ASSESSING THE STATE OF SPANISH-LANGUAGE AND LATINO-ORIENTED MEDIA INTERNATIONAL CONFERENCE 2013

February 21-23
Texas State University
601 University Dr.
San Marcos, Texas
About Texas State

Texas State’s 34,225 students choose from 96 bachelor’s, 87 master’s and 12 doctoral degree programs. Our students come from around the globe, and our student body is diverse.

Thirty-five percent of Texas State students are ethnic minorities. Hispanic Outlook ranks Texas State 15th in the nation for the number of bachelor’s degrees awarded to Hispanic students. Completed in 1903, the red-roofed, castle-like landmark called Old Main was Texas State’s first building.

As the university’s student population has grown - from 303 in 1903 to 34,225 in 2012 - our San Marcos campus also has expanded. Today it consists of a 457-acre main campus and 5,038 additional acres in recreational, instructional, farm and ranch land.

The Texas State campus is as diverse as the students who live and learn here. Our hilly grounds are home to 218 buildings. Some, like Old Main, are as old as the university itself. Others, such as the new Undergraduate Academic Center, opened in 2012 and more new buildings are scheduled for completion soon.

Acerca de Texas State

Los 34,225 estudiantes de Texas State tienen de escoger entre 96 programas de licenciatura, 87 de maestría y 12 de doctorado. Nuestros estudiantes vienen de todas partes del mundo y nuestro cuerpo estudiantil es diverso.

El 35% de los estudiantes de Texas State son minorías étnicas. Hispanic Outlook posiciona a Texas State en el número 15 a nivel nacional por el número de licenciaturas concedidas a estudiantes hispanos. Terminado en 1903, el edificio con forma de castillo, llamado Old Main, fue el primero en Texas State.

Al mismo tiempo que la población estudiantil ha aumentado - de 303 en 1903 a 33,225 en el 2012 - nuestro campus en San Marcos también se ha expandido. En la actualidad consiste de un campus principal de 457 acres y 5,038 acres adicionales.

El campus de Texas State es tan diverso como lo son los estudiantes que viven y estudian aquí. Nuestras tierras son hogar para 218 edificios. Algunos como Old Main son tan viejos como la misma universidad. Otros, como el en nuevo Centro Académico, se inauguraron en el 2012 y más edificios se encuentran ya casi terminados.
The Center has been developed as a response to the University’s recognition of the increase in the Latino population. The Center also emerges from the recognition that there has been an expansion in the number of media corporations venturing into Latin America. The dynamics of Latino-oriented and Latin American media as well as the changing configuration of Latinos and Latin Americans as consumers and audiences have received only limited attention. This has left open the opportunity to establish a center that specialized in this area of knowledge.

Dr. Federico Subervi
Director

Dr. Sindy Chapa
Associate Director

Olga Mayoral Wilson, APR
PR Director

For more information, visit our site http://www.masscomm.txstate.edu/cslmm
Welcome to Texas State University and the College of Fine Arts and Communication. We are pleased to be hosts for the fourth International Conference on the State of the Spanish Language Media. The College has one of the most innovative schools of journalism and mass communication in the country and we’re delighted to have you visit us here, in the heart of Texas.

Texas State University developed the Center for the Study of Latino Media and Markets in an attempt to generate new knowledge about the dynamic opportunities emerging in this multicultural landscape that defines America today. As Hispanic markets expand and technology changes the way we communicate, our research provides ways to develop new opportunities to present information, communicate with Hispanic audiences, and empower citizens to engage in their communities.

Thank you for your academic contributions that aim at serving the educational needs of a more diverse population of Texas and America. Your research contributions empower citizens to bring positive change to a multi-ethnic society.

We are thrilled to have you at Texas State University. Enjoy the conference and enjoy Texas!

- Timothy Mottet
On behalf of the faculty, staff and students of the School of Journalism and Mass Communication, I want to welcome you to Texas State University. Our university has more than 34,000 students and we are excited to host you and your colleagues on our lovely campus. Please take the opportunity to talk with our students and faculty during your time on campus.

The School of Journalism and Mass Communication is nationally accredited and recognized for our excellent faculty, programs and students. We have more than 1,800 students studying journalism, electronic media, advertising and public relations. We are also home to the University Star (newspaper), KTSW-89.9 (radio), The Center for the Study of Latino Media and Markets and many different student media and communication organizations.

Thank you for traveling to San Marcos and sharing your time and expertise with us. We welcome you to the 2013 conference and to Texas State University. Have a super time!

With best wishes –

Dr. Judy Oskam
¡Bienvenidos! Welcome! It is an honor for the faculty, students, and volunteers of the Center of the Study of Latino Media & Markets to be the host of the 4th International Conference on the State of Spanish Language & Latino Oriented Media. Once again, this conference is the largest meeting of scholars, media professionals, and students who have assembled to celebrate the history and analyze the current status of Spanish-language and Latino-oriented media in the United States, the hemisphere, and even Spain.

The study of these media has been at the core of my academic life since I was a graduate student at the University of Wisconsin three decades ago. Since then, the SL/LO media have grown exponentially, and today continue to be more diverse and complex than ever in their ownership, availability and content offerings. Organizing this conference to share our collective knowledge about the status and challenges faced by these media, as well as the impact those media have on their audiences, is one more milestone in the history of this arena in the field of Journalism and Mass Communication.

As was the case when we hosted the conference in 2009, this event has been made possible only because of the collaborative efforts of many people. First, each of your because of your continued dedication to study and learn more about the enormous mosaic of Spanish-language and Latino-ori-

mented media in the US, Latin America and Spain. I trust that your travel to our campus will be worthwhile to continue on this journey, but now fueled with more energy from the discussions and new friendships with others who share your passion in this arena. Second, I acknowledge and appreciate the sponsorship of all the companies, academic units, organizations and individuals who have generously funded this conference with their checks and/or services.

Last, but certainly not least, this conference is a reflection of the hard work of my colleague, Dr. Sindy Chapa, and all the members of the 2013 Conference Committee, which she assembled and directed from start to finish. To them and all others who also contributed in some capacity, I also extend my heartfelt thanks. ¡Muchas gracias a todos!

Enjoy the conference,

Federico Subervi
**THURSDAY, FEBRUARY 21**

*Pre-Conference Event*
LBJ Student Center 3-14.1
8:00 a.m. to 5:00 p.m.

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**HIGHLIGHTS**

Conference Registration & Exhibits 1:00-5:00 p.m.

**First Session** 2:00-3:15 p.m.

**Concurrent Sessions** 3:30-4:45 p.m.

**Welcome & Opening Reception** 5:00-6:00 p.m.
*Music entertainment by “Mariachi Nueva Generación”*

**Plenary Session** 6:00-8:00 p.m.
How Spanish Language & Latino Oriented Media are Studied & Researched in Academic Settings Across the Country

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**First Session 2:00-3:15 p.m.**

Session 1.0 - LBJ 3-15.1
*Marketing Communications Track*

**Title:** Tailoring Messages to Hispanic Audiences

Moderator: Hilda Velásquez, Baptist University of the Americas

**Does Ethnic Identity Predict Television Commercial Preference among Hispanic Audiences of Mexican Descent?:** Moderating Role of Gender and Generation in the Host Culture

- John B. Burton, Laster Group
- Kenneth C.C. Yang, University of Texas- El Paso

**Green Advertising: Exploring the Impact of Fear Appeal Advertising on Madres Latinas**

- Shawna White, Texas State University

**Green Messages and Discourses of Sustainability in Chick Flicks: Before and After the OECD Green Model**

- Amparo Vasquez, Tecnológico de Monterrey

**Invisibilidad de los Latinos Naturalizados en la Política del Lenguaje hacia las Camañas Presidenciales en Español**

- Blanca Gómez, University of Houston
Concurrent Sessions 3:30-4:45 p.m.

Session 2.1 - LBJ 3-15.1  
*Media Ownership & Practice Track*  
**Title:** Journalism: Principles and Practices in Latin America  
Moderator: Maria Flores, Texas A&M University- Laredo

**Marco Metodológico para el Análisis de las Prácticas Periodísticas en la Ciudad de Querétaro**  
Gabriel Corral, Universidad Autónoma de Querétaro

**La Investigación Académica sobre el Tratamiento Informativo del VIH/Sida de la Prensa Española como Base del Trabajo Colaborativo entre Periodistas y ONG’s**  
José Luis Terrón Blanco, Luisa Martínez-García y Ramón García Sedó, Universidad Autónoma de Barcelona

**Tratado de Libre Comercio Colombia- Estados Unidos: ¿Un Instrumento más de Penetración Económica y Cultural de las Industrias Culturales Norteamericanas?**  
Lucy Erazo Coronado y Jesús Arroyave, Universidad del Norte- Colombia

**Agenda Digital y Políticas de Comunicación y Cultura en México**  
Irma Portos, Universidad Nacional Autónoma de México

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Session 2.2 - LBJ 3-9.1  
*Media & Society Track*  
**Title:** Portraits of Latinas in the Media  
Moderator: Gloria Velasquez, Texas State University

**The Representation of Latina Actresses in 21st Century Hollywood Commercial Films**  
Adrianna Villanueva, Texas State University

**La Mujer en la Neutralización del Cine de la Revolución Mexicana**  
María Consuelo Guerrero, University of Texas- Pan American

**Perceptions of Pregnant Latinas in Hollywood Films**  
Stephanie Guzman, Texas State University
Thursday, February 21

Welcome Reception
5:00-6:00 LBJ Ballroom

Guest Speakers
Daniel Guerrero, Mayor of the city of San Marcos
Tim Mottet, Dean of the College of Fine Arts & Communication
Judy Oskam, Director of the School of Journalism & Mass Communication

Entertainment provided by the School of Music- “Mariachi Nueva Generación”

Plenary Session 6:00-8:00 p.m.

Session 3.0 - LBJ Ballroom
Title: How Spanish Language & Latino Oriented Media are Studied & Researched in Academic Settings across the Country
Moderator: Federico Subervi, Center for the Study of Latino Media & Markets
Texas State University

Presenters
Sindy Chapa, Center for Hispanic Marketing Communication
Florida State University

Kent Wilkinson, Institute for Hispanic & International Communication
Texas Tech University

Alejandro Alvarado, Telemundo Hispanic Media Futures Program
Florida International University

Zita Arrocha, Borderzine
University of Texas- El Paso

Lucila Vargas
University of North Carolina- Chapel Hill

Alan Albarran, Center for Spanish Language Media
University of North Texas
FRIDAY, FEBRUARY 22

HIGHLIGHTS

Registration & Exhibits 8:00-9:00 a.m. LBJ Ballroom

Concurrent Sessions
9:00-10:15 a.m.
10:30-11:45 a.m.

Conference Awards Luncheon 12:00-1:15 p.m.
LBJ Ballroom
Music by School of Music: Voca Libre Group

Concurrent Sessions
1:30-2:45 p.m.
3:00-4:15 p.m.

Book Premiere- Special Session 4:30-5:00 p.m.

Recognition Award Gala
Recognition of Alan Albarran, The Center for Spanish Language Media, University of North Texas
7:30- 9:30 p.m. LBJ Ballroom
Music entertainment by “Orquesta Salsa del Río”

Concurrent Sessions 9:00-10:15 a.m.
Session 4.1 - LBJ 3-15.1
Telecommunication Policies Track
Moderator: Susanne Marte, Public Media Executive

Presenters
Saúl Madrid- Radio Campesina
Phoenix, Arizona

Graciela Orozco- Researcher, Radio Bilingüe
Oakland, California
FRIDAY, FEBRUARY 22

Concurrent Sessions 9:00-10:15 a.m.

Session 4.2 - LBJ 3-09.1  
*Media Adoption & Culture Track*

**Title: Perspectives for Assessing the State of Media in Puerto Rico: Studies on Journalists, Television Programming, Music Events Production and New Media**

Moderator: Anilyn Díaz-Hernández, Universidad de Puerto Rico-Arecibo

*Producción de Eventos Musicales e Intercambios Artísticos en Puerto Rico (1955-1970)*  
Anilyn Díaz-Hernandez, Universidad de Puerto Rico-Arecibo

*Estructura y Contenido de la Programación de Televisión en Puerto Rico (2002-2005)*  
José A. Fonseca-Delgado, Universidad de Puerto Rico-Arecibo

*No Puppet’s Land: The Role of Social Media in Puerto Rico’s Mainstream Television*  
Manuel G. Avilés-Santiago, Arizona State University

Session 4.3 - LBJ 3-10.1  
*Media Adoption & Culture Track*

**Panel: Latinos, Broadband Access and New Media**

Moderator: Jorge Schement, Dean of School of Communication & Information  
Rutgers University

**Participants:**  
Robert Montemayor, Director of Latino Information Network @ Rutgers  
Rutgers University

Jason Llorenz, Executive Director of Hispanic Technology and Telecommunications Partnership

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Refreshment Break  
10:15- 10:30 a.m.
FRIDAY, FEBRUARY 22

Concurrent Sessions 10:30-11:45 a.m.

Session 5.1 - LBJ 3-15.1
Telecommunication Policies Track
Workshop Title: Labor and Other Contract Negotiations. Presented by Screen Actors Guild/ American Federation of Television and Radio Artists

Presenter: Michele Anderson, Texas State University

Participants:
Carlina Rodriguez, Director of Spanish Language Media Industry Relations
Trish Avery, Executive Director of SAG-AFTRA Houston-Austin Local
T.J. Jones, Executive Director of SAG-AFTRA Dallas-Ft. Worth Local
Hector Garcia, SAG-AFTRA Member

Session 5.2 - LBJ 3-09.1
Media Practices Track
Panel: Targeting Consumers and Citizens in Transnational Communities: Historical and Contemporary Perspectives/ By La Red de Periodistas
Moderator: Celeste González de Bustamante, University of Arizona

Prácticas Transnacionales del Consumo Cultural: Diásporas Latinoamericanas en el Contexto Europeo
Jéssica Retis, California State University-Northridge

The State of Spanish-Language Media
Moses Shumow and Mercedes Vigón, Florida International University

The Editorial Approach of Somos Frontera
Lourdes Cardenas, University of Texas- El Paso

Celeste González de Bustamante, University of Arizona
FRIDAY, FEBRUARY 22

Concurrent Sessions 10:30-11:45 a.m.

Session 5.3 - LBJ 3-10.1
*Media and Society Track*
**Title: Challenges and Opportunities in News Literacy**
Moderator: Dean Miller, Stony Brook University

**News Literacy in Puerto Rico: Past, Present and Future**
Anette Sofia Ruiz Moralez, Center for the Freedom of the Press
University of Sacred Heart

**Pasos al Futuro: Engaging Chicago Latino High Schools in New Literacy**
Cristina Benitez, DePaul University

**News Literacy in High School Spanish Classes**
Claudia Vasquez, Lehman High School; Kyle, Texas

**A Comparison of the Quality of Political News of Spanish Television Newscasts: Univision vs. Telemundo**
Maria Flores, Texas A&M International University

**CONFERENCE AWARD LUNCHEON**
12:00-1:15 p.m. LBJ Ballroom
*Entertainment by Voca Libre*

Concurrent Sessions 1:30-2:45 p.m.

Session 6.1 - LBJ 3-15.1
*Electronic and Interactive Communication Track*
**Title: New Forms of Communication**
Moderator: José Carlos Lozano, Texas A&M International University

**International Telepractice: Video Conferencing with Latino Patients and Families with Speech-Language Disorders**
Clarissa Rodriguez and Érica Almaraz, Texas State University

**Webnovelas: A New Economic and Cultural Bridge between the U.S. and Latin America**
Tomás López-Pumarejo, Brooklyn College

**Los Videoblogs, una Tendencia Actual para Contar en Imagen Audiovisual**
Alejandro Ángel Torres, Universidad de Norte-Colombia
FRIDAY, FEBRUARY 22

Concurrent Sessions 1:30-2:45 p.m.

Session 6.2 - LBJ 3-09.1
*Political Communication Track*
**Title: The Latino Vote and Elections 2012**
Moderator: Federico Subervi, Texas State University

“Dime lo que pasa”: How Mexican Americans and Whites Access Political Information Resources through Family
Marcela García-Castañon, University of Washington

**Spanish-Language Media and the Development of Hispanic/Latino Issue Agendas in the States**
D. Xavier Medina Vidal, Virginia Polytechnic Institute and State University

**Portrayal of Latino Issues and Topics in the New York Times and the Arizona (Phoenix) Republic between August 5 through November 12, 2012**
Beatriz Gómez, Texas State University

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Session 6.3 - LBJ 3-10.1
*Media & Society Track*
**Title: Cultura de Medios y Prensa Sensacionalista**
Moderator: Manuel Chávez, Michigan State University

**Audience Awareness and Evaluation of Sensationalism in Prime Time Newscasts**
Iliana Ferrer, Universidad Autónoma de Barcelona
Vinicio Sinta, Instituto Tecnológico y de Estudios Superiores de Monterrey
Virginia Luzón, Universidad Autónoma de Barcelona

**Los Noticiarios Televisivos Españoles de Prime Time Bajo los Estigmas del Infotainment**
Belén Monclús y Emili Prado, Universidad Autónoma de Barcelona

**Análisis Descriptivo del Manejo de la Comunicación Post-Crisis en las Inundaciones del Sur del Atlántico a través de la Óptica del Diario Local “El Heraldo”**
Jesús Arroyave y Ana María Erazo, Universidad del Norte-Colombia

**Homofilm Espectador Juvenil en América Latina**
María Esther Chamosa Sandoval, Universidad Justo Sierra- México

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**Refreshment Break**
2:45- 3:00 p.m.
FRIDAY, FEBRUARY 22

Concurrent Sessions 3:00-4:15 p.m.

Session 7.1 - LBJ 3-15.1
*Electronic and Interactive Communication Track*
**Title: The Applications of New Media**
Moderator: Juan Tornoe, Hispanic Trending Co.

*Las Sinergias entre los Social Media y la Radio Generalista en España: Una Historia Incipiente*
Maria Gutiérrez, Iliana Ferrer, Xavier Ribes, Belén Monclús y Josep María Martí, Universidad Autónoma de Barcelona

*Maintaining Connections: Hispanics and the American Mobile Industry*
Neleen Leslie, Florida State University

*Spanish-Language Media Outreach through Social Networking in the U.S. South*
Lisa M. Pulin, North Carolina Central University

*What Kind of Companies Take Their Advertising In-House*
Femi Omoni, Josh Twilliger, Jacob Erhnstein and Brandon Simmons, Texas State University

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Session 7.2 - LBJ 3-09.1
*Media Adoption & Culture Track*
**Title: Televisión Hispana**
Moderator: María Consuelo Guerrero, University of Texas- Pan American

*Las Televisiónes Hispanas en EEUU. Cómo se Adaptan al Cambio Actual de la Televisión tanto de Norteamérica como de EEUU*
Tómas López-Pumarejo, Brooklyn College

*Latino Family TV Viewing Across Generations: An Exploratory Analysis*
Adolfo Mora, University of Texas-Austin
Viviana Rojas, University of Texas- San Antonio

*La Isla y sus Imágenes: Análisis de los Flujos Audiovisuales en Cuba*
Carla Maeda y Antonio Corona, Tecnológico de Monterrey-México

Refreshment Break
4:15- 4:30 p.m.
FRIDAY, FEBRUARY 22

Book Premiere- Special Session 4:30-5:00 p.m.

Session 8.0 - LBJ 3-15.1
Title: 5 Steps to the End the Digital Divide: É-X-I-T-O
Author: Joe Kutchera, Kutchera Consulting
Introduction by Karen Buenrostro and Michael Kasprzynski, Texas State University

Recognition Award Gala
7:30-9:30 p.m.
LBJ Ballroom

In Honor of Dr. Alan Albarran
Director of the Center for Spanish Language Media
University of North Texas

Music entertainment by “Orquesta Salsa del Río”
School of Music, Texas State University
SATURDAY, FEBRUARY 23

HIGHLIGHTS
Registration & Exhibits  8:00-9:00 a.m. LBJ Ballroom

Plenary Session  9:00-10:15 a.m.

Refreshment Break  10:15-10:30 a.m.

Concurrent Sessions  10:30-11:45 a.m.

Spanish Language Media Consortium Working Luncheon
  12:00-1:00 p.m.
  LBJ 3-15.1

Plenary Session 9:00-10:15 a.m.
Session 9.0 - LBJ Ballroom
Media Adoption & Culture Track
Panel: Reaching Latinos with News and Entertainment via the Internet: New Options and Challenges
Moderator: Alan Albarran, University of North Texas

Presenters
Chris Peña, Executive Editor of NBC Latino.com
Laura Perez, Founder/Director of iLatino.TV/Gobba.TV
Francisco Cortes, Director of Fox News Latino
Victor Landa, News Taco

Refreshment Break
  10:15-10:30 a.m.
Concurrent Sessions 10:30-11:45 a.m.

Session 10.1 - LBJ 3-15.1
Marketing Communication Track
Title: Language and Culture
Moderator: Celeste González de Bustamante, University of Arizona

Addressing the Communication Needs of the New Hispanic Majority
Jon Bekken and Margaret Rakus, Albright College

The Impact of Communication of Quality Service: The Case of Psychological Patients in Ecuador
Waly Cardona, Texas State University
Marisel Cordoba, Instituto HUMANOS

Aciertos y Errores Lingüísticos y Culturales de la Publicidad en Español y su Relación con los Medios de Comunicación
Hilda Velásquez, Baptist University of the Americas

Session 10.3 - LBJ 3-09.1
Consumer Behavior Track
Title: Latino Audiences and Consumers
Moderator: Antonieta Reyes Echezuria, Florida State University

Bilingual Latino Viewers’ Language and Genre Preferences: A Comparative Analysis by Nativity, Gender, Education Level and Mood Condition
Amy Jo Coffey, University of Florida

Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification
Miguel Zúñiga, Morgan State University

Branding Opportunities in the Baby Care Industry with Hispanic Moms
Alejandra Guacaneme, Florida State University

Spanish Language Music Consumption: Taste and Preferences
Eva Fuentes, Texas State University

Working Luncheon for Latino Media Program Directors
Latino Oriented Media Consortium
Session 11.0 - LBJ 3-15.1
12:00-1:00 p.m.
Title: Discussion on the Forthcoming Spanish Language Media Conferences and Consortium Agenda
Maps

LBJ Student Center First Floor

LBJ Student Center Second Floor

LBJ Student Center Third Floor

For more campus maps, visit http://www.maps.txstate.edu/
INDEX

-A-
Alan Albarrán
Érica Almaraz
Alejandro Alvarado
Zita Arrocha
Jesús Arroyave
Trish Avery
Manuel G. Avilés-Santiago

-B-
Jon Bekken
Cristina Benitez
John B. Burton

-C-
Lourdes Cardenas
Waly Cardona
Sindy Chapa
María Esther Chamosa
Manuel Chávez
Amy Jo Coffey
Marisel Cordoba
Antonio Corona
Gabriel Corral
Francisco Cortes

-D-
Anilyn Díaz Hernández

-E-
Ana María Erazo
Lucy Erazo Coronado
Jacob Erhnstein

-F-
Iliana Ferrer
Maria Flores
José A. Fonseca-Delgado
Eva Fuentes

-G-
Hector García
Marcela García-Castañon
Ramón García Sedó
Beatriz Gómez
Blanca Gómez
Celeste González de Bustamante
Alejandra Guacaneme
Daniel Guerrero
María Consuelo Guerrero
Maria Gutiérrez
Stephanie Guzman

-J-
T. J. Jones

-K-
Joe Kutchera

-L-
Victor Landa
Neleen Leslie
Jason Llorenz
Tomás López-Pumarejo
José Carlos Lozano
Virginia Luzón
INDEX

-M-
Saúl Madrid
Carla Maeda
Josep Maria Martí
Susanne Marte
Luisa Martínez-García
D. Xavier Medina Vidal
Dean Miller
Belén Monclús
Adolfo Mora
Robert Montemayor
Tim Mottet

-O-
Femi Omoni
Graciela Orozco
Judy Oskam

-P-
Lisa M. Paulin
Chris Peña
Laura Perez
Irma Portos
Emili Prado

-R-
Margaret Rakus
Jéssica Retis
Antonieta Reyes Echezuria
Xavier Ribes
Carlina Rodriguez
Clarissa Rodriguez
Viviana Rojas
Anette Sofia Ruiz Morales

-S-
Jorge Schement
Moses Shumow
Brandon Simmons
Vinicio Sinta
Federico Subervi

-T-
José Luis Terrón Blanco
Juan Tornoe
Alejandro Ángel Torres
Josh Twilliger

-V-
Lucila Vargas
Amparo Vasquez
Claudia Vasquez
Hilda Velasquez
Mercedes Vigón
Adrianna Villanueva

-W-
Shawna White

-Y-
Kenneth C.C. Yang

-Z-
Miguel Zúñiga
CONFERENCE COMMITTEE

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Website
Bianka Martínez
Selinda Sanchez

Social Media
Michael Kasprzynski

El Centro’s Interns Coordinator
Kim Hurst

Special thank you to the Texas State University PRSSA chapter