



January 17, 1980

Hector P. Garcia, M.D.  
1351 Bright  
Corpus Christi, TX 78405

Dear Doctor Hector:

Adjunto le envío la información de la cual  
platicamos el viernes pasado. Nos parece  
ampliamente calificado.

Me acaban de avisar del National Association  
of Spanish Broadcasters que el grupo de 18  
estaciones de Radio, conocido como Southwest  
Broadcasters Association, han endorsado  
al Sr. Quello. Increíble!

Saludos,

  
Eva Esparza Wardlow  
General Manager

EEW/bbp  
Encl.



THE UNIVERSITY OF TEXAS AT AUSTIN  
SCHOOL OF COMMUNICATION  
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Dear Eva,

The thing is, that I ended up spending the night in Corpus again, as a result of plane screw ups with Southwest Airlines. Enclosed is a copy of my resume as you requested. What is not mentioned in that resumé is that I am currently working on two books. One is an analysis of all Latino-oriented media in the United States, with a focus on questions of public policy and the roll of media in solving social problems. In addition, I am working on a book of readings on telecommunications policy research that will focus on projected governmental responses to new developments in communications technology and the shifts in demographics faced by the US into the 21st century. As you can see, I am maintaining my continued interest in Latinos and the media, as well as furthering my research in the areas of public policy. If you will notice from the resumé, my background is originally in management and marketing; it is for you to judge how well I understand the marketing/management issues faced by Spanish-language TV. If you need any additional information, let me know.

I had an extremely pleasant time, and particularly enjoyed meeting you and your staff. One final thing. Robert Felán was married to my aunt's sister (Olga Navarro); they lived right across the street from us on West Houston St. I knew there was a reason why his name rang una campana. Let's chat again, and let me know if you hear anything further on the FCC. I'm still waiting to hear if they will interview me.

Saludos a todos,

A handwritten signature in cursive script, appearing to read "J. Schemént".

Jorge Reina Schemént

Jorge Reina Schement

ADDRESS AND TELEPHONE

4107 Avenue F  
Austin, Texas 78751  
(512) 471-4071--office

BIRTH

San Antonio, Texas  
Jan. 13, 1948

EDUCATIONAL BACKGROUND

BBA Southern Methodist University; May 1970; Management  
MS University of Illinois: Urbana; May 1972; Marketing  
PhD Stanford University; August 1976; Communications

PROFESSIONAL BACKGROUND

Associate Professor, Radio/TV/Film Department--Mexican American Studies  
Center, University of Texas at Austin, Austin, Texas, 1979--present.

Assistant Professor, Radio/TV/Film Department--Mexican American Studies  
Center, University of Texas at Austin, Austin, Texas, 1976--1979.

Ford Fellow, Ford Foundation, Stanford University, 1975--1976.

Teaching Fellow, Chicanc Fellows Program, Stanford University, 1974--1975.

Research Assistant, Institute for Communications Research, Stanford  
University, 1973--1974.

Research and Marketing Consultant, Far West Laboratory for Educational  
Research and Development, San Francisco, California, 1973.

Consultant on Resident Assistant Training, Office of the Dean of  
Students, University of Illinois: Urbana, 1972.

Residence Hall Director, Head Resident, Office of the Dean of Students,  
Housing Division, University of Illinois: Urbana, 1970--1972.

Survey Researcher, Federal Urban Rehabilitation Study, City of Dallas/  
HUD, Dallas, Texas 1970.

Sailor, United States Naval Reserve, 1968--1970.

Air Conditioning Repair Apprentice, Blase Heating and Air Conditioning  
Co., San Antonio, Texas, 1968.

Resident Assistant, Office of the Dean of Men, Southern Methodist  
University, Dallas, Texas, 1967--1970.

PUBLICATIONS

BOOKS

with Félix F. Gutiérrez, Spanish Language Radio in the Southwestern United States, Center for Mexican-American Studies, University of Texas at Austin, Monograph No. 5, 1979.

ARTICLES

with Félix F. Gutiérrez, "Problems of Ownership and Control in Spanish-Language Media in the United States: National and International Policy Concerns," in McAnany, Janus, and Schnitman eds., Structure and Communication: National and International Issues, Praeger, New York, N.Y., 1980.

"Patterns of Ownership and Employment in Spanish-Language Radio Stations of the Southwest," in R. Alvarez ed., Discrimination in Organizations: Using Social Indicators to Manage Social Change, Jossey-Bass Inc., San Francisco, CA, 1979.

"Voice of the People: The Case of Spanish-Language Radio," in Atisbos: Journal of Chicano Research, Stanford University, Summer/Fall 1978.

"Literature on the Chicano Audience in Review," in Aztlan, International Journal of Chicano Studies Research, UCLA, Vol. 7, No. 1, Spring 1978.

"Who Runs Spanish Language Radio?," in Agenda, National Council of La Raza, Washington DC, Sept./Oct. 1977.

with Ricardo Flores, "The Origins of Spanish-Language Radio: The Case of San Antonio, Texas," in Journalism History, Summer 1977.

with Félix F. Gutiérrez, "Chicanos and the Media: A Bibliography of Selected Materials," in Journalism History, Summer 1977.

"The Elopement," in Nuestro, August 1977.

with Félix F. Gutiérrez et al., "The Anatomy of a License Challenge," in Journal of Communication, Winter 1977.

with Armando Valdez et al., El Calendrio Chicano, Southwest Network Press, Hayward, California, 1974-75.

with Matilda Butler-Paisley et al., "Communication for Change in Education: Education Linkage Programs in the 1970s," National Institute of Education, 1975.

PAPERS PRESENTED AT MEETINGS OF LEARNED SOCIETIES

- with Félix F. Gutiérrez, "The Development of Spanish-Language Radio and Television in the United States," presented at the Second Annual Symposium on Hispanic Business and Economy, Florida International University, Miami, FL, 1979.
- with Loy Alonzo Singleton, "Can Spanish-Language Radio Solve the Information Underclass Problem?", Seventh Annual Telecommunications Policy Research Conference, Sky Top Lodge, Pa., April, 1979.
- with Loy Alonzo Singleton, and Fred V. Bales, "Primary Spanish-Language Radio and Internal Colonialism in the United States," Latin American Studies Association Annual Conference, Pittsburgh, Pa., April, 1979.
- "Spanish-Language Media and the Information Gap," Conference on the Mexican American Interest in Inter-American Policy, Institute of Latin American Studies, University of Texas at Austin, Texas, Feb. 1979.
- "Are We Creating an Information Underclass Among Spanish Speaking Americans?", National Hispanic Conference on the Family, Houston, Texas, Oct. 1978.
- with Loy Alonzo Singleton, "Will Minority Ownership in Spanish-Language Radio Close the Information Gap?", National Symposium on Hispanic Business and Economy in the United States, Tempe, Arizona, Sept. 1978.
- with Loy Alonzo Singleton, "Spanish-Language Radio in the Southwest: A Case of Media Colonialism," International Communication Association, Chicago, Illinois, Apr. 1978. Also Given as an Invited State of the Art Paper at the Meetings of: Western Social Science Association, Denver, Colorado, Apr. 1978, and the Association for Education in Journalism, Seattle, Washington, Aug. 1978.
- "Aspects of Internal Colonialism in Primary Spanish Language Radio," National Chicano Social Science Association, Berkeley, California, Apr. 1977.
- "Ownership Patterns in Primary Spanish Language Radio of the Southwest," Western Social Science Association, Denver, Colorado, Apr. 1977.
- "Patterns of Ownership in Spanish Language Radio," Broadcast Educators Association, Washington DC, March 1977.
- "Patterns of Ownership and Employment in Spanish Language Radio Stations of the Southwest," National Symposium on Institutional Racism, UCLA, Los Angeles, California, March 1977.
- "Information Poverty in America: A Reassessment of Some Basic Research Assumptions," The American Society for Information Science, San Francisco, California, Oct. 1976.

with Félix F. Gutiérrez, "Chicanos and the Media: A Bibliography of Selected Materials," The Association for Education in Journalism, Baltimore, Maryland, Aug. 1976.

with Oscar Gandy et al., "Citizens Action and the FCC," International Communication Association, Portland, Oregon, Apr. 1976.

"A Perspective on Oral Interview Strategy," National Chicano Social Science Association, El Paso, Texas, Apr. 1976.

"The Anatomy of A License Challenge," National Chicano Social Science Association, El Paso, Texas, Apr. 1976.

SERVICE AND ADMINISTRATIVE ACTIVITIES

Guest Lecturer, "Broadcast Media in Cuba," The Institute of Latin American Studies, University of Texas at Austin, 1979.

Guest Lecturer, "Los Medios Masivos de Comunicacion en Los Estados Unidos: El Caso de Los Latinos," Universidad de Regiomontana, Monterrey, N.L. Mexico, June 1979.

Member, First Delegation of U.S. Broadcast Educators to visit the Socialist Republic of Cuba, Sponsored by San Francisco State University, April 1979.

Member, Organizing Board, Eighth Annual Telecommunications Policy Research Conference, 1979-1980.

Member, Executive Committee, Chicano Faculty and Staff Association, University of Texas at Austin, 1979-1980.

Member, Academic Advisory Committee, National Citizens' Committee for Broadcasting, Washington DC, 1979-present.

Proposal Evaluator, National Endowment for the Humanities, Proposed PBS Television Program, "La Historia," April, 1979.

Proposal Evaluator, National Endowment for the Humanities, Proposed PBS Program, "Centuries of Solitude," Oct. 1978.

Guest Lecturer, "The Development of Spanish-Language Broadcasting in the United States," Institute of Communication Research, University of Illinois, Urbana, March 1978.

Curriculum Developer, "Electronic Journalism" Sequence, Radio/TV/Film Department, School of Graduate Studies, University of Texas at Austin, 1976-1978.

Member, Board of Directors, Austin Community Television, 1976-1978.

Member, Board of Directors, The Southwest Network, Hayward, California, 1976-1978.

Invited Speaker, Colloquium on International Communication, given for visiting Algerian middle managers, "The Dissemination of Innovations in a Development Context," Graduate School of Business, University of Texas at Austin, May 1977.

Academic Co-Sponsor, Chicanos Interesados en Comunicaciones, University of Texas at Austin, 1976-1978.

Invited Speaker, "The Role of the Chicano as Citizens' Advocate," Chicanos in Communication, Conference, University of Texas at Austin, Apr. 1976.

Panel Member, "Practicing Social Science Outside of the Academic Environment," Bay Area Meeting for Social Science Alternatives, Stanford University, March 1976.

Presentor, "Research Involving the Need for Bilingual Telephone Operators in California," Public Utilities Commission Hearings, San Francisco, California, March 1976.

Informal Presentation, "Spanish-Language Radio in the United States," Office of Plans and Policy, Federal Communications Commission, Dale Hatfield Presiding, Washington DC, Dec. 1975.

Co-Author, Preparation of Request for Proposals, National Science Foundation: Stanford University Evaluation Consortium, Analysis of Efforts to Increase the Numbers of Minority and Women Majors in University Science Programs, Stanford University, Apr.-May 1975.

Monitor, SCOR Heart Disease Project, Institute for Communications Research, Stanford University, 1973.

Task Force Chairperson, Re-Organization of the University of Illinois Housing Division, Urbana, Ill. 1972.

Consultant to Minority Entrepreneurs, Project Concern, School of Business, Southern Methodist University, 1969-1970.

Committee Member, Curriculum Development in the School of Business, Southern Methodist University, 1969.

#### HONORS AND AWARDS

Recipient, Post-Doctoral Fellowship, The Southern Fellowships Fund, 1980.

Recipient, Post-Doctoral Fellowship, National Chicano Council on Higher Education, 1980.

Ford Fellowship, Ford Foundation, Stanford University, 1975-1976.

Graduate Fellowship, Chicano Fellows Program, Stanford University, 1974-1975.

Graduate Fellowship, Institute for Communication Research, Department of Communications, Stanford University, 1972-1973.

Vice President, Sigma Iota Epsilon, Honorary Management Society, Southern Methodist University, 1969-1970.

Academic Scholarship, Southern Methodist University, 1967-1970.

#### GRANTS

"The Development of Spanish-Language Media in the United States," Grants to Conduct Research in this area, College of Communications Grant, University Research Institute Grant, \$4,600, 1979.

"Broadcasting Development in Cuba," Grant to Conduct Broadcasting Research in Cuba, College of Communications Grant, University of Texas at Austin, \$1,000, 1979.

with Timothy P. Meyer, "Spanish-Speaking Audiences in San Antonio, Texas," Lotus Communications Corporation Grant, \$10,000, 1978-1979.

"Spanish-Language Broadcasting in the United States," University Research Institute, Summer Research Grant, University of Texas at Austin, \$1,000, 1977.

"Spanish-Language Radio as a Function of Internal Colonialism," Ford Foundation, Graduate Student Research Grant, Stanford University, \$1,000, 1975-1976.

"Spanish-Language Radio as a Function of Internal Colonialism," Office of the President for Chicano Affairs, Stanford University, \$600, 1975-1976.

"Reynalda Soto Reina: A Woman's Oral History," Chicano Fellows Program, Stanford University, \$550, 1974.

"Anglo Reactions to Non-Stereotypic Portrayals of Mexican-Americans," Institute for Communications Research, Stanford University, \$500, 1972-1973.