

SELECTED PUBLICATIONS AND PRESENTATIONS

Books/ Book Chapters

- Rincón, E. T. The Culture of Research (Paramount Publishers, scheduled release for 2016)
- Rincón, E. T. and Acevedo, B. A. Hispanic Texas: A Sourcebook for Policymaking, The Tomás River Policy Center, Claremont, California, 1989.
- Rincón, E. T. *Aptitude Testing, Higher Education, and Minority Groups: A Review of Issues and Research*, in A. Barón, Jr. (Ed.), Explorations in Chicano Psychology, Praeger Publishers, 1981.

Journal Articles

- Larkin, G.L., Rivera, H., Hongzhi, X.U., Rincon, E., Beautrais A.L. Community responses to a suicidal crisis: Implications for suicide prevention. Suicide Life-Threatening Behavior. 2011 Feb; 41(1): 79-86.
- Werlinger, K.D., Guevara, I.L., Gonzalez, C.M., Rincon, E.T., Caetano, R., Haley, R.W., and Pandya, A.G. *Prevalence of self-diagnosed melasma among premenopausal Latino Women in Dallas and Fort Worth, Tex*, Archives of Dermatology, Vol. 143, March 2007.
- Larkin, G.L., Zielinski, J.J., Rincon, E.T. and Weber, J.E. *Childhood injury awareness: Are motor vehicles the most recognized vector?* Association for the Advancement of Automotive Medicine, 47th Annual Proceedings, September 2003.

White Papers

- Ronquillo, M.G., and Rincón, E. T. “Texas: Quality of Life at the Crossroads.” A public policy paper. August 18, 2014.
- Rincón, E. T. “New Test Reveals Your Latino IQ.” Unpublished white paper, Rincon & Associates, September 4, 2014.
- Rincón, E. T. “Are Latinos Over-Estimating Their Language Abilities with Self-Reported Measures?” Unpublished white paper, Rincon & Associates, May 11, 2011.
- Rincón, E. T. “A Research Primer for Spanish-language Newspapers.” Unpublished white paper, Rincon & Associates, August 3, 2007.
- Rincón, E. T. “The Dream Act: A Win-Win Situation.” White paper prepared for the League of Latin American Citizens (LULAC), April 6, 2006.
- Rincón, E. T. “Measurement bias: The value of a second opinion.” White paper prepared for the National Latino Media Coalition. June 3, 2004.

Special Studies/Reports

- Rincón, E. T. Latino Television Study. National public opinion poll conducted for the National Latino Media Coalition with funding provided by the CBS and ABC Television networks. The study results challenged the Nielsen ratings for U.S. Latino audiences. February 1, 2004.
- Rincón, E. T. Survey of Library Needs for North Carolina Hispanics. Study conducted for State Library of North Carolina, February 2000. Study provided needed information about the library needs of Hispanics residing the state, which was experiencing significant growth of this population segment.
- Wanzer, J.W. and Rincón, E. T. "Analysis of Admissions Criteria at Southern Methodist University with Special Reference to Black and Hispanic Admissions." Special report conducted for Southern Methodist University by Wanzer, Inc., August 1985.
- Rincón, E. T. "A Study of High School Dropouts in the Ft. Worth Independent School District." Study prepared for Fuerza de los Barrios Chicanos, Ft. Worth, Texas, August 1982.
- Valdez, J., Yancey, B., and Rincón, E. T. A Report of the UT-Austin Minority Student Needs Survey. Office of Student Life Studies, The University of Texas at Austin, 1977.

Dissertation Topic

- Rincón, E. T. Test Speededness, Test Anxiety, and Test Performance: A Comparison of Mexican American and Anglo American High School Juniors. Unpublished doctoral dissertation. The University of Texas at Austin, December 1979.

Syndicated Research

- Rincón, E. T. Legal Watch Dallas. Rincón & Associates, January 2014.
- Rincón, E. T. Dallas/Ft. Worth Multicultural Trendline Study 2008. Rincón & Associates, August 2008.
- Rincón, E. T. Dallas/Ft. Worth Latino Trendline, 2004, 2005, 2007, 2011. Rincón & Associates.
- Rincón, E. T. Dallas/Ft. Worth Hispanic Consumer Survey, 1988-2001. Rincón & Associates.
- Rincón, E. T. HealthWatch: A Survey of Consumer Health Needs in Dallas County, 1996,1997, 2002, 2006, 2009. Rincón & Associates.
- Rincón, E. T. Houston Hispanic Consumer Survey, 1995. Rincón & Associates.
- Rincón, E. T. A Study of Hispanic Legal Needs, 1995. Rincón & Associates.
- Rincón, E. T. Mexico: A Market Profile, 1994. A syndicated research study published by Rincón & Associates.

Viewpoints/Op-Ed

- Rincón, Edward T. “Raising the bar in health-related research.” www.HispanicAd.com, May 20, 2014.
- Rincón, Edward T. “Beware: Univision aims to be one-stop shop for marketers.” www.adage.com, January 29, 2013.
- Rincón, Edward T. “Want to fix the diversity problem? Start with colleges.” www.adage.com, July 31, 2012.
- Rincón, Edward T. “Campaign strategists misfire on reaching Latino voters.” www.HispanicAd.com, July 16, 2012.
- Rincón, Edward T. “Univision in English? Finally, it gets in step with the Hispanic market.” www.adage.com, June 8, 2012.
- Rincon, Edward T. “Asian growth is hot in Dallas/Fort Worth.” www.AsianWeek.com, July 21, 2009.
- Rincón, E. T. “Arbitron – Take Some Lessons from the Nielsen Controversy.” Editorial published by HispanicAd.com, October 9, 2008.
- Rincón, E. T. “Keep it local: Outsourcing jobs hurts U.S. more than immigration.” Editorial published by The Dallas Morning News, October 19, 2006.
- Rincón, E. T. “Bilingual benefits.” Editorial published by The Dallas Morning News, August 17, 2005.
- Rincón, E. T. “Hispanic marketing: Se habla dinero.” Editorial published by The Dallas Business Journal. March 5, 2004.
- Rincón, E. T. “Polling practices muting Latinos.” An editorial published by the Dallas Morning News, 10-5-03.
- Rincón, E. T. “Is debate in Spanish a breakthrough?” Editorial published by The Dallas Morning News. February 27, 2002.
- Rincón, E. T. “Most Latinos didn’t buy the GOP message.” Editorial published by The Dallas Morning News. November 13, 2000.
- Rincon, E.T. “Texas emphasis on tests is irresponsible.” An editorial published by the Dallas Morning News, September 19, 1999.
- Rincon, E.T. “Deceptive Pitch: Bush tailors his ads, but not his policies, to Hispanic voters.” Editorial published by the Dallas Morning News, September 27, 1999.
- Rincon, E.T. “TAAS plan shows bias against Hispanics.” Editorial published by the Dallas Morning News, June 28, 1998.
- Rincón, E. T. “Political assault on Hispanics.” Editorial published by the Dallas Morning News, 1996.

- Rincon, E.T. "Tests put a bias in college admissions." Editorial published by the Dallas Morning News. April 7, 1996.
- Rincón, E. T. "Español? Judge needs to hear case for bilingualism." Editorial published by the Dallas Morning News, 1995.
- Rincón, E. T. "Stern's remarks indefensible." Editorial published by the Dallas Morning News, 1995.
- Rincón, E. T. "SAT is on its way to court." Editorial published by the Dallas Morning News, 1994.
- Rincón, E. T. "Police invasion of Oak Cliff dampens Hispanic fete." Editorial published by the Dallas Morning News, 1993.
- Rincón, E. T. "Spanish can be vital for police." Editorial published by the Dallas Morning News, 1993.
- Rincón, E. T. "Test-taking training called good, but caution urged." Editorial published by the Dallas Times Herald, 1993.
- Rincón, E. T. "Message to banks: Se habla dinero (yes, money talks)." Editorial published by the Dallas Morning News, 1992.
- Rincón, E. T. "Don't misportray us." Editorial published by the Dallas Morning News, 1991.
- Rincón, E. T. "Measuring Hispanic community sentiments." Editorial published by the Dallas Morning News, 1991.
- Rincón, E. T. "The elusive Hispanic electorate." Editorial published by the Dallas Morning News, 1991.

Presentations

- Rincón, E. T. "Understanding the Marketing Process." Presentation to the Texas Association Mexican-American Chambers of Commerce (TAMACC), Dallas TX, September 2007.
- Rincón, E. T. "Is Healthcare Color Blind?" Presentation to Methodist Dallas Medical Center, Dallas TX, September 2007.
- Rincón, E. T. Panel discussant in seminar on Hispanic Marketing, Dallas Advertising League, Dallas, Texas, September 2007.
- Rincón, E. T. "The Case for Multicultural Marketing." Presentation to the TNS Worldwide Sales Conference, San Juan, Puerto Rico, December 2006.
- Rincón, E. T. "Marketing to Hispanic Consumers: Ideas that Work" Presentation to the Nationwide Insurance Texas Operations Conference, Dallas TX, October 2006.

- Rincón, E. T. "Marketing to the Hispanic Consumer." Panel discussant in seminar on Hispanic Marketing, Greater Dallas Chamber of Commerce, Dallas, Texas, June 2006.
- Rincón, E. T. "The Need for a Second Opinion." Panel discussant in seminar on Accurately Measuring Hispanic Television and Radio Audiences, Texas Association of Broadcasters, Austin, Texas, August 2006.
- Rincón, E. T. "Lawyers & the Media: Making It into a Reporter's Rolodex." Panel discussant in seminar sponsored by the Dallas Bar Association Minority Participation Committee, Belo Mansion, Dallas TX, May 5, 2006.
- Rincón, E. T. "Planning for Hispanic Growth." Presentation to the Texas Real Estate Council, Dallas TX, January 20, 2006.
- Rincón, E. T. "The New Majority: Get Ready for the Latino Revolution." Moderator and presenter at Southwest Foodservice Expo, Dallas TX, June 27, 2005.
- Rincón, E. T. "Reaching and Serving Hispanic Audiences." Presentation to The Association for Communications Excellence in Agriculture, Natural Resources and Human and Life Sciences. San Antonio, Texas. June 1, 2005.
- Rincón, E. T. "Measuring Hispanic Audiences." Presentation to the Newspaper Association of America Annual Conference, Dallas TX, March 22, 2005.
- Rincón, E. T. "Planning for Hispanic Growth." Presentation to the Greater Dallas Planning Council, Dallas TX, September 23, 2004.
- Rincón, E. T. "The Importance of Legal Advertising on Television," Presentation to Texas State Bar of Texas' Referral Fee and Advertising Task Force, March 24, 2004
- Rincón, E. T. "Hispanic Health Care." Presentation to the staff of The University of Texas Southwestern Medical School, Dallas, Texas, June 2003.
- Rincón, E. T. "Marketing Health Care to the Hispanic Community." Presentation to the Regional Marketing & Business Development Meeting, Tenet Health System, Dallas TX, July 10, 2003.
- Rincón, E. T. "Ten Common Mistakes in Marketing to Hispanics." Presentation to the General Baptist Convention of Texas, Dallas, Texas, August 26, 2003.
- Rincón, E. T. "Sailing into New Water: Marketing to the Hispanic Community." Presentation to the Texas Credit Union League 2002 Marketing & Business Development Conference, October 4, 2002.
- Rincón, E. T. "Serving the Hispanic Market." Presentation to the Credit Union Association of Oregon Workshop, October 17, 2002.

- Rincón, E. T. "Using Numbers for Latino Advocacy." Presentation to the LULAC District III Annual Convention, San Antonio TX, April 20, 2002.
- Rincón, E. T. "The Changing West: Exploration of the Emergence, Interests and Growing Importance of the Latino Voters." Presentation to the Sonoran Institute' Western Roundup 2001, Los Angeles CA, May 18, 2001.
- Rincón, E. T. "Overview of the Hispanic Market: Issues for Texas Catholic Journalists." Presentation to the Texas Catholic Press Conference, Dallas TX May 24, 2001.
- Rincón, E. T. "Understanding the Hispanic Experience in the U.S." Presentation to ASAMBLEA 2001: Multicultural Reality of Our Diocese, Dallas, TX, September 12, 2001,.
- Rincón, E. T. "Understanding the Hispanic Market." Presentation to the Southwest Chapter of the National Religious Broadcasters. Dallas TX, July 27, 2001.
- Rincón, E. T. "Understanding the Growing Hispanic Market." Presentation to The National Association of Minorities in Cable (NAMIC), Dallas TX, August, 16, 2001.
- Rincón, E. T. "Branding Among Hispanic Consumers." Presentation to the University of Dallas graduate marketing class. Dallas TX, September 12, 2000.
- Rincón, E. T. "Planning for Change in Texas." Presentation to the 2000 Texas American Planners Association Conference "PlanIT: Who's Really Planning the 21st Century?" Dallas TX, November 2, 2000.
- Rincón, E. T. "Latino Growth and Political Involvement." Presentation to the Sonoran Institute Western Gathering 2000. Moab UT, November 11, 2000.
- Rincón, E. T. "Overview of the Dallas/Ft. Worth Hispanic Market: Issues for Television Broadcasters." Presentation to Belo Corporation, Univision, and KERA Television, Dallas TX, February 15, 2000.
- Rincón, E. T. "Planning and Research: Entrepreneurial Essentials." Presentation to the Entrepreneurship Class of The Greater Dallas Hispanic Chamber, Dallas TX, May 23, 2000.
- Rincón, E. T. "Hispanic Growth: Health Care Implications." Presentation to the American Marketing Association Dallas Chapter, Dallas TX August 13, 1997.
- Rincón, E. T. "Using Research for Better Communications." Presentation to the International Association of Business Communicators, Dallas, TX, September 13, 1994.
- Rincón, E. T. "Targeting Services to Hispanics in the 90's." Presentation to the Dallas Concilio of Hispanic Service Organizations, Dallas TX, November 18, 1994.
- Rincón, E. T. "Dynamics of the Hispanic Market." Presentation to the U.S. Hispanic Chamber of Commerce 13th Annual Convention entitled "Hispanic Business: The Voyage Continues," Dallas TX, October 1992.
- Rincón, E. T. "Using Objective Information to Overcome Ethnic Misconceptions." Presentation to Understanding Ethnic Markets Convention, Dallas TX , November 16-17, 1992.

- Rincón, E. T. "The External Management Team: Taking Advantage of Market Research." Presentation to the Southern Dallas Entrepreneurial Institute, Dallas TX, May 1992.
- Rincón, E. T. "Hispanic Elections." Radio commentary for KERA 90.1, Dallas TX, July 1990.
- Rincón, E. T. "Language Use in Hispanic Marketing." Radio commentary for KERA 90.1, Dallas, TX, August 1990.
- Rincón, E. T. "Language Issues in Hispanic Marketing." Radio commentary for National Public Radio, Los Angeles CA, August 1990.
- Rincón, E. T. "Marketing to Hispanics Seminar." Workshop presented to Dallas Concilio of Hispanic Service Organizations, Dallas TX, October 1990.
- Rincón, E. T. "Reaching and Understanding Minority Audiences." Panel discussant at the International Association of Business Communicators Fall Show '89 on Communicating in Chaos, Dallas TX, October 1989.
- Rincón, E. T. "Re-districting Issues for Dallas Hispanics." Presentation to Board of Directors of the Dallas Hispanic Chamber of Commerce, Dallas TX, May 1989.
- Rincón, E. T. and Acevedo, B. A. "Texas Hispanic Demographic and Education Trends." Testimony provided to Joint Interim Committee on High School Dropouts, McAllen TX, February 1988.
- Rincón, E. T. "Impact of Testing on Hispanics." Testimony presented to National Commission on Testing and Public Policy, National Hearing in San Antonio, Texas, February 26-27, 1988.
- Rincón, E. T. "Texas Hispanic Demographics." Presentation to the Defense Contract Administration Services Region - Dallas during Dallas Hispanic Heritage Week, Dallas TX, September 1987.
- Rincón, E. T. "Focus on the National Longitudinal Survey of Labor Force Participation and the High School and Beyond Survey." Workshop presented to faculty and graduate students. The University of Texas at Arlington, Arlington, Texas, March 1982.
- Rincón, E. T. "Improving Standardized Test Scores Through Short-Term Instructional Activities: Implications for Hispanic Test-Takers." Paper presented at the Sixth Annual RACHE Conference on The Chicano Reality in Higher Education: Policy Development in the 80's for the 90's. San Diego CA, October 1981.
- Rincón, E. T. Panel discussant on "Potential of the National Assessment of Educational Progress (NAEP) in Addressing Equity Issues for Minority Groups." Convened by Wirts and LaPoint on behalf of the Carnegie Foundation, the Ford Foundation, and the Spencer Foundation, June 1981, Washington, D.C.
- Rincón, E. T. Panel discussant on "Hispanic Population and Migration" during Hispanic Heritage Week, Department of Energy, Washington, D.C., September 1981.

- Rincón, E. T. The Design of Questionnaires. Workshop conducted for The Project for Minorities and Women in Research. The University of Texas at Austin, Austin TX, February 1980.
- Rincón, E. T. SPSS Programming and Timesharing Systems. Workshop conducted for The Project for Minorities and Women in Research, The University of Texas at Austin, Austin TX, March 1980.
- Valdez, J., Rincón, E. T., Vasquez, M., and Barón, A. "Chicano University Students: Strategies for Enhancing Their Selection, Performance, and Persistence." Paper presented at the American College Personnel Association National Convention. Los Angeles CA, March 1979.
- Vasquez, M. Barón, A., and Rincón, E. T. "Assessment of Minority Student Needs." Paper presented at Second National Conference on Needs Assessment in Health and Human Services, Louisville KY, March 1978.