



**2ND
HISPANIC
MEDIA
CONFERENCE**

<p>VIRTUAL CONFERENCE<p>

**MEDIA, TRENDS & DEMOGRAPHICS
SATURDAY, AUGUST 15, 2020**

FULL PROGRAM

8:30 – 9:45 am CDT



Nick Valencia is a CNN correspondent based in the network's global headquarters in Atlanta. He regularly appears across CNN, CNN International, HLN and CNN en Español.

Valencia has dedicated much of his attention in recent years to covering issues that impact the Latino community in the U.S. He has extensively covered race-related issues in America, including police shootings and protests across the country in Baltimore, Baton Rouge, Ferguson, and Charlotte.

Moderator:

Julian Rodriguez, Broadcast Journalism Specialist, University of Texas at Arlington.

America's Changing Demographics: Born in the USA!

10:00 – 11:00 am CDT

The United States of America continues to experience a demographic change. Latinos are not immigrating; they are being born in the USA. These emerging demographics come with socioeconomic and political power.

Moderator:

Christian Zlolniski, Director of the Center for Mexican American Studies at UTA.

Panelists:

- . **Luis Plascencia**, Center for Mexican American Studies, UTA
- . **Marcela Nava**, Assistant Professor in Practice, School of Social Work and Faculty Research Associate, Center for Mexican American Studies, UTA.
- . **Cristina Salinas**, Associate Professor, History Department, UTA.

Making the Switch from Journalism to Public and Media Relations

10:00 – 11:00 am CDT

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 jobs and deal with any challenges.

Moderator:

Rebecca Aguilar, Freelance Reporter & SPJ Diversity Chair.

Panelists:

- . **Saul Garza**, Social Media & Media Relations Manager at City of Garland, TX.
- . **Fiorella Teodista**, Florida's Turnpike Community Outreach and Media Relations Specialist.

Media Research: What You Don't Know, Will Hurt You!

11:15 am – 12:15 pm CDT

Latinos accounted for about half (52%) of all U.S. population growth in the last 12 years. While first, second, and third Hispanic generations grow into a mix of Spanish dominant, bilingual, or English dominant, the social and cultural changes are unavoidable. So are their preferences for newer technologies and emerging trends. Join us in this discussion panel to learn more from

executives and scholars who will share their insights on how to combine and use research tools to thrive in the media industry.

Moderator:

Federico Subervi, Ph. D., Co-Editor-in-Chief, The Oxford Encyclopedia of Race, Ethnicity and Communication.

Penelists:

- **Mark Masepohl**, General Manager, Univision Communication, Dallas-Fort Worth.
- **Sindy Chapa**, Ph. D., Director of the Center for Hispanic Marketing Communication, Florida State University.

Stay Safe: Covering Protests, Elections, and the COVID-19 Pandemic

11:15 am – 12:15 pm CDT

Labeled as “enemy of the people” by the White House, journalists must find a way to stay safe while covering the #BlackLivesMatter movement, the upcoming elections, and the COVID-19 global pandemic... all while America is fractured by politics, inequality, and systemic racism. This panel will discuss the measures taken by media companies and journalists to cover the news without becoming part of the story.

Moderator:

Lance Liguez, Broadcast Journalism Specialist, University of Texas at Arlington.

Panelists:

- **Stella Chávez**, Immigration & Demographics Reporter, NPR KERA.
- **Cynthia Cano**, News Reporter, KUVN, Univision Communications.
- **Dianne Solis**, Immigration Reporter, Dallas Morning News.

Lunch Break — 12:15 - 1:00 pm CDT

Tips and Techniques for Multimedia Journalists: Manage Your Time

1:00 – 2:00 pm CDT

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:

Emilio Ramos, Multimedia Journalist, Telemundo39-Dallas, TX.

Breaking Stereotypes: Latina and Hispanic Women in Media

1:00 – 2:00 pm CDT

This panel addresses the various ways Latinas and Hispanic women are stereotyped in media. We will discuss ways to fight against those stereotypes to bring more diverse images into various media spaces, from journalism to entertainment and on to television and social media.

Moderator:

Dustin Harp, Ph.D., Associate Professor, Department of Communication, Director, Women's & Gender Studies Program, University of Texas at Arlington.

Panelists:

- **Melita M. Garza**, Ph.D., Associate Professor, Department of Journalism, Bob Schieffer College of Communication, Texas Christian University.
 - **Jessica Retis**, Ph.D., Associate Professor, Master in Bilingual Journalism, Program Director, School of Journalism, University of Arizona.
 - **Laura Castañeda**, Ed.D., Professor of Professional Practice, USC Annenberg School of Journalism.
 - **Amara Aguilar**, Associate Professor of Professional Practice, Digital Journalism, University of Southern California.
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Investigative Journalism

2:15 – 3:15 pm CDT

Historically, investigative journalism has played a crucial role in society. The exposure of truth and relevant facts on stories ranging, from political issues to corporate wrong doings no matter who is involved, is why this practice is so imperative to the nation. Most platforms carry out this role with limited resources and sets of challenges. This elite group of DFW journalists will share the best and most effective practices ranging from producing to executing a very valuable and, in some cases, life changing story.

Moderator:

Stephanie Lucero, Investigative Producer, NBC Responds, Dallas-Fort Worth, TX.

Panelists:

- **Rebecca Lopez**, Award-winning crime and justice senior reporter, WFAA, Dallas, TX.
 - **Alfredo Corchado**, Mexico Border correspondent for the Dallas Morning News and author of *Midnight in Mexico: A Reporter's Journey Through a Country's Descent into Darkness*.
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Latinas in Journalism: Career Advancement

2:15 – 3:15 pm CDT

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.

Moderator:

Rebecca Aguilar, Freelance Reporter & SPJ Diversity Chair.

Panelists:

- **Bonnie Gonzalez**, Executive Editor, *Dripping Springs Century News*, Dripping Springs, TX.
 - **Eleanore Vega**, Freelancer, Former *CBS News* Los Angeles Bureau Chief, Los Angeles, CA.
 - **Claudia Tristán**, Bilingual Border Reporter, *El Paso Matters*, El Paso, TX.
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Media Networks for Collaboration: Access Underrepresented Voices

3:30 – 4:30 pm CDT

Universities and professional media networks continue to develop frameworks to produce, share, and publish content focusing on the Hispanic community. These partnerships and media networks facilitate horizontal distribution and guarantee access to underrepresented voices.

Moderator:

Alejandro Alvarado, Florida International University.

Panelists:

- **Ana Mengotti**, EFE News Agency Director in South Florida. “Journalism without a net. Transitioning a Traditional News Agency into the Digital Age.”
- **Charles Strouse**, Digital Director of the South Florida Media Network at Florida International University. “Students’ Journalism Impact in South Florida.”
- **Teresa Puente**, Professor at California State University Long Beach. “Covering the Local Latinx Community: Díg en Español Magazine.”

- **Ricardo Sandoval-Palos**, palabra. Managing Editor, "Putting in the work to reclaim our narrative."
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Drones in Journalism: Live Shots, Beauty Shots, and 3D Life

3:30 – 4:30 pm CDT

Drones continue to ascend in newsrooms; they bring new dimensions to natural disasters, protests, and in-depth reporting. Join this presentation as we showcase how drones are being used by journalists and what the future holds for these machines.

Moderator:

Julian Rodriguez, Broadcast Journalism Specialist, University of Texas at Arlington.

Panelists:

- **Steve Stewart**, Chief Photographer, NBC5 (KXAS), Dallas-Fort Worth, TX.
 - **Dale Blasingame**, Assistant Professor of Practice, Texas State University.
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Closing Reception — Virtual Happy Hour

4:45 – 5:30 pm CDT