



Southwestern Writers Collection

The Wittliff Collections at the Alkek Library
Texas State University-San Marcos

A Guide to the Hispanic Magazine Archives,

1994 - 1995

Collection 056

Descriptive Summary

Creator:	Hispanic Magazine
Title:	Hispanic Magazine Archives
Dates:	1992- 1995
Abstract:	The Hispanic Magazine Archives contains documents relating to the production of each issue of the magazine. Within this collection are annotated drafts, page proofs, research material, correspondence, press releases, press kits, newspaper clippings, photographs and machine-readable diskettes.
Identification:	Collection 056
Extent:	30 boxes (15 linear feet)
Language:	Materials are written in English
Repository:	Southwestern Writers Collection, Special Collections, Alkek Library, Texas State University-San Marcos

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 Content Note

The *Hispanic Magazine Archives* is comprised of one series: Editorial Files. The material is arranged by issue beginning with November 1994. No files exist in these archives for the April 1988 through October 1994 issues except for letters from September and October 1994. 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.

Administrative Information

Access Restrictions

Open for research. *Hispanic Magazine* owns copyright for all work created for the magazine, contact the SWWC for further information or for assistance with permission to publish.

Preferred Citation

Hispanic Magazine Archives, Southwestern Writers Collection, Texas State University-San Marcos

Acquisition Information

Gift donated by Hispanic Magazine, 2000.

Processing Information

Processed by Georgia Ruiz Davis and Tina Ybarra, 2001.
Finding aid revised by Maggie DeBrecht, 2011

Container List

Series I: Editorial Files, 1994-1995

Box Folder

September 1994

Departments

1 1 Unused Letters

October 1994

Departments

1 2 Letters

3 Unused Letters

November 1994

Articles

1 4 Weddell, Jim "NAFTA: A Year Later" [Latino Entrepreneurs]

5 Deleon, Darcy "Rising to the Top" [Elizabeth Peña]

6 Thomas, Irene Middleman "Get Digital" [Career]

Departments

7 Letters

8 Unused Letters

9 Travel

10 Pull-outs

December 1994

Articles

1 11 Alicea, Ines Pinto "Toy Wonder" [Mary Rodas]

Series I: Editorial Files-continued

December 1994-continued

Box Folder

Articles-continued

- | | | |
|---|----|---|
| 1 | 12 | Thomas, Irene Middleman "The Big Chill" [Hispanic Professors] |
| | 13 | Macias, Robert "The Best and Worst of 1994" |
| | 14 | Jebens, Harley "Rhythm Revolution" [Tejano Music] |
| 2 | 1 | Thomas, Irene Middleman "Holding on to Hispanidad" |

Departments

- | | |
|----|----------------------------------|
| 2 | Food |
| 3 | Reviews- Music |
| 4 | Letters |
| 5 | Unused Letters |
| 6 | This Month- Spotlight |
| 7 | This Month- Nachos |
| 8 | This Month- Coast to Coast |
| 9 | This Month- Business / Education |
| 10 | Computers |
| 11 | Executive Travel |
| 12 | Travel |
| 13 | Money |
| 14 | La Buena Vida / Christmas Guide |
| 15 | Reviews- Books |
| 16 | Calendar |

Series I: Editorial Files-continued

December 1994-continued

Box Folder

Departments-continued

- | | | |
|---|----|--|
| 2 | 17 | Avanzando |
| 3 | 1 | Moderna- Feature |
| | 2 | Moderna- Moda |
| | 3 | Moderna- Belleza |
| | 4 | Moderna- Salud |
| | 5 | Moderna- Vida |
| | 6 | Moderna- Extra Nordstrom advertisement / Scholarship |
| | 7 | Moderna- Trailblazers- Norma Martinez, Southwestern Bell |
| | 8 | Cars |
| | 9 | Pull-outs |

Proofs

- | | | |
|--|----|--------|
| | 10 | Proofs |
|--|----|--------|

January/February 1995

Articles

- | | | |
|---|---|---|
| 4 | 1 | Hoban, Brom "Test of Faith" [Alberto Salazar] |
| | 2 | Alicea, Ines Pinto "Sex, Lies and Stereotypes" [Infidelity] |
| | 3 | Kirchheimer, Anne "Like Mother, Like Daughter" [Lilly Melgar] |
| | 4 | Harris, Ernest "Coalition Impossible" [Hispanics and African Americans] |
| | 5 | Menard, Valerie "High Art" [Artists: Jimenez and Rivera] |
| | 6 | Cole, Melanie "Vaqueros" |

Series I: Editorial Files-continued

January/February 1995-continued

Box Folder

Departments

4	7	Letters
	8	Unused Letters
	9	This Month- Spotlight
	10	This Month- Coast to Coast and Sports
	11	This Month- Education and Media
5	1	This Month- Nachos
	2	Business- Cuba Phone
	3	Career
	4	Computers
	5	Money
	6	La Buena Vida
	7	Cars
	8	Executive Travel
	9	Travel
	10	Agenda
	11	Health
	12	Avanzando
6	1	Reviews- Book Reviews
	2	Reviews- Record Reviews
	3	Calendar

Series I: Editorial Files-continued

January/February 1995-continued

Box Folder

Departments

- | | | |
|---|---|-----------|
| 6 | 4 | Forum |
| | 5 | Pull-outs |

Proofs

- | | | |
|--|---|--------|
| | 6 | Proofs |
|--|---|--------|

March 1995

Articles

- | | | |
|---|---|---|
| 6 | 7 | Deleon, Darcy "Interior Instincts" [Vicente Wolf] |
| 7 | 1 | Mena, Jennifer "Women on the Verge" [Latina Writers] |
| | 2 | Alicea, Ines Pinto "Whose Vote is it Anyway" [Religious Right] |
| | 3 | Menard, Valerie "Pick up the Pace" [Trucks] |
| | 4 | Moscoso, Eunice "Culture Comfort" [Hispanics on Campus] |
| | 5 | Tijerina, Derly Andre "Exploring the Internet" [Information Superhighway] |

Departments

- | | | |
|---|----|----------------------------------|
| | 6 | Letters |
| | 7 | Unused Letters |
| | 8 | This Month- Spotlight / Factoids |
| | 9 | This Month- Coast to Coast |
| | 10 | Business- Low Doc Loans |
| | 11 | Agenda |
| 8 | 1 | Travel |

Series I: Editorial Files-continued

March 1995-continued

Box Folder

Departments-continued

- | | | |
|---|----|-----------------------------|
| 8 | 2 | Health |
| | 3 | Executive Travel |
| | 4 | Money |
| | 5 | La Buena Vida |
| | 6 | Avanzando |
| | 7 | Reviews- Book Reviews |
| | 8 | Reviews- Music Reviews |
| | 9 | Calendar |
| | 10 | Forum |
| | 11 | Pull-outs |
| | 12 | Large Advertising Portfolio |

Proofs

- | | | |
|---|---|--------|
| 9 | 1 | Proofs |
|---|---|--------|

April 1995

Articles

- | | | |
|---|---|--|
| 9 | 2 | Spelling, Ian "Voyage to a New Frontier" [Star Trek] |
| | 3 | Quiroga, Angelica "Copycat Fever" [Proposition 187] |
| | 4 | Moscoso, Eunice "Classic Christy" |
| | 5 | Urbina, Adrienne "Return to Roatan" [Honduras] |
| | 6 | Business- Latino Entrepreneur |

Series I: Editorial Files-continued

April 1995-continued

Box Folder

Departments

9	7	Letters
	8	Unused Letters
	9	This Month- Spotlight / Nachos
10	1	This Month- Coast to Coast
	2	Computers
	3	Career
	4	Money
	5	Agenda
	6	La Buena Vida
	7	Reviews- Books
	8	Reviews- Music
	9	Avanzando
	10	Calendar
11	1	Forum
	2	Pull-outs
	3	Travel

Proofs

4	Proofs
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Series I: Editorial Files-continued

May 1995

Box Folder

Articles

- | | | |
|----|---|---|
| 11 | 5 | Tovares, Joseph "Mojado Like Me" [Undercover Laborer] |
| | 6 | Estrada, Mary Batts "Lone Star Pioneer" [Garrido] |
| | 7 | Pariente, Mike "Cleaning Up" [Environmental Business] |
| | 8 | Thomas, Irene Middleman "Childless by Choice" [No Baby] |
| | 9 | Thomas, Irene Middleman "The Long Haul" [Career] |

Departments

- | | | |
|----|----|----------------------------|
| | 10 | Letters |
| | 11 | Unused Letters |
| | 12 | This Month- Spotlight |
| 12 | 1 | This Month- Nachos |
| | 2 | This Month- Coast to Coast |
| | 3 | Travel |
| | 4 | Computers |
| | 5 | Agenda |
| | 6 | Money |
| | 7 | Health |
| | 8 | La Buena Vida |
| | 9 | Reviews- Book Reviews |
| | 10 | Reviews- Record Reviews |
| | 11 | Avanzando |

Series I: Editorial Files-continued

May 1995-continued

Box Folder

Departments-continued

- | | | |
|----|----|------------------|
| 12 | 12 | Moderna- Moda |
| | 13 | Moderna- Belleza |
| 13 | 1 | Moderna- Salud |
| | 2 | Moderna- Vida |
| | 3 | Cars |
| | 4 | Calendar |
| | 5 | Forum |
| | 6 | Pull-outs |

Proofs

- | | | |
|----|---|--------|
| 14 | 1 | Proofs |
|----|---|--------|

June 1995

Articles

- | | | |
|----|---|--|
| 14 | 2 | Dominguez, Robert "Center Stage" [Repertorio Español] |
| | 3 | Thomas, Irene Middleman "Wheeler Dealers" [Car Dealers] |
| | 4 | Estrada, Mary Batts "Treasures of the Moche" [Sipán] |
| | 5 | Moscoso, Eunice "Looking for Answers" [Youth at Risk] |
| | 6 | Deleon, Darcy "Strength in Diversity" [Career Diversity] |

Departments

- | | | |
|--|---|----------------|
| | 7 | Letters |
| | 8 | Unused Letters |

Series I: Editorial Files-continued

June 1995-continued

Box Folder

Departments-continued

15	1	This Month- Spotlight
	2	This Month- Nachos
	3	This Month- Coast to Coast
	4	Cars
	5	Computers
	6	Executive Travel
	7	Agenda
	8	Money
	9	Health
	10	La Buena Vida
	11	Reviews- Book Reviews
	12	Reviews- Music Reviews
	13	Avanzando
16	1	Calendar
	2	Forum
	3	Pull-outs

Proofs

4	Proofs
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Series I: Editorial Files-continued

July 1995

Box Folder

Articles

- | | | |
|----|---|--|
| 16 | 5 | Velázquez, Raquel “Behind Home Plate” [Baseball] |
| | 6 | Llano, Todd “Movie Maze” |
| | 7 | “The 1995 VIDA Awards” |
| | 8 | Mamaed, Amalia R. “The Big Picture” [Minority Vendor] |
| | 9 | Thomas, Irene Middleman “Honey, I Packed the Kids” [Family Vacation] |
| 17 | 1 | “The 50 Best Hispanic Restaurants” |
| | 2 | Restaurants- Miscellaneous |
| | 3 | Thomas, Irene Middleman “No More 9 to 5” [Career] |
| | 4 | “FORD Within the Hispanic Community” |

Departments

- | | | |
|----|----|----------------------------------|
| 18 | 1 | Letters |
| | 2 | Unused Letters |
| | 3 | This Month- Spotlight and Nachos |
| | 4 | This Month- Coast to Coast |
| | 5 | Agenda |
| | 6 | Money |
| | 7 | La Buena Vida |
| | 8 | Reviews- Book Reviews |
| | 9 | Reviews- Music Reviews |
| | 10 | Avanzando |

Series I: Editorial Files-continued

July 1995-continued

Box Folder

Departments-continued

- | | | |
|----|----|-----------|
| 18 | 11 | Calendar |
| | 12 | Forum |
| 19 | 1 | Pull-outs |

Proofs

- | | | |
|--|---|---------|
| | 2 | Galleys |
| | 3 | Layouts |
| | 4 | Proofs |

August 1995

Articles

- | | | |
|----|---|--|
| 19 | 5 | Bryce, Robert "Political Tug of War" [GOP and Hispanics] |
| | 6 | Cole, Melanie "Thirty Under Thirty" |
| 20 | 1 | "Thirty Under Thirty"- Notes |
| | 2 | Wimer, Sara "Ballet Folklorico Today" |
| | 3 | Thomas, Irene Middleman "First Steps" [Career] |
| | 4 | "Who's Who in Corporate America" |
| | 5 | SER-Jobs for Progress Career Center |
| | 6 | Latino Entrepreneur in the News |

Departments

- | | | |
|--|---|----------------|
| | 7 | Letters |
| | 8 | Unused Letters |

Series I: Editorial Files-continued

August 1995-continued

Box Folder

Departments-continued

20	9	This Month- Spotlight and Nachos
	10	This Month- Coast to Coast
	11	Cars
	12	Computers
	13	Agenda
	14	Travel
21	1	La Buena Vida
	2	Reviews- Book Reviews
	3	Reviews- Music Reviews
	4	Avanzando
	5	Calendar
	6	Forum
	7	Pull-outs

September 1995

Articles

21	8	Muto, Henry Jr. "Programming Pioneers" [Hispanic Radio]
22	1	Wimer, Sara "Tejano y Más [Emilio Navaira]
	2	Velázquez, Raquel "Angels of Mercy" [St. Judes]

Departments

3	Letters
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Series I: Editorial Files-continued

September 1995-continued

Box Folder

Departments-continued

22	4	Unused Letters
	5	This Month- Spotlight and Nachos
	6	This Month- Coast to Coast
	7	Agenda
	8	Travel
	9	Money
	10	Computers
	11	Reviews- Book Reviews
	12	Reviews- Music Reviews
	13	Avanzando
	14	Moderna-Feature
23	1	Moderna- Moda
	2	Moderna- Belleza
	3	Moderna- Salud
	4	Calendar
	5	Forum
	6	Pull-outs

October 1995

Articles

23	7	Dominguez, Robert "No-Nonsense Nydia" [Nydia Velázquez]
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Series I: Editorial Files-continued

October 1995-continued

Box Folder

Articles-continued

- | | | |
|----|---|---|
| 23 | 8 | Martinez, Yleana "Night of the Living Dead" [Calaveras] |
| | 9 | Chorost, Michael "Jobs on the Web" |
| 24 | 1 | Macias, Robert "Let's Get Fiscal" [Financial Planning] |
| | 2 | Lopez, Lalo "Power Prints" [Self-Help Graphics] |

Departments

- | | | |
|----|----|----------------------------------|
| | 3 | Letters |
| | 4 | Unused Letters |
| | 5 | This Month- Spotlight and Nachos |
| | 6 | This Month- Coast to Coast |
| | 7 | Agenda |
| | 8 | Computers |
| | 9 | La Buena Vida |
| | 10 | Travel |
| | 11 | Cars |
| | 12 | Reviews- Book Reviews |
| | 13 | Reviews- Music Reviews |
| 25 | 1 | Avanzando |
| | 2 | Calendar |
| | 3 | Forum |
| | 4 | USHCC Forum |

Series I: Editorial Files-continued

October 1995-continued

Box Folder

Departments-continued

- 25 5 Hispanic on Campus- Blips
6 Pull-outs

Proofs

- 7 Page Proofs

November 1995

Articles

- 26 1 Berghein, Kim "For Our Children's Children" [Ernest Z. Robles]
2 Cole, Melanie "G.I. José" [WWII]
3 WWII Sidebar- Aztec Eagles
4 WWII Sidebar- Vietnam
5 WWII Sidebar- Officer
6 Sanchez-Beswick, Martha "Grape Expectations" [Vineyards]
7 Menard, Valerie "Buyer's Market" [Cars]
8 Janette, Astrid "¡Buen Provecho!" [Thanksgiving Recipes]
9 Zenter, Joe "Pueblo Passage"
10 Latino Entrepreneur in the News

Departments

- 27 1 Letters
2 Unused Letters
3 This Month- Spotlight and Nachos

Series I: Editorial Files-continued

November 1995-continued

Box Folder

Departments-continued

27	4	This Month- Coast to Coast
	5	Agenda
	6	Computers
	7	La Buena Vida
	8	Travel
	9	Career
	10	Money
	11	Reviews- Book Reviews
	12	Reviews- Music Reviews
28	1	Avanzando
	2	Calendar
	3	Pull-outs

December 1995

Articles

28	4	Macias, Robert "The Best and Worst of 1995"
	5	Dominguez, Robert "Nuestro Maestro" [Goya exhibit]
	6	"Hispanics on Board" [HACR Report]
	7	Anders, Gigi "Chanteuse on the Loose"
29	1	Selena

Series I: Editorial Files-continued

December 1995-continued

Box Folder

Departments

29	2	Letters
	3	Unused Letters
	4	This Month- Spotlight
	5	This Month- Nachos
	6	This Month- Coast to Coast
	7	Cars
	8	Agenda
	9	Computers
	10	La Buena Vida
	11	Career
30	1	Reviews- Book Reviews
	2	Reviews- Music Reviews
	3	Money
	4	Avanzando
	5	Calendar
	6	Hispanic on Campus- Student Page
	7	Hispanic on Campus- Blips
	8	Pull-outs

Masters

	9	Masters
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