



# STAY ON TRACK!

Saturday, September 16, 2023

After five years of bringing together media professionals, scholars, and students, the 5th Hispanic Media Conference at UTA will continue to provide attendees with a program helping them Stay on Track. This day-long conference provides unique access to a learning environment where we acquire knowledge from experienced professionals and researchers navigating the turbulent waters of a deadline-driven world.

#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 discoveries, 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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## COVERING WEATHER IN A CHANGING CLIMATE – OPENING SESSION –

Rio Grande Ballroom, UTA University Center  
Saturday, September 16, 9:00 - 10:00 am

Welcome to the 5<sup>th</sup> Hispanic Media Conference at the University of Texas at Arlington. In our Opening Session, Albert Martínez, senior on-camera meteorologist at The Weather Channel en Español, will discuss how climate change is affecting communities and how we should cover environmental stories. His presentation will be followed by a Q&A session.

**Moderator:**

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

**Keynote:**



**Albert Martínez**  
Senior On-Camera Meteorologist  
The Weather Channel en Español

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### THE STATE OF LATINO MEDIA

Saturday, September 16, 10:15 - 11:15 am

Red River Room, UTA University Center

Latino media is American media. This panel will deliver insights on contemporary trends in research on the experiences of U.S. Latino communities with the media. Issues discussed will include audience/demographic changes, the quality of health and emergency communication strategies aimed at Spanish-speaking communities and misinformation.

**Moderator:**

Lucinda Holt, Professor of Practice, Texas Tech University

**Panelists:**

- Federico Subervi-Velez, University of Wisconsin
- Kenton Wilkinson, Professor, Texas Tech University



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## THE "UNSPOKEN RULES" OF A MEDIA CAREER

**Saturday, September 16, 10:15 - 11:15 am**

**Concho Room, UTA University Center**

There are some "universal" rules to starting a career in communications: build strong work samples, grow your professional network, etc. But staking a place in a dynamic and competitive environment has many other nuances. In this panel, seasoned media professionals and entrepreneurs from the DFW area will share their journey and discuss the tips and advice they would have liked to receive in their early careers.

**Moderator:**

Magda Salazar, President, Hispanic Communicators-DFW

**Panelists:**

- Kristin Diaz, Anchor, KRLD NewsRadio 1080 AM
- Selena Hernández, Executive Producer, CBS 11
- Alejandro Sánchez Saldivar, Executive Producer, Univision Dallas
- Dora Tovar, Director, Tovar Public Relations

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## HISPANIC-SERVING INSTITUTIONS AND MEDIA EDUCATION

**Saturday, September 16, 11:30 am - 12:30 pm**

**Red River Room, UTA University Center**

After decades of sustained demographic growth, Latina/o/x identifying students now represent a significant proportion of the enrollment at many educational institutions across the country. This panel will explore the history, meaning, and implications of the "Hispanic-Serving" designation, with an emphasis on the experience of Media and Communication programs.

**Moderator:**

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

**Panelists:**

- George Daniels, Associate Professor, University of Alabama
- Maria Yareli Delgado, Director of HSI Services, University of Texas at Arlington
- Arthur Soto-Vasquez, Assistant Professor, Texas A&M International University

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## HISPANICS: WEATHER, CLIMATE AND ENVIRONMENTAL STORIES

**Saturday, September 17, 11:30 – 12:30 am**

**Concho Room, UTA University Center**

This session will explore the intricacies of covering weather and climate. It will present examples of environmental stories and give you an insight look at the production of "Decisions: Data and Climate Change", a production of The Weather Channel en Español in partnership with the Catholic University of Colombia and The University of Texas at Arlington.

**Moderator:**

Julian Rodriguez, Broadcast Journalism Specialist, UT Arlington

**Panelists:**

- Sussy Ruiz, Vice-President & Editor-in-Chief, Weather Channel en Español
- Albert Martínez, Senior On-Camera Meteorologist, The Weather Channel en Español



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## LUNCHEON KEYNOTE

— FREE WITH REGISTRATION —

12:30- 1:45 pm

Rio Grande Ballroom, UTA University Center



### Telling Our Story, But Not Just to Ourselves

Dino Chiecchi,

Texas State University

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## A RECIPE FOR THE FUTURE OF MEDIA: EDUCATION FOR TOMORROW'S BROADCASTERS

Saturday, September 17, 2:00 - 3:15 pm

Rio Grande Ballroom, UTA University Center

Media education evolves with the industry. These universities are part of the Broadcast Education Association (BEA), the premier international academic media organization, driving insights, excellence in media production, and career advancement for educators, students, and professionals.



### Moderator:

Andrea Miller, Dean, Mayborn School of Journalism, University of North Texas

### Panelists:

- LaDonna Aiken, Specialist, UT Arlington
- Glenda Balas, Professor, University of North Texas Dallas
- Kathleen M. Ryan, Associate Professor, University of Colorado Boulder
- Jason Holly, Former President of NBS-AERho Chapter, Tarrant Community College

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## NETWORKING COOKIE & COFFEE BREAK

3:15 - 4:00 pm

Rio Grande Ballroom, UTA University Center

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## **NORTH TEXAS MEDIA PROGRAMS SHOWCASE**

**Saturday, September 16, 4:00 - 5:15 pm**

**Red River Room, UTA University Center**

Learn about media programs in North Texas, what students are learning and applying, and see a sample of their work during this session. This showcase is a window into the future of the media industry and the professionals that will make it possible.

**MC:**

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

**Participating Programs:**

- University of North Texas
- University of North Texas Dallas
- University of Texas at Arlington
- NewsFeed, Tarrant County College

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## **FROM THE BEAT TO THE CLASSROOM: CAREERS IN ACADEMIA**

**Saturday, September 16, 4:00 - 5:15 pm**

**Concho Room, UTA University Center**

Ask former full-time broadcasters: How do I become a university faculty member? Should I pursue a master's or a doctorate degree? What teaching positions should I be looking for? This panel will answer these and many other questions about pursuing a career in higher education.

**Panelists:**

- Julian Rodriguez, Broadcast Journalism Specialist, UT Arlington
  - Television background
- Lance Liguez, Broadcast Journalism Specialist, UT Arlington
  - Radio background.

