



8th Hispanic/Latino Media, Communication & Marketing International Conference Michigan State University April 5-6, 2024

East Lansing, Michigan
almmacr.com/conference

Submissions: please email your submission to cas.almmacr24@msu.edu

Deadline for submissions: December 30, 2023

COMPETING AND CONTESTING: ADDRESSING THE NEW REALITIES OF FRAGMENTATION OF LATINO MEDIA CONTENT AND MARKETS

A worldwide pandemic, significant political and economic transformations, and accelerated communication technology growth have combined to fragment the mediascape of the 2020s. This conference aims to offer an assessment of the new conditions, identifying opportunities to bridge gaps for the benefit of Latino media audiences and communities.

The 8th Hispanic/Latino Media, Communication & Marketing International Conference will bring together scholars, industry professionals, faculty and students to assess these issues and formulate solutions. This biennial conference is organized and supported by the Association for Latino Media, Markets and Communication Research (ALMMACR) which is celebrating its 15-year anniversary as an organization dedicated to emboldening the Latino community through media research and professional initiatives. The 2024 conference will be hosted by the College of Communication Arts and Sciences, School of Journalism, at Michigan State University in East Lansing, Michigan April 5-6, 2024. It follows strong online conferences that ALMMACR organized in the two years during the pandemic and seven previous international conferences hosted over the past 15 years.

Three distinctive characteristics of this conference include: participation by professionals working in Hispanic/Latino media organizations, scholarly contributions from U.S. based and international researchers, insights from community leaders, and graduate and undergraduate student participation. These legacies will be sustained in the 2024 conference with panels and keynote addresses featuring industry professionals, participation by diverse researchers, special panels, workshops, and even career advising sessions for student attendees.



We hope you join us for this dynamic event amplifying the myriad of perspectives from the Hispanic/Latino community!

MICHIGAN STATE UNIVERSITY

SPONSORING UNITS: COLLEGE OF COMMUNICATION ARTS AND SCIENCES, SCHOOL OF JOURNALISM, CENTER FOR JOURNALISM STUDIES, DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS, CHICANO/LATINO STUDIES, JULIAN SAMORA RESEARCH INSTITUTE, DEPARTMENT OF ROMANCE AND CLASSICAL STUDIES, COLLEGE OF ARTS AND LETTERS.



INSTITUTIONAL SPONSORS: FLORIDA STATE UNIVERSITY AND TEXAS TECH UNIVERSITY



TEXAS TECH UNIVERSITY

Thomas Jay Harris Institute *for* Hispanic & International Communication™

MSU Hosting Coordinators

Prof. Manuel (Manny) Chavez
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Prof. Miguel Cabañas
mcabanas@msu.edu

Michigan State University, College of Communication Arts and Sciences

MSU's College of Communication Arts and Sciences is the first college of communication in the country and has been a pioneer in the industry since opening its doors in 1955. ComArtSci is one of the largest and most respected communication colleges in the nation, with over 56,000 alumni.

Today, more than 3,000 undergraduate, masters and doctoral students are enrolled in the 21 programs within the college's five departments. With nationally-ranked programs and internationally-renowned faculty members, ComArtSci is well-qualified to prepare students for emerging careers in areas such as health and risk communication, sports journalism, public relations, game design and hearing and language disorders. Students and faculty work together to create feature-length films, produce award-winning news features and become leaders in communication research. (comartsci.msu.edu/)

Conference Sub-Themes

The conference organizing committee has identified several sub-themes around which it anticipates organizing panels, workshops and special sessions. Paper, panel and special session proposals are not required to fit under a specific sub-theme but should align with the general conference theme.

1. **Communication** (Latino-oriented, health, strategic, political, science, crisis, and risk)
2. **Advertising, Marketing, and Public Relations** (markets, representation, branding, public relations)
3. **Journalism** (news media, representation, Spanish-language/bilingual, environmental, crisis.)
4. **Social and political issues** (immigration, education, political participation and representation)
5. **Latino representation in the academy and professional fields** (recruitment and retention in higher education, glass ceilings across industries, strategies to gain more space and influence)
6. **Media** (informatics; social issues; legacy media; social, digital, and emergent media; popular culture; critical/cultural studies; media studies; business and economics.)

Feel free to contact the sub-thematic panels chairs for more information:

- News Media Industry Challenges (Manuel Chavez – chavezml@msu.edu)
- Political Communication (Federico Subervi – subervif@gmail.com)
- Weather & Climate (Sussy Ruiz - sussy53@hotmail.com)
- Fact Checking, AI and Journalism (Alejandro Alvarado - jalvarad@fiu.edu)
- Representation Issues (Carolina Perez - Caro.Perez@ttu.edu)
- Cultural Studies (Miguel Cabanas – mcabanas@msu.edu)
- Markets & Marketing (Enrique Becerra - eb25@txstate.edu)
- Strategic Communication (Sindy Chapa – sindy.chapa@cci.fsu.edu)
- Health Issues on Latino Communities (Kent Wilkinson – kent.wilkinson@ttu.edu)

Submissions

Proposals are invited for completed papers, extended abstracts for papers, panels/special sessions, and profession-oriented sessions related to the conference theme, *Competing and Contesting: Avoiding Fragmentation and Bridging The New Realities of Latino Media & Markets* as well as other topics connected to Hispanic/Latino media and marketing. Proposals should be submitted through the conference website. Proposals may be submitted in English or Spanish, but should be presented in English at the conference, unless otherwise indicated by the organizers.

Deadline: *December 20, 2023*

Submissions will be accepted through email. Please submit all papers/proposals/presentations to: cas.almmacr24@msu.edu

Options for submission

Competitive Papers

Competitive papers related to the conference theme, broadly construed, must include the following, in a single Word-format file:

- 1. A cover page** including title, all authors' institutional affiliations, email address and telephone numbers.
- 2. A 150-word abstract** including the paper title.
- 3. The paper, not exceeding 5000 words** (approximately 20 double-spaced pages), excluding tables, figures, notes, and references. Papers should follow the guidelines of the Publication Manual of the American Psychological Association (7th edition). As paper selection will follow a blind review process, the author(s) should not include identifying information in any area of the paper other than the cover page.

The **top papers** in faculty, student and professional categories will be recognized at the conference based on recommendations by the reviewers. All competitive papers that comply with the guidelines will be eligible for top paper awards.

Extended Abstracts

Extended abstracts related to the conference theme must provide a clear summary of the paper and its goals, including conceptualization, method, major findings and references. **Abstracts should be 1000 to 1500 words in length, using a font no smaller than 12 points (Times New Roman preferred) and at least one-inch margins on double-spaced pages in a Word-format file.** A cover page including title, all authors' institutional affiliations, email addresses and telephone numbers must be included. No tables or figures should appear in extended abstracts.

Panels/Special Sessions

Proposals for panels or special sessions related to the conference theme, broadly construed, must include the following, in a single Word-format file:

- 1. A cover page** including the panel/session title and all participants' institutional affiliations, email addresses and telephone numbers.
- 2. A 150-word abstract** including the panel/session title.
- 3. An overview of the panel/session** describing the objectives of the panel/session, specific themes to be presented by each panel member, and specific contributions the panel/session would make to the conference.

The entire panel/special session proposal (including cover page and abstract) should not exceed 1000 words (about four double-spaced pages).

Profession-Oriented Sessions

As noted in the overview above, the Hispanic/Latino Media & Marketing International Conference has a history of encouraging interaction among media scholars and professionals. To

this end, we invite proposals for sessions that focus on industry-related themes. Professional-oriented session proposals must include the following, in a single Word-format file:

1. **A cover page** including a session title and all participants' institutional affiliations, email addresses and telephone numbers.
2. **An overview of the session** describing its objectives, specific themes to be presented by each panel member, and the contributions the session would make to the conference, including its utility for students who are interested in entering the industry.

The entire panel/special session proposal (including cover page and abstract) should not exceed 1000 words (about four double-spaced pages).

For more information, please consult the conference website at almmacr.com/conference, or contact the conference coordinators Carolina Pérez at Caro.Perez@ttu.edu and/or the conference hosts Prof. Manuel Chavez at chavezml@msu.edu and Prof. Miguel Cabanas at mcabanas@msu.edu. Conference Assistants: Ana Ponce at ponceana@msu.edu and Karina Prieto at prietok1@msu.edu.

Conference website: almmacr.com/conference.

Hotel accommodations: [at the Kellogg Hotel and Conference Ctr., Marriott Downtown East Lansing, MI., and The Graduate Hotel in East Lansing.](#)

Topics of interest include but are not limited to the following categories:

Hispanic/Latino Marketing	Internet and Social Media	New and Emerging Media
Crisis Communication	Mass Media and Journalism	Social Justice
Community Relations	Diasporas	Critical Research
Non-profit Marketing	Political Communication	TV and Radio Broadcast
Consumer Behavior	News Media	Entertainment Media
Digital Communication	Health Communication	Informatics and Diffusion
Cinema & Cultural Studies	Science Communication	Media Ownership & Mergers