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# Hispanic Digital Newspapers in the U.S., 2019: evolution, quality, and impact

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**Abstract:** An analysis of the current situation of online Hispanic journalism in the U.S. based on the revision of a 2015 report about this topic and on a study of North American digital newspapers, as well as of the quality of their online resources.

**Keywords:** online journalism, digital newspapers, Spanish, Hispanics, design, Internet, press, news media

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<sup>1</sup> This is an English translation offered by the Observatorio of the Spanish original submitted by the author (see 052-06/2019SP).



## 1. Introduction and Foundations of the Project

This report addresses the current situation of Spanish-language digital journalism in the U.S. by reviewing and updating the first study carried out on the topic, published by the Observatorio in 2015.<sup>2</sup> As before, the goal of this study is to summarize and characterize online Hispanic media in the U.S. through an analysis of Spanish-language digital newspapers. By examining a series of carefully selected general and specific indicators, it aims to assess the quality of Spanish-language journalism in the U.S., giving special consideration to the impact of the Internet on journalistic production and on Hispanic media companies.

Despite having defined the term “digital newspaper” (*cibermedio* in Spanish) in 2015, it is nevertheless necessary to review the terminology that will be used throughout this report. For our purposes, a digital newspaper is a “content provider that seeks to mediate between facts and the public, primarily utilizes journalistic criteria and techniques, makes use of multimedia language, is interactive and hypertextual, and is updated and published online” (Díaz Noci and Salaverría 2003).

As was the case in 2015, the Royal Spanish Academy's *Diccionario de la lengua española* (Dictionary of the Spanish Language) has not yet recognized the terms *cibermedio* and *ciberperiodismo* (“online journalism”), though it does now include *ciberespacio* (“cyberspace”), *cibernauta* (“cybernaut”), and *cibernético* (“cybernetic”) (Mancera 2011). However, thanks to the work of academics such as Professor Ramón Salaverría, there is a precedent with regard to the evolution of the meaning of the term *periodismo* (“journalism”), which has been redefined as “the professional activity that consists of gathering, processing, interpreting, and disseminating information by any verbal, visual, or graphic means” (Salaverría 2018). Thus, the digital newspapers discussed in this report are the result of

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<sup>2</sup> See González Tosat 2015.

journalistic efforts by Hispanic professionals and Spanish-language media that continue working to preserve their publications and to speak for one of the most important demographic groups in the U.S.

What elements, then, does this study consider in its analysis of Hispanic digital media? First, as in the earlier version of this report, only written media are considered. Radio and television are outside the scope of this analysis, even if they are disseminated on digital platforms. Nor does this report address non-generalist publications, such as entertainment, fashion, or film magazines. For example, the digital newspaper *Elemento Latino* (Hillsboro, Oregon) has been excluded from this analysis; it publishes entertainment information, but not news. A similar exclusion applies to *CNET en Español* (San Francisco, California), whose coverage is limited to technology. Personal websites, blogs, classifieds pages, and other websites that do not belong to a media company or publishing group, or which are not based on journalistic initiative, are excluded from this study, regardless of their popularity. Online publications such as *Buena Suerte* (Houston, Texas) and *El Clarín* (Miami, Florida) are successful as digital outlets, but they publish only classified ads and are therefore also excluded.

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In short, the working definition of the term “digital newspaper” for the purposes of this project is the following: “general-content medium based on a free-access website that uses journalistic criteria and techniques, where information is updated daily, and whose news items are indexed” (González Tosat 2015).

## 2. Methodology

There have been no major methodological changes to this report since that initial publication in 2015, but there have been shifts in the socio-demographic status of the Hispanic population in the U.S. Projections indicate that this segment of the

population “will reach 111 million” in 2060; today, Hispanics represent “18.1% of the U.S. population” (Hernández and Moreno Fernández 2018).

Now, what kind of media do U.S. Hispanics consume? How do they get their news? And what is the quality of that news? The data available on these questions continue to rank media outlets “based on readership or sales volume” (CISION 2010), a practice that is not conducive to improving our understanding of consumption trends in new markets, including social media such as Instagram. Some initiatives, including one at the Craig Newmark Graduate School of Journalism at CUNY, are attempting to develop a map of Hispanic news media in the country.<sup>3</sup> However, there must be more studies on the quality of the information available and the publication platforms, in digital or non-digital formats, on which that information is provided.

This study follows the methodological model of the 2015 report, which was adapted, in turn, from the methodology proposed by Ruth Rodríguez-Martínez, Lluís Codina, and Rafael Pedraza-Jiménez in their article “Cibermedios y web 2.0: Modelo de análisis y resultados de aplicación” (Digital Publications and Web 2.0: Analysis Model and Application Results). The changes made with respect to the previous report have been minimal, though this edition of the report has attained better results in its identification and quantification of the sample, as well as in the pages analyzed.

First, the news websites selected for this study had to meet the characteristics indicated in the definition of “digital publication” above. Once again, an online search turns up a smattering of successful results, but a verified database of these media outlets does not exist, except the CUNY initiative, which is still under development. *Wikipedia* is, without a doubt, an invaluable tool for finding information (in English), as its pages on Hispanic newspapers have improved in

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<sup>3</sup> See <https://bit.ly/2GhpSDK>

quality and number over the past few years. As in 2015, the results of a simple search include *Prensa Escrita*, an essential page for learning about the most-read newspapers in Spanish, as well as the index *ABYZ News Links*. The website *Zona Latina* is also a good source of information, thanks to its extensive catalogue of Latin-American media outlets. However, there are dead links and entries for now-defunct outlets on all of these pages, for which reason the task of searching for and selecting media outlets had to be exhaustive.

After obtaining the total sample of 571 digital media, not including radio and TV stations, those outlets that did not meet the definition of “digital publication” outlined above were removed. The remaining publications were analyzed by observing and quantifying a set of general and specific indicators. The analysis of the general indicators focused on “website accessibility, visibility, and popularity, in addition to the quality of their source code and access points to the information they present” (Rodríguez-Martínez et al. 2010). The first of these general indicators is *Accessibility*, that is, the “level of adaptation of the content for users with particular needs,” such as users who suffer from “visual, hearing or motor disabilities, or those who use technologies with limited capacity such as PDAs or mobile phones” (Voces-Merayo 2007).

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This level of conformance is determined according to the norms established by the World Wide Consortium (W3C), which states that three requirements must be met for a website to be considered accessible:

- a) Priority 1: a website **must** satisfy these requirements so that users with special needs can access the information (Level A conformance);
- b) Priority 2: a website **should** satisfy these requirements to facilitate access for users with special needs (Level AA conformance);
- c) Priority 3: a website **may** meet these requirements to “optimize accessibility for its users” (Level AAA conformance) (Rodríguez-Martínez et al. 2010).

The accessibility levels of digital newspapers were assessed using the W3C Validator, which belongs to the World Wide Web Consortium; this service analyzes and classifies websites, in addition to displaying the number of errors and code alerts detected on a given webpage. This study also made use of the *Web Accessibility Test* (TAW), which, in addition to offering an updated version of its website, automatically calculates the number of errors detected at each level. As in the previous edition of this report, the TAW was used to analyze the document's HTML (the markup language used in the page) and CSS (style sheets, design) for an A-Level analysis (basic requirements). This test classifies the errors obtained in the three categories mentioned above (Priorities 1, 2, and 3).

The errors within the Priority 1 category include those related to the document's semantics; these might include a lack of H1 elements on the page, that is, its title. Another error in this category is the lack of alt text, which is used for two purposes: it is displayed in place of an image when the latter does not load properly, and it is read by adaptability programs and assisted reading tools so that users know what the image represents. Some Priority 2 errors are related to the style of the document, such as the font size. When building a website, designers can choose absolute measures (that do not change) or relative measures (that adjust the size of the website based on the size of the window or the device used). Relative measures are typically recommended in order to properly display content on desktop computers, smartphones, and tablets. This practice is broadly known as a "responsive design."

Finally, Priority 3 errors include faulty contrast ratios between the color of the text and the background, a variable that, when adjusted correctly, ensures that the font is sufficiently differentiated from the background and therefore more readable. Another error involves using images in place of text, that is, instead of using HTML markup language to display textual content, the web designers embed the desired

text in a graphic resource (an image) on the page. The W3C recommends using text, rather than images, within the page code.

The second general indicator, which was examined in the 2015 study, is concerned with the website's *visibility* and *popularity*. Visibility is determined "according to the number of links that the page receives from other websites," while the popularity of a site "refers to the number of visits a site receives and the number of pages served by it" (Rodríguez-Martínez et al. 2010). The earlier edition of this report used *Google PageRank*, which assesses a website's visibility by giving it a score from 0 to 10 (10 being the highest). However, since March 7, 2016, this datapoint is not displayed on any tool, meaning that "all webpages have a public *PageRank* of 0" (NinjaSEO 2019). Thus, we are left with only the *Alexa Traffic Rank*, which gives every website a global and national rank (with the highest position being 1), and with the number of web pages indexed on the three most popular search engines: *Google*, *Yahoo!* and *Bing*.

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After accessibility, visibility, and popularity data are obtained, the subsequent analysis entails inferring relationships from the results obtained. At first glance, the number of accessibility errors and the number of indexed pages on a web site do not offer much information that would be useful to an in-depth analysis. However, as in the earlier edition of this report, by dividing the number of errors by the number of pages, it is possible to rank Hispanic online newspapers from least to most accessible and least to most visible/popular. This is the first set of results analyzed in the discussion section.

The next indicators can be examined by creating a values table, regardless of category. If the indicator in question applies to the publication, the latter is assigned the value of 1 in the analysis table. If not, the publication is assigned a 0. Subsequently, depending on the type of indicator, all the values are added to obtain a total score within each category.



The third general indicator is *access to Information*, which studies “ways of accessing content on websites” (Rodríguez-Martínez et al. 2010). In this case, there are four items worth a total of four points:

- Whether or not the online publication offers the possibility of running a simple search: users must be able to find information and/or topics of interest without having to review all of the website’s content.
- Whether users have access to an archive of news from earlier editions. (If these news items are not indexed, or if they are not available in a digital format or as a PDF, the score for this section will be 0, as users are unable to search for archived materials.)
- Whether there is a site map that guides and orients users, allowing them to explore the online publication in a simple and straightforward fashion.
- Whether there is a mobile application that users can download to view information from their smartphones.

Specific internal indicators can also be used to analyze the unique traits of each newspaper. Some of the proposals made by Ruth Rodríguez-Martínez and Rafael Pedraza-Jiménez, as mentioned above, have been followed to achieve this. To start with, outlets’ respective capacities must be examined for *In-Depth Information* and analyzed for ways that users can obtain more content on a given topic. This section assesses the following criteria, which are worth a total of 5 points:

- Whether the date and time of a news item’s most recent publication or update is posted, so that readers can remain informed about the stories that interest them.
- Whether the publication identifies the news item’s author, be it an in-house journalist/contributor or an external news agency.
- Whether the story includes graphic content that adds informational value to the text and/or expands upon the data with tables or photographs.
- Whether audio and/or video content is included along with the information for users’ consumption.

- Whether there is a section with links to other related news content from the same publication or elsewhere so that users can access more in-depth coverage.

The second specific internal indicator involves analyzing *Interactive Tools*, that is, tools that allow users to actively engage with the publication's website. Here, the total possible score is 5 points, one for each of the following:

- Whether users can leave comments on news items as a means of expressing their opinions and ideas, independently of whether users must first register to do so.
- Whether it is possible to contact the publication's management or staff via a form or email.
- Whether users can share news items by email.
- Whether users can share news items on their social networks.
- Whether the publication gives direct access to a section with its most read or most popular news stories so that its audience can read about the topics that are most interesting to them.

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The next consideration is *Personalization of Information*, wherein users' ability to decide what type of information to receive from the publication is analyzed, along with the channels through which they wish to receive it. This section is worth up to 3 points:

- Whether the publication has a newsletter to which users can subscribe, regardless of its frequency.
- Whether users can connect to RSS services and read news items via their personal RSS feeds.
- Whether readers can register on the newspaper's webpage and engage with or access content as identified users.

The last set of specific external indicators analyzes whether a newspaper's website uses digital tools to "attract and retain users to a web domain, [...] and disseminate its content beyond the website itself" (Rodríguez-Martínez et al. 2010). In this case, one point is awarded for each of the following:

- A Facebook profile.
- A Twitter profile.
- An Instagram profile.
- A YouTube profile.

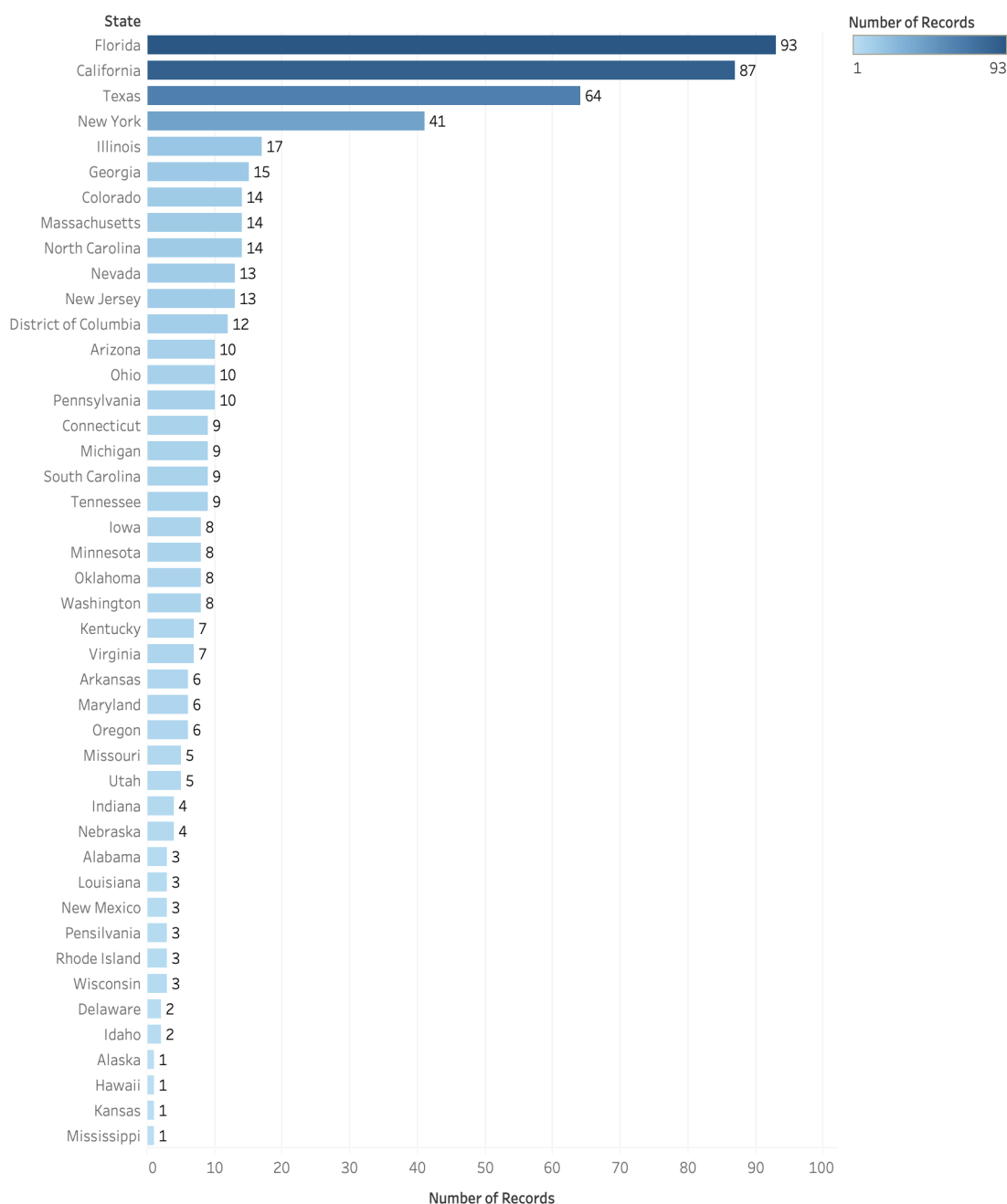
After analyzing each of the factors separately, the results are calculated, and the publications are ranked by their score out of the 21 indicators studied. This is the second set of results analyzed in the discussion of the data.

### 3. Data Collection

After an exhaustive search for Hispanic digital newspapers in the United States, a database of these publications, their physical addresses, and their URLs was created. In 2015, 12 of the 50 states plus Washington D.C. had no Spanish-language newspaper or any other bilingual (Spanish/English) publication. Those states were: Alaska, Hawaii, Kentucky, Maine, Mississippi, Montana, New Hampshire, North Dakota, South Dakota, Vermont, West Virginia, and Wyoming.

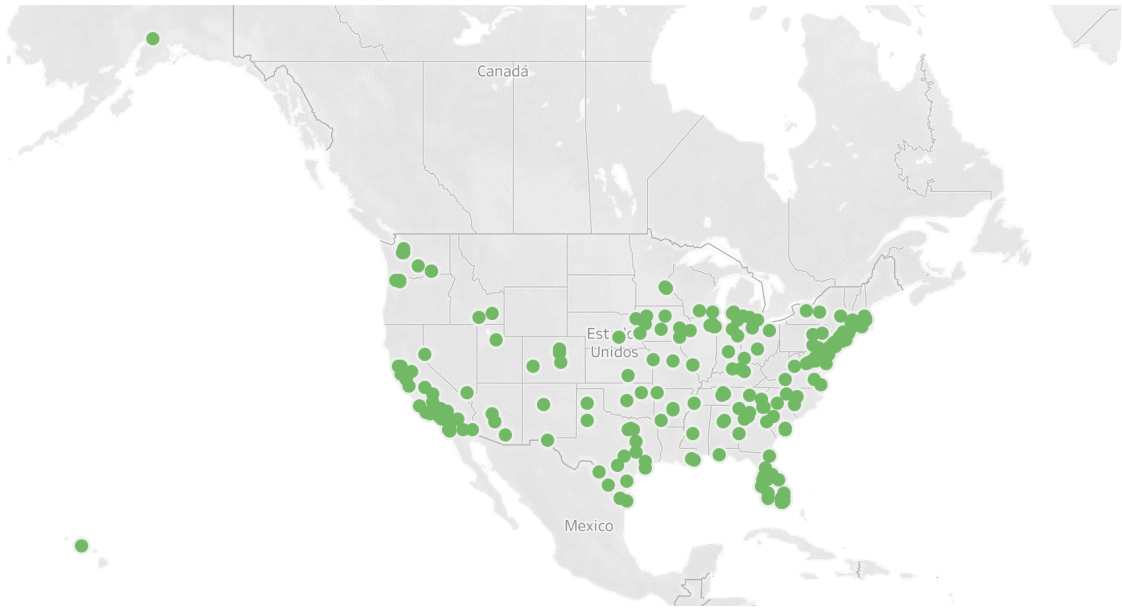
This year, however, there are new publications to incorporate into this study. There is a new newspaper in Alaska, *Sol de Medianoche* (Anchorage, Alaska). Hawaii, too, has a Spanish-language newspaper, *Hawaii Hispanic News* (Honolulu, Hawaii), and Kentucky has seven new Hispanic publications. The rest of the states listed above still do not have any active online Hispanic media publications. The figures below indicate the distribution of publications per state, as well as the concentration of Spanish and bilingual newspapers in the U.S.

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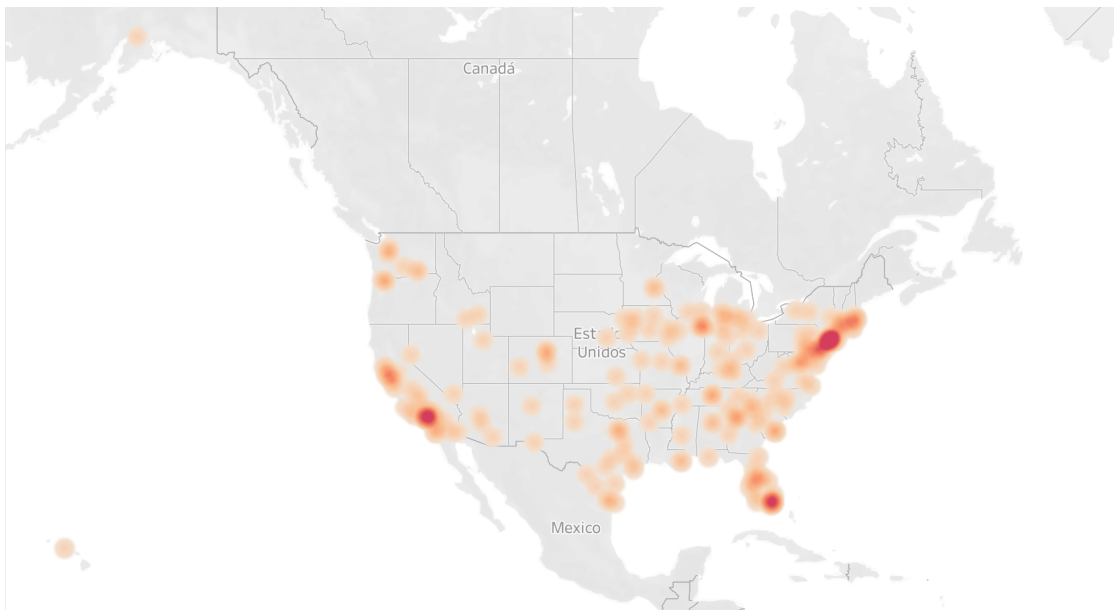


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**Graphic 1:** States with at least one digital newspaper in Spanish.



**Figure 1:** Locations of the 571 Hispanic digital newspapers that make up this study's initial database.



**Figure 2:** Concentration of Hispanic digital newspapers in the country.

After gathering the data, the next step is to verify the URLs obtained. An initial attempt to visit these websites demonstrates the kinds of problems that appear on the pages and/or why these publications cannot display information correctly. On many occasions (38.38%), the webpage displays an error message and the information is not available. *Diario Patria* (Miami, Florida) is one such case, despite having an active Twitter account. Some websites state that they are undergoing maintenance, such as *El Sol de Ohio* (Columbus, Ohio), *La Prensa de Honduras* (Miami, Florida), and *La Mega Nota* (Columbus, Ohio). In other instances (24.86%), the domain name itself is for sale, as was the case for the *El Paso Herald Post* (El Paso, Texas), *Gente de Minnesota* (Minneapolis, Minnesota), and *El Editor* (Lubbock, Texas).

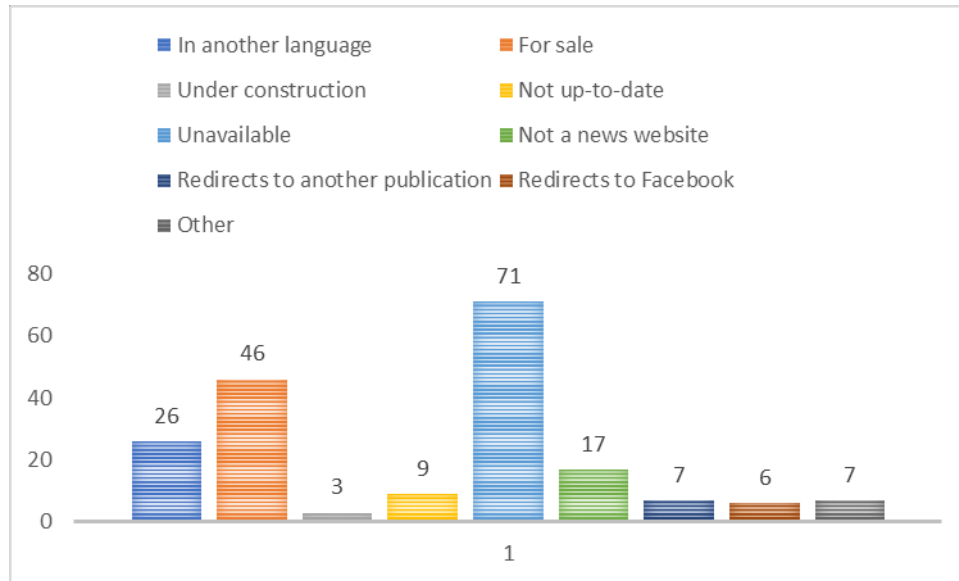
Some websites redirect visitors to publications in other languages that have nothing to do with Hispanic journalism (14.05%). This was the case for the *Bilingual Weekly* (Stockton, California), *El Conquistador* (Milwaukee, Wisconsin), *El Latino* (West Palm Beach, Florida), *Neta* (Pharr, Texas), *Nuevo Mundo* (San Jose, California), *Visión Latina* (Lakeland, Florida), *Ciudad Weston* (Weston, Florida), *CubanosUSA* (Reno, Nevada), *Hispano de Tulsa* (Tulsa, Oklahoma), *Lo Nuestro* (Louisville, Kentucky), *Nuestro Ohio* (Columbus, Ohio), *El Nuevo Día Orlando* (Orlando, Florida), *La Prensa* (St. Paul, Minnesota), and *Vida Latina* (Mt. Pleasant, South Carolina).

Other problems included duplicate pages and URL redirects to other publications, though this was the case for relatively few URLs (3.78%), as this sample was based on the initial 2015 database, which already listed URLs with these rerouting problems. This was the case for *La Prensa/Unidos* (Riverside, California) and *Impacto USA* (Los Angeles, California), which redirect to the website for *Excélsior* (Orange County, California). The website for *Rumbo* (Houston, Texas) redirects to *La Opinión* (Los Angeles, California) as a consequence of its acquisition by ImpreMedia in 2008 (Bailey 2008).

*El Conquistador* (Geneva, Illinois), was acquired by the Daily Herald Media in 2008, so its website now redirects to *Reflejos* (Arlington Heights, Illinois). Another example is the newspaper *Vida Latina* (San Diego, California), which now redirects to the website of *San Diego Union Tribune en Español* (San Diego, California). Some of these URLs reroute the user directly to the publication's Facebook page (3.24%) without offering any other link to its website. These include *El Amauta* (Kearny, New Jersey), *Nuevas Raíces* (Harrisonburg, Virginia), *Líder News* (Birmingham, Alabama), *Somos Virginia* (Roanoke, Virginia), and *Nueva Opinión* (Battle Creek, Michigan).

Other exclusions include pages that, after an initial review, had clearly not been updated in several months, or even years. This was the case for *Idaho Noticias* (Burley, Idaho), which has not posted new content since 2017, and *Idaho Unido* (Pocatello, Idaho), which has not been updated since 2011. Other publications in this category include *El Mojave* (Victorville, California), *Hispania News* (Colorado Springs, Colorado), *Georgia Latino* (Atlanta, Georgia), *La Voz Independiente* (Ashville, North Carolina), and *News Grams* (Eagle Pass, Texas). The publications were accessed repeatedly during the analysis process. However, it is convenient to set a date after which, in a manner of speaking, the data collection and website review period was “closed.” For the purposes of this analysis, the final website reviews were conducted on May 12, 2019.

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**Graphic 2:** Most common errors encountered in the analysis of Hispanic digital newspapers in the U.S.

After removing digital newspapers whose websites were faulty in some form or another, the next step was eliminating the media that did not fit the definition of “digital publication” (*cibermedio*). As outlined at the beginning of this report, digital media were discarded if they were not news media or if they were not part of a media group, such as *Clasificalos* (Bakersfield, California), *El Clasificado* (Los Angeles, California), and *La Subasta* (Dallas, Texas), all of which consist exclusively of classified ads.

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The analysis also excludes blogs, such as *Veinte de Mayo* (Los Angeles, California), *Indymedia* (Chicago, Illinois), and *Mundo Hispano* (Knoxville, Tennessee); magazines and publications related to the world of events and entertainment, such as *El Aviso* (Los Angeles, California), *Farándula USA* (Los Angeles, California), *El Colusa News* (Miami, Florida), *Fama* (Miami, Florida), and *Telerevista* (Miami, Florida); newspapers with Catholic content or that belong to archdioceses, such as *Vida Nueva* (Los Angeles, California), *El Pueblo Católico* (Denver, Colorado), *El Pregonero* (Washington, District of Columbia), *La Voz Católica* (Miami, Florida), *Católico* (Chicago, Illinois), *Avance Católico* (Wichita, Kansas), and *El Centinela*



*Católico* (Portland, Oregon); sports publications such as *Acción Newspaper* (Atlanta, Georgia) and *Enfoque Deportivo* (Houston, Texas); and other webpages with other non-generalist content such as *Al Borde* (Los Angeles, California), which covers only music, with a focus on Spanish-language rock.

Finally, it is important to mention the change to some publications' websites made in response to the implementation of the EU's new General Data Protection Regulation (GDPR). After its passage in 2016, the law went into effect in May 2018 (Rodella 2018), modifying the standards for accessing and reviewing several of the publications examined in this study. The regulation requires public administrations as well as businesses to be "stricter in their handling of user data" (Rodella 2018). The new requirements include "clearer messages to inform users about what manipulating their personal information means, respect for the wishes of the data owners if they do not want to authorize the processing of their data, and the hiring of a data-protection delegate at businesses that make large-scale, high-risk use of personal data" (Rodella 2018).

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Thus, when European users attempt to visit the website of *El Sentinel* (Orlando, Florida), the following message appears: "Unfortunately, our website is currently unavailable in most European countries. We are engaged on the issue and committed to looking at options that support our full range of digital offerings to the EU market. We continue to identify technical compliance solutions that will provide all readers with our award-winning journalism." Other publications adhering to this policy include *Hoy Los Ángeles* (Los Angeles, California), *Noticiero Semanal* (Porterville, California), *Santa Maria Times* (Santa Maria, California), *San Diego Union Tribune* (San Diego, California), *Éxito* (Chicago, Illinois), *La Estrella de Tucson* (Tucson, Arizona), *El Sol del Valle de San Fernando* (San Fernando, California), *El Nuevo Herald* (Brownsville, Texas), and *Tiempo de Laredo* (Laredo, Texas). As this updated report is being written from Europe, this problem was

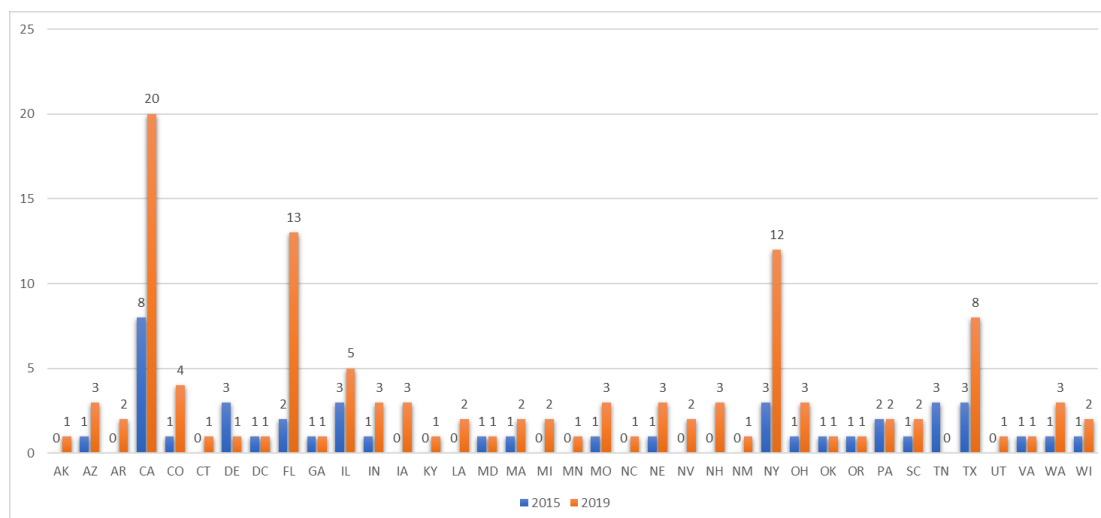
circumvented by subscribing to a VPN or Virtual Private Network, a service popular among telecommuters to protect data with special encryption.

The database that was ultimately obtained as the sample for this study includes 249 publications, 96 more than in the 2015 report. In some cases, one newspaper can have different editions in several locations, such as *EGP News* (Los Angeles, California), which has distinct edition in the California cities of Bell Gardens, City Terrace, Eastside (Los Angeles), Belvedere (Los Angeles), Wyvernwood (Los Angeles), Northeast Los Angeles, Montebello, Monterey Park, and Vernon. In these instances, the various websites are analyzed separately from one another, and we will determine whether the variations between them are significant enough to merit inclusion of each edition or if it is preferable to use a single representative publication.

Additionally, although it is not one of the general and specific indicators we will use to evaluate the quality of the digital newspapers, this report will note if these publications are also available in English editions. In 2015, the sample included 42 bilingual media; this year, that number is 116, or 44.79% of the total. In some cases, such as *Diario Las Américas* (Miami, Florida), *El Informador* (Wyoming, Michigan), *Somos Baltimore Latino* (Baltimore, Maryland), *El Latino Semanal* (West Palm Beach, Florida), *El Extra Texas* (Brownsville, Texas), *La Comunidad News* (Madison, Wisconsin), *La Prensa de Iowa* (Denison, Iowa), and *La Esquina* (Louisville, Kentucky), stories are published in Spanish and the website includes a Google Translate bar that allows users to change the language. Though this solution is not particularly accurate, it is a way for the English-speaking population, as well as younger readers, to access these publications.

A few noteworthy publications are *NYT en Español*, (New York, New York) and the *Los Angeles Times en Español* (Los Angeles, California), as they are Spanish newspapers that belong to major U.S. media companies, which makes accessing

information in English and Spanish relatively simple. Other examples include *EGP News* (Los Angeles, California), in which the Spanish version of information has become its own section of the publication, and the *Tribuna* (Danbury, Connecticut), which also offers its information in Portuguese. There have been significant changes since 2015, including the addition of 12 bilingual publications in California, 11 incorporations in Florida, and nine publications in New York that make their content available in English as well as Spanish.



**Graphic 3:** Bilingual publications by state in 2015 and 2019

## 4. Data Analysis

### *Accessibility, Visibility, and Popularity*

After the database with the final sample for the study was prepared, data on “accessibility” and “visibility and popularity” were gathered. Information was input into a spreadsheet and subsequently organized after the number of errors was divided by the number of pages. When inputting the webpages for *Ahora News* (Reno, Nevada), *Dos Mundos/Two Worlds* (Reno, Nevada), *La Prensa de Houston* (Houston, Texas), *La Prensa de LA* (Los Angeles, California), *Miniondas* (Santa Ana, California), and *Semanario Argentino* (Aventura, Florida), information on the

standards established by W3C was unavailable, and so they had to be excluded from the accessibility analysis. In general, the error rates obtained were relatively low. The most frequent results from the analysis of the digital newspapers are listed below.

Error rate	No. of publications
0.0000	10
0.0004	7
0.0003	6
0.0006	6
0.0009	6
0.0005	5

**Table 1:** Most common error rates according to W3C data and the number of publications with a similar rate.

In this table, the most frequent error rate, held by ten publications, is 0.0000 errors. This is the rate for *América Hoy* (Miami, Florida), *El Deadline* (New York, New York), *San Diego Union Tribune en Español* (San Diego, California), *NYT en Español* (New York, New York), *Democracy Now!* (New York, New York), *La Opinión* (Los Angeles, California), *La Raza* (Chicago, Illinois), *El Diario* (Brooklyn, New York), *La Visión* (Norcross, Georgia), and *La Prensa* (San Diego, California). Despite this excellent score, it is worth noting that some of these publications are part of very popular online publication platforms, such as *El Deadline*, which itself belongs to the website *Medium*. The fact that it has no errors in this analysis has more to do with maintenance of the page by *Medium* than by publication itself. This is also the case for the *San Diego Union Tribune en Español* and *NYT en Español*, which belong to major media companies. Furthermore, the webpages of *La Opinión*, *La Raza*, *El Diario*, and *La Prensa* all belong to ImpreMedia, which has a strong business record in the U.S., and so it is only logical that its websites would be not only up-to-date, but also of a high quality in terms of web accessibility criteria.

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The results obtained range from 0.0000 to 60.000. The publications with the most code errors are *La Prensa Hispana* (Indio, California), which has a rate of 60.000 and only one page indexed with Google; *Nuevos Ecos* (Naples, Florida), which has an error rate of 49.000 and 11 indexed pages; *La Voz Hispanic Newspaper* (Pasco, Washington), which has a rate of 27.6250 and eight indexed pages; *Somos Baltimore Latino* (Baltimore, Maryland), which has a rate of 23.000 and 42 indexed pages; and *La Voz de Indiana* (Indianapolis, Indiana), which has a rate of 21.4737 and 28 indexed pages.

The results of the Web Accessibility Test (TAW) differ from the W3C analysis in some respects. The publications *Alianza Metropolitan Newspaper* (San Jose, California), *Semanario Argentino* (Aventura, Florida), *La Noticia* (Charlotte, North Carolina), *El Informador* (Wyoming, Michigan), *Latin Opinion* (Baltimore, Maryland), *Acontecer Latino* (Cranston, Rhode Island), *El Nacional de Oklahoma* (Oklahoma City, Oklahoma), *La Prensa de Los Ángeles* (Los Angeles, California), *Nuevos Ecos* (Naples, Florida), and *El Extra Texas* (Dallas, Texas) could not be analyzed given that, after their URLs were entered, the server returned an error stating that the connection had timed out. This problem also occurred with *El Nuevo Herald* (Brownsville, Texas), *El Popular* (Miami, Florida), *El Sol de Yakima* (Yakima, Washington), *El Sol del Valle de San Fernando* (San Fernando, California), *La Estrella de Tucson* (Tucson, Arizona), *La Voz Lancaster* (Lancaster, Pennsylvania), *Santa Maria Times* (Santa Maria, California), and *Tiempo de Laredo* (Laredo, Texas). However, these were the publications with access problems due to the GDPR in Europe, described above. In this case, the use of a VPN does not solve the problem, since it was the TAW that returned the error. The table below lists the frequency of errors from the analysis.

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Error rate	No. of publications
0.0007	3
0.0018	3
0.0023	3
0.0042	3
0.0000	2
0.0002	2
0.0004	2
0.0006	2
0.0008	2
0.0013	2
0.0002	2
0.0096	2

**Table 2:** Most common error rates according to TAW data and the number of publications with a similar rate.

These results differ in some respects from those obtained in the W3C accessibility test. The average, which was 1.0022 in the W3C test, grows to 1.7158 after running the TAW test on every website, suggesting that, in both cases, the sites have a minimum of one error on each of their webpages. It is important to remember, however, that the websites analyzed are always the mother sites, that is, the homepages of each publication; the analyses do not extend to the sites' different sections or to every news item published. Only two publications had a rate of 0.0000 errors: *El Deadline* (New York, New York) and *NYT en Español* (New York, New York). As in the W3C validation, these sites depend on larger media publications, and it is not surprising that they have a lower (non-existent) number of errors.

22

The publications with the most problems in their code once again include *La Prensa Hispana* (Indio, California), with a rate of 211.000, followed by *Somos Baltimore Latino* (Baltimore, Maryland), which was also at the bottom of the previous list, with a rate of 41.8571. Next is *El Líder USA* (Dallas, Texas), with a rate of 24.667 and six pages indexed with Google; *El Cambio* (Union City, New Jersey), with five indexed

pages and a rate of 22.800; and *La Voz Hispanic Newspaper* (Pasco, Washington), with eight indexed pages and 17.6250 errors per page.

Finally, it is worth highlighting that, on average, these pages have an average of 211,118 pages indexed with Google, for a total of nearly 50 million pages. In the case of Bing, that figure is 15,521 pages, with nearly 60,000 pages indexed; Yahoo has an average of 254,758 and over 3 million pages in its index.

### Access to Information

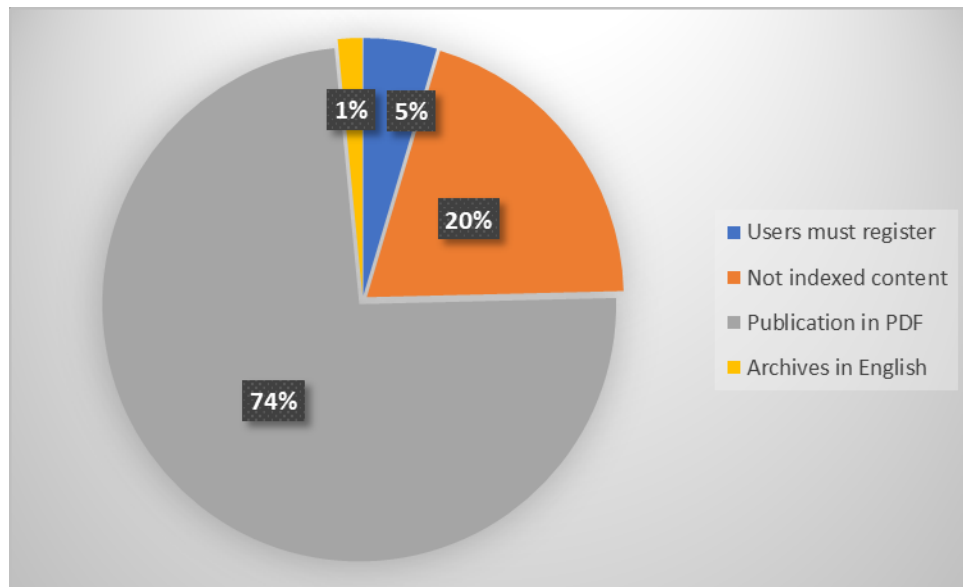
This section determines whether these digital newspapers offer four different features: a search bar, a news archive, a sitemap to help users navigate the page, and a mobile app. If they do, for each item, the publication receives one point towards its final score. Of the publications analyzed, 74.29% have search bars. Of the remaining 64, all but two lack this feature. The exceptions are *Nuestra Comunidad* (Oklahoma City, Oklahoma), which runs its search directly through Google rather than its own page, and *Latinos en Michigan* (New Baltimore, Michigan), whose search function returns an error message, for which reason it has been assigned a score of zero in this category. There are also 12 exceptional cases of publication that, in addition to allowing searches, also give users the option of refining their results by date or keyword; these include *El Vocero Hispano* (West Palm Beach, Florida) and *Excelsior* (Orange County, California).

23

One hundred and thirty of the publications (52.2% of those analyzed) have a section of their website that allows users to read news items from earlier editions. In this case, there is a difference in the way users access the archives, given that in some publications, such as *Democracy Now!* (New York, New York), the search can be conducted using only headlines, or even within the weekly overview. Six of the publications analyzed only allow users to access their archives after logging in, such as *Tiempo de Laredo* (Laredo, Texas).

The other publications offer an assortment of options: 26 publications, including *Peruanos News* (White Plains, Nueva York), offer an accurately indexed archive of the news items they have published online, while 96 upload a PDF version of their print edition, as *Prensa Libre* (Baltimore, Maryland) does. The one exception is *El Nuevo Herald* (Brownsville, Texas), which has indexed the contents of its publication, making it far easier to access online. Two other publications, including *Hoy* (Chicago, Illinois), offer their archives in English, as they belong to English-language outlets (the *Chicago Tribune* in *Hoy*'s case).

The other 119 cases were given a score of zero in this category for two reasons: a huge majority (93.28%) do not offer this feature; the remaining 6.72% have a button that should provide access to their archives, but it returns either an error message or an empty page.



24

**Graphic 4:** Distribution of outlets that offer a digital archive.

The next question is whether the outlets offer a sitemap that visualizes the structure of the website to orient users and help them browse the site's content.

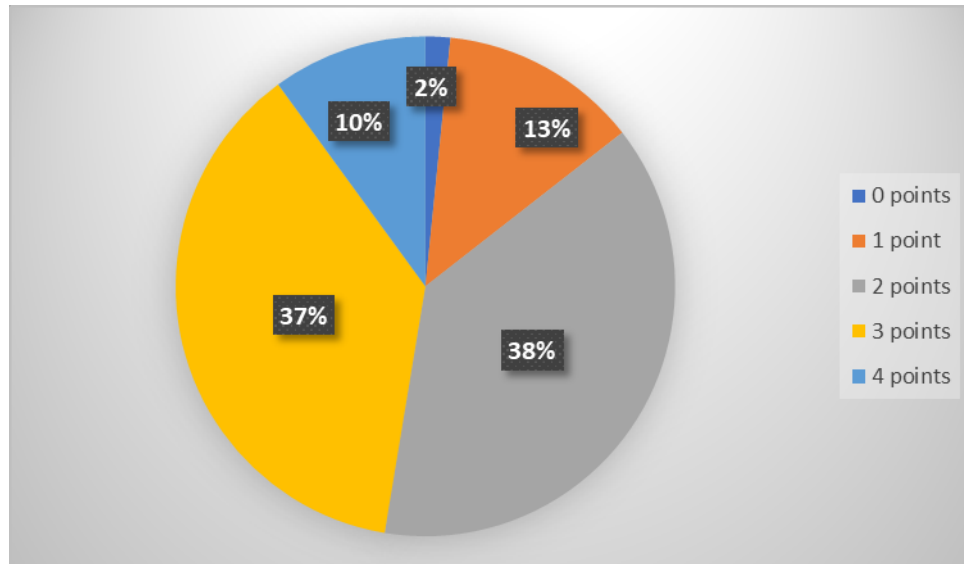


In 2015, only 18 media outlets had a sitemap. This year, the results show that only six media lack a sitemap; these include *La Nación Cubana* (Miami, Florida) and *Antena 305* (Miami, Florida). The overwhelming majority (97.57%) of Hispanic digital newspapers in the U.S. have incorporated this feature into their webpages even though, as is the case of *Buenos Días Nebraska* (Grand Island, Nebraska), it would be convenient for readers to have more ways of browsing the site.

Finally, this study determined whether these digital newspapers offer mobile apps to provide access to news more directly and on a different platform. In 2015, only six publications offered a mobile app, but that number has since grown to 44, or 17.67% of the total. It is true that not all of these apps are available on official platforms; *Columbus Al Día* (Columbus, Ohio), for example, developed its program on its own platform, and *El Pueblo Latino* (Springfield, Massachusetts), has its app published on Amazon. Additionally, there is an important factor to consider for the publications that were assigned a point in this category: 12 of them, including the *San Diego Union Tribune en Español* (San Diego, California), have an English-language app, as they are associated with their parent companies.

25

After calculating the total points assigned for *Access to Information*, it is worth highlighting a change that has taken place since the 2015 report, when no single digital newspaper offered all four of the features examined here. This year, 25 publications earned the maximum score, as their websites incorporated all four of these elements. The data are also favorable with respect to the outlets that possessed only one of these features, which have dropped from 58.9% to 13% despite the increase in the sample size. Finally, only four media were assigned no points in this category, as mentioned above: *La Nación Cubana* (Miami, Florida) and *Antena 305* (Miami, Florida), along with *La Voz de Iowa* (Storm Lake, Iowa) and *Somos Baltimore Latino* (Baltimore, Maryland).



**Graphic 5:** Breakdown of scores obtained by the digital newspapers analyzed in the *Access to Information* category.

### *In-Depth Information*

The elements that allow users to obtain more information about an outlet's contents are analyzed below. The first determines whether the outlet indicates the date or time on which it publishes a news item. Of the 249 publications analyzed, 16.47%, including *Sol de Medianoche* (Anchorage, Alaska), do not include this information in their news items, while 208 do offer the reader this information, making it much easier to read the latest news or learn how recently stories that have already been published were updated.

26

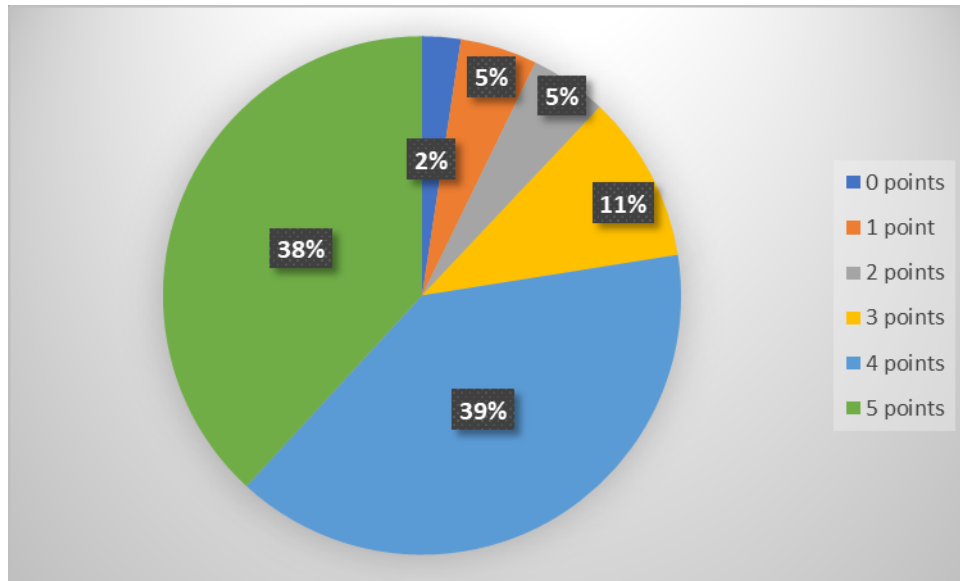
Another important consideration is whether the outlet identifies the author of a story. In most cases (78.31%, up from 63.8% in 2015), the publications attribute news items to their authors or identify the news agency or outlet that provided the information. However, 32 of these publications identify the author automatically once they publish a story; that is, they list names such as *admin* (short for “administrator”) or the name of the newspaper as the story's author.

The next section determines whether news stories feature images. Only seven publications, including *La Semana* (Boston, Massachusetts) and *La Gaceta* (Tampa, Florida), do not use images on their websites, or they display their news items in a plain-text format that does not incorporate images. This means that 97.19% of digital newspapers incorporate this kind of digital resources in their pages. This figure is slightly lower than in the previous report, owing to the expansion of the sample size. Only 12.85% of publications were not assigned a point for the next factor: the presence of audio and video content to enrich the information offered. The remaining 217 that do incorporate this kind of media include *El nuevo Georgia* (Georgia, Atlanta), which uses audiovisual elements from its YouTube channel by indexing them on its website, thereby lending greater quality to the news it produces.

The final category concerns the existence of a space for related news items that invites users to continue exploring the publication by reading more about the topic addressed in the initial news item. Over half of the publications analyzed (60.6%) link to content at the bottom of the page. A few noteworthy examples of the remaining 123 are *El Crucero de Tennessee* (Antioch, Tennessee), *Día a Día* (Los Angeles, California) and *El Tecolote* (San Francisco, California), among others, which simply include two buttons that allow readers to continue on to the next article or go back to the previous one (articles are ordered by date of publication).

27

After calculating the results, only six publications earned no points in this category, while 95 earned the maximum score, a sharp increase from the 25 that earned the maximum score in 2015. Several publications such as *Adelante Valle* (El Centro, California) are noteworthy for allowing users to download the photos published on their websites. Most of the publications analyzed (98) earned at least four points, while 26 publications earned three points, and 12 earned either two points or one point.



**Graphic 6:** Breakdown of scores obtained by the digital newspapers analyzed in the *In-Depth Information* category.

### Interactive Tools

This specific indicator examines the tools that allow users to participate and interact with the publication's journalists and collaborators on its website. It determines whether readers are able to write comments, access a list of the most popular news items, and share information. The last of these items is divided in two, as the existence of social media makes it possible to share content on our pages and profiles, rather than just through email. Finally, users' ability to share opinions with one another in chatrooms or message boards has been removed from the analysis for the 2019 version of this report, given that, in the previous edition, this feature was offered by only *La Razón* (Houston, Texas), *Arizona Bilingual* (Tucson, Arizona), and *Nuevo Siglo* (Tampa, Florida)

The first item analyzed was the number of websites that allow users to comment on their news stories. Of the publications analyzed, 58.63% allow users to post comments at the bottom of every page. *Metronoticia* (Washington, D.C), *Panorama Online* (Crow King, Arizona), *El Mexicano News* (Fort Wayne, Indiana), and *Pluma*

*Libre* (Yonkers, New York) require users to register before allowing them to comment. One exception is *Lawndale News* (Chicago, Illinois), whose comments are closed. The other outlets give users simpler registration options, e.g. by logging in through their Facebook accounts.

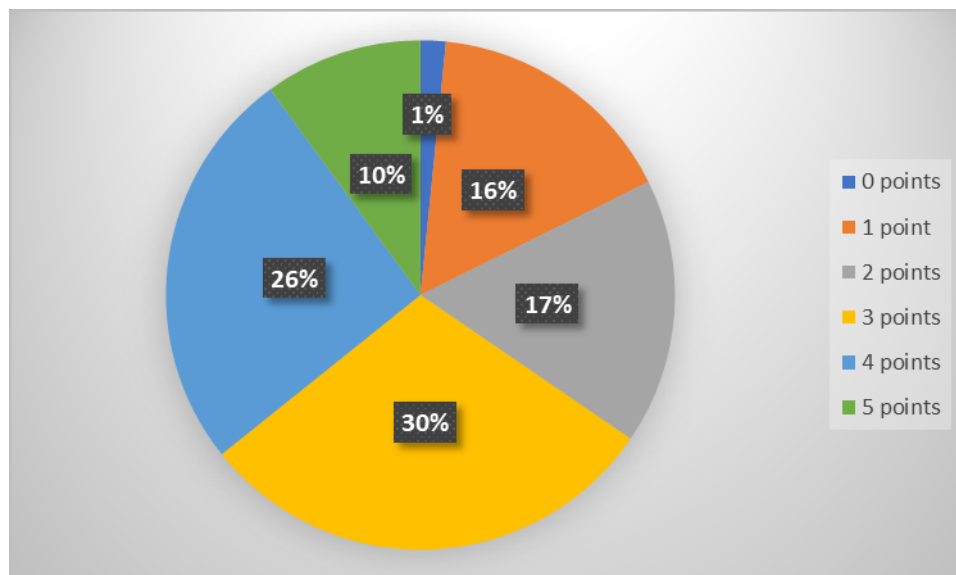
As for the ability to share information on social media, 20.08% of the publications analyzed do not give readers the option to share their news items on their own profiles. The remaining 199 publications, generally, use Facebook and Twitter as platforms, although there are also buttons for posting on Reddit and even Pinterest. Sharing content on social media seems to be more attractive than sending links by email, as this option is offered, by contrast, on only 42.57% of the digital newspapers analyzed. *Columbus al Día* (Columbus, Ohio), peculiarly, automatically shares the entire webpage when users attempt to send any news story by email or on their social networks.

This study also considers whether websites include a contact form or personal contact information for its staff. Finding a means of contacting the outlet's journalists or managers proved problematic in only 16.06% of cases. In some instances, as with *Conexión Latina* (Des Moines, Iowa) and *El Semanal* (Salt Lake City, Utah), a contact button exists, but simply does not work.

The final consideration within for this indicator examines whether users can access a list of the publication's most-read news items. Of the outlets analyzed, 73.1% do not incorporate elements that identify the most popular stories. It is true, however, that publications such as *El Diario NY* (Brooklyn, New York) have separate sections for their most recent news stories. Others, such as *El Sol de la Florida* (Kissimmee, Florida), have popular "categories" or, as in the case of *Diario Digital* (St. Louis, Missouri), tag clouds.

29

In the total score within the *Interactive Tools* category, only four publications earned zero points: *La Voz de Iowa* (Storm Lake, Iowa), *La Voz Hispana de Nevada* (Reno, Nevada), *La Voz Hispana* (Reno, Texas), and *Noticias DMV* (Annapolis, Maryland). Most publications earned a total of three points (74), followed by those that earned four (64), two (42), and one (40). One undoubtedly unusual example is *Tidewater Hispanic News* (Virginia Beach, Virginia), which, despite the fact that its news items appear in a pop-up tab and can only be read in PDF format, does, in fact, have a “contact” option on its web page, for which it was awarded one point in this category.



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**Graphic 7:** Breakdown of scores obtained by the digital newspapers analyzed in the *Interactive Tools* category.

### *Personalization of Information*

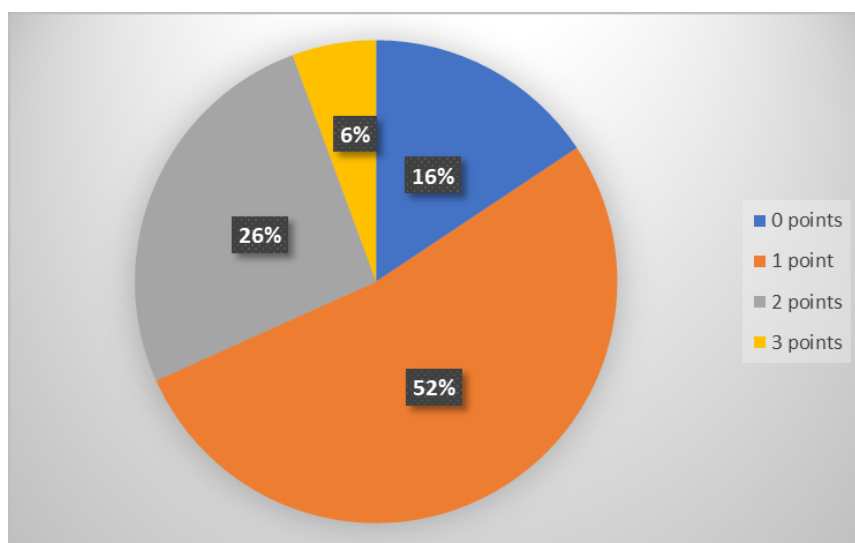
This category analyzes the ways in which users can choose to receive information from a given publication other than visiting its website. First, this study determines whether readers can subscribe to a newsletter. In most cases (71.45%), publications do not offer any such service. Users are able to sign up for updates via RSS feed from only 24.9% of the publications analyzed. However, of the

remaining 187 publications, 114 (60.96%) do not feature an icon that specifically allows users to sign up for their feed. It is possible to access the publication's content through the page's source code, but this is clearly not something that readers will be aware of, as the website does not explicitly denote it on the page.

Only 45 of the digital newspapers analyzed (18.07%) allow readers to register on the website by creating a username that they can use to access more content. In general, the “acceso” (access) button tends to be confused with the “socios” (members) button, even though this analysis draws a distinction between free users and those who can access more content after paying for a subscription.

The results show that only 14 publications earned the maximum score in the section, and the overwhelming majority of those analyzed (131) were assigned only one point. The third most frequent score was two points (65 publications), and 39 publications were given no points, including *El Diario de El Paso* (El Paso, Texas), *El Planeta* (Boston, Massachusetts), and *Qué Pasa Mi Gente* (Charlotte, North Carolina).

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**Graphic 8:** Breakdown of scores obtained by the digital newspapers analyzed in the *Personalization of Information* category.

This category considers Hispanic publications' presence on social networks. In 2015, this category only looked at Facebook and Twitter, but this edition has included two additional social networks that have gained particular relevance: Instagram and YouTube.

Even accounting for the increased sample size, the results obtained indicate that there has been an increase in Facebook usage: 87.15% (217 publications) have a presence on the network, up from 79.75%<sup>4</sup> of all publications analyzed in 2015. Additionally, 187 Hispanic digital newspapers have up to date Twitter profiles, 75.1% of the total sample. Exceptions include *El Herald News* (Dallas, Texas), which has suspended its account, and *El Extra Texas* (Brownsville, Texas), which has not tweeted since 2014. Another relevant example is *El Latino Central Coast* (Santa Barbara, California), whose website states that readers can find more information on Google+, a social network that was shut down in April of this year (Álvarez 2019).

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Despite being a relatively new social network, Instagram has had a considerable impact on U.S. Hispanic media outlets, as 34.14% of publications analyzed have a profile on this platform. YouTube has a slightly lower penetration rate, at 31.33%, although this may be due to other factors, including the difficulties of video production and this social network's copyright requirements.

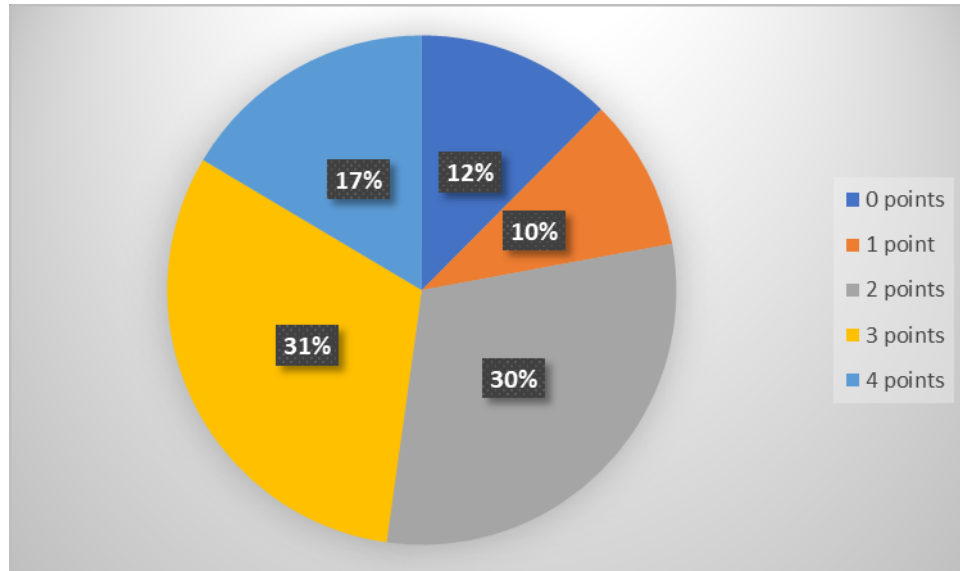
The final calculation of scores reveals that most publications earned either two and three points (75 and 79 publications, respectively). It is worth noting that 41 publications earned four points, meaning that they have a presence on all of the social networks analyzed, and 31 earned no points in this category, which means that their content is disseminated only through their websites. One notable case is *de La Prensa Libre del Noreste de Arkansas* (Springdale, Arkansas), whose website

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<sup>4</sup> Remember that the sample size increased from 163 to 249 for this edition of the report.



states that users can access all of its latest publications on the publication’s mobile app.



**Graphic 9:** Breakdown of scores obtained by the digital newspapers analyzed in the *Social Media* category.

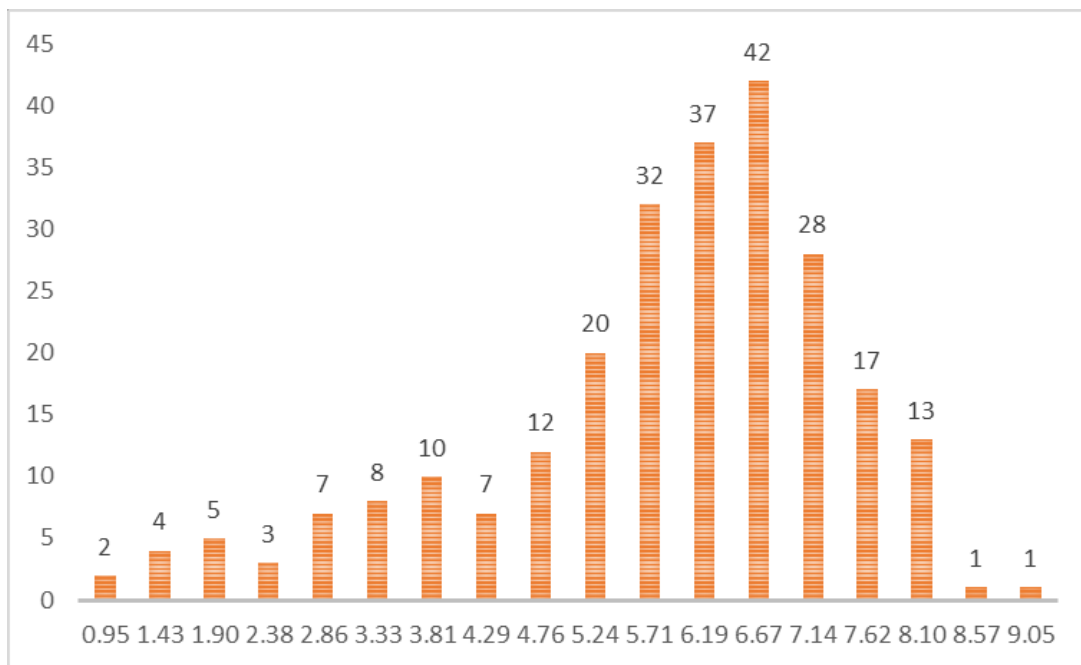
33

## 5. Discussion

After analyzing each of these indicators, the results from each category were added together. In order to assess the data, a scale from zero to ten points was used, in which zero was the lowest possible score and ten was the highest. Thus, the 21 different characteristics that were just considered, along with the accessibility analysis according to the W3C and the TAW test, give us the “final grade” for each of the country’s Hispanic digital newspapers.

Unlike in 2015, when the average grade (4.9) did not “pass” this quality exam, in 2019, despite the increased sample size and the addition of two items in the social media category, there has been a marked improvement, with an average grade of

5.8. The discernible bell curve from the 2015 report has followed the trajectory predicted at that time, moving to the right, that is, towards the “pass” side of the graph in terms of indicators analyzed. Although only 14 publications scored higher than an eight, it is important to recognize the improvements made by Hispanic digital newspapers in the U.S.



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**Graphic 10:** Breakdown of the “grades” earned by the digital newspapers analyzed.

A more detailed look at the data reveals that 23.29% of the publications analyzed did not score higher than five points, down from 43.56% of the 165 publications analyzed in 2015. The two publications that earned the lowest score (0.95) were the bilingual *La Voz Hispana* (Reno, Texas) and *La Semana* (Boston, Massachusetts). The latter has no social media presence, nor does it allow users to subscribe to an RSS feed of its content; it does not offer a newsletter, publish the names of its contributors or the time at which stories or posted, or include any images along with its content. *La Voz Hispana* also lacks any social media presence and has no newsletter or RSS feed. Additionally, it does not allow readers to share

or comment on news stories, though it does include images in the content it publishes.

Nine publications earned a score of less than two: *El Latino* (Little Rock, Arkansas), *La Nación Cubana* (Miami, Florida), *Tidewater Hispanic News* (Virginia Beach, Virginia), *Viva Iowa* (Hampton, Iowa), *América Hoy* (Miami, Florida), *La Nación Hispana* (Greenville, South Carolina), *La Voz Bilingual Newspaper* (Santa Rosa, California), *La Voz de Indiana* (Indianapolis, Indiana), and *La Voz de Iowa* (Storm Lake, Iowa). Of these, only *Tidewater Hispanic News* and *La Voz de Iowa* earned no points in the social media category. In general, most problems involve the lack of a newsletter and errors related with publications' RSS feeds.

It is important to point out that the use of RSS feeds favors “sharing content to website subscribers,” which makes it possible to “access online information that is regularly updated, thereby allowing users to get updates on topics that interest them in real time” (San Millán Fernández 2015). This tool allows users to receive alerts when there are new stories, which generates traffic to the website and, additionally, allows users to share information among themselves. Not having this feature might be understandable if the digital newspapers promoted their content on social networks. However, this is not the case for many of the publications analyzed here, which suggests that this shortcoming has a direct effect on the popularity of these outlets and the distribution of their content.

35

The websites that passed this quality test make up 76.71% of the total, up from 56.44% in the previous report. The publication with the highest score is *Noticia LI* (Bayside, New York), which was ranked 43<sup>rd</sup> in 2015 with a score of 9.05. The publication has improved its website to a remarkable degree in only four years, though it still has some areas in which it can improve its score even further. For example, it does not offer a mobile app on which users can access its content. It is also important that, when the website creates a digital archive, it does more than

merely post a PDF of its print version. It must create an archive of stories that allows users to easily access information, rather than a place where they search for documents that typically are not digitized, but are instead uploaded as images.

Fourteen of the publications earned either eight or nine points in this classification, including *La Tribuna Hispana* (Hempstead, Nueva York), *Adelante Valle* (El Centro, California), *Democracy Now!* (New York, New York), *Diario La Estrella* (Fort Worth, Texas), *El Observador* (San Jose, California), *El Sol de la Florida* (Kissimmee, Florida), *El Sol del Valle de San Fernando* (San Fernando, California), *Enlace Latino NC* (Raleigh, North Carolina), *Hola News* (Charlotte, North Carolina), *Impacto Latino* (New York, New York), *La Prensa* (San Diego, California), *La Visión* (Norcross, Georgia), *La Voz de Houston* (Houston, Texas), and *OnCuba News* (Miami, Florida). All of them have a strong presence on social media, with at least two profiles per publication, as well as high scores in the user-publication interaction indicators.

The category with the highest average score was *In-Depth Information*, with an average of 3.97 points out of five. Hispanic digital media typically incorporate images into their publications, with only seven of 249 websites failing to post images alongside their content. Nevertheless, many of these publications must improve the way they present the authors of their content, as, in many cases, they post stories with a generic *admin* user, making it difficult for readers to learn who a story's authors might be and interact with them, if necessary. Today, generally, it is not possible to leave comments at the bottom of all news stories; it is advisable for publications to create spaces where readers can share and express their opinions without rerouting their traffic to external pages such as Twitter or online forums.

*Social Media* is the category with the second-highest average score: 2.3 points out of a possible four, followed by *Interactive Tools*, with an average of 2.92 out of five possible points. The category with the second lowest average scores is *Access to*

*Information*, with general indicators concerning whether a publication's website includes a search bar, sitemap, or digital archive; the mean score was 1.79 out of a possible four points. The category with the lowest average score was *Personalization of Information*, with an average of 1.22 points out of a possible three, suggesting that, in general, few of these outlets offer their users a newsletter, an RSS service, or special online content that can be accessed with a username and password.

There is a special correlation between the Hispanic population's use of social networks and the fact that most publications show little interest in developing newsletters. Latinos were responsible for the majority of social media traffic in the U.S. in 2018 (Carrasco 2019). The latest data affirm that 75% of Hispanics spend a substantial amount of their time looking for information on YouTube (Magnin 2018), hence the inclusion of that specific indicator in this analysis. Of the digital newspapers presented here, only 31.33% have their own YouTube channel, an area in which there is clear room for improvement among the projections and suggestions than can be drawn from this report.

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Nevertheless, the social network *par excellence* remains Facebook. In the U.S., 69% of Hispanics have a Facebook account that they use daily to look for information, comment, and share news. Of the digital publications analyzed here, 87.15% have Facebook pages, which significantly boosts user interaction, in addition to encouraging an increase in page visits. There is no doubt that this rate has improved since 2015, when only 79.75% (163 publications) were on the platform, though it seems logical that trends and consumer reports would "force" Hispanic digital newspapers in the U.S. to become active on social media if they want to be considered as news sources by Hispanics and thereby garner their readers' loyalty at least as much as they would by traditional means.

## 6. Conclusions

Reviewing and updating this report had been a pending task since its initial publication in 2015. Although it is impossible to measure the impact that these data may have had on the improvements and advances in Spanish-language digital journalism in the U.S., this year's results are clearly positive. Perhaps the first conclusion should be that very notable improvements have, in fact, been made. There are fewer and fewer adaptability and design errors in digital media. It is true that indexes such as the TAW do not speak for themselves, but they do indicate problems in websites' code that can hinder access to and consumption of information through other mobile devices.

Why is this important? The latest studies assert that, in 2018, 58% of website visits came from mobile phones (Enge 2019). This means that, for more than half of their traffic, digital newspapers must have responsive designs if their content is going to be properly adapted for the digital medium through which it is accessed. A website with too many code errors is very difficult to use from non-desktop devices. This is especially relevant to the question of mobile apps, as they make it easy for users to access content without visiting the publication's website. Despite all this, only 44 publications offer mobile apps, leaving significant room for improvement, especially considering that 87% of U.S. publications already had an app for smartphones and other devices by 2012 (Sande 2012).

Technology is typically associated with younger generations. The term *millennial*, which includes young people born in the 1990s through the first decade of the 2000s, has become hugely popular. And it is true, as a generation they are most familiar with the world of communication and new technologies (Canonici 2013) but also, by 2025, they will represent “75% of the U.S. workforce” (Canonici 2013). After reviewing the data from this analysis, it is understandable that Spanish-language digital news is not always attractive to this group of potential customers. We cannot assume that digital journalism is limited to “reproducing the content of

print newspapers, assuming that the most important part of the new landscape is journalistic information” (Adhepeau 2009), a mistake made by many digital newspapers, including, for example, those that upload a simple PDF document and call it the digital version of their print publication.

However, as is clear from this study, not all of the data are negative. The sample size is clearly larger than in 2015 (249 publications, up from 163), even after weeding out inadequate publications from an even larger number: 571 digital newspapers in Spanish in the U.S., a figure that is by no means negligible. It is true that they do not all have updated websites, and that many have either old or non-generalist content, but this number speaks to more than just the quantity of digital newspapers, since each of these webpages is typically accompanied by a print edition.

Some of these publications, such as *Vida Latina*, which belongs to the same group as *El Vocero Latino News* (Cleveland, Ohio), have webpages that are clearly more attractively designed than the newspaper. However, Spanish-language publications are continually improving and taking more deliberate care of their editions. *La Noticia* (Charlotte, North Carolina) has different sections for each city, such as Greensboro, Raleigh, and Asheville. This demonstrates that, by either having a different website or a number of separate tabs on the homepage, as *EGP News* (Los Angeles, California) does for over 10 cities, Hispanic digital media are trying to focus on more local journalism and reach an audience that is increasingly keen on learning, as accurately and quickly and possible, what is happening around them.

Other advances include the opening of new websites, such as *El Venezolano Houston* (Houston, Texas), which is part of the *El Venezolano* communication group, a business that already has print editions of its paper in Miami, Orlando, Madrid, and Panama. The major publishing groups have also taken on Spanish-

language publishing, as is clear from the emergence of *NYT en Español* (New York, New York), which shows that there is interest in Spanish-language news in the U.S. and that, additionally, it is being backed by companies with significant clout in the sector. Furthermore, journalism is not limited to mass media initiatives: other proposals have cropped up in university programs, such as *El Deadline* (New York, New York), as was already taking place with the creation of other media, including *El Tecolote* (San Francisco, California), which also had its origins in the classroom.

The 2015 report commented on young Hispanic readers' preference for English, as they are far more fully integrated into the digital environment and, in 2013, they reported getting their news in English in 83% of cases (CNN 2015). The response from leading Hispanic companies was clear: in a little less than four years, the number of bilingual publications has grown from 42 to 116, and users can access their content online in both languages. The improvement in knowledge of English in the Latino population and the drop in migratory movements have also contributed to this uptick in the percentage of readers getting their news in English. Digital newspapers such as *El Tiempo Las Vegas* (Las Vegas, Nevada), whose website has a special section for English classes, videos, and other language-improvement resources, have also encouraged this trend.

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In 2015, the problem seemed to be that young people no longer bought newspapers, while their “strong ties to their countries of origin, especially in the first generations” meant that they were considered the target audience of Hispanic media companies (Jacobson 2014). The first edition of this report showed some signs of improvement, but it also conceded that Hispanic digital newspapers had a long way to go. Simplicity and immediacy are attractive to young Hispanics, who are the chief consumers of digital news, and Spanish-language news outlets knew that they had to adapt to this new landscape. Since that time, in addition to growing in number, Hispanic digital newspapers have visibly improved in quality.



In 2019, digital newspapers are more attractive and well connected on social media, and the resources they provide are typically of better quality. Business initiatives that involve video creation, podcasts, and live broadcasting, which are often associated with radio or television, have succeeded in carving out a niche among the various publications analyzed here thanks to new business alliances and the ease with which content can be disseminated online. If, in 2015, it was believed that digital Spanish-language media in the U.S. had not yet fully developed abilities, today it is clear that they have gained significant momentum, in terms of both reach and popularity. Publications that had been excluded from the first edition of this report now hold important positions, as is the case of *Adelante Valle* (El Centro, California), which, in 2015, had serious problems with the indexing of its content, but which is now ranked third thanks to improvements it has made to its website.

Society evolves, along with the means of communicating with and reaching more individuals: mobile apps, cross-media narratives that integrate multiplatform content, website redesigns, indexed archives, and so on. There is still much to do, but the significant growth in quantity and quality among digital Spanish-language publications in the U.S. in barely four years can be attributed to the efforts of journalists, managers, and hundreds of workers who advocate for the future of digital newspapers in the U.S. media, a future that is bilingual and, above all, quite Hispanic.

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## Annex I: Classification of Digital Media in 2019

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>5</sup>
1	Noticia LI	19	9.05	43
2	La Tribuna Hispana	18	8.57	84
3	Adelante Valle	17	8.10	N.A.
4	Democracy Now!	17	8.10	-
5	Diario La Estrella	17	8.10	-
6	El Observador	17	8.10	130
7	El Sol de la Florida	17	8.10	-
8	El Sol del Valle de San Fernando	17	8.10	95
9	Enlace Latino NC	17	8.10	-
10	Hola News (Hola Noticias)	17	8.10	6
11	Impacto Latino	17	8.10	81
12	La Prensa (San Diego, California)	17	8.10	99
13	La Visión	17	8.10	-
14	La Voz de Houston	17	8.10	41
15	OnCuba News	17	8.10	-
16	Al Día	16	7.62	28
17	Día a Día	16	7.62	-
18	Diario Las Américas	16	7.62	70
19	El Minnesota de Hoy	16	7.62	-
20	El Mundo Boston	16	7.62	34
21	El Nuevo Herald	16	7.62	4
22	Extra	16	7.62	35
23	Hoy	16	7.62	-
24	La Prensa de Houston	16	7.62	-
25	La Voz Lancaster	16	7.62	-
26	Novedades	16	7.62	161
27	Panorama Online	16	7.62	-
28	Prensa Arizona	16	7.62	-
29	Progreso Hispano News	16	7.62	-
30	Santa María Times	16	7.62	46
31	Semanario Argentino	16	7.62	87
32	VOA Noticias	16	7.62	-

<sup>5</sup> This column lists the position that digital newspapers held in the 2015 edition of this report. If they were not analyzed at that time (due to page errors, indexing problems, etc.), they are marked as “N.A.” (not analyzed). Publications analyzed for the first time in 2019 are indicated with a dash (-).

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
33	Bajo El Sol	15	7.14	29
34	Buenos Días Nebraska	15	7.14	69
35	Doral Family Journal	15	7.14	-
36	El Comercio de Colorado	15	7.14	-
37	El Informador	15	7.14	-
38	El Mundo (Oakland, California)	15	7.14	-
39	El Mundo (Seattle, Washington)	15	7.14	33
40	El Popular	15	7.14	20
41	El Pueblo Latino	15	7.14	-
42	El Sol de Salinas	15	7.14	75
43	El Sol de Yakima	15	7.14	77
44	Enlace/San Diego Red	15	7.14	23
45	La Esquina	15	7.14	-
46	La Guía News	15	7.14	-
47	La Matraca Magazine	15	7.14	-
48	La Vanguardia	15	7.14	-
49	La Voz (Phoenix, Arizona)	15	7.14	14
50	Laredo Daily News	15	7.14	N.A.
51	Latino (Birmingham, Alabama)	15	7.14	61
52	Latino (Detroit, Michigan)	15	7.14	121
53	Memphis Noticias	15	7.14	-
54	Metronoticia	15	7.14	63
55	Miami Diario	15	7.14	-
56	Miniondas	15	7.14	25
57	Pluma Libre	15	7.14	N.A.
58	Queens Latino	15	7.14	-
59	Reporte Hispano	15	7.14	-
60	Tiempo de Laredo	15	7.14	-
61	Al Día Dallas	14	6.67	-
62	Americano Newspaper	14	6.67	-
63	Arizona Bilingual	14	6.67	48
64	Centro	14	6.67	30
65	CNY Latino	14	6.67	127
66	Conexión Latina	14	6.67	N.A.
67	Diario Digital	14	6.67	-
68	Diario Noticias Portado	14	6.67	N.A.
69	El Faro Latino	14	6.67	N.A.
70	El Latino American	14	6.67	111
71	El Nuevo Georgia	14	6.67	112
72	El Nuevo Herald	14	6.67	9

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
73	El Semanario New Mexico	14	6.67	-
74	El Sentinel (Orlando, Florida)	14	6.67	21
75	El Sentinel del Sur de la Florida	14	6.67	-
76	El Sol Latino Newspaper	14	6.67	-
77	El Tiempo Las Vegas	14	6.67	78
78	El Tiempo Latino	14	6.67	5
79	Excelsior	14	6.67	N.A.
80	Hispano Post	14	6.67	-
81	Hola América	14	6.67	-
82	Hoy Los Angeles	14	6.67	7
83	Impacto	14	6.67	N.A.
84	La Conexión	14	6.67	37
85	La Noticia	14	6.67	154
86	La Ola Latino-Americana	14	6.67	-
87	La Prensa Hispana	14	6.67	118
88	La Raza del Noreste	14	6.67	-
89	La Voz Hispana de Connecticut	14	6.67	60
90	La Voz Hispanic Newspaper	14	6.67	119
91	Latin Opinión	14	6.67	24
92	Latino California	14	6.67	-
93	Manhattan Times	14	6.67	85
94	Mundo Hispánico	14	6.67	64
95	Nashville Noticias	14	6.67	-
96	Providence en Español	14	6.67	104
97	San Diego Union Tribune en Español	14	6.67	-
98	Somos Frontera	14	6.67	N.A.
99	El Semanario (The Weekly Issue)	14	6.67	74
100	Vida en el Valle	14	6.67	141
101	Viva Noticias	14	6.67	-
102	Washington Hispanic	14	6.67	108
103	Acontecer Latino	13	6.19	-
104	Antena 305	13	6.19	-
105	Columbus Al Día	13	6.19	-
106	De Norte a Sur	13	6.19	-
107	El Águila	13	6.19	-
108	El Colombiano	13	6.19	72
109	El Especialito/El Especial	13	6.19	-
110	El Extra Texas	13	6.19	50
111	El Heraldo Hispano	13	6.19	-
112	El Hispano News	13	6.19	32

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
113	El Informador	13	6.19	-
114	El Lider USA	13	6.19	92
115	El Nacional de Oklahoma City	13	6.19	93
116	El Periódico USA	13	6.19	18
117	El Planeta	13	6.19	19
118	El Semanal	13	6.19	-
119	El Semanario	13	6.19	145
120	El Tecolote	13	6.19	57
121	El Vocero Latino News	13	6.19	-
122	Hoy en Delaware	13	6.19	80
123	KSL Latino	13	6.19	12
124	La Comunidad News	13	6.19	115
125	La Costa Latina	13	6.19	-
126	La Estrella de Tucson	13	6.19	13
127	La Prensa Colombiana	13	6.19	-
128	La Prensa de Colorado	13	6.19	8
129	La Prensa Latina	13	6.19	150
130	La Voz	13	6.19	-
131	Latino Times	13	6.19	-
132	Los Angeles Times en español	13	6.19	-
133	Mundo Latino	13	6.19	-
134	ML Newspaper	13	6.19	-
135	NYT en español	13	6.19	-
136	Poder Latino USA	13	6.19	-
137	Post Latino	13	6.19	44
138	Qué Pasa Mi Gente	13	6.19	45
139	Tribuna	13	6.19	107
140	¡Qué onda!	12	5.71	-
141	Ahora News	12	5.71	15
142	Alianza Metropolitan News	12	5.71	-
143	Azteca 21	12	5.71	N.A.
144	Crónicas Newspaper	12	5.71	152
145	Ecuador News	12	5.71	109
146	El Cambio	12	5.71	-
147	El Crucero de Tennessee	12	5.71	-
148	El Día	12	5.71	144
149	El Informador	12	5.71	N.A.
150	El Latino San Diego	12	5.71	128
151	El Mundo (Austin, Texas)	12	5.71	55
152	El Perico	12	5.71	-

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
153	El Reportero (San Francisco, California)	12	5.71	94
154	El Sol News	12	5.71	56
155	El Vocero Hispano (Gran Rapids, Michigan)	12	5.71	-
156	El Vocero Hispano (West Palm Beach, Florida)	12	5.71	96
157	EV Houston	12	5.71	-
158	Hola Arkansas	12	5.71	58
159	La Familia de Broward	12	5.71	-
160	La Opinión	12	5.71	2
161	La Prensa (Iowa)	12	5.71	-
162	La Prensa de Minnesota	12	5.71	101
163	La Prensa Libre del Noreste de Arkansas	12	5.71	83
164	La Semana del Sur	12	5.71	40
165	La Voz de Honduras	12	5.71	-
166	Noticias MN	12	5.71	-
167	Noticiero Móvil	12	5.71	-
168	Prensa Libre	12	5.71	-
169	Prensa Mexicana	12	5.71	-
170	Universal Latin News	12	5.71	-
171	Westchester Hispano	12	5.71	67
172	Diario Palm Beach	11	5.24	71
173	El Deadline	11	5.24	-
174	El Diario	11	5.24	3
175	El Diario de El Paso	11	5.24	1
176	El Diario de México	11	5.24	31
177	El Herald News	11	5.24	51
178	El Mexicano News	11	5.24	-
179	El Reportero (Las Vegas, Nevada)	11	5.24	-
180	El Venezolano	11	5.24	22
181	Imagen Semanal	11	5.24	114
182	Impulso	11	5.24	
183	La Raza	11	5.24	59
184	La Semana Miami	11	5.24	N.A.
185	Latinos en Michigan	11	5.24	-
186	Noticias DMV	11	5.24	-
187	Noticias Rhode Island	11	5.24	-
188	Red Latina	11	5.24	105
189	Sur Florida	11	5.24	-
190	The Bronx Free Press	11	5.24	-
191	Venezuela al Día	11	5.24	89
192	Al Día Today	10	4.76	N.A.

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
193	El Latino de Hoy	10	4.76	73
194	El Latino Newspaper	10	4.76	-
195	El Mundo Las Vegas	10	4.76	129
196	El Tiempo New Orleans	10	4.76	-
197	IBL News	10	4.76	132
198	La Oferta	10	4.76	135
199	La Prensa (Orlando, Florida)	10	4.76	-
200	Las Américas	10	4.76	120
201	Lawndale News	10	4.76	138
202	Metro Noticias Las Vegas	10	4.76	102
203	Peruanos News	10	4.76	-
204	Dos Mundos/Two Worlds	9	4.29	49
205	El Kentubano	9	4.29	-
206	Información	9	4.29	133
207	Jambalaya News	9	4.29	82
208	Latinos Unidos de Nueva Jersey	9	4.29	156
209	New Jersey Hispano	9	4.29	-
210	Spanish Journal	9	4.29	157
211	Al Día en América	8	3.81	-
212	EGP News	8	3.81	126
213	El Latino Central Coast	8	3.81	-
214	El Trueque	8	3.81	-
215	Hola Oklahoma	8	3.81	-
216	La Nación USA	8	3.81	N.A.
217	La Prensa (Toledo, Ohio)	8	3.81	100
218	Nuestra Comunidad	8	3.81	139
219	Nuevos Ecos	8	3.81	N.A.
220	Voices of Monterey Bay	8	3.81	-
221	El Latino Semanal	7	3.33	-
222	El Tiempo Hispano	7	3.33	113
223	La Prensa de Los Ángeles	7	3.33	N.A.
224	NYTaxiNews	7	3.33	-
225	Rumbo	7	3.33	26
226	Sol de Medianoche	7	3.33	-
227	The Bilingual News/El bilingüe	7	3.33	151
228	Visión Hispana	7	3.33	142
229	El Puente	6	2.86	149
230	Kansas City Hispanic News	6	2.86	153
231	La Campana	6	2.86	134
232	La Gaceta	6	2.86	N.A.

Rank	Digital publication	Total (out of 21)	Average	2015 <sup>s</sup>
233	pdxlatino.com	6	2.86	-
234	Reflejos	6	2.86	147
235	Vocero Hispano	6	2.86	148
236	La Voz Hispana de Nevada	5	2.38	N.A.
237	Somos Baltimore Latino	5	2.38	-
238	Tú Decides	5	2.38	158
239	América Hoy	4	1.90	-
240	La Nación Hispana	4	1.90	-
241	La Voz Bilingual Newspaper	4	1.90	42
242	La Voz de Indiana	4	1.90	155
243	La Voz de Iowa	4	1.90	-
244	El Latino	3	1.43	159
245	La Nación Cubana	3	1.43	N.A.
246	Tidewater Hispanic News	3	1.43	-
247	Viva Iowa	3	1.43	-
248	La Semana	2	0.95	N.A.
249	La Voz Hispana (Reno, Texas)	2	0.95	N.A.

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