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.

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)
What’s Inside

The Sounds and Voices of *Latin Music USA*
page 3

Activities for Friends and Families
page 7

Books and Music for Kids
page 8

Selected Web Sites, Films and Books
page 9

*Latin Music USA* Quiz
page 11

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[pbs.org/latinmusicusa](http://pbs.org/latinmusicusa)
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.
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.
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 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 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 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 Pacoima, 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 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.
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 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 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 Martin, 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 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 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 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). 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 lemon, juiced
2 tablespoons onion, chopped
½ teaspoon salt

½ tomato, chopped
½ tablespoon fresh cilantro, chopped
½ mango, diced (optional)
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.

**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**

*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 JuanJulián plays salsa percussion. **AGES 4–8 • BILINGUAL**

*Selena* by Jane Phillips (Chelsea House, 2001)

A profile of the Cuban American singer and Latin pop icon. **AGES 9–15**

*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 (RainTee, 2005)

A look at the life and career of the influential Latin jazz bandleader. **AGES 9–12**

**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**

*Books and Music for Kids* | 8
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.

**Web sites**

- **Batanga • batanga.com/en**  
  Watch and listen to the latest Latin videos and music.

- **Billboard en español • billboardenespanol.com**  
  Visit the Web site for the country's leading music industry magazine (in Spanish).

- **Descarga • descarga.com**  
  Find information about Latin music recordings from early Latin jazz to current hits.

- **Latin Beat • latinbeatmagazine.com**  
  Read the latest news from the world of Latin music.

- **Latin Grammys • grammys.com/latin**  
  Get news and information about the annual Latin Grammy Awards.

- **People en Español • Peopleensspanol.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**  
  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.

¡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
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.

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.

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.

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.
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