



**Journalism & Mass Communication**  
FLORIDA INTERNATIONAL UNIVERSITY



**The School of Journalism and Mass Communication  
at Florida International University  
invites you to participate in the conference:**

## **HISPANICS AND THE MEDIA: THE EMERGING POWER**

Join Hispanic media experts from top universities from around the country, as well as Hispanic media industry leaders, for an in-depth discussion about the state of Hispanic media, its key trends and challenges, and a close examination of the way Latino issues are seen and followed by mainstream media.

The conference will be held on Thursday, October 18, 2012, from 8:00am to 6:00pm, at the Wolfe University Center, located at FIU Biscayne Bay Campus on 3000 NE 151 St., North Miami, FL 33181.

**For more information on the event including registration,  
hotel accommodations and the agenda, please visit:  
<http://go.fiu.edu/hispanicconference>**

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**FOR IMMEDIATE RELEASE**

**RENOWNED PANELISTS, SCHOLARS JOIN HISPANIC MEDIA CONFERENCE  
AT FIU'S SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

**NORTH MIAMI, August 9, 2012** – Florida International University's School of Journalism and Mass Communication today announced its selection of panelists for "Hispanics and the Media: The Emerging Power Conference" on Oct. 18 at the university's Biscayne Bay Campus.

"We are bringing to our conference some of the top scholars and professionals on Hispanic news media in the United States to discuss the state of the Hispanic media, its major issues, trends, and opportunities," said Raul Reis, Dean of the School of Journalism and Mass Communications.

Alina Falcon, Telemundo Network Executive Vice President of news and alternative programming, is the keynote speaker.

She will be joined by other speakers and panelists at the one-day conference. The participants and their topics include:

- **Alejandro Aguirre**, deputy editor-publisher at Diario Las Americas and former president of the Inter American Press Association, on the present and future of Hispanic daily newspaper.
- **Dr. Alan Albarran**, University of North Texas, on the growth of Hispanic media firms in the news space.
- **Dr. Guillermo Avila-Saavedra**, Salem State University, on coverage by The New York Times, The Wall Street Journal and USA Today of the nomination of Sonia Sotomayor to the Supreme Court.
- **Dr. Amy Jo Coffey**, University of Florida, on which language is best for reaching bilingual Hispanics.
- **Ariel Coro**, founder of Tutecnología.com, author and digital reporter, on what is working and what is not for Hispanic media websites, portals, blogs, and on their presence in social media platforms.
- **Ed Fernandez**, divisional general manager at E.W. Scripps and vice president-general manager at WXYZ ABC7 Detroit, on the way English and Spanish-language media cover Hispanic issues.
- **Professor Rosanna Fiske, Dr. Sigal Segev and Dr. Weirui Wang**, FIU's School of Journalism and Mass Communication, on acculturation, individualism, and Hispanics' motivations to use social media.

- **Dr. Felix Gutierrez**, Annenberg School of Journalism, on the influence of Hispanic media over the past 200 years. He will present the exhibit “The Voices of Justice.”
- **Dr. Ariana Hernandez-Reguant**, University of California at San Diego, on why Spanish language media and advertising oscillate between community and nation, between ethnic enclave and pan-Latinidad in America.
- **Rissig Licha**, president of 360 Strategy Mix and former partner and general manager of Fleishman-Hillard, on keys to the survival of Hispanic daily newspapers.
- **Amy Mitchell**, deputy director of the Pew Research Center's Project for Excellence in Journalism, on why Hispanic media outlets are growing more than mainstream media.
- **Borja Perez**, senior vice president of Digital and Social Media at Telemundo, on the network's digital strategy.
- **Isabella Sánchez**, vice president of Media Integration at Zubi Advertising, on the recent trend by major media companies to create platforms that target bicultural Hispanics with culturally relevant news content in English, and the potential implications for marketers.
- **Dr. Federico Subervi**, Texas State University in San Marcos, on what Hispanic-oriented media are offering in political content and what general-market media are offering regarding news and information that can be relevant to Hispanics' involvement in American politics.
- **Emilio Sanchez**, CEO of VOXXY.com, on how emerging journalism models are a must as old models of news delivery change.
- **Aminda Marques**, Executive Editor and Vice President at The Miami Herald, on mainstream media coverage of Hispanic issues.
- **Dr. Felipe de Ortego y Gasca**, Western New Mexico University, on the “bipolar” Hispanic in mainstream news media.
- **Dr. Kenton T. Wilkinson**, Texas Tech University, on the development of U.S. TV news directed at Hispanic audiences, with particular attention to the 1990s to today.
- **Cristina Puig**, from the National Association of Hispanic Journalists, will analyze the role of Latinas in United States' mainstream media.

The conference will be held 9 a.m. to 6 p.m. Registration fee for professionals is \$50; for students, a donation of \$15.

The SJMC obtained a special rate at Newport Beachside Hotel and Resort, 16701 Collins Ave. in nearby Sunny Isles Beach. For reservations and a special room rate, call 800-327-5476 and provide FIU's reservation code: **568539**. You may also email reservations to [reservations@newportbeachsideresort.com](mailto:reservations@newportbeachsideresort.com) with the subject line: **FIU Code 568539**

For more information on the event, including registration and the agenda, please visit <http://go.fiu.edu/HispanicConference>.

## **ABOUT THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION AT FLORIDA INTERNATIONAL UNIVERSITY**

The School of Journalism and Mass Communication (SJMC) at Florida International University is at the forefront of global and strategic communications education. With more than 1,900 students, 82 percent minority, the school offers undergraduate and graduate degrees and certificate programs in advertising, broadcasting, journalism, and public relations – including its [Spanish-language Journalism master's program](#), the first of its kind in the United States. As one of only 25 percent of all communication schools in the country [fully accredited by ACEJMC](#), the SJMC is rated in the top three nationally for undergraduate communication degrees awarded to Hispanics. The School's master's program in [Global Strategic Communications](#) emphasizes global decision making and has rapidly become a model for other such graduate programs in the country, underscoring the importance of global learning initiatives and international citizenship.

## ABOUT FLORIDA INTERNATIONAL UNIVERSITY

Florida International University is recognized as a Carnegie engaged university. Its [colleges and schools](#) offer more than 180 [bachelor's, master's and doctoral](#) programs in fields such as engineering, international relations, architecture, law and medicine. As one of South Florida's anchor institutions, FIU is worlds ahead in its local and global engagement, finding solutions to the most challenging problems of our time. FIU emphasizes research as a major component of its mission and enrolls 46,000 students in two campus and three centers including FIU Downtown on Brickell and the Miami Beach Urban Studios. More than 140,000 alumni live and work in South Florida. [FIU is a member of the Sun Belt Conference](#) and has 400 student-athletes participating in 17 sports. In 2010 the Panthers won their first bowl game. For more information about FIU, visit <http://www.fiu.edu/>.