



Journalism & Mass Communication
FLORIDA INTERNATIONAL UNIVERSITY

On behalf of Florida International University's School of Journalism & Mass Communication, we cordially invite you to submit a proposal for the conference, *Hispanic Marketing Communication: Bridging Culture and Behavior*, in accordance to the following guidelines:

2013 CALL FOR PAPERS

Hispanic Marketing Communication: Bridging Culture and Behavior Conference

Nov. 7 – 8, 2013

School of Journalism & Mass Communication
Florida International University
Miami, Fla.

The *Hispanic Marketing Communication: Bridging Culture and Behavior Conference* will join scholars and industry professionals from around the country to discuss and analyze communication among Hispanics and their stakeholders, with an emphasis in the public relations and advertising sectors. Within this theme, topics of interest will include consumer culture and behavior, health, and environmental and political communication.

The discussions should help industry leaders, politicians, and marketing communication professionals to shape their communication policies and strategies when targeting Latinos, while scholars and students will deepen their understanding through the evaluation of case studies and “best practices” used in the industry.

Because of its location in Miami, the most important Hispanic enclave in the nation, FIU's School of Journalism & Mass Communications is the perfect stage for the organization of a national conference in Hispanic Marketing Communication. This will be the School's second annual event under its Hispanic Communication Studies Conference Series. The 2012 conference, *Hispanics and the Media: The Emerging Power*, was highly recognized among participants from the academic world and the media industry. The 2013 initiative will be a two-day conference, with discussion panels on the first day, and a workshop and an open focus group on the second day.

The conference will include keynote speakers, discussion panels, a student research poster session, and a focus group with Hispanic college students. A mix of scholars and professionals will comprise the panels.

The focus group will provide a unique opportunity for marketers to hold a Q&A session from a sample of Hispanic FIU students to gauge their awareness and perceptions of an industry or a product (TBD).

The conference will take place in the Wolfe University Center, located at FIU's Biscayne Bay Campus, on Nov. 7 – 8, 2013.

Academics, students and professionals are invited to submit proposals for papers/presentations/research in the following areas:

Hispanic Marketing Communication Panel

Sigal Segev Ph.D. – FIU – SJMC Assistant Professor. (Moderator)

Constituting 16 percent of the U.S. population, and an ever-increasing purchasing power, Hispanics make up the second largest consumer group in the United States after non-Hispanic whites. To tap into this lucrative segment, culturally relevant marketing communication plans will have to become more critically discerning and challenging as the Hispanic population becomes more diverse. Acculturation levels, language usage, countries of origin, and generation issues in the United States are all contributing to the creation of sub-segments within the larger Hispanic market. Nevertheless, culture plays a significant role in affecting Hispanics' relationship with brands and products, consumption, media use, communication, and responses to advertising.

This panel will examine Hispanics' interaction and responses to marketing communication efforts. We welcome presentation proposals that address topics related to understanding the Hispanic consumer market and ways to effectively communicate with it. Research topics that may be addressed include but are not limited to:

- The role of culture, acculturation, and ethnicity in Hispanic consumer behavior and decision-making
- Hispanic consumer responses to advertising, messaging, and persuasion
- Consumer attitudes toward in-culture vs. general communication messages
- Communication strategies, message frames, and appeals in marketing communication for Hispanics
- Hispanic marketing communication in the digital age
- Communication through the generational gap: understanding differences between first and second generation Hispanics for effective communication
- Practitioners' perspectives on marketing communication for Hispanics

Communicating with Hispanics about Health

Maria Elena Villar, Ph.D. – FIU – SJMC Assistant Professor. (Moderator)

Hispanics are more likely to obtain health information from television, newspaper, radio and Internet sources than from an actual medical professional. Cultural norms and traditional beliefs also play a role in communicating with Hispanics about health and health care. Challenges for health communication campaigns targeting Hispanics are striking a balance between the U.S. context and the norms that Hispanics learn from their families and countries of origin.

This panel will examine how U.S. Hispanics obtain health information and how media initiatives address health issues that affect Hispanics. We welcome presentation proposals that address any issue related to Hispanics and health communication, including but not limited to:

- Media campaigns to raise awareness or change behaviors related to health in Hispanic audiences
- Culturally-based eHealth and mHealth projects targeting Hispanics
- Coverage of health issues in Hispanic media
- Pharmaceutical advertising to Hispanics
- Sources of health information amongst Hispanics
- Educational entertainment (“edutainment”) and health education for Hispanics

Hispanics and Environmental Communication

Juliet Pinto, Ph.D. – FIU – SJMC Assistant Professor. (Moderator)

Increasingly, media organizations are communicating important environmental issues to Hispanic audiences. Topics such as climate change, natural disasters, extreme weather events, agricultural issues, and green consumer brands and behaviors have risen to the forefront of public consciousness in the 21st century. To engage this preoccupation with environmental awareness, media companies are getting more involved in the construction of news, campaigns, and corporate social responsibility programs to help communities better comprehend these issues and be proactive in the formation of solutions and strategies.

This panel seeks to examine cutting edge practices, research, and analysis regarding the communication of environmental issues with Hispanic audiences. We welcome presentation proposals that address any issue related to Hispanics and environmental communication, including but not limited to:

- Analysis of news regarding climate change and other issues
- Media campaigns aimed at changing behaviors or raising awareness in regards to green issues
- Corporate social responsibility programs or models regarding environmental education or issues
- Advertising and marketing initiatives for green products or practices
- Issues related to green-washing
- Community based initiatives or partnerships formed around themes such as environmental justice, agriculture, or sustainability

Hispanics and Media Ownership: Politics, Economics, and Representation

David Park, Ph.D. –FIU – SJMC Assistant Professor (Moderator)

A recent Federal Communications Commission (FCC) report indicated that the number of U.S. Latino-owned media outlets is extremely low. Roughly 2.9 percent of full power commercial television stations, 2.7 percent of FM radio outlets, and 4.5 percent of AM radio stations are owned by Hispanics, even though Hispanics make up over 16 percent of the U.S. population. These numbers raise questions about media access and representation at a time when Hispanic voters are increasingly viewed as a crucial constituency for U.S. elections.

The purpose of this panel is to examine how the ownership structure of U.S. media relates to the political and economic interests of Hispanics. Within this context, issues of representation and media access need to be highlighted. While there are many factors that influence the relationship between Hispanics and U.S. media, we are asking for proposals covering issues related to, but not limited to the following:

- Hispanic movements to democratize media and influence media policy
- How mainstream media ownership, concentration and political interests influence media content relevant to Hispanics
- How U.S. foreign policy influences media coverage of politics in South and Central America
- Politics and economics of Hispanic-owned media
- The role of public opinion in mainstream and Hispanic U.S. media
- Relationships between Central/South America media and U.S. media
- The state of independent/non-commercial Hispanic media
- Influence of Hispanic media in the 2012 presidential election

RESEARCH PAPER ABSTRACT SUBMISSION GUIDELINES

Authors must submit research paper abstracts of 600 words (word count excludes author information and references). Abstracts should give a clear sense of relevant literature taken into account, the research objectives, the methodological approach, what stage of research the project is in (conceptual, data gathering, data interpreting, etc.), the findings, and its conclusions.

On a separate page, please include author information, including manuscript title, author name, title, affiliation, and contact information. Please make sure to state if the author is a student, and whether a version of the work has been presented or published elsewhere. We encourage original submissions.

Submissions should be made by e-mail to the Conference's director (see contact information below). Please do not submit full papers. All papers will go through blind peer reviews.

Authors of accepted papers will be notified by September 2013.

Authors of accepted abstracts must submit complete 1,500-words papers by Dec. 15, 2013, for inclusion in the conference proceedings.

At least one author of each accepted paper must register and attend the conference to present the paper. Failure to register by the registration deadline will result in authors' names and papers being removed from the program. No onsite registration will be available.

Honorarium payment to cover travel expenses might be available for the selected participants to the conference.

Last day to submit proposals: Aug. 30, 2013

SEND PROPOSALS TO:

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**2013 HISPANIC MARKETING COMMUNICATION CONFERENCE
STUDENT RESEARCH POSTER SESSION
CALL FOR PROPOSALS**

We invite undergraduate and graduate students to submit abstracts relating to any aspect of Hispanic marketing communication (please refer to conference description for specific topics of interest). Research posters may be based on research from a student's thesis or dissertation, a graduate student research course, or research performed to support or evaluate a strategic communication campaign. Research that is currently in progress or that will be completed by Fall 2013 is welcome.

Acceptance is based on a one-page abstract submitted for consideration. A committee will review submitted abstracts. Upon acceptance, presenters will be provided specific instructions to prepare the poster presentation. Authors who wish to be considered for the Outstanding Student Research Poster Award will also be required to submit a five-page research brief one month before the conference.

All abstracts are due by midnight, Aug. 30, 2013. Abstracts should be double-spaced and a maximum of 250 words in a Word document. Submissions must be sent by email with author(s), affiliation(s), and contact information to Dr. Maria Elena Villar (mevillar@fiu.edu).

General Instructions for Submitting Abstracts:

- The abstracts must include the author(s), university affiliation(s), title(s), and contact information.
- Authors of submitted abstracts (at least one author if there are multiple authors) must agree to attend and present accepted abstracts in poster format at the *2013 Hispanic Marketing Communication: Bridging Culture and Behavior Conference* to be held at Florida International University, on Nov. 7-8, 2013.

For additional information or inquiries regarding the abstract submissions for student research poster sessions, please contact Dr. Maria Elena Villar by phone at 305-919-5795 or email at mevillar@fiu.edu. Please visit Dr. Villar's website for information regarding general guidelines and explanations for poster sessions: <http://profvillar.wordpress.com/2012/12/14/what-is-a-research-poster-session/>