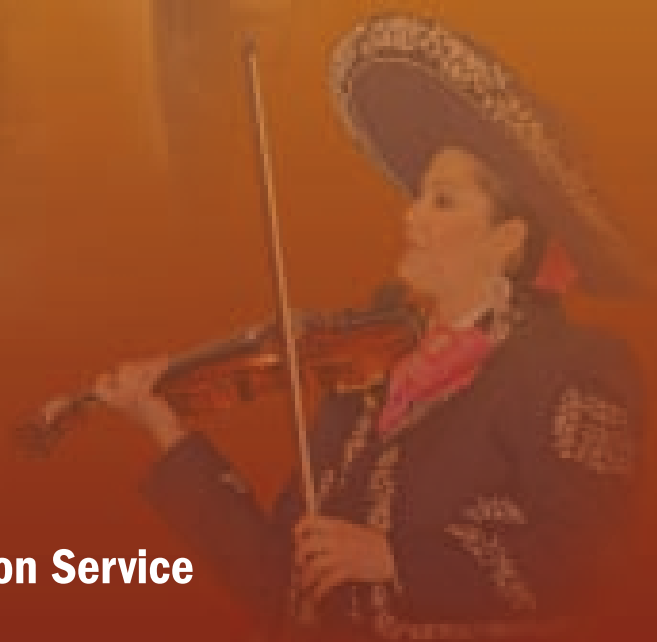


Voces que Suenan *Voices Raised*

The Silver Anniversary

of Radio Bilingüe's

National News and Information Service





Voces que Suenan Voices Raised

1985 ~ 2010

**The Silver Anniversary
of Radio Bilingüe's
National News and Information Service**

25 years ~ Noticiero Latino – Breaking news daily for Latinos nationwide

15 years ~ Línea Abierta – National talk show connecting audiences and newsmakers

30 Years ~ Radio Bilingüe – Public media by Latinos for Latinos

Friday, May 21, 2010

6 -9 pm

Oakland Asian Cultural Center

Performances by

Mariachi Colima de Javier Magallón

Mariachi Femenil Orgullo Mexicano

Remarks by Special Guest ~ the Honorable Cruz Reynoso

Tribute to Miguel Martínez ~ “Father of the Mariachi Trumpet”

Also celebrating the opening of new national studios in Downtown Oakland

405 14th Street, Suite 414

Oakland, CA 94612

Event supported in part by the National Endowment for the Arts



Celebrating our Messengers

¡Bienvenidos! What better way to mark this moment on the journey of Radio Bilingüe than to celebrate our journalists and our mariachi musicians – the messengers who have raised the voices and told the stories of Mexicanos and Latinos when no one else would? With artfulness, precision and dedication, the messengers capture and bring to air our most important life issues and community concerns. Our stories are their stories.

Radio Bilingüe tonight celebrates the building and sustaining of the first and only national Spanish language news and information service for the public broadcasting system – now reaching audiences across the U.S., Mexico and other nations. And, we proudly carry on our leadership in the modern mariachi movement to foster the tradition and ensure this music of the people stays with the people.

The people and institutions that have supported Radio Bilingüe to bring us to this day number in the thousands. Many of these friends are here tonight and all are here in spirit. To all – mil gracias – a thousand thank yous. Please join us for the next breaking stories!

– **Hugo Morales**, Founder and Executive Director, Radio Bilingüe

– **Samuel Orozco**, Director of National News & Information; Founder and Executive Producer, Noticiero Latino & Línea Abierta

La Voz que Rompió el Silencio ~ The Voice That Broke the Silence

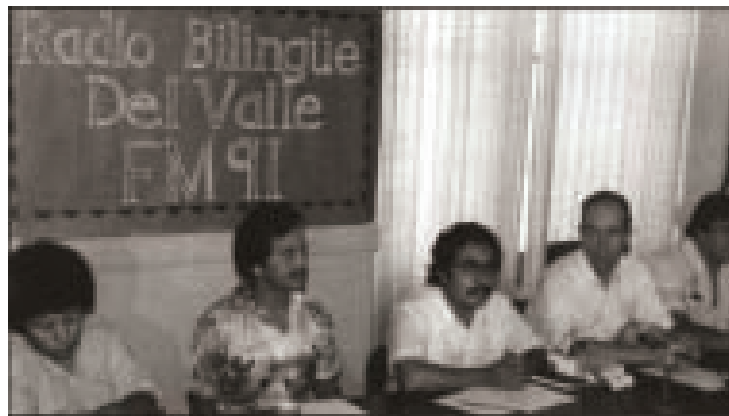


Noticiero Latino & Línea Abierta*

25 YEARS ON THE NATIONAL LATINO BEAT

When Radio Bilingüe went on the air on the Fourth of July in 1980 in California's San Joaquin Valley, the first sounds were the heartfelt ballads of folk mariachis. The young *Mechista* students and enthusiastic farm labor unionists who had built the studios in old downtown Fresno were driven by the nationalistic passion of the Chicano movement of those days. The voices of local artists and community-based organizers were brought to the airwaves by dozens of committed students, artists and fieldworkers turned radio producers. "Barefoot" journalists phoned in news stories from their homes or workplaces, relevant stories that would never have made it to mainstream news. Much like today's generation who are using digital technology to put into their own hands the telling of their lives and stories, the founders of Radio Bilingüe claimed the F.M. public radio airwaves for their families and communities.

The response from listeners was powerful and forces outside the San Joaquin Valley began to take notice. Within five years, support from the Rosenberg Foundation and its president Kirke Wilson would allow Radio Bilingüe to produce a national Spanish news and information service for the public broadcasting system. Warming up with historic live coverage of the 1984 Democratic and Republican conventions and the presidential election of that year, *Noticiero Latino* broadcast its first daily bulletin on March 1, 1985, carried by new bilingual community stations then emerging in the Western states. At the time, the Latino population of the U.S. was one third of its current size and Spanish-language news media was reduced to a few TV and print outlets. Radio Bilingüe set out to fill the void and raise the voices of Latinos who had been part of



the U.S. fabric for generations, along with the exponentially growing immigrant base. Soon, visionary non-Latino public radio stations as well as commercial stations began to pick up *Noticiero Latino*, seeking to respond to the underserved Latino audiences in their communities.

Under the direction of founding Executive Producer Samuel Orozco, a seasoned community organizer who had been active in the popular education movement in Mexico, *Noticiero Latino* regularly reported on stories that are still unfolding today: worker rights, bilingual education, immigration reform, health disparities, civic engagement, and more. In its first year, the service immediately won recognition for special reports on the devastating earthquake in Mexico City – launching a decades-long collaboration with the news producers of Mexico's premiere public station Radio Educación.

The earthquake was also the first of what would become a *Noticiero Latino* trademark: spotlighting the impact and chronic lack of emergency aid access for those most vulnerable during natural disasters, from the Loma Prieta Earthquake of 1989 (when *Noticiero Latino* correspondents uncovered a severe lack of bilingual managers in federal and state relief efforts), to the San Joaquin Valley Citrus Freeze of 2007, to the fires in Southern California in recent years.

Early nationally distributed special programs included reports from the war-ravaged villages in El Salvador and live broadcast of the first congressional hearings on border violence. An emerging format anticipated what would later become *Línea Abierta*: for example, when the Immigration Reform and Control Act was signed into law in November, 1986, Radio Bilingüe launched a year of interactive roundtables and in-depth news coverage to follow step by step the ramifications of every provision and amendment. Next, Radio Bilingüe produced a special bilingual series on struggles of immigrant children in the U.S. public school, originating call-in programs from stations in Los Angeles, San Francisco, Boston, and other cities. The Ford Foundation supported several of these important series.



In the meantime *Noticiero Latino* was becoming a training ground for Spanish-language journalists and radio producers. With support from the Corporation for Public Broadcasting (CPB) in 1990-92, a resident training program moved this forward as producers from around the U.S. completed fellowships in the Fresno studios, planting the seeds for today's strong network filing reports for *Noticiero Latino* (and its weekend magazine *Edición Semanaria*) from communities across the U.S. and Latin America. Radio Bilingüe's Director of Broadcasting Maria Eraña (founding producer of *Línea Abierta*), KHDC/Salinas Regional Manager Delia Saldivar, and Los Angeles based reporter and editor Rubén Tapia, all arrived through the fellowship program, as did numerous current key correspondents.

By the early 1990s, Radio Bilingüe was poised to launch a national satellite service to interconnect Latino public stations and provide the entire public broadcasting system with greater access to Latino oriented programming, supported by major seed funds from CPB. The flagship program for the new service would be Radio Bilingüe's national Spanish-language talk show *Línea Abierta*, which debuted on Feb. 25, 1995. Hosted originally for several months by attorney Juan Arambula, now a California state assembly member, the program has ever since been anchored by founding Executive Producer Samuel Orozco, respected by audiences as a journalist, artful interviewer, and the national voice of Radio Bilingüe. The range of topics covered during the thousands of *Línea Abiertas* through the years is vast, but health, jobs, politics, the environment, education, the arts, race relations and immigrant rights are well explored themes. The audience is a key contributor of the news as well. On May 1, 2006, day of the nationwide mega-rallies for immigration reform, *Línea Abierta's* phone lines lit up with listeners-turned-journalists giving eyewitness reports of the largest-ever pro-immigrant protests in U.S. history.

Línea Abierta today is carried by scores of affiliate stations in California, Texas, Oregon, Illinois, Pennsylvania, New York and many other states. A biweekly immigration edition airs out of Chicago hosted by attorney Rosalba Piña, and each Friday a Mexico edition airs hosted by journalist Martha Elena Ramirez. The Mexico partnership was originally

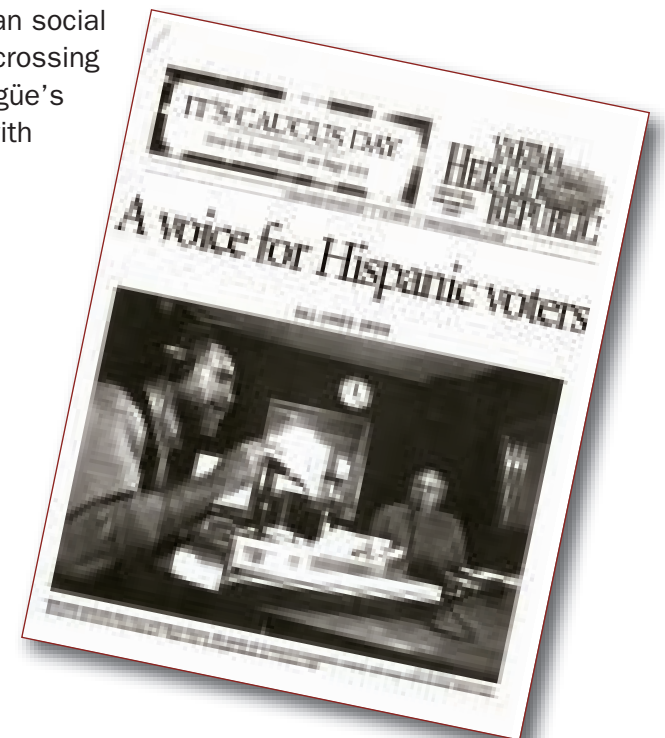
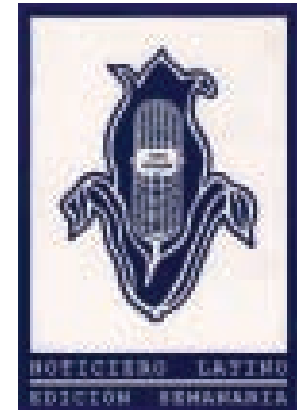


hosted by the late Francisco “Paco” Huerta, a fabled practitioner of the tradition of civic journalism. Finally, Wanda Colón Cortés hosts the Puerto Rico edition, a series launched in the early days in partnership with WRTU San Juan.

In recent years, Samuel Orozco and his team launched “*Línea Abierta on the Road*”- traveling to cities throughout the U.S. to comprehensively cover the 2008 presidential campaign, the nation’s economic crisis, and the implementation of the 2010 U.S. Census. Visitors and interaction on Radio Bilingüe’s website rose dramatically and permanently following our 2008 focus on Latino participation in the historic election. The leap in size of the Latino population nationwide during *Noticiero Latino*’s lifetime speaks to the community’s responsibility and potential impact in the future of the United States.

Línea Abierta and *Noticiero Latino* together have scored a number of firsts and exclusives in journalism that have ultimately risen to national attention: The petitioning for what today are protected voting rights in Mexico for émigrés; the claims to restore funds owed to Mexican Bracero guest workers, the early pioneering efforts to incorporate cultural competence standards in mental health in the U.S.; the story of Chatina Indian Cirila Baltazar’s successful quest to regain custody of her baby in Mississippi after being denied a court language interpreter; the cluster of babies born with defects to Spanish speaking mothers in Kettleman City, California last year.

Finally, during these decades, a number of great newsmakers have graced Radio Bilingüe’s airwaves, including civil rights pioneers Bert Corona, Josefina Fierro and Dolores Huerta; Chicano music legends Lalo Guerrero and Lydia Mendoza; Uruguayan writer Eduardo Galeano; Nobel Peace Prize winner Rigoberta Menchú; Mexican social reformer Cuauhtémoc Cárdenas, and U.S. President Bill Clinton. The border-crossing Norteño music greats Los Tigres del Norte made a return visit to Radio Bilingüe’s airwaves to help the *Noticiero Latino* team celebrate its 25th anniversary – with voices raised of course in celebratory *Gritos!*



Radio Bilingüe and the Modern Mariachi Movement

Mariachi's origins are primarily traced to late 19th century Jalisco, Mexico, blending the poetry and temperament of the native people with instruments and styles of the Colonial Europeans. Originally "peasant" music, mariachi evolved to become a symbol of nationalistic pride for Mexicans and Mexican Americans. While sustaining its identity as a "music of the people," mariachi has grown to be appreciated on a wider international scale for its beauty and virtuosity. However mariacheros are still rarely headlined in any broadcast medium in either Mexico or the U.S. From its first broadcast in 1980, Radio Bilingüe has taken a central role in preserving and reviving mariachi for modern audiences. It is the only media service on either side of the border that devotes a significant block of programming featuring mariachi as an artistic form.

Thanks to many years of support from the National Endowment for the Arts, each year Radio Bilingüe also presents the *¡Viva el Mariachi!* Festival and workshops in Fresno. The first festival of its kind in California, *¡Viva el Mariachi!* stands out for its focus on passing on the finest examples of traditional mariachi in the world, and its accessibility to mariachi lovers of all incomes and backgrounds. Some 8,000 people attend each year and have been treated to live performances by nearly every living legend of the genre, including Mariachi Vargas de Tecalitlán, Mariachi Los Camperos de Nati Cano, Mariachi México de Pepe Villa, Las Hermanas Huerta, Aida Cuevas, Yolanda del Rio, Juan Mendoza Jr. and Juan Valentín. Radio Bilingüe was the first major festival in the world to promote women mariachi bands, featuring them in almost every festival since the early 1990s.

¡Viva el Mariachi! also includes workshops for mariachi students of all ages to study with the greatest masters of the genre. At a time when public schools are struggling to maintain any music or arts programs, this ensures an opportunity for young people to fine-tune their playing techniques and to learn the history and social context of the music.

Thanks to NEA Heritage fellow Nati Cano, ethnomusicologist Dan Sheehy, and historian Jonathan Clark, Radio Bilingüe and many others, a viable movement has developed for fostering this music. *¡Viva el Mariachi!*

Pictured on this page is the young Miguel Martínez, "Father of the Mariachi Trumpet"



Radio Bilingüe – 30 Years on the Air



As Radio Bilingüe celebrates the anniversary of our national news and information work in 2010 with the opening of new studios in Downtown Oakland (after 15 years in San Francisco), the service continues to represent the only national Latino-controlled news operation in either commercial or non-commercial broadcasting in the U.S. The work of *Noticiero Latino* and *Línea Abierta* are much aided by being seamlessly connected to Radio Bilingüe's Latino public radio network of six owned full-power F.M. stations in California. These stations provide unique local service as well as Radio Bilingüe national programming for audiences in the San Joaquin Valley, the Imperial Valley, the Salinas-Pajaro Valley and Mendocino County, California. Veteran Radio Bilingüe producers at the network sites offer targeted local information and cultural programming that frequently intersects with the national news department. From programs on advocating for better

healthcare, to environmental justice, to surviving the mortgage crisis, to preventing unwanted pregnancy and getting Latino youth on track for college, Radio Bilingüe's network airwaves are a powerful platform.

One of the main questions Radio Bilingüe hears about its stations (from non-listeners) is: Is the programming really bilingual? The answer is yes, but we are actually multilingual. We broadcast many different programs in Spanish and English, but over the years have provided programming in languages such as Mixteco, Triqui, Portuguese, Hmong, Tagalog, Hawaiian and others.

With founding headquarters in Fresno, Radio Bilingüe's core audience is unique in the world of public radio – from low-income, Spanish-speaking rural farmworkers and recent immigrants to more established second- and third-generation bilingual





Latinos who highly value Spanish, the language of their families. The majority of Radio Bilingüe staff and volunteers fall within this continuum, with others coming from very diverse backgrounds, cultures and languages, like our audience. All are passionate about raising the voices of communities too often left out.

One of the most unique examples of this is a weekly Radio Bilingüe block of transnational radio programming by and for the Mixtec and Triqui Indigenous communities of the U.S. and Mexico. *La Hora Mixteca* is a bilingual Mixteco-Spanish program which over 17 years has grown from one hour in Fresno to a widely popular 4-hour Sunday staple interconnecting listeners across the U.S. and Mexico. For the past two years, the Ford Foundation has elevated this empowering project by providing support for radio production training for Mixteco and Triqui community producers.

In the coming decade, Radio Bilingüe will step up work to bring non-commercial radio and media services to Latinos along the US-Mexican border, as well as to the major young multiethnic community of Los Angeles. In L.A. Radio Bilingüe is leading the planning, testing, development and launch of the new Los Angeles Public Media Service (LAPM) with major founding support from the Corporation for Public Broadcasting. Radio Bilingüe intends LAPM to become a permanent force in Los Angeles, offering news, information and cultural content that strongly resonates with younger people of color who have not historically turned to public media. LAPM will launch this summer, first as a digital English-language service.

Radio Bilingüe also reaches thousands daily through its fast-growing online service: radiobilingue.org.

Radio Bilingüe has much for which to give thanks and celebrate. ¡Gracias!

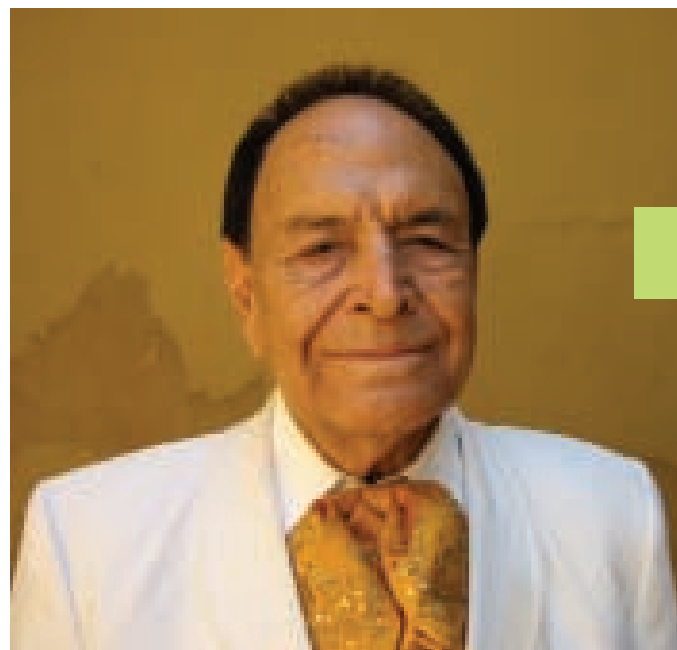


Miguel Martínez - "Father of the Mariachi Trumpet"

Radio Bilingüe tonight proudly honors one of the primary icons of the mariachi genre - Miguel Martínez – the most influential instrumentalist in the history of mariachi music.

Born in 1921 in Celaya, Guanajuato, and raised in Mexico City, young Miguel grew up at a time when the trumpet was a controversial novelty in mariachis, which had traditionally been all-string groups. In 1942, he became the first permanent trumpet player for the legendary Mariachi Vargas de Tecalitlán. Over the next decade—in countless performances, recordings, and over 100 films—Martínez defined the modern mariachi trumpet and set the standard by which all future solo mariachi trumpet performances would be compared. A decade later, as a member of Mariachi México de Pepe Villa, he introduced and perfected the two-trumpet mariachi style that remains the standard today. Returning to Mariachi Vargas after a one-year absence, he continued to outdo his own performances through the decade of the 1960s. In addition to his unparalleled accomplishments as an instrumentalist, Miguel Martínez is a distinguished and prolific composer and songwriter. *Café Colón, Teatro Principal, Rosas de Mayo, Florecitas Mexicanas, La Chuparrosa, Las Cotorras, Capetillo, Juan Silveti, Azul Cielo* and *Tiempos Aquellos* are just a few of his original instrumental compositions that have become mariachi standards. Singers who have recorded his songs include Pedro Infante, Lola Beltrán, Javier Solís, Charro Avitia, Hermanas Padilla and Hermanas Huerta.

At 88 years of age, Miguel Martínez still practices his trumpet daily, and continues to pursue his love of mariachi music. He is a frequent instructor, adjudicator, and lecturer at mariachi festivals throughout the US and Mexico, and has been the recipient of numerous honors and awards for his achievements. His presence tonight is thanks to a grant from the National Endowment for the Arts, and while here he will collaborate with Radio Bilingüe on several radio productions. His biography by Jonathan Clark, longtime advisor to Radio Bilingüe's *¡Viva el Mariachi! Festival and Workshops*, will soon be published and excerpts will be posted at radiobilingue.org.



The Honorable Cruz Reynoso

The Honorable Cruz Reynoso – former associate justice of the California Supreme Court and lifelong advocate for civil and human rights – provides this evening’s remarks. Reynoso is the son of Mexican immigrants, born in 1931 into a Spanish-speaking farm worker family of 11 children in Brea, California. He attended Pomona College, served in the United States Army, attended the UC Berkeley Boalt Hall School of Law, and began his legal career in private law practice in El Centro, California. He was appointed deputy director of the California Fair Employment Practices Commission in 1965 and gained national recognition as the first Latino director of California Rural Legal Assistance. After serving on the 3rd District Court of Appeal for California, he was appointed by Governor Jerry Brown in 1982 as the first Latino to the California Supreme Court. But in a heated recall campaign whose central issue was the death penalty, Reynoso and two other justices lost their seats in 1986.

Reynoso then returned to private law practice and joined the faculty of the UCLA School of Law. As Vice Chair of the U.S. Commission on Civil Rights, he provided leadership in the only investigation of voting rights abuses in the 2000 election in Florida. A recipient of the Presidential Medal of Freedom, Reynoso joined the faculty at the UC Davis School of Law in 2001 as holder of the inaugural Boochever & Bird Chair for the Study and Teaching of Freedom and Equality. A new documentary film on the life of Cruz Reynoso has just premiered by filmmaker Abby Ginzberg titled *Sowing the Seeds of Justice*.



Mariachi Colima de Javier Magallón

At age 10, Javier Magallón began studying music with his father, don Amador Magallón, one of the finest guitarrón players in the state of Colima. Under his father's tutelage, young Javier learned to play all the mariachi instruments. At age 15, he left for Mexico City, where he attended music school and played trumpet with Mariachi Latino de Luis Morales, accompanying artists such as Miguel Aceves Mejía and Amalia Mendoza. During the 1970s, he accompanied Vicente Fernández and other artists as a member of Mariachi Corona. In 1978, he joined Mariachi México '70 de Pepe López, Juan Gabriel's exclusive ensemble at that time. In 1979, he performed with Mariachi Perla de Occidente as they accompanied Amalia Hernández's Ballet Folklórico de México on tour to countries like France, Germany, Spain, Venezuela, and Chile.

In 1990—in Oakland, California—Javier Magallón founded Mariachi Colima, the group he presently directs. Mariachi Colima is considered one of the finest mariachis in Northern California, and is the official ensemble of Carlos Moreno's Ballet Folklórico Mexicano. Mariachi Colima has just released its fifth CD, available at www.mariachicolima.com.



Mariachi Femenil Orgullo Mexicano

In 2007, Mariachi Femenil Orgullo Mexicano began its journey as the San Francisco Bay Area's first all-female mariachi ensemble, with members from San Francisco, Oakland, Santa Rosa, San Jose and beyond. Representing a diverse mixture of life experiences and cultural backgrounds, Orgullo Mexicano has been influenced by numerous mariachi artists, their own family roots, and their individual experiences in the mariachi circuit. These talented women share a strong focus on education and many themselves are educators. Most members have college degrees, and several are pursuing graduate studies. As representatives of Mexican culture, the mariachi tradition and women in the arts, they are committed to making a difference in their communities, and are honored to lead by example. Always performing with orgullo—pride—and passion for mariachi music, Mariachi Femenil Orgullo Mexicano offers an entertaining and enriching musical experience for all ages. The group's webpage is myspace.com/mfom1.





MAJOR FUNDERS OF RADIO BILINGÜE NATIONAL PROGRAMMING

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Friends, funders, organizational partners, volunteers, fellow journalists, community activists – thousands have made it possible for Radio Bilingüe to persevere to build and sustain a national Latino news and information service for the U.S. We can only begin to name a few here and assure all who have made this journey with us are remembered and tremendously appreciated:

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Jonathan Clark

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The Honorable Cruz Reynoso

Musicians

Mariachi Colima de Javier Magallón

Mariachi Femenil Orgullo Mexicano

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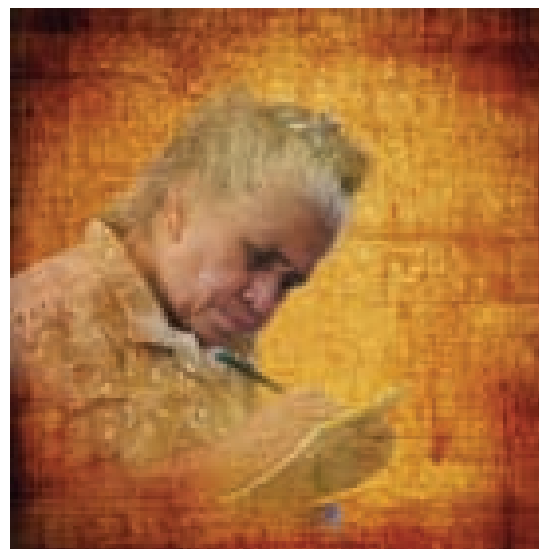
Hundreds of freelance reporters have contributed to Noticiero Latino from communities across the United States and the Americas. It is not possible to list them all. Here we acknowledge four of these dedicated journalists who have passed away:

Roberto Naduris – *Los Angeles, CA*

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Jesús Vera Irizarry – *San Juan, Puerto Rico*

Eleazar Salinas – *Los Angeles, CA*



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