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**Hispanic Magazine
Archives, 1992 - (ongoing)**
Bulk: 1994-1997

30 boxes (15 linear feet)

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Processed by: Georgia Ruiz Davis and Tina Ybarra, 2001

Organizational History:

Hispanic Magazine was founded in 1987 in Washington D.C. by publisher, and former New Mexico governor, Jerry Apodaca, and editor, José Armas. The first issue appeared on newsstands in April 1988.

The magazine's founding was aimed at portraying Hispanics in a positive manner. There had been other attempts to target the Hispanic community by other magazines but most of them folded. Hispanic started out on a format modeled after People magazine. Hispanic celebrities such as Julio Iglesias and Lee Treviño graced the early covers. Over the course of time the magazine's identity has evolved and now follows themes that magazine representatives consider more relevant. The magazine targets educated and upwardly mobile Hispanics.

Its founders believed that there was a wealth of information to be shared with the public regarding the positive things with which Hispanics were involved. They also felt there were no good role models for Hispanic youths. In addition, they wanted to do their part to change the way Hispanics were viewed by the general public. Founders were fueled by the results of a then recent study which found the best known Hispanic in the US to be the cartoon character Speedy Gonzales.

In 1988 Hispanic saw its circulation rise to 150,000. Since then its readership has continued to increase and is expected to reach 260 to 265,000 in 2001. The magazine began publication on a 12-month cycle but in the mid-nineties began combining the January / February and the July / August issues and now produces 10 issues a year.

In the mid-nineties, two thirds of the magazine's readership was Mexican American therefore it was decided to move the headquarters to either Texas or California. Texas was chosen and in 1994 the offices were relocated to Austin where they remained until 1999 when they relocated to Coral Gables, Florida. Hispanic maintains sales offices in Washington D.C., Austin, Detroit, Chicago, and New York City in addition to the main office in Coral Gables.

Hispanic Magazine also owns and produces Vista Magazine, a once-a-month newspaper insert that appears in several large newspapers in the US including the San Antonio Express News.

Scope and Contents:

The *Hispanic Magazine Archives* are comprised of two series: I. Editorial Files (13 lin. ft.), and II. Financial Records (2 lin. ft.). The largest of the series is the first, which is arranged by issue following the tables of contents for each issue, and begins with November 1994. No files exist in these archives for the April, 1988 through October, 1994 issues. The Editorial Files consist of annotated drafts and page proofs, research material, correspondence, press releases, press kits, newspaper clippings, photographs, and machine-readable diskettes. The processed papers include issues November 1994 through December 1995 (June 1994 – December 1995).

The Financial Records date from 1992-1997.

Series Descriptions:

Series 1 : Editorial Files (1994- ongoing, 15 lin. ft.)

The largest of the series, the Editorial Files, is arranged by issue, and begins with November, 1994. No files exist in these archives for the April 1988 through October 1994 issues. The files are arranged following the tables of contents for each issue (feature articles and departments followed by proofs of the issue as a whole), with individual issues ranging in size from .25 linear feet to 1 linear foot. The Editorial Files consist of annotated drafts and page proofs, research material, correspondence, press releases, press kits, newspaper clippings, photographs, and machine-readable diskettes. The research materials consist of newspaper clippings, photocopies from other publications, and copies of other publications. The correspondence is primarily incoming from corporation/product representatives, and from readers to the editor. The press releases and press kits primarily promote products and travel destinations.

Inventory

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
September, 1994		
Departments		
Unused Letters	701	1
October, 1994		
Departments		
Letters		2
Unused Letters		3
November, 1994		
Articles		
Weddell, Jim "NAFTA: A Year Later" [Latino Entrepreneurs]		4
Deleon, Darcy "Rising to the Top" [Elizabeth Peña]		5
Thomas, Irene Middleman "Get Digital" [Careers]		6
Departments		
Letters		7
Unused Letters		8
Travel		9
Pull-outs		10
December, 1994		
Articles		
Alicea, Ines Pinto "Toy Wonder" [Mary Rodas]		11
Thomas, Irene Middleman "The Big Chill" [Hispanic Professors]		12
Macias, Robert "The Best and Worst of 1994"		13
Jebens, Harley "Rhythm Revolution" [Tejano Music]		14
Thomas, Irene Middleman "Holding on to Hispanidad"	702	1
Departments		
Food		2
Reviews - Music		3
Letters		4
Unused Letters		5
This Month		
Spotlight		6
Nachos		7
Coast to Coast		8
Business / Education		9
Computers		10
Executive Travel		11
Travel		12
Money		13
La Buena Vida / Christmas Guide		14
Reviews - Books		15

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
December, 1994, cont.		
Departments, cont.		
Calendar	702	16
Avanzando		17
Moderna		
Feature	703	1
Moda		2
Belleza		3
Salud		4
Vida		5
Extra Nordstrom advertisement/scholarship		6
Trailblazers - Norma Martinez, Southwestern Bell		7
Cars		8
Pull-outs		9
Proofs		10
January/February, 1995		
Articles		
Hoban, Brom "Test of Faith" [Alberto Salazar]	704	1
Alicea, Ines Pinto "Sex, Lies and Stereotypes" [Infidelity]		2
Kirchheimer, Anne "Like Mother, Like Daughter" [Lilly Melgar]		3
Harris, Ernest "Coalition Impossible" [Hispanics and African Americans]		4
Menard, Valarie "High Art" [Artists: Jimenez & Rivera]		5
Cole, Melanie "Vaqueros"		6
Departments		
Letters		7
Unused Letters		8
This Month		
Spotlight		9
Coast to Coast & Sports		10
Education & Media		11
Nachos	705	1
Business		
Cuba Phone		2
Career	3	
Computers		4
Money		5
La Buena Vida		6
Cars		7
Executive Travel		8

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
February, 1995, cont.		
Departments, cont.		
Travel		9
Agenda		10
Health		11
Avanzando		12
Reviews		
Book Reviews	706	1
Record Reviews		2
Calendar		3
Forum	4	
Pull-outs		5
Proofs		6
March, 1995		
Articles		
Deleon, Darcy "Interior Instincts" [Vicente Wolf]		7
Mena, Jennifer "Women on the Verge" [Latina Writers]	707	1
Alicea, Ines Pinto "Whose Vote is it Anyway Religious Right " [Religious Right]		2
Menard, Valerie "Pick up the Pace" [Trucks]		3
Moscoso, Eunice "Culture Comfort" [Hispanics on Campus]		4
Tijerina, Derly Andre "Exploring the Internet" [Information Superhighway]		5
Departments		
Letters		6
Unused Letters		7
This Month		
Spotlight/Factoids		8
Coast to Coast		9
Business		
Low Doc Loans		10
Agenda		11
Travel	708	1
Health		2
Executive Travel		3
Money		4
La Buena Vida		5
Avanzando		6
Reviews		
Book Reviews		7
Music Reviews		8

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
March, 1995, cont.		
Departments, cont.		
Calendar	708	9
Forum	10	
Pull-outs		11
Large advertising portfolio	12	
Proofs	709	1
April 1995		
Articles		
Spelling, Ian "Voyage to a New Frontier" [Star Trek]		2
Quiroga, Angelica "Copycat Fever" [Proposition 187]		3
Moscoso, Eunice "Classic Christy"		4
Urbina, Adrienne "Return to Roatan" [Honduras]		5
Business		
Latino Entrepreneur		6
Departments		
Letters		7
Unused Letters		8
This Month		
Spotlight/Nachos		9
Coast to Coast	710	1
Computers		2
Career	3	
Money		4
Agenda		5
La Buena Vida		6
Reviews		
Books	7	
Music		8
Avanzando		9
Calendar		10
Forum	711	1
Pull-outs		2
Travel		3
Proofs		4
May, 1995		
Articles		
Tovares, Joseph "Mojado Like Me"		
[Undercover Laborer]		5
Estrada, Mary Batts "Lone Star Pioneer" [Garrido]		6
Pariente, Mike "Cleaning Up"		
[Environmental Business]		7

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
May, 1995, cont.		
Articles, cont.		
Thomas, Irene Middleman "Childless by Choice" [No Baby]		8
Thomas, Irene Middleman "The Long Haul" [Career]		9
Departments		
Letters		10
Unused Letters		11
This Month		
Spotlight		12
Nachos	712	1
Coast to Coast		2
Travel		3
Computers		4
Agenda		5
Money		6
Health		7
La Buena Vida		8
Reviews		
Book Reviews		9
Record Reviews		10
Avanzando		11
Moderna		
Moda		12
Belleza		13
Salud	713	1
Vida		2
Cars		3
Calendar		4
Forum	5	
Pull-Outs		6
Proofs	714	1
June, 1995		
Articles		
Dominguez, Robert "Center Stage" [Repertorio Español]		2
Thomas, Irene Middleman "Wheeler Dealers" [Car Dealers]		3
Estrada, Mary Batts "Treasures of the Moche" [Sipán]		4
Moscoso, Eunice "Looking for Answers" [Youth at Risk]		5
Deleon, Darcy "Strength in Diversity" [Career Diversity]		6

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
June, 1995, cont.		
Departments		
Letters	714	7
Unused Letters		8
This Month		
Spotlight	715	1
Nachos		2
Coast to Coast		3
Cars		4
Computers		5
Executive Travel		6
Agenda		7
Money		8
Health		9
La Buena Vida		10
Reviews		
Book Reviews		11
Music Reviews		12
Avanzando		13
Calendar	716	1
Forum	2	
Pull-Outs		3
Proofs		4
July, 1995		
Articles		
Velázquez, Raquel "Behind Home Plate" [Baseball]		5
Llano, Todd "Movie Maze"		6
"The 1995 VIDA Awards"		7
Mamaed, Amalia R. "The Big Picture"		
[Minority Vendor]		8
Thomas, Irene Middleman "Honey, I Packed The Kids"		
[Family Vacation]		9
"The 50 Best Hispanic Restaurants"	717	1
Restaurants - Miscellaneous		2
Thomas, Irene Middleman "No More 9 to 5" [Career]		3
"FORD Within the Hispanic Community"		4
Departments		
Letters	718	1
Unused Letters		2
This Month		
Spotlight & Nachos		3
Coast to Coast		4
Agenda		5
Money		6

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
June, 1995, cont.		
Departments, cont.		
La Buena Vida	718	7
Reviews		
Book Reviews		8
Music Reviews		9
Avanzando		10
Calendar		11
Forum	12	
Pull-Outs	719	1
Galleys		2
Layouts		3
Proofs		4
August, 1995		
Articles		
Bryce, Robert "Political Tug of War" [GOP & Hispanics]		5
Cole, Melanie "Thirty Under Thirty"		6
"Thirty Under Thirty" - Notes	720	1
Wimer, Sara "Ballet Folklorico Today"		2
Thomas, Irene Middleman "First Steps" [Career]		3
"Who's Who in Corporate America"		4
SER-Jobs for Progress Career Center		5
Latino Entrepreneur in the News		6
Departments		
Letters		7
Unused Letters		8
This Month		
Spotlight & Nachos		9
Coast to Coast		10
Cars		11
Computers		12
Agenda		13
Travel		14
La Buena Vida	721	1
Reviews		
Book Reviews		2
Music Reviews		3
Avanzando		4
Calendar		5
Forum	6	
Pull-Outs		7

Inventory, cont.

Series 1 : Editorial Files (1994-ongoing)

September, 1995

Articles

Muto, Henry Jr. "Programming Pioneers" [Hispanic Radio]	721	8
Wimer, Sara "Tejano y Más" [Emilio Navaira]	722	1
Velázquez, Raquel "Angels of Mercy" [St. Judes]		2

Departments

Letters		3
Unused Letters		4
This Month		
Spotlight & Nachos		5
Coast to Coast		6
Agenda		7
Travel		8
Money		9
Computers		10
Reviews		
Book Reviews		11
Music Reviews		12
Avanzando		13
Moderna		
Feature		14
Moda	723	1
Belleza		2
Salud		3
Calendar		4
Forum	5	
Pull-Outs		6

October, 1995

Articles

Dominguez, Robert "No-Nonsense Nydia" [Nydia Velázquez]		7
Martinez, Yleana "Night of the Living Dead" [Calaveras]		8
Chorost, Michael "Jobs On the Web"		9
Macias, Robert "Let's Get Fiscal" [Financial Planning]	724	1
Lopez, Lalo "Power Prints" [Self-Help Graphics]		2

Departments

Letters		3
Unused Letters		4
This Month		
Spotlight & Nachos		5
Coast to Coast		6

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
October, 1995, cont.		
Departments, cont.		
Agenda	724	7
Computers		8
La Buena Vida		9
Travel		10
Cars		11
Reviews		
Book Reviews		12
Music Reviews		13
Avanzando	725	1
Calendar		2
Forum	3	
USHCC Forum		4
Hispanic on Campus - Blips		5
Pull-Outs		6
Page Proofs		7
November, 1995		
Articles		
Berghein, Kim "For Our Children's Children" [Ernest Z. Robles]	726	1
Cole, Melanie "G.I. José" [WW2]		2
WW2 Sidebar - Aztec Eagles		3
WW2 Sidebar - Vietnam		4
WW2 Sidebar - Officer		5
Sanchez-Beswick, Martha "Grape Expectations" [Vineyards]		6
Menard, Valerie "Buyers's Market" [Cars]		7
Janette, Astrid "¡Buen Provecho!" [Thanksgiving Recipes]		8
Zenter, Joe "Pueblo Passage"		9
Latino Entrepreneur in the News		10
Departments		
Letters	727	1
Unused Letters		2
This Month		
Spotlight & Nachos		3
Coast to Coast		4
Agenda		5
Computers		6
La Buena Vida		7
Travel		8
Career	9	
Money		10

Inventory, cont.

	Box	File
Series 1 : Editorial Files (1994-ongoing)		
November, 1995, cont.		
Departments, cont.		
Reviews		
Book Reviews	727	11
Music Reviews		12
Avanzando	728	1
Calendar		2
Pull-Outs		3
December, 1995		
Articles		
Macias, Robert "The Best and Worst of 1995"		4
Dominguez, Robert "Nuestro Maestro" [Goya exhibit]		5
"Hispanics on Board" [HACR Report]		6
Anders, Gigi "Chanteuse on The Loose"		7
Selena	729	1
Departments		
Letters		2
Unused Letters		3
This Month		
Spotlight		4
Nachos		5
Coast to Coast		6
Cars		7
Agenda		8
Computers		9
La Buena Vida		10
Career		11
Reviews		
Book Reviews	730	1
Music Reviews		2
Money		3
Avanzando		4
Calendar		5
Hispanic on Campus - Student Page		6
Hispanic on Campus - Blips		7
Pull-Outs		8
Masters		9