



Spring Quarterly Meeting May 15-16, 2024

South Padre Island Community Center
South Padre Island, TX

AGENDA

WEDNESDAY, MAY 15, 2024

1:00 – 1:30 p.m.: Registration

1:30 – 1:45 p.m.: Welcome

- Xochitl Mora, Board Member, TAMIO Region-7

1:45 – 2:45 p.m.: Media News Directors Panel: How to Stand Out From the Crowd

- Zoltan Csanyi-Salcedo, KRGV News Director
- Angie Martinez, KRGV Asst. News Director
- Bertha Gonzalez, Entravision News Director
- Willie Rosales, Telemundo General Manager
- Arturo Vargas, Telemundo News Director
- Benny Montecinos, Telemundo Assignment Editor
- Sergio Sanchez, KURV-AM News Director/Radio Host

2:45 – 3:00 p.m.: Restroom Break

3:00 – 4:00 p.m.: Crisis Communications: Things to Avoid

- Jeff Johnston, City of McAllen Assistant City Manager and Emergency Management Coordinator

4:00 – 5:00 p.m.: How to Maximize Videos for Social Media

- John King, President/CEO, Imagine It Studios
- Clair Martinez, Social Media Coordinator, Imagine It Studios

6:30 – 8:30 p.m.: Dinner

Sponsored by City of McAllen and McAllen Holiday Parade



THURSDAY, MAY 16, 2024

9:00 – 10:00 a.m.: How to Maximize Photos for Social Media

- Benjamin Lowy, President/CEO, Lowy+Lacar
- Marvi Lacar, Principal, Lowy+Laca

10:00 – 11:00 a.m.: How to Build a Better Podcast

- Jerry Sanchez, President/CEO, ImageHouse Media COMMUNITY CENTER

Community Center

Swag Bag
courtesy of

Door Prizes
courtesy of

