



7th HISPANIC / LATINO MEDIA & MARKETING

INTERNATIONAL CONFERENCE

— FEBRUARY 21-23, 2019 —

Arlington, Texas

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CONTACT THE CONFERENCE ORGANIZERS:

julian.rodriguez@uta.edu & kent.wilkinson@ttu.edu

7th HISPANIC / LATINO MEDIA & MARKETING INTERNATIONAL CONFERENCE

It is our pleasure to welcome you to the campus of the University of Texas at Arlington and the 7th Hispanic/Latino Media & Marketing International Conference. We look forward to two days of vibrant learning, discussion and relationship-building centered around the conference theme. This is the first conference in the series to be co-hosted by two universities, a fruitful venture that we hope other host institutions will pursue in the future. We thank you for the time, effort and resources you have dedicated to attending the conference, and look forward to our time together.

Julián Rodríguez and Kent Wilkinson

Culture, Media & Measurement

Culture, identity, and language continue to wield considerable influence in Hispanic/Latino-oriented media and marketing even as data capture and advanced analytical techniques develop apace in media industries. The 7th Hispanic/Latino Media & Marketing International Conference brings together scholars, media industry professionals, and students to examine these issues and other important topics. This biennial conference, which has its foundational roots in Texas, is being co-hosted by the College of Media & Communication at Texas Tech University and the Department of Communication at the University of Texas at Arlington. We are pleased to have generous support from a number of sponsor organizations as well.

Three distinct characteristics of this conference are: active participation by professionals working in Hispanic/Latino media, contributions from U.S.-based and international scholars, and involvement by students from various universities. These legacies will be maintained with keynote addresses, general sessions and panels featuring industry professionals, participation by diverse researchers, and special panels, workshops, and career advising sessions specifically designed for our student attendees.

HOST DEPARTMENTS & INSTITUTIONS

University of Texas at Arlington

The University of Texas at Arlington (UTA) is a growing Carnegie Research-1 institution committed to life-enhancing discovery, innovative instruction, and caring community engagement. With a projected global enrollment over 58,000, UTA is a Hispanic Serving Institution (HSI) that provides students world-class faculty members and more than 180 bachelor's, master's, and doctoral degrees in a broad range of disciplines.

Department of Communication

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

Hispanic Media Initiative

The Hispanic Media Initiative (HMI) is a program in the Department of Communication at The University of Texas at Arlington (UTA) focusing on the advancement of Hispanic media education, journalism, and research. More information may be found at www.utahispanicmedia.com.



Texas Tech University

Texas Tech University, a comprehensive public research university, aims to provide the highest standards of excellence in higher education, foster intellectual and personal development, and stimulate meaningful research and service to humankind. Classified in the Highest Research Activity category by the Carnegie Foundation, Texas Tech's enrollment of undergraduate Hispanic students reached 27 percent in fall 2017, making the university eligible for Hispanic-Serving Institution (HSI) status.

College of Media & Communication

Texas Tech's College of Media & Communication serves approximately 2,000 undergraduate majors across five departments: Advertising, Communication Studies, Journalism & Creative Media Industries, Public Relations and Digital Media & Professional Communication. Three MA programs enroll 253 students, and the Ph.D. program 40 students. The college's faculty, who strive to excel in their areas of research and professional activity, are supported by ample funding and resources such as the Harris Institute (see below) and the Center for Communication Research (comc.ttu.edu/research/ccr), a state-of-the-art facility for the study of audience response to media messages.

Thomas Jay Harris Institute for Hispanic & International Communication

The Harris Institute's mission is to promote teaching and research that improves society's understanding of Hispanic-oriented and international communication, including the significant connections between them. The Institute supports student and faculty research, campus activities, interdisciplinary collaborations, and interaction with individuals and organizations in the region, state, nation and globally. More information is available at comc.ttu.edu/research/hihic.

THURSDAY, FEBRUARY 21

#HLMM2019

#HLMM2019 Opening Reception (Ticketed) — 7 - 9 p.m.

Carlisle Suite, Academy Room, Second Floor

E. H. Hereford University Center

University of Texas at Arlington

300 W First St, Arlington, TX 76019

KEYNOTE SPEAKER: HUGO BALTA



MSNBC Senior Producer and President of the
National Association of Hispanic Journalists (NAHJ)

MUSIC BY: 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.”

FRIDAY, FEBRUARY 22

#HLMM2019

Coffee

8:30 – 8:50 am — Río Grande Room

General Session: Diversity & Inclusion in Media

9:00 – 10:00 am — Río Grande Room

A conversation with Hugo Balta about diversity & inclusion in media.

Moderator:

Julián Rodríguez, University of Texas at Arlington

Guest:

Hugo Balta, MSNBC Senior Producer and President of the National Association of Hispanic Journalists (NAHJ)

10:15 - 11:15 am

Media & Ethnicity Research

10:15 – 11:15 am — Pedernales Room

Moderator:

Federico Subervi, Visiting Leverhulme Professor, University of Leeds, UK

- Enrique Becerra, Texas State University, and Sindy Chapa, Florida State University: *Target- Ethnic-Specific Ads on Age of Diversity Acceptance: A Study of U.S. Ethnic Groups' Ad Preferences*
- Joshua Dunn and Christina Jimenez Nájera, Texas Tech University: *Trusted News Source and Ethnicity's Influence on Attitudes towards Hispanic Immigration Issues: A Secondary Data Analysis*

Some Talk Walls... We're About Bridges

10:15 – 11:15 am — Palo Pinto Room

A discussion about the evolution of marketing, a place where multicultural is no longer a trend, understanding clashes with cultural stereotypes, and 3rd and 4th generation Americans are the future.

Moderator:

Khris Kesling, Creative Director, PAVLOV Advertising

Panelists:

- Esteban Abascal, CEO of Interamerican Foods, La Moderna USA
- Andrew Yeager, Digital Sales Director, NBC5 & Telemundo39
- Allan Cardozo, Interactive and Operations Director at PAVLOV Advertising

History and Goals for the Future: National Association of Hispanic Journalists (NAHJ)

10:15 – 11:15 am — San Saba Room

Moderator:

Vinicio Sinta, Texas A&M University—San Antonio

Panelists:

- Hugo Balta, MSNBC Senior Producer and NAHJ President
- Leslie-Anne Frank, Director of NAHJ Next Generation Initiatives

Making the Switch from Journalism to PR and Media Relations
10:15 – 11:15 am – Concho Room

Making the Switch from journalism to public relations may appear like an easy transition, but is it really? Two former journalists will share how they made the switch from news to public relations and media relations. Learn how they use their journalism skills to do their job, and also find out how they dealt with any challenges.

Moderator:

Rebecca Aguilar, Freelance reporter & SPJ Diversity Chair

Panelists:

- Marissa Alanis, Managing Director, LDWW
- Alice Rios, Assistant Director, Marketing and PR, Mountain View College

Tips and Techniques for Multimedia Journalists—
Manage Your Time
10:15 – 11:15 am – Red River Room

Working as a multimedia journalist requires you to be smart and fast. This workshop will give you time-tested tips that will improve your performance in television news' deadline-driven environment.

Trainer:

Fernando Mejía, Senior Multimedia Journalist at Telemundo39-Dallas, TX

11:30 - 12:45 pm

General Session: Research and Marketing Advances Using Big Data
(Lunch provided)
11:30 – 12:45 pm – Río Grande Room

Moderator:

Héctor Rendón, Texas Tech University

Guests:

- Ashley Coffin, Brand Strategist & Account Planner, LatinWorks
- Mike Reid, Vice President - Multicultural, Pandora Media

Sponsored by the Thomas Jay Harris Institute for Hispanic & International Communication, Texas Tech University

12:45 - 1:45 pm

Expo Hall + Meet & Greet
12:45 – 1:45 pm – Guadalupe Room

Meet our sponsors and learn about opportunities and how Hispanic/Latino Media & Marketing is applied in their organization

2:00 - 3:00 pm

Emerged Communication Technologies in Latin America
2:00 – 3:00 pm – Pedernales Room

New technologies are essential components to allow the Latin American economy to prosper and build bridges with nations around the world. To that end, Latin America must educate its citizenry to develop innovative mindsets and think digitally. For a region with a large education gap, high barriers to entry, and sometimes criticized as being

too heavily regulated, public and private sector collaboration is needed to train the next digital workforce. The presentations in this panel address the barriers and opportunities regarding communication technologies currently emerging in Latin America, and the differences among countries like Brazil, Chile, Colombia, and others in their implementation.

Moderator:

Christian Zlolnisky, Director of Center for Mexican American Studies, University of Texas at Arlington

Panelists:

- Stephani Calderon, Digital Consultant Analyst at Accenture, The University of Texas at Austin
 - Andres Lesmes, International Business Major, Center for Mexican American Studies, The University of Texas at Arlington
 - Brenda Serrano, Business Management Major, The University of Texas at Arlington
-

***Threats to Mexican Journalism
2:00 – 3:00 pm – Palo Pinto Room***

Moderator:

Kent Wilkinson, Texas Tech University

- Alexandra Ellerbeck, North American Program Coordinator, Committee to Protect Journalists
 - Josefina C. Santana and María Elena Gutiérrez Rentería, Universidad Panamericana, Guadalajara México: *A Crisis of Trust: Mexico, Its media, and Its Institutions*
 - Lucinda Holt, Texas Tech University: *Deadly Lede: Framing and Attacks on the Mexican Press*
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***From the Classroom to the Newsroom
2:00 – 3:00 pm – Concho Room***

Practical strategies to bring real-life journalism experiences to the classroom.

Moderator:

Sindy Chapa, Florida State University

Panelists:

- Kay Colley, Texas Wesleyan University
 - Tracy Everbach, University of North Texas
 - Carolyn Brown, University of North Texas
-

***Podcasting on a Budget
2:00 – 3:00 pm – Red River Room***

Podcasting is an effective and fairly inexpensive way to build an audience and provide your customers with a target demographic. Learn about the pros and cons of podcasting and best practices for starting a podcast on a budget.

Trainer:

Lance Liguez, Former WBAP Reporter and Radio ‘Guru.’ Faculty at the University of Texas at Arlington

3:15 - 4:15 pm

**Student Journalists: Delivering Impactful Stories
3:15 – 4:15 pm – Pedernales Room**

Student journalists are breaking news stories and creating headlines at the local and national level. Learn how college newspapers expose issues affecting Latino students and how these student journalists create multiplatform momentum for their stories.

Moderator:

Ignacio Ruiz-Pérez, University of Texas at Arlington

Panelists:

- Narda Pérez, Social Media Editor, *The Shorthorn*, University of Texas at Arlington
- Brian López, News Editor, *The Shorthorn*, University of Texas at Arlington
- Carmina Tiscareño, Life and Entertainment Editor, *The Shorthorn*, University of Texas at Arlington

**Mexican Elections & Political Communication
3:15 – 4:15 pm – San Saba Room**

Moderator:

Héctor Rendón, Texas Tech University

Panelists:

- Josefina C. Santana, Universidad Panamericana, Guadalajara México
- Gabriel Domínguez Partida, Texas Tech University
- María Elena Gutiérrez Rentería, Universidad Panamericana, Guadalajara México

**Young Latinos and Social Media
3:15 – 4:15 pm – Concho Room**

Young Latinos are a powerful ascending force in the United States. Their current and future influence pose vital questions: What are the social media habits of young Latinos? How can media professionals reach this demographic and engage with them online? And how can young people use social media tools to shape the world and further their own goals? We will address these questions and discuss these and other topics about young Latinos and social media in this session.

Moderator:

Mark Tremayne, University of Texas at Arlington

Panelists:

- Brandon Hurtado, President of ANKR Agency
- Dustin Harp, University of Texas at Arlington

**Shooting and Editing Video on Mobile Devices
(Please bring smartphone/tablet)
3:15 – 4:15 pm – Red River Room**

The most powerful and versatile video equipment is in your pocket. Learn how to use smartphones and tablets to create compelling high-quality video that is ready to be published and shared in little time and with very few clicks.

Trainer:

Fernando Mejía, Senior Multimedia Journalist at Telemundo39-Dallas, TX

4:30 - 5:30 pm

Rights & Values: Acculturation, Multi-Ethnic and Hispanic Millennials' Profile, and Access to Public Information
4:30 – 5:30 pm – Pedernales Room

Moderator:

Sindy Chapa, Florida State University

Panelists:

- Sean Sawicki, Florida State University: *How Fast Do They Change? A Regional Examination of Acculturation among Hispanics*
- Olivia Stacie-Ann Bravo and Sindy Chapa, Florida State University: *Do Personal and Cultural Values Count? A Comparative Study of U.S. Multi-ethnic and Hispanic Millennials*
- Jairo Becerra and Paula Andrea Pérez Gómez, Universidad Católica de Colombia: *Aplicación de la Ley de Transparencia y del derecho de acceso a la información pública con la ayuda del software Transparenci@*

Univision23-Dallas Presents:
The Power of 360 Marketing in Hispanic Media
4:30 – 5:30 pm – Palo Pinto Room

Learn how to utilize multiple digital platforms to market your product to its fullest potential in a local market. Whether it's a television show, a segment, a community event, we will show you techniques that you can apply to any marketing campaign.

Moderator:

Sussy Ruiz, Independent Media Professional and Adjunct Faculty at University of North Texas

Presenters:

- Sonia Salas, Univisión23-Dallas Media and Communication Specialist
- Raúl Solís, Univisión23-Dallas Creative Services Content Producer/Editor

Hispanic/Latin@ Health Communication: The Status Quo
4:30 – 5:30 pm – San Saba Room

Moderator:

Roger Gans, University of Texas at Arlington

Panelists:

- Kenneth Stewart, Angelo State University
- Abraham Benavides, University of North Texas
- Chyng-Yang Jang, University of Texas at Arlington

Marketing to the Latino Community
4:30 – 5:30 pm – Concho Room

Moderator:

Michael Magnus, University of Texas at Arlington

Panelists:

- Mike Reid, Vice President - Multicultural, Pandora Media
- Crystal González, National Sales Executive, Pandora Media
- Antonio Banos, Texas Christian University

Bus Shuttle to Courtyard Marriott Hotel – 5:45 pm

Conference Organizers & ALMMACR Meeting – Off Site – 6:30 pm

SATURDAY, FEBRUARY 23

#HLMM2019

Coffee

8:30 – 8:50 am – Río Grande Room

Sports Marketing to Hispanics/Latin@s General Session

9:00 – 10:00 am – Río Grande Room

Moderator:

Jody Roginson, Public Relations and Sports Media Faculty, Texas Tech University

Guests:

- Carlos Nava, ESPN International & Deportes Production, and Spanish-language Sideline Reporter for Dallas Cowboys
- Verónica Cantú, Director of Marketing and Sales Support, Dallas Mavericks
- Alfred White, Senior Director of Marketing and Strategic Partnerships, College Football Playoff
- Robert Rardin, Vice President of Marketing & Event Presentation, FC Dallas
- Ray Casas, Manager, Programs & Community Outreach, Texas Rangers

10:15 - 11:15 am

Case Studies: Cuban Television, Media Business in Latin America, and Social Status in Spanish Print Media

10:15 – 11:15 am – Pedernales Room

Moderator:

Manuel Chavez, Michigan State University

Panelists:

- Dayana Barrera Rodríguez, Universidad Nacional Autónoma de México: *“Realidad sensible a domicilio”, una mirada tras bambalinas de la difusión del arte y la cultura en la televisión cubana*
- María Elena Gutiérrez Rentería, Universidad Panamericana, Guadalajara, México: *History of Media Business in Latin America*
- Daniel de la Miyar, Texas A&M International University: *A Descriptive Analysis of the Representation of Social Status through Spanish Print Media*

Documenting the Latino Experience on Film

10:15 – 11:15 am – San Saba Room

Moderator:

TJ Martinez, Texas Tech University

Panelists:

- Alberto Avedaño, President, Latino Impact Media
- Viviana Rojas, Research Affiliate, University of Texas at Austin, and Lecturer, Schreiner University
- Paul Hunton, General Manager of Texas Tech Public Media, and Instructor, Texas Tech University

Best Tips on Finding Your First or Next Job in Journalism

10:15 – 11:15 am – Concho Room

Is college graduation around the corner? Or are you on the job and your contract is about

to expire? Come to this panel and find out some of the best tips to get your foot in the door at a newspaper, digital site, or radio/TV station. Who should you be contacting and how important is it to make sure your social media part of the plan? Don't get left behind.

Moderator:

Rebecca Aguilar, Freelance Reporter & SPJ Diversity Chair

Panelists:

- Sarah Garza, Former News Manager at NBC/Telemundo (Dallas), WFAA-TV (Dallas), CBS 11 (Dallas), KING-TV (Seattle), KOMO-TV (Seattle)
- Daniela Ibarra, NTTV News Director, University of North Texas
- Alicia Barrera, Reporter, KSAT-TV, San Antonio, TX

**Advocacy Journalism in 21st Century
U.S. Culture, Media & Measurement
10:15 – 11:15 am – Red River Room**

Moderator:

Dorothy Bland, University of North Texas

Panelists:

- Kenny Molestina, CBS11 (KTVT) Anchor/Reporter, Dallas, TX
- Raquel Amparo, Univision23 News Director, Dallas, TX
- Alfredo Carbajal, Al Día/Dallas Morning News Managing Editor
- Carolyn Brown, Senior Lecturer at the University of North Texas

11:30 - 12:30 pm

**Research Studies on Migration and Bilingual Media Content
11:30 – 12:30 pm – Pedernales Room**

Moderator:

Cam Stone, Texas Tech University

- Bryce Kelley, Florida State University: *Emigratory Factors and Their Influence on the Degree of Enculturation and Acculturation among the Hispanic Population of the United States*
- Héctor Rendón, Texas Tech University, Melissa Johnson, North Carolina State University and Gabriel Domínguez, Texas Tech University: *International Media Representations: Bilingual News Coverage of Latin American Child Migrants*
- Melita Garza, Texas Christian University: *They Came to Toil*

Finding Sources and Stories

11:30 – 12:30 pm – Palo Pinto Room

If you have good sources and stories, you're going to make the front page of a newspaper or lead the news on your local TV or radio station. Avoid becoming the "spoon fed" reporter in your newsroom and break your own stories. Come to this panel and learn how reporters find sources, gain their trust and get exclusives.

Moderator:

Rebecca Aguilar, Freelance Reporter & SPJ Diversity Chair

Panelists:

- Jenny Manrique - Dallas Morning News/Al Día Reporter
- Alicia Barrera - KSAT News Reporter, San Antonio, TX
- Kenny Molestina, CBS11 (KTVT) Anchor/Reporter, Dallas, TX

11:30 - 12:30 pm

**Teaching Latin American Cinema
11:30 – 12:30 pm – San Saba Room**

Moderator:

Gabriel Domínguez, Texas Tech University

Panelists:

- Daniel García, University of Texas at Arlington
- Juan Llamas-Rodríguez, University of Texas at Dallas
- Gabriel Durán, University of North Texas

**Marketing, Representations, and the Border
11:30 – 12:30 pm – Concho Room**

- Christina Jimenez Najera, Texas Tech University: *“I Feel Like a Woman:” An Analysis of Attitudes and Perceptions of Body Ideals Between Hispanic and Non-Hispanic Young Adult Women.*
- Roger Gans, Michael Magnus and Tom L. Ingram, University of Texas at Arlington: *Marketing Healthcare Services to Hispanic Populations in Anglo-Rich Markets.*
- María de los Ángeles Flores, University of Texas at El Paso, and Manuel Chavez, Michigan State University: *The Agenda Building Effect of Donald Trump in the 2016 Presidential Race: The Case of the U.S.-Mexico Border.*

**Closing Reception & Lunch – Open to all registered attendees
12:45 – 2:00 pm – Río Grande Room**

**Bus Shuttle to Courtyard Marriott Hotel (if necessary)
2:30 pm**

EVENT PARKING

REMEMBER TO REGISTER YOUR VEHICLE ONLINE!

1. GO TO **WWW.MEDIAMARKETCONFERENCE.COM**
2. CLICK ON **“EVENT PARKING”**
3. FOLLOW THE STEPS

This will give your vehicle access to park in the designated lots. **Any vehicle parked on campus without an e-permit will receive a citation.** You only have to register once.

For visitors using a rental car: You can register your vehicle after parking on campus. Once parked, reference your rented vehicle’s license plate number and then enter it during the online registration process.

You may park in any space not marked as reserved, service vehicle, blocked by cones, or an ADA space without the proper permit. This permit is valid only for the date and times of your event. If you have any comments or concerns, please contact us at parking@uta.edu or (817) 272 – 3907.

WI-FI

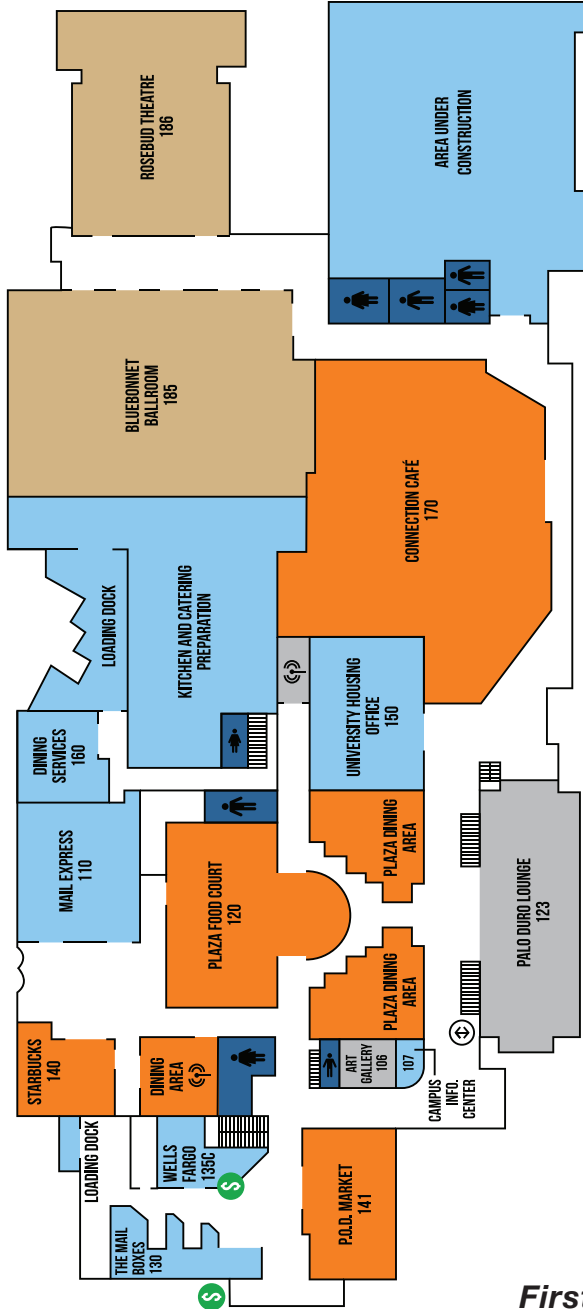
Conference attendees may access the UTA wireless network by connecting to “UTA Auto Login” using these credentials.

NetID: evt-rvsp

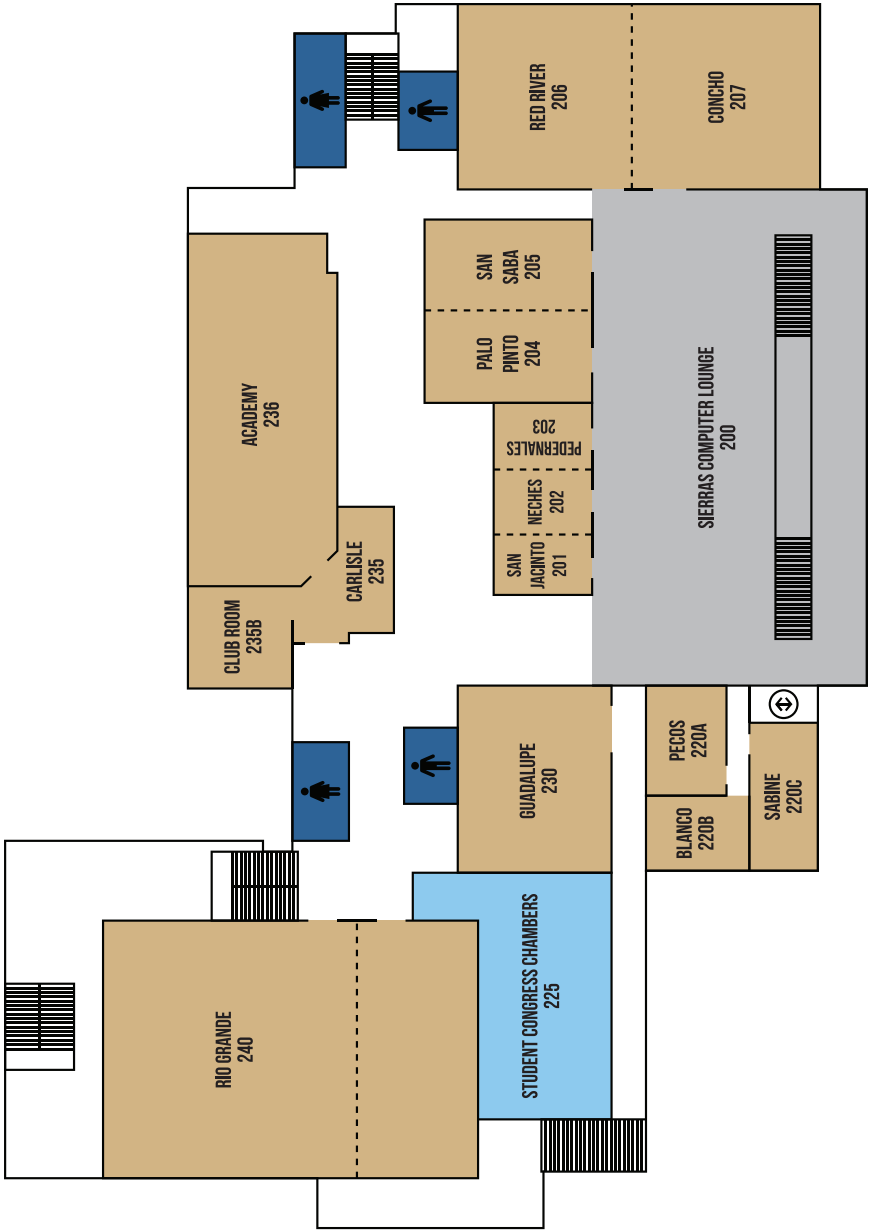
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MAP

Shuttle
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Here



First Floor



Second Floor

Acknowledgements

The co-organizers would like to thank the Association for Latino Media and Marketing Communication Research (ALMMACR) for selecting U.T. Arlington and Texas Tech as this year's conference hosts, its assistance with planning, and for keeping alive this important initiative for biennial conferences. We also appreciate the support of our department, college and university administrations. This conference would not have been possible without the generous contributions of our sponsors, the willingness of academic and professional experts to share their wisdom, and the eagerness of student attendees to acquire knowledge and develop new skills.

At U.T. Arlington, we would like to recognize Ashley Bustillo and Jazmine Johnson, support specialists, and Paula Branen, administrative assistant, in the Department of Communication who have been fully involved in the logistics required to make of this conference a reality. We also would like to thank Lunce Bear, Rebecca Herman, and the staff at the E.H. Herford University Center for their diligent help scheduling and organizing spaces for the conference. Without question, none of this would be possible without the unconditional support of our Department chair, Dr. Charla Markham Shaw, and the Dean of the College of Liberal Arts, Dr. Elisabeth Cawthon, who have always found ways to energize the mission and vision of the UTA Hispanic Media Initiative (HMI). Finally, we would like to thank our student volunteers and members of the HMI, a group of highly motivated undergraduate Latino students who grow their professional careers while pursuing their passion for Hispanic media education, journalism, and research (more information about HMI at www.utahispanicmedia.com).

At Texas Tech we must first and foremost recognize Dr. Héctor Rendón, assistant director of the Harris Institute who was deeply involved in conference planning and execution. Our affiliated doctoral students Christina Najera and Gabriel Domínguez Partida have been assisting us diligently for six months. We also received steadfast support from Dean David Perlmutter and the College of Media & Communication's marketing department, advising office and accounting personnel. We appreciate the interest of faculty and students who made the trip from Lubbock to participate. Finally, the depth of Texas Tech's involvement in this conference would not have been possible without the generous gift of Mr. Thomas Jay Harris whose endowment we received in 2013 (more information about Mr. Harris is available at www.depts.ttu.edu/comc/research/hihic/about.php).



UNIVERSITY OF
TEXAS
ARLINGTON

DEPARTMENT OF
COMMUNICATION



TEXAS TECH UNIVERSITY

Thomas Jay Harris Institute *for* Hispanic
& International Communication™
College of Media & Communication