Spanish-Language and Latino-Oriented Media International Conference

Assessing The State of Spanish-Language & Latino-Oriented Media International Conference will be held at Texas State University-San Marcos February 21 through 23, 2013. Scholars, graduate students, media analysts, media professionals and policy advocates will meet to discuss their research and assessments of the state of Spanish-language media in the world, and the status and future of Latino-oriented media in the U.S. The Federal Communications Commission policies that affect Latino audiences and Latino-oriented media will also be discussed as specific research and policy agendas will be proposed for consideration.

This conference is an opportunity for media professionals and academics to network and engage in a community with diverse backgrounds and like-minded interests. In the past, the success of the conference depended on the help of volunteers and sponsors. The 2013 international conference is no exception. If you would like additional information on how you can contribute, please contact Dr. Sindy Chapa at sc47@txstate.edu or (512) 245-3412.
4th Annual “Puntos de Vista” set for April 2013

The Center for the Study of Latino Media and Markets is currently inviting Mass Communication and film-making students and faculty in colleges and universities in the United States, Latin America, the Caribbean and the Iberian Peninsula to participate in “Puntos de Vista” – “Points of View”, which is an international Spanish language documentary festival. “Puntos de Vista” will take place on April 12th on the Texas State University-San Marcos campus.

“Puntos de Vista” aims to encourage young students to express, through cameras; different points of view on topics that will help us grow as communicators and society. If you are interested in submitting a documentary for the festival, visit El Centro’s website http://www.masscomm.txstate.edu/cslmm.html. An entry form and information on the event is available on the sidebar. If you would like to volunteer for the event feel free to contact El Centro through the website as well.

New Director at SJMC

The School of Journalism and Mass Communications has recently appointed Judy Oskam as its new director. Before coming to Texas State, Oskam served as Associate Professor at the College of Mass Communications at Texas Tech University.

For the past six years Oskam has also served Associate Director and Associate Professor for Texas State University’s Round Rock Program.

Oskam has worked on many agriculture and public awareness projects, and primarily worked in public outreach programs at Oklahoma State University. She has also worked in The University of Texas System, and has operated as a journalist for different television stations in Texas and Oklahoma.

Oskam is a decorated operative that has received numerous awards for her work in public relations and as a documentary maker. She is also an award-winning teacher that conducts her classes through hybrid and online resources. The School of Journalism and Mass Communication is excited to have her!
Dr. Subervi’s Travels This Summer

During the week of June 11-15, Dr. Federico Subervi, director of El Centro, traveled to Barcelona, Spain. While there he visited the Universidad Abat Oliba to explore the possibilities of establishing an exchange program with the School of Journalism. Located in a lovely area of Barcelona, the university offers a large number of classes in English, which would facilitate the transition of a Texas State student wishing to pursue a semester or year abroad in that cosmopolitan city. Research and short courses for students from each university were also on the agenda for future collaboration while in Barcelona.

Dr. Subervi also attended the 8th conference of the Multi-Ethnic Studies Association: Europe & the Americas (MESEA), which took place at the Blanquerna School of Communication of the Ramon Lull University. At the conference, Subervi made a presentation of his research on how “The media do make a difference: New directions in the study of media and Latino political mobilization.”

A third academic visit by Dr. Subervi was to the Universidad Autónoma de Barcelona, where he met with colleague Dr. Lorenzo Vilches of the Faculty of Communication Sciences. During their meeting they discussed with other faculty, staff and students future research collaboration on a variety of topics.

Summer Visits

Vinicio Sinta

Vinicio Sinta came to El Centro as an exchange graduate student from Mexico in the summer of 2011 to work on his master’s thesis under the mentoring of Dr. Federico Subervi, Director of El Centro. He returned in the spring of 2012 as a full-time graduate exchange student at Texas State’s Mass Communication program.

His master’s thesis is about political coverage on United States Latino-oriented news media, specifically the news about the 2012 election on Spanish-language television.

“I expect my master’s thesis to be the first part of a more in-depth study of U.S. Latino-oriented news media,” said Sinta. I plan to pursue this as I move on to working on my Ph.D.” (Continued on pg. 4)
Summer Visits (Continued)

During his visit to El Centro, Vinicio experienced firsthand the events El Centro organized to promote the Latino culture. He volunteered in the Puntos de Vista documentary festival in April.

We are very grateful to Vinicio for his dedication to El Centro during such a short time. He has been invited to join Puntos de Vista’s Organizing Committee, and we are thrilled to have him on board.

Before leaving, we asked Vinicio two questions we felt would apply to future interns, volunteers and graduate student:

What did you learn about El Centro during you stay?
“In both my visits, I got to learn about Dr. Subervi and Dr. Chapa’s research on topics such as Latino-oriented political communication, Latino portrayals on the mainstream media, and the habits of Hispanic consumers.”

What advice would you give to future interns, volunteers and graduate students at El Centro?
“My main advice is to get involved as much as possible! El Centro provides a great opportunity to learn about the booming experience on event coordination and public relations in an intercultural setting, among other skills.”

Marcela García-Castañon

Marcela García-Castañon is a Doctoral Candidate at the University of Washington, and received her Master of Arts degree from the University of Washington in December of 2009. Marcela arrived at Texas State after receiving a Presidential pre-doctoral fellowship. She worked on her dissertation, which examines the process of political socialization of immigrants and explores how family, school and pre-migration experiences influence the process in the United States.

We asked her to describe what she worked on and how El Centro helped her during her stay. She explained that she was “able to make significant headway on [her] dissertation, developing core concepts and theoretical framework.” “I was also able to explore more deeply the implications of media use among immigrants when acquiring political information with help from El Centro.” she states.

El Centro was also able to help Marcela prepare for the job market, providing with her guidance on her application materials and the opportunity to develop a job talk presentation.

“As I leave Texas State University, I am grateful for the opportunity I was given to spend time with bright and helpful people as I worked on and developed my dissertation project. I now prepare, with the help of this experience, to finish my dissertation and will apply for tenure-track positions in Academia.”
As we welcome our first student organization to El Centro, we would also like to introduce “Bobcats of the Rio Grande Valley”. Bobcats of the RGV is also a new student organization at Texas State University that will provide students with an academic and social outlet.

Michael Kasprzynski, president of the organization, said that a lot of kids from The Valley, or anywhere for that matter, have a hard time meeting new people or getting comfortable in a new area so he wanted to start a club to help ease the transition.

“Joining a club with people from your area can give you the extra push to branch out, and that’s what we are. A home away from home.”

Any student interested in joining Bobcats of the RGV can join by emailing bobcatsrgv@yahoo.com or by attending some of the meeting they will have during the year.

The Center for The Study of Latino Media and Markets
At the School of Journalism and Mass Communication

E. C. S. O.
El Centro Student Organization

All Majors Welcome
Join El Centro in making an impact in the Latino Community

Come visit us at ASBN 350

El Centro Student Organization

With a new year comes a new organization. El Centro Student Organization is now a member of the School of Journalism and Mass Communications. The purpose of E.C.S.O is to assist El Centro’s mission of providing students with the opportunity to participate in generating research and knowledge about Latino-oriented media and markets and the new multicultural America. E.C.S.O will help organize and execute events planned by El Centro.
Need an Internship?

The Volunteer/Internship Group at the Center for the Study of Latino Media & Markets is formed with students who are interested in research in the mass communication field and have joined our team, particularly, to help us make research in the Latino-oriented market.

All Mass Communication Majors Welcome!

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