



4 x 60



International

LATIN MUSIC USA™

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From Latin Jazz and Mambo to Salsa, Tejano, Chicano Rock, Latin pop, and Reggaeton, *Latin Music USA* tells the story of the rise of new American music forged from powerful Latin roots and reveals the often overlooked influence of Latin music on Jazz, Hip Hop, Rhythm and Blues and Rock and Roll. It's a fresh take on musical history, reaching across time and across musical genres to embrace the exciting hybrid sounds created by Latinos, musical fusions that have deeply enriched popular music in America over the course of more than five decades.

The series features memorable characters and vibrant music and dance showcasing the impressive range of Latin music, including Salsa greats Willy Colón and Marc Anthony; the Latin-inflected sound found in much of sixties Rock and Roll from the Drifters to Motown to the Rolling Stones; Carlos Santana; Linda Ronstadt; the legendary Chicano rock band Los Lobos; megastars Gloria and Emilio Estefan; Ricky Martin and Juanes; Miami rapper Pitbull; and Reggaeton performers Daddy Yankee and Tego Calderón. The life experiences of these and many other unforgettable artists will reveal how Latinos have reinvented music in the United States and forged new identities within this country, while never losing sight of their own rich traditions.

The first program traces the rise of Latin Jazz and the explosion of the Mambo and the Cha Cha Chá as they sweep the US from East to West. Latin Music infiltrates R&B and rock & roll through the 1960s. Program two showcases how Puerto Ricans and other Latinos in New York reinvent the Cuban *son* and the Puerto Rican *plena*, adding elements from soul and jazz to create Salsa, which becomes a defining rhythm for Latinos the world over. The third part of the series focuses on California and the Southwest, where a new generation of Mexican Americans, raised on rock, rhythm and blues surrounded by country and western music reaffirm their cultural identity in Tejano, Chicano rock, and Latin Rock. The last program in the series looks at the Latin pop explosion in the new millenium, focusing on the success of artists like Ricky Martin, Gloria Estefan and Shakira in the English-language market in the context of an increasingly Latinized US. As studios focus on star-driven pop, Latino youth gravitates toward urban fusions—Spanish rap and Reggaeton—while rising numbers of Latinos entering the US create new markets for Mexican regional music and Rock *en Español*.

Produced by a world-class production team at WGBH and the BBC, *Latin Music USA* is a story about American music. Fusions of Latin sounds with jazz, rock, country, rhythm and blues—music with deeper roots and broader reach than most people realize.

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CREDITS

Executive Producer: Elizabeth Deane
Series Producer: Adriana Bosch
Executive Producer for BBC: Mark Cooper

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