

PCNY Luncheon

Top editors from leading trend/style publications:

November 13, 2002

Javier Castaño, News Director, Hoy

Good afternoon, thank you for inviting me. It is my pleasure. My name is Javier Castaño, and I'm the News Director of Hoy newspaper, which basically is the fastest-growing newspaper, Latin newspaper in the United States. Last year we grew 34% so we are growing and growing every single day. It's in Spanish and we cover basically the New York Metropolitan area. We are strong on Long Island because we are part of the Chicago Tribune Company and also Newsday. We are a subsidiary of Newsday. So we are very strong in Long Island but we are also growing pretty strong in New Jersey, we are opening offices there, and in the 5 boroughs. And basically our pocket is the Latino community, and who are they—Colombians who live in Jackson Heights, Dominicans who live on Corona and other parts of town, Washington Heights, the Puerto Ricans have been here longer and the Mexicans who are coming to New York in the last 10 years are also very important to us. Our circulation is about 80,000 every day. We are basically beating the competition. Our paper started 12 years ago. We started in a small office in New Jersey and then we moved to Queens and now we are based in Madison Square Garden on 31st Street. And we have different sections of the paper. Monday we have Education and we have also Immigration. On Tuesday we have the Travel section, Wednesday we have Health, today we have a big story in our paper about that, Thursday we have Style and Friday we have something that we call "Viva Hoy"-- all the entertainment news—and we also have _____Features oriented stories.

The best way to contact our paper is, because we are not that sophisticated, we don't have that many people working in our news room, is to write short, get right to the point. And if you can do it in Spanish, that would work better because some of our reporters don't speak very much English and it's difficult for us to translate sometimes.

Please know the right reporter to send the press release or the picture. Because sometimes I receive calls from many organizations saying, "The press release that I sent you last week, do you think that it's interesting?" And I say that we already published that information 2 days ago. And they say, "Oh, can you get a copy for me and put it in the mail?" So that's terrible because we don't have a lot of people to do that. So please keep track of the paper and the right reporter to send the information to.

Basically, that's all. I have some copies of how to contact our paper and the writers and for different sections.

Thank you.