

HISPANIC/LATINO MEDIA AND MARKETING CONFERENCE 2017
CALIFORNIA STATE UNIVERSITY FULLERTON FEB 16-18th 2017
WORKING PROGRAM

Thursday February 16, 2017: Reception 6:30-8:00 pm Titan Student Union (TSU) Pavilion A

Friday February 17, 2017

Time	Room	
9:00-10:30	Pavilion	<p>Opening Plenary: "The State of Latino/Hispanic Media and Marketing"</p> <p>Key industry leaders from across the media and marketing spectrum including representatives from the Association of Hispanic Advertising Agencies (AHAA), Hispanic Public Relations Association (HPRA), National Association of Hispanic Journalists (NAHJ) and the National Association of Latino Independent Producers (NALIP) will discuss the current state of the industry, the challenges they face with competition and in connecting to stakeholders and their communities, opportunities they see in the near future, and the job outlook for each of their respective industries.</p> <p>< PHOTOS TO BE INSERTED > Ben Lopez, NALIP Executive Director Yvonne Marie Lorie, HPRA National President Alberto Mendoza, NAHJ Executive Director Carlos Santiago, AHAA Board member</p>
10:45-12:00	Gabrielino	<p>Session A11: Public information and Promotion Moderator: Christina Ceisel, California State University, Fullerton</p> <p>Building Collaborative International PR & Marketing Education Programs: Tourism in Mexico Dean Kazoleas, California State University, Fullerton</p> <p>Comunicación pública y promoción del turismo en Querétaro Gabriel A. Corral-Velázquez, Universidad Autónoma de Querétaro</p>
10:45-12:00	Theatre	<p>Session A12: HIGHLIGHT SESSION- Spanish-language News Media in the US</p> <p>Telemundo and Univision are the Spanish-language U.S. media giants. The flagship television stations for these two networks are located in Los Angeles, California the second largest media market in the country. Join on a conversation about the challenges and opportunities facing U.S. Spanish-language news.</p> <p>Marco Alejandro Flores, Vice President of News at KMEX Univision Rubén Keoseyán, Vice President, Content Telemundo 52 KVEA – NBC Universal</p>
<p>Luncheon: 12:00-1:00 Pavilion</p> <p>Program Remarks from Luis Patiño, Senior Vice President and General Manager, Univision Local Media Los Angeles</p> <p>Speaker Stacie De Armas, Nielsen <PHOTOS NEEDED> Stacie De Armas, Nielsen will present Multicultural Millennial Multiplier Effect report, exploring key aspects of the population, including demographic information, trends and an analysis of the "multiplier effect" that multicultural Millennials have on their peers and older and younger generations.</p>		
1:15-2:30	Gabrielino	<p>Session A21: Targeting Hispanic Audiences</p> <p>The cultural perceptions of the ideal body image: Exploring the impact of new media on body appreciation between Hispanics and other ethnic groups in the United States. Sindy Chapa, Florida State University Felecia Jordan, Florida State University Jaejin Lee, Florida State University</p>

		<p>Requisito indispensable para conquistar exitosamente el Mercado Latino/ Conquering the Latino market. Gloria Velásquez & Alba Melgar, Texas State University-San Marcos</p>
1:15-2:30	Theatre	<p>Session A22: HIGHLIGHT SESSION - NAHJ Session: Latinas in Sports Broadcasting</p> <p>“How to break through”: Keys to success and how to overcome challenges & tips on the best ways to prepare for this career field as well as the do’s and don’ts to building your brand. Presented by the National Association of Hispanic Journalists</p>
1:15-2:30	Ontiveros	<p>Session A23 Latino Public Radio</p> <p>Latino public media: Tools and talent that can transform communities Magaly Rivera, Federico Subervi & Hugo Morales, Latino Public Radio Consortium</p>
2:45-4:00	Gabrielino	<p>Session A31: Culture, Marketing, and Media Moderator: Claudia Anguiano, California State University Fullerton</p> <p>What matters more, cultural orientation or ethnic identification? A study of Hispanic-Americans and impulse buying Enrique P. Becerra, Texas State University</p> <p>Hofstede and the missing culture Laicelis Haro, Florida State University</p>
2:45-4:00	Theatre	<p>Session A32: HIGHLIGHT SESSION - US Hispanics and Social Media</p> <p>Gains in translation: What your language choices say to US Hispanics Fernanda Alcantara, Facebook Inc.</p>
2:45-4:00	Ontiveros	<p>Session A33: Latino Music Radio and Cinema Moderator: Christine Ceisel, California State University Fullerton</p> <p>El futuro de la audiencia de radio musical en el entorno digital en Argentina y España: de la radio de masas a la customer radio María Pilar Martínez-Costa, Universidad de Navarra María José Müller, Universidad Austral</p> <p>Universitarios mexicanos ante la dialéctica femenino-masculino del cine nacional María Esther Chamosa Sandoval, Universidad Justo Sierra</p>
4:15-5:30	Gabrielino	<p>Session A41: Television Moderator: Federico Subervi</p> <p>El estado de la televisión de pago en Puerto Rico: regulación, globalización y concentración (1996-2015) Luis Rosario-Albert, Universidad del Turabo</p> <p>Transmedia: Nueva ruta para las producciones televisivas universitarias Alan Hernández Fuentes, Alexa Navarro Alvarez, Ana Yazmin Chavez Ibarra, Isaac Vázquez Aguilar, & Nadia Guerrero Solís, Universidad Justo Sierra</p>
4:15-5:30	Theatre	<p>Session A42: Media and Consumption Moderator: Dean Kazoleas, California State University, Fullerton</p> <p>Latino media consumption habits Shannon Berigan & Gabriela Oliveira, Florida State University</p> <p>Hedonic vs utilitarian coffee consumption across cultures Maria Fernanda Bayona, Briana Wilson, Matthew Prince, Xiaotong Lyu, & Xiang Tang, Sindy Chapa, Florida State University</p>

4:15-5:30	Ontiveros	<p>Session A 43: Student Academic - Papers</p> <p>El palettero and the online barrio (crowdfunding) that helped him retire Jobi Martínez, Texas Tech University</p> <p>Federalist blame and media coverage Miriam Hernández, City University Hong Kong</p>
4:15-5:30	Alvarado	<p>Session A44: Media and the Image of Latinos</p> <p>Illustrating illegality: Latinos, media, and immigration Claudia Anguiano & Clariza Ruiz De Castilla, California State University, Fullerton</p> <p>Reframing the Mexican immigrant Oscar Guerra, San Francisco State University</p> <p>Hear all about it! ¡Lea su periódico!: Newsprint media portrayals of undocumented students in higher education. Erica Paddock, Crafton Hills College</p>
Saturday February 18, 2017		
9:00-10:15	Gabrielino	<p>Session B11: Papers in Decision Making</p> <p>Gamificación de la información como ruta para generar conciencia social Alan Hernández Fuentes, Alexa Navarro Álvarez, Ana Yazmín Chávez Ibarra, Isaac Vázquez Aguilar, Jessica Téllez Espíndola, Krystel Cagnant Santiago, Nadia Guerrero Solís, & Samantha Sotelo Yáñez, Universidad Justo Sierra</p>
9:00-10:15	Theatre	<p>Session B12: "Meet the Editors"</p> <p>A discussion on wide range of procedural and policy issues related to Hispanic-oriented publications and an opportunity review the state of the publications as well as learn about a wide range of initiatives across organizations that aim to help scholars in our disciplines.</p> <p>Moderator: Sindy Chapa, Florida State University Jake Beniflah, The Journal of Cultural Marketing Strategy, Editor Jose Rojas-Mendez, Journal of Multidisciplinary Business Review, Editor Kent Wilkinson, International Journal of Spanish Language Media, Editor</p>
9:00-10:15	Ontiveros	<p>Session B13: HIGHLIGHT SESSION Student - Univision: Next Generation/Millennial Journalists</p> <p>Youth and young adults are transforming the news media landscape, as both consumers and producers of media. Join young reporters and media activists from FUSION's Rise Up: Be Heard program for a discussion about new media, the role of journalism in community advocacy, and the importance of diversity in the news sector. Presented by Univision</p>
9:00-10:15	Alvarado A	<p>Session B14: Community Radio and Grassroots Media Moderator: Federico Subervi</p> <p>Radio Santa Ana (RSA) seeks to be a source of information and education for the community of Orange County, particularly in Santa Ana, which has an 80% Latino population. RSA brings together members of this community, of grassroots organizations and other social work groups to form a common medium of communication: of education, expression, and information regarding the culture, resources, events and social processes relevant to their community, lives and work. Presented by Radio Santa Ana</p>

10:30-11:45	Gabrielino	<p>Session B21: Marketing to Hispanic Target Audiences Moderator: Alba Melgar, Texas State University-San Marcos</p> <p>Gen Z 1.0: Aspirations, family & the influence of culture Carlos Santiago, President & Chief Strategist, Santiago Solutions Group</p>
10:30-11:45	Theatre	<p>Session B22: Spanish Language Media Impact Moderator: Erica Paddock, Crafton Hills College</p> <p>Spanish language print media & the formation of U.S. Latino identity Arthur Soto-Vásquez, American University</p> <p>Empowering Latina/o youth through Bilingual Communication Arts Zazil Reyes García, University of the Incarnate Word</p>
10:30-11:45	Ontiveros	<p>Session B23: Effectiveness & Communication Media</p> <p>Una mirada al discurso periodístico en español en U.S. y su efecto en la comunicación efectiva con sus lectores hispanos Hilda Velásquez, Baptist University of the Americas</p> <p>Gamificación educativa: Propuesta para la producción efectiva de materiales en video Gustavo Alexis Aguilar Pacheco, Mónica Estrada Godínez, Erika Vallejo Bravo, Estardo Gurrión Rodríguez, & María Esther Chamosa Sandoval, Universidad Justo Sierra</p>
10:30-11:45	Alvarado A	<p>Session B24: Student - Developing Effective Resumes</p> <p>Effective accomplishment statements for an award-winning resume Cassandra Thompson, California State University, Fullerton</p>
<p>Awards Luncheon: 12:00-1:15 Pavilion <PHOTOS TO BE INSERTED></p> <p>Program Paper Awards: Jake Beniflah, Editor, The Journal of Cultural Marketing Strategy Lifetime Achievement Award: Alex Nogales, National Hispanic Media Coalition, President & CEO</p>		
1:30-2:45	Gabrielino	<p>Session B31: Digital Media Usage and Consumption</p> <p>Comparing Spanish-preferred & English-preferred Hispanics' social media usage Lane Blackmer, Nivia Escobar, Carlos Galindo, & Sindy Chapa, Florida State University</p> <p>Texas millennials and their smartphones: A uses & gratifications study Kent Wilkinson & Magdalena Saldaña, Texas Tech University</p>
1:30-2:45	Theatre	<p>Session B32: Targeting Hispanic Audiences</p> <p>Exploring the impact of implicit and explicit product placement techniques on the Hispanic audience Sindy Chapa, Alejandro Estrada & Mengying Zhang, Florida State University</p> <p>Motivational factors impacting Hispanics' attitudes toward skin care Alexandrea Smith & Sindy Chapa, Florida State University</p>
1:30-2:45	Ontiveros	<p>Session B33: Student - Professional Development Network: A Hispanic Student Organizations Event</p>
3:00-4:15	Gabrielino	<p>Session B41: Marketing to Latino audiences Gloria Velásquez, Texas State University-San Marcos</p> <p>The influence of acculturation: Hispanic-American purchase decisions Sydney Brown, Crystal Salvador-Zapote, & Sindy Chapa, Florida State University</p>

		<p>Modeling the effect of language on Hispanics' online shopping behavior Xiang Tang, Mengying Zhang, & Sindy Chapa, Florida State University</p>
3:00-4:15	Theatre	<p>Session B42: HIGHLIGHT SESSION - NAHJ: Investing in the NEXT Generation of Hispanic Journalists</p> <p>Current and alumni NAHJ student will discuss the keys to their success, how NAHJ has been instrumental to their emerging careers, what other students need to get ahead, and share insights on what they still need from the journalism industry to really make a difference.</p> <p>Alberto B Mendoza-NAHJ Executive Director Yunuen Bonaparte-NAHJ Student Projects Alum Romyna Camacho-NAHJ Cal State Fullerton Chapter President</p>
3:00-4:15	Ontiveros	<p>Session B43: Latino Millennials and Mobile Phone Use Moderator: Kent Wilkinson, Texas Tech University</p> <p>Mobile marketing: Modelo de posicionamiento de marca en contenido especializado para usuarios universitarios Hómer Pérez Osorio, Universidad Pontificia Bolivariana</p> <p>Propuesta de alfabetización tecnológica para el correcto uso del teléfono inteligente entre jóvenes mexicanos María Esther Chamosa Sandoval & Paulina Ortiz, Universidad Justo Sierra</p>