



The Wittliff Collections

Guide to the Hispanic Magazine Archives 1994-1995

Collection SWWC-056

Descriptive Summary

Creator:	Hispanic magazine
Title:	Guide to the Hispanic Magazine Archives
Dates:	1994-1995
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:	SWWC-056
Extent:	15 Linear Feet, 30 boxes
Language:	English
Repository:	The Wittliff Collections, Texas State University

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Historical Notes

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.

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. 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 Magazine also owned and produced Vista Magazine, a once-a-month newspaper insert that appeared in several large newspapers in the US including the San Antonio Express News.

In 2008, it was the largest English language lifestyle magazine in the U.S. Hispanic market.

Hispanic Magazine ceased publication in 2010.

Scope and Contents

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

Conditions Governing Access

Collection is open for research.

Conditions Governing Use

Hispanic Magazine owns copyright for all work created for the magazine, contact the The Wittliff staff for further information or for assistance with permission to publish.

Immediate Source of Acquisition

Gift of Hispanic Magazine, 2000.

Preferred Citation

Hispanic Magazine Archives, The Wittliff Collections, Texas State University.

Physical Location

Materials may be stored off-site. Advance notice is required for use: .

<https://www.thewittliffcollections.txstate.edu/research/makearesearchappointment.html>.

Controlled Access Headings

- Hispanic American periodicals
- Periodicals -- Publishing -- United States
- Popular culture

Detailed Description of the Collection

Series I: Editorial Files, 1994-1995

Editorial Files, September 1994

Box Folder

1 1 Departments - Unused letters

Editorial Files, October 1994

1 1 Departments - Letters

1 2 Departments - Unused letters

Editorial Files, November 1994

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

1 5 Deleon, Darcy "Rising to the Top" [Elizabeth Peña]

1 6 Thomas, Irene Middleman "Get Digital" [Career]

1 7 Letters

1 8 Unused letters

1 9 Travel

1 10 Pull-outs

Editorial Files, December 1994

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

1 12 Thomas, Irene Middleman "The Big Chill" [Hispanic Professors]

1 13 Macias, Robert "The Best and Worst of 1994"

1 14 Jebens, Harley "Rhythm Revolution" [Tejano Music]

2 1 Thomas, Irene Middleman "Holding on to Hispanidad"

2 2 Food

2 3 Reviews- Music

2 4 Letters

2 5 Unused letters

2 6 This Month - Spotlight

2 7 This Month - Nachos

2 8 This Month - Coast to Coast

2 9 This Month - Business / Education

2 10 Computers

2 11 Executive Travel

2 12 Travel

2 13 Money

2	14	La Buena Vida / Christmas Guide
2	15	Reviews - Books
2	16	Calendar
2	17	Avanzando
3	1	Moderna - Feature
3	2	Moderna - Moda
3	3	Moderna - Belleza
3	4	Moderna - Salud
3	5	Moderna - Vida
3	6	Moderna - Extra Nordstrom advertisement / Scholarship
3	7	Moderna - Trailblazers- Norma Martinez, Southwestern Bell
3	8	Cars
3	9	Pull-outs
3	10	Proofs

Editorial Files, January-February 1995

4	1	Hoban, Brom "Test of Faith" [Alberto Salazar]
4	2	Alicea, Ines Pinto "Sex, Lies and Stereotypes" [Infidelity]
4	3	Kirchheimer, Anne "Like Mother, Like Daughter" [Lilly Melgar]
4	4	Harris, Ernest "Coalition Impossible" [Hispanics and African Americans]
4	5	Menard, Valerie "High Art" [Artists: Jimenez and Rivera]
4	6	Cole, Melanie "Vaqueros"
4	7	Letters
4	8	Unused letters
4	9	This Month - Spotlight
4	10	This Month - Coast to Coast and Sports
4	11	This Month - Education and Media
5	1	This Month - Nachos
5	2	Business - Cuba Phone
5	3	Career
5	4	Computers
5	5	Money
5	6	La Buena Vida
5	7	Cars
5	8	Executive Travel
5	9	Travel
5	10	Agenda
5	11	Health
5	12	Avanzando
6	1	Reviews - Book Reviews

6	2	Reviews - Record Reviews
6	3	Calendar
6	4	Forum
6	5	Pull-outs
6	6	Proofs

Editorial Files, March 1995

6	7	Deleon, Darcy "Interior Instincts" [Vicente Wolf]
7	1	Mena, Jennifer "Women on the Verge" [Latina Writers]
7	2	Alicea, Ines Pinto "Whose Vote is it Anyway" [Religious Right]
7	3	Menard, Valerie "Pick up the Pace" [Trucks]
7	4	Moscoso, Eunice "Culture Comfort" [Hispanics on Campus]
7	5	Tijerina, Derly Andre "Exploring the Internet" [Information Superhighway]
7	6	Letters
7	7	Unused letters
7	8	This Month - Spotlight / Factoids
7	9	This Month - Coast to Coast
7	10	Business - Low Doc Loans
7	11	Agenda
8	1	Travel
8	2	Health
8	3	Executive Travel
8	4	Money
8	5	La Buena Vida
8	6	Avanzando
8	7	Reviews - Book Reviews
8	8	Reviews - Music Reviews
8	9	Calendar
8	10	Forum
8	11	Pull-outs
8	12	Large Advertising Portfolio
9	1	Proofs

Editorial Files, April 1995

9	2	Spelling, Ian "Voyage to a New Frontier" [Star Trek]
9	3	Quiroga, Angelica "Copycat Fever" [Proposition 187]
9	4	Moscoso, Eunice "Classic Christy"
9	5	Urbina, Adrienne "Return to Roatan" [Honduras]
9	6	Business - Latino Entrepreneur
9	7	Letters
9	8	Unused letters

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

Editorial Files, May 1995

11	5	Tovares, Joseph "Mojado Like Me" [Undercover Laborer]
11	6	Estrada, Mary Batts "Lone Star Pioneer" [Garrido]
11	7	Pariente, Mike "Cleaning Up" [Environmental Business]
11	8	Thomas, Irene Middleman "Childless by Choice" [No Baby]
11	9	Thomas, Irene Middleman "The Long Haul" [Career]
11	10	Letters
11	11	Unused letters
11	12	This Month - Spotlight
12	1	This Month - Nachos
12	2	This Month - Coast to Coast
12	3	Travel
12	4	Computers
12	5	Agenda
12	6	Money
12	7	Health
12	8	La Buena Vida
12	9	Reviews - Book Reviews
12	10	Reviews - Record Reviews
12	11	Avanzando
12	12	Moderna - Moda
12	13	Moderna - Belleza
13	1	Moderna - Salud
13	2	Moderna - Vida

13	3	Cars
13	4	Calendar
13	5	Forum
13	6	Pull-outs

14	1	Proofs
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Editorial Files, June 1995

14	2	Dominguez, Robert "Center Stage" [Repertorio Español]
14	3	Thomas, Irene Middleman "Wheeler Dealers" [Car Dealers]
14	4	Estrada, Mary Batts "Treasures of the Moche" [Sipán]
14	5	Moscoso, Eunice "Looking for Answers" [Youth at Risk]
14	6	Deleon, Darcy "Strength in Diversity" [Career Diversity]
14	7	Letters
14	8	Unused letters

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

16	1	Calendar
16	2	Forum
16	3	Pull-outs
16	4	Proofs

Editorial Files, July 1995

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

17	4	"FORD Within the Hispanic Community"
18	1	Letters
18	2	Unused letters
18	3	This Month - Spotlight and Nachos
18	4	This Month - Coast to Coast
18	5	Agenda
18	6	Money
18	7	La Buena Vida
18	8	Reviews - Book Reviews
18	9	Reviews - Music Reviews
18	10	Avanzando
18	11	Calendar
18	12	Forum
19	1	Pull-outs
19	2	Galleys
19	3	Layouts
19	4	Proofs

Editorial Files, August 1995

19	5	Bryce, Robert "Political Tug of War" [GOP and Hispanics]
19	6	Cole, Melanie "Thirty Under Thirty"
20	1	"Thirty Under Thirty"- Notes
20	2	Wimer, Sara "Ballet Folklorico Today"
20	3	Thomas, Irene Middleman "First Steps" [Career]
20	4	"Who's Who in Corporate America"
20	5	SER-Jobs for Progress Career Center
20	6	Latino Entrepreneur in the News
20	7	Letters
20	8	Unused letters
20	9	This Month - Spotlight and Nachos
20	10	This Month - Coast to Coast
20	11	Cars
20	12	Computers
20	13	Agenda
20	14	Travel
21	1	La Buena Vida
21	2	Reviews - Book Reviews
21	3	Reviews - Music Reviews
21	4	Avanzando
21	5	Calendar

21	6	Forum
21	7	Pull-outs

Editorial Files, September 1995

21	8	Muto, Henry Jr. "Programming Pioneers" [Hispanic Radio]
22	1	Wimer, Sara "Tejano y Más [Emilio Navaira]
22	2	Velázquez, Raquel "Angels of Mercy" [St. Jude]
22	3	Letters
22	4	Unused letters
22	5	This Month - Spotlight and Nachos
22	6	This Month - Coast to Coast
22	7	Agenda
22	8	Travel
22	9	Money
22	10	Computers
22	11	Reviews - Book Reviews
22	12	Reviews - Music Reviews
22	13	Avanzando
22	14	Moderna - Feature
23	1	Moderna - Moda
23	2	Moderna - Belleza
23	3	Moderna - Salud
23	4	Calendar
23	5	Forum
23	6	Pull-outs

Editorial Files, October 1995

23	7	Dominguez, Robert "No-Nonsense Nydia" [Nydia Velázquez]
23	8	Martinez, Yleana "Night of the Living Dead" [Calaveras]
23	9	Chorost, Michael "Jobs on the Web"
24	1	Macias, Robert "Let's Get Fiscal" [Financial Planning]
24	2	Lopez, Lalo "Power Prints" [Self-Help Graphics]
24	3	Letters
24	4	Unused letters
24	5	This Month - Spotlight and Nachos
24	6	This Month - Coast to Coast
24	7	Agenda
24	8	Computers
24	9	La Buena Vida
24	10	Travel
24	11	Cars

24	12	Reviews - Book Reviews
24	13	Reviews - Music Reviews
25	1	Avanzando
25	2	Calendar
25	3	Forum
25	4	USHCC Forum
25	5	Hispanic on Campus - Blips
25	6	Pull-outs
25	7	Page Proofs

Editorial Files, November 1995

26	1	Berghein, Kim "For Our Children's Children" [Ernest Z. Robles]
26	2	Cole, Melanie "G.I. José" [World War II]
26	3	WWII Sidebar - Aztec Eagles
26	4	WWII Sidebar - Vietnam
26	5	WWII Sidebar - Officer
26	6	Sanchez-Beswick, Martha "Grape Expectations" [Vineyards]
26	7	Menard, Valerie "Buyer's Market" [Cars]
26	8	Janette, Astrid "¡Buen Provecho!" [Thanksgiving Recipes]
26	9	Zenter, Joe "Pueblo Passage"
26	10	Latino Entrepreneur in the News
27	1	Letters
27	2	Unused letters
27	3	This Month - Spotlight and Nachos
27	4	This Month - Coast to Coast
27	5	Agenda
27	6	Computers
27	7	La Buena Vida
27	8	Travel
27	9	Career
27	10	Money
27	11	Reviews - Book Reviews
27	12	Reviews - Music Reviews
28	1	Avanzando
28	2	Calendars
28	3	Pull-outs

Editorial Files, December 1995

28	4	Macias, Robert "The Best and Worst of 1995"
28	5	Dominguez, Robert "Nuestro Maestro" [Goya exhibit]
28	6	"Hispanics on Board" [HACR Report]

28	7	Anders, Gigi “Chanteuse on the Loose”
29	1	Selena
29	2	Letters
29	3	Unused letters
29	4	This Month - Spotlight
29	5	This Month - Nachos
29	6	This Month - Coast to Coast
29	7	Cars
29	8	Agenda
29	9	Computers
29	10	La Buena Vida
29	11	Career
30	1	Reviews - Book Reviews
30	2	Reviews - Music Reviews
30	3	Money
30	4	Avanzando
30	5	Calendar
30	6	Hispanic on Campus - Student Page
30	7	Hispanic on Campus - Blips
30	8	Pull-outs
30	9	Masters