



# **José Martí Awards**

## **List of Winners for the 2008 Contest**

### **THE NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS ANNOUNCES THE WINNERS OF JOSÉ MARTÍ PUBLISHING AWARDS FOR EXCELLENCE IN HISPANIC PRINT**

Mc Allen, Texas, (April 13, 2009).– The National Association of Hispanic Publications (NAHP), the preeminent organization comprised of the largest Hispanic publications in the United States, announced the 2008 winners of the José Martí Publishing Awards, honoring Excellence in Hispanic Print Media.

More than 300 entries were received and a distinguished panel of judges reviewed the materials to determine the winners in the categories of General Excellence, Outstanding Sections, Written Word, Design, Photos and Cartoons, and Marketing.

The panel of judges was integrated by:

Emilio Sánchez, Director de la Agencia de Noticias EFE, en Miami Florida.

Ricardo Trotti, Director del Instituto de Prensa de la Sociedad Interamericana de Prensa, en Miami Florida.

Eloy Aguilar, Gerente de la Agencia de Noticias de El Universal, en Mexico, y ex-corresponsal de la Agencia de Noticias The Associated Press por 40 años.

Oralia Michel, Presidente de la compañía de Marketing y Relaciones Públicas Omágen Inc. en Los Angeles, California.

Zita Arocha, Directora de Borderline.com. y Profesora del Departamento de Comunicaciones de la Universidad de Texas, en El Paso Texas.

Jim Estrada, Presidente de Estrada Communications Group, Inc. en Austin, Texas.

Homero Hinojosa Córdova, Periodista y Consultor/masperiodismo.com. en México.

Esther Novak, Fundadora y Directora Ejecutiva de VanguardComm, en New Brunswick, Nueva Jersey.

Francisco Vásquez, Marketing Communication Consultant, en Atlanta, Georgia.

Denise Gavilan, Presidente de Gavilan Marketing and Public Relations, en Annandale, Virginia.

Teresa Gutsick, Directora Creativa, de Association Management Group (AMG), en McClean, Virginia



The winning publishers, editors, writers, photographers, cartoonists, artists and marketers received their awards at the organization's 2009 24<sup>th</sup> Annual Conference in McAllen, Texas. Clara Padilla, president of the NAHP, said "This year's winners of the José Martí Awards are the best of the best and we applaud them for their excellence and challenge all our members to strive for excellence daily."

Here is the list of the winners, by Category:

### GENERAL EXCELLENCE

#### Outstanding Daily

Bronze: La Frontera, from McAllen, Texas;  
Silver: El Diario, from Brooklyn, New York;  
GOLD: Al Día, from Dallas, Texas.

#### Outstanding Weekly Newspaper (Up to 30,000 circ.)

Bronze: La Palma, from West Palm Beach, Florida;  
Silver: Mercado de Dinero, from Pembroke Pines, Florida;  
GOLD: Que Pasa, from Charlotte, North Carolina.

#### Outstanding Weekly Newspaper (Over 30,000 circ.)

Bronze: La Voz, from Phoenix, Arizona;  
Silver: Al Día, from Philadelphia, Pennsylvania;  
GOLD: El Tiempo Latino, from Arlington, Virginia.

#### Outstanding Less than Weekly Newspaper

Silver: Alianza Metropolitana, from San José, California;  
GOLD: Al Borde, from Norwalk, California.

#### Outstanding Glossy Magazine

Bronze: Mas Magazine, from Bakersfield, California;  
Silver: La Guía, from Sarasota, Florida;  
GOLD: Enfoque, from San José, California.

#### Outstanding Newsprint Magazine

Silver: El Paracaidista, from Miami Beach, Florida;  
GOLD: TV y Mas, from Phoenix, Arizona.



#### Outstanding Yellow Pages

Bronze: Páginas Amarillas, from Palm Beach, Florida;  
Silver; Tele Guia: Guía Telefónica, from Chicago, Illinois;  
GOLD: Páginas Amarillas, from Atlanta, Georgia

#### Most Improved Publication of the year

Bronze: El Periódico USA, from McAllen, Texas;  
Silver: Atlanta Latino, from Atlanta Georgia;  
GOLD: Sea Latino, from Weston, Florida.

#### OUTSTANDING SECTIONS

##### Outstanding Business Section (Up to 30.000 circ)

GOLD: Ahora Si, from Austin, Texas.

##### Outstanding Entertainment Section (Up to 30.000 circ)

Bronze: Bodas USA, La Revista, from Rancho Cucamonga, California;  
Silver: La Frontera, from McAllen, Texas;  
GOLD: Al Borde, from Norwalk, California.

##### Outstanding Entertainment Section (Over 30.000 circ)

Bronze: El Latino, from San Diego, California;  
Silver: La Voz, from Phoenix, Arizona;  
GOLD: El Diario, from Brooklyn, New York.

##### Outstanding Classify Section (Over 30.000 circ)

Silver: El Tiempo Latino, from Arlington, Virginia;  
GOLD: El Clasificado, from Norwalk, California.

##### Outstanding Sports Section (Up to 30.000 circ)

Silver: Club Deportes, from Austin, Texas;  
GOLD: La Frontera, from McAllen, Texas.

##### Outstanding Sports Section (Over 30.000 circ)

Bronze: Al Día, from Dallas, Texas; Silver:  
La Raza Newspaper, from Chicago, Illinois;  
GOLD: La Voz, from Phoenix, Arizona.

##### Outstanding Auto Section (Over 30.000 circ)

Bronze: El Tiempo Latino, from Arlington, Virginia;  
Silver: El Latino, from San Diego, California;  
GOLD: El Diario, from Brooklyn, New York.



Outstanding Travel Section (Up to 30.000 circ)

Silver: La Frontera, from McAllen, Texas;

GOLD: Bodas USA, La Revista, from Rancho Cucamonga, California.

Outstanding Travel Section (Over 30.000 circ)

Silver: Sea Latino, from Weston, Florida;

GOLD: La Raza Newspaper, from Chicago, Illinois.

Outstanding Real Estate Section (Over 30.000 circ)

Silver: El Tiempo Latino, from Arlington, Virginia.

GOLD: Ahora Si, from Austin, Texas.

Outstanding Health Section (Up to 30,000 circ.)

Bronze: Hispanic Outlook, from Paramus, New Jersey;

Silver: La Guia, from Sarasota, Florida;

GOLD: La Frontera, from McAllen, Texas.

Outstanding Health Section (Over 30,00 circ.)

Bronze: El Periódico USA, from McAllen, Texas;

Silver: Extra Bilingual Newspaper, from Chicago, Illinois;

GOLD: Al Dia, from Philadelphia, Pennsylvania.

Outstanding Technology/Internet Section (Up to 30.000 circ)

GOLD: Bodas USA, La Revista, from Rancho Cucamonga, California.

Outstanding Special Section (Up to 30.000 circ)

Bronze: Mas Magazine, from Bakersfield, California: "Your Quinceañera Guide";

Silver: Mercado de Dinero, from Pembroke Pines, Florida: "Huellas de la Crisis";

GOLD: Mi Gente, from Charlotte, North Carolina: "Guía del Votante".

Outstanding Special Section (Over 30.000 circ)

Bronze: La Voz, from Phoenix, Arizona: "Infórmate y Protégete";

Silver: El Pregonero, from Washington DC: "La Visita del Papa";

GOLD: El Diario, from Brooklyn, New York: "Fiestas Puertorriqueñas".



### WRITTEN WORD AWARDS

Outstanding Editorial Column (Up to 30.000 circ)

Bronze: Hispanic Outlook, from Paramus, New Jersey, "Here's Looking at you Latinos", by Carlos D. Conde.

Silver: La Guía, from Sarasota, Florida, "Queriendo Papá Noel", by Luis Eduardo Barón.

GOLD: Que Pasa, from Charlotte, North Carolina, "La Historia en el Muro", by Orlando Gamboa.

Outstanding Editorial Column (Over 30.000 circ)

Bronze: El Diario, from Brooklyn, New York, "Amarga Justicia para Nixmary", by Erica Gonzalez;

Silver: Al Día, from Dallas, Texas, "Una Calle para César Chávez".

GOLD: Alianza Metropolitana, from San José, California, "El Jefe Davis", by Manuel Ortiz

Outstanding Hispanic Success Story (Up to 30.000 circ.)

Bronze: Mas Magazine, from Bakersfield, California, "Lucha y Exito de una Pequeña Empresa de Tortillas.

Silver: Atlanta Latino, from Atlanta, Georgia, "Una Gran Heroína", by Judith Martínez.

GOLD: 7 Días: from Sarasota, Florida, "Con la Mirada en la Bola".

Outstanding Hispanic Success Story (Over 30.000 circ.)

Bronze: El Diario, from Brooklyn, New York, "Un Médico al Alcance", by Julio Paredes.

Silver: Al Día, from Dallas, Texas, "Voluntad para el Exito".

GOLD: El Mensajero, from San Francisco, California. "Sembrando las Semillas del Saber", by José Luis Aguirre

Outstanding Political Article (Up to 30.000 circ.)

Bronze: El Observador, from San José, California, "Elecciones Maratónicas para Salvar a Estados Unidos", by Rosario Vital.

Silver: La Guía, from Sarasota, Florida, "Frente a Frente con John McCain", by Luis Eduardo Barón.

GOLD: Atlanta Latino, from Atlanta, Georgia, "Amenazas fomentan Unión", by Judith Martínez.

Outstanding Political Article (Over 30.000 circ.)

Bronze: El Mensajero, from San Francisco, California. "Newsom defiende el retraso", by María Antonieta Mejía.

Silver: El Diario, from Brooklyn, New York, "Ecos de Masacre", by Cristina Loboguerro.

GOLD: MundoHispanico, from Atlanta, Georgia, "La Odisea de María", by Mario Guevara .



Outstanding Cultural Article (Up to 30.000 circ.)

Bronze: Mi Gente, from Charlotte, North Carolina, “Carlota Regresa a sus Raíces”, by Jacobo Striling.

Silver: Mas Magazine, from Bakersfield, California, “A Rio runs through it”.

GOLD: Vida en El Valle, from Fresno, California, “Seeking an Identity”.

Outstanding Cultural Article (Over 30.000 circ.)

Bronze: El Diario, from Brooklyn, New York, “El Arquitecto”.

Silver: El Mensajero, from San Francisco, California. “Teatro contra Redadas”.

GOLD: MundoHispanico, from Atlanta, Georgia. “Un mix de idiomas”, by Leslie Froelich.

Outstanding Community Service/Health Article (Up to 30.000 circ.)

Bronze: El Paracaidista, from Miami Beach, Florida. “Derechos del Inquilino Residencial”, by Ira Guevara.

Silver: Vida en El Valle, from Fresno, California. “Fighting Against Obesity”, by Jennie Rodríguez.

GOLD: Mas Magazine, from Bakersfield, California. “So Worth it”, by Elaine Estrada.

Outstanding Community Service/Health Article (Over 30.000 circ.)

Bronze: La Raza Newspaper, from Chicago, Illinois. “No nos Alcanza”, by Areli Padilla.

Silver: Al Día, from Dallas, Texas, “Una Escuela, 142 Partos”, by Liliana Vargas-Lemons.

GOLD: El Diario, from Brooklyn, New York. “Cáncer del Seno”, byr Pedro Pineda.

Outstanding Entertainment Article (Up to 30.000 circ)

Bronze: La Voz Nueva, from Denver, Colorado. “La Búsqueda de la Modelo Latina”, by Don Bain.

Silver: Mas Magazine, from Bakersfield, California. “Drummer Boy”, by Mathew Muñoz.

GOLD: La Frontera, from McAllen, Texas, “Por qué matan a los Cantantes Gruperos?”, by Patricia López.

Outstanding Entertainment Article (Over 30.000 circ)

Bronze: La Raza Newspaper, from Chicago, Illinois. “Palabra de Jefe de Jefes”, by Gisela Orozco.

Silver: El Mensajero, from San Francisco, California. “Paul Rodríguez: Politicamente Incorrecto”, by Francisco Barradas.

GOLD: El Tiempo Latino, from Arlington, Virginia. “Telenovelas: 50 Años Haciendo Llorar” by Paula Andalo.

Outstanding Education Article (Up to 30.000 circ)

Silver: La Voz Nueva, from Denver, Colorado

Outstanding Education Article (Over 30.000 circ)

Bronze: El Mundo, from Las Vegas, Nevada, “ Thanking Parents”.

Silver: La Raza Newspaper, from Chicago, Illinois. “Dropout”.

GOLD: Alianza Metropolitana, from San José, California, “Diploma de Preparatoria en Diez Semanas”, by Verónica Meza.



Outstanding Business Article (Up to 30.000 circ)

Bronze: Mas Magazine, from Bakersfield, California, “The Star Treatment”, by Teresa Adamo.

Silver: La Isla, Magazine, from Hilton Head Island, South Carolina. “What is the Bailout” by Wilbert Ramírez.

GOLD: Mercado de Dinero, from Pembroke Pines, Florida. “De Wall Street a Global Street”, by Adriana Garza.

Outstanding Business Article (Over 30.000 circ)

Silver: La Voz, from Phoenix, Arizona, “La Crisis Paraliza la Venta de Autos”, by J. Marcos y Javier Sánchez.

GOLD: MundoHispanico, from Atlanta, Georgia, “Mentiras que Roban” by Leslie Froelich.

Outstanding Series of articles on the same topic (Up to 30,000 Circ.)

Bronze: La Frontera, from McAllen, Texas, “Violencia Doméstica”.

Silver: Mi Gente, from Charlotte, North Carolina, “Ebrios Causan Muerte de Hispanos”, by Patricia Ortiz.

GOLD: Que Pasa, from Winston-Salen, North Carolina, “Arranque de las 287”

Outstanding Series of articles on the same topic (Over 30,000 Circ.)

Bronze: Al Día, from Philadelphia, Pennsylvania. “Crímenes de Odio en Shenandoah”.

Silver: MundoHispanico, from Atlanta, Georgia. “De México para Atlanta, de Atlanta para Mexico”., by Jeremy Schwartz and Julieta Pelcastre.

GOLD: La Voz, from Phoenix, Arizona, “Redadas del Sheriff.

### DESIGN AWARDS

Outstanding Design - Broadsheet Format. (Up to 30,000 Circ.)

Bronze: La Palma, from West Palm Beach, Florida.

Silver: La Frontera, from McAllen, Texas.

GOLD: 7 Días, from Sarasota, Florida.

Outstanding Design - Broadsheet Format. (Over 30,000 Circ.)

Bronze: Al Día, from Dallas Texas.

Silver: El Tiempo Latino, from Arlington, Virginia.

GOLD: La Voz, from Phoenix, Aizona.

Outstanding Design - Tabloid Format. (Up to 30,000 Circ.)

Bronze: Mercado de Dinero, from Pembroke Pines, Florida.

Silver: Club Deportes, from Austin, Texas.

GOLD: Al Borde, from Norwalk, California.



Outstanding Design - Tabloid Format. (Over 30,000 Circ.)

Bronze: El Pregonero, from Washington DC.

Silver: El Latino, from San Diego, California.

GOLD: Al Día, from Philadelphia, Pennsylvania.

Outstanding Design - Magazine Format. (Up to 30,000 Circ.)

Bronze: La Guía, from Sarasota, Florida.

Silver: Enfoque, from San José, California.

GOLD: Bodas USA, La Revista, from Rancho Cucamonga, California

Outstanding Design - Magazine Format. (Over 30,000 Circ.)

Silver: Teleritmo, from Phoenix, Arizona.

GOLD: TV y Mas, from Phoenix, Arizona.

### PHOTOS & CARTOONS

Outstanding News Photo. (Up to 30.000 circ.)

Bronze: La Voz Nueva, from Denver, Colorado. Photo by: Michael V. Ornelas.

Silver: Vida en El Valle, from Fresno, California. Photo by Juan Esparza Loera.

GOLD: Enfoque, from San José, California. Photo “Frontera Cruel”, by Manuel Ortiz.

Outstanding News Photo (Over 30.000 circ)

Bronze: El Diario, from Brooklyn, New York. Photo “Justicia a Medias”, by Alex Vros.

Silver: El Diario, from Brooklyn, New York. Photo “Amor Prohibido”, by Alex Vros.

GOLD: La Raza Newspaper, from Chicago, Illinois. Photo “Quiero Justicia”, by Javier Quiroz.

Outstanding Sports Photo . (Up to 30.000 circ)

Silver: Club Deportes, from Austin, Texas. Photo by Jorge Iturralde.

GOLD; Enfoque, from San José, California. Photo “Los Latinos son Estrellas”, by Manuel Ortiz.

Outstanding Sports Photo (Over 30.000 circ)

Bronze: La Raza, from Chicago Illinois. Foto por Javier Quiroz.

Silver: El Mundo, from Las Vegas Nevada, Photo “De la Hoya: el Pronóstico de Púgiles Mexicanos”, by Francisco Alejandre.

GOLD: MundoHispanico, from Atlanta, Georgia. Photo “En dónde tienes la cabeza, Al Hartford”, by Miguel Martínez.

Outstanding Community Photo (Up to 30.000 circ)

Bronze: La Voz Nueva, from Denver, Colorado, Photo “Academic Excellence”, by Robert González.

Silver: El Central, from Detroit, Michigan, Photo “Gardening”, by Dolores Sánchez.



GOLD: Enfoque, from San José, California, Photo “Ya Marchamos, Valió la Pena?”, by Manuel Ortiz.

Outstanding Community Photo (Over 30.000 circ)

Bronze: El Diario, from Brooklyn, New York, Photo “A Viva Voz”, by Manny Patiño.

Silver: El Diario, from Brooklyn, New York. Photo “Somos la Ley”, by José A. Rivera.

GOLD: El Tiempo Latino, from Arlington, Virginia. Photo “Quiero estar con mi Mamá”, by Mario Ramos.

Outstanding Cultural Photo (Up to 30.000 circ)

Bronze: El Imparcial, from Cicero, Illinois, Photo “Aztecas de Chicago”, by América Vazquez.

Silver: Vida en el Valle, from Fresno California, Photo by Daniel Casarez.

GOLD: La Voz Nueva, from Denver, Colorado, Photo “Cinco Diversity”, by Todd Pierson.

Outstanding Cultural Photo (Over 30.000 circ)

Silver: Extra Bilingual Newspaper, from Chicago, Illinois, Photo “Latino Trendsetters”, by Abel Arciniega.

GOLD: Extra Bilingual Newspaper, from Chicago Illinois, Photo “Celebrando la Mujer Mexicana”, by Abel Arciniega.

Outstanding Editorial Cartoon (Up to 30.000 circ)

Bronze: La Frontera, from McAllen, Texas, Cartoon by David de León.

Silver: Ahora Si, from Austin, Texas, Cartoon by Ben Sargent.

GOLD: Enfoque, from San José, California, Cartoon “Bush, Recuento de los Datos”, by Bernardo Flores.

Outstanding Editorial Cartoon (Over 30.000 circ)

Bronze: El Tiempo Latino, from Arlington, Virginia, Cartoon “Candidatos”, by Armando Caicedo.

Silver: La Voz, from Phoenix, Arizona, Cartoon “Rescate Bancario”, by Alfredo García.

GOLD: Mundo Hispánico, from Atlanta, Georgia, Cartoon “Derechos Civiles, 45 años”, by Rodrigo Cervantes (Cascajo).

Outstanding Cartoon Strip (Over 30.000 circ)

Bronze: La Raza Newspaper, from Chicago, Illinois, Cartoon by Rocío Trejo.

Silver: La Voz, from Phoenix, Arizona, Cartoon “El Mojarras”, by Alfredo García.

GOLD: La Voz, from Phoenix, Arizona, Cartoon “El Mojarras”, by Alfredo García.



### MARKETING AWARDS

Outstanding Media Kit (Up to 30.000 circ)

Bronze: Al Borde, from Norwalk, California.

Silver: Bodas USA, La Revista, from Rancho Cucamonga, California.

GOLD: El Mundo, from Bellevue, Washington State.

Outstanding Media Kit (Over 30.000 circ)

Bronze: Teleritmo, from Phoenix, Arizona.

Silver: El Clasificado, from Norwalk, California.

GOLD: Extra Bilingual Newspaper, from Chicago, Illinois.

Outstanding Ad Promoting Your Publication (Up to 30.000 circ)

Silver: La Voz Nueva, from Denver Colorado.

GOLD: Al Borde, from Norwalk, California.

Outstanding Ad Promoting Your Publication (Over 30.000 circ)

Bronze: Teleritmo, from Phoenix, Arizona.

Silver: Alianza Metropolitana, from San José, California.

GOLD: Al Día, from Dallas. Texas.

Outstanding Circulation Program. (Over 30.000 circ)

GOLD: El Clasificado, from Norwalk, California.