 4th Hispanic Media Conference at UTA will bring together media professionals, scholars, and students to immerse attendees in a day-long **Media Re-Boot Camp** to discover how the media industry is evolving, understand what business models have proven resilient, and develop new professional skills.

#HMCUTA 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.



### The University of Texas at Arlington

The University of Texas at Arlington (UTA) is a Texas Tier One university committed to life-enhancing discovery, innovative instruction, and caring community engagement. UTA provides students with world-class faculty members and more than 170 bachelor's, master's, and doctoral degrees in a broad range of disciplines.

### Department of Communication

The Department of Communication at UTA is a diverse community of engaged award-winning scholars and educators, enthusiastic students, and dedicated staff. With undergraduate majors in eight areas of specialization, an Emerging Media Certificate program, NATAS award-winning television newscasts, and a master's program that draws upon the expertise of faculty in Communication Studies, Communication Technology, and Mass Communication, UT Arlington offers a wealth of opportunities.



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# #HMCUTA PROGRAM

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## THE STATE OF HISPANIC MEDIA – OPENING SESSION –

**Rio Grande Ballroom, UTA University Center**

**Saturday, September 17, 8:15 - 9:45 am**

Welcome to the 4<sup>th</sup> Hispanic Media Conference at the University of Texas at Arlington. In our Opening Session, media executives will discuss and answer questions about the current state of Hispanic media in the United States and what their companies are doing to better serve audiences.

**Moderator:**

Dr. Vinicio Sinta, Assistant Professor, Department of Communication, UT Arlington

**Panelists:**



**Raquel Amparo**

President and General Manager  
CBS11 – CBS News DFW



**Sussy Ruiz**

Editor in Chief  
The Weather Channel en Español



**Edwin Méndez**

Marketing Director  
NBCUniversal - Telemundo39

## HISPANIC MEDIA RESEARCH: UNDERSTANDING THE FORCES OF CHANGE

**Saturday, September 17, 10:00 - 11:00 am**

**Red River Room, UTA University Center**

The United States of America continues to experience demographic changes, and these socioeconomic and political forces are reshaping every industry. Births are driving the growth of the Hispanic community, not immigration. This panel will discuss how the fabric of our nation is varying and what this means for the media landscape.

**Moderator:**

Dr. Vinicio Sinta, Assistant Professor, Department of Communication, UT Arlington

**Panelists:**

- Dr. Kent Wilkinson, Professor & Director of the Harris Institute for Hispanic and International Communication, Texas Tech University
  - Sussy Ruiz, Editor in Chief, The Weather Channel en Español
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## MAKING THE SWITCH FROM JOURNALISM TO PUBLIC RELATIONS

**Saturday, September 17, 10:00 – 11:00 am**

**Concho Room, UTA University Center**

Making the switch from journalism to public relations may appear to be an easy transition, but is it really? Former journalists will share how they switched from news to media relations. Learn how they use their journalism skills in their new careers.

**Moderator:**

Saul Garza, Media Relations and Social Media Manager at the City of Garland, TX

**Panelists:**

- Karen Falla, Public Information Specialist for Dallas County Public Health, TX
  - Cynthia Lemus, Communication Coordinator for the City of Arlington, TX
  - Magaly Ayala, Senior Public Information Officer for Tarrant County Public Health, TX
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## LATINA LEADERS IN JOURNALISM

**Saturday, September 17, 11:15 am – 12:15 pm**

**Red River Room, UTA University Center**

Advancing your journalism career requires advice, mentorship, and investing heavily in personal and professional growth. Learn from leading Latina journalists and avid mentors how to jump ahead and stay in the lead in the news media industry. This session will provide a year one in review of their work, lessons learned, challenges faced, and a look toward the future.

**Moderator:**

Ana Cruz, Spanish-at-Large Board Member, Hispanic Communicators DFW

**Panelists:**

- Rebecca Aguilar, Freelance Journalist & President of the Society of Professional Journalists (SPJ)
- Raquel Amparo, President and General Manager, CBS11
- Magda Salazar, President, Hispanic Communicators DFW



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## MOBILE APPS, SOFTWARE, AND TIPS FOR MARKETING AND CONTENT PRODUCTION

Saturday, September 17, 11:15 am – 12:15 pm

Concho Room, UTA University Center

Learn how marketing professionals use mobile applications and software to create generate insights into audiences and create impactful media content. Walk away with innovative ideas that will help you reach audiences efficiently while building a memorable brand.

**Moderator:**

Dr. Roger Gans, Assistant Professor, Department of Communication, UT Arlington

**Panelists:**

- Teevee Aguirre, Digital Marketing Consultant at Rockstar.Marketing
- Michael Magnus, Senior SEO Manager for Magnus Opus

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## LUNCH BREAK

— FREE WITH REGISTRATION —

12:15 - 1:15 pm

Rio Grande Ballroom, UTA University Center



### MUSIC

#### Helio Portales

"My Goal has always been to share the essence of music with a 'Latin Touch', allowing joy, passion, and romance to dance together in a room, opening the hearts of listeners and leaving an unforgettable memory to carry on."

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## FREELANCING AND MEDIA CAREERS IN BIG MEDIA MARKETS

Saturday, September 17, 1:30 - 2:30 pm

Red River Room, UTA University Center

Television news professionals aspire to work in large media markets. Reaching this goal requires strategic planning, networking, and years of professional experience. TV news leaders come together to provide insights on what they are looking for when hiring journalists and what to expect when professionals are pursuing a position in a top 10 media market.

**Moderator:**

Julian Rodriguez, Broadcast Journalism Specialist, UTA Department of Communication

**Panelists:**

- Calixto Gonzales, Vice President of News, Univision Noticias23
- Manuel Moreno, Assistant News Director, Telemundo39

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## SPORTS MARKETING AND HISPANIC AUDIENCES

Saturday, September 17, 1:30 - 2:30 pm

Concho Room, UTA University Center

Professional sports teams have been increasingly aware of the importance of engaging Latino fans in the United States and beyond. In this panel, marketing executives from teams based in the Dallas-Fort Worth metroplex will talk about their experience in trying to establish strong connections to Hispanic communities in the region.

**Moderator:**

Lance Liguez, Broadcast Specialist, Department of Communication, UT Arlington

**Panelists:**

- Iris Díaz, Chief Marketing Officer, Dallas Mavericks
- Jose García, Multicultural Marketing Coordinator, Texas Rangers
- Al Montoya, Director of Community Outreach, Dallas Stars

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**TIPS AND TECHNIQUES FOR MULTIMEDIA PRODUCTION UNDER DEADLINES****Saturday, September 17, 2:45 - 3:45 pm****Red River Room, UTA University Center**

News cycles never stop, and demand for high-quality content is only increasing. In this panel, you will learn proven tips and techniques that will propel your creativity while delivering professional work under tight deadlines.

**Moderator:**

Iara Roberto, Board of Directors of Student Media, Oklahoma State University

**Panelists:**

- Fernando Mejía, Senior Multimedia Journalist, Telemundo39
- Juana Palmieri, Former Digital Producer, Univision Noticias23

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**PROFESSIONALISM IN THE COVERAGE OF HEAVY NEWS CYCLES****Saturday, September 17, 2:45 - 3:45 pm****Concho Room, UTA University Center**

Journalists are often exposed to stressful and traumatic situations as part of their daily work routine. Panelists will talk about their experiences before, during and after covering situations of conflict, stress and tragedy—including episodes of extreme violence.

**Moderator:**

Rebecca Aguilar, Freelance Journalist & President of the Society of Professional Journalists

**Panelists:**

- Norma García, Anchor, NBC5 & Telemundo39
- Kenny Molestina, Anchor and Reporter, CBS11

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**WELLNESS AND SELF-CARE FOR MEDIA PROFESSIONALS****Saturday, September 17, 4:00 - 5:00 pm****Red River Room, UTA University Center**

Media professionals are constantly operating under multiple stressors, from the daily rush of working on deadline, to the growing pressure to be always "on" a variety of digital media platforms. This session will present insights on how to identify signs of distress, and tips for media workers on how to protect their well-being while on the job.

**Moderator and Panelist:**

Saul Garza, Media Relations and Social Media Manager at the City of Garland, TX

**Panelists:**

- Nelly Cuenca, Mental Health First Aid & CEO of MaaPaa



## **BILINGUAL JOURNALIST: CREATING YOUR OWN COMPETITIVE ADVANTAGE**

**Saturday, September 17, 4:00 - 5:00 pm**

**Concho Room, UTA University Center**

According to a 2017 report, in the state of Texas, Spanish is spoken in 29 percent of Texas homes, and many people in these households do not speak English fluently. This language gap can become a problem when media does not provide coverage aimed at non-English speakers. There is a huge need for content from Spanish news sources that do more than provide direct translations into English, with more representation in English-speaking newsrooms from professionals who can bring the essence of our stories to life. In this session, panelists from different DFW area outlets will share their experiences on how Spanish became their power in journalism and how they have used their knowledge and capabilities to stand out.

### **Moderator:**

Ana Cruz, Spanish-Language at Large Officer, Hispanic Communicators DFW

### **Panelists:**

- Itzel Hernández, Digital Content Producer, WFAA ABC Channel 8
- Everardo Huerta – Senior Producer Texas Today, NBC 5
- Juanita Hernández – Bilingual News Reporter, Estrella TV Channel 29
- Miguelángel Piñero, Anchor, Univision Noticias23

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## **CLOSING — NETWORKING —**

**5:00 – 6:00 pm**

**Rio Grande Ballroom, UTA University Center**



# **FOURTH ANNUAL HISPANIC MEDIA CONFERENCE**