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Spanish-language Journalism in the United States

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Jorge Ignacio Covarrubias

Subject: Spanish-language journalism in the United States

Overview: This report presents the results of a survey done among Spanish-language journalism professionals in the United States, with the goal of analyzing the current situation of the media and employees in the sector.

Key words: journalism, Spanish, United States, press, digital journalism

Our daily bit of information¹

Thousands of journalists, chroniclers, information providers, reporters, translators, employees, interns, volunteers, students and lay people of more than 20 nationalities provide tens of thousands of reports in Spanish every day for a great variety of media outlets in the United States.

From professional media backed by the most powerful and prestigious American news chains to mere news flyers, and from professional newsrooms with the latest technological advances to improvised home offices with little more than a computer and an Internet connection, a heterogeneous legion of communications professionals feeds daily the need of tens of millions of Spanish speakers to not only stay informed, learn and entertain themselves, but also to stay in touch with their language and their culture.

Ever since the publication of the first newspaper in Spanish in 1808, *El Misisipi*, in New Orleans, media in that language have proliferated and transcended regions with the greatest number of Hispanics, to extend to all corners of a country that recognizes Hispanics as the largest minority group, with more than 50 million members; that is, 17% of its population. And according to demographic projections, Hispanics in the United States will surpass 100 million by mid-century, increasing the percentage to 25% and ensuring continued interest in Spanish-language news media.

But what Spanish news media are there? Where do they operate? Who are the people in charge of them, and what is their opinion of their profession? What is the nationality of their owners and readers? How many women work for them? Are they print or digital outlets? Are they sold or are they free? What types of news do they publish? Are Spanish or bilingual media preferred? Do they adapt their language to their readers' linguistic characteristics? Do they believe that

¹ Jorge Ignacio Covarrubias is the Secretary of ANLE. Those who collaborated in this project are

they help spread and contribute to the correct use of the Spanish language? What, in their opinion, are the goals of Spanish-language journalism? These and many other questions were posed in an extensive survey geared toward taking the pulse of Spanish-language journalism in the United States and determining the profile of a hypothetical typical or average publication.

The survey was provided in two versions: a full one and an abbreviated one. The abbreviated version—created a couple of months after the full one—was proposed to overcome the resistance by some colleagues who thought the original version was too long. After five months of research, hard work, deadline extensions, diplomatic insistence, and the application of assorted strategies such as offering the abbreviated version or getting some journalists to respond to the survey by pointing out that other publications in their state had already done so, 140 media representatives in 44 states and Washington D.C., ultimately responded, among them all of the most important Spanish-language outlets in terms of presence and circulation, in addition to a handful of representatives from journalism and educational organizations².

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Represented professionals

Of the 140 surveyed, 57.86% (81) answered the full version and 42.14% (59) the abbreviated one. They represent 20 nationalities, from Spain and all Spanish-speaking countries in the Americas, excepting only Costa Rica, Panama and Paraguay. Also responding were two people born in France and Pakistan, both female. Two people did not respond to that.

More than 40% were naturalized Americans, although those born in the United States were limited to almost 10%. In terms of country of origin, Mexicans

² See Table 1 with the list of the 140 participants, their positions and media outlets.

predominated with 23%, followed by Colombians (11.43%), Peruvians (10%), U.S. born individuals (9.35%) and Argentineans (6.43%). Rounding out the top ten were Spaniards (5.71%), Dominicans, Puerto Ricans and Venezuelans (all with 5%) and Cubans (4.29%)³.

Among the 140 respondents, 121 (86.45%) said they held executive positions such as owners, presidents, vice presidents, publishers, editors-in- chief, editors, and news editors. The most frequent position was editor at 28%. Then came managing editor, with additional positions such as executive editor, managing editor, editorial editor, with 22, and publisher and all its variants such as an additional title to owner, co-owner, editor, editor in chief, with 21⁴.

Nine employees at the typical outlet

How many people work in the Spanish-language media? The 104 people surveyed who responded to the question about the number of people employed by their publication gave a total of 1785, which comes out to an average of 17.16 per outlet. Certainly, the average includes large publishing companies such as *ImpreMedia*, with several publications, including *El Diario* in New York, *La Opinión* in Los Angeles, *La Raza* in Chicago, with 65 people in editorial positions out of a total of 190 throughout the company, and also smaller companies, such as *El Argentino Sin Fronteras*, in Florida, which only has two people on staff, an editor and editor in chief, in addition to occasional contributors. An additional six publications only had two staff members.

However, the median —the middle number in a given sequence of numbers; in this case, the number of employees that is exactly in the middle— which is a more

³ See Table 2 with the complete list of represented nationalities.

⁴ See Table 3 for the full list of respondents' positions, in addition to other positions they held previously in journalism and elsewhere.

accurate measure, since the highest numbers can produce an average that is not very representative, is nine per media outlet. The most frequent number of employees is 10, which was reported in 10 of the media outlets. Another nine media outlets said they had nine employees. And eight outlets offered the numbers of 5, 7, 8 and 12⁵.

*Women: Twice as many female employees, half
as many female executives*

Among the 140 survey respondents, men outnumbered women by a ratio of almost 2:1. Of the 140 people surveyed, 65% (91) were men and 35% (49), women. In the editorial field, the proportion of women to men is more than 6:4, according to those surveyed. The 103 people who answered the question about the number of women who work at their publication offered an average of 61.385%, which means the remaining 38.615% are men.

But the proportion of women in executive jobs is a very different story, since just 32 people responded to that question, giving an answer equivalent to 37.245%, which is much lower than the total number of female employees. This means that while the number of women in editorial positions at Hispanic media outlets is more than 61%, the number of women in executive positions is less than 38%.

A good example of a woman who has contributed to Hispanic journalism in the United States is Mariana Lamaison Sears, who worked for the now-defunct *Vermont en Español*, which was published in 2009 and 2010. She remembers that “most of us were women: mothers, teachers, journalists, biologists, translators, etc.”⁶

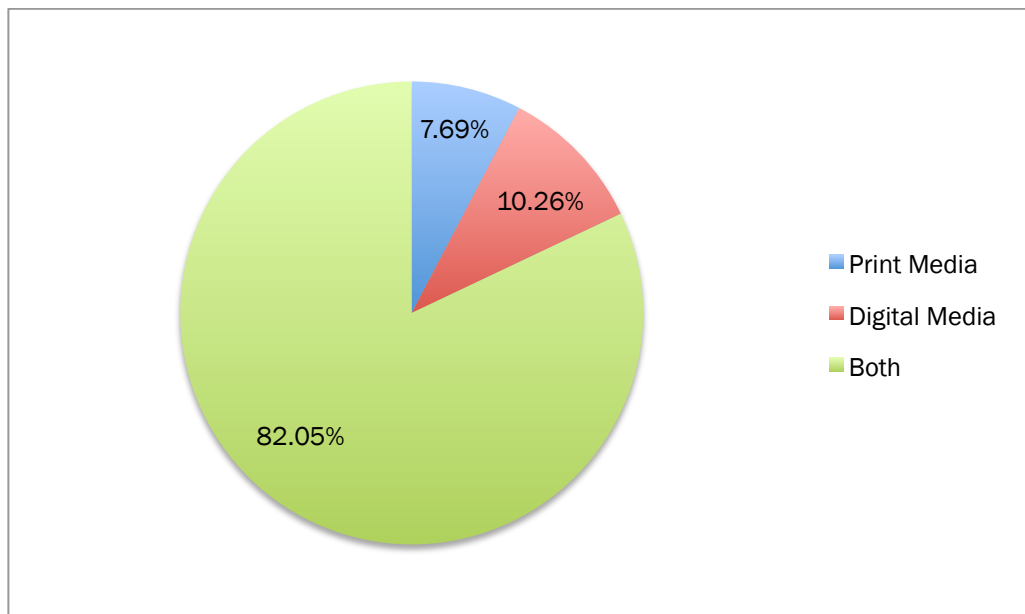
⁵ See Table 4 for the full list of personnel that each of the included outlets has and a list of frequencies.

⁶ See Table 5 for the full list of the percentage of women in Spanish media and of women in executive positions.

Traits of analyzed publications

Both print and digital

The vast majority of media outlets surveyed, more than 82%, operate in both the print and digital realms. Digital-only media represent a slightly higher proportion than print-only outlets.



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Chart 1. Answers to the question about whether the media outlet is digital, print or both.

U.S. companies represented in Spanish-language journalism in the United States

At least 31 U.S. companies in the communications field play a role in Spanish-language journalism in the United States, among them many that represent the nation's most important newspapers, such as *The New York Times*, *Los Angeles Times*, *Chicago Tribune*, *The Washington Post*, *Miami Herald* and, until recently, the *Daily News*⁷.

⁷ See Table 6 for the full list of U.S. companies that play a role in Spanish-language journalism.

Free information in Spanish

The great majority of Spanish-language media outlets in the U.S. are distributed for free and are funded by advertising. Among the 123 people who answered the question about whether their publication is sold or distributed for free, more than 85% said that it was distributed for free. The remaining 15% said prices range between 50 cents and 5 dollars.⁸ One respondent, who represents the majority, said, it is distributed for free and “depends on advertisers to survive.”

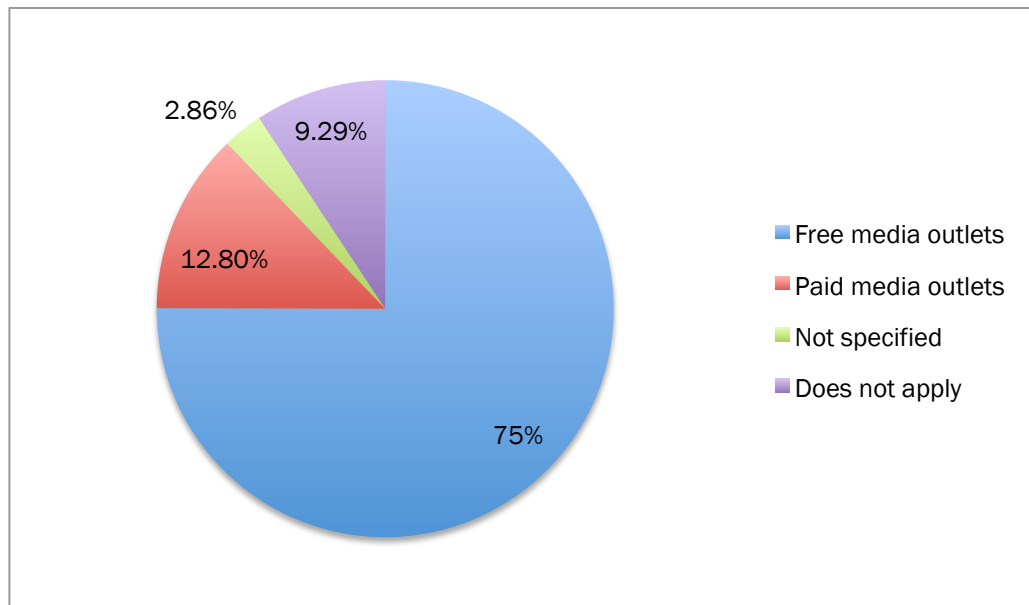


Chart 2. Answers to the question about whether the media outlet is free or paid.

What is the origin of readers?

More than 42% of readers of Spanish-language media are Mexican, according to those surveyed. They are followed by Colombians, with just over 5%, and Puerto Ricans, with 4.75%. At the regional level, after Mexicans (more than 42%) come South Americans (35%), Central Americans (more than 28%) and people from the

⁸ See Table 7 for the full list of prices of paid publications.

Caribbean (25%). Mexicans and Central Americans make up 52% of all readers. Among Central Americans, Salvadorans are the largest group, closely followed by Guatemalans.⁹

News agencies most used by Spanish media outlets

Three news agencies are used by at least 15 of those surveyed. EFE is used the most (45), followed by The Associated Press (33) and Agencia Reforma (15). In all, Spanish-language media use 38 agencies. Other international agencies are used much less: Reuters (5) and Agence France Presse (4). Spanish-language publications use at least six Mexican agencies, starting with Reforma, for a total of 27 media outlets. There are also Argentinean and Puerto Rican news services.¹⁰

General information with emphasis on “positive news”

Print and digital publications in Spanish in the United States offer a great variety of information, and 38% of those surveyed said that they publish general information.

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According to the categories mentioned, after general information come local news (6.10%), health (5.67%), sports (5.26%), education and entertainment (both with 4.45%), show business and “positive news” (both with 3.24%), immigration and the business/economy/finances category (both with 2.43%), to round out the top ten among the 46 categories mentioned. But if entertainment and show business are added together, combined, they end up in second place with 7.69%. Compared to the 19 media outlets that say that they report on entertainment (11) and show business (8), the number (6) that report on culture (4) and art (2), for a total of 2.43%, is far lower.

⁹ See Table 8 for the full list of the nationalities of readers of Spanish-language media outlets.

¹⁰ See Table 9 for the full list of news agencies used by Spanish-language media outlets.

Eight of those surveyed described the news they publish as “positive,” which ranks this category in seventh place among the 46 mentioned, alongside show-business news at 3.24%. They emphasized that they highlight “positive news” from the Hispanic community and avoid perpetuating negative stereotypes, focusing on “relevant stories” and Hispanic role models in formative, educational news items. Two of the categories mentioned were “formative news” and “role models.”¹¹

What do media outlets mean by “positive news”?

Alberto Avendaño, executive editor of *El Tiempo Latino*, a weekly *Washington Post* publication in Washington D.C., said that it publishes “general information with emphasis on telling relevant stories about and for the Hispanic community in which Hispanics are the protagonists.”

Efraín Chinchilla Cruz, editor of the Arizona monthly magazines *Gente de Éxito* and *Opciones*, said that *Gente de Éxito* “specializes in leadership, role models, etc., and *Opciones* in the options that every person has for living a dignified and exemplary life. Both magazines include as subjects positive, timeless and educational or formative news, sports, highlighting victories, efforts, both individual and team.”

Marco Ortiz, content editor of *Reflejos Bilingual Newspaper*, in Illinois, stated that it “offers all kinds of information, but emphasizing what is positive in the Latino/Hispanic community.”

¹¹ See Table 10 for the full list of types of information published by Spanish-language media outlets.

Dalia Díaz, founder and editor in chief of *Rumbo*, a bilingual weekly in Massachusetts, said that “we publish positive news about the community that is ignored by the mainstream media.”

Ángel Linares Lugo, executive editor of *People en Español* in New York, said that the magazine “offers original editorial content that captures the values, contributions and positive impact of the Hispanic community in the United States.”

José Villa, who ran the now-defunct *Hawaii Hispanic News*, a monthly bilingual print and digital publication, said that “we covered all sorts of general—AND POSITIVE—information that we considered of interest to our community of 128,000 Hispanic residents of Hawaii, located on the most isolated islands on the planet. We didn’t cover controversial news or news that perpetuated negative stereotypes about Latinos/as.”

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Gail M. Smith, publisher of *Impacto Latin News* in New York, said, “Our mission is to publish positive information about Latinos’ contributions and to elevate Latino culture” and she added, “we don’t publish subjects related to crime.”

Emilio Martínez Paula, editor in chief of the Texas weekly *Información*, clarified that “we select the ads, rejecting those that might contribute to the deterioration of values and of the family (people who cast spells, card reading, etc.)”

Beyond reporting

Several survey participants highlighted the contributions to the community by their outlets, which go beyond the task of just reporting by providing scholarships, foundations, seminars, classes, festivals, internships, student awards, help for

the poor, counseling for immigrants and advice to parents. Among the examples mentioned:

Diego Barahona, editor of *La Noticia* in North Carolina, said that his publication “actively participates in multiple community activities” and that “we have a foundation that grants scholarships to young Latinos.”

Fernando Méndez, editor and columnist for *El Sol Latino* in Pennsylvania, said that “we organize forums on education, business and social issues.”

Lilia O'Hara, editor of the weeklies *Enlace* and *Vida Latina San Diego* in California, said that “we participate in community festivals, the Latino Film Festival, as sponsors, as well as in events by other organizations, such as the Chamber of Commerce and *Casa de México*.” She added that the parent company, *San Diego Union-Tribune*, offers yearly paid journalism internships to 10 Hispanic high school students, who “receive classes and do articles and TV segments for six weeks during the summer. The Latino Champions Awards are given out yearly: the community nominates people, and an outstanding civic leader, teacher, coach, healthcare worker, business person and young person are selected. We go to the events to which we are invited, we answer readers’ calls and sometimes we do stories about their ideas.”

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Rafael Navarro, editor of *El Nuevo Georgia*, said, “We support and participate in events and celebrations in our community, and we organize an annual housing festival and the *Hagamos Reír a un Niño* program devoted to donating free toys during the month of December.”

Alberto Avendaño, executive editor of *El Tiempo Latino*, a weekly publication of *The Washington Post* in Washington D.C., told us: “I can tell stories in which, due to our articles, people detained in immigration detention centers were released; thanks to other work we have generated awareness to help reunite a child with

his deported mother, thanks to giving a voice to high school kids, and then it turns out that some of them come to visit us to tell us that having been featured in articles and that having seen their articles published has helped them move ahead, and they come visit us when they graduate from college because they want to have their photo taken with me. Anyway, very exciting! In addition, we participate in community initiatives, such as one I founded six years ago with a food distribution company to deliver boxes of food to needy families. I also personally participate in Hispanic Scholarship Fund activities, and one of my reporters is very active in the Latino Student Fund, one of our graphic designers is a volunteer for an association that teaches immigrants to read and write, and they are part of our stories and they feel very proud.”

Armando Cervantes Bastidas, editor of *Hispano Times* in California, told us about his school journalism project: “One of the main concerns as a news medium is education. Knowing that we have a duty to contribute in this regard, especially on behalf of Hispanic students, our pages have always been supportive of that objective. Only six months after starting to work with the newspaper that was then called *Cambalache* (2010), now *Hispano Times*, along with the Manteca Unified School District (MUSD), we took it upon ourselves to start the “MUSD School Journalism Project.” Its purpose is to provide not only a space but also a voice to students, with issues they themselves select, research, debate and write about. Their articles are published monthly in color on a page of our newspaper. We are proud of this project!

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Vilma Firce, managing editor of *Latinos Unidos* in New Jersey, said of Jorge A. Rod, the first Hispanic of the New Jersey State Assembly where he served for four years, that “combining his experience in the editorial industry (as founder and publisher of the MAIL-BAG newspaper in Lacey Township, which he founded in

1983 and later sold in 1991) and his passion for community service, Mr. Rod founded Latinos Unidos in June of 2003. His goal was to create a communication bridge between the government, businesses and the Hispanic community.”

José Villa, former publisher of the now-defunct *Hawaii Hispanic News*, said that that husband-and-wife personal adventure in 1994 “started for very selfish motives. The salsa scene was starting to take off in Honolulu. One particular Saturday there were three salsa dances that same night. I knew that was negative, because the dancing community was not large enough to accommodate three dances. That meant that promoters would not make money and, if they didn’t, they were not going to organize any more dances. To me it made more sense for them to have them on three consecutive Saturdays. That way, all the promoters would make money and sponsor more dances. That is why I prepared a very basic two-page list (on an 8 ½” x 11” sheet of paper) of all the community events I found out about and I sent a copy to 20 friends. We all ran in different circles. I asked them to send me a list of all the events they knew about, and I would include them in my ‘newsletter’ and send them a copy every month. That way, we would know about ALL the events. In time, that original letter led to a Hispanic community that focused on educating, informing and promoting our Hispanic community in Hawaii. It was a labor of love, just enough to cover costs, but it helped thousands of people in our community.”

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Alfonso López Collada G., editor and translator at Public News Service, said that “under a contract with clients, information of public interest (mostly non-profit organizations) is distributed for free among Hispanic media in the states of Arizona, Arkansas, California, Colorado, Florida, Illinois, Indiana, Iowa, Pennsylvania, Michigan, Nevada, New Mexico, New York, Ohio, Oregon, Tennessee, Texas, Virginia and Washington.”

María Guadalupe “Lupita” Colmenero, publisher of *El Hispano News* in Texas, said that “10 years ago we created a program called *Padres un Paso Adelante*, which is currently a non-profit organization. Through this organization we offer educational seminars to parents, to acknowledge them and prepare them to participate more actively in their children’s school life. The organization has reached more than 60,000 parents over these 10 years with its programs.”

Bárbara Yosmar Bobea, former editor of *La Crónica Hispana*, an Alaska monthly that is no longer published, said that “my sister Milqueya always had a vision for the progress of Hispanics in the United States. She spoke often with our older brother, a distinguished journalist in the Dominican Republic, and they always shared ideas and ideals about print media. She came up with ideas and, since she didn’t have her own outlet through which to express them, she shared them with my brother so that he would do so if it was something that was very important for our country or if it was of interest for the public he serves. Milqui, as we affectionately called her, needed to find a way to reach Hispanics in Alaska, to show them the world in a different way, to teach them new things. *La Crónica Hispana* was born for those reasons. She did not get to publish many issues due to her unexpected death at 54. What she did leave behind as a legacy was people who appreciated her work and her dreams started a scholarship fund for Hispanic students who wanted to go to college but did not have the resources to do so. It was named the *Milqueya Franjul Fund*. The people in charge still live in Anchorage, Alaska. Her dream was for education to reach all Hispanics in the United States, which other people will continue to pursue little by little and in her name.”

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How many copies?

The only category that we have not taken from survey responses is circulation, that is, the number of copies of each publication, since there is a tendency, — particularly among small media outlets— to exaggerate, sometimes wildly, as one

of the participating journalists acknowledged, adding that “anybody can claim to print any number of copies.”

Media outlet	Circulation
La Opinión	92,289
El Nuevo Herald	71,318
Hoy	62,000
El Bravo (Brownsville)	55,000
El Diario (New York)	52,780
Diario Las Américas	47,390

Table 1. Circulation of the largest Spanish-language media outlets in the United States (Source: *Cisión*).

Media Outlet	Circulation
La Opinión	64,260
El Tiempo Latino	50,655
El Nuevo Herald	49,192
El Diario	35,421
Vanidades (magazine)	403,184
People en Español	383,817

Table 2. Monday-Friday circulation of the largest U.S. Spanish-language media outlets. (Source: *Alliance for Audited Media*).

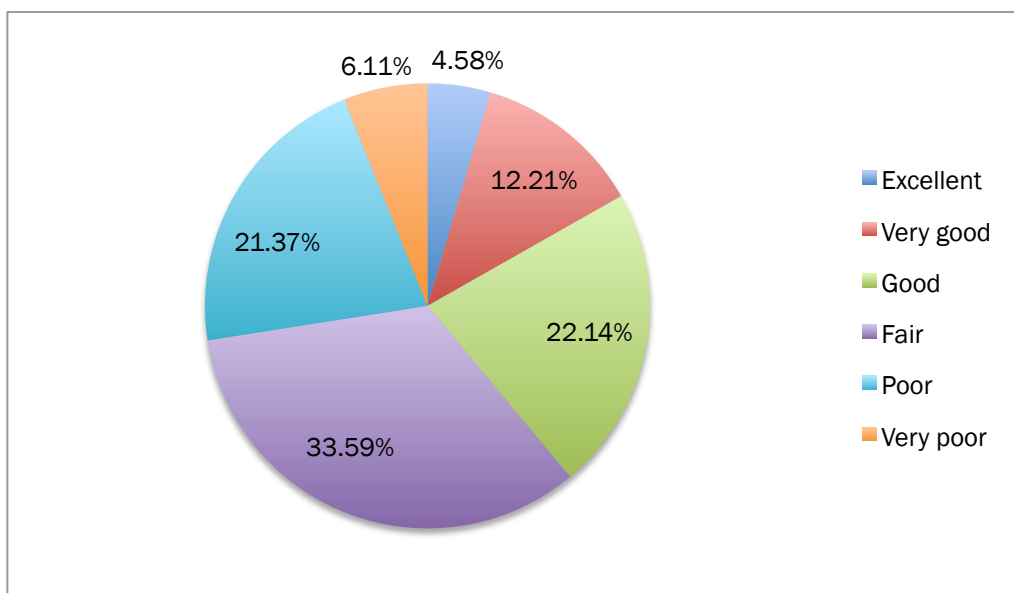
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Quality, quantity and other results

Not very good, but the future will be better

Most of the surveyed colleagues consider that the current situation of Spanish-language journalism in the United States, when it comes to editorial quality, is “fair,” with opinions that translate into a 45.35% approval rate, but they are sure that the future will be better, with 54.34% rating it as “good,” almost ten percentage points higher.

That same trend of assuming the future will be better is reflected to an even greater degree in their opinion about the financial situation of said publications. While surveyed journalists rate the current financial situation as “fair” with a tendency toward “poor,” at 37.95%, they envision that finances in the future will be at the mid-point between “fair” and “good,” with 49.56%, about 12 percentage points higher. For statistical purposes, we have assigned 100% to those who chose “excellent,” 80% for “very good,” 60% for “good,” 40% for “fair,” 20% for “poor” and 0% for “very poor.”



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Chart 3. Answers to the question about the current state of journalism.

Of the 131 people surveyed, only six (4.58%) said that the current state of journalism is excellent, on a scale of six possible answers: excellent, very good, good, fair, poor, and very poor. Another 16 (12.21%) said that the current state of

journalism is very good, despite the lack of resources and professionals devoted to the activity. Of those surveyed, 29 (22.14%) said that the state of Spanish-language journalism in the U.S. is good, albeit insufficient, and have many reservations about content, language and lack of capital interested in financing solid journalism.

Ricardo Trotti, executive director of the Inter American Press Association in Florida, said that the level is “good” because “it’s an informative type of journalism that covers information,” but on the other hand, it “does not uncover or investigate, except for a few exceptions.”

Slightly over a third of surveyed journalists said that the state of journalism is “fair,” the category selected most often, with 44 votes or 33.59%, reflecting the opinion of the majority. Many of them alluded to the lack of professionalism, poor use of language, vulgarity, pornography and sensationalism.

Jesús del Toro, editorial director of *La Raza* (Chicago), *La Prensa* (Orlando), *La Opinión de la Bahía* (San Francisco) and *Rumbo* (Houston, digital), agrees with other colleagues that not enough investigative reporting is taking place. He said: “There is a need for more emphasis on in-depth reporting, copy editing, quantity and quality of sources, writing quality and better narrative. In addition, a lot of the journalism in itself resorts to formats that have become obsolete with the advent of the internet and social networks.”

Also among those who consider that the current state of journalism is “fair” is Oscar Daniel Erives, owner and general manager of *Buenos Días Nebraska*, who detects “too much secularism, pornography, degradation of the human being with printed images.”

María Rocío Ríos Niño, director of *El Centinela/Oregon Catholic Press*, a monthly, rates it as “fair” and mentioned that “there are no native journalists to give publications a certain level of journalism. It is translated, with text in Spanglish.

It's crucial to make an effort to preserve the language within the profession, particularly in the United States."

"Fair" is also the rating given by Irene Díaz Bazán, local news and edition closing editor at *La Visión*, a print and digital weekly in Georgia, who backs up her vote by arguing that "the lack of resources is undoubtedly the greatest difficulty for every editorial company. The printed editions are going through an unfavorable situation due to the failed migration system. Many business people who place ads in print media are holding back from buying ads due to the lack of clients. Many have gone back to their country of origin due to the lack of a favorable legal status in the United States. Since there are no advertisers, newspapers that depend on this income have limited funds to hire personnel. Consequently, the quality of editorial content is reflected in each edition. In small editorial companies, few people must fulfill several roles to make up for the lack of a competent news team."

Wilfredo León, editor in chief of *Periódico Latino*, a print and digital publication of *Latino Enterprises* in South Carolina, rated it "fair," since "anybody can write and call himself a journalist; some do it better and most [are] a disaster."

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A considerable number of those surveyed, 28 or 21.37%, said that Spanish-language journalism in the United States is poor. They attribute it to different causes: poor quality, the emphasis on the macabre or celebrities, the lack of educational entities for journalists and even a Hispanic culture that does not read newspapers.

"I believe the current state of Hispanic journalism in the United States to be poor," said Reinaldo Escobar, publisher and editor of *The Spanish Times*, biweekly publication in Utah. "The main reason is that the motivation of most Spanish-language media owners is simply to get advertisers' money, with little interest in editorial content and almost total contempt for readers, TV viewers,

radio listeners, Internet users and, of course, journalists. Another reason that contributes to this problem is that there are insufficient educational institutions in the United States to prepare future journalists for the world of Hispanic journalism.”

Alfonso Nieto, publisher of *Hola Tennessee Newspaper*, a biweekly in Tennessee, rated it as “poor,” complaining that “newspapers do not respect readers, they just want to fill their pages with whatever and their pockets with money.”

Also rating the current state of Spanish-language journalism as “poor” is Sebastián Pérez Ferreiro, senior editor of *bnamericas.com*, former senior editor of *Sports Illustrated Latino*, news producer at NY1 in New York, news producer at WNBC/Telemundo, editor at the Associated Press and translator at EFE. He said: “They lack an independent editorial viewpoint: often the idea comes from a product that is identical to the original, except it’s in ‘Spanish.’ The lack of a clear identity (the Latino community is not monolithic, just consider [the fact] that Jeb Bush declared himself Hispanic in the census once) and of resources end up undermining the quality of editorial content, and for that reason, in the United States there is no equivalent to *The New York Times*, NPR or *60 Minutes* in Spanish.”

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Those who gave Spanish journalism the worst rating were not few in number: eight of those surveyed, or 6.11%.

One of them was Gail M. Smith, publisher of New York weekly *Impacto Latin News*, who thinks that “the quality of journalism is abysmal. A serious problem is finding young professional reporters who are native and speak the language fluently. This forces us to use immigrant or older professionals who perhaps are not very familiar with the subjects that are attractive to young people in our community.”

Three colleagues described Spanish-language journalism as “sensationalist.” Elena Miramar, publisher of *Visión Hispana*, a print and digital bilingual biweekly in California, rated it as “poor” because she considers it “very sensationalist and too focused on racial and discrimination” issues. On the other hand, Franco R. Cevallos, publisher and editor of *Nuestra Comunidad*, a bilingual print monthly with a daily digital edition in Oklahoma, rated it as “very poor” saying it is “very sensationalist, it offers things that have little journalistic value, such as gossip, and writers do not have a good command of the language.” And Manuel Arredondo, publisher of *Mujeres Internacional*, a digital weekly in New Jersey, said that “Spanish-language publications have forgotten that the media, in addition to informing, must educate, and they focus only in yellow journalism focused on generating revenue.”

Dalia Díaz, founder and editor in chief of *Rumbo*, a bilingual print and digital weekly owned by SUDA Inc., Massachusetts, went even further: “Whether it’s radio, TV or print, the quality of the Spanish used is awful. I’m not referring to regionalisms but the use of Spanglish. There is a proliferation of vulgarity... But that’s another story. My concern is for young people to learn Spanish based on what they see and hear.”

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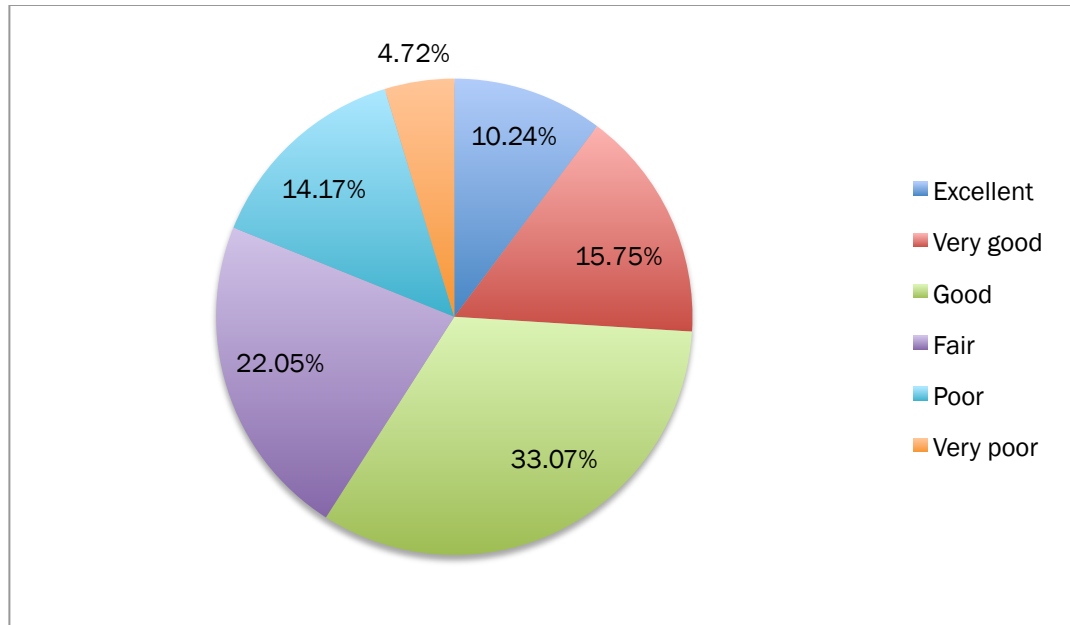


Chart 4. Answers to the question about the future of journalism.

A majority, 42%, thinks that Hispanic journalism in the United States will have a “good” level in the future, a more optimistic evaluation than the 44% that rated the current level as “fair.” Rating the future as “fair” are 28%, but another 20% anticipate it will be “very good.” The most positive comments mention demographics and the industry response, as well as the adaptation to new digital media. But the more negative ones point to the displacement of smaller outlets by monopolies and shaky quality.

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J. R. Logan, assistant editor of *The Taos News*, a bilingual weekly of the *Santa Fe New Mexican*, New México, is one of the 13 people surveyed (10.23%) who envision an “excellent” future, because they consider that “the demographics are increasing rapidly and the industry is responding with coverage that takes Hispanic issues more into account.”

But Jesús del Toro, editorial director of *La Raza* (Chicago), *La Prensa* (Orlando), *La Opinión de la Bahía* (San Francisco) and *Rumbo* (Houston), of Illinois, represents the majority, which considered the current state of Hispanic

journalism “fair” and the future vision “good,” saying about the latter, “To the degree that the transition to digital is thoroughly understood and that, at the same time, it returns to the basic quality precepts in investigation, writing and fact checking, Hispanic journalism has a good future, especially if it decisively approaches crucial issues of interest to Hispanics with a more combative and committed perspective.”

Douglas Rojas-Sosa, editor of *elnuevoherald.com*, the digital daily version of *El Nuevo Herald*, of *Miami Herald* Media Company/The McClatchy Company, Florida, rated the future as “very good” because “the Hispanic community in the United States is growing and attracting many talented journalists. The challenge is to be able to offer opportunities to these new journalists who arrive in the country.”

On the other hand, Carlos Puella Mejía, editor of print and digital weekly *La Nación Hispana*, of Hispanic Marketing, South Carolina, rated it as “fair,” because he thinks that “a conglomerate of powerful media will consolidate its monopoly, while the smaller publications try to survive with few resources and struggle to not disappear, but without real possibilities of growth.”

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Lorena Ester López Altamirano, editor of *La Prensa en Iowa*, a print and digital biweekly in Iowa, considers that the future of journalism, “at least print,” in Spanish is “poor” because “the new generation of Hispanics is not learning to read, speak or write the language, and this will be reflected in the Hispanic journalism of the future.”

The most solemn opinion comes from Armando Cervantes Bastidas, editor of *Hispano Times*, a California monthly that suspended its print edition and went digital in July of 2015. After rating current journalism as “very poor,” he did not even rate as such the future of journalism. “I would add null and void,” he wrote. “Quality of journalism...? A little better than 0.”

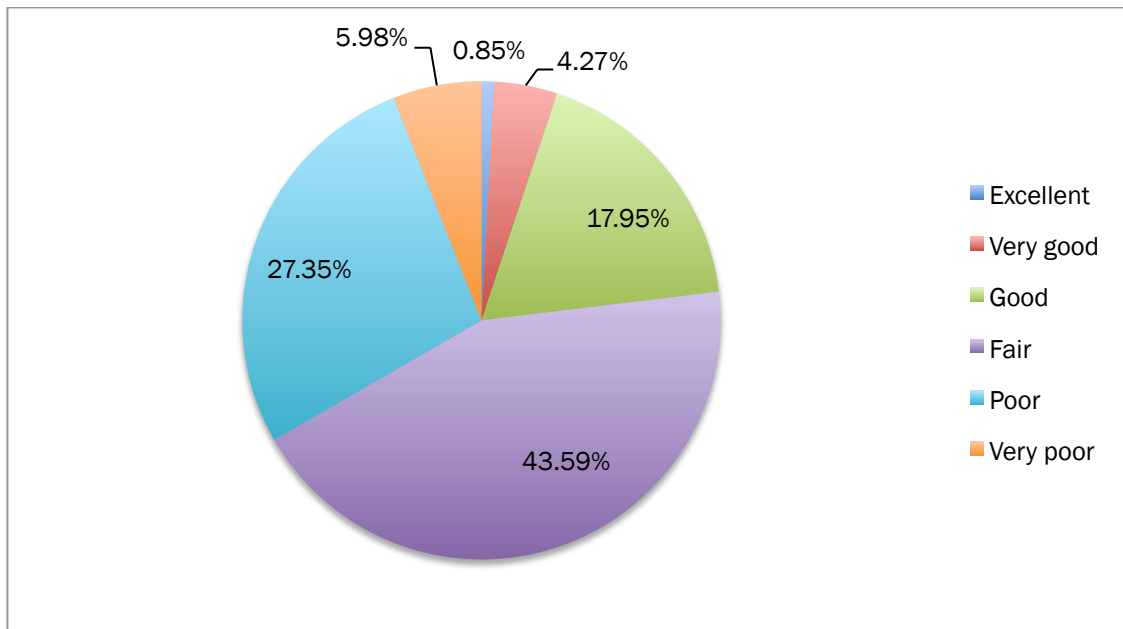


Chart 5. Answers to the question about the current financial situation of journalism.

Just one of the 117 people surveyed (0.86%) rated as excellent the current financial situation of Hispanic journalism in the United States, while seven (5.98%) rated it as “very poor.”

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The only one who rated it “excellent” was Luis F. De León, president and editor of *El Reportero Las Vegas*, a print and digital monthly magazine in Nevada. In his opinion, “Given the uncertainty about the current global economy and with the management of assets within editorial companies, both small companies and large corporations, it could be encouraging, depending on the importance of the news and its impact on listeners, readers, educators and followers of information science.”

A majority of 51 (43.59%) rated the current financial state of journalism as “fair,” followed by 32 that described it as “poor” (27.35%). Another 21 (17.95%) consider it “good” and only five (4.27%), “very good.”

Those with a somewhat positive attitude suggested an “interesting” advertising market. But there are many who lament the economic burden of maintaining a professional team, the lack of revenues or the threat of new technologies to newspapers.

Manuel Aguilera, editor of print and digital newspaper *Diario Las Américas*, of Las Americas Multimedia Group in Florida, said that the current financial situation of journalism is “good” because “there is an interesting advertising market, particularly on the web and TV.”

Among the majority that rated it as “fair,” Normand García, editor of *El Sol de Yakima*, a bilingual weekly of the *Yakima Herald-Republic* in Washington State, said that “the financial aspect continues to be difficult for small publications. Having a team of journalists is, at times, a dream for a small publication due to the cost. *El Sol de Yakima* only has an editor who acts as reporter, photographer, layout person, etc.”

Also rating as “fair” the current financial state of Spanish-language journalism was José Luis Ruiz, editor in chief of print and digital weekly *El Aviso Magazine* in California, because “sales are meager and people are not very interested in reading on paper.” Also rating it as “fair” was Hernando Amaya, news director at NORSAN Media, which publishes *Hola*, a print and digital weekly in North Carolina and Florida, who bases his opinion on the fact that “companies pay Hispanic journalists less, compared to American companies.”

The current financial situation of Hispanic journalism is going through a critical phase, said Víctor Cuenca, director and editor of *Providencia en Español*, a print and digital daily of *Hispanic Media Publishing, Inc.*, Rhode Island, because “Hispanic media in the United States have suffered several financial blows, starting in 2007 with the housing crisis, going through a recession in the last few years and ending with the expansion of digital media and the social network

trend. Information is no longer a newspaper monopoly, but rather, it must now be shared with social networks. That's reason enough for Hispanic journalists not being recognized economically and losing their passion for good journalism."

Albor Ruiz, retired columnist at the *New York Daily News* and former contributor to *Hora Hispana*, a now-defunct Spanish-language weekly of the *Daily News* in New York, rated as "poor" the current financial situation of journalism, arguing: "Companies are always complaining about being broke. But many believe that they are excuses for paying journalists little and not investing what should be invested to improve the publication's coverage and quality."

Alfredo Carbajal, managing editor of *Al Día*, *The Dallas Morning News*/A.H. Belo Corporation, in Texas, said the current economic situation is "very poor" because, in his opinion, "it is not appropriate and there is no interest in building responsible media outlets. The written press makes valiant but very isolated efforts, TV will continue to be in love with *telenovelas* and scantily clad women. And radio has always been shameful."

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Augusto Ratti Angulo, general editor of *El Eco de Virginia*, a now-defunct print and digital bilingual weekly in Virginia, said the financial situation is "very poor, because smartphones have eliminated the need for a newspaper."

And Mercedes Vigón, associate professor and associate director of the International Media Center, School of Journalism and Mass Communication at Florida International University, rated it as "very poor," saying that "there was a speculative bubble, media outlets were sold at top prices and they do not produce enough to keep investors happy. They are cutting back and cutting back, and of course, the public sees information reduced to its minimum expression and has better access to other sources of news... it disconnects."

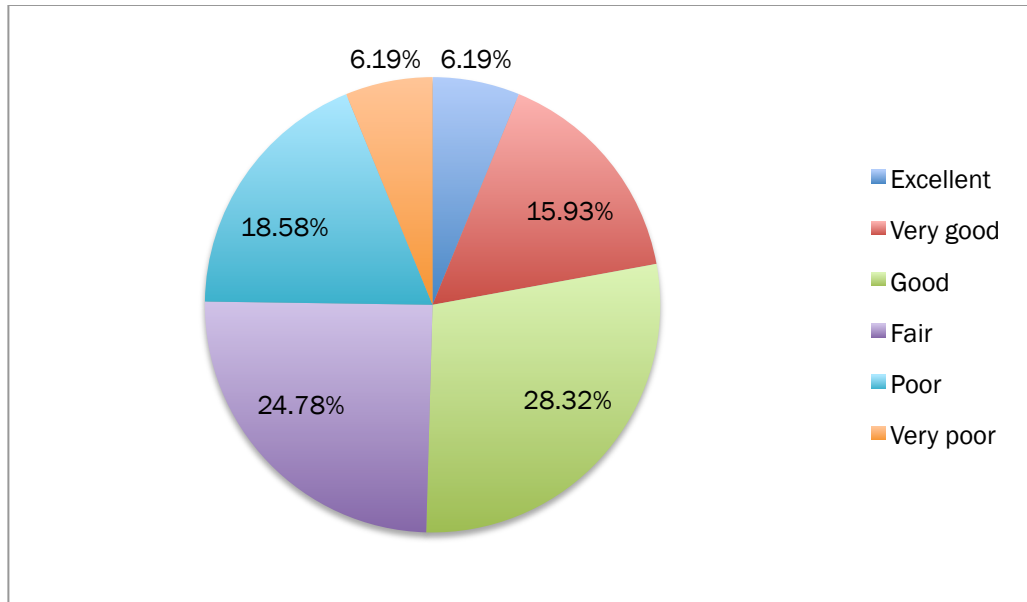


Chart 6. Answers to the question about the financial future of journalism.

The future panorama is slightly better, according to those surveyed, since compared to the current panorama that a majority rated as “fair,” the rating of “good” predominates with respect to the future, with 28.32%, which suggests that survey participants tend to trust in a better future.

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It is true that quite a few rated the future as “fair,” 24.78%, but on the other hand, 15.93% rated it as “very good.” On the extremes were seven out of a total of 113 people surveyed who anticipate an “excellent” future and an equal number who expect a “very poor” one, both with 6.19%.

Most optimistic was Rafael Prieto, editorial director of the weekly *Qué Pasa-Mi Gente* in North Carolina, who despite considering the current financial situation of Hispanic journalism in the United States “poor,” foresees an “excellent” future.

“Economic progress will be amazing”, he said. “Late in the 1950s during the last century, Ignacio Lozano Jr., son of the founder of *La Opinión* in Los Angeles was asked about his future. He answered that he would be unemployed because *La*

Opinión readers who came between the 1920s and 1940s were dying off. In the 1980s, *La Opinión* took off, and I participated in it, which led it to become the main Spanish-language newspaper in the country. Currently, Hispanics in the United States [would be] the 14th largest economy in the world, if Latinos were a country. Studies indicate that use of Spanish will continue in the country beyond the first half of the 21st Century. So Spanish-language media will become stronger, as they have done in the past.”

For his part, Juan Carlos Ramos, owner and publisher of *El Tiempo New Orleans*, a JC Media print and digital monthly in Louisiana, considers it “very good, as long as the Hispanic community continues to show that it has purchasing power.” Fernando Gutiérrez, publisher of *El Sol de Nevada*, a print and digital weekly in Nevada, thinks the future panorama is “very good” because “technology will allow journalism to extend its borders and potential.”

Alicia García de Ángela, content and communications director at *EH Hispanic Media* for *El Clasificado* | *El Punto* magazine | *Quinceanera.com* magazine, print and digital media in California, agreed with the majority, rating the current financial situation of journalism as “fair” and the future economic situation as “good” and offering the following argument: “The written press will have to be provided for free in almost every market and will only serve as ‘branding’ of its digital platforms, which will be the ones focused on producing returns. In general, Hispanic media that adapt to new technologies will be successful and there will be more and more groups of Hispanic media partnered with Anglo media, whose platforms will encompass print media, radio, TV and the Internet.”

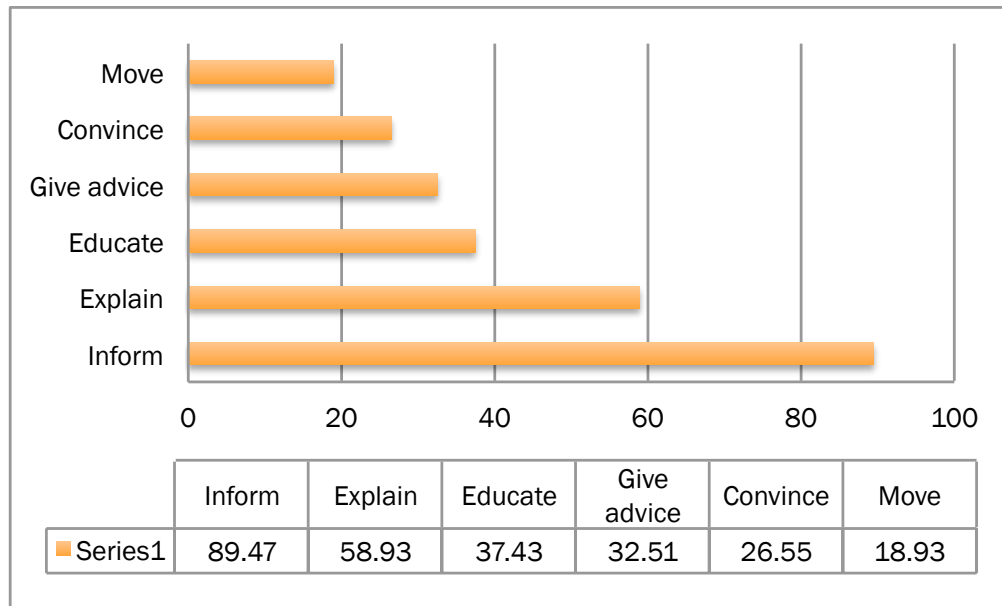
Also rating the financial future of Hispanic media as “good” was Marco Ortiz, content editor at print and digital *Reflejos Bilingual Newspaper* of Paddock Publications in Illinois, “because the economy in general will continue to improve

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and because American companies now want to take more advantage of the purchasing power of Hispanics in the U.S., so the sale of advertising in written and digital media will improve.”

Clemente Nicado, publisher and editor of *Negocios Now*, a bilingual (mostly Spanish) digital outlet and founder of the *Chicago Tribune's Hoy* newspaper, in Illinois, offered the most original answer, rating it as both “very good” and “poor,” explaining that “ ‘very good’ if it manages to adapt itself to the new circumstances (the advance of the Internet). ‘Poor,’ if it fails to do so.”

The goal of journalism



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Chart 7. Answers to the question about the goal of journalism.

As we might have guessed, most of the colleagues surveyed, 63 of the 68 who answered the question, said that the main goal of Spanish-language journalism in the United States is to inform, placing it at the top of the list of six categories. Only five did not rank it as the first goal: two assigned it to second place, another third and another fourth.

In this table, one point was assigned to the first goal in the responses of those surveyed, two to the second and so on until six to the sixth and last. The goal to “inform” was the only one included by all those who responded to this part of the survey (68). The other categories (“explain,” “educate,” “advise,” “convince” and “move”) received from 60 to 67 answers. To accurately determine the relative position of each category, we calculated the ratio between the total number of points received and total answers. From then on, a lower score meant a more prominent place.

The conclusion was that to “inform” was considered the main goal of journalism, with 89.47%, followed by “explain” (58.93%), “educate” (37.43%), “advise” (32.51%), “convince” (26.55%) and “move” (18.93%).

Alberto Avendaño, executive editor of *El Tiempo Latino*, a Hispanic publication of *The Washington Post*, answered, “Today, the most important thing is to EXPLAIN and ADVISE every time you INFORM. I suppose you always end un EDUCATING somehow, but the job of the journalist is not to CONVINCe anyone... Of course, there are journalists who inform by explaining their point of view to try to convince their audience... As long as the audience knows that the person informing is offering his perspective, the game can even be educational...”

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Among those surveyed, Efraín Chinchilla Cruz, editor of the *Gente de Éxito* and *Opciones* monthly magazines in Arizona, was the only one who ranked “inform” as the fourth goal, after “educate,” “advise” and “explain,” and above only “convince” and “move.”

What were the criteria to include these categories? There is no need to explain “inform,” since it has traditionally been considered the main role of journalism. Two others categories correspond with respond to journalism “genres”: “explain,” with news analysis, and “convince” with editorials, with an important exception. In my opinion, the purpose of many editorials is to condemn corruption,

irregularities, abuses or nonsense. And that condemnation seeks to alert and even to “convince” readers that something is wrong and requires a solution. However, objections such as Avendaño’s or that of Mario Antonio Sandoval, academic, journalist and director of the *Academia Guatemalteca de la Lengua*, who argued in his acceptance speech to the Academy that the goal of journalism is not to convince readers, made me reflect about whether it was appropriate to include this category. But I came to the conclusion that both my colleagues, Sandoval and Avendaño, are just as right as I am: the editorial does not set out necessarily to “convince” people of a particular solution to the problem discussed, but rather, has the intention of “convincing” readers there is something wrong that must be fixed.

The category “move” was included because, in my opinion, that is what is emphasized in the so-called “features” or “human interest” stories. “Educate” earned a spot because many journalists preach that it must be one of the essential roles of journalism in modern life. And I included “advise” at the risk of their partially overlapping with “educate” and “explain.”

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Hispanic media and the Spanish language

More than 60% of the journalists surveyed consider that Spanish-language media in the United States help preserve the language, but also believe that the language that is used is not quite correct, is of questionable quality and that spelling is barely passable.

In the section regarding language, the answers gave the following percentages, where 100 represents an excellent level; 80, very good; 60, good; 40, fair; 20, poor and 0, very poor. The number in parentheses indicates the number of answers.

It is worth mentioning that in the four questions in this section —the degree to which journalism contributes to preserving the language, its correct use, its quality and its spelling— 10 of those surveyed complained about the use of Spanglish.

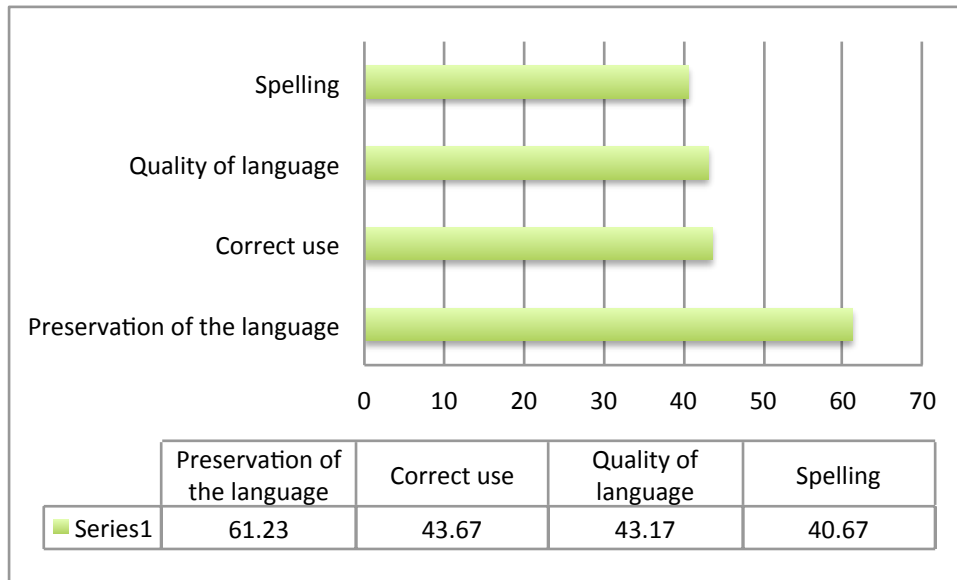


Chart 8. Answers to the question about journalism's contributions to the Spanish language.

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Journalism helps preserve Spanish... even if it is with errors

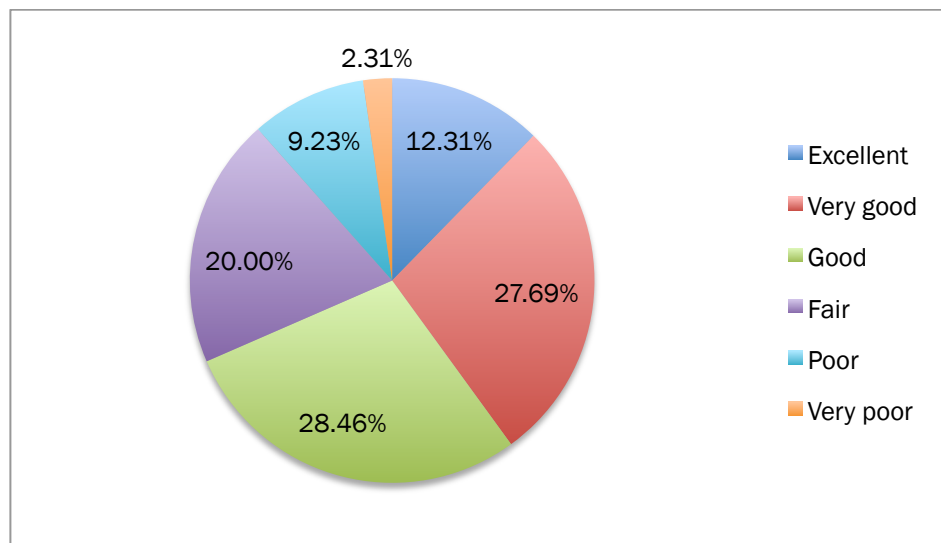


Chart 9. Answers to the question about the contribution of journalism to the preservation of Spanish.

A majority believes that Hispanic media contribute to preserving the language, despite their errors. Ángel Ramos, owner of *El Sol de Cleveland*, a biweekly digital newspaper in Ohio, rated its role as “excellent,” because he believes that journalism in Spanish “helps us maintain our identity as Hispanics and ensures that future generations will have a solid legacy from their ancestors. Further, it preserves our history and who we are as Hispanics/Latinos in this country.” Valdemar González, editor of the Nevada print and digital weekly *El Mundo*, also chose “excellent,” because “in addition to the family, it is the best way to practice Spanish: to use it and to enjoy it.” And a grade of “excellent” was also awarded by Luis G. Espinoza, director of the print and digital weekly *La Noticia de Misisipi*, for a very simply reason: “In our case, it is the only Spanish-language media outlet in the area.”

Alicia García de Ángela, EH Hispanic Media’s director of content and communications for *El Clasificado*, *El Punto* magazine and *Quinceanera.com* print and digital magazine, voted “very good” and said that Spanish-language media “are practically the only way to keep the Spanish language alive in the United States, in view of the fact that bilingual education in the schools has failed.”

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Two other colleagues also chose “very good.” Reinaldo Escobar, publisher and editor of the Utah biweekly *The Spanish Times*, based his vote on the argument that “perhaps after grandmothers, it is Spanish-language media that are responsible for the fact that the language of Cervantes has not died out in the United States.” And Rigoberto Castro Velázquez, editor of the Minnesota print and digital weeklies *La Prensa de Minnesota* and *Revista Vida y Sabor*, of Latino Communications Network, put it simply: “Education occurs through language.”

Mercedes Vigón, associate professor and associate director of the International Media Center, School of Journalism and Mass Communication, Florida

International University, describes the contribution of Hispanic journalism to the preservation of Spanish as “poor,” because she believes that “it is difficult to become fluent in a language surrounded by so many Anglicisms. Sometimes it is necessary to interview people who have something interesting to say, but who do a terrible job of expressing themselves. Oh, well!”

Elías Gutiérrez, editor of the print and digital weekly *Latino Press* in Michigan, did not vote for any of the six options, which ranged from “excellent” to “very poor,” but said: “I don’t think that Spanish-language media are interested in contributing to the Spanish language. They are interested in reaching Spanish-speaking communities in order to reach them with their advertising.”

And Armando Cervantes Bastidas, editor of *Hispano Times*, a California digital publication, describes that contribution as “very poor,” because in his opinion, “what little there is, is a genuine disaster. The Spanish or Castilian language, as such, is nonexistent.”

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Journalism contributes somewhat to the accurate use of the language

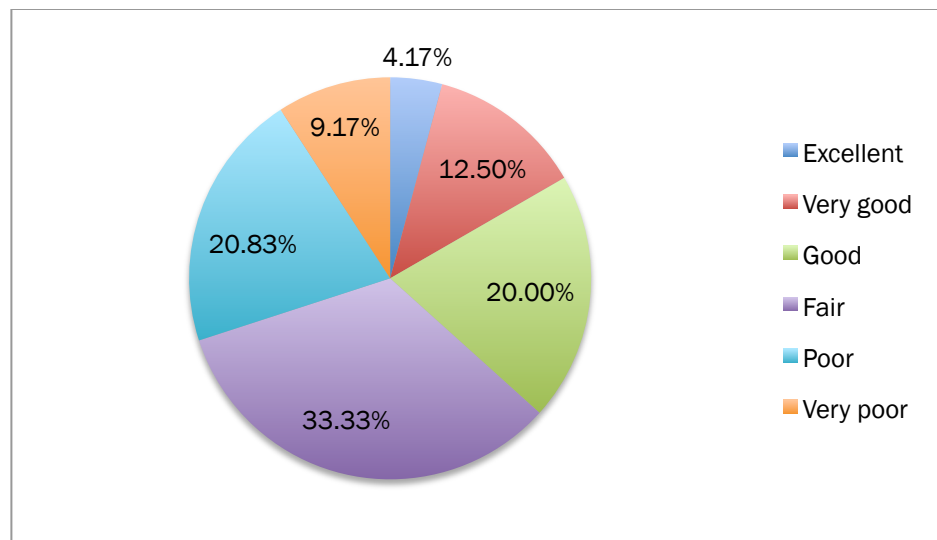


Chart 10. Answers to the question about the contribution of journalism to the accurate use of the language.

On the question about whether Spanish-language journalism in the United States contributes to accurate use of the language, Adriana Bianco, a contributor to *Revista Américas-OEA* in Washington DC, *El Diario* (New York) and the EFE agency, rated it as “fair,” with the clarification that “the media are not responsible for linguistic accuracy. That is what educational institutions and schools are for. It is enough to write in neutral and comprehensible Spanish, and for television and radio to maintain a certain level, without slang or regionalisms.”

Ricardo Trotti, executive director of the Inter American Press Association in Florida, also described the contribution to linguistic accuracy as “fair”: “Unfortunately, writing is not done carefully, and diversity is taken as an excuse to conspire against the language,” he said.

Two of the people surveyed complained about the presence of Spanglish in writing in Spanish-language media: Michel Leidermann, of the weekly Arkansas print and digital publication *El Latino* of the *Arkansas Times*, who voted “fair,” said that “many people use Spanglish and not proper Spanish.” And Vilma Firce, managing editor of the New Jersey print and digital monthly *Latinos Unidos de Nueva Jersey* of J.A. Rod Associates, LLC, chose the “good” rating and said that “in programming that comes from our Spanish-speaking countries, the language remains accurate. Programming created here tends to have too much Spanglish, and grammar/spelling errors.”

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Juan Varela, vice president for content at *ImpreMedia* (*El Diario* of New York and *La Opinión* of Los Angeles), justified his rating of “poor” by basing it on the fact that “the language used in the media is of very low quality, with huge stylistic, grammatical and lexical errors. In the U.S., one finds expressions and forms, especially in writing, that are not part of the Spanish of any Spanish-speaking

country. The enormous lexical, stylistic and literary richness of Latin American Spanish is not present in the Spanish of American media.”

Juan Esparza Loera, editor of the bilingual print and digital *Vida en el Valle*, of California’s McClatchy Newspapers, who was one of the 11 who rated it as “very poor,” said that “years ago, I asked the publisher of a weekly why he didn’t care about accurate Spanish, and he replied: ‘Ha, that doesn’t matter to me. What matters to me is money!’”

And Roberto J. Bustamante, senior writer at the digital *Ahora News*, a publication of the Puerto Rican Congress of New Jersey Inc., in New Jersey, raises a cry of alarm: “We must not allow junk journalism to invade our media.”

The quality of Spanish in the media leaves something to be desired

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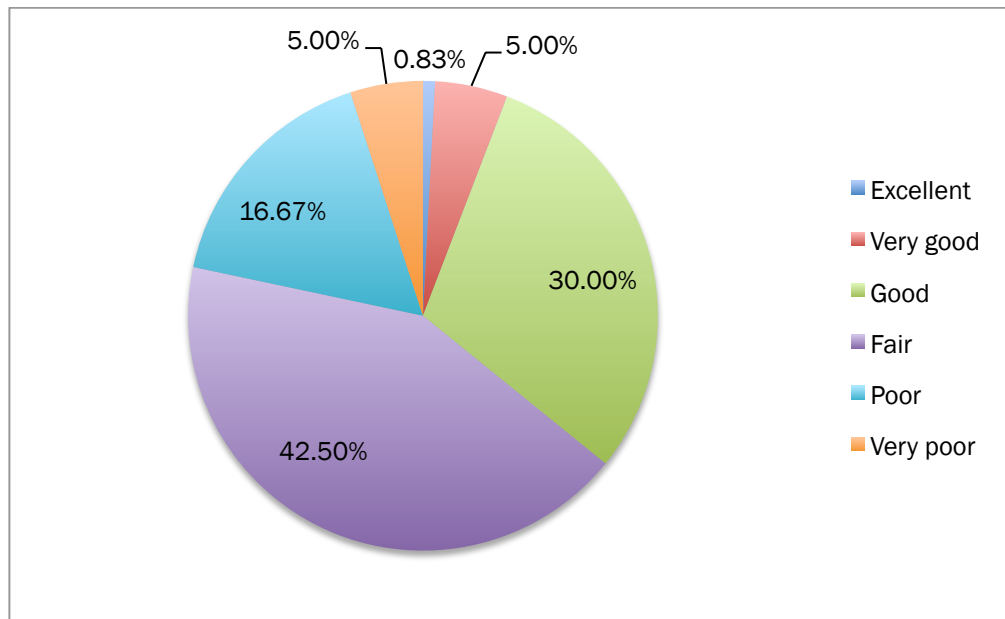


Chart 11. Answers to the question about the contribution of journalism to quality of language.

Jesús del Toro, editor in chief of print and digital weekly *La Raza* (Chicago), *La Prensa* (Orlando), *La Opinión* de la Bahía (San Francisco) and *Rumbo* (Houston, digital), was among the more than 42% who described the quality of Spanish in the media as “fair.” He said that “a higher level is needed, both in the basics in terms of spelling, grammar and so on, as well as at the more complex level of narrative. But that is not exclusive to the United States; it is needed in the entire Spanish-speaking world, in general.”

Brunilda Fernández, owner of the biweekly print and digital *Latino News of Tennessee*, also rated it as “fair,” saying that “nobody takes it seriously.”

Guillermo Rojas, president and CEO of Oklahoma’s *La Semana del Sur*, also gave it a “fair” rating, “because there are many publications being run by people without an academic background.” So did his colleague José Neil Donis, publisher and director of the bilingual print and digital biweekly *Al Día en América* in Kentucky, who said, “anybody can start a newspaper or magazine, without even respecting such simple things as rights, licenses or permission to publish articles from agencies or other media. That ought to improve the quality of some of them, given that it is competition among outlets, but it does not do so, since it turns into an unfair and sometimes corrupt competition.”

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And Lilia O’Hara, editor of the weeklies *Enlace* and *Vida Latina San Diego* of *UT San Diego* in California, argues that, “The media are, above all, a business, and in most cases, the people who run them are entrepreneurs, and the people who produce them are not necessarily journalists, and they do what they can, without worrying about spelling, and much less, about grammar.”

Some colleagues complain that the media use “a lot of Spanglish.” Among them are Lisa López, managing editor of the bilingual print and digital weekly *Dos*

Mundos in Kansas, as well as Farhana Hibbert, publisher of the now-defunct bilingual and biweekly *Idaho Unido* of HBBCo. Publishing, who said, “We reviewed a lot of newspapers in the country before starting ours. Spanish-language skills were weak or inconsistent in many publications. Many used Spanglish.” Both rated it as “poor.”

Leah Schmalzbauer, a sociology professor in Massachusetts and former professor of sociology at Montana State University in Montana, is among those who considered the quality level of Spanish “very poor”; that is, nonexistent. She said that “there are few resources to support a Spanish-language spoken media outlet in Montana... You can’t even get the *New York Times* every day in Montana, so I don’t have a lot of optimism as far as media in Spanish.”

The only one who praised the quality of Spanish, describing it as “excellent” (as opposed to the six who consider it “very poor”) is Rafael Prieto Zartha, editorial director of North Carolina print and digital weekly *Qué Pasa-Mi Gente*, of Latino Communications, “because it reflects the ways Spanish is spoken and written in the United States, including the incorporation of American terms, which are a factor for language unity in this country.”

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Spelling: “All over the map,” a little bit of everything

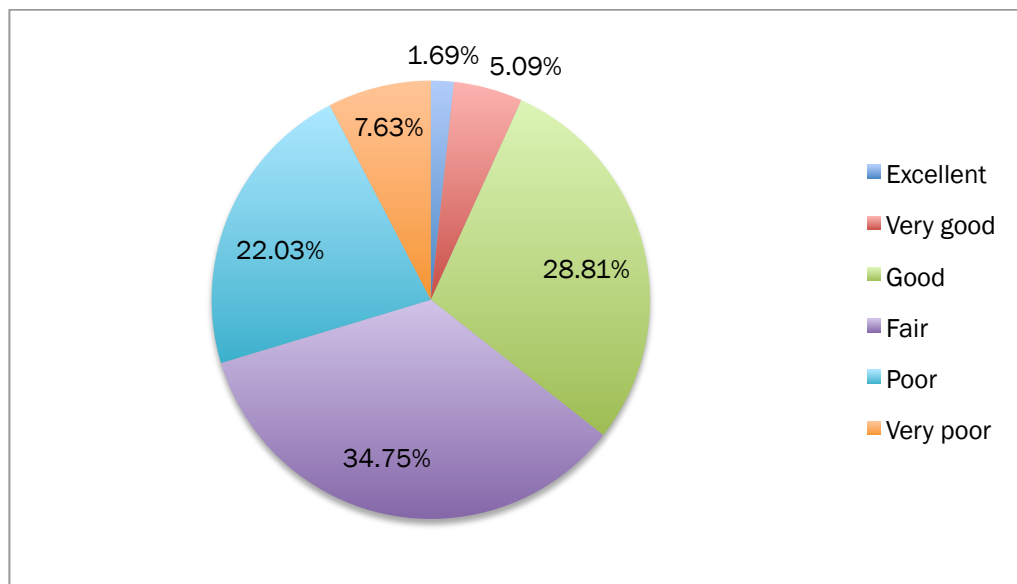


Chart 12. Answers to the question about spelling in Spanish-language media.

Hispanic journalists think that the level of spelling in Spanish-language media in the United States is fair, with a grade of just 40%. Almost 35% voted “fair,” some 29% for “good” and 22%, “poor.” While the grades of “very good” and “good” got 5% and less than 2% respectively, nine colleagues, or almost 8%, thought the level of spelling was “very poor.”

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Four journalists attributed spelling shortcomings to the lack of proofreaders: Diego Barahona, editor of North Carolina print and digital weekly *La Noticia*, which has a bilingual section, rated it as “fair”; Adriana Bianco, a contributor to *Revista Américas-OEA*, Washington DC, *El Diario* (New York) and the EFE agency, “poor.” Also giving a “fair” rating was Douglas Rojas-Sosa, editor of *El Nuevo Herald*’s digital daily *elnuevoherald.com*, of the *Miami Herald* Media Company/the McClatchy Company, Florida. Jorge Mederos, former editor at Chicago’s *La Raza* and EFE, in Illinois, rated it as “good,” but with reservations,

saying, “It used to be better, but the media are cutting costs, and along with them, the resources dedicated to proofreading.”

Two other people said that the fact that there are not more errors is due to computers with automated spell checkers. Mercedes Vigón, associate professor and associate director of the International Media Center, School of Journalism and Mass Communication at Florida International University, did not select a category, but said, “Thanks to (automated) spell check, spelling is not too terrible, but grammar, in general, is totally infested with expressions borrowed from English.” And Alberto Oliva, former editorial director and former managing editor of *People en Español* and *Fortune Americas* (Time Inc.), former editorial director at Meredith’s Corporation’s Hispanic Media Ventures, including the magazines *Ser Padres*, *Siempre Mujer*, *Espera* and *Bebé*, in New York, thinks that spelling is “fair,” and that people who write for Spanish-language media “are saved because now the dictionary is part of the software.”

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But according to Marlon Gómez, assistant editor of print and digital weekly *El Mundo Newspaper* in Texas, the assistance from digital systems is the source of the spelling problem. “Errors are frequent, especially in very local publications,” he said, after describing the level of spelling as “good.” But he added, “The worst thing is when they don’t have trained people and use translations done with digital tools, which change the grammar and meaning of the news item.”

Despite thinking that the level of spelling in Hispanic media is “good,” María del Carmen Amado, general manager and editor of *Westchester Hispano* in New York and *New Jersey Hispano* in New Jersey, warns that “especially in small, ethnic community media, the level of spelling leaves a lot to be desired. The owners are not journalists but business people, who dedicate the majority of their pages to advertising and publish a few poorly written articles.”

One of those who describe the handling of spelling as “fair” is Luis F. De León, president and editor of Nevada print and digital magazine *El Reportero Las Vegas*, who said that “members (employees) are mostly a mix of Anglos and Latinos born and raised as well as educated in the United States, where the main language is Spanglish.”

For Armando Cervantes Bastidas, editor of California digital publication *Hispano Times*, a rating of “very poor” wasn’t enough to describe the quality of spelling. “This survey seems to have been done on purpose,” he says. “Just filling it out makes it seem as though I am turning into a masochist.”

And María Dolores Bolívar, a contributor to *UT San Diego/Enlace/Vida Latina*, now affiliated with the *Los Angeles Times* in California, rated it as “good,” but added, using a Mexican expression, that “it’s all over the map: a wide variety, ranging from excellence to terrible spelling.”

Spanish-language media outlets better than bilingual ones

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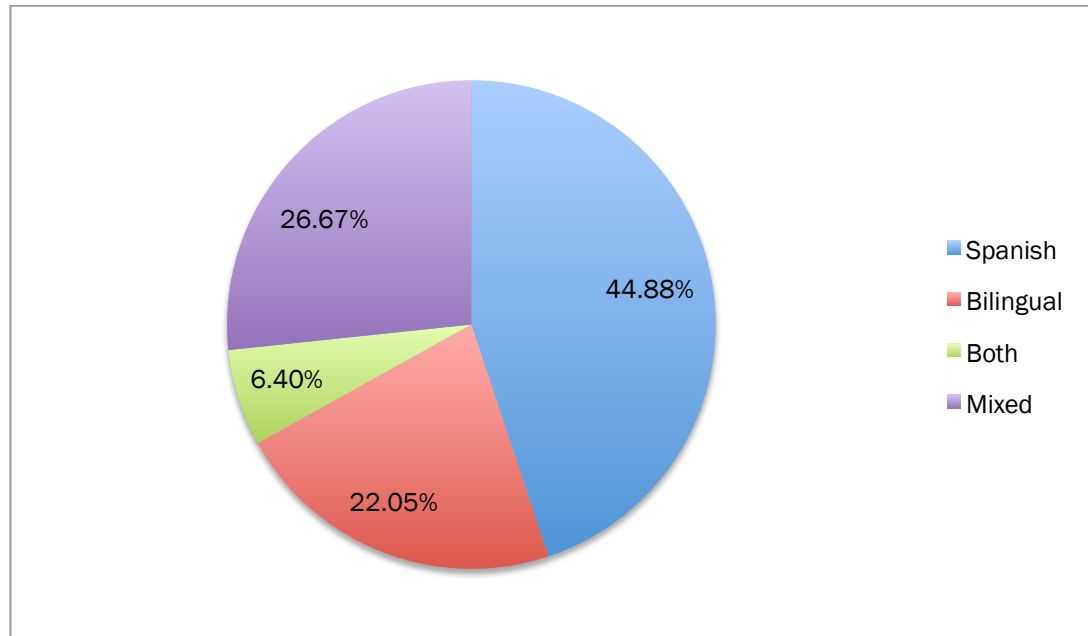
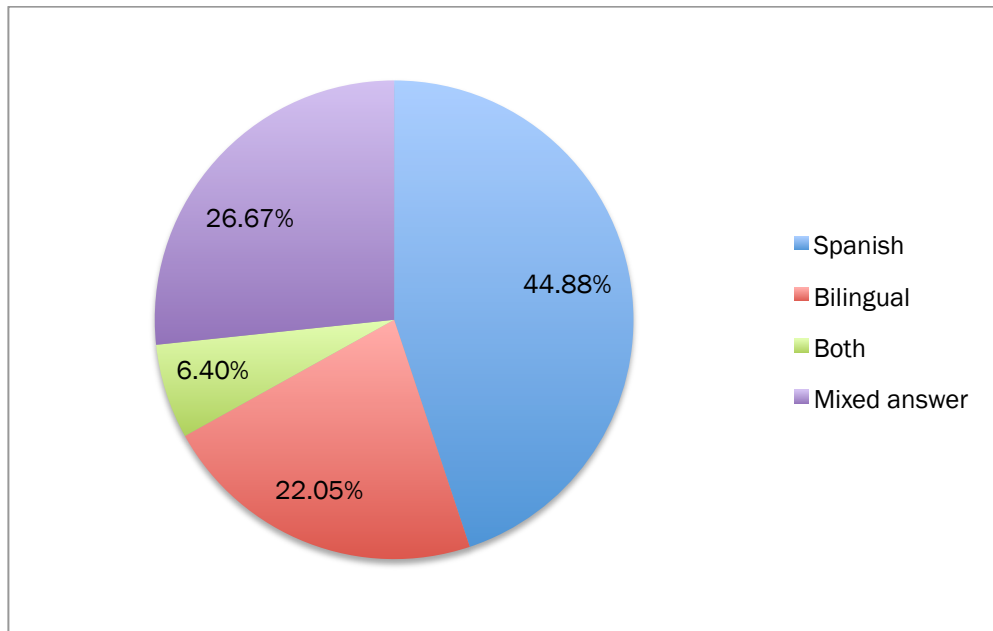


Chart 13. Answers to the question about media language preference.

Hispanic journalists prefer publications in Spanish to bilingual ones by a proportion of just over 2 to 1, while less than 10% prefer both. Of 127 who responded to the questions, 57 preferred media in Spanish, while 28 preferred bilingual media. An additional 34 (a large proportion, 26.78%) of the 127 who answered the question did not give a specific answer precisely matching those three options.

Excluding those who gave mixed answers, the 93 people surveyed who gave a specific answer to the question “It is better for Hispanics to be offered media in Spanish or bilingual media?” produced the following numbers:



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Chart 14. Answers to the question about media language preferences, excluding mixed answers.

Among the majority of journalists who prefer media in Spanish to bilingual media is José López, managing editor of print and digital weekly *La Prensa Libre*, of the *Arkansas Democrat-Gazette* in Arkansas. He prefers them “in Spanish, to preserve the language and allow it to be a language accepted in the U.S. My gosh, it was the FIRST European language in the U.S.: it has its place in history. In

addition, we need to give our children reading options so that they will accept Spanish and learn it well.”

Juan Varela, vice president for content at ImpreMedia (*El Diario* of New York and *La Opinión* of Los Angeles), also prefers media in Spanish. “Our experience is that there is an audience that identifies with, values and reads in Spanish. [It is] a situation that changes with generations educated in English or with highly integrated audiences. But in any case, there is an emotional, intimate connection, and also a historical and community one that remains important even for English speakers. Both languages have their place, but for media like ours, Spanish is still the main tool for communication and identification.

Marcelo Wheelock, copy editor at print and digital publication *Mundo Hispánico* of The Atlanta Journal-Constitution/Cox Media Group in Georgia, said that he considers Spanish-language media the better option because “bilingual newspapers did not work and will not work. That experiment was done, and it failed.”

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Andrés Abreu, editor in chief of print and digital weekly *El Vocero Hispano* in Michigan, opted for Spanish, “because it is the Spanish-speaking community that is interested in the Latino world; Hispanics who speak English are more integrated in the Anglo than in the Hispanic community.”

On the other hand, Carlos Nicho, editor of bilingual print and digital monthly *Mundo Hispano* in Tennessee, prefers bilingual media because “the transition from Spanish to English is necessary. We must not isolate a portion of our people who do not understand the language that surrounds them.”

For Cecilia Velázquez, publisher and president of *Red Latina*, a print (biweekly) and digital publication in Missouri, time provides the answer: “bilingual... it is the trend of the future.”

And Aarón López, publisher and editor of bilingual digital publication *El Hispano*, in Pennsylvania, also voted for bilingual media, which he believes are good “for assimilating into the culture which [people] live.”

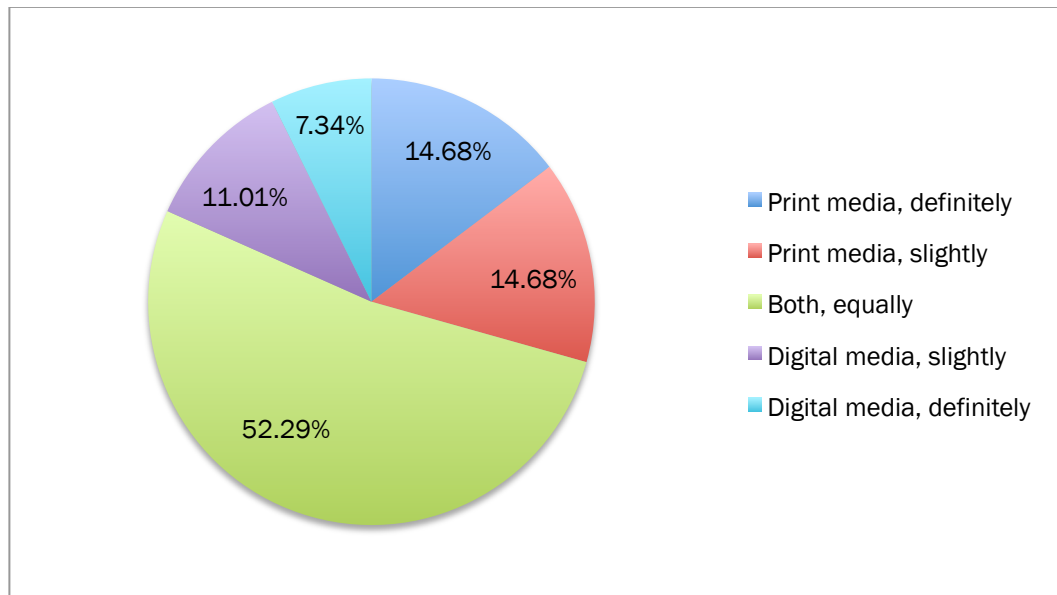
Mariela Murdocco, producer, reporter, photographer and videographer, contributor to monthly *Banda Oriental Latinoamérica* of New York and New Jersey, and to biweekly *NJ Hispano*, voted for “both”: “In Spanish, to preserve the language, and bilingual for those who don’t understand one or the other well, to learn.”

The answer to the choice between Spanish-language and bilingual media depends on several factors, said Lilia O’Hara, editor of the weeklies *Enlace* and *Vida Latina San Diego* of UT San Diego, in California. “Some readers, migrants, even though they understand English, are able to find added value in Spanish, which is the language that reaches their hearts, with expressions that exist only in their language because that has an emotional impact, beyond being merely informative. The language evokes memories of places and people, and appeals to nostalgia; it is like finding that pleasure that you’re trying to satisfy when you go looking for an authentic restaurant (Mexican or Argentinean or Brazilian), you’re looking for an instant that reminds us of our original home. But if it’s just about information, it can be in English.”

If we take into account the mixed answers, many of which said, like O’Hara, that “it depends” on assorted factors, they represent a high percentage, 26.77%, of the total number of answers. One of many who fit in this category is Rafael

Navarro, editor of print and digital biweekly *El Nuevo Georgia*, of New Georgia Media Inc., who answered, “It depends: for adult audiences, 100% Spanish; for young audiences, bilingual.” For Francisco Escobedo, general manager of daily *Brownsville Herald*, *El Nuevo Herald* and weekly *El Extra*, of AIM Media, LLC. in Texas, “It all depends on the assimilation of the Hispanic population in each market. For example, our newspapers are located on the Mexican border, so the assimilation is not as great as in other cities, such as San Antonio and Dallas. But it is something that each newspaper has to study in depth, because as media, we are going to have to match the language that our readers prefer.”

Print or digital? Both... in almost equal parts



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Chart 14. Answers to the question about media platform preference.

Which media platform is most important for transmitting news and preserving the Spanish language in the United States? A majority of greater than 52% replied both are, equally. But while the number of people who consider print media more important (slightly or definitely) exceeds 29%, those who think the same about digital media (slightly or definitely) represent just over 18%, which indicates a

preference for print media. The only one of the six options that received no answers was “neither” (neither print nor digital).

One of the people who responded “print media, definitely” was Emilio Martínez Paula, director of the print and digital weekly *Información* in Texas, who said, “Even though technology is advancing every day, it is more exciting to have the newspaper in your hands.” Roberto Martínez-Maestre, general manager of print and digital weekly *El Hispano*, of Emes Publications, in Colorado, also chose print media.

But Carlos Puello Mejía, editor of print and digital weekly *La Nación Hispana*, of Hispanic Marketing in South Carolina, who also chose “digital media, definitely,” said, “In today’s world, a print media outlet that lacks a digital presence is inconceivable. Nonetheless, print media are more durable on the level of collective memory: they last, they can be re-read, and they have more weight in terms of preserving the language. On the web, you can find news more quickly than they generally appear in print media, but you can also see them disappear faster. On the Internet, there is more superficiality and less control of content.”

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But Nelly Carrión, director of print and digital weekly Washington Hispanic in Maryland, said, “While it is true that digital is growing, there is still a tendency to read the print newspaper.”

Several of those surveyed referred specifically to generational differences that point to the move from print to digital media. All of them voted “both, equally.” Gonzalo Aguirre, managing editor of print and digital weekly *La Conexión*, of Velásquez Communications in North Carolina, said that “the generational transition is the reason why it is necessary to pay attention to both media.” For Maritza Lizeth Félix, senior news reporter at print and digital weekly *Prensa*

Hispana Newspaper in Arizona, the situation is clear: “Older generations look at paper; the new ones go the cyber route.” And Carlos Ortiz, editor in chief of print and digital weekly *El Nacional Newspaper* as well as of MundoFox and Azteca América franchises in Oklahoma, said that “half of the population seems to keep reading print media and keeping them in their homes, and the other half consults their smartphones to look up information.” Things are clear for Maritza Lizeth Félix, senior news reporter at print and digital weekly *Prensa Hispana Newspaper* in Arizona: “Older generations look at paper; the new ones go the cyber route.” Finally, Gail M. Smith, publisher of print and digital weekly *Impacto Latin News* in New York, which has an English platform, responded “both, equally,” at present, “because our culture likes to read the newspaper. But as time goes by, digital is going to take over. This is inevitable because kids today don’t read any newspaper. Period.”

“The future is in digital media,” stated Juan Varela, vice president for content at *ImpreMedia* (*El Diario* in New York and *La Opinión* in Los Angeles), after choosing “digital media, definitely.” “Developing news and content adapted to new audiences and their habits on the new platforms is the biggest challenge for our language and information vision to remain relevant to the audience.”

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Sebastián Pérez Ferreiro, senior editor at *bnamericas.com*, former senior editor at *Sports Illustrated Latino*, news producer at NY1, news producer at WNBC/Telemundo, editor at Associated Press and translator at EFE, New York, also chose “digital media, definitely.” “Why?” he asked himself. “Today people consume written and audiovisual news mainly on their smartphones. The days of the newsstand are numbered.”

Beatriz Limón, reporter at print and digital weekly *La Voz Arizona* of *The Arizona Republic*, in Arizona, was blunt: “Digital media are the future of journalism, if not to say the present.”

José Hernández, owner and editor of print and digital weekly *El Mañanero Newspaper*, in Wisconsin, said that “for now, both media are good, but the time will come when there are only digital media, so it’s necessary to start preparing now, because that change is coming in a few more years.”

Graciela Amparo Ricciardi, director of digital publication *El Argentino Sin Fronteras*, of Impact of Miami Inc., in Florida, said that “for getting the news out I believe in digital media, and for preserving the language, written media.”

Jorge Alatrasta, editor of the bilingual print and digital biweekly *Identidad Latina*, in Connecticut, said that digital and print media complement each other, and he conjectured that there may be a retreat: “That is, the time will come when there is some saturation in the digital media, and perhaps many people will once again value the printed word. Print is alive, and despite everything, is in good health.”

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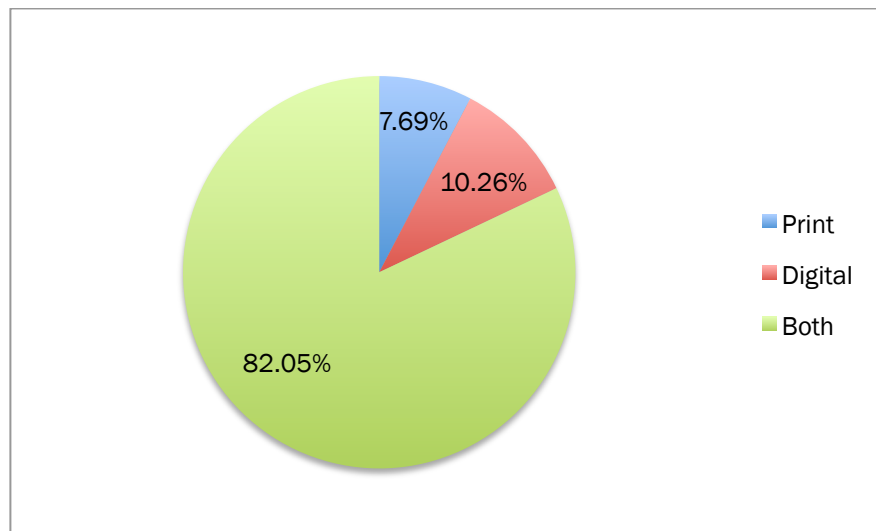


Chart 16. Answers to the question about whether their outlet is printed, digital or both.

What do Hispanic journalists want?

Hispanic journalists seek greater economic aid through advertising that will allow them to carry out their task of informing, emphasize their mission of service, aspire to greater professionalism and better use of the language, and propose that educational institutions—universities, academies—contribute to the training of their personnel, according to the conclusions stated by the people surveyed.

Ángel Ramos, owner of weekly and digital newspaper *El Sol de Cleveland* in Ohio: “We need help mainly in the economic area; that is, for more agencies to place ads in our newspapers so that these publications can continue to stay alive and do the work that they do every day.”

Miguel Sarmiento, former managing editor of ImpreMedia’s *El Diario/La Prensa*, former supervisor of the Associated Press’s online Spanish-language service, former regional editor at AOL Latinoamérica in New York, said: “It is a real shame that since 1980, journalism has ceded its integrity and ethics to commercial media, no matter what the platform... The marketing people are winning, and they have turned journalists into sellers of advertising and public relations promoters. Nonetheless, for a brief moment the Internet is now offering us an agile and economical way to transmit, broadcast, write and report with the fidelity that the craft merits.”

Armando Cervantes Bastidas, editor at digital monthly *Hispano Times* in California: “The problem and the serious situation that Hispanics are going through regarding communications is disinformation. Worse every day. This is an unending vicious circle that nobody wants to leave, whether out of convenience or inactivity. Media owners increase their economic earnings, and the audience remains captive, getting drunk from swallowing unfunny circuses. The future of the mis-named ‘Hispanic journalism’ will be even darker than it is now. Maybe it

will survive in some programs of the big media corporations. Unfortunately, the appreciation is not individual. It is in this context where a certain concern arises about whether we (those of us who attempt to do journalism in Spanish in the U.S.) may not be shooting at sitting ducks, because the Hispanic ‘journalism’ currently done in this nation is definitely aimed at ‘Aunt Juanita,’ or to the culturally castrated guy next door. We hope to find ducks in the air and help to reeducate people regarding communication. P.S.: I hope that my answers are received with an open mind. I hope they don’t fall into the hands, eyes and ears of the traditional ‘journalists’ who are offended by all criticism (so pretentious!), when they are made in order to face reality and not the pats on the back to which they are accustomed.”

Adriana Bianco, a contributor to *Revista Américas-OEA* (Washington, D.C.), *El Diario* (New York) and the EFE agency, told us: “Spanish-language journalism has a broad and important task in the U.S.: to preserve the excellence of the language and create links for intercommunication among all Hispanics, making the language a factor for union and belonging. To value the importance of the language and raise the self-esteem of Spanish speakers so that they become aware of their language and their Hispanic culture. To promote the proud feeling of *hispanidad*. To not lose ethical concepts under economic pressure. To offer rapid answers to technological and social changes so that the Hispanic community is not left behind. To encourage the education of its journalism professionals, with humanistic sensibility. To consider political strategies and to create real power through the language, the union and the information of Hispanic culture.”

Andrés Abreu, editor in chief of print and digital weekly *El Vocero Hispano* in Michigan: “In order for Spanish-language media to do a job that contributes to enrich the language, they need to be professionalized, for more journalism

professionals to work in Hispanic media. But for that, the media need resources. More orientation is needed for new entrepreneurs in media, so that they understand that saturating a market helps neither them nor their competition. That there are a variety of media activities that can get people in each branch to do higher quality work. I always recommend that people who want to do publications specialize in one area and not try to cover them all. When the media develop an area, they create a market for that area, but when they repeat something that already exists, they only manage to divide up the pie, and everybody winds up poorly fed.”

Álvaro Arteaga, managing editor of print and digital weekly *El Sol News* in Connecticut: “We need to raise awareness among Hispanic media about the real reason for our existence. While it is true that we depend greatly on the economic part, we must not forget our true vocation of service.”

Rafael Prieto Zartha, editorial director of print and digital weekly *Qué Pasa-Mi Gente* of Latino Communications in North Carolina: “I would ask the media to call a summit to define criteria. It would have to be something similar to what took place from Oct. 2-6, 1989 in Madrid, when representatives of news agencies came together in the capital of Spain to exchange ideas about the use of Spanish at news services. That meeting was promoted by the EFE agency and the Germán Sánchez Ruipérez Foundation.”

Román Pedraza Pérez, general manager of print and digital monthly *Expresión* in Texas: “The social/digital revolution in which we live has put us in a whirlwind from which it is extremely hard to escape, and even so, nobody, absolutely nobody, is doing anything to regulate or preserve the purity of the written language on social networks. There are no guides, teachers, schools, universities; no one in the educational field who has mapped out a strategy for preserving the

language. That is why we find so many written barbarisms. I wish some educational institution would take an interest in developing coalitions, strategies or campaigns to help us maintain the purity of the language.”

Alfonso Nieto, publisher of print biweekly *Hola Tennessee Newspaper* in Tennessee: “The contribution that Spanish-language newspapers can make for the posterity of our mother tongue is invaluable, but seeing the newspaper as an economic objective blinds many people to the real contribution that can be offered to the community, and at that point, the quality of its content decreases. It is very difficult to criticize a colleague in the same job; it would be very interesting if there were a centralized means of evaluating content where one could send in texts, and that body could scold newspapers lacking in linguistic quality; that is, I would love for someone to embarrass them a little.”

Ángela María Angulo, executive director of print and digital weekly *El Mundo Newspaper* in Texas: “Spanish-language journalism as practiced in the United States is in a process of development, despite the number of years that it has been active in this country. To achieve excellence, we in Hispanic media should reach an agreement to promote, advance and spread a change in the focus of news items, report and interviews, moving from “advertorials” to in-depth, serious, critical investigative reporting, without having that become a point of conflict for the community that reads us, which already has many problems and difficulties. Change is hard, but necessary.”

Douglas Rojas-Sosa, editor of *elnuevoherald.com*, the digital daily of *El Nuevo Herald*, which belongs to the Miami Herald Media Company/The McClatchy Company, Florida: “I think that journalism is more prevalent than ever, since there will always be a need to tell stories and to inform. The current challenge is to be able to use digital platforms to continue informing in a creative and useful

way, and for them to be economically viable. I think it is a very exciting time for journalists, because we are in the middle of an information revolution that continues to evolve, and nobody knows for sure how the process will end or continue to evolve.”

Reinaldo Escobar, publisher and editor of biweekly *The Spanish Times*, Utah: “I think that neither governments nor universities have understood the significance of Spanish in the United States. They are not aware of the value represented by this cultural treasure. The government of Spain, along with the Academies of the Language, should create an instrument to strengthen the education and training of Hispanic journalists in countries where the language of Cervantes is not spoken, and most especially in the United States. Universities are unaware of the enormous potential that Spanish-language journalism in the United States represents, and they have left that segment of the population, in which they could also find a source of candidates for their different programs, orphaned.”

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Marilyn Córdova-Winchell, editor of *Hoy en las Américas*, of Landmark Community Newspapers in Kentucky, which stopped publication: “It is important to maintain links among the news media through national conferences to uphold the importance of the language and its proper use.”

To educate, in addition to informing, but by example and without lessons

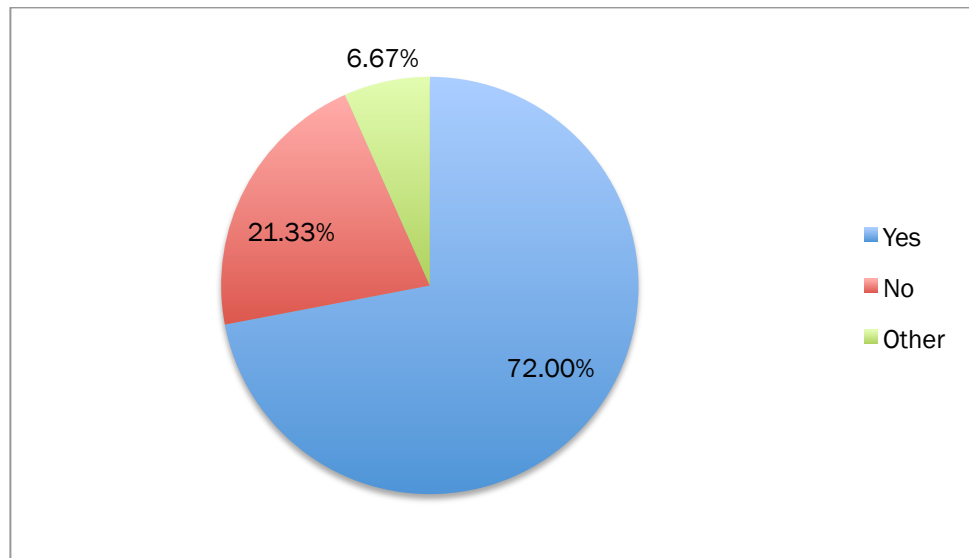


Chart 17. Answers to the question “Do you believe that Spanish-language journalism, in addition to informing, should educate the reader regarding language accuracy?”

A huge majority of 72% believes that Spanish-language journalism, in addition to informing, should educate readers about correct use of their language, but some say that it should be done by example, without lessons or excessive puritanism. According to 21.33%, that is not the job of journalism, and 6.66% believe that, if one writes well, one is having a positive influence on readers.

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Alfonso López Collada G., editor and translator at the bilingual print and digital Public News Service in Arizona, California, Colorado, Florida, Idaho, New Mexico, New York, Oregon, Tennessee, Texas and Washington, said that journalism should educate readers, “but by example, not with ‘lessons,’ to avoid rejection by the public.” “Definitely,” agreed Estefanía Gareca, news director at the bilingual, digital *Tiempos de América*, who also responded “yes.” “You learn by example.”

“Yes,” said Yolanda DeJohn, administrator, editor and translator at bilingual print monthly and digital daily *La Isla Magazine* in South Carolina, when asked if journalism should educate as well as inform. “Unfortunately, many immigrants to

the United States did not finish school in their countries, and some of them didn't even go to school, so in order to preserve our language and continue growing, it is the responsibility of Spanish-language media to help these people improve and learn."

And José Abelar, formerly a journalist and the now-defunct *El Nuevo Hudson*, New Jersey, said that journalism should teach about the language, "but without incurring in linguistic puritanism, which may improve the language but make the content of a news item incomprehensible."

Roberto Lacayo, executive editor at cable/digital television station *NY1 Noticias*, of Time Warner Cable in New York, is among those who believe that it is not journalism's role to educate about language correctness. "We shouldn't be the school. That is what universities are for," he said. And María Elena Rivas-Coutant, former owner and publisher of the biweekly *La Vereda* in Kentucky, which stopped publication, said that "the pedantic concept that writers instruct readers is antiquated. Writers should guide and not instruct." Jorge Chávez Ramírez, news editor at digital and print publication *Al Día*, of the *Dallas Morning News*/A.H. Belo Corporation in Texas, agreed: "I think that we must always seek to use Spanish correctly in our media; however, it is not our job to correct or instruct readers, but rather to communicate with them, to have them understand us. A pedantic attitude toward readers would only push them away from our pages."

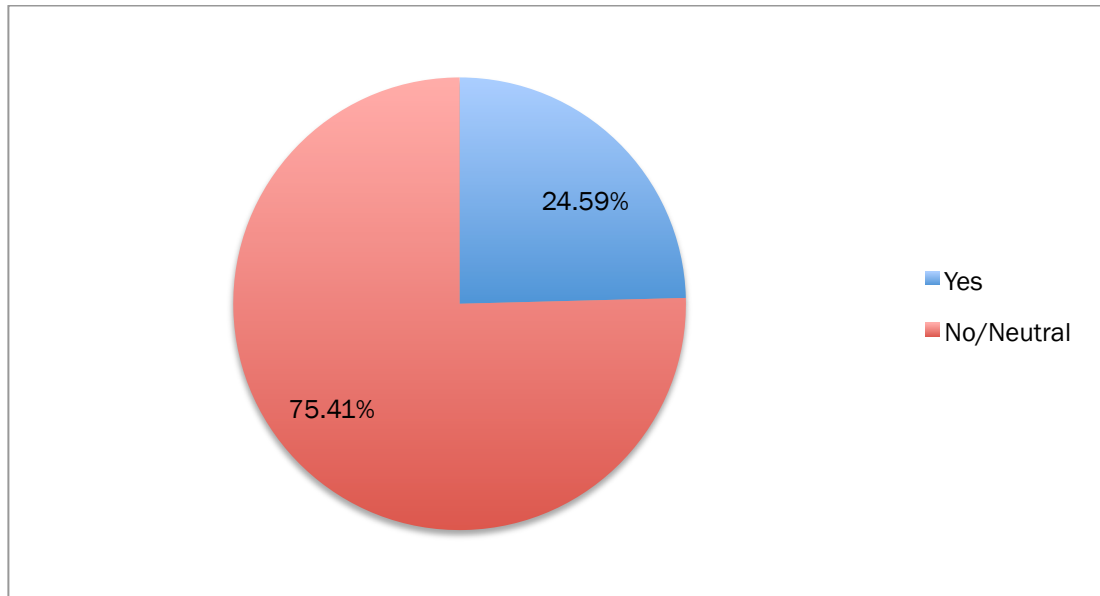
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For her part, María Dolores Bolívar, a contributor to *UT San Diego/Enlace/Vida Latina*, now affiliated with the *Los Angeles Times*, in California, said, "I don't think journalism should take on that job, given that it has its own. Stick to what you know."

José Luis Ruiz, editor in chief at print and digital weekly *El Aviso Magazine* in California, did not respond “yes” or “no,” saying that “writing and editing correctly influences and corrects our language implicitly among readers.”

“Neutral” language better than parochial language

Three out of every four journalists believe that Spanish-language media should not take into account the linguistic characteristics of the group or groups forming a majority of their readers, but rather should use neutral language that is understandable to all Spanish-speaking readers.



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Chart 18. Answers to the question “Should the media take into account the linguistic characteristics of the group or groups forming a majority of their readers?” (Includes only respondents who answers “yes” or “no.”)

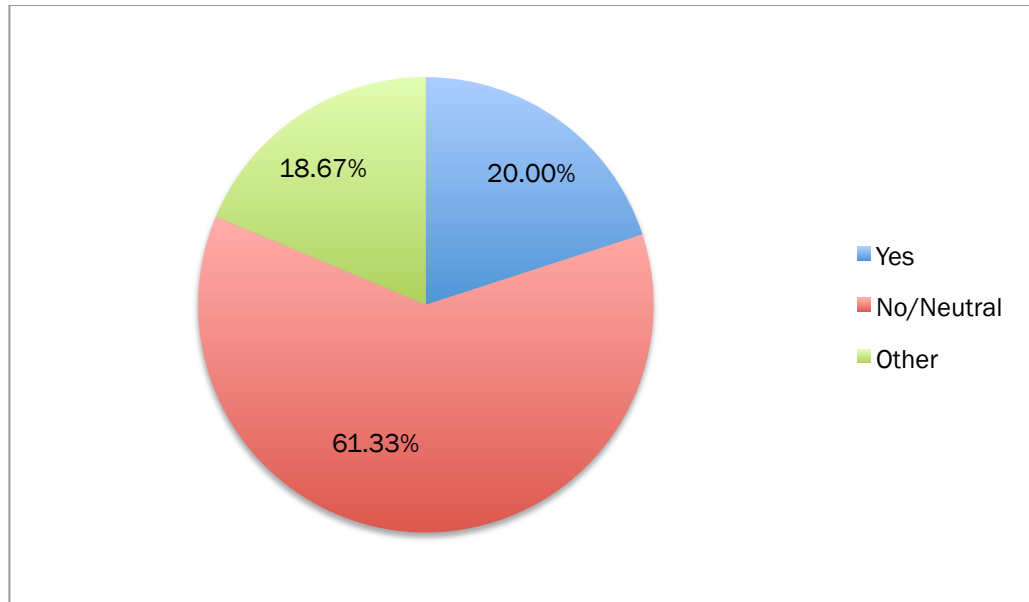


Chart 19. Answers to the question “Should the media take into account the linguistic characteristics of the group or groups forming a majority of their readers?”

One of the people who said that journalism should take the linguistic peculiarities of their audience into account was José Villa, former publisher of the print and digital monthly *Hawaii Hispanic News* in Hawaii, which stopped publication. He supports his position by saying that “in order to be successful in a particular segment of the Latin market, you must—literally—speak its language. In our Hispanic community—just as in many other ethnic communities in the nation—it is not just the message but also the messenger. If I write a story using Mexican slang or sayings for a Cuban audience in Miami, it won’t be as effective as if I wrote it using Cuban slang or sayings.”

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Alejandro Maciel, editorial director at *Hoy Los Angeles*, (three times per week in print and digital daily), of the *Los Angeles Times*, in California. “Personally, and I think this is a debate in all media, the language of a publication should reflect the language of its readers,” he says. “A ‘neutral’ publication has no flavor; it doesn’t ‘taste’ like anything.”

Álvaro Arteaga, managing editor of print and digital weekly *El Sol News* in Connecticut, sided with the majority when he said that “neutral language, understandable to all Spanish-speaking readers should be used, because the United States is a nation of immigrants, in which there is much linguistic and cultural diversity, so it would be very hard to take majority groups into account.”

Pedro Rojas, co-founder and co-general manager of *Boyle Heights Beat o Pulso*, former director of *La Opinión* in Los Angeles, former director of *El Diario/La Prensa* in New York, former managing editor of *El Nuevo Día* in Puerto Rico, agreed: “I tend to favor neutral language. Demographics are changing too fast in cities to tie ourselves to one group. An example: *El Diario/La Prensa* in New York was previously produced for Puerto Ricans, with many of the terms used on their island. Then the Dominican immigrants came along, with their peculiarities. When I was running it in 2004, the Colombian community was quickly opening a path for itself. So much so that there were more Colombians in the newsroom than any other nationality. And now the Mexicans are unstoppable.”

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Fernando Mexía, correspondent for EFE News Services in Washington, D.C., voted for neutral language, but with reservations. “The media should speak in a way that everybody can understand what they are saying, but without speaking the way everybody does. The media must tread cautiously; it’s not up to them to invent things, so they should stay in line with academic correctness. The media should be conservative as far as experimenting with unexplored vocabulary, but they can’t live with their backs toward the people. They should stay neutral, but without losing their souls while doing so.”

For Fernando Méndez, editor/columnist at bilingual weekly *El Sol Latino*, of Hispanic Media in Pennsylvania, the linguistic characteristics of the majority audience of publications should not be taken into account. He said, “As much as

possible should be done to speak and write the language of Cervantes properly, even if it is different for us in the Americas.”

Flor de María Oliva, former editor at print and digital weekly *La Voz de Nuevo México* of *The Santa Fe New Mexican* in New Mexico, which is no longer published, answered “no,” and justified it by saying, “because I wouldn’t want to limit the reading audience to a small group, and I believe that from Spain to the Americas, we can all understand what we call neutral Spanish, but not all of us understand all the slang.”

In the opinion of Aura Montáñez, editor at print and digital weekly *Semana News* of Newspan Media Corporation in Texas, “the use of neutral language helps enrich readers’ vocabulary, and helps them have a more global version of the information, which can interact with the versions that circulate in other parts of the world where Spanish is spoken.”

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Miguel Sarmiento, former managing editor of ImpreMedia’s *El Diario/La Prensa*, former supervisor of the Associated Press’s online Spanish-language service, former regional editor at AOL Latinoamérica in New York, did not reply “yes” or “no,” but he said that while “it is always necessary to take into account the audience you are trying to reach, you still shouldn’t go to the extreme of trying to be more Mexican, Cuban, Dominican, etc., than the real thing.”

Will digital media replace print media? Divided opinions

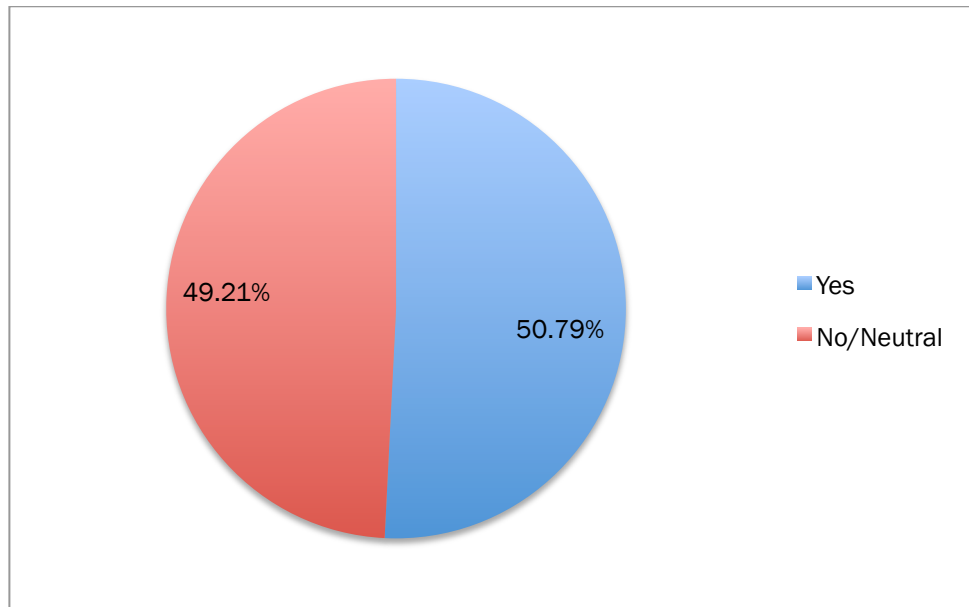


Chart 20. Answers to the question “Do you believe that digital media will replace print media in the future?” (Includes only respondents who answered “yes” or “no”.)

Will digital media ultimately replace print media? Opinions are almost evenly divided. A majority, by the small margin of one vote (32-31), believes that digital media will replace print, a proportion of 50.79% to 49.21%.

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Among those who believe that this replacement will occur, seven said that it has already happened or will happen. And when asked about when it will take place, another eight offered responses between five and 30 years, for an average of 13.44 years. They also suggested “in the next decade,” “in the not-very-distant future,” “three or four generations,” “far in the future” and “many years.”

One of those who thinks that the replacement has already happened is Pedro Rojas, cofounder and co-general manager of *Boyle Heights Beat o Pulso*, former director of *La Opinión* in Los Angeles, former director of *El Diario/La Prensa* in New York, former news editor at *El Nuevo Día* in Puerto Rico. “The future is now,” he said. “Digital media have replaced print media. Their immediacy is undeniable

and unbeatable. Paper will still have a certain place, but it will be increasingly limited.”

Alberto Avendaño, executive editor of *El Tiempo Latino*, a Hispanic publication of *The Washington Post* in Washington DC, also believes that it is already happening. He said, “In some markets, great newspapers have disappeared without being replaced by others. Some have gone from print dailies to weekend-only, others from dailies to weeklies, and others to web-only newspapers. Also, many more Internet newspapers than paper ones have been born in recent years. Paper will continue to fulfill a niche role for decades. But audience volume, interaction and impact are and will be digital. On the other hand, today, paper is still paying the salaries at business focused on building digital... and it will be that way for a few years, until the business model is established.”

Meanwhile, Cristina Fernández Barreto, lifestyles editor of *El Nuevo Día Orlando*, of GRF Media in Florida, which is no longer published, said that digital media will eventually replace print. “I wouldn’t dare set a date,” she said, “but in my opinion, print products will remain only for ‘premium’ editions or collector’s items.”

60

Jairo Vargas, editor of print and digital weekly *Latino Alabama/Tennessee* of Latino News LLC in Alabama, said, “It will take a while, but over the long term, (digital media) will displace (print media), just as they displaced film, as chips displaced transistors and transistors displaced tubes.”

Miguel Sarmiento, former managing editor of ImpreMedia’s *El Diario/La Prensa*, former supervisor of the Associated Press’s online Spanish-language service, former regional editor at AOL Latinoamérica in New York, is among those who do not think that digital media will replace print media. He said, “There is no doubt

that print media is tough; the reports of its death have been greatly exaggerated, as Gabo or Twain would rightly say, along with a touch of El Chavo del Ocho.”

José M. Somalo, founder and publisher of *Hoy en Delaware*, a mainly print media outlet with a presence online and in social media, said, “Television wasn’t able to defeat radio, and the Internet won’t be able to defeat print media. The Internet is a threat not just for print media, but also for radio and television. We will have to redefine the borders. We are no longer print media; we are communications media that use a variety of platforms to deliver our content to customers.”

And in the opinion of Douglas Rojas-Sosa, editor of *elnuevoherald.com*, the digital daily version of *El Nuevo Herald*, of *Miami Herald Media Company/The McClatchy Company*, Florida, “Only a few publications, the biggest ones, will be able to survive. But I don’t believe that all print media will disappear; I think that the evolution will be toward increased growth in digital portals, and readers will have the option of printing a print version if they wish to do so.”

61

The triumph of social media and mobile devices

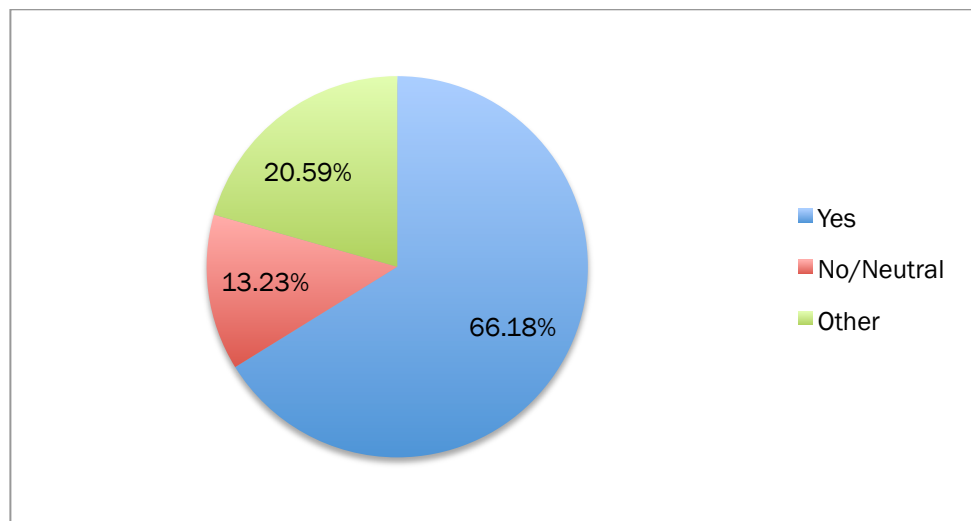


Chart 21. Answers to the question “Do you think that journalistic information will be increasingly channeled through social media and mobile devices?”

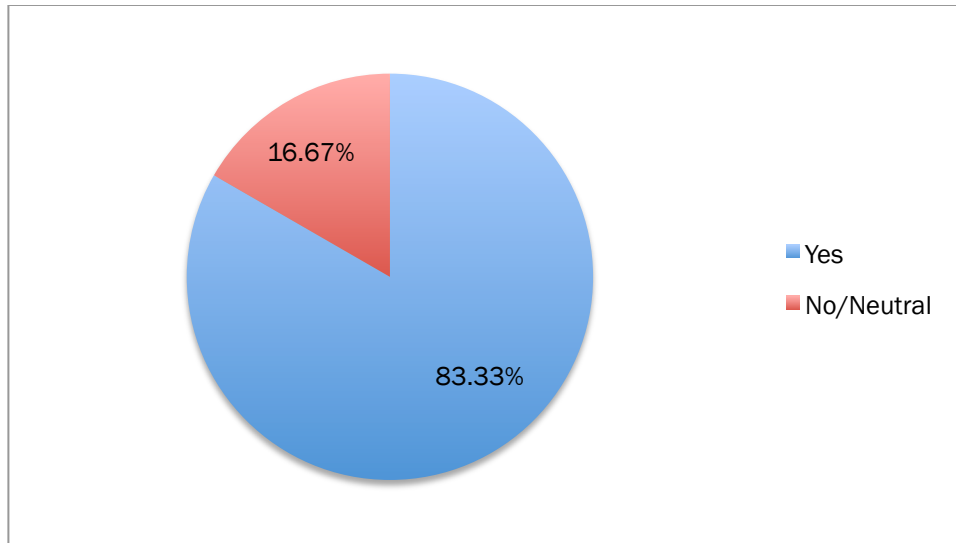


Chart 22. Answers to the question “Do you think that journalistic information will be increasingly channeled through social media and mobile devices?” (Includes only respondents who answered “yes” or “no.”)

A considerable majority believes that journalistic information will be channeled increasingly through social media and mobile devices, by a proportion of 83.33% to 16.67% among those who responded “yes” or “no.” But if we take into account the answers of those who did not opt for one of those two poles and who offered comments without choosing either one, the proportion of those who believe that news will be channeled through those paths is 66.16% versus 13.23% who believe that it will not, leaving a high number, 20.59%, of people who did not reply affirmatively or negatively.

62

María Elena Rivas-Coutant, former owner and publisher of biweekly *La Vereda* in Kentucky, which is no longer published, agreed with the majority, saying, “Yes, social media, for better or worse, are here, and have taken over and restructured the lives of the youth audience.”

“This is true,” said María Dolores Bolívar, a contributor to *UT San Diego/Enlace/Vida Latina*, now affiliated with the *Los Angeles Times*, in

California. “People spend a number of hours on social networks or caressing their phones. There is no denying that that is where the attention of humans is.”

“I agree,” said Douglas Rojas-Sosa, editor of *elnuevoherald.com*, the digital daily version of *El Nuevo Herald*, of *Miami Herald* Media Company/The McClatchy Company, Florida. We are already experiencing that change. The use of cell phones has surpassed the use of desktop computers at *El Nuevo Herald*. The relationship is 54% portable devices, 46% desktop computers.”

Álvaro Guillén, publisher of print and digital weekly *La Raza del Noroeste*, of Sound Publishing Inc. in Washington State, is convinced that digital media will displace print media: “In the future it will inevitably happen; no doubt about it,” he said. “When? Nobody knows. But I predict that when it happens, they will be read on a mobile medium, not on a desktop computer.”

Nonetheless, two respondents offer a defense of the printed word. Virginia Alvarado, former correspondent at the print and digital publication *Diario de México* in New York, said she “strongly agrees” that journalistic information will be increasingly channeled through mobile devices, but at the same time, she said that “the appeal of paper remains, despite the large number of digital readers in recent years.” And Reinaldo Escobar, publisher and editor of biweekly *The Spanish Times* in Utah, said, “Yes, I agree, but it will never completely replace the magic of the written word on paper.”

On the other hand, Ángel Linares Lugo, executive editor of print (monthly) and digital publication *People en Español* of Time, Inc., in New York, one of those who responded with the minority, said that mobile devices “will become more popular, but the original source of journalistic information offering in-depth, broad analysis of events will always exist.”

Kleibéel Marcano, owner and editor of print and digital weekly *Reporte Hispano*, in New Jersey, one of those who did not respond either “yes” or “no,” said, “It

must be understood that social networks, because of their immediacy and breadth, only allow for transmitting shallow, superficial information about events, which is in the interest of the system of power. While they are an information tool, limiting oneself only to them over the long term will do more harm than good. It is important for there to be spaces, media, where people can get objective information about events and their implications.”

What is the typical media outlet like?

The results of this broad survey, covering media outlets operating in 80% of the 50 states of the Union, including all those with the largest Hispanic presence, definitely allow us to outline the profile of the Hispanic news media outlet in this country. This fictitious media outlet, the result of the majority of information and opinions, can be imagined to have nine employees (we use the median, which is more reliable than the average, which is over 17, since the largest numbers give a distorted picture), five women and four men, but with two men in executive positions, in comparison to only one woman.

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The director is a man, holds the job of editor and is of Mexican, or, in second place, Colombian origin, while Mexicans predominate among his readers, with Puerto Ricans in second place. The publication is distributed for free, it is available both in print and online, and it does not use news agencies. But if it does use them, it calls on the Spanish agency EFE, or, secondarily, the Associated Press. It is published in Spanish, since that is preferred over bilingual media. Its leadership believes that the basic purpose of journalism is to inform, and secondarily to explain, and it publishes general interest news, and in second place, entertainment and show business news.

The person in charge of the publication believes that the current state of Hispanic journalism in the United States is fair trending to good, but he believes that in the

future, it will be just the opposite, so he is optimistic about what is to come. Similarly, he believes that the economic state of the activity is fair tending to poor, but he hopes that the future will be brighter. He believes that Spanish-language journalism contributes to the preservation of the language with a score of 61 out of 100, but he thinks it is lacking as far as correct usage, quality and spelling. He is not sure whether digital media will replace print in the future, but he believes that journalism will increasingly be channeled through social networks and mobile devices.

Coda

Despite their economic limitations, the commercial ambitions of some owners and the shortage of advertising support, a legion of communicators—in some cases with professionalism and resources, and in others with enthusiasm and will—who on a daily basis fulfill the need of Hispanics to be informed in Spanish continues to provide an invaluable community service to the largest minority group in the United States, 207 years after the first publication in their language in a country where it has become a key component of society.

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Appendices

Table 1: Survey participants

New York (14)

- 1) Juan Varela, vice president of content of *ImpreMedia* (*El Diario* of New York and *La Opinión* of Los Angeles), New York.
- 2) Miguel Sarmiento, former managing editor of *El Diario/La Prensa*, of *ImpreMedia*, former supervisor of the Associated Press online Spanish service, former regional editor of *AOL Latinoamérica*. New York.
- 3) Albor Ruiz, retired columnist, *New York Daily News*, former contributor to *Hora Hispana*, the *Daily News's* Spanish weekly, (NO LONGER PUBLISHED), New York.
- 4) Roberto Lacayo, executive director of *NY1 Noticias*, cable/digital television, of Time Warner Cable, New York.
- 5) Ángel Linares Lugo, executive editor of *People en Español*, print (monthly) and digital, of Time, Inc. New York.
- 6) Alberto Oliva, former editorial director, former assistant managing editor of *People en Español* and *Fortune Americas* magazines (Time, Inc.), former editorial director of the Hispanic Media Ventures groups of *Meredith Corporation*, including the magazines *Ser Padres*, published eight times a year, *Siempre Mujer* (six times a year), *Espera* (four times a year) and *Bebé* (once a year). New York.
- 7) Mariela Murdocco, producer, reporter, photographer and videographer, contributor to *Banda Oriental Latinoamérica*, monthly in New York and New Jersey, and *NJ Hispano*, biweekly.
- 8) Margarita Canahuat, editor of *Diario Horizonte*, bilingual print and digital publications, New York.
- 9) Virginia Alvarado, former correspondent of *Diario de México*, print and digital. New York.
- 10) Fortuna Calvo Roth, president of Coral Communications Group, LLC/Audiolibros New Onda and former director of *Visión* magazine, New York.
- 11) María del Carmen Amado, general manager and editor of *Westchester Hispano* of New York and *New Jersey Hispano* of New Jersey, biweeklies, print and digital.
- 12) Sebastián Pérez Ferreiro, senior editor of *bnamericas.com*, former senior editor of *Sports Illustrated Latino*, news producer of NY1, news producer at WNBC/Telemundo, editor at Associated Press and translator at EFE, New York.
- 13) Gail M. Smith, publisher of *Impacto Latin News*, weekly, print and digital publication with an English platform. New York.

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- 14) Elías E. López, staff editor at *The New York Times*, currently developing a beta portal in Spanish, *NYT América*, print and digital. New York.

California (12)

- 1) Pedro Rojas, co-founder and co-general manager of *Boyle Heights Beat or Pulso*, former director of *La Opinión* of Los Angeles, former director of *El Diario/La Prensa* of New York, former news director of *El Nuevo Día* of Puerto Rico. California.
- 2) Alejandro Maciel, editorial director of *Hoy Los Ángeles*, print (three times a week) and digital (daily) of *Los Angeles Times*. California.
- 3) Lilia O'Hara, editor of *Enlace and Vida Latina San Diego* weeklies of *UT San Diego*, the bilingual digital version. California.
- 4) Alicia García of Angela, director of content and communications of *EH Hispanic Media* for *El Clasificado* | *El Punto* magazine | *Quinceanera.com* magazine, print and digital, California.
- 5) José Luis Ruiz, editor in chief of *El Aviso Magazine*, weekly, print and digital. California.
- 6) Elena Miramar, publisher of *Visión Hispana*, biweekly, print and digital, bilingual. California.
- 7) Armando Cervantes Bastidas, editor of *Hispano Times*, monthly print and digital outlet, and, since July 2015, digital only. California.
- 8) María Dolores Bolívar, contributor to *UT San Diego/Enlace/Vida Latina*, now affiliated with *Angeles Times*, weekly o biweekly media. California.
- 9) Rosalina Contreras-Rosado, publisher and editor of *El Bohemio News*, bilingual digital outlet (mostly Spanish). California.
- 10) Juan Esparza Loera, editor of *Vida en el Valle*, print and digital, bilingual, of McClatchy Newspapers. California.
- 11) Orlando Ramírez, publisher of *La Prensa* and *Excelsior*, bilingual weekly, print and digital, (with a small section in Spanish). California.
- 12) Rubén Keoseyan, vice president of *Noticias Telemundo 52* - KVEA Telemundo, television and digital media. California.

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Florida (11)

- 1) Douglas Rojas-Sosa, editor of *elnuevoherald.com*, digital version of *El Nuevo Herald*, of *Miami Herald* Media Company/The McClatchy Company, Florida.
- 2) Sonia Osorio, Latin America editor of *El Nuevo Herald*, print, of *Miami Herald* Media Company/The McClatchy Company Florida.
- 3) Manuel Aguilera, director of *Diario Las Américas*, of *Las Americas* Multimedia Group, print and digital, six times a week. Florida.
- 4) Mirta Ojito, director of news standards at NBC Telemundo, of Comcast, TV and digital. Florida. Former New York Times, *Miami Herald* and *El Nuevo Herald* journalist. Adjunct professor of journalism, Columbia University, New York.

- 5) Ricardo Trotti, executive director of the Inter American Press Association. Florida.
- 6) Gonzalo Páez, news editor of *Centro Tampa*, of *Tampa Tribune*. Weekly, print and digital. Florida.
- 7) Mercedes Vigón, associate professor and associate director at the International Media Center, School of Journalism and Mass Communication, Florida International University. Florida.
- 8) Boris Mizrahi, editor of *Deportes y Algo Más*, monthly, print and digital. Florida,
- 9) Cristina Fernández Barreto, lifestyles editor of *El Nuevo Día Orlando*, of GRF Media. Florida. (NO LONGER PUBLISHED).
- 10) Graciela Amparo Ricciardi, director of *El Argentino Sin Fronteras*, digital, print, of Impact of Miami inc. Florida.
- 11) Yunis Segura-McNally, president and director of *The Dominican Journal USA*, digital, Spanish with a section in English, of US Latino Multimedia. Florida.

Texas (11)

- 1) Melva E. Lavín Castillo, Spanish editor at the *Laredo Morning Times*, print and digital. *Tiempo of Laredo* (daily); *Antesala* (weekly); *LMTen Español* (daily). Texas.
- 2) Aura Montañez, editor of *Semana News*, weekly, print and digital, of Newspan Media Corporation. Texas.
- 3) María Guadalupe “Lupita” Colmenero, publisher of *El Hispano News*, weekly, print and digital of RBLC, Inc. Texas.
- 4) Alfredo Carbajal, managing editor of *Al Día*, *The Dallas Morning News/A.H. Belo Corporation*, semiweekly print edition and daily digital edition. Texas.
- 5) Jorge Chávez Ramírez, news editor of *Al Día*, twice a week print edition and daily digital edition of *The Dallas Morning News/A.H. Belo Corporation*. Texas.
- 6) Emilio Martínez Paula, director of *Información*, weekly, print and digital. Texas.
- 7) Aurora Losada, managing editor of *La Voz of Houston*, of *Houston Chronicle*, semiweekly print edition in Spanish and daily digital bilingual edition. Texas.
- 8) Marlon Gómez, assistant editor of *El Mundo Newspaper*, weekly, print and digital. Texas.
- 9) Ángela María Angulo, executive director of *El Mundo Newspaper*, weekly, print and digital. Texas.
- 10) Román Pedraza Pérez, general director of magazine *Expresión*, monthly, print and digital. Texas.
- 11) Francisco Escobedo, general manager of *Brownsville Herald*, *El Nuevo Herald*, daily, and *El Extra*, weekly, of AIM Media, LLC. Texas.

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New Jersey (8)

- 1) Kleibéel Marcano, owner and editor of *Reporte Hispano*, weekly, print and digital. New Jersey.
- 2) Fernando Campos, columnist of *El Especialito*, New Jersey. Former director of *Canales* magazine of New York.
- 3) Carlos Emilio Novotny, editor of *Imagen Argentina*, print, monthly. New Jersey.
- 4) Roberto J. Bustamante, senior writer of *Ahora News*, digital, publication of the Puerto Rican Congress of New Jersey, Inc. New Jersey.
- 5) Sylvia Jáuregui, publisher of *Jersey Bound Latino*, bilingual quarterly magazine (mostly in English), print and digital, that was to be launched on September of 2015. New Jersey.
- 6) Vilma Firce, managing editor of *Latinos Unidos of New Jersey*, monthly, print and digital, of J.A. Rod Associates, LLC. New Jersey.
- 7) Manuel Arredondo, publisher of *Mujeres Internacional*, weekly, digital. New Jersey.
- 8) José Abelar, former journalist at *El Nuevo Hudson*, New Jersey (NO LONGER PUBLISHED),

Arizona (5)

- 1) Efraín Chinchilla Cruz, editor of *Gente de Éxito* and *Opciones* magazines, monthlies. Arizona.
- 2) Ernesto Portillo Jr., editor of *La Estrella of Tucson*, weekly, print and digital, of Lee Enterprises and columnist at the *Arizona Daily Star*, Arizona.
- 3) Maritza Lizeth Félix, senior news reporter at *Prensa Hispana Newspaper*, weekly, print and digital. Arizona.
- 4) John Vaughn, editor of *Bajo el Sol*, weekly, print and digital of Rhode Island Suburban Newspapers. Arizona.
- 5) Beatriz Limón, reporter at *La Voz Arizona*, weekly, print and digital of *The Arizona Republic*. Arizona.

Illinois (5)

- 1) Jesús del Toro, editorial director of *La Raza* (Chicago) weekly, print and digital, *La Prensa* (Orlando), *La Opinión de la Bahía* (San Francisco) and *Rumbo* (Houston), digital). Illinois.
- 2) Jorge Mederos, former editor of *La Raza* of Chicago and at EFE, Illinois.
- 3) Gisela Orozco, entertainment editor at *Hoy* and www.vivelohoy.com, print and digital, of the *Chicago Tribune*. Illinois.
- 4) Marco Ortiz, content editor at *Reflejos Bilingual Newspaper*, print and digital, of *Paddock Publications*. Illinois.
- 5) Clemente Nicado, publisher and editor of *Negocios Now*, print, eight issues a year, and bilingual digital (mostly in Spanish), and founder of the *Chicago Tribune's Hoy* newspaper. Illinois.

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North Carolina (4)

- 1) Diego Barahona, editor of *La Noticia*, weekly, print and digital, with a bilingual section, North Carolina.
- 2) Hernando Amaya, news director of NORSAN Media, which publishes *Hola*, weekly, print and digital. North Carolina and Florida.
- 3) Gonzalo Aguirre, executive director of *La Conexión*, weekly of Velásquez Communications, print and digital. North Carolina.
- 4) Rafael Prieto Zartha, director editorial of the *Qué Pasa-Mi Gente* weekly, print and digital, of Latino Communications. North Carolina.

South Carolina (4)

- 1) Yolanda DeJohn, administrator, editor and translator of *La Isla Magazine*, bilingual monthly print edition and daily digital edition. South Carolina.
- 2) Carlos Puella Mejía, editor of *La Nación Hispana*, weekly print edition and digital, of Hispanic Marketing. South Carolina.
- 3) Wilfredo León, director of *Periódico Latino*, print and digital, of Latino Enterprises. South Carolina.
- 4) Rosa Marcela Rabens, publisher and director of *Universal Latin News Charleston*, biweekly, print and digital. South Carolina.

Washington State (4)

- 1) Álvaro Guillén, publisher of *La Raza del Noroeste*, weekly print edition and digital, of Sound Publishing Inc., Washington State.
- 2) Normand García, editor of *El Sol of Yakima*, bilingual weekly of *Yakima Herald-Republic*. Washington State.
- 3) Raúl Pérez Calleja, owner and editor of *El Siete Días*, weekly print edition and digital, and *Directorio Hispano*, Washington State.
- 4) Juan Carlos Rossetti, editor in chief of *El Mundo*, weekly, print and digital. Washington State.

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Washington D.C. (3)

- 1) Alberto Avendaño, executive editor of *El Tiempo Latino*, Hispanic publication of *The Washington Post*. Weekly print edition and digital. In Spanish and for a couple of years now it has published articles and news in English along with Spanish. (They are not translations, so it is not bilingual, but rather “dual language”) Washington DC.
- 2) Adriana Bianco, contributor of *Américas-OEA* magazine, Washington DC, *El Diario* (New York), EFE news agency.
- 3) Fernando Mexía, correspondent at EFE News Services, Washington DC.

Michigan (3)

- 1) Elías Gutiérrez, editor of *Latino Press*, weekly, print and digital. Michigan.
- 2) Andrés Abreu, editor in chief of *El Vocero Hispano*, weekly, print and digital. Michigan.

- 3) Luis García, publisher of *Lazo Cultural*, bilingual monthly print edition and digital (80% in Spanish and 20% in English). Michigan.

Pennsylvania (3)

- 1) Aarón López, publisher and editor of *El Hispano*, bilingual digital. Pennsylvania.
- 2) Fernando Méndez, editor/columnist of *El Sol Latino*, weekly bilingual of Hispanic Media. Pennsylvania.
- 3) Napoleón García, publisher of *Impacto Latin Newspaper* weekly, print and digital. Pennsylvania.

Kentucky (3)

- 1) José Neil Donis, publisher and director of *Al Día en América*, bilingual biweekly, print and digital, (95% in Spanish 5% in English) Kentucky.
- 2) Marilyn Córdova-Winchell, editor of *Hoy en las Américas*, of Landmark Community Newspapers. Kentucky. (NO LONGER PUBLISHED).
- 3) María Elena Rivas-Coutant, former owner and publisher of *La Vereda* biweekly, Kentucky. (NO LONGER PUBLISHED).

Arkansas (3)

- 1) Eddie García, publisher and editor of *Amigo Newspaper*, weekly, Arkansas,
- 2) Michel Leidermann, director of *El Latino*, weekly, print and digital of *Arkansas Times*. Arkansas.
- 3) José López, managing editor of *La Prensa Libre*, weekly print edition and digital edition of *Arkansas Democrat-Gazette*. Arkansas.

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Connecticut (3)

- 1) Álvaro Arteaga, managing editor of *El Sol News*, weekly, print and digital. Connecticut.
- 2) Jorge Alatrasta, editor of *Identidad Latina*, bilingual biweekly, print and digital. Connecticut.
- 3) Abelardo King, general editor of *La Voz Hispana of Connecticut*, of Hispanic Communications, weekly print and digital. Connecticut.

Oklahoma (3)

- 1) Franco R. Cevallos, publisher and editor of *Nuestra Comunidad*, bilingual monthly print edition and daily digital edition. Oklahoma.
- 2) Guillermo Rojas, president and CEO of *La Semana del Sur*, Oklahoma.
- 3) Carlos Ortiz, editor in chief of *El Nacional Newspaper*, weekly print edition and digital, in addition to MundoFox and Azteca América television franchises. Oklahoma.

Georgia (3)

- 1) Rafael Navarro, editor of *El Nuevo Georgia*, of New Georgia Media Inc. Biweekly, print and digital. Georgia.

- 2) Marcelo Wheelock, copy editor of *Mundo Hispánico*, print and digital of *The Atlanta Journal-Constitution/Cox Media Group*. Georgia.
- 3) Irene Díaz Bazán, editor of local news and closing of edition of *La Visión*, weekly print edition and digital. Georgia.

Colorado (3)

- 1) Susan Welk de Valdez, co-owner and editor of *La Voz del Pueblo*, monthly, print and digital. Colorado.
- 2) Mary A. Flores, president and editor of *La Prensa de Colorado*, weekly, print and digital. Colorado.
- 3) Roberto Martínez-Maestre, general director of *El Hispano*, weekly, print and digital of Emes Publications. Colorado.

Tennessee (3)

- 1) Alfonso Nieto, publisher of *Hola Tennessee Newspaper*, print, biweekly. Tennessee.
- 2) Carlos Nicho, editor of *Mundo Hispano*, monthly, bilingual, print and digital. Tennessee.
- 3) Brunilda Fernández, owner of *Latino News of Tennessee*, biweekly, print and digital. Tennessee.

Nevada (3)

- 1) Luis F. de León, president and editor of *El Reportero Las Vegas*, monthly magazine, print and digital. Nevada.
- 2) Fernando Gutiérrez, publisher of *El Sol of Nevada*, weekly, print and digital. Nevada.
- 3) Valdemar González, editor of *El Mundo*, weekly, print and digital. Nevada.

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Delaware (2)

- 1) José M. Somalo, founder and publisher of *Hoy en Delaware*. Mostly printed with a presence online and on social networks (90% in Spanish, 10% in English). Delaware.
- 2) Gabriel Pilonieta Blanco, editor of *El Tiempo Hispano*, bilingual biweekly of *Hola Delaware LLC*. Delaware.

Idaho (2)

- 1) Alfonso López Collada G., editor and translator at *Public News Service*, bilingual, print and digital en Arizona, California, Colorado, Florida, Idaho, New Mexico, New York, Oregon, Tennessee, Texas, Washington.
- 2) Farhana Hibbert, publisher of *Idaho Unido*, bilingual biweekly, of HBBCo. Publishing. (NO LONGER PUBLISHED). Idaho.

Indiana (2)

- 1) Estefanía Gareca, news director of *Tiempos de América*, bilingual, digital. Indiana.
- 2) Zulma Prieto, coordinating editor of *El Puente*, bilingual biweekly, print and digital, (75% Spanish, 25% English). Indiana.

Iowa (2)

- 1) Lorena Ester López Altamirano, editor of *La Prensa en Iowa*, biweekly, print and digital. Iowa.
- 2) Sergio Corona, editor of *Viento*, biweekly, print. Iowa.

New Mexico (2)

- 1) Flor of María Oliva, former editor of *La Voz of Nuevo México*, of *The Santa Fe New Mexican*, weekly, print and digital. (NO LONGER PUBLISHED). New Mexico.
- 2) J. R. Logan, assistant editor of *The Taos News*, bilingual weekly of *Santa Fe New Mexican*. Nuevo México.

Hawaii (1)

- José Villa, former publisher of the *Hawaii Hispanic News*, monthly, print and digital (NO LONGER PUBLISHED BILINGUAL), Hawaii.

Oregon (1)

- María Rocío Ríos Niño, director of *El Centinela/Oregon Catholic Press*, monthly printed edition. Oregon.

Nebraska (1)

- Oscar Daniel Erives, owner and general director of *Buenos Días Nebraska*, biweekly, print and digital. Nebraska.

Montana (1)

- Leah Schmalzbauer, sociology professor in Massachusetts and former sociology professor at Montana State University, Montana.

Utah (1)

- Reinaldo Escobar, publisher and editor of *The Spanish Times*, biweekly. Utah.

Kansas (1)

- Lisa López, managing editor of *Dos Mundos*, bilingual weekly, print and digital. Kansas.

Louisiana (1)

- Juan Carlos Ramos, owner and publisher of *El Tiempo New Orleans*, monthly, print and digital, of JC Media. Louisiana.

Alabama (1)

- Jairo Vargas, editor of *Latino News, LLC of Alabama and Tennessee*, weekly print and digital. Alabama.

Minnesota (1)

- Rigoberto Castro Velázquez, editor of *La Prensa of Minnesota* and *Revista Vida y Sabor*, weeklies, print and digital, of Latino Communications Network. Minnesota.

Alaska (1)

- Bárbara Yosmar Bobea, former editor of *La Crónica Hispana*, monthly (NO LONGER PUBLISHED), *Alaska*.

Rhode island (1)

- Víctor Cuenca, director and editor of *Providence en Español*, daily, print and digital, of Hispanic Media Publishing, Inc. Rhode Island.

Massachusetts (1)

- Dalia Díaz, founder and director of *Rumbo*, bilingual, weekly, print and digital of *SUDA Inc.* Massachusetts.

Ohio (1)

- Ángel Ramos, owner of *El Sol de Cleveland*, biweekly, print and digital. Ohio.

Virginia (1)

- Augusto Ratti Angulo, general editor of *El Eco de Virginia*, weekly bilingual, print and digital. Virginia. (NO LONGER PUBLISHED).

Vermont (1)

- Mariana Lamaison Sears, blogger, *Vermont en español*, weekly digital blog, occasionally, two or three times a month. (NO LONGER PUBLISHED). Vermont.

Wisconsin (1)

- José Hernández, owner and editor of *El Mañanero Newspaper*, biweekly, print and digital. Wisconsin.

Maryland (1)

- Nelly Carrión, director of *Washington Hispanic*, weekly, print and digital. Maryland.

Mississippi (1)

- Luis G. Espinoza, director of *La Noticia de Misisipi*, weekly, print and digital. Mississippi.

Missouri (1)

- Cecilia Velázquez, publisher and president of *Red Latina*, print (biweekly) and digital. Missouri.

Table 2: Nationalities

Naturalized U.S. citizens: 58 (41.43%).

Hispanic countries not represented: Costa Rica, Panama and Paraguay.

Country of origin	Number of people	Percentage
Mexico	32	23%
Colombia	16	11.43%
Peru	14	10%
United States	13	9.35%
Argentina	9	6.43%
Spain	8	5.71%
Dominican Republic	7	5%
Puerto Rico	7	5%
Venezuela	7	5%
Cuba	6	4.29%
Ecuador	5	
Uruguay	3	
Nicaragua	3	
Chile	2	
Guatemala	2	
France	1	
Honduras	1	
Bolivia	1	
Pakistan	1	
El Salvador	1	
Did not respond	2	

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Table 3: Current titles of the Hispanic media executives who participated in the survey

Position	Number of people
Owner and publisher	1
Owner and editor	3
Owner and general manager	1
Owner	2
Co-owner and editor	1
Publisher	11
President and publisher	1
Publisher and director	2
Publisher and editor	6
Founder and publisher	1
President and CEO	1

President	1
President and director	1
President and editor	2
Vice president of content	1
Vice president of news	1
Founder and director	1
Editor in chief/director	10
Executive editor	4
General manager/managing editor	3
Director and editor	1
Editorial director	3
News standards director	1
Director of content and communications	1
News director	1
Managing editor	5
Executive editor	1
Editor in chief	1
Editor and general manager	1
Senior editor	1
News editor	1
Editor	28
General editor	3
Editor in chief	2
Editor and columnist	1
Editor and coordinator	1
Associate editor	1
Assistant editor	1
Content editor	1
Spanish editor	1
Local news editor	1
Latin America editor	1
Lifestyles editor in chief	1
Entertainment editor	1
News director	1
News editor	1
Senior news reporter	1
Reporter	1
Senior writer	1
Copy editor	1
Staff editor	1
Columnist	1
Contributor	2

Correspondent	1
Producer	1
Former owner and Publisher	1
Former publisher	2
Former editor in chief	1
Former editorial director	1
Former assistant director/managing editor	1
Former editor	2
Former correspondent	1
Former journalist	1
Former blogger	1
Retired columnist	1
Professor	1
Adjunct professor	1

Past titles¹²

Position	Number of people
Reporter	21
Editor	13
Correspondent	9
Editorial writer	7
Columnist	7
Radio journalist	6
Director	5
Columnist	5
News director	4
Contributor	4
Photographer	4
Proofreader	3
Researcher	2
TV news director	2
Sales manager	2
General manager	2
Writer	2
Editorial assistant	2
Publisher	1
Associate publisher	1
Owner	1

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¹² Participants had one or more of the jobs featured in the chart in the past, most often reporter, editor, correspondent, editorial writer or columnist.

Editor in chief	1
General manager	1
News director	1
Newspaper founder	1
Executive editor	1
Managing editor	1
Associate editor	1
Newspaper manager	1
War reporter	1
Political analyst	1
Interviewer	1
Freelance journalist	1
Translator	1
TV journalist	1
Videographer	1
TV anchor	1
Announcer	1
Writer	1
Creative director	1
Head designer	1
Designer	1
Layout person	1
Production manager	1
TV news vice president	1
TV executive producer	1
TV producer	1
TV moderator	1
TV line producer	1
Radio producer	1
Radio commentator	1
Radio sports correspondent	1
Public information officer	1
Communications officer	1
Communications coordinator	1
Press officer	1
Professor	1
Salesperson	1
Treasurer	1

Creative non-editorial positions

	Number of people
Articles	4
Books	3
Blogs	3
Stories	1
Manuals	1
Awards	1

Teaching positions (journalism and others)

Course/workshop/conference	Number of people
Journalism	5
Politics	2
Investigative reporting	1
Writing	1
Communications	1
Public opinion	1
Interviewing	1
Ethics	1
Linguistics applied to communications.	1
Advertising	1
Photography	1
Film	1
Spanish	1
Literature	1
Philosophy	1
Sociology	1
Social psychology	1
Conciliation	1

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Table 4: Number of people who work in Spanish-language media in the United States

- Total: 1785.
- Responses: 104.
- Average: 17.16.
- Median: 9.

Table 5: Women in Spanish-language media in the United States

Percentage of women in Spanish-language media

- Total: 6322.66 from 103 responses.
- Percentage average: 61.385%.

Percentage of women in executive positions

- Reported percentage: 1191.83 from 32 responses.
- Percentage average: 37.245%.

Table 6: U.S. companies in the communications field that play a role in Spanish-language journalism in the United States

- AIM Media, LLC.
- Arizona Daily Star
- Arkansas Democrat-Gazette
- Arkansas Times
- Chicago Tribune
- Daily News
- Emes Publications
- Hispanic Marketing
- Hispanic Media Publishing Inc.
- Hispanic Media Ventures de Meredith Corporation
- Houston Chronicle
- Laredo Morning Times
- Latino Enterprises
- Los Angeles Times_
- McClatchy Newspapers
- Miami Herald Media Company/The McClatchy Company
- Oregon Catholic Press
- Paddock Publications
- Public News Service
- Rhode Island Suburban Newspapers
- San Diego Union-Tribune
- Santa Fe New Mexican
- Sports Illustrated Latino
- The Arizona Republic
- The Atlanta Journal-Constitution/Cox Media Group
- The Dallas Morning News/A.H. Belo Corporation
- The New York Times Media Co.
- The Washington Post
- Time Inc.
- Time Warner Cable
- Yakima Herald-Republic

Table 7: Prices

Name of media outlet	Price
Diario de México	\$1
Diario Las Américas (Fl.)	\$.50 Mon.-Fri., \$1 on Sundays
Dos Mundos (Kansas)	\$.50 ¹³
El Diario (New York)	\$.50
El Mundo (Washington St.)	Free distribution, \$62 for annual subscription
El Nuevo Día Orlando	\$.50 Mon.-Sat. and \$2 on Sundays
El Nuevo Herald (Florida)	\$.75 Mon.-Sat., \$1.25 on Sundays
El Nuevo Herald (Texas)	\$.50 weekdays, 75 cents on Sundays
El Puente (Indiana)	Not specified
El Reportero Las Vegas	\$5
El Tiempo New Orleans	\$10 a year for 12 issues
Idaho Unido	\$.50 (no longer published)
Impacto (New York)	\$.50
La Opinión (Los Angeles)	\$.75
Laredo Morning Times	\$1
New Jersey Hispano	\$.50
People en Español (NY)	\$1.99
Siempre mujer (NY)	\$12 annual subscription
The Taos News (NM)	\$1

81

Table 8: Origin of most readers of Hispanic publications in the United States

Nationality	Number of people
Mexican	98 (42.25%)
Central Americans	24 (10.35%)
South Americans	16 (6.90%)
Colombian	12 (5.17%)
Puerto Rican	11 (4.75%)
From the Caribbean	10 (4.30%)
Salvadoran	8
Guatemalan	7
Venezuelan	7
Dominican	7
Cuban	7
Peruvian	6

¹³ It's for sale, but people can take it without inserting coins.

Honduran	5
Argentinean	4
Nicaraguan	2
Ecuadorian	2
Bolivian	1
Anglo-American	1
Uruguayan	1
Chicanos	1
Spanish	1
Costa Rican	1
Panamanian	0
Paraguayan	0
Chilean	0
Total	232

- South American plus Colombian, Venezuelan, Peruvian, Argentinean, Ecuadorian, Bolivian, Uruguayan: 49 (35%).
- Central Americans plus Salvadorean, Guatemalan, Honduran, Nicaraguan, Costa Rican, Panamanian: 47 (28.25%).
- From the Caribbean plus Puerto Rican, Cuban, Dominican: 35 (25%).

Table 9: News agencies used

82

Agency	Number of media outlets
EFE	45
The Associated Press	33
Agencia Reforma	15
Notimex (Mexico)	9
PR Newswire	5
Reuters	5
Agence France Presse	4
BBC	3
Bloomberg	3
McClatchy News	3
Newscom	3
Family Features	2
Getty	2
Inter Press Service	2
New York Times	2
State Point Media	2
Aciprensa	1
Al Momento (Mexico)	1

Andes	1
Brandpoint content	1
Catholic News Service	1
CNN News Source	1
Cuadracion (Mexico)	1
Cyber News de Puerto Rico	1
El Universal (Mexico)	1
Fábrica 4D (Mexico)	1
HDnWeb	1
Hispanic News Service	1
Info News	1
myphilly.com	1
New American Media	1
No. American Press Synd.	1
Portada	1
Prensa Latina	1
RT Actualidad	1
Telam	1
The Washington Post	1
Zenit	1

Table 10: Type of information published

83

Type of information	Number of media
General information	94 (38%)
Local news	15 (6.10%)
Health	14 (5.67%)
Sports	13 (5.26%)
Education	11 (4.45%)
Entertainment	11 (4.45%) ¹⁴
Show business	8 (3.24%)
Positive news	8 (3.24%) ¹⁵
Immigration	6 (2.43%)
Business, economy, finances	6 (2.43%)
International news	5
National news	5
Culture	4
Latin America	3

¹⁴ Entertainment and show business add up to 19, which places this category in second place with 7.69%.

¹⁵ Eight of those surveyed emphasized that they offer positive news.

Community news	3
Arts	2
Auto	2
State news	2
Family	2
Mexico	2
Politics	2
Regional news	2
Social news	2
Various	2
Argentina and Uruguay	1
Legal assistance	1
Welfare	1
Cooking	1
County news	1
Personal development	1
Professional development	1
Interview	1
States of New York and New Jersey	1
Lifestyles	1
Formative	1
Information for Catholics	1
Information for Hispanics	1
Public interest	1
Leadership	1
Fashion	1
News for women	1
New Latinas	1
Nutrition	1
Parenting	1
Special reports	1
Role models	1
Housing	1
Total	247

Jorge Ignacio Covarrubias
Academia Norteamericana de la Lengua Española



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