

**NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS'
FIFTH ANNUAL HISPANIC PRINT MEDIA AWARDS**

A. HISPANIC PUBLICATION AWARDS

1. Outstanding Hispanic daily.

First place El Nuevo Herald, Miami

Second place El Diario/La Prensa, New York

2. Outstanding Spanish language weekly.

First place La Raza, Chicago

Second place El Mensajero, San Francisco

Honorable mentions El Latino San Diego and Tu Mundo, Los Angeles.

3. Outstanding bilingual weekly.

First place Extra Bilingual Newspapers, Chicago

Second place La Oferta Review, San Jose

Honorable mentions El Observador, San Jose and El Editor--Lubbock.

4. Outstanding Spanish language TV Guide.

First place La Guia, Los Angeles

Second place Tele Guía de Chicago

5. Outstanding less than weekly Hispanic newspaper.

First place Vida en el Valle, Fresno

Second places El Heraldo de Broward and El Sol de San Diego

Honorable mentions El Sol del Valle, Sanger and Mundo Hispánico, Atlanta

6. Most improved publication.

First place El Mensajero, San Francisco

Second place El Heraldo de Broward

Honorable mentions La Oferta Review, San Jose and La Raza, Chicago.

B. EDITORIALS AND EDITORIAL SECTIONS AWARDS

1A. Outstanding Editorial Column--Spanish (Larger Publications)

First place El Diario/La Prensa, New York for 'Justicia y paz'

Second places El Nuevo Herald, Miami, for '1492' by Andres Hernandez Alende and La Raza, Chicago, for 'Nuevo papel de la ONU'

Honorable mention Tu Mundo, Los Angeles, for 'El sueño que se esfuma' by Néstor Fantini

1b. Outstanding Editorial Column--Spanish (Smaller publications)

First place El Mexica, Houston for 'El Malinchismo Derroto a Reyes y Martinez'

Second place El Herald de Broward for 'Ahora Uds. saben' by E.M.V.

Honorable mentions El Sol de San Diego for '¡Una respuesta a Perspectiva - Una Nueva Era!'; and La Oferta Review, San Jose for 'Quinientos Años de Interrogantes' by Celina Rodríguez

2a. Outstanding Editorial Column--English (Larger publications)

First place La Raza, Chicago for 'Family problems, educational solutions'

Second place El Nuevo Herald, Miami for 'Ugly refrain mars an exile's dreams' by Carlos Verdecia

Honorable mention El Diario/La Prensa, New York for 'What's at Stake is Freedom of the Press'

2b. Outstanding Editorial Column--English (Smaller publications)

First place El Sol de San Diego for 'A scary, powerful word: Unite' by Luis Natividad

Second place El Observador, San Jose for 'Alvarado declines PACT proposals' by Michael Medina

Honorable mention La Oferta Review, San Jose for 'Mi Tierra Garderners Gain...' by Yolanda Reynolds

3. Outstanding Sports Section

First place La Raza, Chicago

Second places El Nuevo Herald, Miami and El Mensajero, San Francisco

Honorable mentions El Mundo, Las Vegas, La Voz Latina, San Jose, and Tu Mundo, Los Angeles

4. Outstanding Business Section

First place El Nuevo Herald, Miami

Second place La Raza, Chicago

5a. Outstanding Entertainment Section (Larger publications)

First place El Nuevo Herald, Miami

Second place La Raza, Chicago

Honorable mentions El Diario/La Prensa, New York, El Mensajero, San Francisco, and Variedades, Los Angeles

5b. Outstanding Entertainment Section (Smaller publications)

First place Tele Guía de Chicago

Second places La Oferta Review, San Jose and La Voz de Houston

Honorable mentions El Mundo, Las Vegas, Mundo Hispánico, Atlanta, and Vida en el Valle, Fresno

6a. Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

First place El Mensajero, San Francisco for 'Nuestros Candidatos'

Second place Extra Bilingual Newspapers, Chicago for 'Poder Latino' by Andrew Sharp

Honorable mentions El Diario/La Prensa, New York, for '¡A palo limpio!' by Maria Vega; El Nuevo Herald, Miami, for 'Crimen y miseria desgarran 'la otra América' by Gladys Nieves; La Raza, Chicago, for 'Casas de cambio' by Jorge Oclander; and Tu Mundo, Los Angeles for 'Los Politicos se quejan de los Inmigrantes'

6b. Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

First place El Observador, San Jose, for 'Alvarado declines PACT proposals' by Michael Medina

Second place El Mundo, Las Vegas for "'Necesitamos Cambios" :Al Gore'

Honorable mentions El Editor--Lubbock for 'Bush does too little'; El Sol de San Diego for 'There is too much reverence for those in power'; La Voz Católica for 'Bajo las carreteras...' by Maria Vega; La Voz de Houston for 'Candidatos Hispanos...'; Vida en el Valle, Fresno for 'Una grave situación' by Juan Esparza Loera and Michaela Lopez

7a. Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

First place La Raza, Chicago for 'Magna exposición' by Henry Moya

Second places Extra Bilingual Newspapers, Chicago, for 'Pandillas: La Verdadera Historia' by Mary Montgomery; and El Mensajero, San Francisco for '¿Quién es el Chicano?' by Elizabeth Martínez

Honorable mentions El Diario/La Prensa, New York, for 'Puebla en N.Y.' by Norberto Bogard; and El Nuevo Herald, Miami for '¡Garay, qué talento!' by Juan Carlos Perez

7b. Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

First place El Observador, San Jose for 'Persistence pays off for comic Paul Rodriguez' by Michael Medina

Second places El Sol de San Diego for 'His film "American Me"...' by Victor Payan; and La Voz Católica for 'Raíces y Alas' by Araceli M. Cantero

Honorable mentions El Herald de Broward for 'El Viaje de las Carabelas..' by Camille Franco; La Oferta Review, San Jose, 'Una Noche Mexicana' by Celina Rodríguez; and La Voz de Houston 'American Me' by Olga Ordóñez

8a. Outstanding Reporting on Latin America--Political/Economic (Larger publications)

First place El Nuevo Herald, Miami for 'Informe: Desvío de dinero en Nicaragua' by Joel Gutierrez

Second place La Raza, Chicago for 'Le dan 6 mese a Castro' by Vicente Fentanes and Gabriela Bustamente

Honorable mentions El Diario/La Prensa, New York, for 'La voz crítica de la cumbre' by Rodolfo Pereira; and Tu Mundo, Los Angeles for 'Noriega'

8b. Outstanding Reporting on Latin America--Political/Economic. (Smaller publications)

First place Mundo Hispánico, Atlanta for 'Vuelo entre dos mundos' by Alfredo Duarte

Second place La Oferta Review, San Jose for 'La Explosion de Guadalajara' by Celina Rodríguez

Honorable mentions La Voz Católica for '¡Limpia tus closets Miami!' by Araceli M. Cantero; and La Voz de Houston for 'Nuevo Intento por Incrementar las Cuotas de la UNAM'

9a. Outstanding Reporting on Latin America--Cultural (Larger publications)

First place La Raza, Chicago for 'Los Héros de la Independencia'

Second places El Diario/La Prensa, New York, for '¡Nobel!'; and El Nuevo Herald, Miami for 'Los Mapuche' by Silvia Licha

Honorable mentions Extra Bilingual Newspapers, Chicago, for 'Perú abre sus puertas al turismo' by Miguel Alba; and Tu Mundo, Los Angeles for 'A este hombre...'

9b. Outstanding Reporting on Latin America--Cultural. (Smaller publications)

First place La Oferta Review, San Jose for 'La Batalla del 5 de Mayo de 1862' by Eduardo Merio Juárez

Second place El Herald de Broward for 'Ballet Folkórico de México'

Honorable mention La Oferta Review, San Jose for 'Semana Santa en Mexico...' by Mary J. Andrade

10. Outstanding Entertainment Column

First place El Mundo, Las Vegas for 'Carnaval de Estrellas en Las Vegas' by Angel Gomez.
Second places El Nuevo Herald, Miami for 'Un caso extraño de censura ciega' by Norma Miurka
and La Oferta Review, San Jose for 'The Mambo Kings' by Mary J. Andrade

C. DESIGN AWARDS

1. Outstanding Overall Design - Newspaper Format

First place El Nuevo Herald, Miami
Second place Vida en el Valle, Fresno
Honorable mention El Observador, San Jose

2. Outstanding Overall Design - Tabloid Format (Larger publications)

First place Variedades, Los Angeles
Second places El Diario/La Prensa, New York and El Mensajero, San Francisco
Honorable mention La Raza, Chicago

3. Outstanding Overall Design - Tabloid Format (Smaller publications)

First places AveFenix and La Voz Católica
Second place El Sol de San Diego
Honorable mention El Mundo, Las Vegas

4. Outstanding Overall Design - Magazine Format

First place Tele Guía de Chicago

D. PHOTO AWARDS

1. Outstanding Editorial Photo--Cultural (Larger publications)

First place La Raza, Chicago. (#1)
Second place Extra Bilingual Newspapers, Chicago
Honorable mention La Raza, Chicago. (#2)

2. Outstanding Editorial Photo--Cultural (Smaller publications)

First place Vida en el Valle, Fresno
Second places La Oferta Review, San Jose and Mundo Hispánico, Atlanta
Honorable mentions El Mundo, Las Vegas and El Sol de San Diego

3. Outstanding Editorial Photo--Other

First place Vida en el Valle, Fresno
Second places El Sol de San Diego. (#1) and La Raza, Chicago. (#1)
Honorable mentions El Mundo, Las Vegas, Extra Bilingual Newspapers, Chicago, and La Raza, Chicago. (#2)

4. Outstanding Editorial Photo Essay--Cultural.

First place El Nuevo Herald, Miami
Second place La Oferta Review, San Jose
Honorable mentions El Sol de San Diego. (#1), El Sol de San Diego. (#2), and Vida en el Valle, Fresno

5. Outstanding Editorial Photo Essay--Other

First place La Oferta Review, San Jose
Second place Extra Bilingual Newspapers, Chicago
Honorable mention El Sol de San Diego

AUDITED CIRCULATION AWARDS

Best Coverage of the Local Hispanic Market.

First place went to Extra Bilingual Newspapers, Chicago 31% market coverage.

Second place went to El Observador, San Jose. 30%

Largest Hispanic Weekly Newspaper in a market of over 500,000 Hispanics.

First place: Tu Mundo, Los Angeles. 77,952

Second place: Extra Bilingual Newspapers, Chicago. 57,908

Third place: El Mensajero, San Francisco. 26,261

Largest Hispanic Weekly Newspaper in a market of under 500,000 Hispanics.

First place went to El Observador, San Jose. 23,121

Second place La Oferta Review, San Jose. 12,995

Largest Hispanic Newspaper published less than weekly.

First place: El Sol de San Diego. 21,459

Largest Spanish Language TV Guide.

First place: La Guia, Los Angeles. 220,952.

Second place: Teleguia USA, Los Angeles. 163,833

MARKETING AWARDS

Outstanding Media Kit.

First place was a tie between El Mexica, Houston and Extra Bilingual Newspapers, Chicago.

Honorable mentions went to El Observador, San Jose and La Oferta Review, San Jose.

Ad promoting your publication.

First place went to El Observador, San Jose.

Second place went to El Sol de San Diego.

Percentage increase in ad dollars during 1992.

First place: La Raza, Chicago with a 66% increase.

LARGER FORMAT PLAQUES:

Outstanding Hispanic Daily

El Nuevo Herald

Outstanding Spanish Language Weekly

La Raza

Outstanding Bilingual Weekly

Extra Bilingual Newspapers

Outstanding Spanish Language TV Guide

La Guía

Outstanding Less Than Weekly Hispanic Newspaper

Vida en el Valle

Most Improved Publication

El Mensajero

Outstanding Overall Design - Newspaper Format

El Nuevo Herald

Outstanding Overall Design - Tabloid Format

Variedades

Outstanding Overall Design - Tabloid Format

AveFénix

Outstanding Overall Design - Tabloid Format

La Voz Católica

Outstanding Overall Design - Magazine Format

Tele Guía de Chicago

Best Coverage of the Local Hispanic Market

Extra Bilingual Newspapers

Percentage Increase in Ad Dollars

La Raza

Most Responsive National Corporation

A.T. & T.

Most Responsive Regional Corporation
McDonald's

Most Responsive Ad Agency (MAINSTREAM)
Leo Burnett

Most Responsive Ad Agency (HISPANIC)
Bravo Group

Outstanding Four-Color Ad Campaign
Ford--Visiones del Pueblo
placed by Wells, Rich & Greene

Outstanding Black-and-White Ad Campaign
Johnnie Walker Black
IAC Advertising, Miami

Outstanding Public Relations Campaign
Mapa Communications
for Visiones del Pueblo for Ford

Most Significant Contribution to Hispanic Print by a Non-Publishing Person
Cynthia Cruz

Most Responsive Government Agency
HUD

Best New Participating Company
News America FSI

Best New Participating Ad Agency
La Agencia de Orci

Outstanding Hispanic Film Marketing Award
Phil Shaps
"American Me"
Universal Studios

Outstanding Hispanic Film Marketing Award
Hy Levin
"Aladdin"
Walt Disney Pictures

Outstanding Hispanic Film Marketing Award
Rick Kallet

"Mambo Kings"
Warner Bros

SMALLER FORMAT PLAQUES:

Outstanding Editorial Column--Spanish
El Diario/La Prensa

Outstanding Editorial Column--Spanish
El Mexica

Outstanding Editorial Column--English
La Raza

Outstanding Editorial Column--English
El Sol de San Diego

Outstanding Sports Section
La Raza

Outstanding Business Section
El Nuevo Herald

Outstanding Entertainment Section
El Nuevo Herald

Outstanding Entertainment Section
Tele Guía de Chicago

Outstanding Reporting--Political/Economic
El Mensajero

Outstanding Reporting--Political/Economic
El Observador

Outstanding Reporting--Cultural
La Raza

Outstanding Reporting--Cultural
El Observador

Outstanding Reporting on Latin America--Political/Economic
El Nuevo Herald

Outstanding Reporting on Latin America--Political/Economic
Mundo Hispánico

Outstanding Reporting on Latin America--Cultural

La Raza

Outstanding Reporting on Latin America--Cultural
La Oferta Review

Outstanding Entertainment Column
El Mundo

Outstanding Editorial Photo--Cultural
La Raza

Outstanding Editorial Photo--Cultural
Vida en el Valle

Outstanding Editorial Photo--Other
Vida en el Valle

Outstanding Editorial Photo Essay--Cultural.
El Nuevo Herald

Outstanding Editorial Photo Essay--Other
La Oferta Review

Largest Hispanic Weekly Newspaper - 500,000+ Hispanics Market
Tu Mundo

Largest Hispanic Weekly Newspaper - Under 500,000 Hispanics Market
El Observador

Largest Hispanic Newspaper-Less Than Weekly
El Sol de San Diego

Largest Spanish Language TV Guide
La Guía

Outstanding Media Kit
El Mexica

Outstanding Media Kit
Extra Bilingual Newspapers

Ad promoting Your Publication
El Observador

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CERTIFICATES

A. HISPANIC PUBLICATION AWARDS

Outstanding Hispanic Daily
El Diario/La Prensa, New York

Outstanding Spanish language Weekly
El Mensajero, San Francisco

Outstanding Spanish language Weekly
El Latino San Diego

Outstanding Spanish language Weekly
Tu Mundo, Los Angeles

Outstanding Bilingual Weekly
La Oferta Review, San Jose

Outstanding Bilingual Weekly
El Observador, San Jose

Outstanding Bilingual Weekly
El Editor--Lubbock

Outstanding Spanish language TV Guide
Tele Guía de Chicago

Outstanding less than Weekly Hispanic Newspaper
El Herald de Broward

Outstanding less than Weekly Hispanic Newspaper
El Sol de San Diego

Outstanding less than Weekly Hispanic Newspaper
El Sol del Valle, Sanger

Outstanding less than Weekly Hispanic Newspaper
Mundo Hispánico, Atlanta

Most Improved Publication
El Herald de Broward

Most Improved Publication
La Oferta Review, San Jose

Most Improved Publication
La Raza, Chicago

B. EDITORIALS AND EDITORIAL SECTIONS AWARDS

Outstanding Editorial Column--Spanish (Larger Publications)

El Diario/La Prensa, New York for 'Justicia y paz'

Outstanding Editorial Column--Spanish (Larger Publications)

El Nuevo Herald, Miami, for '1492' by Andres Hernandez Alende

Outstanding Editorial Column--Spanish (Larger Publications)

La Raza, Chicago, for 'Nuevo papel de la ONU'

Outstanding Editorial Column--Spanish (Larger Publications)

Tu Mundo, Los Angeles, for 'El sueño que se esfuma' by Néstor Fantini

Outstanding Editorial Column--Spanish (Smaller publications)

El Mexica, Houston for 'El Malinchismo Derrotó a Reyes y Martínez'

Outstanding Editorial Column--Spanish (Smaller publications)

El Heraldo de Broward for 'Ahora Uds. saben' by E.M.V.

Outstanding Editorial Column--Spanish (Smaller publications)

El Sol de San Diego for '¡Una respuesta a Perspectiva - Una Nueva Era!'

Outstanding Editorial Column--Spanish (Smaller publications)

La Oferta Review, San Jose for 'Quinientos Años de Interrogantes' by Celina Rodríguez

Outstanding Editorial Column--English (Larger publications)

La Raza, Chicago for 'Family problems, educational solutions'

Outstanding Editorial Column--English (Larger publications)

El Nuevo Herald, Miami for 'Ugly refrain mars an exile's dreams' by Carlos Verdecia

Outstanding Editorial Column--English (Larger publications)

El Diario/La Prensa, New York for 'What's at Stake is Freedom of the Press'

Outstanding Editorial Column--English (Smaller publications)

El Sol de San Diego for 'A scary, powerful word: Unite' by Luis Natividad

Outstanding Editorial Column--English (Smaller publications)

El Observador, San Jose for 'Alvarado declines PACT proposals' by Michael Medina

Outstanding Editorial Column--English (Smaller publications)

La Oferta Review, San Jose for 'Mi Tierra Garderners Gain...' by Yolanda Reynolds

Outstanding Sports Section

El Nuevo Herald, Miami

Outstanding Sports Section

El Mensajero, San Francisco

Outstanding Sports Section

El Mundo, Las Vegas

Outstanding Sports Section

La Voz Latina, San Jose

Outstanding Sports Section

Tu Mundo, Los Angeles

Outstanding Business Section

La Raza, Chicago

Outstanding Entertainment Section (Larger publications)

La Raza, Chicago

Outstanding Entertainment Section (Larger publications)

El Diario/La Prensa, New York

Outstanding Entertainment Section (Larger publications)

El Mensajero, San Francisco

Outstanding Entertainment Section (Larger publications)

Variedades, Los Angeles

Outstanding Entertainment Section (Smaller publications)

La Oferta Review, San Jose

Outstanding Entertainment Section (Smaller publications)

La Voz de Houston

Outstanding Entertainment Section (Smaller publications)

El Mundo, Las Vegas

Outstanding Entertainment Section (Smaller publications)

Mundo Hispánico, Atlanta

Outstanding Entertainment Section (Smaller publications)

Vida en el Valle, Fresno

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

El Mensajero, San Francisco for 'Nuestros Candidatos'

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

Extra Bilingual Newspapers, Chicago for 'Poder Latino' by Andrew Sharp

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

El Diario/La Prensa, New York, for '¡A palo limpio!' by Maria Vega

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

El Nuevo Herald, Miami, for 'Crimen y miseria desgarran 'la otra América' by Gladys Nieves

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

La Raza, Chicago, for 'Casas de cambio' by Jorge Oclander

Outstanding Reporting of the Hispanic Community--Political/Economic (Larger publications)

Tu Mundo, Los Angeles for 'Los Politicos se quejan de los Inmigrantes'

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

El Observador, San Jose, for 'Alvarado declines PACT proposals' by Michael Medina

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

El Mundo, Las Vegas for "'Necesitamos Cambios" :Al Gore'

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

El Editor--Lubbock for 'Bush does too little'

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

El Sol de San Diego for 'There is too much reverence for those in power'

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

La Voz Católica for 'Bajo las carreteras...' by Maria Vega

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

La Voz de Houston for 'Candidatos Hispanos...'

Outstanding Reporting of the Hispanic Community--Political/Economic. (Smaller publications)

Vida en el Valle, Fresno for 'Una grave situación' by Juan Esparza Loera and Michaela Lopez

Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

La Raza, Chicago for 'Magna exposición' by Henry Moya

Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

Extra Bilingual Newspapers, Chicago, for 'Pandillas: La Verdadera Historia' by Mary Montgomery

Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

El Mensajero, San Francisco for '¿Quién es el Chicano?' by Elizabeth Martínez

Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

El Diario/La Prensa, New York, for 'Puebla en N.Y.' by Norberto Bogard

Outstanding Reporting of the Hispanic Community--Cultural (Larger publications)

El Nuevo Herald, Miami for '¡Garay, qué talento!' by Juan Carlos Perez

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

El Observador, San Jose for 'Persistence pays off for comic Paul Rodriguez' by Michael Medina

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

El Sol de San Diego for 'His film "American Me"...' by Victor Payan

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

La Voz Católica for 'Raíces y Alas' by Araceli M. Cantero

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

El Heraldo de Broward for 'El Viaje de las Carabelas..' by Camille Franco

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

La Oferta Review, San Jose, 'Una Noche Mexicana' by Celina Rodríguez

Outstanding Reporting of the Hispanic Community--Cultural. (Smaller publications)

La Voz de Houston 'American Me' by Olga Ordóñez

Outstanding Reporting on Latin America--Political/Economic (Larger publications)

El Nuevo Herald, Miami for 'Informe: Desvío de dinero en Nicaragua' by Joel Gutierrez
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El Observador, San Jose
Outstanding Design - Tabloid Format (Larger publications)
El Diario/La Prensa, New York
Outstanding Design - Tabloid Format (Larger publications)
El Mensajero, San Francisco
Outstanding Design - Tabloid Format (Larger publications)
La Raza, Chicago
Outstanding Design - Tabloid Format (Smaller publications)
El Sol de San Diego
Outstanding Design - Tabloid Format (Smaller publications)
El Mundo, Las Vegas
Outstanding Photo--Cultural (Larger publications)
La Raza, Chicago--'Maribel I' by John Marciniak

Outstanding Photo--Cultural (Larger publications)

Extra Bilingual Newspapers, Chicago--'Una pequeña panameña' by Eric Muniz

Outstanding Photo--Cultural (Larger publications)

La Raza, Chicago--'Michelle I'

Outstanding Photo--Cultural (Smaller publications)

Vida en el Valle, Fresno--'Santa Claus' by Eric Paul Zamora

Outstanding Photo--Cultural (Smaller publications)

La Oferta Review, San Jose--'La Batalla del 5 de Mayo' by Mary J. Andrade

Outstanding Photo--Cultural (Smaller publications)

Mundo Hispánico, Atlanta--'The Panamanian Folklore Group...' by Adam Taylor

Outstanding Photo--Cultural (Smaller publications)

El Mundo, Las Vegas--'5 de Mayo en el Freedom Park' by Francisco G. Alejandro

Outstanding Photo--Cultural (Smaller publications)

El Sol de San Diego--'Lola Beltran' by Julie J. Rocha

Outstanding Photo--Other

Vida en el Valle, Fresno--'Celebraciones de los graduandos' by Eric Paul Zamora

Outstanding Photo--Other

El Sol de San Diego--'Counter demonstrators' by Robert F. De Guire

Outstanding Photo--Other

La Raza, Chicago--'Manifestaciones a favor del aborto' by Alex Villarreal

Outstanding Photo--Other

El Mundo, Las Vegas--'Promotores del Voto Hispano' by Francisco G. Alejandro

Outstanding Photo--Other

Extra Bilingual Newspapers, Chicago--'Saque de meta' by Marc Hardin

Outstanding Photo--Other

La Raza, Chicago--'No Deportation' by Laura Zárate

Outstanding Photo Essay--Cultural.

El Nuevo Herald, Miami--C.M. Guerrero

Outstanding Photo Essay--Cultural.

La Oferta Review, San Jose--'El Mundo Maya' by Mary J. Andrade

Outstanding Photo Essay--Cultural.

El Sol de San Diego--'The Faces of Music' by Kent Horner

Outstanding Photo Essay--Cultural.

El Sol de San Diego--'Nati Cano...' by Kent Horner

Outstanding Photo Essay--Cultural.

Vida en el Valle, Fresno--'Las Fiestas Patrias' by Eric Paul Zamora

Outstanding Photo Essay--Other

La Oferta Review, San Jose--'Vida Muerte: Dualidad Siempre' by Mary J. Andrade

Outstanding Photo Essay--Other

Extra Bilingual Newspapers, Chicago--';Ganó Gutiérrez!' by Miguel Zuno

Outstanding Photo Essay--Other

El Sol de San Diego--'1992 All Star Game' by Julie J. Rocha

Best Coverage of the Local Hispanic Market

El Observador, San Jose 30%

Largest Hispanic Weekly Newspaper in a market of over 500,000 Hispanics

Extra Bilingual Newspapers, Chicago. 57,908

Largest Hispanic Weekly Newspaper in a market of over 500,000 Hispanics

El Mensajero, San Francisco. 26,261

Largest Hispanic Weekly Newspaper in a market of under 500,000 Hispanics

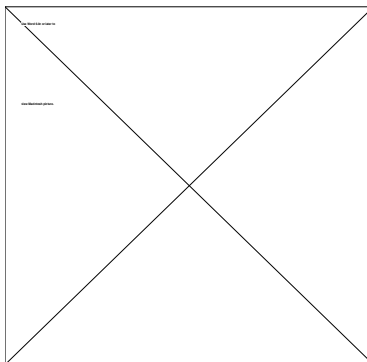
La Oferta Review, San Jose. 12,995

Largest Spanish Language TV Guide

Teleguia USA, Los Angeles. 163,833

Outstanding Media Kit

El Observador, San Jose
Outstanding Media Kit
La Oferta Review, San Jose
Ad Promoting Your Publication
El Sol de San Diego



For Release January 30, 1993

For more information phone Kirk Whisler at Travel Mexico Magazine Group, 619-929-0707. Box 118037, Carlsbad, CA 92009.

The Fifth Annual Hispanic Print Awards sponsored by the National Association of Hispanic Publications was held on January 30, 1993 at the Sheraton Biscayne Bay Hotel, Miami, FL. The largest Hispanic media awards in the United States with publications, articles, and photos entered in 42 print categories. This represented a 15% increase from the year before. The gala banquet for the awards was sponsored by the Philip Morris Companies: Kraft General Foods, Miller Brewing and Philip Morris U.S.A.

Perhaps the most interesting aspect of the awards is the way they have charted the many improvements that have been made within Hispanic print nationwide. Hispanic communities across the country are certainly better served each year as the quality increases and the circulations grow.

This year's hard working judges were Taty Aguilera of CAFE de California, Joaquín Castillo of San Jose & Associates, Jim Crandall of Travel Mexico Magazine Group, Katharine A. Díaz of Travel Mexico Magazine Group, graphic designer Ignacio Gomez, noted artist Esperanza Martínez, Octavio Nuiry of Ad Rendón, and Yolanda Quesada of MEXICO Events. The Awards Chair was Kirk Whisler.

PRINT INDUSTRY AWARDS

1. **Most Responsive National Corporation.** A.T. & T.
2. **Most Responsive Regional Corporation.** McDonald's.
3. **Most Responsive Ad Agency (MAINSTREAM).** Leo Burnett.
4. **Most Responsive Ad Agency (HISPANIC).** Bravo Group.
5. **Outstanding Four-Color Ad Campaign.** Ford--Visiones del Pueblo. This was placed by Wells, Rich & Greene.
6. **Outstanding Black-and-White Ad Campaign.** Johnnie Walker Black. This was placed by IAC Advertising, Miami
7. **Outstanding Public Relations Campaign.** Mapa Communications for Visiones del Pueblo for Ford.
8. **Most Significant Contribution to Hispanic Print by a Non-Publishing Person.** Cynthia Cruz.
9. **Most Responsive Government Agency.** HUD.
10. **Best New Participating Company.** News America FSI.
11. **Best New Participating Ad Agency.** La Agencia de Orci.
12. **Outstanding Hispanic Film Marketing Award.** Phil Shaps for the movie "American Me" through Universal Studios.
13. **Outstanding Hispanic Film Marketing Award.** Walt Disney Pictures for the movie "Aladdin".
14. **Outstanding Hispanic Film Marketing Award.** Rick Kallet for the movie "Mambo Kings" through Warner Bros.
15. **Outstanding Achievement Award.** Jose Feliciano for his lifelong artistic contributions to Hispanic culture.

HISPANIC PUBLICATION AWARDS

1. **Outstanding Hispanic daily.** First place went to El Nuevo Herald, Miami and second place went to El Diario/La Prensa, New York.
2. **Outstanding Spanish language weekly.** First place went to La Raza, Chicago, second place went to El Mensajero, San Francisco, and honorable mentions went to El Latino San Diego and Tu Mundo, Los Angeles.
3. **Outstanding bilingual weekly.** First place went to Extra Bilingual Newspapers, Chicago, second place went to La Oferta Review, San Jose, and honorable mentions went to El Observador, San Jose and El Editor--Lubbock.
4. **Outstanding Spanish language TV Guide.** First place went to La Guia, Los Angeles and second place went to Tele Guía de Chicago
5. **Outstanding less than weekly Hispanic newspaper.** First place went to Vida en el Valle, Fresno, second places went to El Heraldo de Broward and El Sol de San Diego, and honorable mentions went to El Sol del Valle, Sanger and Mundo Hispánico, Atlanta.
6. **Most improved publication.** First place went to El Mensajero, San Francisco, second place went to El Heraldo de Broward, and honorable mentions went to La Oferta Review, San Jose and La Raza, Chicago.

EDITORIALS AND EDITORIAL SECTIONS AWARDS

- 1a. **Outstanding Editorial Column--Spanish.** (Larger Publications). First place went to El Diario/La Prensa, New York for 'Justicia y paz'. Second places went to El Nuevo Herald, Miami, for '1492' by Andres Hernandez Alende and La Raza, Chicago, for 'Nuevo papel de la ONU'. Honorable mention went to Tu Mundo, Los Angeles, for 'El sueño que se esfuma' by Néstor Fantini.
- 1b. **Outstanding Editorial Column--Spanish.** (Smaller publications). First place went to El Mexica, Houston for 'El Malinchismo Derrotó a Reyes y Martínez'. Second place went to El Heraldo de Broward for 'Ahora Uds. saben' by E.M.V.. Honorable mentions went to El Sol de San Diego for '¡Una respuesta a Perspectiva - Una Nueva Era!'; and La Oferta Review, San Jose for 'Quinientos Años de Interrogantes' by Celina Rodríguez.
- 2a. **Outstanding Editorial Column--English.** (Larger publications). First place went to La Raza, Chicago for 'Family problems, educational solutions'. Second place El Nuevo Herald, Miami for 'Ugly refrain mars an exile's dreams' by Carlos Verdecia. Honorable mention El Diario/La Prensa, New York for 'What's at Stake is Freedom of the Press'.
- 2b. **Outstanding Editorial Column--English.** (Smaller publications). First place went to El Sol de San Diego for 'A scary, powerful word: Unite' by Luis Natividad. Second place went to El Observador, San Jose for 'Alvarado declines PACT proposals' by Michael Medina. Honorable mention went to La Oferta Review, San Jose for 'Mi Tierra Garderners Gain...' by Yolanda Reynolds.
3. **Outstanding Sports Section.** First place went to La Raza, Chicago. Second places went to El Nuevo Herald, Miami and El Mensajero, San Francisco. Honorable mentions went to El Mundo, Las Vegas, La Voz Latina, San Jose, and Tu Mundo, Los Angeles.
4. **Outstanding Business Section.** First place went to El Nuevo Herald, Miami and second place went to La Raza, Chicago.
- 5a. **Outstanding Entertainment Section.** (Larger publications). First place went to El Nuevo Herald, Miami. Second place went to La Raza, Chicago. Honorable mentions went to El Diario/La Prensa, New York, El Mensajero, San Francisco, and Variedades, Los Angeles.
- 5b. **Outstanding Entertainment Section.** (Smaller publications). First place went to Tele Guía de Chicago. Second places went to La Oferta Review, San Jose and La Voz de Houston. Honorable mentions went to El Mundo, Las Vegas, Mundo Hispánico, Atlanta, and Vida en el Valle, Fresno.
- 6a. **Outstanding Reporting of the Hispanic Community--Political/Economic.** (Larger publications). First place went to El Mensajero, San Francisco for 'Nuestros Candidatos'. Second place went to Extra Bilingual Newspapers, Chicago for 'Poder Latino' by Andrew Sharp. Honorable mentions went to El Diario/La Prensa, New York, for '¡A palo limpio!' by Maria Vega; El Nuevo Herald, Miami, for 'Crimen y miseria desgarran 'la otra América' by Gladys Nieves; La Raza, Chicago, for 'Casas de cambio' by Jorge Oclander; and Tu Mundo, Los Angeles for 'Los Politicos se quejan de los Inmigrantes'.
- 6b. **Outstanding Reporting of the Hispanic Community--Political/Economic.** (Smaller publications). First place went to El Observador, San Jose, for 'Alvarado declines PACT proposals' by Michael Medina. Second place went to El Mundo, Las Vegas for '"Necesitamos Cambios" :Al Gore'. Honorable mentions went to El Editor--Lubbock for 'Bush does too little'; El Sol de San Diego for 'There is too much reverence for those in power'; La Voz Católica for 'Bajo las carreteras...' by Maria Vega; La Voz de Houston for 'Candidatos Hispanos...'; Vida en el Valle, Fresno for 'Una grave situación' by Juan Esparza Loera and Michaela Lopez.
- 7a. **Outstanding Reporting of the Hispanic Community--Cultural.** (Larger publications). First place went to La Raza, Chicago for 'Magna exposición' by Henry Moya. Second places went to Extra Bilingual Newspapers,

Chicago, for 'Pandillas: La Verdadera Historia' by Mary Montgomery; and El Mensajero, San Francisco for '¿Quién es el Chicano?' by Elizabeth Martínez. Honorable mentions went to El Diario/La Prensa, New York, for 'Puebla en N.Y.' by Norberto Bogard; and El Nuevo Herald, Miami for '¡Garay, qué talento!' by Juan Carlos Perez.

- 7b. Outstanding Reporting of the Hispanic Community--Cultural.** (Smaller publications). First place went to El Observador, San Jose for 'Persistence pays off for comic Paul Rodriguez' by Michael Medina. Second places went to El Sol de San Diego for 'His film "American Me"...' by Victor Payan; and La Voz Católica for 'Raíces y Alas' by Araceli M. Cantero. Honorable mentions went to El Heraldo de Broward for 'El Viaje de las Carabelas..' by Camille Franco; La Oferta Review, San Jose, 'Una Noche Mexicana' by Celina Rodríguez; and La Voz de Houston 'American Me' by Olga Ordóñez.
- 8a. Outstanding Reporting on Latin America--Political/Economic.** (Larger publications). First place went to El Nuevo Herald, Miami for 'Informe: Desvío de dinero en Nicaragua' by Joel Gutierrez. Second place went to La Raza, Chicago for 'Le dan 6 meses a Castro' by Vicente Fentanes and Gabriela Bustamente. Honorable mentions went to El Diario/La Prensa, New York, for 'La voz crítica de la cumbre' by Rodolfo Pereira; and Tu Mundo, Los Angeles for 'Noriega'.
- 8b. Outstanding Reporting on Latin America--Political/Economic.** (Smaller publications). First place went to Mundo Hispánico, Atlanta for 'Vuelo entre dos mundos' by Alfredo Duarte. Second place went to La Oferta Review, San Jose for 'La Explosión de Guadalajara' by Celina Rodríguez. Honorable mentions went to La Voz Católica for '¡Limpia tus closets Miami! by Araceli M. Cantero; and La Voz de Houston for 'Nuevo Intento por Incrementar las Cuotas de la UNAM'.
- 9a. Outstanding Reporting on Latin America--Cultural.** (Larger publications). First place went to La Raza, Chicago for 'Los Héros de la Independencia'. Second places went to El Diario/La Prensa, New York, for '¡Nobel!; and El Nuevo Herald, Miami for 'Los Mapuche' by Silvia Licha. Honorable mentions went to Extra Bilingual Newspapers, Chicago, for 'Perú abre sus puertas al turismo' by Miguel Alba; and Tu Mundo, Los Angeles for 'A este hombre...!.
- 9b. Outstanding Reporting on Latin America--Cultural.** (Smaller publications). First place went to La Oferta Review, San Jose for 'La Batalla del 5 de Mayo de 1862' by Eduardo Merio Juárez. Second place went to El Heraldo de Broward for 'Ballet Folkórico de México'. Honorable mention went to La Oferta Review, San Jose for 'Semana Santa en México...' by Mary J. Andrade.
- 10. Outstanding Entertainment Column.** First place went to El Mundo, Las Vegas for 'Carnaval de Estrellas en Las Vegas' by Angel Gomez. Second places went to El Nuevo Herald, Miami for 'Un caso extraño de censura ciega' by Norma Miurka and La Oferta Review, San Jose for 'The Mambo Kings' by Mary J. Andrade.

DESIGN AWARDS

- 1. Outstanding Design - Newspaper Format.** First place went to El Nuevo Herald, Miami, second place went to Vida en el Valle, Fresno, and honorable mention went to El Observador, San Jose.
- 2. Outstanding Design - Tabloid Format.** (Larger publications) First place went to Variedades, Los Angeles, second places went to El Diario/La Prensa, New York and El Mensajero, San Francisco, and honorable mention went to La Raza, Chicago.
- 3. Outstanding Design - Tabloid Format.** (Smaller publications) First places went to AveFenix and La Voz Católica, second place went to El Sol de San Diego, and honorable mention went to El Mundo, Las Vegas.
- 4. Outstanding Design - Magazine Format.** First place went to Tele Guía de Chicago.

PHOTO AWARDS

1. **Outstanding Editorial Photo--Cultural.** (Larger publications) First place went to La Raza, Chicago, for 'Maribel I' by John Marciniak; second place went to Extra Bilingual Newspapers, Chicago, for 'Una pequeña panameña' by Eric Muniz; and honorable mention went to La Raza, Chicago, for 'Michelle I'.
2. **Outstanding Editorial Photo--Cultural.** (Smaller publications) First place went to Vida en el Valle, Fresno, for 'Santa Claus' by Eric Paul Zamora; second places went to La Oferta Review, San Jose, for 'La Batalla del 5 de Mayo' by Mary J. Andrade; and Mundo Hispánico, Atlanta, for 'The Panamanian Folklore Group...' by Adam Taylor; and honorable mentions went to El Mundo, Las Vegas, for '5 de Mayo en el Freedom Park' by Francisco G. Alejandre; and El Sol de San Diego for 'Lola Beltran' by Julie J. Rocha.
3. **Outstanding Editorial Photo--Other.** First place went to Vida en el Valle, Fresno, for 'Celebraciones de los graduandos' by Eric Paul Zamora; second places went to El Sol de San Diego for 'Counter demonstrators' by Robert F. De Guire; and La Raza, Chicago for 'Manifestaciones a favor del aborto' by Alex Villarreal. Honorable mentions went to El Mundo, Las Vegas, for 'Promotores del Voto Hispano' by Francisco G. Alejandre; Extra Bilingual Newspapers, Chicago, for 'Saque de meta' by Marc Hardin; and La Raza, Chicago, for 'No Deportation' by Laura Zárate.
4. **Outstanding Editorial Photo Essay--Cultural.** First place went to El Nuevo Herald, Miami, for the photo essay by C.M. Guerrero after the recent hurricane; second place went to La Oferta Review, San Jose, for 'El Mundo Maya' by Mary J. Andrade; and honorable mentions went to El Sol de San Diego, for 'The Faces of Music' by Kent Horner; El Sol de San Diego, 'Nati Cano...' by Kent Horner; and Vida en el Valle, Fresno for 'Las Fiestas Patrias' by Eric Paul Zamora.
5. **Outstanding Editorial Photo Essay--Other.** First place went to La Oferta Review, San Jose, for 'Vida Muerte: Dualidad Siempre' by Mary J. Andrade; second place went to Extra Bilingual Newspapers, Chicago, for '¡Ganó Gutiérrez!' by Miguel Zuno; and honorable mention went to El Sol de San Diego for '1992 All Star Game' by Julie J. Rocha.

AUDITED CIRCULATION AWARDS

1. **Best Coverage of the Local Hispanic Market.** First place went to Extra Bilingual Newspapers, Chicago with 31% market coverage. Second place went to El Observador, San Jose for 30% market coverage.
2. **Largest Hispanic Weekly Newspaper in a market of over 500,000 Hispanics.** First place went to Tu Mundo, Los Angeles with an audited circulation of 77,952. Second place went to Extra Bilingual Newspapers, Chicago with 57,908 and third place went to El Mensajero, San Francisco with 26,261.
3. **Largest Hispanic Weekly Newspaper in a market of under 500,000 Hispanics.** First place went to El Observador, San Jose with an audited circulation of 23,121 and second place went to La Oferta Review, San Jose with 12,995.
4. **Largest Hispanic Newspaper published less than weekly.** First place went to El Sol de San Diego with an audited circulation of 21,459.
5. **Largest Spanish Language TV Guide.** First place went to La Guia, Los Angeles with an audited circulation of 220,952 and second place went to Teleguia USA, Los Angeles with 163,833.

MARKETING AWARDS

1. **Outstanding Media Kit.** First place was a tie between El Mexica, Houston and Extra Bilingual Newspapers, Chicago. Honorable mentions went to El Observador, San Jose and La Oferta Review, San Jose.
2. **Ad promoting your publication.** First place went to El Observador, San Jose and second place went to El Sol de San Diego.
3. **Percentage Increase in Ad Dollars During 1992.** First place went to La Raza, Chicago with an amazing 66% increase.

To: Gina
From: Kirk Whisler 619-929-0707
Date: January 14, 1993

The following materials are divided into two major categories: Awards to be presented during the after dinner formal awards ceremony and awards that will be presented in a very brief ceremony during the cocktail hour before the dinner.

NAHP Award Script Materials

Some key points to bring up during the formal awards ceremony would be:

1. Do the awards in whatever order you see fit. I will have the plaques ready. Doing all the corporate or print ones in a row can get tiring.
1. This is the Fifth Annual Hispanic Print Awards sponsored by the National Association of Hispanic Publications.
2. The largest Hispanic media awards in the United States with publications, articles, and photos entered in 42 print categories.
3. The number of award entries increased 15% from the year before.
4. More first time entries won awards this year than any year since our first.
5. Awards are presented to less than half of all entries.
6. That for the circulation awards, the winners this year in every category are at least double the circulation of the winner from our first awards.
7. This year's hard working judges were Taty Aguilera of CAFE de California, Joaquín Castillo of San Jose & Associates, Jim Crandall of Travel Mexico Magazine Group, Katharine A. Díaz of Travel Mexico Magazine Group, noted graphic designer Ignacio Gomez, artist Esperanza Martínez, Octavio Nuiry of Ad Rendón, and Yolanda Quesada of MEXICO Events. The Awards Chair was Kirk Whisler.

FORMAL AWARDS AFTER THE DINNER

PRINT INDUSTRY AWARDS

1. **Most Responsive National Corporation.** A.T. & T.
2. **Most Responsive Regional Corporation.** McDonald's.
3. **Most Responsive Ad Agency (MAINSTREAM).** Leo Burnett.
4. **Most Responsive Ad Agency (HISPANIC).** Bravo Group.
5. **Outstanding Four-Color Ad Campaign.** Ford--Visiones del Pueblo. This was placed by Wells, Rich & Greene.
6. **Outstanding Black-and-White Ad Campaign.** Johnnie Walker Black. This was placed by IAC Advertising, Miami
7. **Outstanding Public Relations Campaign.** Mapa Communications for Visiones del Pueblo for Ford.
8. **Most Significant Contribution to Hispanic Print by a Non-Publishing Person.** Cynthia Cruz.

9. **Most Responsive Government Agency.** HUD.
10. **Best New Participating Company.** News America FSI.
11. **Best New Participating Ad Agency.** La Agencia de Orci.
12. **Outstanding Hispanic Film Marketing Award.** Phil Shaps for the movie "American Me" through Universal Studios.
13. **Outstanding Hispanic Film Marketing Award.** Hy Levin for the movie "Aladdin" through Walt Disney Pictures.
14. **Outstanding Hispanic Film Marketing Award.** Rick Kallet for the movie "Mambo Kings" through Warner Bros.

HISPANIC PUBLICATION AWARDS

1. **Outstanding Hispanic daily.** First place went to El Nuevo Herald, Miami and second place went to El Diario/La Prensa, New York.
2. **Outstanding Spanish language weekly.** First place went to La Raza, Chicago, second place went to El Mensajero, San Francisco, and honorable mentions went to El Latino San Diego and Tu Mundo, Los Angeles.
3. **Outstanding bilingual weekly.** First place went to Extra Bilingual Newspapers, Chicago, second place went to La Oferta Review, San Jose, and honorable mentions went to El Observador, San Jose and El Editor--Lubbock.
4. **Outstanding Spanish language TV Guide.** First place went to La Guia, Los Angeles and second place went to Tele Guía de Chicago
5. **Outstanding less than weekly Hispanic newspaper.** First place went to Vida en el Valle, Fresno, second places went to El Heraldo de Broward and El Sol de San Diego, and honorable mentions went to El Sol del Valle, Sanger and Mundo Hispánico, Atlanta.
6. **Most improved publication.** First place went to El Mensajero, San Francisco, second place went to El Heraldo de Broward, and honorable mentions went to La Oferta Review, San Jose and La Raza, Chicago.
7. **Best Coverage of the Local Hispanic Market.** First place went to Extra Bilingual Newspapers, Chicago with 31% market coverage. Second place went to El Observador, San Jose for 30% market coverage.
8. **Percentage Increase in Ad Dollars During 1992.** First place went to La Raza, Chicago with an amazing 66% increase.

DESIGN AWARDS

- 1. Outstanding Overall Design - Newspaper Format.** First place went to El Nuevo Herald, Miami, second place went to Vida en el Valle, Fresno, and honorable mention went to El Observador, San Jose.
- 2. Outstanding Overall Design - Tabloid Format.** (Larger publications) First place went to Variedades, Los Angeles, second places went to El Diario/La Prensa, New York and El Mensajero, San Francisco, and honorable mention went to La Raza, Chicago.
- 3. Outstanding Overall Design - Tabloid Format.** (Smaller publications) First places went to AveFenix and La Voz Católica, second place went to El Sol de San Diego, and honorable mention went to El Mundo, Las Vegas.
- 4. Outstanding Overall Design - Magazine Format.** First place went to Tele Guía de Chicago.

INFORMAL AWARDS DURING RECEPTION

EDITORIALS AND EDITORIAL SECTIONS AWARDS

1a. Outstanding Editorial Column--Spanish. (Larger Publications). First place went to El Diario/La Prensa, New York for 'Justicia y paz'. Second places went to El Nuevo Herald and La Raza. Honorable mention went to Tu Mundo.

1b. Outstanding Editorial Column--Spanish. (Smaller publications). First place went to El Mexica, Houston for 'El Malinchismo Derrotó a Reyes y Martínez'. Second place went to El Heraldo de Broward. Honorable mentions went to El Sol de San Diego and La Oferta Review.

2a. Outstanding Editorial Column--English. (Larger publications). First place went to La Raza, Chicago for 'Family problems, educational solutions'. Second place El Nuevo Herald. Honorable mention El Diario/La Prensa.

2b. Outstanding Editorial Column--English. (Smaller publications). First place went to El Sol de San Diego for 'A scary, powerful word: Unite' by Luis Natividad. Second place went to El Observador. Honorable mention went to La Oferta Review.

3. Outstanding Sports Section. First place went to La Raza, Chicago. Second places went to El Nuevo Herald, Miami and El Mensajero, San Francisco. Honorable mentions went to El Mundo, Las Vegas, La Voz Latina, San Jose, and Tu Mundo, Los Angeles.

4. Outstanding Business Section. First place went to El Nuevo Herald, Miami and second place went to La Raza, Chicago.

5a. Outstanding Entertainment Section. (Larger publications). First place went to El Nuevo Herald, Miami. Second place went to La Raza, Chicago. Honorable mentions went to El Diario/La Prensa, New York, El Mensajero, San Francisco, and Variedades, Los Angeles.

5b. Outstanding Entertainment Section. (Smaller publications). First place went to Tele Guía de Chicago. Second places went to La Oferta Review, San Jose and La Voz de Houston. Honorable mentions went to El Mundo, Las Vegas, Mundo Hispánico, Atlanta, and Vida en el Valle, Fresno.

6a. Outstanding Reporting of the Hispanic Community-- Political/Economic. (Larger publications). First place went to El Mensajero, San Francisco for 'Nuestros Candidatos'. Second place went to Extra Bilingual Newspapers. Honorable mentions went to El Diario/La Prensa; El Nuevo Herald; La Raza; and Tu Mundo.

6b. Outstanding Reporting of the Hispanic Community-- Political/Economic. (Smaller publications). First place went to El Observador, San Jose, for 'Alvarado declines PACT proposals' by Michael Medina. Second place went to El Mundo. Honorable mentions went to El Editor--Lubbock; El Sol de San Diego; La Voz Católica; La Voz de Houston; and Vida en el Valle.

7a. Outstanding Reporting of the Hispanic Community-- Cultural. (Larger publications). First place went to La Raza, Chicago for 'Magna exposición' by Henry Moya. Second places went to Extra Bilingual Newspapers and El Mensajero. Honorable mentions went to El Diario/La Prensa and El Nuevo Herald.

7b. Outstanding Reporting of the Hispanic Community-- Cultural. (Smaller publications). First place went to El Observador, San Jose for 'Persistence pays off for comic Paul Rodriguez' by Michael Medina. Second places went to El Sol de

San Diego and La Voz Católica. Honorable mentions went to El Heraldo de Broward; La Oferta Review; and La Voz de Houston.

8a. Outstanding Reporting on Latin America--

Political/Economic. (Larger publications). First place went to El Nuevo Herald, Miami for 'Informe: Desvío de dinero en Nicaragua' by Joel Gutierrez. Second place went to La Raza. Honorable mentions went to El Diario/La Prensa and Tu Mundo.

8b. Outstanding Reporting on Latin America--

Political/Economic. (Smaller publications). First place went to Mundo Hispánico, Atlanta for 'Vuelo entre dos mundos' by Alfredo Duarte. Second place went to La Oferta Review. Honorable mentions went to La Voz Católica and La Voz de Houston.

9a. Outstanding Reporting on Latin America--Cultural.

(Larger publications). First place went to La Raza, Chicago for 'Los Héros de la Independencia'. Second places went to El Diario/La Prensa and El Nuevo Herald. Honorable mentions went to Extra Bilingual Newspapers and Tu Mundo.

9b. Outstanding Reporting on Latin America--Cultural.

(Smaller publications). First place went to La Oferta Review, San Jose for 'La Batalla del 5 de Mayo de 1862' by Eduardo Merio Juárez. Second place went to El Heraldo de Broward. Honorable mention went to La Oferta Review.

10. Outstanding Entertainment Column. First place went to El Mundo, Las Vegas for 'Carnaval de Estrellas en Las Vegas' by Angel Gomez. Second places went to El Nuevo Herald and La Oferta Review.

PHOTO AWARDS

1. Outstanding Editorial Photo--Cultural. (Larger publications)

First place went to La Raza, Chicago, for 'Maribel I' by John Marciniak; second place went to Extra Bilingual Newspapers; and honorable mention went to La Raza.

2. Outstanding Editorial Photo--Cultural. (Smaller publications)

First place went to Vida en el Valle, Fresno, for 'Santa Claus' by Eric Paul Zamora; second places went to La Oferta Review and Mundo Hispánico; and honorable mentions went to El Mundo; and El Sol de San Diego.

3. Outstanding Editorial Photo--Other. First place went to Vida en el Valle, Fresno, for 'Celebraciones de los graduandos' by Eric Paul Zamora; second places went to El Sol de San Diego and La Raza. Honorable mentions went to El Mundo; Extra Bilingual Newspapers; and La Raza.

4. Outstanding Editorial Photo Essay--Cultural. First place went to El Nuevo Herald, Miami, for the photo essay by C.M. Guerrero after the recent hurricane; second place went to La Oferta Review; and honorable mentions went to El Sol de San Diego; and Vida en el Valle.

5. Outstanding Editorial Photo Essay--Other. First place went to La Oferta Review, San Jose, for 'Vida Muerte: Dualidad Siempre' by Mary J. Andrade; second went to place Extra Bilingual Newspapers, Chicago, and honorable mention went to El Sol de San Diego.

AUDITED CIRCULATION AWARDS

1. Largest Hispanic Weekly Newspaper in a market of over 500,000 Hispanics. First place went to Tu Mundo, Los Angeles

with an audited circulation of 77,952. Second place went to Extra Bilingual Newspapers, Chicago with 57,908 and third place went to El Mensajero, San Francisco with 26,261.

2. Largest Hispanic Weekly Newspaper in a market of under 500,000 Hispanics. First place went to El Observador, San Jose with an audited circulation of 23,121 and second place went to La Oferta Review, San Jose with 12,995.

3. Largest Hispanic Newspaper published less than weekly. First place went to El Sol de San Diego with an audited circulation of 21,459.

4. Largest Spanish Language TV Guide. First place went to La Guia, Los Angeles with an audited circulation of 220,952 and second place went to Teleguia USA, Los Angeles with 163,833.

MARKETING AWARDS

1. Outstanding Media Kit. First place was a tie between El Mexica, Houston and Extra Bilingual Newspapers, Chicago. Honorable mentions went to El Observador, San Jose and La Oferta Review, San Jose.

2. Ad promoting your publication. First place went to El Observador, San Jose and second place went to El Sol de San Diego.

MASTER LISTING

AveFenix. A8,C2. 60U
El Diario/La Prensa, New York. a1,b1,b2,b5,b6,b7,b8,b9,c2. 270over
El Editor--Lubbock. A3,b6 60U
El Heraldo de Broward. a5,a8,b1,b7,b9,c2. 180u
El Latino San Diego. a2,c2 60**NO check.u**
El Mensajero, San Francisco. a2,a8,b3,b5,b6,b7,c2,e3. 240over
El Mexica, Houston. b1,f1 60u
El Mundo, Las Vegas. B1,b3,b5,b6,b7,b10,c2,d1,d2. 270**NO checku**
El Nuevo Herald, Miami. a1,b1,b2,b3,b4,b5,b6,b7,b8,b9,b10,c1,d1,d3. 390u.
El Observador, San Jose. a3,b2,b6,b7,c1,e1,e4,f1,f2. 300u
El Sol del Valle, Sanger. A5 30u
El Sol de San Diego. A5,B1,B2(2),B6,B7,C2,D1,D2(2),D3(2),D4,E5,F2(2)480u
Extra Bilingual Newspapers, Chicago. a3,b2,b3,b6,b7,b8,b9,c2,d1,d2,d3,d4,e1,e3,f1(2). 480over.
La Guia, Los Angeles. a4,e6. 390over
La Oferta Review, San Jose. a3,a8,b1,b2,b5,b6(2items), b7,b8,b9(2items),b10,d1,d2,d3,d4,E4,f1.
510+30=540u
La Raza, Chicago. a2,a8,b1,b2,b3,b4,b5,b6,b7,b8,b9,b10,c2,d1(2items),d2(2items) \$510over **NO CHECK+f3--30 enclosed**
La Voz Católica. b6,b7,b8,c2 120u
La Voz de Houston. B5,B6,B7,B8 (120)u
La Voz Latina, San Jose. a8,b3. 60u.
Mundo Hispánico, Atlanta. a5,b1,b5,b6,b8,d1. 180u
Nuevo Amanecer, Brooklyn. a8,b1,c2. 90u.
Tele Guía de Chicago. a4,b5,c3. \$90
Teleguia USA e6. \$30.
Tu Mundo, Los Angeles. b1,b3,b6,b7,b8,b9,e3.
Variedades, Los Angeles. b5,c2
Vida en el Valle, Fresno. a5,b3,b5,b6,b7,c1,d1,d2,d3. 270u.

\$4,470 in; \$480 to go to Robert. \$810 owed. \$3,990 mailed to Robert Sanchez on 11/30. \$5,250 in total revenue.

El Latino San Diego, owes: \$30

La Raza, Chicago, owes: \$510. **Has paid \$30.**

El Mundo, owes: \$270