



Hispanic/Latino Media & Marketing 2017 International Conference

Venue:	California State University Fullerton- Fullerton California
Date:	February 16-18, 2017
Call for Papers Submission Deadline:	September 15 th 2016
Special Conference Theme:	<i>Hispanic/Latino communications, media and marketing in the U.S. Spain, Mexico and Latin America</i>
Conference Co-Chair:	Inez Gonzalez. , Director Latino Communications Initiative California State University Fullerton E-mail: igonzaez@fullerton.edu
Conference Co-Chair:	Dean Kazoleas, Ph.D., APR. , Professor & Director California State University Fullerton and Maxwell Center for International Communications E-mail: dkazoleas@fullerton.edu

Scholars, graduate students, media analysts and media professionals are invited to submit their research and assessments on the current situation on the Latino Media, communications, audiences, markets and consumers in the United States and the world. This International Conference is the only one of its kind and it is organized every two years. The venue for the 2017 conference is California State University Fullerton, in Fullerton California, which is near Anaheim, Disneyland, and the beautiful beaches of Orange County. The conference is being hosted by the College of Communications, its Latino Communications Initiative and the Maxwell Center for International Communications.

Submissions are accepted in English or in Spanish languages in form of competitive papers, extended abstracts, posters and special session proposals. All manuscripts and proposals are to be submitted via the online submission process at the Conference's website <http://conference.latinomediemarkets.com>. Tentative: top accepted competitive papers will also be considered for publication in an issue of the online Journal of Cultural Marketing Strategy.

Topics of interest include but are not limited to the following categories:

• Advertising	• Hispanic/Latino marketing	• Multicultural marketing
• Cinema/Film	• History and development of media	• Political communication
• Community relations and non-profit marketing	• Integrated marketing communication	• Public Relations/Social Communication
• Consumer media behavior	• International marketing	• Radio
• Diasporas	• Internet / mobile / social media marketing	• Social Media
• Electronic and interactive communication	• Marketing/Marketing education	• Technology and innovation

• Emergency communication/ Crisis management	• Mass media and Journalism	• Telecommunications policy, Ownership, structure and ethics
• Entertainment/Pop culture	• Mass media innovation and creativity	• Television news and entertainment shows
• Ethics and social Responsibility	• Media literacy	• Tourism Marketing and Promotions

If you would like to participate in the Conference without presenting (e.g., chair a session, evaluate papers to be included in the conference proceedings or books, contribute to the editing, or any other offer to help) please send an email to Inez Gonzalez at igonzaalez@fullerton.edu.

Guidelines for Submissions of Papers and Panel Proposals

Competitive paper submissions – These should include:

- 1. Cover page:** including title of the paper and author's affiliation, electronic and postal contact information.
- 2. Short abstract:** consisting of no more than 150 words (plus author's name and paper title).
- 3. Paper:** should not exceed 20 double-spaced pages, excluding tables, figures, notes, and references. This length assumes the use of a font no smaller than 12 points and at least one-inch margins. Papers should follow the guidelines of the Publication Manual of the American Psychological Association. Since this is a blind review process, the author should not be identified in the body of the paper, header, footer, or any foot/endnotes.

Student Papers/Abstracts should be clearly identified with the word Student on the cover page.

The **best conference paper(s)** will also be recognized based on recommendations by the reviewers. All competitive papers are eligible for the best conference paper award.

Extended abstracts – These should include: These should consist of 1000-1500 words in double-spaced pages that provide a summary of the paper, including conceptualization, method, major findings and references. No tables or figures should be included in the extended abstract. **Note:** extended abstracts will not be considered for publication in an issue of the online Journal of Cultural Marketing Strategy.

Panel proposals for special topics – These should include:

- 1. Cover page:** including title of the paper and author's affiliation, electronic and postal contact information.
- 2. Abstract:** consisting of no more than 200 words (plus author's name and paper title).
- 3. The names, affiliations, and contact information:** of the panel members including the chair and/or discussant.
- 4. Overview of the panel:** this should describe the objectives of the session, specific topics/issues to be presented by each of panel members, and why the session is likely to make an important contribution to theme of the Conference.
- 5.** The entire special session proposal (including abstract) should not exceed three double-spaced pages. This length restriction assumes the use of a font no smaller than 12 points and at least one-inch margins.

Note: These sessions are intended to provide opportunities for focused attention to critical topics in Hispanic/Latino-oriented communications and media. In order to promote discussion between participants and the audience from which a larger understanding of the topic can emerge, special session organizers should include in their panel proposal the name of a chair or discussant that is

knowledgeable of the topics to be covered. Creative strategies for encouraging and managing discussion—aside from the traditional discussion leader/chair—are also welcome but must be described in the proposal.

Poster proposals for ongoing research – These should include:

- 1. Cover page:** including title of the project and author’s affiliation, electronic and postal contact information.
- 2. Project description (brief)**
- 3. Statement of purpose**
- 4. Methodology**
- 5. Implications**

Note: The poster session allows one-on-one networking between people who present the poster (project) and others who are interesting in learning or contributing with the project. A poster is a visual description prepared on a bulletin board (usually 3 feet by 5 feet). Handouts with the project’s summary and presenter’s contact information are expected to be provided at the session.

Track Chairs: TBA