

Dr. Federico Subervi is Full Professor and Director of the Center for the Study of Latino Media & Markets at the School of Journalism and Mass Communication, Texas State University-San Marcos.  Since the early 1980s, he has been conducting research, publishing and teaching on a broad range of issues related to the mass media and ethnic minorities, especially Latinos in the United States. He is the editor and an author of the book *The Mass Media and Latino Politics.  Studies of U.S. Media Content, Campaign Strategies and Survey Research: 1984-2004* (NY: Routledge, 2008).

Currently, Dr. Subervi is the Principal Investigator of a national survey of the working conditions, professional challenges, and development goals of Latino journalists. In 2010, he authored a report entitled “An Achilles Heel in Emergency Communications: The Deplorable Policies and Practices Pertaining to Non-English Speaking Populations." The project was made possible thanks to a grant from the McCormick Foundation. From 2006-2008, he directed two research projects, one funded by the Ford Foundation, the other by the Social Science Research Council, which analyzed the diversity of Latino-oriented media in Central Texas.

Among his other activities, Dr. Subervi directs the Latinos and Media Project (www.latinosandmedia.org), a site dedicated to the dissemination of research and resources pertaining to Latinos and the media, and was founding Chair of the Board of Directors of Latinitas, Inc., and organization and Web-based magazine for Latina adolescents and teens (www.latinitasmagazine.org). For leisure, he helps coordinate Latino events for the Texas Rowing Center in Austin.

Dr. Subervi has held academic appointments at the University of California-Santa Barbara, and the University of Texas at Austin (where he was also the Graduate Advisor for the Department of Radio-TV-Film).  He has been UNESCO professor at the Universidade Metodista de São Paulo, and visiting professor at Zeppelin University in Friedrichshafen, Germany, the Universidad Diego Portales in Santiago, Chile, and the University of Amsterdam.  He serves on the editorial boards for Journalism & Mass Communication Quarterly, Journalism & Communication Monographs, and The Howard Journal of Communications.

Dr. Subervi volunteers for the Ford Foundation Fellowship Program administered by the National Research Council.  He has been advisor or consultant for Scholastic Entertainment’s animated series The Misadventures of Maya and Miguel, the National Association of Hispanic Journalists, the Radio and Television News Directors Foundation, the Corporation for Public Broadcasting, The Preview Forum, The Round Table Group, Spanish Broadcasting System, the and Mothers Against Drunk Driving, Nickelodeon (for Dora the Explorer), and Fox Family Worldwide (for the Boyz & Girlz Channels).

Over the years, Dr. Subervi has been featured in Hispanic Trends, and been interviewed and quoted for stories in CNN International, CNN Español, The New York Times, The Los Angeles Times, The Boston Globe, The San Francisco Chronicle, the Las Vegas Sun, The Miami Herald, the British Broadcasting Corporation, AP Wire Services, Hispanic Business, Hispanic Magazine, La Opinión (Los Angeles), El Diario-La Prensa (New York), El Nuevo Día (Puerto Rico), Al Día (Dallas), Univisión.com, Latino USA, and Folha de São Paulo, among others.

*The Mass Media and Latino Politics*.  *Studies of U.S. Media Content, Campaign Strategies and Survey Research:

1984-2004.* By Federico A. Subervi-Vélez, editor and author.  NY: Routledge, 2008; 415 pp.

This is the first book to extensively analyze how Latinos and Latino issues have been covered by Spanish-language and by general market English-language news media, and to discuss the communication strategies used by the Democratic Party and the Republican Party to win Latino votes during presidential campaigns. It also offers assessments of the influence of media on Latinos’ political orientations in the U.S.

With the collaboration and contributions of 23 scholars, the 17 chapters of this book fill a major void in the field of political communication, which had long neglected the nation’s fastest growing and now largest ethnic-minority group in this country.

The book has chapters based on content analysis, strategic interviews, analysis of political spots and campaign expenditures, and survey research, and also offers the most extensive literature review on the subject, conceptual and methodological considerations for studying Latinos, media and politics, and numerous guidelines for future research in political communication, which is certain to increase in future national, state, and local elections.