

**NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS'
SIXTH ANNUAL HISPANIC PRINT MEDIA**

TOTAL: 52 Awards

Thursday Breakfast (8)

EDITORIAL SECTIONS AWARDS-3

PHOTO AWARDS-5

Thursday Lunch (9)

DESIGN AWARDS-7

Corporate Awards - 2

Friday Breakfast (8)

AUDITED CIRCULATION AWARDS-5

MARKETING AWARDS-3

Friday Lunch (10)

Corporate Awards - 2

EDITORIAL WRITING AWARDS-5

Board awards - 3

Saturday Lunch (7)

Corporate Awards - 2

EDITORIAL WRITING AWARDS-5

Saturday Dinner (10)

HISPANIC PUBLICATION AWARDS -7

Corporate Awards - 3

This is already our SIXTH annual print awards. This year we have a number of exciting changes in the awards for you. First and foremost is that the awards will be presented throughout the convention, not merely at the closing banquet. Every meal function will have a small portion devoted to the worthwhile efforts of all your publications. Secondly, we will have a display of the winners. After the winners are announced at each meal new winners will be added to the display.

This year's hard working judges were José Armas, columnist for the Albuquerque Journal and editor of the Hispanic Agenda; Jim Crandall, art director for MEXICO Events & Destinations Magazine; Gabriela Flores Tom of MEXICO Events & Destinations Magazine; graphic designer Ignacio Gomez; Diane Martínez, project manager for L.A. Media; public relations expert Oralia Michel; Andres Quintan, Creative Director for San Jose & Associates; and Palomar College Professor John Valdez. The Awards Chair is Kirk Whisler, so ask him if you have any further questions on the awards. Thank you and now on to this meal's awards.

As we announce the honorees, would the first place winners please come forward and you will receive your award. Please stay up front here until all of the winners have been announced. Second and honorable mention winners can receive their certificates at Saturday's banquet.

CORPORATE AWARDS

Most Responsive Nat'l. Corporation: SEARS.

Most Responsive Hispanic Ad Agency: BRAVO GROUP.

Outstanding 4-Color Ad: Olive Oils From Spain, Agency :
Grysbauskas Beatrice, N.Y.

Outstanding Black & White Ad: CONTINENTAL AIRLINES
("Ahora Colombia a Diario"), Agency: Shepard, Lobe & Costa,
Miami.

**Most Significant Contribution To Hispanic Print By a Non-
Publishing Person:** Michelle Crimmins, News-America
Corp.

Most Responsive Government Agency: FANNIE MAE.

Best "New" Participating Corporation: M.C.I.

Best "New" Participating Ad Agency: Tamayo & Miyares, L.A.

Outstanding Hispanic Film Marketing Award: DISNEY.

(T.B.) This meals first group of awards are the PHOTO AWARDS.

Outstanding Editorial Photo - Cultural. First place–El Mundo, Francisco G. Alejandre, “La Quebradita”. Second place was a tie–El Diario/La Prensa and Vida en el Valle. Honorable mention–La Oferta Review.

Outstanding Editorial Photo - Other (Larger Publications). First place–El Diario/La Prensa, José Rosario, “Adios para Siempre”. Second place–El Nuevo Herald.

Outstanding Editorial Photo - Other (Smaller Publications). First place–La Voz Hispana de Colorado, Shannon García, “Accidente causa la muerte de un alguacil de Denver”. Second place–La Oferta Review.. Honorable mention–El Mundo.

Outstanding Editorial Photo Essay - Cultural. First place–La Oferta Review, Mary J. Andrade, “Festivities in Honor of the Virgin of Solitude”. Second place was a tie–La Voz Hispana de Colorado, and Vida en el Valle. Honorable mentions–El Sol de San Diego and La Oferta Review.

Outstanding Editorial Photo Essay - Other. First place–Vida en el Valle, Fresno, Michaela López, “César Chávez”. Second place–El Nuevo Herald. Honorable mentions–El Sol de San Diego, and La Oferta Review.

We are also doing the EDITORIAL SECTIONS AWARDS

Outstanding Business Section. First place–La Raza, Chicago. Second place–Tu Mundo, Los Angeles.

Outstanding Entertainment Section. First place–El Diario/La Prensa, New York. Second place–El Nuevo Herald,

Miami. Honorable mentions went to La Raza, Chicago, Variedades, Los Angeles, and Vida en el Valle, Fresno.

Outstanding Sports Section. First place–Vida en el Valle, Fresno. Second place–La Raza, Chicago. Honorable mentions went to Extra Publications, Chicago, La Oferta Review, San Jose, and La Voz Hispana de Colorado.

(T.L.) This meals awards are the DESIGN AWARDS. These awards recognize the art directors and the creative talents for the various publications.

Outstanding Design - Newspaper Format. First place–El Nuevo Herald. Second place–Vida en el Valle. Honorable mention–La Oferta Review.

Outstanding Design - Tabloid Format (Larger Publications). First place–Variedades. Second place–La Raza. Honorable mention–Tu Mundo.

Outstanding Design - Tabloid Format (Smaller Publications). First place–El Latino de San Diego. Second place–El Sol de San Diego. Honorable mentions–El Mundo and El Sol del Valle.

Outstanding Design - Magazine Format. First place–Teleguía U.S.A.. Second place–Tele Guía. Honorable mention–La Guia.

Here are some new awards that are critical to a publication's image. **Outstanding Cover Page Design** (Larger Publications). First place–El Nuevo Herald. Second place –El Nuevo Herald. Honorable mention–Variedades.

Outstanding Cover Page Design (Smaller Publications). First place–La Prensa, Austin. Second place was a tie–El Sol de San Diego and Vida en el Valle. Honorable mentions–El Sol del Valle and La Voz Hispana de Colorado.

Outstanding Publication Masthead. First place–El Sol de San Diego. Second place–La Guia. Honorable mentions–La Oferta Review and La Raza.

(F.B.) This means awards are the AUDITED CIRCULATION AWARDS. The circulations represented here have increased over 300% since the first year of the awards. Then we had only one member publication with a circulation over 100,000, now we have at least 4. Keep up the growth.

Largest Hispanic Weekly Newspaper in a Market of Over 500,000 Hispanics. First place–Tu Mundo 97,433. Second place–La Raza 21,868.

Largest Hispanic Weekly Newspaper in a Market of Under 500,000 Hispanics. First place–El Observador 17,778.

Largest Hispanic Newspaper Published Less Than Weekly. First place–La Raza 199,700. Second place–El Sol del Valle 37,367.

Largest Spanish Language TV Guide. This one gets closer every year. First place–La Guia 242,837. Second place–Teleguía U.S.A. 168,109.

Best Coverage of the Local Hispanic Market . First place–La Raza 106%. Second place–El Sol del Valle 63%. Third place was a tie at 27%–Extra Publications and La Guia.

We are also doing the important MARKETING AWARDS. These are key awards because they are a reflection of how ad agencies and others view our publications.

Outstanding Media Kit. First place–El Observador. Second place–El Diario/La Prensa. Honorable mention–La Raza.

Ad Promoting Your Publication. First place–El Sol del Valle. Second place was a tie–El Latino de San Diego and El Sol de San Diego. Honorable mentions–La Raza; La Voz Hispana de Colorado; and Vida en el Valle.

Percentage Increase in Ad Dollars During 1993. First place again went to—La Raza 62%. Second place—El Sol del Valle 45%.

May all of your publications see the kind of growth that these two have experienced this past year.

(F.L.) This meals awards are the first group of EDITORIAL WRITING AWARDS. For journalist, these are awards that have become very competitive. Some categories had over 25 entries. The second group of editorial awards will be given tomorrow.

Outstanding Editorial Column - Spanish (Larger Publications). First place–El Nuevo Herald, María Morales, “El Chacal combate ‘vergüenza nacional’”. Second place was a tie–El Diario/La Prensa, and El Nuevo Herald. Honorable mentions went to El Nuevo Herald and La Raza.

Outstanding Editorial Column - Spanish (Smaller Publications). First place–La Oferta Review, Celina Rodríguez, “César Chávez: Una Lucha Que Sigue Viva”. Second place–La Oferta Review. Honorable mentions went to El Latino de San Diego; El Mundo; La Oferta Review; and El Pregonero.

Outstanding Editorial Column - English. First place–El Observador, Hilbert Morales, “Organize the Urban Hispanic!”. Second place–La Raza. Honorable mentions went to El Latino de San Diego; El Sol de San Diego; La Oferta Review; La Raza; and Vida en el Valle.

Outstanding Reporting on the Hispanic Community - Political/Economical (Larger Publications). First place–El Nuevo Herald Ivan Roman, “Ofensiva 92 impulsa libertad de independentistas boricuas”. Second place was a tie–La Raza and Tu Mundo. Honorable mentions went to Extra Publications and La Raza.

Outstanding Reporting on the Hispanic Community - Political/Economical (Smaller Publications). First place–El Pregonero, Rafael Roncal, “Un Pequeño, Gran Gigante”. Second place–Vida en el Valle. Honorable mentions–El Latino de San Diego; El Sol del Valle; El Sol de San Diego; La Oferta Review; and Vida en el Valle.

At this meal we also want to honor three individuals who have contributed enormously to the NAHP through their service on the board. They can't run for their regional position again.

Region III Director 1990-94, Zeke Montes.

Region IV Director 1990-94, Rogelio Noriega.

Region VII Director 1988-94, Diane Flores Lerner.

Let's give them all a standing ovation.

(S.L.) This meals awards are the second group of EDITORIAL WRITING AWARDS.

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications). First place–La Raza, María José Seoane, “En Pilsen una ventana al arte latinoamericano”. Second place–El Nuevo Herald. Honorable mentions–Tu Mundo; Variedades; and Vida Nueva.

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications). First place–Vida en el Valle, Michaela López, “Mixtecos en el Valle”. Second place–El Pregonero. Honorable mentions–El Latino de San Diego; and El Sol de San Diego.

Outstanding Entertainment Column. First place–El Nuevo Herald, Norma Niurka, “Esquivel: Nunca es tarde”. Second place was a tie between El Nuevo Herald; Tu Mundo; and Variedades. Honorable mentions–El Mundo; La Oferta Review; and Tele Guía.

Outstanding Reporting on Latin America - Political/Economic. First place–Extra Publications, Andrew Sharp, “Desde Cuba”. Second place–El Nuevo Herald. Honorable mentions–El Diario/La Prensa; El Heraldo de Broward; La Oferta Review; La Raza; and Tu Mundo.

Outstanding Reporting on Latin America - Cultural. First place–El Diario/La Prensa, Rodolfo Pereira, “Un Asalto al Melodrama”. Second place–La Raza. Honorable mentions–El Bohemio; El Diario/La Prensa; El Diario/La Prensa; La Oferta Review; and Tu Mundo.

(S.D.) HISPANIC PUBLICATION AWARDS. These are the most prestigious awards that a publication can earn. This year is our sixth for the awards—and the competition has become very tough. All the publications receiving recognition here are deserving of praise.

Outstanding Spanish Language TV Guide. First place—La Guia, Los Angeles. Second place—Tele Guía, Chicago. Honorable mention—Teleguía U.S.A.

Outstanding Less Than Weekly Hispanic Newspaper. First place—Vida Nueva, Los Angeles. Second place—El Sol de San Diego. Honorable mentions—El Sol del Valle, Sanger and Vida en el Valle, Fresno.

Outstanding Spanish Language Magazine. Second place—Horizontes, New Jersey.

Most Improved Publication. First place went to El Sol del Valle, Sanger. Second place was a tie—El Heraldo de Broward, El Latino de San Diego, and La Raza. Honorable mentions— El Nuevo Herald and La Oferta Review.

Outstanding Hispanic Daily. First place—El Nuevo Herald, Miami. Second place—El Diario/La Prensa, New York.

Outstanding Spanish Language Weekly. First place—La Raza, Chicago. Second place—El Pregonero, Washington, D.C. Honorable mentions went to El Bohemio, San Francisco, El Mundo, Las Vegas, El Heraldo de Broward, and Tu Mundo, Los Angeles

Outstanding Bilingual Weekly. First place—La Oferta Review, San Jose. Second place was a tie between El Observador, San Jose and Extra Publications, Chicago.

To: Russ
From: Kirk Whisler
Date: 1/26/94

The N.A.H.P. Thanks

(name of sponsor)

For Your Support

In 1994

BIGGEST (12x16 rough size)

Philip Morris
Miller Brewing Co.
Kraft General Foods
R.J. Reynolds
Coke

MEDIUM (8x10)

Pepsico
A.T.&T.
Ford Motor Co.
Coors Brewing Co.
Anhauser Busch

Chrysler Co.
Univision
A.M.M.
Telemundo

AWARD WINNERS

Clock Awards

Most Responsive Nat'l. Corporation
SEARS

Most Responsive Hispanic Ad Agency
BRAVO GROUP

Outstanding 4-Color Ad
Olive Oils From Spain

Outstanding Black & White Ad
CONTINENTAL AIRLINES

Most Significant Contribution–Non-Publishing Person
Michelle Crimmins

Most Responsive Government Agency
FANNIE MAE

Best “New” Participating Corporation
M.C.I.

Best “New” Participating Ad Agency
Tamayo & Miyares

Hispanic Film Marketing Award
DISNEY

Region III Director 1990-94
Zeke Montes

Region IV Director 1990-94

Rogelio Noriega

Region VII Director 1988-94

Diane Flores Lerner

Outstanding Daily

El Nuevo Herald

Outstanding Spanish Weekly

La Raza

Outstanding Bilingual Weekly

La Oferta Review

Outstanding TV Guide

La Guia

Outstanding Less Than Weekly Newspaper

Vida Nueva

Most Improved Publication

El Sol del Valle

Awards Chair

Kirk Whisler

Convention Chair

Eddie Escobedo, Sr.

NAHP Print Awards

Outstanding Business Section

La Raza

Outstanding Entertainment Section

El Diario/La Prensa

Outstanding Sports Section

Vida en el Valle

Outstanding Editorial – Spanish

El Nuevo Herald

Outstanding Editorial – Spanish

La Oferta Review

Outstanding Editorial – English

El Observador

Outstanding Hispanic Community Reporting – Political/Economic

El Nuevo Herald

Outstanding Hispanic Community Reporting – Political/Economic

El Pregonero

Outstanding Hispanic Community Reporting – Cultural

La Raza

Outstanding Hispanic Community Reporting – Cultural

Vida en el Valle

Outstanding Entertainment Column

El Nuevo Herald

Outstanding Reporting on Latin America –

Political/Economic

Extra Publications

Outstanding Reporting on Latin America – Cultural

El Diario/La Prensa

Outstanding Design - Newspaper

El Nuevo Herald

Outstanding Design - Tabloid

Variedades, Los Angeles

Outstanding Design - Tabloid

El Latino de San Diego

Outstanding Design - Magazine

Teleguía U.S.A.

Outstanding Cover Page Design

El Nuevo Herald

Outstanding Cover Page Design

La Prensa

Outstanding Publication Masthead

El Sol de San Diego

Outstanding Editorial Photo – Cultural

El Mundo

Outstanding Editorial Photo – Other

El Diario/La Prensa

Outstanding Editorial Photo – Other

La Voz Hispana de Colorado

Outstanding Editorial Photo Essay – Cultural

La Oferta Review

Outstanding Editorial Photo Essay – Other

Vida en el Valle

Best Coverage of Hispanic Market

La Raza 106%

Largest Weekly Newspaper–500,000+ Hispanics

Tu Mundo 97,433

Largest Weekly Newspaper–Under 500,000 Hispanics

El Observador 17,778

Largest Newspaper–Less Than Weekly

La Raza 199,700

Largest TV Guide

La Guia 242,837

Outstanding Media Kit

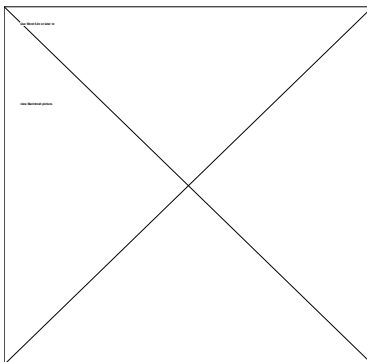
El Observador

Ad Promoting Your Publication

El Sol del Valle

Increase in Ad Dollars

La Raza 62%



For Release January 29, 1994

For more information phone Kirk Whisler at MEXICO Events & Destinations Magazine, 619-929-0707. Box 118037, Carlsbad, CA 92009.

The Sixth Annual Hispanic Print Awards sponsored by the National Association of Hispanic Publications was held on January 27-29, 1994 at the Hanalea Hotel in San Diego, CA. The largest Hispanic media awards in the United States with publications, articles, and photos entered in 43 print categories. The winners listed below represent only a portion of the hundreds of entries. The quality and quantity of the entries have increased so much that first place winners the first year would be lucky to get an honorable mention this year with the same entry.

This year's hard working judges were José Armas, columnist for the Albuquerque Journal and editor of the Hispanic Agenda; Jim Crandall, art director for MEXICO Events & Destinations Magazine; Gabriela Flores Tom of MEXICO Events & Destinations Magazine; graphic designer Ignacio Gomez; Diane Martínez, project manager for L.A. Media; public relations expert Oralia Michel; Andres Quintian, Creative Director for San Jose & Associates; and Palomar College Professor John Valdez. The Awards Chair was Kirk Whisler.

CORPORATE AWARDS

Most Responsive Nat'l. Corporation: SEARS.

Most Responsive Hispanic Ad Agency: BRAVO GROUP.

Outstanding 4-Color Ad: Olive Oils From Spain, Agency : Grysbauskas Beatrice, N.Y.

Outstanding Black & White Ad: CONTINENTAL AIRLINES ("Ahora Colombia a Diario"), Agency: Shepard, Lobe & Costa, Miami.

Most Significant Contribution To Hispanic Print By a Non-Publishing Person: Michelle Crimmins, News-America Corp.

Most Responsive Government Agency: FANNIE MAE.

Best "New" Participating Corporation: M.C.I.

Best "New" Participating Ad Agency: Tamayo & Miyares, L.A.

Outstanding Hispanic Film Marketing Award: DISNEY.

HISPANIC PUBLICATION AWARDS

Outstanding Hispanic Daily. First place—El Nuevo Herald, Miami. Second place—El Diario/La Prensa, New York.

Outstanding Spanish Language Weekly. First place—La Raza, Chicago. Second place—El Pregonero, Washington DC. Honorable mentions went to El Bohemio, San Francisco, El Mundo, Las Vegas, El Heraldo de Broward, and Tu Mundo, Los Angeles

Outstanding Bilingual Weekly. First place—La Oferta Review, San Jose. Second place was a tie between El Observador, San Jose and Extra Publications, Chicago.

Outstanding Spanish Language TV Guide. First place—La Guia, Los Angeles. Second place—Tele Guía, Chicago. Honorable mention—Teleguía U.S.A.

Outstanding Less Than Weekly Hispanic Newspaper. First place—Vida Nueva, Los Angeles. Second place—El Sol de San Diego. Honorable mentions—El Sol del Valle, Sanger and Vida en el Valle, Fresno.

Outstanding Spanish Language Magazine. Second place—Horizontes, New Jersey.

Most Improved Publication. First place went to El Sol del Valle, Sanger. Second place was a tie—El Heraldo de Broward, El Latino de San Diego, and La Raza, Chicago. Honorable mentions— El Nuevo Herald, Miami and La Oferta Review, San Jose.

EDITORIAL SECTIONS AWARDS

Outstanding Business Section. First place–La Raza, Chicago. Second place–Tu Mundo, Los Angeles.

Outstanding Entertainment Section. First place–El Diario/La Prensa, New York. Second place–El Nuevo Herald, Miami. Honorable mentions went to La Raza, Chicago, Variedades, Los Angeles, and Vida en el Valle, Fresno.

Outstanding Sports Section. First place–Vida en el Valle, Fresno. Second place–La Raza, Chicago. Honorable mentions went to Extra Publications, Chicago, La Oferta Review, San Jose, and La Voz Hispana de Colorado.

EDITORIAL WRITING AWARDS

Outstanding Editorial Column – Spanish (Larger Publications). First place–El Nuevo Herald, Miami, María Morales, “El Chacal combate ‘vergüenza nacional’”. Second place was a tie–El Diario/La Prensa, New York Alejandro Masferrer, “El Embargo y sus Mitos” and El Nuevo Herald, Miami, Soren Triff, “Entre la realidad virtual y el juego de vídeo”. Honorable mentions went to El Nuevo Herald, Miami, Elena Iglesias, “Mi Raíz, un mito”; El Nuevo Herald, Miami, Elena Iglesias, “La mujer y el siglo XXI”; El Nuevo Herald, Miami, Andrés Hernández Alende, “Doña Violeta en el volcán”; El Nuevo Herald, Miami, Angela Posada Swafford, “Everglades: una muerte dulce”; El Nuevo Herald, Miami, Daina Chaviano, “El Extraño caso de la televisión hispana”; La Raza, Chicago, “Venezuela, sintomatología de un mal”; El Nuevo Herald, Miami, Olga Connor, “Contrasentido de ser hispano en U.S.A.”; and La Raza, Chicago, “Calma y justicia social”

Outstanding Editorial Column – Spanish (Smaller Publications). First place–La Oferta Review, San Jose, Celina Rodríguez, “César Chávez: Una Lucha Que Sigue Viva”. Second place–La Oferta Review, San Jose, Tony Palacios, “¿Qué es un ilegal?” Honorable mentions went to El Latino de San Diego, Antonio Limón López, “Desde México...de Salinas a Wilson”; El Mundo, Las Vegas, “Editorial”; El Pregonero, Washington DC, “Un país de contrastes”; La Oferta Review, San Jose, Tony Palacios, “Semejanzas y Diferencias Entre Inmigraciones Cubana y Mexicana”; El Pregonero, Washington DC, “Todo tiene su límite”; and El Pregonero, Washington DC, “Lo que realmente cuenta”.

Outstanding Editorial Column – English. First place–El Observador, San Jose, Hilbert Morales, “Organize the Urban Hispanic!”. Second place–La Raza, Chicago, “A Reasonable Proposal”. Honorable mentions went to El Latino de San Diego, Richard O. Castanon, “NAFTA: Filner’s Political Obituary”; El Sol de San Diego, Julie J. Rocha, “What is the worth of a man?”; La Oferta Review, San Jose, Marcos Gutiérrez, “Comments from San Francisco”; La Raza, Chicago, “They did not convince us”; and Vida en el Valle, Fresno, Juan Esparza Loera, “Going into the U.S.”.

Outstanding Reporting on the Hispanic Community – Political/Economical (Larger Publications). First place–El Nuevo Herald, Miami, Ivan Roman, “Ofensiva 92 impulsa libertad de independentistas boricuas”. Second place was a tie–La Raza, Chicago, Marcherie Vázquez, “El por qué de las pandillas” and Tu Mundo, Los Angeles, “El submundo de las domésticas”. Honorable mentions went to Extra Publications, Chicago, Andrew Sharp, “Hispanos y Sindicatos Se Acercan” and La Raza, Chicago, Henry A. Moya, “Buscando soluciones a la crisis de Educación”.

Outstanding Reporting on the Hispanic Community – Political/Economical (Smaller Publications). First place–El Pregonero, Washington DC, Rafael Roncal, Un Pequeño, Gran Gigante”. Second place–Vida en el Valle, Fresno, Juan Esparza Loera y Michaela López, “Inmigracion”. Honorable mentions–El Latino de San Diego, Alejandro Maciel, “Las Pandillas en nuestro barrio”; El Sol del Valle, Sanger, “César Chávez: Un Legado de Justicia”; El Sol de San Diego, Julie J. Rocha, “Latino leaders, groups among ranks in support of NAFTA”; La Oferta Review, San Jose, Yolanda Reynolds, “In This Time Of Tears...”; La Oferta Review, San Jose, Yolanda Reynolds, “1992: A Year of Increased Community Participation”; and Vida en el Valle, Fresno, Juan Esparza Loera, “Murió César Chávez el 23 de abril”.

Outstanding Reporting on the Hispanic Community – Cultural (Larger Publications). First place–La Raza, Chicago, María José Seoane, “En Pilsen una ventana al arte latinoamericano”. Second place–El Nuevo Herald, Miami, Armando Alvarez Bravo, “Artistas cubanos del siglo XX”. Honorable mentions–Tu Mundo, Los Angeles, “Todo lo que usted siempre quiso saber sobre el sida”; Variedades, Los Angeles, Gabriel de Lerma, “La Conquista Española de Estado Unidos”; and Vida Nueva, Los Angeles Rogelio Stelmanchuk, “Las Recompensas que Brinda Adoptar Niños”.

Outstanding Reporting on the Hispanic Community – Cultural (Smaller Publications). First place–Vida en el Valle, Fresno, Michaela López, “Mixtecos en el Valle”. Second place–El Pregonero, Washington DC, Rafael Roncal, “Isabel Allende”. Honorable mentions–El Latino de San Diego, Adolfo Guzmán, “Tina Modotti”; El Mundo, Las Vegas, “La Quebradita”; El Sol de San Diego, Javier D. Ramiro, “Artists’ work reflects community’s heritage, future”; and El Sol de San Diego, Javier D. Ramiro, “A Tribute to Laura Rodriguez”.

Outstanding Entertainment Column. First place–El Nuevo Herald, Miami, Norma Niurka, “Esquivel: Nunca es tarde”. Second place was a tie between El Nuevo Herald, Miami, Armando Correa, “Desafiando la censura”; Tu Mundo, Los Angeles, Gabriel de Lerma, “Mundo del Debate”; and Variedades, Los Angeles, Gabriel de Lerma, “Como Agua Para Chocolate”. Honorable mentions–El Mundo, Las Vegas, Francisco G. Alejandre, “Gloria Trevi:

Controversial Presencia en el Riviera”; La Oferta Review, San Jose, Mary J. Andrade, “Desde Puerto Rico Lucecita Benitez...”; and Tele Guía, Chicago, Víctor Villalobos C., “Video Tape”.

Outstanding Reporting on Latin America – Political/Economic. First place–Extra Publications, Chicago, Andrew Sharp, “Desde Cuba”. Second place–El Nuevo Herald, Miami, Ana Santiago, “Cuba abre sus puertas a inversión de exiliados”. Honorable mentions–El Diario/La Prensa, New York, Rodolfo Pereira, “El Dedo Acusador”; El Heraldo de Broward, Erwin M. Vásquez, M.D., “Democracia Firme en Latinoamérica”; La Oferta Review, San Jose, Francisco García Azuero, “Un Gobierno Que Tolera la Masacre de Inocentes”; La Raza, Chicago, Henry A. Moya, “Colombia, acosada por la violencia”; and Tu Mundo, Los Angeles, Juan D. Chacoff, “Los muertos que vos matasteis...”.

Outstanding Reporting on Latin America – Cultural. First place–El Diario/La Prensa, New York, Rodolfo Pereira, “Un Asalto al Melodrama”. Second place–La Raza, Chicago, Gabriela Bustamante, “Posadas, Pastorelas y Nacimientos, UNA TRADICION NAVIDENA”. Honorable mentions–El Bohemio, San Francisco, Rosita Contreras, “Ecuador, América del Sur”; El Diario/La Prensa, New York, Alberto Minero, “Una Cara para Frida”; El Diario/La Prensa, New York, Alberto Minero, “Chita Rivera”; La Oferta Review, San Jose, Mary J. Andrade, “Murals of Tlaxcala...”; and Tu Mundo, Los Angeles, Néstor Fantini, “Los dos mundos de El Salvador”.

DESIGN AWARDS

Outstanding Design - Newspaper Format. First place–El Nuevo Herald, Miami. Second place–Vida en el Valle, Fresno. Honorable mention–La Oferta Review, San Jose.

Outstanding Design - Tabloid Format (Larger Publications). First place–Variedades, Los Angeles. Second place–La Raza, Chicago. Honorable mention–Tu Mundo, Los Angeles.

Outstanding Design - Tabloid Format (Smaller Publications). First place–El Latino de San Diego. Second place–El Sol de San Diego. Honorable mentions–El Mundo, Las Vegas and El Sol del Valle, Sanger.

Outstanding Design - Magazine Format. First place–Teleguía U.S.A.. Second place–Tele Guía, Chicago. Honorable mention–La Guía, Los Angeles.

Outstanding Cover Page Design (Larger Publications). First place–El Nuevo Herald, Miami, 9/26/93. Second place was a tie–El Nuevo Herald, Miami, 10/24/93 and El Nuevo Herald, Miami, 8/22/93. Honorable mention–Variedades, Los Angeles, 11/11/93.

Outstanding Cover Page Design (Smaller Publications). First place–La Prensa, Austin. Second place was a tie–El Sol de San Diego and Vida en el Valle, Fresno. Honorable mentions–El Sol del Valle, Sanger and La Voz Hispana de Colorado.

Outstanding Publication Masthead. First place–El Sol de San Diego. Second place–La Guía, Los Angeles. Honorable mentions–La Oferta Review, San Jose and La Raza, Chicago.

PHOTO AWARDS

Outstanding Editorial Photo – Cultural. First place–El Mundo, Las Vegas, Francisco G. Alejandro, “La Quebradita”. Second place was a tie–El Diario/La Prensa, New York, José Rivera, “Desfile Puertorriqueño 1993” and Vida en el Valle, Fresno, Eric Paul Zamora, “Se Sube y se Abaja”. Honorable mention–La Oferta Review, San Jose, Mary J. Andrade, “Mexico: The Magic Never Leaves You”.

Outstanding Editorial Photo – Other (Larger Publications). First place–El Diario/La Prensa, New York, José Rosario, “Adios para Siempre”. Second place–El Nuevo Herald, Miami, Hector Gabino, “Juan Carlos Pérez Corredoso...”. Honorable mentions–El Nuevo Herald, Miami, C.M. Guerrero, “Angela Sifonte...” and Vida Nueva, Los Angeles

“Niños, ¡Al Agua, Patos!”.

Outstanding Editorial Photo – Other (Smaller Publications). First place–La Voz Hispana de Colorado, Shannon García, “Accidente causa la muerte de un alguacil de Denver”. Second place–La Oferta Review, San Jose, Mary J. Andrade, “Ubican la Aldea ‘Hammerville’ en el Centro de San Jose”. Honorable mention–El Mundo, Las Vegas, “Golpe Bajo a la Hispanidad?”.

Outstanding Editorial Photo Essay – Cultural. First place–La Oferta Review, San Jose, Mary J. Andrade, “Festivities in Honor of the Virgin of Solitude”. Second place was a tie–La Voz Hispana de Colorado, Shannon García, “Cinco de Mayo Lives On!” and Vida en el Valle, Fresno, John Esparza, “Los Reyes de la Quebradito”. Honorable mentions–El Sol de San Diego, Julie J. Rocha, “Recapturing our wild woman!” and La Oferta Review, San Jose, Mary J. Andrade, “Day of the Dead in Tlaxcala”.

Outstanding Editorial Photo Essay – Other. First place–Vida en el Valle, Fresno, Michaela López, “César Chávez”. Second place–El Nuevo Herald, Miami, C.M. Guerrero, “Norte de Nicaragua...”. Honorable mentions–El Sol de San Diego, Julie J. Rocha, “César Chávez” and La Oferta Review, San Jose, Mary J. Andrade, “El Despertar de un Sueño”.

AUDITED CIRCULATION AWARDS

Best Coverage of the Local Hispanic Market . First place–La Raza 106%. Second place–El Sol del Valle 63%. Third place was a tie–Extra Publications 27% and La Guia 27%.

Largest Hispanic Weekly Newspaper in a Market of Over 500,000 Hispanics. First place–Tu Mundo 97,433. Second place–La Raza 21,868.

Largest Hispanic Weekly Newspaper in a Market of Under 500,000 Hispanics. First place–El Observador 17,778.

Largest Hispanic Newspaper Published Less Than Weekly. First place–La Raza 199,700. Second place–El Sol del Valle 37,367.

Largest Spanish Language TV Guide. First place–La Guia 242,837. Second place–Teleguía U.S.A. 168,109.

MARKETING AWARDS

Outstanding Media Kit. First place–El Observador. Second place–El Diario/La Prensa. Honorable mention–La Raza.

Ad Promoting Your Publication. First place–El Sol del Valle. Second place was a tie–El Latino de San Diego and El Sol de San Diego. Honorable mentions–La Raza; La Voz Hispana de Colorado; and Vida en el Valle.

Percentage Increase in Ad Dollars During 1993. First place–La Raza 62%. Second place–El Sol del Valle 45%.

CERTIFICATES

Outstanding Hispanic Daily

El Diario/La Prensa

Outstanding Spanish Language Weekly

El Pregonero

Outstanding Spanish Language Weekly

El Bohemio

Outstanding Spanish Language Weekly

El Mundo

Outstanding Spanish Language Weekly

El Herald de Broward

Outstanding Spanish Language Weekly

Tu Mundo

Outstanding Bilingual Weekly

El Observador

Outstanding Bilingual Weekly

Extra Publications

Outstanding Spanish Language TV Guide

Tele Guía

Outstanding Spanish Language TV Guide

Teleguía U.S.A.

Outstanding Less Than Weekly Hispanic Newspaper

El Sol de San Diego

Outstanding Less Than Weekly Hispanic Newspaper

El Sol del Valle

Outstanding Less Than Weekly Hispanic Newspaper

Vida en el Valle

Outstanding Spanish Language Magazine

Horizontes, New Jersey

Outstanding Business Section

Tu Mundo

Outstanding Entertainment Section

El Nuevo Herald

Outstanding Entertainment Section

La Raza

Outstanding Entertainment Section

Variedades

Outstanding Entertainment Section

Vida en el Valle

Outstanding Sports Section

La Raza

Outstanding Sports Section

Extra Publications

Outstanding Sports Section

La Oferta Review

Outstanding Sports Section

La Voz Hispana de Colorado

8. Most Improved Publication

El Herald de Broward

El Latino de San Diego

El Nuevo Herald, Miami

El Sol del Valle, Sanger

La Oferta Review, San Jose

La Raza, Chicago

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Maria Morales, “El Chacal combate ‘vergüenza nacional’”

Outstanding Editorial Column – Spanish (Larger Publications)

El Diario/La Prensa, Alejandro Masferrer, “El Embargo y sus Mitos”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Soren Triff, “Entre la realidad virtual y el juego de vídeo”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Elena Iglesias, “Mi raíz, un mito”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Elena Iglesias, “La mujer y el siglo XXI”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Andres Hernandez Alende, “Doña Violeta en el volcán”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Angela Posada Swafford, “Everglades: una muerte dulce”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Daina Chaviano, “El extraño caso de la televisión hispana”

Outstanding Editorial Column – Spanish (Larger Publications)

La Raza, “Venezuela, sintomatología de un mal”

Outstanding Editorial Column – Spanish (Larger Publications)

El Nuevo Herald, Olga Connor, “Contrasentido de ser hispano en U.S.A.”

Outstanding Editorial Column – Spanish (Larger Publications)

La Raza, “Calma y justicia social”

Outstanding Editorial Column – Spanish (Smaller Publications)

La Oferta Review, Celina Rodríguez, “Cesar Chavez: Una Lucha Que Sigue Viva”

Outstanding Editorial Column – Spanish (Smaller Publications)

La Oferta Review, Tony Palacios, “¿Que es un Ilegal?”

Outstanding Editorial Column – Spanish (Smaller Publications)

El Latino de San Diego, Antonio Limón López, “Desde México...de Salinas a Wilson”

Outstanding Editorial Column – Spanish (Smaller Publications)

El Mundo, “Editorial”

Outstanding Editorial Column – Spanish (Smaller Publications)

El Pregonero, “Un país de contrastes”

Outstanding Editorial Column – Spanish (Smaller Publications)

La Oferta Review, Tony Palacios, "Semejanzas y Diferencias Entre Inmigraciones Cubana y Mexicana"

Outstanding Editorial Column – Spanish (Smaller Publications)

El Pregonero, "Todo tiene su límite"

Outstanding Editorial Column – Spanish (Smaller Publications)

El Pregonero, "Lo que realmente cuenta"

Outstanding Editorial Column – English

El Observador, Hilbert Morales, "Organize the Urban Hispanic!"

Outstanding Editorial Column – English

La Raza, "A Reasonable Proposal"

Outstanding Editorial Column – English

El Latino de San Diego, Richard O. Castanaon, "NAFTA: Filner's Political Obituary"

Outstanding Editorial Column – English

El Sol de San Diego, Julie J. Rocha, "What is the worth of a man?"

Outstanding Editorial Column – English

La Oferta Review, Marcos Gutierrez, "Comments from San Francisco"

Outstanding Editorial Column – English

La Raza, "They did not convince us"

Outstanding Editorial Column – English

Vida en el Valle, Juan Esparza Loera, "Going into the U.S.?"

Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

El Nuevo Herald, Ivan Roman, "Ofensiva 92 impulsa libertad de independentistas boricuas"

Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

La Raza, Marcherie Veasquez, "El projué de las pandillas"

Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

Tu Mundo, "El submundo de las domésticas"

Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

Extra Publications, Andrew Sharp, "Hispanos y Sindicatos Se Acercan"

Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

La Raza, Henry A. Moya, "Buscando soluciones a la crisis de Educación"

Outstanding Reporting on the Hispanic Community – Political/Economic (Smaller Publications)

El Pregonero, Rafael Roncal, "Un Pequeño, Gran Gigante"

Outstanding Reporting on the Hispanic Community – Political/Economic (Smaller Publications)

Vida en el Valle, Juan Esparza Loera y Michaela Lopez, "Inmigracion"

Outstanding Reporting on the Hispanic Community – Political/Economic (Smaller Publications)

El Latino de San Diego, Alejandro Maciel, "Las Pandillas en nuestro barrio"

Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)
El Sol del Valle, "César Chávez: Un Legado de Justicia"

Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)
El Sol de San Diego, Julie J. Rocha, "Latino leaders, groups among ranks in support of NAFTA"

Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)
La Oferta Review, Yolanda Reynolds, "In This Time Of Tears..."

Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)
La Oferta Review, Yolanda Reynolds, "1992: A Year of Increased Community Participation"

Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)
Vida en el Valle, Juan Esparza Loera, "Murió César Chávez el 23 de abril"

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)
La Raza, María José Seoane, "En Pilsen una ventana al arte latinoamericano"

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)
El Nuevo Herald, Armando Alvarez Bravo, "Artistas cubanos del siglo XX"

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)
Tu Mundo, "Todo lo que usted siempre quiso saber sobre el sida"

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)
Variedades, Gabriel de Lerma, "La Conquista Española de Estado Unidos"

Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)
Vida Nueva, Rogelio Stelmanchuk, "Las Recompensas que Brinda Adoptar Niños"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
Vida en el Valle, Michaela Lopez, "Mixtecos en el Valle"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
El Pregonero, Rafael Roncal, "Isabel Allende"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
El Latino de San Diego, Adolfo Guzman, "Tina Modotti"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
El Mundo, "La Quebradita"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
El Sol de San Diego, Javier D. Ramiro, "Artists' work reflects community's heritage, future"

Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)
El Sol de San Diego, Javier D. Ramiro, "A Tribute to Laura Rodriguez"

Outstanding Entertainment Column
El Nuevo Herald, Norma Niurka, "Esquivel: Nunca es tarde"

Outstanding Entertainment Column
El Nuevo Herald, Armando Correa, "Desafiando la censura"

Outstanding Entertainment Column
Tu Mundo, Gabriel de Lerma, "Mundo del Debate"

Outstanding Entertainment Column

Variedades, Gabriel de Lerma, "Como Agua Para Chocolate"

Outstanding Entertainment Column

El Mundo, Francisco G. Alejandre, "Gloria Trevi: Controversial Presencia en el Riviera"

Outstanding Entertainment Column

La Oferta Review, Mary J. Andrade, "Desde Puerto Rico Lucecita Benitez..."

Outstanding Entertainment Column

Tele Guía, Víctor Villalobos C., "Video Tape"

Outstanding Reporting on Latin America - Political/Economic

Extra Publications, Andrew Sharp, "Desde Cuba"

Outstanding Reporting on Latin America - Political/Economic

El Nuevo Herald, Ana Santiago, "Cuba abre sus puertas a inversión de exiliados"

Outstanding Reporting on Latin America - Political/Economic

El Diario/La Prensa, Rodolfo Pereira, "El Dedo Acusador"

Outstanding Reporting on Latin America - Political/Economic

El Heraldo de Broward, Erwin M. Vásquez, M.D., "Democracia Firme en Latinoamérica"

Outstanding Reporting on Latin America - Political/Economic

La Oferta Review, Francisco García Azuero, "Un Gobierno Que Tolera la Masacre de Inocentes"

Outstanding Reporting on Latin America - Political/Economic

La Raza, Henry A. Moya, "Colombia, acosada por la violencia"

Outstanding Reporting on Latin America - Political/Economic

Tu Mundo, Juan D. Chacoff, "Los muertos que vos matasteis..."

Outstanding Reporting on Latin America - Cultural

El Diario/La Prensa, Rodolfo Pereira, "Un Asalto al Melodrama"

Outstanding Reporting on Latin America - Cultural

La Raza, Gabriela Bustamante, "Posadas, Pastorelas y Nacimientos, UNA TRADICION NAVIDENA"

Outstanding Reporting on Latin America - Cultural

El Bohemio, Rosita Contreras, "Ecuador, América del Sur"

Outstanding Reporting on Latin America - Cultural

El Diario/La Prensa, Alberto Minero, "Una Cara para Frida"

Outstanding Reporting on Latin America - Cultural

El Diario/La Prensa, Alberto Minero, "Chita Rivera"

Outstanding Reporting on Latin America - Cultural

La Oferta Review, Mary J. Andrade, "Murals of Tlaxcala..."

Outstanding Reporting on Latin America - Cultural

Tu Mundo, Néstor Fantini, "Los dos mundos de El Salvador"

Outstanding Design - Newspaper Format

Vida en el Valle

Outstanding Design - Newspaper Format

La Oferta Review

Outstanding Design - Tabloid Format (Larger Publications)

La Raza

Outstanding Design - Tabloid Format (Larger Publications)

Tu Mundo

Outstanding Design - Tabloid Format (Smaller Publications)

El Sol de San Diego

Outstanding Design - Tabloid Format (Smaller Publications)

El Mundo

Outstanding Design - Tabloid Format (Smaller Publications)

El Sol del Valle

Outstanding Design - Magazine Format

Tele Guía

Outstanding Design - Magazine Format

La Guía

Outstanding Cover Page Design (Larger Publications)

El Nuevo Herald, Miami, 9/26/93

Outstanding Cover Page Design (Larger Publications)

El Nuevo Herald, Miami, 10/24/93

Outstanding Cover Page Design (Larger Publications)

El Nuevo Herald, Miami, 8/22/93

Outstanding Cover Page Design (Larger Publications)

Variedades, Los Angeles, 11/11/93

Outstanding Cover Page Design (Smaller Publications)

El Sol de San Diego

Outstanding Cover Page Design (Smaller Publications)

Vida en el Valle, Fresno

Outstanding Cover Page Design (Smaller Publications)

El Sol del Valle

Outstanding Cover Page Design (Smaller Publications)

La Voz Hispana de Colorado

Outstanding Publication Masthead

La Guía

Outstanding Publication Masthead

La Oferta Review

Outstanding Publication Masthead

La Raza

Outstanding Editorial Photo – Cultural

El Mundo, Francisco G. Alejandro, “La Quebradita”

Outstanding Editorial Photo – Cultural

El Diario/La Prensa, Jose Rivera, “Desfile Puertorriqueño 1993”

Outstanding Editorial Photo – Cultural

Vida en el Valle, Eric Paul Zamora, “Se Sube y se Abaja”

Outstanding Editorial Photo – Cultural

La Oferta Review, Mary J. Andrade, “Mexico: The Magic Never Leaves You”

Outstanding Editorial Photo – Other (Larger Publications)

El Diario/La Prensa, Jose Rosario, “Adios para Siempre”

Outstanding Editorial Photo – Other (Larger Publications)

El Nuevo Herald, Hector Gabino, “Juan Carlos Pérez Corredoso...”

Outstanding Editorial Photo – Other (Larger Publications)

El Nuevo Herald, C.M. Guerrero, “Angela Sifonte...”

Outstanding Editorial Photo – Other (Larger Publications)

Vida Nueva, “Niños, ¡Al Agua, Patos!”

Outstanding Editorial Photo – Other (Smaller Publications)

La Voz Hispana de Colorado, Shannon Garcia, “Accidente causa la muerte de un alguacil de Denver”

Outstanding Editorial Photo – Other (Smaller Publications)

La Oferta Review, Mary J. Andrade, “Ubican la Aldea ‘Hammerville’ en el Centro de San Jose”

Outstanding Editorial Photo – Other (Smaller Publications)

El Mundo, “Golpe Bajo a la Hispanidad?”

Outstanding Editorial Photo Essay – Cultural

La Oferta Review, Mary J. Andrade, “Festivities in Honor of the Virgin of Solitude”

Outstanding Editorial Photo Essay – Cultural

La Voz Hispana de Colorado, Shannon Garcia, “Cinco de Mayo Lives On!”

Outstanding Editorial Photo Essay – Cultural

Vida en el Valle, John Esparza, “Los Reyes de la Quebradito”

Outstanding Editorial Photo Essay – Cultural

El Sol de San Diego, Julie J. Rocha, “Recapturing our wild woman!”

Outstanding Editorial Photo Essay – Cultural

La Oferta Review, Mary J. Andrade, “Day of the Dead in Tlaxcala”

Outstanding Editorial Photo Essay – Other

Vida en el Valle, Michaela Lopez, “César Chávez”

Outstanding Editorial Photo Essay – Other

El Nuevo Herald, C.M. Guerrero, “Norte de Nicaragua...”

Outstanding Editorial Photo Essay – Other

El Sol de San Diego, Julie J. Rocha, “César Chávez”

Outstanding Editorial Photo Essay – Other

La Oferta Review, Mary J. Andrade, “El Despertar de un Sueño”

Best Coverage of the Local Hispanic Market

El Sol del Valle 63%

Best Coverage of the Local Hispanic Market

Extra Publications 27%

Best Coverage of the Local Hispanic Market

La Guia 27%

Largest Hispanic Weekly Newspaper in a Market of Over 500,000 Hispanics

La Raza 21,868

Largest Hispanic Newspaper Published Less Than Weekly

El Sol del Valle 37,367

Largest Spanish Language TV Guide

Teleguía U.S.A. 168,109

Outstanding Media Kit

El Diario/La Prensa

Outstanding Media Kit

La Raza

Ad Promoting Your Publication

El Latino de San Diego

Ad Promoting Your Publication

El Sol de San Diego

Ad Promoting Your Publication

La Raza

Ad Promoting Your Publication

La Voz Hispana de Colorado

Ad Promoting Your Publication

Vida en el Valle

Percentage Increase in Ad Dollars During 1993

El Sol del Valle 45%

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 Pregonero, Washington DC

Honorable mention El Bohemio, San Francisco

Honorable mention El Mundo, Las Vegas

Honorable mention El Heraldo de Broward

Honorable mention Tu Mundo, Los Angeles

3. Outstanding Bilingual Weekly

First place La Oferta Review, San Jose

Second place El Observador, San Jose

Second place Extra Publications, Chicago

4. Outstanding Spanish Language TV Guide

First place La Guía, Los Angeles

Second place Tele Guía, Chicago

Honorable mention Teleguía U.S.A.

5. Outstanding Less Than Weekly Hispanic Newspaper

First place Vida Nueva, Los Angeles

Second place El Sol de San Diego

Honorable mention El Sol del Valle, Sanger

Honorable mention Vida en el Valle, Fresno

6. Outstanding Spanish Language Magazine

Second place Horizontes, New Jersey

8. Most Improved Publication

El Heraldo de Broward

El Latino de San Diego

El Nuevo Herald, Miami

El Sol del Valle, Sanger

La Oferta Review, San Jose

La Raza, Chicago

B. EDITORIAL SECTIONS AWARDS

1. Outstanding Business Section

First place La Raza, Chicago

Second place Tu Mundo, Los Angeles

2. Outstanding Entertainment Section

First place El Diario/La Prensa, New York

Second place El Nuevo Herald, Miami

Honorable mention La Raza, Chicago

Honorable mention Variedades, Los Angeles

Honorable mention Vida en el Valle, Fresno

3. Outstanding Sports Section

First place Vida en el Valle, Fresno

Second place La Raza, Chicago

Honorable mention Extra Publications, Chicago

Honorable mention La Oferta Review, San Jose

Honorable mention La Voz Hispana de Colorado

C. EDITORIAL WRITING AWARDS

1a. Outstanding Editorial Column – Spanish (Larger Publications)

First place h. El Nuevo Herald, Miami

Maria Morales, “El Chacal combate ‘vergüenza nacional’”

Second place a. El Diario/La Prensa, New York
Alejandro Masferrer, “El Embargo y sus Mitos”

g. El Nuevo Herald, Miami

Soren Triff, “Entre la realidad virtual y el juego de vídeo”

b. El Nuevo Herald, Miami

Elena Iglesias, “Mi raíz, un mito”

c. El Nuevo Herald, Miami

Elena Iglesias, “La mujer y el siglo XXI”

d. El Nuevo Herald, Miami

Andres Hernanadez Alende, “Doña Violeta en el volcán”

e. El Nuevo Herald, Miami

Angela Posada Swafford, “Everglades: una muerte dulce”

f. El Nuevo Herald, Miami

Daina Chaviano, “El extraño caso de la televisión hispana”

j. La Raza, Chicago

“Venezuela, sintomatología de un mal”

El Nuevo Herald, Miami

l. Olga Connor, “Contrasentido de ser hispano en U.S.A.”

m. La Raza, Chicago

“Calma y justicia social”

1b. Outstanding Editorial Column – Spanish (Smaller Publications)

First place g. La Oferta Review, San Jose
Celina Rodríguez, “Cesar Chavez: Una Lucha Que Sigue Viva”

Second place f. La Oferta Review, San Jose
Tony Palacios, “¿Que es un ilegal?”

Honorable mentions b. El Latino de San Diego
Antonio Limón López, “Desde México...de Salinas a Wilson”

c. El Mundo, Las Vegas
“Editorial”

d. El Pregonero, Washington DC
“Un país de contrastes”

i. La Oferta Review, San Jose
Tony Palacios, “Semejanzas y Diferencias Entre Inmigraciones Cubana y Mexicana”

j. El Pregonero, Washington DC
“Todo tiene su límite”

k. El Pregonero, Washington DC
“Lo que realmente cuenta”

2. Outstanding Editorial Column – English

First place c. El Observador, San Jose
Hilbert Morales, “Organize the Urban Hispanic!”

Second place j. La Raza, Chicago
“A Reasonable Proposal”

Honorable mentions b. El Latino de San Diego
Richard O. Castanaon, “NAFTA: Filner’s Political Obituary”

d. El Sol de San Diego
Julie J. Rocha, “What is the worth of a man?”

g. La Oferta Review, San Jose
Marcos Gutierrez, “Comments from San Francisco”

i. La Raza, Chicago
“They did not convince us”

k. Vida en el Valle, Fresno
Juan Esparza Loera, “Going into the U.S.?”

3a. Outstanding Reporting on the Hispanic Community – Political/Economic (Larger Publications)

First place b. El Nuevo Herald, Miami
Ivan Roman, “Ofensiva 92 impulsa libertad de independentistas boricuas”

Second place d. La Raza, Chicago
Marcherie Veasquez, "El projué de las pandillas"
h. Tu Mundo, Los Angeles
"El submundo de las domésticas"

Honorable mentions c. Extra Publications, Chicago
Andrew Sharp, "Hispanos y Sindicatos Se Acercan"
e. La Raza, Chicago
Henry A. Moya, "Buscando soluciones a la crisis de Educación"

3b. Outstanding Reporting on the Hispanic Community - Political/Economic (Smaller Publications)

First place e. El Pregonero, Washington DC
Rafael Roncal, "Un Pequeño, Gran Gigante"

Second place j. Vida en el Valle, Fresno
Juan Esparza Loera y Michaela Lopez, "Inmigracion"

Honorable mentions b. El Latino de San Diego
Alejandro Maciel, "Las Pandillas en nuestro barrio"
f. El Sol del Valle, Sanger
"César Chávez: Un Legado de Justicia"
g. El Sol de San Diego
Julie J. Rocha, "Latino leaders, groups among ranks in support of NAFTA"
h. La Oferta Review, San Jose
Yolanda Reynolds, "In This Time Of Tears..."
i. La Oferta Review, San Jose
Yolanda Reynolds, "1992: A Year of Increased Community Participation"
k. Vida en el Valle, Fresno
Juan Esparza Loera, "Murió César Chávez el 23 de abril"

4a. Outstanding Reporting on the Hispanic Community - Cultural (Larger Publications)

First place c. La Raza, Chicago
María José Seoane, "En Pilsen una ventana al arte latinoamericano"

Second place a. El Nuevo Herald, Miami
Armando Alvarez Bravo, "Artistas cubanos del siglo XX"

Honorable mentions d. Tu Mundo, Los Angeles
"Todo lo que usted siempre quiso saber sobre el sida"
e. Variedades, Los Angeles

Gabriel de Lerma, "La Conquista Española de Estado Unidos"

f. Vida Nueva, Los Angeles

Rogelio Stelmanchuk, "Las Recompensas que Brinda Adoptar Niños"

4b. Outstanding Reporting on the Hispanic Community - Cultural (Smaller Publications)

First place i. Vida en el Valle, Fresno

Michaela Lopez, "Mixtecos en el Valle"

Second place h. El Pregonero, Washington DC

Rafael Roncal, "Isabel Allende"

Honorable mentions c. El Latino de San Diego

Adolfo Guzman, "Tina Modotti"

d. El Mundo, Las Vegas

"La Quebradita"

f. El Sol de San Diego

Javier D. Ramiro, "Artists' work reflects community's heritage, future"

g. El Sol de San Diego

Javier D. Ramiro, "A Tribute to Laura Rodriguez"

5. Outstanding Entertainment Column

First place c. El Nuevo Herald, Miami

Norma Niurka, "Esquivel: Nunca es tarde"

Second place d. El Nuevo Herald, Miami

Armando Correa, "Desafiando la censura"

h. Tu Mundo, Los Angeles

Gabriel de Lerma, "Mundo del Debate"

i. Variedades, Los Angeles

Gabriel de Lerma, "Como Agua Para Chocolate"

Honorable mentions a. El Mundo, Las Vegas

Francisco G. Alejandro, "Gloria Trevi: Controversial Presencia en el Riviera"

e. La Oferta Review, San Jose

Mary J. Andrade, "Desde Puerto Rico Lucecita Benitez..."

g. Tele Guía, Chicago

Víctor Villalobos C., "Video Tape"

6. Outstanding Reporting on Latin America - Political/Economic

First place d. Extra Publications, Chicago

Andrew Sharp, "Desde Cuba"

Second place c. El Nuevo Herald, Miami

Ana Santiago, "Cuba abre sus puertas a inversión de exiliados"

- Honorable mentions
- a. El Diario/La Prensa, New York
Rodolfo Pereira, "El Dedo Acusador"
 - b. El Herald de Broward
Erwin M. Vásquez, M.D., "Democracia Firme en Latinoamérica"
 - f. La Oferta Review, San Jose
Francisco García Azuero, "Un Gobierno Que Tolera la Masacre de Inocentes"
 - h. La Raza, Chicago
Henry A. Moya, "Colombia, acosada por la violencia"
 - i. Tu Mundo, Los Angeles
Juan D. Chacoff, "Los muertos que vos matasteis..."

7. Outstanding Reporting on Latin America - Cultural

First place c. El Diario/La Prensa, New York
Rodolfo Pereira, "Un Asalto al Melodrama"

Second place g. La Raza, Chicago
Gabriela Bustamante, "Posadas, Pastorelas y Nacimientos, UNA TRADICION NAVIDENA"

- Honorable mentions
- a. El Bohemio, San Francisco
Rosita Contreras, "Ecuador, América del Sur"
 - d. El Diario/La Prensa, New York
Alberto Minero, "Una Cara para Frida"
 - e. El Diario/La Prensa, New York
Alberto Minero, "Chita Rivera"
 - f. La Oferta Review, San Jose
Mary J. Andrade, "Murals of Tlaxcala..."
 - h. Tu Mundo, Los Angeles
Néstor Fantini, "Los dos mundos de El Salvador"

D. DESIGN AWARDS

1. Outstanding Design - Newspaper Format

First place El Nuevo Herald, Miami

Second place Vida en el Valle, Fresno

Honorable mention La Oferta Review, San Jose

2a. Outstanding Design - Tabloid Format (Larger Publications)

First place Variedades, Los Angeles

Second place La Raza, Chicago

Honorable mention Tu Mundo, Los Angeles

2b. Outstanding Design - Tabloid Format (Smaller Publications)

First place El Latino de San Diego

Second place El Sol de San Diego

Honorable mention El Mundo, Las Vegas

Honorable mention El Sol del Valle, Sanger

3. Outstanding Design - Magazine Format

First place Teleguía U.S.A.

Second place Tele Guía, Chicago

Honorable mention La Guia, Los Angeles

4a. Outstanding Cover Page Design (Larger Publications)

First place c. El Nuevo Herald, Miami

Second place d. El Nuevo Herald, Miami

Second place n. El Nuevo Herald, Miami

Honorable mention k. Variedades, Los Angeles

4b. Outstanding Cover Page Design (Smaller Publications)

First place La Prensa, Austin

Second place El Sol de San Diego

Second place Vida en el Valle, Fresno

Honorable mention El Sol del Valle, Sanger

Honorable mention La Voz Hispana de Colorado

5. Outstanding Publication Masthead

First place El Sol de San Diego

Second place La Guia, Los Angeles

Honorable mention La Oferta Review, San Jose

Honorable mention La Raza, Chicago

E. PHOTO AWARDS

1. Outstanding Editorial Photo - Cultural

First place b. El Mundo, Las Vegas

Francisco G. Alejandro, "La Quebradita"

Second place a. El Diario/La Prensa, New York

Jose Rivera, "Desfile Puertorriqueño 1993"

Second place d. Vida en el Valle, Fresno

Eric Paul Zamora, "Se Sube y se Abaja"

Honorable mention c. La Oferta Review, San Jose

Mary J. Andrade, "Mexico: The Magic Never Leaves You"

2a. Outstanding Editorial Photo - Other (Larger Publications)

First place a. El Diario/La Prensa, New York

Jose Rosario, "Adios para Siempre"

Second place c. El Nuevo Herald, Miami

Hector Gabino, "Juan Carlos Pérez Corredoso..."

Honorable mention d. El Nuevo Herald, Miami

C.M. Guerrero, "Angela Sifonte..."

Honorable mention g. Vida Nueva, Los Angeles

"Niños, ¡Al Agua, Patos!"

2b. Outstanding Editorial Photo – Other (Smaller Publications)

First place d. La Voz Hispana de Colorado

Shannon Garcia, "Accidente causa la muerte de un alguacil de Denver"

Second place c. La Oferta Review, San Jose

Mary J. Andrade, "Ubican la Aldea 'Hammerville' en el Centro de San Jose"

Honorable mention a. El Mundo, Las Vegas

"Golpe Bajo a la Hispanidad?"

3. Outstanding Editorial Photo Essay – Cultural

First place b. La Oferta Review, San Jose

Mary J. Andrade, "Festivities in Honor of the Virgin of Solitude"

Second place d. La Voz Hispana de Colorado

Shannon Garcia, "Cinco de Mayo Lives On!"

Second place f. Vida en el Valle, Fresno

John Esparza, "Los Reyes de la Quebradito"

Honorable mention a. El Sol de San Diego

Julie J. Rocha, "Recapturing our wild woman!"

Honorable mention c. La Oferta Review, San Jose

Mary J. Andrade, "Day of the Dead in Tlaxcala"

4. Outstanding Editorial Photo Essay – Other

First place e. Vida en el Valle, Fresno

Michaela Lopez, "César Chávez"

Second place a. El Nuevo Herald, Miami

C.M. Guerrero, "Norte de Nicaragua..."

Honorable mention c. El Sol de San Diego

Julie J. Rocha, "César Chávez"

d. La Oferta Review, San Jose

Mary J. Andrade, "El Despertar de un Sueño"

F. AUDITED CIRCULATION AWARDS

1. Best Coverage of the Local Hispanic Market

First place La Raza 106%

Second place El Sol del Valle 63%

Third place Extra Publications 27%

Third place La Guia 27%

3. Largest Hispanic Weekly Newspaper in a Market of Over 500,000 Hispanics

Variedades 192,987

First place Tu Mundo 97,433

Second place La Raza 21,868

4. Largest Hispanic Weekly Newspaper in a Market of Under 500,000 Hispanics

First place El Observador 17,778

5. Largest Hispanic Newspaper Published Less Than Weekly

First place La Raza 199,700

Second place El Sol del Valle 37,367

6. Largest Spanish Language TV Guide

First place La Guia 242,837

Second place Teleguía U.S.A. 168,109

G. MARKETING AWARDS

1. Outstanding Media Kit

First place El Observador

Second place El Diario/La Prensa

Honorable mention La Raza

2. Ad Promoting Your Publication

First place El Sol del Valle

Second place El Latino de San Diego

Second place El Sol de San Diego

Honorable mention La Raza

Honorable mention La Voz Hispana de Colorado

Honorable mention Vida en el Valle

3. Percentage Increase in Ad Dollars During 1993

First place La Raza 62%

Second place El Sol del Valle 45%

Number of Entries By Publication

1.	El Bohemio, San Francisco	4
2.	El Diario/La Prensa, New York	13
3.	El Herald de Broward	8
4.	El Latino de San Diego	7
5.	El Mundo, Las Vegas	10
6.	El Nuevo Herald, Miami	30
7.	El Observador, San Jose	8
8.	El Pregonero, Washington DC	6
9.	El Sol de San Diego	13
10.	El Sol del Valle, Sanger	11
11.	Extra Publications, Chicago	6
12.	Horizontes, New Jersey	2
13.	La Guia, Los Angeles	6
14.	La Oferta Review, San Jose	25
15.	La Prensa, Austin	1
16.	La Raza, Chicago	29
17.	La Voz Hispana de Colorado	5
18.	Tele Guía, Chicago	3
19.	Teleguía U.S.A.	4
20.	Tu Mundo, Los Angeles	13
21.	Variedades, Los Angeles	6
22.	Vida en el Valle, Fresno	13
23.	Vida Nueva, Los Angeles	4

B3/D4/E2/E3/G2 U \$150

a. Tele Guía, Chicago

A4/C5/D3 u \$90

a. Teleguía U.S.A.

A4/B3/D3/D4/F6 O \$120

a. Tu Mundo, Los Angeles

A2/B1/B2/C1/C3/C4/C5/C6/C7/D2/D4/E2/F3 O \$390

a. Variedades, Los Angeles

A2/B2/C4/C5/D2/D4 O \$180

a. Vida en el Valle, Fresno

A5/B2/B3/C2/C3#1/C3#2/C4/D1/D4/E1/E3/E4/G2 U \$390

a. Vida Nueva, Los Angeles

A5/C4/D2/E2 \$120

TOTAL: \$4,050+2,670+90=\$6,810