

## Voices for Justice: 200 Years of Latino Newspapers in the United States

Tags: [chicano/a hispanic\\_american latino/a mexican\\_american journalism newspapers visions\\_voices u.s.\\_hispanics spanish\\_language los\\_angeles historical\\_newspapers archival\\_collections](#)

A guide to Spanish language newspapers published in the United States and books, articles and Web resources about Chicano and Latino journalism.

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### Introduction

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### Events and News

- **Voices for Justice: 200 Years of Latino Newspapers in the United States**  
Exhibit, film screening, discussion organized by USC Prof. Felix Gutierrez
- **Visions and Voices**  
The USC Arts and Humanities Initiative

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### Search Tips

Tip 1. Examples of subjects and key words to use when searching databases and online library catalogs recommended in this LibGuide:

- Ethnic Press--United States,
- Hispanic American newspapers,
- Hispanic American journalists,
- Newspapers--United States,
- Journalism--Mexican-American border region,
- Mexican American and mass media

Tip 2. When searching in special subject databases such as the *Chicano Database* and the *Hispanic American Periodicals Index (HAPI Online)*, use only words in English or Spanish such as

- press or
- prensa or
- newspapers or
- periodicos

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### Introduction

#### Welcome to the guide to Latino and Spanish language newspapers published in the United States!

This guide is designed to help you learn more about the history and role of the Latino and Spanish-language press in the daily life and political struggles of communities in Los Angeles and throughout the United States.

It provide assistance in locating books, articles, Web, microform and printed primary sources.

The resources in this guide cover a wealth of information about the often "forgotten pages" of U.S. Latino and Spanish-language newspapers from 1808 to the present.

For questions or assistance contact [brobinso@usc.edu](mailto:brobinso@usc.edu)

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### Selected Online Newspapers and Databases

See also the subsection in this guide under the tab above: "Find Web Resources: Find Newspapers on the Web."

- **El Clamor Publico, 1855-1859**  
The first Spanish language weekly newspaper in Los Angeles, California, after the Treaty of Guadalupe Hidalgo was signed. Search or browse for it in USC's Digital Library. Here is the direct link.
- **Hispanic American Newspapers, 1808-1980**  
From Readex Newsbank, this collection contains many Fulltext Spanish language newspapers from 22 states in the United States. Searchable by dates and "eras", article types, languages, place of publication, and newspaper title.
- **Ethnic NewsWatch**  
An interdisciplinary, bilingual (English and Spanish) and comprehensive full text database of the newspapers, magazines and journals of the ethnic, minority and native press. Designed to provide the "other side of the story." ENW titles offer additional viewpoints from those proffered by the mainstream press.
- **Ethnic NewsWatch: History**  
Provides the historical foreground to the ethnic, minority, and native press content in Ethnic NewsWatch, with over 300,000 full-text articles dating from 1959-1989. Pivotal events in these decades are covered - the civil rights struggle, Vietnam War protests, dramatic changes in immigration law and more.
- **California Newspaper Project**  
A bibliographic database of nearly 9,000 California newspapers held in California libraries, including many related to Chicano and Latino studies. Indicates location.
- **JSTOR**  
Search for articles about the Spanish language press in the United States. Use terms in English or Spanish.

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### Related Research Guides

- [Chicano and Latino Studies](#)
- [Journalism](#)

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- prensa or
- newspapers or
- periodicos

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### Beyond USC: Search Other Book Databases

- WorldCat Database
- Latinos and the Media Bibliographic Database

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### Request a book from another library (ILL)

Username:

Password:

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### Books related to the US Latino press

Cover Art

#### Communication and democracy: Exploring the Intellectual Frontiers in Agenda-setting Theory

ISBN/ISSN: 0805825541

See the chapter by America Rodriguez entitled "Cultural agendas: The case of Latino-oriented media."

#### Cubans and Mass Media in South Florida

Cover Art

#### Culture of Collusion: an Inside Look at the Mexican Press.

ISBN/ISSN: 1574540122

See chapter by America Rodriguez entitled Televisa North: Spanish-Language News in the United States.

#### Escribir en prensa - Benavides Ledesma, Jose Luis

Cover Art

#### Ethnic Press in America: a historical analysis and handbook

ISBN/ISSN: 0313238790

See chapter entitled The Mexican American Press, by Carlos E. Cortes.

#### Handbook of Hispanic Cultures in the United States.

See vol. 1 Literature and Art for the article "The Spanish-language and Latino Press of the United States: Newspapers and Periodicals" and vol. 3 Sociology for the article "Mass Communications and Hispanics."

#### Hispanic Media, USA

Cover Art

#### Hispanic Periodicals in the United States, origins to 1960 : a brief history and comprehensive bibliography. - Nicolas

Kanellos and Hlevetia Martell.

ISBN/ISSN: 1558852530

Cover Art

#### Latino Looks: images of Latinos and Latinas in the U.S Media

ISBN/ISSN: 0813327652

#### Making Latino News: race, language and class - Rodriguez, America

Cover Art

#### Outsiders in 19th-century press history: multicultural perspectives.

ISBN/ISSN: 0879726881

Cover Art

#### Pluralizing Journalism Education: a multicultural handbook

ISBN/ISSN: 0313285926

See chapter entitled The Latino Press in America, by Carlos E. Cortes

Cover Art

#### Race, Multiculturalism and the Media: From Mass to Class Communication

ISBN/ISSN: 0803946295

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## Article Quick Search



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## Request a journal article from another library (ILL)

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Password:

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Use ILL to request copies of articles in journals not held by the USC Libraries.

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## Find Articles related to the US Latino press

Search these specialized databases for journal articles in English and Spanish about Spanish language newspapers in the U.S. and Latinos and the media.

See also an article by [USC Prof. Felix Gutierrez](#) entitled "Reporting for La Raza: The History of Latino Journalism in America," *Agenda* 8.4 (1978), 29-35. The journal is located in Grand Library and can be page in HOMER the online catalog. The call number is HC59.7.A742.

- **Chicano Database**  
Do a search query in this database using the key words "prensa or newspapers" to find more than forty books and articles.
- **Ethnic NewsWatch: History**  
Ethnic NewsWatch: History provides the historical foreground to the ethnic, minority, and native press content in Ethnic NewsWatch, with over 300,000 full-text articles dating from 1959-1989. Pivotal events in these decades are covered, including the civil rights struggle, Vietnam War protests, dramatic changes in immigration law, trickledown economics, and the status of migrant workers.
- **HAPI Online**  
Contains core journals in the humanities and social sciences from and about Latin America and related to Chicano and Latino studies. Some fulltext.
- **JSTOR**  
Search for articles about the Spanish language press in the United States using terms in English or in Spanish, such as "prensa" and "Estados Unidos."
- **Latinos and the Media Bibliographic Database**  
Contains an annotated bibliography of articles from magazines, academic journal articles, and newspaper stories related to this topic. Search by author, title, source type, and topic.

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## General Journalism and Communications Databases

Search these databases to find more articles related to Chicano and Latino media and newspapers.

- **Communication & Mass Media Complete** ★★★★★  
Full text journals in communication and mass media
- **Sage Premiere** ★★★★★  
Full text of many communication journals, including Communication Research, Games & Culture, Global Media & Communication.
- **Academic OneFile** ★★★★★  
Scholarly and popular periodicals from the 1980's to the present.

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#### Find Newspapers at USC



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##### Search Keyword(s)

in  
words or phrase

##### Limit by

Library:

ALL

Location:

ANY

Language:

ANY

Format:

AV Materials

Year published:

##### Sort by

Newest to Oldest

Search

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#### US Latino Newspapers: Microfilm and Hardcopy

Most of these primary resources, with two exceptions, are located in the Boeckmann Center for Iberian and Latin American Studies. To view them inquire at the Special Collections Reference Desk, on the second floor of Doheny Library, or send email to [brobinso@usc.edu](mailto:brobinso@usc.edu) make an appointment with the Librarian.

##### Chicano Studies Library Serial Collection [microfilm]

A large collection of mainly Chicano journals, newspapers, newsletters, etc from the 1970s to present. The complete collection of the microfilm is available in the Boeckmann Center for Iberian and Latin American Studies, Special Collections Dept.

##### De Norte a Sur (New York) [microfilm]

Uruguayan and Argentine immigrant weekly. Distributed on the West Coast. Some hardcopy issues available.

##### La Opinion (Los Angeles) [microfilm]

Holdings from 1926 to 1993. Page from Grand Library.

See also the article by Francine Medeiros, "La Opinion, a Mexican exile newspaper: a content analysis of its first years, 1926-1929" in the journal *Aztlan*, v.11, no. 1 (Spring, 1980), pgs. 65-87. Also available online at USC.

##### La Raza (Los Angeles) [microfilm]

Mexican American/Chicano newspaper. Page from Grand Library.

##### 20 de Mayo (Los Angeles) [microfilm]

Cuban exile weekly. Some hardcopy issues available also.

##### Monimbo (Los Angeles)

Nicaraguan immigrant weekly. Some hardcopy issues available.

##### La Voz Libre (Los Angeles) [microfilm]

Cuban exile weekly. Some hardcopy issues available also.

##### Los Tiempos (Washington DC, Virginia, Maryland)

One issue available with headline "Obama proclama el mes de la Herencia Hispana" Ano 8, no. 343, Sept 18-24, 2009.

##### El Tiempo Latino (Washington DC)

Publication of the Washington Post. One issue available, ano 18, no. 38, Sept 18, 2009.

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### Find Web Resources

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#### Web Resources related to the US Latino press

- [CCNMA: Latino Journalists in California](#)  
This site promotes diversity in the news media by providing information on scholarships and other resources for Latinos pursuing careers in the news media.
- [Latinos and Media Project \(LaMP\)](#)  
The mission of this site is to serve as a guiding light for information and resources about a variety of issues related to Latinos and the Media. It highlights people, media, organizations, institutions, and events that illustrate the growth of Latinos in various communication arenas in the United States, Latin America, and other parts of the world.
- [Special Report: National Hispanic Heritage Month](#)  
In honor of National Hispanic Heritage Month, September 15 to October 15, this wealth of articles in both Spanish and English illuminates Hispanic culture and important issues, events, leaders and personalities
- [USC Annenberg School of Communications](#)  
Communications, Journalism, Public Diplomacy and Public Relations.
- [Voices for Justice](#)  
See a timeline of the key dates related to the Spanish language press in the U.S.

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#### Find Newspapers on the Web

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#### Latino News & Blogs

- [Latino USA Blog](#)
- [La Plaza \(LA Times Blog\)](#)
- [USC's El Centro Chicano E-Newsletter](#)

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#### Newspapers on the Web

- [El Clamor Publico \(Los Angeles\)](#)  
Search or browse for it in USC Libraries' Digital Library.
- [El Diario \(New York\)](#)
- [Hispanic PR Wire](#)
- [El Mensajero \(San Francisco\)](#)
- [La Opinion \(L.A\)](#)
- [La Prensa \(Orlando y Tampa, Florida\)](#)
- [La Prensa Hispana \(Indio, Calif.\)](#)
- [La Prensa \(San Diego\)](#)
- [La Raza \(Chicago\)](#)
- [Rumbo \(San Antonio, Houston y Valle, Texas\)](#)
- [Los Tiempos \(Washington DC, Virginia, Maryland\)](#)

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Location:

ANY

Language:

ANY

Format:

AV Materials

Year published:

##### Sort by

Newest to Oldest

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#### Videos and DVDs

- **Chicano!: History of the Mexican American Civil Rights Movement**

This is a four part PBS television documentary from 1996. Each part is a one-hour episode. The first episode covers the murder of the Los Angeles journalist Ruben Salazar.

- **Hispanics in the Media**

DVD. Originally broadcast in 1994 as a segment of the television program: Hispanic Americans : the new frontier. Explores the current role of Hispanics in the media, including interviews with Geraldo Rivera, Moctesuma Esparza, David Valdez, Rita Moreno, Elizabeth Pena, Jimmy Smits and Isiah Morales. Also discussed is the potential growth in Hispanic media markets.

- **Voices for Justice: the Enduring legacy of the Latino Press in the U.S.**

A documentary film in progress. See the trailer on Facebook.

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### Data from Somos Primos

## 27 KEY THINGS TO REMEMBER ABOUT HISPANIC PRINT

### 7 things to remember about the POWER of Hispanic Print:

94% of the readers of Hispanic Print say their newspaper is the BEST or a GOOD source of local news.

The average age for the readers of Hispanic newspapers is 33.5 - identical to Univision!  
Hispanic Print generated \$1.57 BILLION in ad revenue in 2007 o up from \$151 MILLION in 1990!

In the USA today only 24% of the households are a married couple with kids; it's 36% for Hispanics overall; Hispanic Print delivers 63%.

Hispanic newspapers employed 10,735 people and Hispanic magazines another 5,010  
Foreign born readers of Hispanic newspapers are the most likely to become citizens.  
94% of the readers of Hispanic Print say their newspaper is the BEST or a GOOD source for shopping information

### 3 things to remember about the FREQUENCY of Hispanic Print:

There's 30 daily Hispanic newspapers - up from 14 in 1990 There's 378 weekly Hispanic newspapers - up from 152 in 1990 There's 521  
Hispanic magazines - up from 177 in 1990.

### 7 things to remember about the REACH of Hispanic Print:

54% of the USA's Hispanic households use one or more Hispanic newspaper weekly  
The combined circulation of local Hispanic newspapers and magazines is 17 million  
This is reflective for over 600 Hispanic newspapers and local magazines  
146 of these publications, with a combined circulation of 4.4 million, are bilingual - evolving as their audience evolves  
Hispanic publications are widely used in 44 states; 108 DMAs; 163 MSAs  
In Southern California alone there's 128 Hispanic newspapers and 88 local magazines  
The 172 Hispanic newspapers and local magazines have a combined circulation of 9.8 million

### 6 great Podcasts to subscribe to (all FREE):

Ad Age Video (3 minutes daily)  
Hispanic Marketing 101 (5-10 minutes weekly)  
Fitz & Jen (Editor & Publisher (10 minutes weekly)  
Association of Hispanic Advertising Agencies (40 minutes monthly)  
LatinCast (5-15 minutes weekly)  
Harvard Business IdeaCast (10 minutes weekly)  
2 things to remember about Zip Codes:  
There's over 43,000 zip codes in the USA  
59% of all Hispanics live in only 1,147 of these zip  
codes with over 2,500 Hispanic households

### 1 great Newsletter to subscribe to (FREE):

Hispanic Marketing 101, sign UP at [www.HM101.com](http://www.HM101.com)

### 1 Finally Thing To Remember:

#### HISPANIC PRINT IS EASY TO USE.

Call up your local Hispanic newspaper or call Latino Print Network

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