

**Listen! Explore! Discover!**

## Activities and Resources

What is *Latin Music USA*? It's Carlos Santana, Gloria Estefan, Tito Puente, Selena, Shakira, Marc Anthony, Los Lobos. Irresistible rhythms, the beat of a conga drum, and the lively accordions of Tejano. It's all of this and much, much more. Discover the fascinating fusions of music, language and culture that have propelled Latin music to the top of the US charts.



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USA**

## It's Gonna Move You

**Watch *Latin Music USA***

**Monday, October 12, and Monday, October 19  
9pm/8pm CT on PBS**

check your local listings

[pbs.org/latinmusicusa](http://pbs.org/latinmusicusa)

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Visit the *Latin Music USA*  
Web site to hear the music,  
watch videos and learn more  
about the music and artists  
featured in the show.

*Latin Music USA* can be viewed online  
after October 19, 2009

Please note: Some episodes deal with  
mature themes that may not be suitable  
for all audiences.



**Latin Music USA will be  
available on DVD this Fall  
at ShopPBS.org.**



# What is *Latin Music USA*?



## 1. Bridges

A new wave of music and dance styles—Latin jazz, the mambo, and the cha cha chá—sweep across the nation from New York City to San Francisco. Latin music influences rock and roll and rhythm and blues through the 1960s.

## 2. Salsa

In New York City, Puerto Rican and other Latino musicians blend Cuban and Puerto Rican rhythms with soul and jazz to create the popular salsa sound.



## 3. The Chicano Wave

A new generation of Mexican Americans raised on rock, rhythm and blues, and country and western music express their cultural identity through Chicano rock, Latin rock, Tejano, and the Norteño (northern) sound.

## 4. Divas and Superstars

In the 1980s and 1990s, Latin pop explodes on to the national scene fueled by chart-topping songs from dynamic artists and inventive producers. At the turn of the century, reggaetón, a hot new sound with the style and swagger of hip-hop, speaks to young Latinos.



# The Sounds and Voices of *Latin Music USA*

What's the difference between mambo and cha cha chá? Who is Daddy Yankee? Are all Latin pop songs performed in Spanish? Find the answers here as you discover the artists and music of *Latin Music USA*.



## Latin Jazz (Afro-Cuban Jazz)

In the 1940s, Cuban musicians living in New York City performed with renowned African American bandleaders such as Duke Ellington and Dizzy Gillespie. They began to mix Cuban rhythms and instruments with American jazz riffs, creating an exciting new sound that is still popular today.

### FEATURED ARTISTS

Mario Bauzá  
Cándido Camero  
Dizzy Gillespie  
Machito and His Afro-Cubans  
Chano Pozo

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear the Latin jazz classic "Manteca" performed by Cuban conga player Chano Pozo and Dizzy Gillespie. Select **Explore the Music**, then **Latin Jazz/Listen**.

*Jazz great Dizzy Gillespie was one of the originators of Latin jazz.*

## Mambo and Cha Cha Chá

These two styles of Cuban dance music were wildly popular during the 1950s and 1960s. First came the fast-paced mambo, the music of choice at New York City's famous Palladium Ballroom. There, enthusiastic crowds danced to the beats of legendary bandleaders. Eventually mambo gave way to the slower and easier-to-dance-to rhythms of the cha cha chá.

### FEATURED ARTISTS

Israel 'Cachao' Lopez  
Orestes Lopez  
Machito and His Afro-Cubans  
Dámaso Pérez Prado  
Tito Puente  
Tito Rodríguez

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear "Mambo #5" by bandleader Dámaso Pérez Prado. Select **Explore the Music**, then **Mambo/Listen**.

*Several early rock and roll hits are based on Latin rhythms. For example, the classic hit 'Louie Louie' is based on a cha cha chá.*





## Salsa

Salsa is not only a spicy sauce. It's also a popular Latin music and dance style known for its high-energy, hip-swaying rhythms and exciting turns. In the late 1960s, innovative Latino musicians in New York City created the sound from a mix of Puerto Rican and Cuban rhythms, soul, and jazz. Salsa's popularity soon spread to Latin America and beyond. Today, people from all corners of the globe move to salsa's infectious beat.

### FEATURED ARTISTS

Marc Anthony  
Rubén Blades  
Willie Colón  
Celia Cruz  
Tite Curet Alonso  
Fania All Stars  
Cheo Feliciano  
Larry Harlow  
La India  
Héctor Lavoe  
Johnny Pacheco  
Eddie Palmieri  
Arsenio Rodríguez  
Yomo Toro

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Héctor Lavoe sing the salsa anthem "Mi Gente." Select **Explore the Music**, then **Salsa/Listen**.



## Chicano Rock

In 1958, a 17-year-old Mexican American from Pacpima, California, named Ritchie Valens became a rock and roll sensation almost overnight. With the hit songs "La Bamba" and "Donna," he paved the way for Chicano rock bands including Tierra and Los Lobos, whose music became a part of Chicano identity. In the late 1960s, Mexican-born guitarist Carlos Santana captured the world's attention with his unique blend of rock, blues, and Afro-Cuban jazz.

### FEATURED ARTISTS

Cannibal & the Headhunters  
El Chicano  
Little Joe and the Latinaires  
Los Lobos  
The Premieres  
Question Mark and the Mysterians  
Sam the Sham and The Pharaohs  
Carlos Santana  
Tierra  
Ritchie Valens

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Ritchie Valens sing the Chicano rock classic "La Bamba." Select **Explore the Music**, then **Chicano Rock/Listen**.

*During his eight-month singing career, Ritchie Valens scored four hit songs before he died in a plane crash along with rock and roll legends Buddy Holly and The Big Bopper.*

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Tigres del Norte © 2007 Fonovisa Records

## Norteño

Created in northern Mexico, and based on rural folk music and European polka rhythms, Norteño is popular with recent Mexican immigrants who identify with the heartfelt ballads about the migrant experience. Part of Norteño's distinctive sound comes from the accordion and the *bajo sexto*, a type of 12-string guitar.

### FEATURED ARTIST

Los Tigres del Norte

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Los Tigres del Norte perform “De Paisano a Paisano.” Select **Explore the Music**, then **Norteño/Listen**.



## Tejano

Tejano refers to a Texan of Latino descent. Tejano is also a style of music from central and southern Texas based on the accordion and horns of Norteño. Today, electric guitars, keyboards, and drums give the style a more modern sound.

### FEATURED ARTISTS

Max Baca  
Freddy Fender  
Flaco Jiménez  
Santiago Jiménez  
Little Joe y La Familia  
Los Lobos  
Selena

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Tejano sensation Selena Quintanilla-Perez sing “Amor Prohibido.” Select **Explore the Music**, then **Tejano / Listen**.

*Selena's powerful vocals and unique style earned her the title “Queen of Tejano.”*



## Latin Pop

Some of the most well-known songs in the U.S. come from the world of Latin pop. Megastars such as Gloria Estefan, Ricky Martín, and Shakira are favorites of audiences around the globe. A mix of catchy pop tunes combined with Latin rhythms, Latin pop songs are sung in Spanish, English, or a mix of the two.

### FEATURED ARTISTS

Marc Anthony  
Emilio Estefan  
Gloria Estefan and Miami Sound Machine  
Jennifer Lopez  
Ricky Martin  
Shakira

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Gloria Estefan and Miami Sound Machine perform their hit song “Conga.” Select **Explore the Music**, then **Latin Pop/Listen**.



## Reggaetón

The fresh, driving beats of reggaetón come from a mix of fast-paced Jamaican reggae with Latin rhythms, contemporary rhythm and blues, hip-hop, and Spanish rap. Many popular reggaetón artists are from Puerto Rico, but the sound is a source of pride and identity for young Latinos across the country.

### FEATURED ARTISTS

Tego Calderón  
Daddy Yankee  
Pitbull

### LISTEN UP!

Visit [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa) to hear Daddy Yankee sing his breakout hit “Gasolina.” Select **Explore the Music**, then **Reggaetón/Listen**.

# Activities for Friends and Families

## Latin music live

Look for Latin music concerts and performances that your family and friends can experience and enjoy together. Check the event listings in the newspaper and at your community center. Also check nearby colleges and universities. Watch for events during Hispanic Heritage Month (September 15–October 15).

## One-two cha cha chá

Can you mambo? Want to learn how to salsa? Take a class at a dance studio or local community center. You may even find a parent-child salsa class! Or visit a Web site such as [www.justsalsa.com](http://www.justsalsa.com) to learn the steps to these popular dances.

## Family band

Use household items to make drums and maracas. The bottoms of empty pots and boxes are great for banging out a beat. Try using wooden spoons and unsharpened pencils as drumsticks. Make maracas by filling empty plastic bottles with dried beans, paper clips, or grains of uncooked rice. Screw on the bottle tops and shake, shake, shake!

## Draw to the beat

You'll need blank paper, art supplies, and two different types of Latin music. Try listening to mambo and salsa, or Tejano and Latin jazz—examples of each are available on the *Latin Music USA* Web site ([pbs.org/latinmusicusa](http://pbs.org/latinmusicusa)). Encourage your child to listen to the rhythm of the music as he or she draws or colors. When your child is done, change the music and provide paper for your child to do a second drawing. Talk about the music and the drawings. How do they compare?

## Fabulous fiesta!

Host a potluck featuring Latin foods, music, and dance. Ask guests to bring their favorite Latin music and dish—anything from *quesadillas* to *arroz con pollo*. Jump-start the party with this recipe for guacamole, a popular Mexican dip made from avocados.

- |                              |                                      |
|------------------------------|--------------------------------------|
| 2 avocados                   | ½ tomato, chopped                    |
| ½ lemon, juiced              | ½ tablespoon fresh cilantro, chopped |
| 2 tablespoons onion, chopped | ½ mango, diced (optional)            |
| ½ teaspoon salt              | 1 chili pepper, chopped (optional)   |

Cut the avocados in half and remove the pits. Scoop out the pulp into a small bowl, then mash with a fork. Stir in lemon juice, chopped onion, salt, tomato, and cilantro. If you'd like, stir in diced mango for a tropical twist or add a spicy kick with a chopped chili pepper. Mix well and serve.





# Books and Music for Kids

Here are great books and recordings to get kids moving to a Latin beat.

## Picture Books

***De Colores and Other Latin-American Folk Songs for Children*** by José-Luis Orozco (Puffin, 1994)

This collection of favorite Latin American folk songs includes background notes and suggestions for musical games. A separate music CD is available.

AGES 2-8 • BILINGUAL

***Drum, Chavi, Drum! ¡Toca, Chavi, toca!***  
by Mayra L. Dole (Children's Book Press, 2003)

Chavi wants to play the *congas* at a local festival in Miami. When everyone tells her that only boys should play drums, she proves them wrong. AGES 4-8 • BILINGUAL

***Grandma's Records*** by Eric Velasquez (Walker, 2004)  
Also available in Spanish as ***Los discos de mi abuela*** (Lectorum, 2002)

Eric will never forget his summer in New York's Spanish Harlem dancing with his Grandma to *merengue*, *plena*, and other music from her youth in Puerto Rico. At a special concert, he learns that "sometimes a song can say everything that is in your heart." AGES 4-10

***Mi música/My Music***  
by George Ancona (Scholastic, 2005)

Meet three kids living in New Mexico: Janira is learning to sing and dance Spanish flamenco; Jovita plays violin in a mariachi band and sings Mexican rancheras; and Juan Julián plays salsa percussion. AGES 4-8 • BILINGUAL

***My Name Is Celia/Me llamo Celia***  
by Monica Brown (Luna Rising, 2004)

Vibrant words and art tell the story of Celia Cruz, the Cuban-born singer who would become known as the "Queen of Salsa." AGES 4-8 • BILINGUAL

***Salsa*** by Lillian Colón-Vilá (Piñata Books, 1998)

After her family teaches her how to play and dance to salsa music, Rita dreams of becoming a salsa bandleader.

AGES 4-8 • BILINGUAL

## Biographies For Older Readers

***Carlos Santana*** by Loise Chipley Slavicek (Chelsea House, 2006)

This book explores the life of the legendary Mexican American guitarist and rock star. AGES 9-15

***Daddy Yankee*** by Nat Cotts (Mason Crest, 2007)

This biography tells the story of one of the biggest names in reggaetón. AGES 9-12

***Gloria Estefan*** by Jane Phillips (Chelsea House, 2001)  
A profile of the Cuban American singer and Latin pop icon. AGES 9-15

***Selena*** by Veda Boyd Jones (Chelsea House, 2001)  
A look at the life of the beloved Tejano music singer. AGES 9-12

***Shakira*** by Rebecca Thatcher Murcia (Mitchell Lane, 2008)  
Presents the story of the world-famous Colombian singer-songwriter. AGES 9-15

***Tito Puente*** by Mary Olmstead (Raintree, 2005)  
A look at the life and career of the influential Latin jazz bandleader. AGES 9-12

## Turn It Up Music for Children

***Cada niño/Every Child***  
by Tish Hinojosa (Rounder, 2006)

***Fiesta Musical: A Musical Adventure Through Latin America for Children***  
by various artists (Music for Little People, 1994)

***Latin Playground***  
by various artists (Putumayo World Music, 2002)

***¡Nueva York!***  
by Dan Zanes and Friends (Festival Five, 2008)

***Papa's Dream***  
by Los Lobos (Music for Little People, 1995)

***The Rough Guide to Latin Music for Children***  
by various artists (World Music Network, 2005)



# Selected Web Sites, Films and Books

Check out these resources for more about Latin music in the United States. Visit the Web site at [pbs.org/latinmusicusa](http://pbs.org/latinmusicusa).

## Web sites

### Batanga • [batanga.com/en](http://batanga.com/en)

Watch and listen to the latest Latin videos and music.

### Billboard en español • [billboardenespanol.com](http://billboardenespanol.com)

Visit the Web site for the country's leading music industry magazine (in Spanish).

### Descarga • [descarga.com](http://descarga.com)

Find information about Latin music recordings from early Latin jazz to current hits.

### Latin Beat • [latinbeatmagazine.com](http://latinbeatmagazine.com)

Read the latest news from the world of Latin music.

### Latin Grammys • [grammys.com/latin](http://grammys.com/latin)

Get news and information about the annual Latin Grammy Awards.

### People en Español • [Peopleenspanol.com](http://Peopleenspanol.com)

Visit *People* magazine's Spanish-language site with exclusive features about the *Latin Music USA* series.

### Smithsonian Latin Jazz • [smithsonianjazz.org/latinjazz/latinjazz\\_start.asp](http://smithsonianjazz.org/latinjazz/latinjazz_start.asp)

Take a look at the Smithsonian's traveling Latin jazz exhibit.

## Films

### DOCUMENTARIES AND PERFORMANCES

#### *Calle 54* 2000, dir. Fernando Trueba

Latin jazz greats play together at a New York City recording studio. G

#### *Chulas Fronteras and Del Mero Corazón*

2003, dirs. Les Blank and Chris Strachwitz  
Two films, produced in 1976, explore Texas-Mexican culture through its music, including early Tejano and Norteño. NOT RATED

#### *Los Lonely Boys: Cotton Fields and Crossroads*

2006, dir. Hector Galán  
This documentary features the Grammy Award-winning trio of brothers from Texas who play a mix of Mexican folk and rock music. PG

#### *A Night in Havana: Dizzy Gillespie in Cuba*

1988, dir. John Holland  
This film highlights Dizzy Gillespie's performance at the Fifth International Jazz Festival in Havana. NOT RATED

#### *Our Latin Thing* 1972, dir. Jerry Masucci

This documentary featuring the Fania All Stars captures Latino life in New York City during the early days of salsa. NOT RATED

### FEATURE FILMS

#### *Crossover Dreams*

1985, dir. Leon Ichaso  
Rubén Blades plays an up-and-coming salsa singer with hopes of crossover success. NOT RATED

#### *El Cantante* 2007, dir. Leon Ichaso

Marc Anthony stars as salsa-legend Héctor Lavoe. R

#### *La Bamba* 1987, dir. Luis Valdez

Los Lobos performs the music in this film about Ritchie Valens's rise to rock and roll fame before his tragic death. PG-13

#### *The Mambo Kings* 1992, dir. Arne Glimcher

This story of two brothers who leave Cuba to find fame in New York City is based on Oscar Hijuelos' Pulitzer Prize-winning novel, *The Mambo Kings Play Songs of Love*. R

#### *Selena* 1997, dir. Gregory Nava

Latin pop star Jennifer Lopez plays the popular Tejano singer. PG



## Books for Adults and Young Adults

### ***Afro-Cuban Jazz***

by Scott Yanow (Miller Freeman Inc., 2000)

This is a collection of biographies about notable Afro-Cuban jazz artists with notes on selected recordings.

***Land of a Thousand Dances: Chicano Rock 'n' Roll from Southern California*** by David Reyes and Tom Waldman (University of New Mexico Press, 1998)

This history tells the stories of the artists who created and play Chicano rock.

***The Latin Beat: The Rhythms and Roots of Latin Music from Bossa Nova to Salsa and Beyond***

by Ed Morales (Da Capo Press, 2003)

A look at the impact of the Latin sound in the United States and throughout the Spanish-speaking world.

***Latin Jazz: The Perfect Combination/ La combinación perfecta*** by Raúl Fernández

(Chronicle, 2002)

This companion book to the Smithsonian exhibit on Latin jazz follows the music from the Caribbean to New Orleans to New York. It includes photos from the exhibit.

BILINGUAL

***¡Música! The Rhythm of Latin America: Salsa, Rumba, Merengue, and More*** by Sue Steward

(Chronicle Books, 1999)

Discover Latin rhythms heard around the world and the artists who play them.

***Oye Como Va!: Hybridity and Identity in Latino Popular Music*** by Deborah Pacini Hernández

(Temple University Press, 2010)

This book explores the major musical genres performed and enjoyed by U.S. Latinos since the 1960s, from salsa and merengue to Norteño, rap, and reggaetón, as well as the musical fusions produced by more recent immigrants such as Dominicans and Colombians.

***Reggaeton*** edited by Raquel Rivera, Wayne Marshall, and Deborah Pacini Hernández  
(Duke University Press, 2009)

A variety of voices, from celebrated Puerto Rican rapper Tego Calderón to noted professor Juan Flores, look at the history, impact, and future of this important new music.

***Sounding Salsa: Performing Latin Music in New York City*** by Christopher Washburne

(Temple University Press, 2008)

Washburne, a professor and noted musician, blends stories from his salsa days with a serious look at the rise of salsa music in New York City.

***Voices of Latin Rock: The People and Events That Created This Sound*** by Jim McCarthy with Ron Sansoe  
(Hal Leonard, 2004)

A rock insider looks at Santana, Malo, and other Latin rock bands and artists from the 1960s and 1970s.



## Latin Music Reaches New Heights

On February 14, 2008, *In the Heights* opened on Broadway in New York City. This musical by Lin-Manuel Miranda, a New Yorker of Puerto Rican heritage, features a dynamic blend of salsa, hip-hop, and merengue. The musical is about the daily struggles and triumphs of residents of Washington Heights, a predominately Dominican area of New York City. *In the Heights* won four Tony Awards, including Best Musical. Visit [intheheightsthemusical.com](http://intheheightsthemusical.com).

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# Latin Music USA Quiz

How much do you know about Latin music? Take this quiz to find out!

**1. Which musician was one of the founders of Latin jazz?**

- a. Duke Ellington
- b. Miles Davis
- c. Dizzy Gillespie
- d. Carlos Santana

**2. The classic rock and roll hit “Louie Louie” is based on which Latin music style?**

- a. cha cha chá
- b. Tejano
- c. Chicano rock
- d. salsa

**3. What is salsa?**

- a. a dance style
- b. a spicy sauce
- c. a music style
- d. all of the above

**4. Which instrument is not a part of the Tejano sound?**

- a. guitar
- b. accordion
- c. congas
- d. trumpet

**5. Who is the “Queen of Salsa”?**

- a. Selena
- b. Celia Cruz
- c. Shakira
- d. Gloria Estefan

**6. Which Latin pop singer had a #1 hit with the song “Living La Vida Loca”?**

- a. Marc Anthony
- b. Ricky Martin
- c. Tito Puente
- d. Pitbull

**7. Which music style is Daddy Yankee known for?**

- a. salsa
- b. reggaetón
- c. Latin pop
- d. Chicano rock

**8. Where was the famous Latin jazz bandleader Tito Puente born?**

- a. New York City
- b. Puerto Rico
- c. Havana
- d. Miami

**9. Which band is not a Chicano rock band?**

- a. Los Tigres del Norte
- b. Cannibal and the Headhunters
- c. Little Joe y La Familia
- d. Sam the Sham and the Pharoahs

**10. Which city is the capital of Latin pop?**

- a. New York
- b. San Antonio
- c. Los Angeles
- d. Miami

ANSWERS: 1-C, 2-A, 3-D, 4-C, 5-B, 6-B, 7-B, 8-A, 9-A, 10-D

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