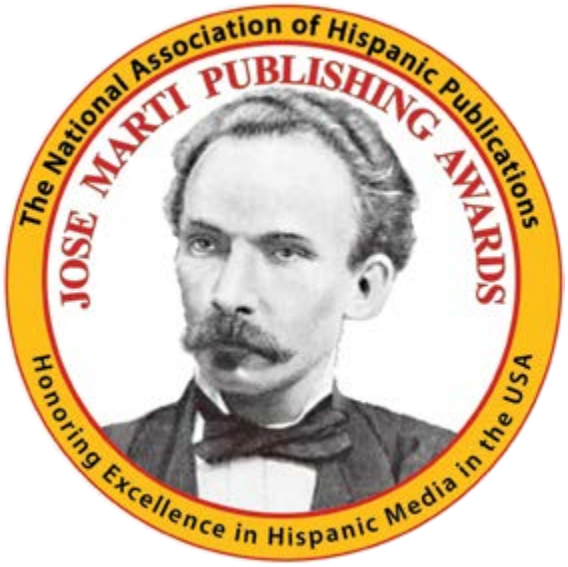
Recognizing The Greatness of Your Publication and Team

National Association of Hispanic Publications, Inc.

2026 JOSÉ MARTÍ AWARDS

Early Bird DEADLINE
July 25th

Final DEADLINE
September 8th



Dear NAHP Member,

This year's NAHP Convention, celebrating the 44th Anniversay of the organization, will be held at Wayne State University in Detroit November 11-13, 2026. We looking forward to some GREAT networking with the Auto Industry.

These awards, started in 1989 by the National Association of Hispanic Publications, are one of the oldest and by far the largest Hispanic media awards in the USA. They have followed many key trends over the years: as new editorial sections have been added; as new technologies have been added; and as marketing has evolved. The awards have helped advertisers find the publications that are making the RIGHT MOVES in terms of reaching consumers.

For 2026 membership in the NAHP is free to Latino content producers, BUT you must complete the application for each of your media outlets. Please keep in mind that our organization now includes not only newspapers and magazines, but also websites, epublications, podcasts, and more. The NAHP is working to truly represent all Latino content producing media. **Go to the NAHP.org website to begin the process**.

This year we will hold at least one webinar to answer any questions about the Awards. Please keep an eye out for when it will be held. Please email me at kirk@whisler.com if you want more info on these.

The José Martí Awards are named after José Julián Martí Pérez (January 28, 1853-May 19, 1895), a Cuban poet, essayist, journalist, revolutionary philosopher, professor, translator, political theorist and publisher. Through his writings and political activities he became a symbol for Cuba's struggle for independence from Spain. He also fought against the threat of United States expansionism in Latin America. During his lifetime, his writings were published in numerous newspapers, magazines and journals in most Latin America countries and the USA. In the USA he wrote for publications in both Spanish and English.

With these Awards we seek to both honor the memory of José Martí, a tireless advocate who clearly saw the enormous power of PRINT and honor those editors, publishers, photographers, designer and marketing professionals who continue today to use the POWER of the written word, impactful photos and illustrations, and creative design to reach, impact, and motivate readers across the USA and beyond.

The **José Martí PRIMERO Awards** are designed to help elevate recognition of Latino publications and digital media excellence to the level their excellence merits. These are the BEST OF THE BEST in Hispanic media. **These year we also added six new digital awards since that sector of content is growing so fast**. We ask that you join us in helping GROW the José Martí Awards and Hispanic Print across the country.

Publications have used their winning awards to salute their competent staff, to help build their readership and, most importantly, to both satisfy existing advertisers and bring in new advertisers.

I encourage all Latino publishers to enter,

Kirk Whisler, Awards Producer

AWARD GUIDELINES

ENTRIES

- Complete submissions include the Entry Form, payment, and entry files. All entry files must be properly labeled.
- Submissions from publications that are not NAHP members in good standing will be processed but will not be submitted for judging if the publication does not become a qualified member on time.

ENTRIES FORMAT

1. **All entries need to be in PDF format**. **Photos** can be either a JPEG, PDF, or PNG. **Videos** should be in a high resolution of any common format. For videos, you can also send the direct link to the video.
2. Each entry in a single category must be **ONE PDF**, not multiple PDFs. This makes it easier for the judges – and a better reflection of your publication, series of articles, etc.
3. Please include all pages of the article. If the article is not complete, it will be disqualified.
4. DO NOT compress any of the entries.
5. **VERY IMPORTANT:** Label the PDF according to the guides on each category. At a minimum, each should be: **Category–Publication Name–City. Example: A3–La Voz–Los Angeles.**
6. Do NOT send articles as word documents or printed copies for the entries.
7. Once everything is received, our team will send you a confirmation email and a receipt.

WAYS TO SEND YOUR ENTRIES

- NOTE CHANGES: **Upload your materials to this DropBox site: https://www.dropbox.com/request/0OzZL6DgWP5PZrxr2o7k**
- **OR** send a **MEMORY STICK or DVD** with all your entries on it along with your form to: **Latino 247 Media, Attn: José Martí Awards, 624 Hillcrest Ln, Fallbrook, CA 92028**

AUTHORS & PUBLISHERS

Individual articles and photos entered into the Awards competition must be from a person who meets one of the following categories:

1. Is directly employed by the publication as a staff person.
2. Is contracted on a part time basis by the publication for specific services that are assigned by the publication.
3. The article or photo was created specifically for your publication, not multiple media outlets.

The article or photo MUST NOT have been created by a NEWS SERVICE of any sort that serves a wide variety of media.

PUBLICATION DATE The items submitted to the José Martí Awards must all have been published in **2025 or 2026** unless otherwise noted. **This is a MAJOR change from recent years since you can enter items THIS YEAR.**

LANGUAGE Entries may be in Spanish, English, or Bilingual language formats.

TWO WAYS TO SAVE

1. Become a **current NAHP member to receive ONE free entry** in the José Martí Awards.
2. Take advantage of the **EARLY BIRD deadline and save $20 per entry**.

NAHP: 44 YEARS OF SERVICE

The National Association of Hispanic Publications was founded in 1982 in San Diego at the First National Hispanic Media Conference. The National Association of Hispanic Journalists was also founded at the same event.

The NAHP enters the conference with **800+ media outlets as members**, more than at any point in the NAHP's history.

AWARDS CEREMONY

NAHP National Convention. This year the Convention will be **November 9-11 in Detroit.** There will be keynotes, workshops, and networking for everyone on your staff.

PROMOTING HISPANIC PRINT

By entering this award competition you are authorizing the NAHP to publish the entry in any way that recognizes the winners and honorees and promotes Hispanic Print in general and the NAHP specifically.

JUDGES

Judges for these awards will be media, design, journalism and marketing professionals. A minimum of three people will judge each award category, and the results are averaged to determine the winners. Our judges always include Pulitzer Prize Winners and other national recognized journalists and editors from around the world.

FOR MORE INFORMATION

Coordination of the José Martí Awards is being conducted through Latino 247 Media Group. For questions regarding this Awards program, please contact Kirk Whisler, Awards Producer at 760-579-1696 or by email at kirk@whisler.com.

ENTRY FORM

Final deadline for entries to be received: September 8th

ENTRIES WITHOUT PAYMENT WILL NOT BE PROCESSED

Please complete the following form indicating the name of the publication, the number of entries, the corresponding fee, the total amount, and the form of payment.

PUBLICATION: _____ Award Contact Person: _____

Phone: _____ E-mail: _____

Address: _____ City: _____ State: _____ Zip _____

AWARDS WORKSHEET FOR WHAT IS OWED

Step 1: Total of ALL ENTRIES _____ Total the entries from the categories you have chosen on **pages 4 and 5**

Step 2: Current NAHP Member: One FREE entry

Step 3: Total of PAID ENTRIES _____ Step 1 minus ONE free entry from Step 2

Step 4: Award Rates. These are the rates per individual award category entry:

Early Bird Entries, by July 25	**$35**
Regular entries, after July 25	**$55**

Step 5: Total owed for Awards. Multiply the number in Step 3 times the Appropriate Rate Per Entry in Step 4: $_____

Step 6: Payment is by : ____Check ____Credit card

Credit card number: _____ Expires: _____ Zip code for credit card payment: _____ CV code: _____

Make checks payable to: **NAHP** or the National Association of Hispanic Publications.

Step 7: Include 2 printed copies of two different issues of your publication. These copies will go into the permanent NAHP archive at California State University San Bernardino.

Step 8: Mail Your Entry. *Mail all of the following items:*

- ✓ One copy of the entire entry form (pages 3, 4 and 5 of this package)
- ✓ Submit your entries online at:
  https://www.dropbox.com/request/0OzZL6DgWP5PZrxr2o7k
  OR
- ✓ Mail your entries on a memory stick or DVD to the address below
- ✓ 2 different printed copies of your publication
- ✓ Payment must be included with your entries. Make CHECKS payable to NAHP and along with your materials to:

  Latino 247 Media Group
  Attn: José Martí Awards
  624 Hillcrest Lane
  Fallbrook, CA 92028

Coordination of the José Martí Awards is being conducted through Latino 247 Media Group. Direct questions to kirk@whisler.com. Kirk Whisler may be reached at 760-579-1696.

Deadline for entries in our office
September 8th

AWARD CATEGORIES

PA. PRIMERO AWARDS

Label the PDF: Category–Publication Name–City. Example: 1PN2–La Voz–Los Angeles.

P1. ____ **Outstanding Hispanic Daily** *(entire single issue as a PDF)*
P2. ____ **Outstanding Spanish Language Weekly Newspaper** *(entire single issue as a PDF)*
P3. ____ **Outstanding Bilingual Language Weekly Newspaper** *(entire single issue as a PDF)*
P4. ____ **Outstanding Less than Weekly Newspaper** *(entire single issue as a PDF)*
P5. ____ **Outstanding Hispanic Magazine ~ Glossy** *(entire single issue as a PDF)*
P6. ____ **Outstanding Hispanic Magazine ~ Newsprint** *(entire single issue as a PDF) The majority of the body of the publications must be on newsprint.*
P7. ____ **Outstanding Publication Website** *Website address:*_____
P8. ____ **Outstanding Hispanic Success Story** *An article about someone who made a difference either locally or nationally.*
P9. ____ **Outstanding Immigration Article** *An article or column covering an aspect of immigration as a political issue or on a personal basis.*
P10. ____ **Outstanding Photo – Overall** *This photo can be on any topic*

A. OUTSTANDING DIGITAL AWARDS

Label the PDF: Category–Publication Name–City. Example: A3–La Voz–Los Angeles.

Many of the DIGITAL Awards are new this year

A1. ____ **Outstanding News Focused eNewsletter** *(entire single issue as a PDF)*
A2. ____ **Outstanding Themed eNewsletter** This can be themed around topics like Auto, Business, Education, Environmental, Health, Immigration, Politics, Tech, and Women's Issues, *(entire single issue as a PDF)*
A3. ____ **Outstanding Entertainment / Lifestyle eNewsletter** This can be on Culture, Entertainment, Events, Food, Lifestyle, Sports, or Travel topics. *(entire single issue as a PDF)*
A4. ____ **Outstanding News Focused Video** *Include a copy of the video as well as the link to the video on your website.* ***This may also be a video podcast.***
A5. ____ **Outstanding Themed Video** This can be themed around topics like Auto, Business, Education, Environmental, Health, Immigration, Politics, Tech, and Women's Issues *Include a copy of the video as well as the link to the video on your website.* ***This may also be a video podcast.***
A6. ____ **Outstanding Entertainment / Lifestyle Video** This can be on Culture, Entertainment, Events, Food, Lifestyle, Sports, or Travel topics. *Include a copy of the video as well as the link to the video on your website.* ***This may also be a video podcast.***
A7. ____ **Outstanding News Focused Audio** *Include a digital audio file of the content.* ***This may also be an audio podcast.***
A8. ____ **Outstanding Themed Audio** This can be themed around topics like Auto, Business, Education, Environmental, Health, Immigration, Politics, Tech, and Women's Issues *Include a digital audio file of the content.* ***This may also be an audio podcast.***
A9. ____ **Outstanding Entertainment / Lifestyle Audio** This can be on Culture, Entertainment, Events, Food, Lifestyle, Sports, or Travel topics *Include a digital audio file of the content.* ***This may also be an audio podcast.***
A10. ____ **Most Improved Website of the Year** *In this category websites will be evaluated on editorial and graphic improvements made. Send a PDF of how the website looked in 2023 and list the web address for the current site here:*_____
A11. ____ **Web Site Promoting Your Publication & Company** *This is for a* ***marketing site*** *for the publication, NOT a* ***news site*** *as in the Primero Awards above. This is important for every media organization to have. Website is:* _____
A12. ____ **Outstanding Web Site Design** *Website address:* _____
A13. ____ **Outstanding ePublication Design** *(entire single issue as a PDF)*

B. OUTSTANDING EDITORIAL SECTION AWARDS & MORE

Label the PDF: Category–Publication Name–City. Example: B3–La Voz–Los Angeles

Please put the total NUMBER of entries you have in EACH CATEGORY you are entering

B1. ____ **Outstanding Business Section**
B2. ____ **Outstanding Entertainment Section**
B3. ____ **Outstanding Food Section**
B4. ____ **Outstanding Health Section**
B5. ____ **Outstanding Sports Section**
B6. ____ **Outstanding Auto Section**
B7. ____ **Outstanding Lifestyle Section**
B8. ____ **Outstanding Special Section** *(ie: Election, Holiday, etc.)*

FINAL DEADLINE
September 8th

AWARD CATEGORIES

C. EDITORIAL WRITING AWARDS ~ CONTINUED

Label the PDF: Category–Publication Name–City–Article Title–Article Author. Example: C3–La Voz–Los Angeles–Political Changes Ahead–Gloria Valdez.

C1. ____ **Outstanding Editorial Column – Spanish**
C2. ____ **Outstanding Editorial Column – English**
C3. ____ **Outstanding Local Political Article** *An article or column covering Hispanics in the USA on a local or regional political issue.*
C4. ____ **Outstanding National Political Article** *An article or column covering Hispanics in the USA on a national political issue.*
C5. ____ **Outstanding Latin America/International Political Article**
C6. ____ **Outstanding Business Article** *An Hispanic related article concerning a local or regional business or business issue.*
C7. ____ **Outstanding National/Int'l Business Article** *An Hispanic related article concerning a national or international business or business issue.*
C8. ____ **Outstanding Education Article** *An article or column covering an educational issue or issues and its impact on Hispanics*
C9. ____ **Outstanding Health Article** *An article or column covering a health issue or issues and its impact on Hispanics*
C10. ____ **Outstanding Cultural Article** *An article or column covering Hispanics in the USA on a local, regional or national cultural issue.*
C11. ____ **Outstanding Community Service** *An article or column covering Hispanics in the USA on a local, regional or national basis.*
C12. ____ **Outstanding Entertainment Article**
C13. ____ **Outstanding Latin America Article**
C14. ____ **Outstanding Sports Article**
C15. ____ **Outstanding Multiple Article Series** *This series of articles either in a single issue or over a period of issues must be covering a topic relevant to the Hispanic community either locally, nationally or internationally.*

D. DESIGN AWARDS

Label the PDF: Category–Publication Name–City Example: D3–La Voz–Los Angeles.

D1. ____ **Outstanding Design – Newspaper** *(entire single issue as a PDF)*
D2. ____ **Outstanding Design – Magazine**, *(entire single issue as a PDF)*
D3. ____ **Outstanding Publication Masthead** *(PDF of front page of a single issue of the publication)*
D4. ____ **Outstanding Front Page Design** *(PDF of cover page of a single issue of the publication)*
D5. ____ **Outstanding Section Design** *(PDF of section only)*
D6. ____ **Outstanding Inside Design Page** *(PDF of page only)*

E. PHOTO & CARTOON AWARDS

Label the PDF: Category–Publication Name–City–Photo Title–Photographer or Artist. Example: E3–La Voz–L.A.–Cinco de Mayo–Carlos Díaz.

E1. ____ **Outstanding News Event Photo**
E2. ____ **Outstanding Community Photo**
E3. ____ **Outstanding Sports Photo**
E4. ____ **Outstanding News Event Photo Essay** *Send both the photos and the article. Must be 3 or more photos.*
E5. ____ **Outstanding Cultural Photo Essay** *Send both the photos and the article. Must be 3 or more photos.*
E6. ____ **Outstanding Editorial Cartoon** *These tend to be on political or current event topics and a single graphic illustration*

F. MARKETING AWARDS

Label the PDF: Category–Publication Name–City Example: F3–La Voz–Los Angeles

Please put the total NUMBER of entries you have in EACH CATEGORY you are entering

F1. ____ **Outstanding Media Kit**
F2. ____ **Outstanding Video Promoting Your Publication** *Please send the video on the DVD you send or send us a link to download it.*
F3. ____ **Outstanding Ad Promoting Your Publication**
F4. ____ **Outstanding Ad Promoting Winning Awards** *This is how you are using awards you have earned in your marketing efforts.*
F5. ____ **Outstanding Event.** *Please submit a summary of a consumer or trade event that is Organized and Managed by the publication. Include the goals for the event and how they were met. Also include attendance, a digital copy of the event program and related supporting information, Finally, explain how the event helps the publication over (i.e, our advertisers are happy, it helps us develop new audiences of readers (or reinforces existing ones), it's a revenue source for the publication, etc).*
F6. ____ **Outstanding Business Partnership.** *Please submit a summary of a successful partnership that you have developed with a corporation or business. What were your goals and how did you achieve them? All partnership should be win-win-win relationship: A winner for your partner, a winner for your readers, and a winner for your company. Please include coverage from your media outlet about this partnership.*
F7. ____ **Outstanding Nonprofit Partnership.** *Please submit a summary of a successful partnership that you have developed with a nonprofit organization. What were your goals and how did you achieve them? All partnership should be win-win-win relationship: A winner for your partner, a winner for your readers, and a winner for your company. Please include coverage from your media outlet about this partnership.*

NAHP
National Association of Hispanic Publications, Inc.

LATINA & LATINO PUBLISHER OF THE YEAR AWARDS

ENTRY DEADLINE
September 15

Since its founding, the NAHP has had a meaningful and growing participation of Latina publishers. In fact, today over 35% of all Latino newspapers and magazines have a Latina publisher. Latinas comprised 40% of the first NAHP Board in 1982. The Latina of the Year Awards were started in 1996 and recognition for male publishers was finally added in 2016.

We invite you to consider being selected for this honor. There is no cost to compete for these awards. It's simple to be considered: **If you meet the CRITERIA listed below, just complete answers to the ten questions listed below.**

ENTRY CRITERIA

Following are the criteria for nomination for NAHP Latina and Latino Publisher of the Year.

- ☑ **NAHP Member.** That your publication be a current member of the NAHP.
- ☑ **Full time publisher.** That the nominee be a full time publisher of the publication.
- ☑ **Has not won in the past.** That the nominee has not won this honor in the past. Past finalists who did not win are encouraged to apply again.
- ☑ **Entering the Publisher of the Year Awards is FREE to all NAHP members.**
- ☑ **Enter by the date listed at the top of this form.**

QUESTIONS TO ANSWER TO ENTER

If you are interested in being considered for the honor of Latina Publisher of the Year, please complete the following questions and return your nomination to **kirk@whisler.com** by the date at the top of this page. You may also recommend someone else who qualifies for this honor.

1. Name _____
2. Publication _____
3. Contact phone _____
4. Contact email _____
5. Publication website _____
6. Category entering: _____ Latina Publisher of the Year _____ Latino Publisher of the Year
7. Publishing experience (a maximum of 300 words) (**attach a sheet with the answers to questions 7 thru 10**).
8. Other media and business experience (a maximum of 300 words)
9. Local and national community involvement (a maximum of 300 words)
10. Other local and national honors earned (a maximum of 200 words)

Free to all NAHP members

Self entries encouraged

A group of past Latina/Latino Publishers of the Year will provide the final review and choose this year's Finalists and Winners. The Finalists will be announced prior to the NAHP Annual Convention.