Research collaboration with McCoy College receives “Best Paper” by AMA

Written by Selinda Sanchez

Texas State’s Professors, Dr. Enrique Becerra and Dr. Sindy Chapa, in collaboration with Dr. Delonia Cooley from Texas Southern University received the “Best Paper” award in the Advertising, Promotion and Marketing Communication Track at the 2012 Summer Marketing Educators’ Conference. Professor Chapa presented their awarded research paper entitled “Ad Strategy for Multi-Ethnic Markets: The influence of Cosmopolitanism” at the AMA Conference in Chicago in August, and received the honorable recognition at the Award Luncheon.

Continue on page 2

Dr. Subervi wins the Lionel C. Barrow Jr. Award

Written by Tiffani Lurate

Dr. Federico Subervi, the creator and Director of the Center for the Study of Latino Media and Markets, El Centro, has been selected as the 2012 recipient of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. This award is given by the Association for Education in Journalism and Mass Communication (AEJMC).

Continue on page 3
Research collaboration Continued from page 1

For two years, Dr. Sindy Chapa, Associate Director of El Centro and an Assistant Professor at the School of Journalism and Mass Communication, and Dr. Enrique Becerra, Associate Professor at the McCoy College of Business, have worked together to complete their on-going research.

After receiving a research grant from the McCoy College of Business, both Chapa and Becerra began their advertising-based study to measure the impact of multi-ethnicity and cosmopolitanism on the effectiveness of advertising.

For Chapa, it was most motivating to discover that Hispanics who are emerged and live in their own culture are prone to prefer to see their own culture represented ads that target them, and Hispanics who are more diverse and live in a more multiethnic society prefer their ads to be diverse.

“It was very interesting to see how the level in cosmopolitanism affects the preference of models in ads,” Chapa said. “Where there is a low level of cosmopolitanism, it is more likely to see models of the dominant ethnicity where as a higher level of cosmopolitanism living prefer a more multiethnic variety of models.”

Chapa and Becerra’s goal of completing their research is still on going. Parts of the research have already been published, but with the pending studies, there are more findings yet to be presented.

“This paper is just one section. It is still on-going, and there is a lot more research that can and will be done,” Chapa said.

For the past 10 years, Chapa has researched various topics regarding multicultural trends in the Hispanic community. With new generations and a more multiethnic society, Chapa is excited to continue research and study the “multi-ethnic phenomenon that will have an impact on consumers and Hispanics in the United States.”

With hard work and dedication, the collaboration between the School of Journalism and Mass Communication and the McCoy College of Business is well represented Texas State University.

“It was very interesting to see how the level in cosmopolitanism affects the preference of models in ads,” Chapa said.
Lionel C. Barrow Jr. Award Continued from page 1

The award was presented at the AEJMC annual convention, which took place in Chicago, in August. The award recognizes outstanding individual accomplishment and leadership in diversity efforts for underrepresented groups by race and ethnicity in journalism and mass communication.

“This shows recognition for all of my hard work over many years and passion for what I love to do,” said Subervi. “My goal is to improve what is known about Latino media issues.”

Subervi’s work embodies the essence of Barrow’s work. Among his numerous accomplishments, he established El Centro and led research on emergency communication. He has helped guide countless students, many of which are now professionals in the field of journalism and mass communication.


Petra Guerra, an AEJMC committee member, said Subervi follows in Barrow’s footsteps.

“Barrow, in spite of having already retired continued to fight for equality and inclusion. His accomplishments were numerous; the creation of the Commission on the Status of Minorities and Communication are great examples of Barrow’s work. But he continued the struggle. Even when he was ridiculed and criticized, he never stopped. What others thought of him was not an obstacle in his struggle to make sure that AEJMC was inclusive,” said Guerra.

Subervi is a resilient role-model for minorities and the Latino community. The skepticism and criticism only motivates him more to continue his efforts and achieve goals related to Latinos and media issues.

“We (Barrow and Subervi) are both advocates for improving participation for minorities in communication and research. There’s still so much more to do to follow to Barrow’s footsteps.”
National Association of Hispanic Journalists at Texas State University

Written by Lorenzo Almanza

In 2009, Dr. Federico Subervi started a new organization and chapter at Texas State University called the National Association of Hispanic Journalists (NAHJ).

NAHJ is an organization dedicated to the advancement of Hispanic journalists in the United States and Puerto Rico. The organization’s objective is to recognize how Hispanics have impacted the news industry with their hard work, dedication and achievements.

Originally established in 1984, NAHJ wanted to create a national voice and unified vision for all Hispanic journalists. NAHJ consists of various student chapters ranging from Syracuse University, University of Texas at Austin, and Columbia University. They also have various professional chapters located in Atlanta, Dallas and the Rio Grande Valley, among others. Their goal is to encourage and support the study and practice of journalism and communication by Hispanics, further the employment and career development of Hispanics in the media and to foster a greater understanding of Hispanic media professionals and their special cultural identity, concerns, and interests.

NAHJ has helped numerous students start various projects and help lead them in furthering their goals in becoming future journalists.

For example, in 2009 with the help of NAHJ, Subervi was able to assist current senior Christina Ochoa in starting her own show called “La Bella Vida.” “La Bella Vida” is a bilingual program oriented toward the entirety of Texas State Students. The show discusses a variety of topics from fashion shows to dating games, cooking lessons and events going on around campus. Thanks to the help of NAHJ and Dr. Subervi, “La Bella Vida” has been going strong for over three years now. It is programs like NAHJ that have allowed students to reach their goals of becoming future journalists and making a difference in this world.

NAHJ is governed by an 18-member board of directors, which consists of executive officers and regional directors who represent geographic areas of the United States and the Caribbean. Dr. Subervi is part of this board as the Academic Officer. The national office is located in Washington D.C. NAHJ has approximately 1,500 members, including working journalists, journalism students, other media-related professionals and journalism educators.

For more information about NAHJ, come by room 305 in ASBN and speak to Dr. Federico Subervi or email nahj@nahj.org.

Happy Birthday at El Centro

Catherine Arriza
Sept. 3

Marcus Avila
Sept. 16

Bianka Valdez
Oct. 10

Rut Vargas
Oct. 18
The Center for the Study of Latino Media and Markets is on its way to the ARPPR Conference

Written by Marcus Ávila

The Center for The Study of Latino Media and Markets, El Centro, Director Federico Subervi, Ph.D., and Public Relations Director, Professor Olga Mayoral Wilson, professors of Texas State University, will be participating at the upcoming annual communication conference of the Puerto Rico Public Relations Professionals Association (ARPPR, in Spanish), – “Perception vs. Reality: The Communicator’s Challenge”. This event will be held on Friday, October 5 and Saturday, October 6, 2012, in San Juan, Puerto Rico.

Over 200 industry professionals and practitioners, academics, researchers, and communication students in Puerto Rico, the U.S. and the Caribbean will attend. The conference includes topics of relevance such as licensing status, the communicator’s role in political campaigns, public relations and the effect in the economic crisis, and political technology outside politics.

In an interview ARPPR 2012-2013 incoming president, Mily Hernandez, APR, explains that in Puerto Rico, politics is the national sport, and for that reason and more Public Relations and its components of perception and reality are very impacting in the political process of Puerto Rico. Hernandez explained that the people of Puerto Rico are politically oriented and enthusiastic, and for the reason in Puerto Rico like anywhere else the role and challenge of the communicator is to give the public audience the content or message in its purest form. “Content is king,” Hernandez explains that in regards to social media, more than ever is this true and important.

“Social media is a different way to communicate but, we have to see it the same way. What remains constant is the message.” In today’s world of multi-channel media where any individual may make a statement, it is important to keep the ultimate message pristine. Hernandez believes it is the duty of the communicator to insure that is done. Such is the reason the ARPPR is an advocate of licensing or approving communicators in the Public Relations field.

Puerto Rico is one of only five countries in the world so far who require a license to practice. Federico Subervi will be presenting “How We Are Seen: Inconsistencies and Challenges.” He will discuss how demographic dynamics, emergency communication situations and politics in Puerto Rico define a perceived reality of how Puerto Ricans are seen in the mainland U.S. and in other parts of the world. Olga Mayoral Wilson, APR, will present “How to manage perception and reality in a crisis.” She will instruct on how to deal with crisis using today’s strategies and tools, providing professionals with an edge and an added advantage.

Subervi and Wilson’s research and presentation are prime examples of why El Centro has become a necessary part of the School of Mass Communication and Journalism at Texas State University, and become a leader in Hispanic/Latino media and market research, studies and initiatives.

Image: courtesy of ARPPR
Gabriel A. Corral Velázquez is a full time professor in the Political and Social Science faculty of Universidad Autónoma de Querétaro in Mexico. Corral received a grant and joined El Centro in the summer to finish his doctoral dissertation.

“I was able to work well on all my projects pertaining to my final version of my dissertation,” Corral said. “It’s a great atmosphere that gives you possibility to work and study a lot better.”

Gabriel was welcomed to El Centro by Director Federico Subervi whom he met at a conference in early 2010. Subervi invited Corral to visit and learn about the on-going research El Centro had been working on.

“Subervi opened the possibility for me to visit El Centro, and I was surprised that there were so many opportunities to do academic work in a great atmosphere,” Corral said.

Currently, Corral is a doctoral candidate in Social Sciences at Instituto Tecnológico de Estudios Superiores de Occidente in Guadalajara, Mexico. He has published articles and book chapters about journalism, political communication and culture. Corral has presented various papers at national and international conferences. He has had the privilege to be a reviewer of articles for national and international journals.

Before leaving El Centro, we asked Corral for guidance to inspire more students to get involved in El Centro’s work. He left us with these words of advice: “The main thing I would advise to students is to explore the vast potential offered by El Centro, which helps develop you as a person and as a professional in any of the areas of communication.”

El Centro would like to thank Gabriel for his visit and welcomes him to the next events El Centro is organizing.
Julián Castro, the Mayor of San Antonio, was asked to be a keynote speaker at the Democratic National Convention where he rallied the nation, specially the Latino voters, to re-elect President Obama in this year’s presidential election.

After first lady Michelle Obama gave her remarks, Castro stood behind the podium and delivered a primetime speech that roused the audience into loud cheers and applause. His definitive message, “Mitt Romney, quite simply, doesn’t get it,” left a lasting impression on many democratic enthusiasts.

Castro was born Sept. 16, 1974 to Maria “Rosie” Castro and Jessie Guzman. He is the identical twin of Texas State Representative Joaquin Castro, who is now poised to win the election to Congress in November.

During his speech, Castro mentioned that his grandmother, Victoria, never made it past the fourth grade, dropping out in order to help provide for her family. She worked as a maid, cook and babysitter to give her daughter a better life.

Castro told the assembly that before he was born, “[his] grandmother had begged [his] mother to give her grandchildren [within her lifetime].” “When she found out her prayers would be answered, twice over... she was so excited that the day before Joaquin and I were born she entered a menudo cook-off and she won three hundred dollars, that’s how she paid our hospital bill,” Castro told the crowd.

She would have been amazed knowing that one grandson became the mayor and the other was on his way to the U. S. Congress.

Castro went on to say that his family wasn’t special. “What’s special is the America that makes our story possible.”

It is the work of past generations that have come together to shape the community we live in today. It is the “opportunity created today that will lead to prosperity tomorrow.” He admits that “the dream is universal, but America makes it possible and our investment and opportunity makes it a reality.”

Castro told the assembly he believes we need to come together today for prosperity tomorrow and that it “begins with education.” He has made many leaps into the education race offering programs to the San Antonio community.

He proposed his “Pre-K 4 SA” plan which plans to expand and improve pre-k for thousands of four year olds in San Antonio. The program will help fund the opportunity to offer full-day pre-kindergarten classes with a numeracy- and literacy-based curriculum. This proposal has won support from seven local chambers of commerce in San Antonio.

Another educational initiative implemented by Castro is San Antonio’s Café College. Café College is a “one-stop-shop” for college access advice, guidance and workshops.

Continue on page 8
The International Center for Journalists held a media and digital journalism workshop on September 7th and 8th at the Texas State University campus. In attendance were speakers Karla Leal, Diego Aparicio, Yezmin Thomas and Laressa Bachelor.

Karla Leal is an anchor for Telemundo-Austin and also contributes regularly to the station's website. Diego Aparicio is an online news producer for Univision and has experience in print, television and online media. Yezmin Thomas is a journalist and producer for Telemundo-Dallas, where she records, writes, edits and presents various reports. Laressa Bachelor works with interactive journalism and production videos for Viva Colorado.

Given that social media is such a constant component of our society, a lot of news originates from Twitter or Facebook statuses. The ICFJ workshop presented different ways to obtain this information and use it effectively in different aspects of media. Tools such as cameras, smartphones and laptops were also discussed as being imperative to journalists and producers, as they allow people to stay connected and send new information out as quickly as possible.

International Center for Journalist workshop offered at Texas State

Written by Michael Kasprzynski

The International Center for Journalists held a media and digital journalism workshop on September 7th and 8th at the Texas State University campus. In attendance were speakers Karla Leal, Diego Aparicio, Yezmin Thomas and Laressa Bachelor.

Karla Leal is an anchor for Telemundo-Austin and also contributes regularly to the station's website. Diego Aparicio is an online news producer for Univision and has experience in print, television and online media. Yezmin Thomas is a journalist and producer for Telemundo-Dallas, where she records, writes, edits and presents various reports. Laressa Bachelor works with interactive journalism and production videos for Viva Colorado.

Given that social media is such a constant component of our society, a lot of news originates from Twitter or Facebook statuses. The ICFJ workshop presented different ways to obtain this information and use it effectively in different aspects of media. Tools such as cameras, smartphones and laptops were also discussed as being imperative to journalists and producers, as they allow people to stay connected and send new information out as quickly as possible.