

THE CENTER

The Center for Spanish Language Media began operation on September 1, 2006, thanks to initial funding of \$1.25 million over a five-year period from the Board of Regents at The University of North Texas. The Center is housed within the award-winning Department of Radio, Television and Film, recognized as one of the top eight programs in the nation for broadcasting and film.

The Center has a three-fold mission of providing education, conducting and disseminating research, and offering professional development opportunities to existing Spanish Language Media practitioners.



CENTER FOR SPANISH LANGUAGE MEDIA UNIVERSITY OF NORTH TEXAS™

Presents

Media Issues in Latin America:

Mexico

Funded by

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Hispanic and Global Studies Initiatives Fund

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DATE: APRIL 10, 2008

TIME: 4:30 PM

PLACE: RTFP 184



**Professor
María Elena Gutiérrez
Universidad
Panamericana**

Dr. Maria Elena Gutierrez earned her Ph. D. from the University of Navarra, Pamplona, Spain in 2003, and post-doctoral studies in Media and Entertainment Management at the Institute for Media and Entertainment (IME) in New York. Dr. Gutierrez' research has focused on the strategies of the Televisa Group, the largest television group in Mexico. Her undergraduate degree was in Management and Finance completed at Universidad Panamericana. She has worked as editor at "Mural" newspaper in Mexico. Currently Dr. Gutierrez is Director of the Communication School at Universidad Panamericana, Guadalajara, Mexico. Previously she held positions as a teaching fellow, academic coordinator, student advisor and spokeswoman at the same institution.

CALENDAR OF UPCOMING EVENTS

- March 6, 2008** Media Issues in Colombia
At UNT, RTFP 184, 4:30PM

- March 31, 2008** Media Issues in Argentina
at UNT, RTFP 184, 7:00 PM

- April 10, 2008** Media Issues in Mexico
At UNT, RTFP 184, 4:30PM

- April 21, 2008** Media Issues in Chile
At UNT, RTFP 184, 4:00PM

- April 28, 2008** Media Issues in Venezuela
At UNT, RTFP 184, 4:00PM

- June 1-13, 2008** Media Sales Institute
at UNT, Gateway Center