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Local publication ignores digital trend with print launch

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By: Jenna Hiller

At a time when publications are calling it quits with print, one local online publication is launching a print edition.

Until now, [Latinitas](#) has been an online-only publication for Latina girls.

This week, 25,000 copies of the new print version will come out in Austin and San Antonio.



The teen journalists behind the scenes of *Latinitas* are excited about the first print copy due out this week.

Geneva Diaz has been a teen reporter for *Latinitas* for the past three years.

She's proud to see the publication go from online to print.

"It's a big statement," Diaz said. "It shows that we grew and we went somewhere with this. I like having something in my hand to read that I know, 'Wow, I did this.'"

Latinitas is just as important to Diaz's mother, Bebe Benites.

She said when she was growing up in East Austin she didn't have a magazine like *Latinitas* that she could read, much less help create.

"This would be something I'd be looking forward to every month or whenever it would come out," Benites said. "I would probably pin it on my wall, because I'd be so proud of it."

She thinks having the new magazine in-hand will mean even more to girls like her daughter.

But, *Latinitas* didn't just start the new format to give girls something to hold. They weren't able to reach enough of their target audience with the online version.

The *Latinitas* founders said about 90 percent of their program's participants don't have a computer at home, so the print version should increase their audience.

Laura Donnelly, a founding editor, said some of the girls who write for the online magazine are not able to show their work to their parents or peers.

"We are decades into the digital age, and they don't have a computer at home, or

Web Extra



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if they do, they don't have consistent Internet access," she said.

Of course, printing a free magazine is much more expensive than publishing online.

But unlike the newspapers that are stopping the printing press, *Latinitas* is a nonprofit organization.

Donnelly said being a nonprofit, and serving an under-served group, helps pay the bills.

"Our audience is large, and our audience is starved for what we're doing, and so the community is behind it as well," she said.

Benites hopes the community continues to support *Latinitas*, so more girls like her daughter can have what she didn't have.

"There's nothing like having a print in your hand to touch," she said.

Latinitas will be available in *El Mundo* newspaper and at Latino businesses in Austin and San Antonio.

Depending on its success, *Latinitas* hopes to publish quarterly.

Latinitas overview



Latinitas is a nonprofit organization focused on informing, entertaining, and inspiring young Latinas to grow into healthy, confident, and successful Latinas.

MISSION: To empower Latina youth through media and technology.

VISION: That all Latinas are Strong and Confident in Their Image.

Source: *Latinitas* Web site

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