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THE NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS' SECOND ANNUAL HISPANIC PRINT MEDIA AWARDS SHOWS THE QUALITY OF HISPANIC PRINT

The Second Annual Hispanic Print Media Awards, sponsored by the National Association of Hispanic Publications, was held January 11, 1990 in Orlando, Florida, during the Fourth Annual National Association of Hispanic Publications Annual Convention. Awards were presented in five summary categories: AUDITED CIRCULATION AWARDS, PHOTO AWARDS, DESIGN AWARDS, EDITORIALS AND EDITORIAL SECTIONS AWARDS, and HISPANIC PUBLICATION AWARDS.

The awards are another sign of the progress and the improvements that have been made in the quality of Hispanic publications since the NAHP was founded in 1982. While many well-deserved awards were presented, perhaps the real winners are the Hispanic communities that these publications serve. New awards especially designed for the NAHP were unveiled this year. They were designed by the designer of the NAHP logo - noted artist Ignacio Gomez.

In the Hispanic Publication Awards the award for Outstanding Spanish language daily went to **El Nuevo Herald** of Miami, Fla. First place in the Outstanding Spanish language weekly category went to **El Mensajero** of San Francisco, Ca. and the first honors in Outstanding bilingual weekly went to **EXTRA Publications** of Chicago, Il. First place for Outstanding Spanish language TV Guide went to **Tele Guia** of Chicago, Il., while first place was a tie between **El Sol de San Diego** of San Diego, Ca. and **Mundo Hispánico** of Atlanta, Ga. in the category of Outstanding less than weekly Hispanic newspaper. These publications were rated on the overall quality of the articles, photos, and design, keeping in mind their relevance to the Hispanic community within the United States.

The final award in the Hispanic Publications Category was a new one for Most Improved Publication. These publications had made a wide variety of changes within the past two years. These publications were judged on the improvements over the past two years, not for the publication that is the best. The judges looked at the quality of the writing, design, relevance to the community that they serve, and overall presentation. First place went to **El Sol de Texas** of Dallas, Tx.

For the Design Awards The publications were judged on the overall quality of the design, as well as the use of photos, type, and space. First place in Outstanding design - Newspaper format went to **El Mensajero** of San Francisco, Ca. and in the Outstanding design - Tabloid format category it went to **El Hispano News** of Albuquerque, N.M.

With the editorial awards many important community issues were addressed from drugs to AIDS to ways to improve the community. The scope of these writings shows a sensitivity to the community rarely found in the other medias that reach the Hispanic community. These editorial columns and editorial sections were judged on their overall quality and relevance to the Hispanic community. For Outstanding Reporting of the Hispanic Community within the previous year first place went to **El Nuevo Herald** of Miami, Fla. for "Colonia cubana va dejando Union City a otros latinos" by Ivan Roman. For Outstanding editorial column in the previous year in Spanish first place went to **El Pregonero** of Washington, D.C. for "Un sueño compartido". For Outstanding editorial column in the previous year in English first place went to **El Sol de San Diego** for "All the best". First place in Outstanding sports section was **El Mensajero** of San Francisco, Ca., while the same honor in Outstanding entertainment section went to **El Nuevo Herald** of Miami, Fla.

Other new categories of awards were those in the photo categories. The photos were judged on their overall quality as well as their relevance to the Hispanic community. In the Outstanding Editorial Photo Essay in the Previous Year category first place went to **La Oferta Review** of San Jose, Ca. for "Atzompa: Tradition and Creativity on Painted and Figure-Clay Ceramic" by Mary J. Andrade. First place in Outstanding Editorial Photo in the Previous Year went to **El Mensajero** of San Francisco, Ca. for "Y sucedió el milagro" by Rodolfo lo Bianco.

The final category was the audited circulation awards. In an effort to professionalize our publications and meet the needs of our advertisers, the NAHP each year honors the largest audited circulation publication within several categories. The Largest Hispanic Weekly was **Mundo Artístico** of Los Angeles, Ca. with an audited circulation of 100,000 and the Largest Spanish Language TV Guide was **Variedades de La Guía** of Los Angeles, Ca. with an audited circulation of 173,915.

This year's three judges were Katherine A. Díaz, a public relations consultant and former editor of **CAMINOS** Magazine; Juan Gonzales, Department Chair of Journalism, City College of San Francisco and

publisher of **El Tecolote**; and Agustin Gurza, staff writer for the **Riverside Press-Enterprise**. Juan Gonzales was also one of the members of the NAHP's original steering committee in 1982. In total over 400 hours of volunteer work was spent preparing for the awards.

**MASTER LISTING OF ALL AWARDS FROM THE NATIONAL
ASSOCIATION OF HISPANIC PUBLICATIONS'
SECOND ANNUAL HISPANIC PRINT MEDIA AWARDS
January 11, 1990**

HISPANIC PUBLICATION AWARDS

The publications were rated on the overall quality of the articles, photos, and design, keeping in mind their relevance to the Hispanic community within the United States.

Outstanding Spanish language daily

First place: El Nuevo Herald of Miami, Fla.

Outstanding Spanish language weekly

First place: El Mensajero of San Francisco, Ca.

Second place: El Sol de Texas of Dallas, Tx.

Honorable mentions: El Extra of Dallas, Tx.

El Mundo of Las Vegas, Nv.

El Periódico, U.S.A. of McAllen, Tx.

El Pregonero of Washington, D.C.

El Sol of Salinas, Ca.

La Raza of Chicago, Il.

Mundo Artístico of Los Angeles, Ca.

Outstanding bilingual weekly

First place: EXTRA Publications of Chicago, Il.

Second place: La Oferta Review of San Jose, Ca.

Honorable mention: El Editor of Lubbock, Tx.

Outstanding Spanish language TV Guide

First place: Tele Guia of Chicago, Il.

Second place: Variedades de La Guía of Los Angeles, Ca.

Outstanding less than weekly Hispanic newspaper

First place was a tie between: El Sol de San Diego of San Diego, Ca. and Mundo Hispánico of Atlanta, Ga.

Second place: El Renacimiento of Lansing, Mich.

**Honorable mentions: El Latino of Chula Vista, Ca.
The Forum of San Diego, Ca.**

Most Improved Publication.

These publications have made a wide variety of changes within the past two years. The publications were judged on the improvements over the past two years, not for the publication that is the best. The judges looked at the quality of the writing, design, relevance to the community that they serve, and overall presentation.

**First place: El Sol de Texas of Dallas, Tx.
Second place: El Mundo of Las Vegas, Nv.
Honorable mentions: El Directorio Hispano of Penn.
El Latino of Chula Vista, Ca.
El Sol of Salinas, Ca.
Variedades de La Guía of Los Angeles, Ca.**

DESIGN AWARDS

The publications were judged on the overall quality of the design, as well as their use of photos, type, and space.

Outstanding design - Newspaper format

**First place: El Mensajero of San Francisco, Ca.
Second place: El Sol de Texas of Dallas, Tx.
Honorable mentions: El Periódico U.S.A. of McAllen, Tx.
El Sol of Salinas, Ca.**

Outstanding design - Tabloid format

**First place: El Hispano News of Albuquerque, N.M.
Second place: The Forum of San Diego, Ca.
Honorable mentions: El Directorio Hispano of Penn.
El Latino of Chula Vista, Ca.
El Sol de San Diego of San Diego, Ca.
Mundo Artístico of Los Angeles, Ca.
OLA Magazine of Long Beach, Ca.**

EDITORIALS AND EDITORIAL SECTIONS AWARDS

The editorial columns and editorial sections were judged on their overall quality and relevance to the Hispanic community.

Outstanding editorial column in the previous year in Spanish

First place: El Pregonero of Washington, D.C. for "Un sueño compartido".

Second place: El Hispano News of Albuquerque, N.M. for "Importancia de la preparación para nuestro futuro".

Honorable mentions: El Mensajero of San Francisco, Ca. for "La herencia hispana: Orgullo y compromiso" by Luis Megid.

El Nuevo Herald of Miami, Fla. for "Una verdadera Navidad" by Carlos Verdecia.

El Sol de San Diego for "Todo lo mejor".

El Sol de Texas of Dallas, Tx. for "La lucha antidrogas comienza en casa" by Rolando Romero.

Mundo Hispánico of Atlanta, Ga. for "Masitas, cerveza y boleros" by Alfredo Duarte.

Outstanding editorial column in the previous year in English

First place: El Sol de San Diego for "All the best".

Second place: The Forum of San Diego, Ca. for "Foundation Commends Mexico and U.S. Presidents".

Honorable mentions: EXTRA Publications of Chicago, Il. for "The boy who had no ears" by Mary Montgomery.

Mundo Hispánico of Atlanta, Ga. for "Gringa in Hispanic Land: Meeting the Jesuses" by Sandy Gyorgyi.

Outstanding sports section

First place: El Mensajero of San Francisco, Ca.

Second place: El Sol de Texas of Dallas, Tx.

Outstanding entertainment section

First place: El Nuevo Herald of Miami, Fla.

Second place: Mundo Artístico of Los Angeles, Ca.

Honorable mentions: El Hispano News of Albuquerque, N.M.

El Mensajero of San Francisco, Ca.

El Sol de Texas of Dallas, Tx.

Outstanding Reporting of the Hispanic Community within the previous year

First place: El Nuevo Herald of Miami, Fla. for "Colonia cubana va dejando Union City a otros latinos" by Ivan Roman.

Second place: El Pregonero of Washington, D.C. for "El azote del frío" by Rafael Roncal.

Honorable mentions: El Mensajero of San Francisco, Ca. for "Niño deportado espera en Tijuana para reunirse con su padre" by Fernando Andrés Torres.

El Periódico U.S.A. of McAllen, Tx. for "Estemece al Valle la Tragedia" by José Luis B. Garza.

El Sol de San Diego for "Drugs and AIDS in the Hispanic Community" by Julie Rocha and Lynn Johansen.

El Sol de Texas of Dallas, Tx. for "Licencia para matar, hispanos en Dallas" by Frank Niwman.

Mundo Hispánico of Atlanta, Ga. for "After Klan Rally in Gainesville" by Carola C. Reuben.

PHOTO AWARDS

The photos were judged on their overall quality as well as their relevance to the Hispanic community.

Outstanding Editorial Photo in the Previous Year

First place: El Mensajero of San Francisco, Ca. for "Y sucedió el milagro" by Rodolfo lo Bianco.

Second place: Mundo Hispánico of Atlanta, Ga. for "Epifanio Vargas no habla inglés..." by Linda Schaefer.

Honorable mentions: El Editor of Lubbock, Tx. for "Lubbock Protests Against Prison".

El Sol de San Diego for "Heart and Soul - Lola Beltrán" by Julie J. Rocha.

El Sol de Texas of Dallas, Tx. for "La señora Guadalupe Avila Medina" by Frank Niwman.

EXTRA Publications of Chicago, Il. for "Lo logré!" by Mario Monroy.

Outstanding Editorial Photo Essay in the Previous Year

First place: **La Oferta Review** of San Jose, Ca. for "Atzompa: Tradition and Creativity on Painted and Figure-Clay Ceramic" by Mary J. Andrade.
Second place was a tie between: **El Mensajero** of San Francisco, Ca. for "Los Maravillosos Puentes de la Bahia" by Rodolfo lo Bianco and **El Sol de San Diego** for "Mariachi Festival '89".
Honorable mentions: **La Raza** of Chicago, Il. for "Muerte del Che" by Patricia Abello Schnitzler.
The Forum of San Diego, Ca. for "Minorities Entrepreneurs Network at Conference" by Ron Valles.

AUDITED CIRCULATION AWARDS

In an effort to professionalize our publications and meet the needs of our advertisers, the NAHP each year honors the largest audited circulation publications within several categories.

Largest Hispanic Weekly

First place: **Mundo Artístico** of Los Angeles, Ca. with an audited circulation of 97,402.
Second place: **EXTRA** Publications of Chicago, Il. with a circulation of 51,837.
Third place: **La Raza** of Chicago, Il. with a circulation of 29,688.

Largest Spanish Language TV Guide

First place: **Variedades de La Guía** of Los Angeles, Ca. with an audited circulation of 173,915.
Second place: **Fiesta Guía** of Houston, Tx. with a circulation of 49,891.

PUBLISHING INDUSTRY AWARDS

These organizations have been very helpful in the development and growth of Hispanic publications throughout the United States. The selection of these companies was made not by a vote of judges, but rather by the votes of the NAHP members from across the country.

Most Responsive National Corporation: Anahauser-Busch

Most Responsive Advertising Agency: Sosa & Associates

The Publishing Industry Award for Most Responsive National Corporation went to Anahauser-Busch for their fine work with Hispanic publications. Last year's winner was the Philip Morris Companies for all that they had done to aid the NAHP's growth. The award for Most Responsive National Advertising Agency went to one of the oldest Hispanic ad agencies in the country, Sosa & Associates of San Antonio, Texas. This was the first time this award has been presented. These organizations have been very helpful in the development and growth of Hispanic publications throughout the United States. While an experienced panel of judges reviewed the entries in the other categories, the selection of these companies was made through the votes of the NAHP members from across the country.