



The Center for the Study of Latino Media & Markets  
At the School of Journalism & Mass Communication  
**Texas State University – San Marcos**

## CALL FOR PAPERS

2<sup>nd</sup> International Conference

# Assessing the State of Spanish-Language Media

Special conference themes:

- The development of Spanish-language media in Ibero-America
  - The status and future of Latino-oriented media in the U.S.
- Media policies pertaining to U.S. Latinos & Latino-oriented media, and
- The role of Spanish-language/Latino media in Ibero-American & Latino politics.

San Marcos, Texas, February 19-21, 2009  
**NEW Submission Deadline: December 1, 2008**

**Conference Chair:**

**Federico Subervi, Professor & Director**  
The Center for the Study of Latino Media & Markets  
School of Journalism and Mass Communication  
Texas State University  
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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. FCC policies that affect Latinos and Latino-oriented media will also be discussed as specific research and policy agendas will be proposed for consideration by the next presidential administration and the new Federal Communications Commission.

The venue of the conference is at the School of Mass Media & Mass Communication at Texas State University, which is located in the heart of Central Texas, 20 miles south of Austin and 25 miles north of San Antonio Texas. Within minutes of the conference site, visitors can experience the beauty and serenity of the great the Central Texas Hill Country, including the San Marcos River and the Aquarena Springs (<http://www.aquarena.txstate.edu/>). The conference hotel is Hampton Inn (<http://www.hamptoninn.com/en/hp/hotels/index.jhtml?ctyhocn=SNMTXHX>).

To participate, submit competitive papers, extended abstracts, or special session proposals **electronically** (in English or in Spanish) to the chair listed above. Accepted competitive papers will also be considered for a special issue of the online *Journal of Spanish-Language Media* (<http://www.spanishmedia.unt.edu/>).

Topics of interest include but are not limited to the following (but all papers and panel proposals must address a topic related to Spanish-language or Latino-oriented media):

- History and development of media
- Media literacy
- Telecommunication policies
- Ownership, structure & ethics
- Political communication
- Electronic and interactive communication
- Television news and entertainment shows
- Advertising
- Mass media innovation and creativity
- The impact of the Internet (including, among other issues, on-line advertising strategies)
- Consumer media behavior

If you would like to participate without presenting a paper (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 Sindy Chapa at [sc47@txstate.edu](mailto:sc47@txstate.edu). We look forward to seeing you and engaging in the lively intellectual discussions at Texas State University.

## GUIDELINES FOR SUBMISSIONS OF PAPERS AND PANEL PROPOSALS

### Competitive paper submission should include:

1. Cover page: including title of the paper and author's affiliation, electronic and postal contact information.
2. Short abstract: consisting of not 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. Because this is a blind review process, the author should not be identified in the body of the paper, header, footer, or any foot/endnotes.
4. Optional: Extended abstracts. 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 best paper prize or for publication in the special conference issue of the online *Journal of Spanish-Language Media*.

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.

### Panel proposals for special topics should include:

1. Cover page: including title of the paper and author's affiliation, electronic and postal contact information.
2. Abstract: consisting of not 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 discussed/presented by each of panel member, 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 five double-spaced pages in length. 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 Spanish-language/ Latino-oriented 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 session proposal.

For further information, contact Federico Subervi, [subervi@latinosandmedia.org](mailto:subervi@latinosandmedia.org), 512-245-5267.