



**PROMOTING MARIACHI MUSIC  
AND LA CANCIÓN RANCHERA**

ONE LIBRARIAN'S EFFORTS

# ANTONIO AND SEFERINA DÍAZ



# DONATO AND JOSEFA RASCÓN



# ALFRED AND JOSEPHINE DÍAZ



# TUCSON, ARIZONA



# TUCSON TODAY



# LALO GUERRERO AND LOS CARLISTAS



# MEXICAN RADIO IN TUCSON

## **La Hora Mexicana**





# EL CINE PLAZA IN TUCSON, AZ.



# MARIACHI TUCSONENSE

MARIACHI TUCSONENSE 1954



# JOSÉ ALFREDO JIMÉNEZ'S MASTERPIECE



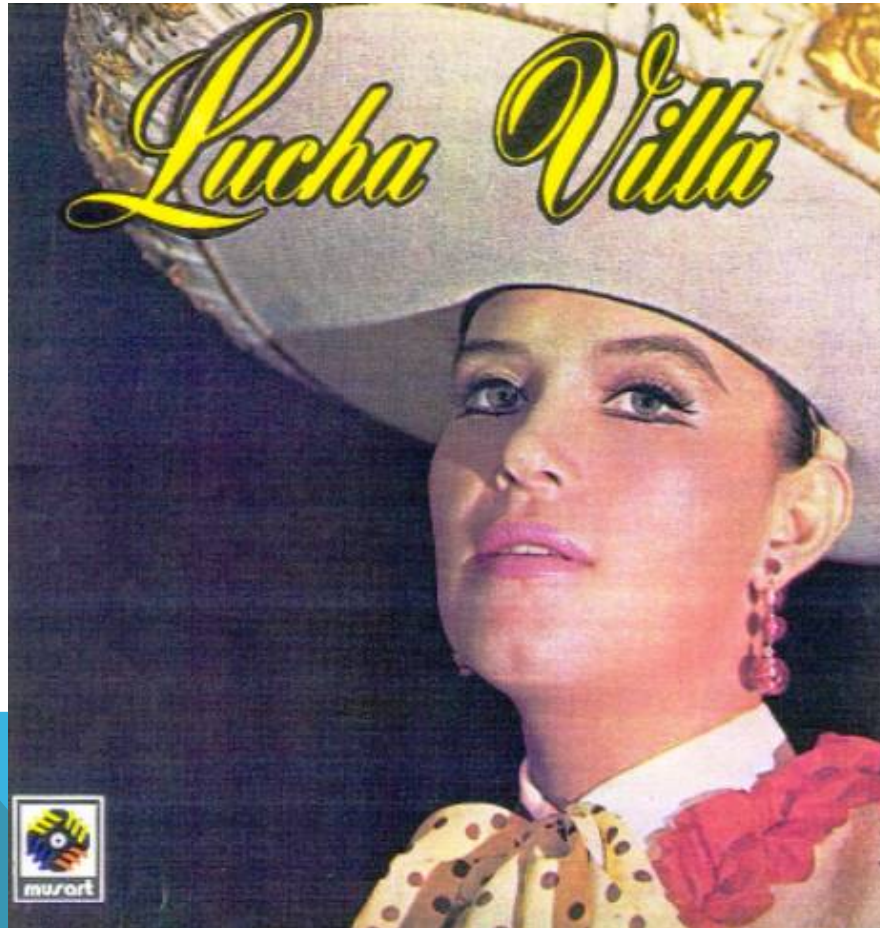
# ME AND MY RECORDS, 1964



# JAVIER SOLÍS



# LUCHA VILLA



# IRMA SERRANO



# FLOR SILVESTRE



Mis  
Boleros  
Favoritos

**FLOR SILVESTRE**  
con Trío y Ritmos



# LA REINA



# LOS CHANGUITOS FEOS DE TUCSON



# I REALLY WANTED TO PLAY THE VIOLIN INSTEAD!



# ANTONIO AGUILAR



# MARIACHI VARGAS DE TECALITLÁN



# MARIACHI COBRE



# TUCSON INTERNATIONAL MARIACHI CONFERENCE BEGINS IN 1983

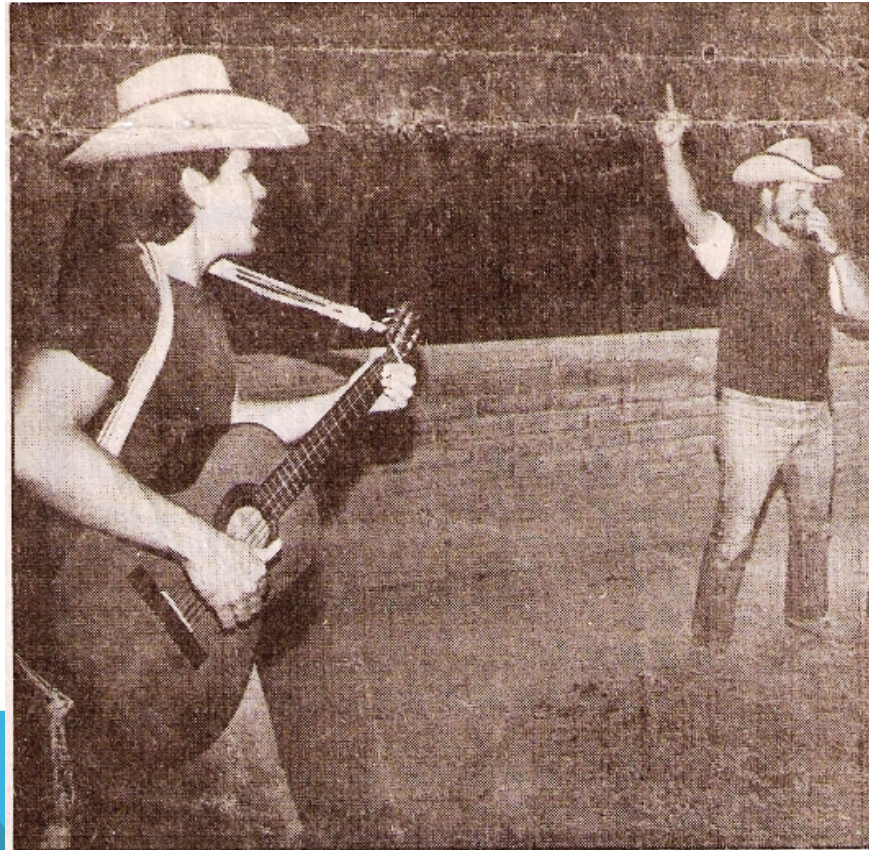


# DJ'ING AT KXCI 1984





# PLAYING THE GUITAR IN TEATRO LIBERTAD



Ron Medvescek, The Arizona Daily Star

**Bob Diaz, left, and Scott Egan rehearse a scene**

# LINDA RONSTADT

## CANCIONES DE MI PADRE



# IN MEMORY OF JOSEPHINE DIAZ, 1924-1988



# POSING FOR A PHOTO IN NOGALES, AZ 1993



# MY FIRST PRESENTATION ON LATIN MUSIC 1997

## *iMúsica Latina!*

OVERVIEW & STRATEGIES  
for COLLECTION DEVELOPMENT

*sponsored by*  
**REFORMA** *de Utah*

UTAH LIBRARY ASSOCIATION CONFERENCE  
May 15, 1997

# *LA MÚSICA* **RANCHERA, REFORMA NATIONAL CONFERENCE, 2000**



# TAKING NOTE OF MEXICAN MUSIC

## ARTICLE PUBLISHED IN AZ DAILY STAR

### TAKING NOTE OF MEXICAN MUSIC

*Music librarian at the University of Arizona aims to boost the collection of sounds from south of the U.S. border*

By Anthony Broadman  
AZ DAILY STAR

**C**lassical music has its place. And it's a big place. But in the University of Arizona Music Library, the traditional musical genres of academia have a younger, growing, Mexican brother.

Over the last three years, UA music librarian Bob Diaz has been acquiring books, movies and compact discs, building what he hopes will someday be part of a center for the study of Mexican music.

"That's my dream," Diaz said in his Music Building office. "It would be great if in my lifetime I can see the formation of a Southwest cultural center that focuses on music."

But for now, Vicente Fernández might be filed next to Morton Feldman — Mexican music is just one facet of the 7,000-CD collection at the music library.

Diaz displayed a modest survey of the music library's Mexican music collection. Since he started, he estimates, the library has added about 500 items pertaining to the study of Mexican music: CDs, feature films, documentary films, concert video, nonfiction books.

When he started at the music library, Mexican music was underrepresented, he said.

"There were a handful of records and virtually no compact discs," he said. "This was, I think, a neglected area. It's not because people did it intentionally; it was because the knowledge of this music comes from being Mexican and growing up around it, and being here in Tucson."

When you hear the 64-year-old Diaz gush over his musical heroes and heroines — Javier Solis, Lola Beltrán, Lucha Villa and Jorge Negrete, among others — it's easy

to understand why professors have questioned his objectivity. Is he overemphasizing the music he loves?

Each faculty member has his or her own area of interest and advocates strongly for purchasing materials in those areas — at the expense of other areas, Diaz said. So, obviously, some of the library-using community feels left out.

"Certainly I have to keep up the other collections," he responded. That means that most of the music library's nearly \$80,000 purchasing budget still goes toward the classical music collection and replacing vinyl LPs. "I have to acknowledge that Western art music is the major focus here," he said.

But Carla Stoffle, dean of libraries and the Center for Creative Photography, said Diaz' efforts fit with the overall plan of

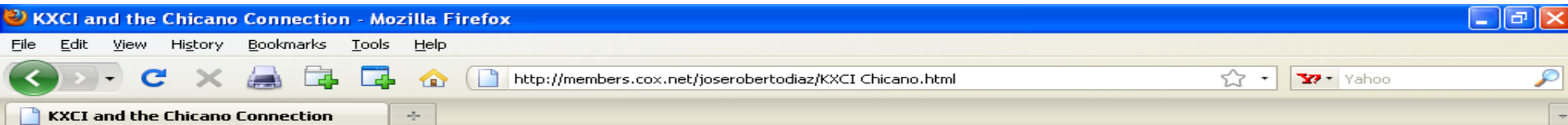
SEE LIBRARIAN / E4

#### THE UA MUSIC LIBRARY AND HOW TO USE IT

The music library is located on the second floor of the UA Music Building - Room 230 - in the Fine Arts Complex, which is located near East Speedway and North Park Avenue on the northwest side of the UA campus. Community user library cards are available at the UA library circulation desk on the second floor of the main library, 550 L. University Blvd.



# THE REVIVAL OF THE CHICANO CONNECTION



*NEWS FLASH! I have recently had the good fortune to have been featured in a news article about Spanish-language radio in Tucson. Included are taped interviews of me and two other local dj's. We were interviewed by journalism student Sean Hillier, a writer for Border Beat, an online news publication produced by the UA School of Journalism . Check it out [here](#).*

## *KXCI* and the Chicano Connection

by Bob Diaz

KXCI is a non-profit, non-commercial, community radio station in Tucson, Arizona, that first went on the air in November, 1983. It was located on the northwest corner of Sixth Ave. and Congress in the old Dave Bloom and Sons building. In the summer of that year it began offering courses in radio



# CINE MARIACHI, 2006



# THE HISTORY OF MARIACHI Y LA CANCION RANCHERA

MAS QUE CIEN ANOS DE MUSICA

BY

BOB DIAZ

ASSOCIATE LIBRARIAN

THE UNIVERSITY OF ARIZONA LIBRARY

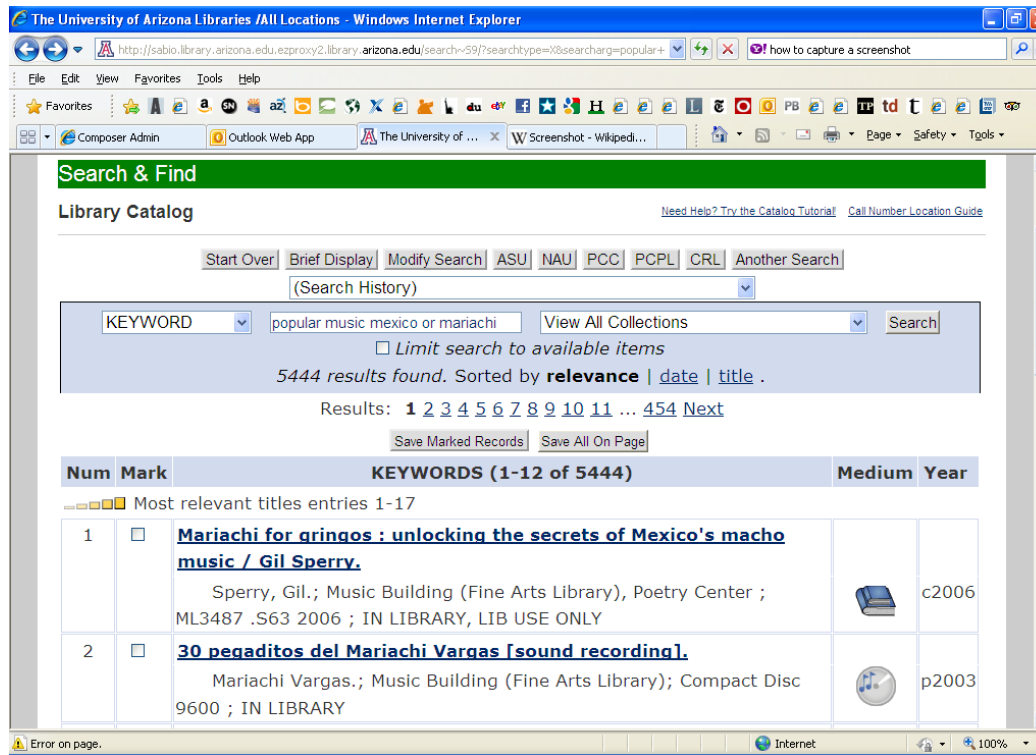
OCTOBER 27, 2009

# UNIVERSITY OF ARIZONA LIBRARY CATALOG



The screenshot shows a web browser window displaying the University of Arizona Library Catalog search results. The search term is "Mariachi\*" and 240 results were found, sorted by relevance. The top two results are:

Num	Mark	KEYWORDS (1-12 of 240)	Medium	Year
1	<input type="checkbox"/>	<b><u>La tradición del mariachi en Costa Rica / Luis Alberto Castro Torres.</u></b> Castro Torres, Luis Alberto.; Music Building (Fine Arts Library); ML3572.C6 C37 2009 ; IN LIBRARY		2009
2	<input type="checkbox"/>	<b><u>Foundations of mariachi education / edited by William Gradante.</u></b> Music Building (Fine Arts Library); MT146 .F68 2008 ; IN LIBRARY		c2008

# UA LIBRARY CATALOG



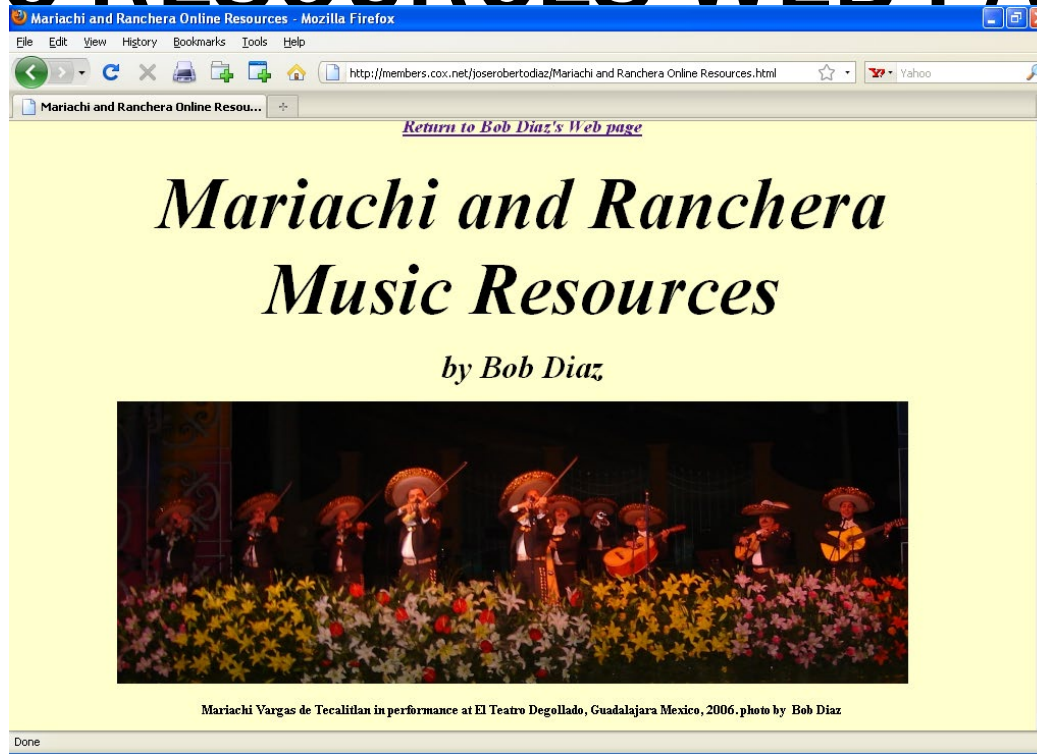
The screenshot shows a search results page for the University of Arizona Libraries. The search query is "popular music mexico or mariachi". The results are sorted by relevance, and 5444 results were found. The first two results are:

Num	Mark	KEYWORDS (1-12 of 5444)	Medium	Year
1	<input type="checkbox"/>	<b><u>Mariachi for gringos : unlocking the secrets of Mexico's macho music / Gil Sperry.</u></b> Sperry, Gil.; Music Building (Fine Arts Library), Poetry Center ; ML3487 .S63 2006 ; IN LIBRARY, LIB USE ONLY		c2006
2	<input type="checkbox"/>	<b><u>30 pegaditos del Mariachi Vargas [sound recording].</u></b> Mariachi Vargas.; Music Building (Fine Arts Library); Compact Disc 9600 ; IN LIBRARY		p2003

# MY WEB PAGES



# MARIACHI AND RANCHERA MUSIC RESOURCES WEB PAGE



# RANCHERA SINGERS

Ranchera Singers - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://intranet.library.arizona.edu/users/jdiaz/Ranchera Singers.html

Ranchera Singers

## Ranchera Singers

By Bob Diaz

<p><b>Miguel Aceves Mejia</b></p> <ul style="list-style-type: none"><li>• <a href="#">Biography (Wikipedia)</a></li><li>• <a href="#">An Interview with Miguel Aceves Mejia</a></li><li>• <a href="#">Filmography (IMDB)</a></li><li>• <a href="#">Biography (El Sitio del Mariachi)</a></li></ul>		<p><b>Watch Miguel Aceves Mejia on Youtube:</b></p> <ul style="list-style-type: none"><li>• <a href="#">El Aguacero</a></li><li>• <a href="#">El Jinete</a></li><li>• <a href="#">Critenme Piedras del Campo</a></li><li>• <a href="#">Que Me Canten Las Golondrinas</a></li></ul>
<p><b>Antonio Aguilar</b></p> <ul style="list-style-type: none"><li>• <a href="#">Biography (SACM)</a></li><li>• <a href="#">Biography (Wikipedia)</a></li><li>• <a href="#">Filmography (IMDB)</a></li><li>• <a href="#">Biography (El Sitio del Mariachi)</a></li></ul>		<p><b>Watch Antonio Aguilar on Youtube:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Sonaron Cuatro Balazos</a></li><li>• <a href="#">El Gavilan Colorado</a></li><li>• <a href="#">Juan Colorado</a></li><li>• <a href="#">Bala Perdida (With Miguel Aceves Mejia)</a></li><li>• <a href="#">El Corrido del Caballo Blanco</a></li></ul>
		<p><b>Watch Luis Aguilar on</b></p>

Done

# MARIACHI BOOKS



Books on Mariachi and Ranchera music - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://members.cox.net/joserobertodiaz/Recent Books About Mariachi Music.html

Books on Mariachi and Ranchera mu...

## Recent Books about Mariachi Music

By Bob Diaz

*(Note: This is not a comprehensive bibliography, but for the most part, includes materials that are still in print. There exist other resources--books, articles, etc--that one can find. A serious researcher should consult [Worldcat](#) for books, and indexes such as the [Music Index](#) or [Ethnic Newswatch](#) for articles. Also consult [Noe Sanchez's Mariachi bibliography](#) and his [guide to researching mariachi music](#) for more information. Please also contact Bob Diaz at [diazj@u.library.arizona.edu](mailto:diazj@u.library.arizona.edu) if you have any questions or have suggestions for additions or changes to this page. Thanks!)*

**Billboard Guide to Tejano and Regional Mexican Music.** By Ramiro Burr. New York : Billboard Books, 1999. Available at [UA Fine Arts Library](#) and at various branches of the [Pima County Public Library](#). Also available at [Amazon.com](#). A one-of-a-kind resource useful for finding biographical information on Tejano, Norteno, and Mariachi/ranchera musicians from the U.S. and Mexico. Includes birth and death dates and some discographical information.

**Foundations of Mariachi Education: materials, methods and resources.** By William Gradante. Lanham, Md. : Rowman & Littlefield Education ; [Reston, VA] : Published in partnership with MENC, c2008- Available for purchase from [Amazon.com](#) and for checkout from the [University of Arizona Libraries](#). This brand new source is intended for individuals who teach mariachi music in the classroom. It includes chapters on teaching the various instruments and includes lots of musical examples.

**Mariachi.** by Patricia Greathouse. Salt Lake City, Gibbs Smith, 2009. Available for purchase from [Amazon.com](#). While this book contains some very useful information about mariachi music, and lots of photographs of well-known mariachi groups, almost half of the content consists of Mexican food recipes, which could have been

Done



# LUCHA VILLA DISCOGRAPHY

Lucha Villa Recordings the Sixties - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://members.cox.net/joserobertodiaz/Lucha Villa Recordings the Sixties.html

Lucha Villa Recordings the Sixties

## Lucha Villa Films and Recordings : The Sixties

by Bob Diaz

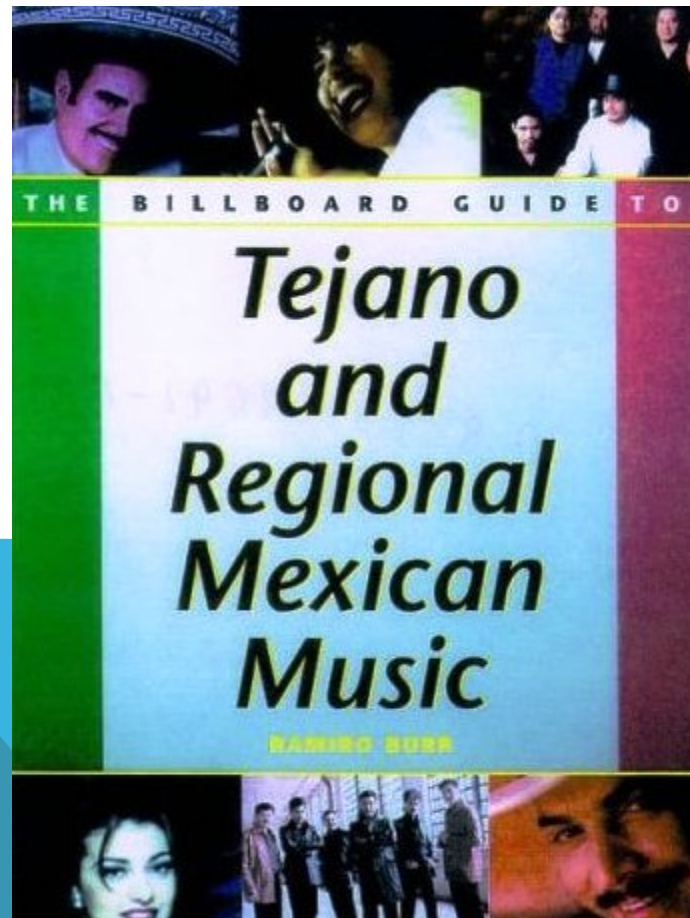


*This is a filmography and discography of Lucha Villa's 60's lp recordings and movies, in chronological order. In the case of recordings, links have been provided to Youtube when either a video or audio performance was available. I have not included the original album covers because I don't want this page to be shut down by the "authorities," as has been done in the past to other*

Done

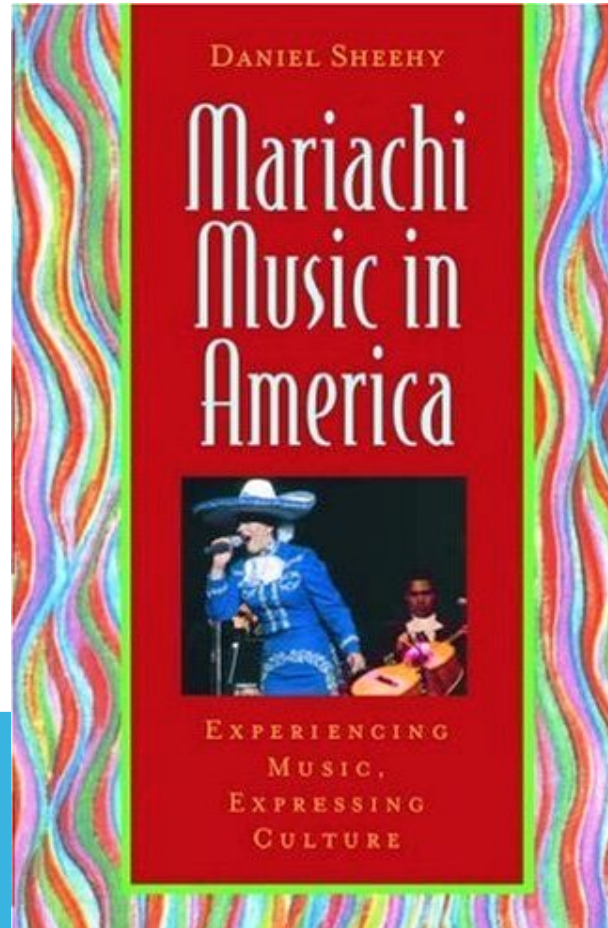
# ***BILLBOARD GUIDE TO TEJANO AND REGIONAL MEXICAN MUSIC***

**RAMIRO BURR**



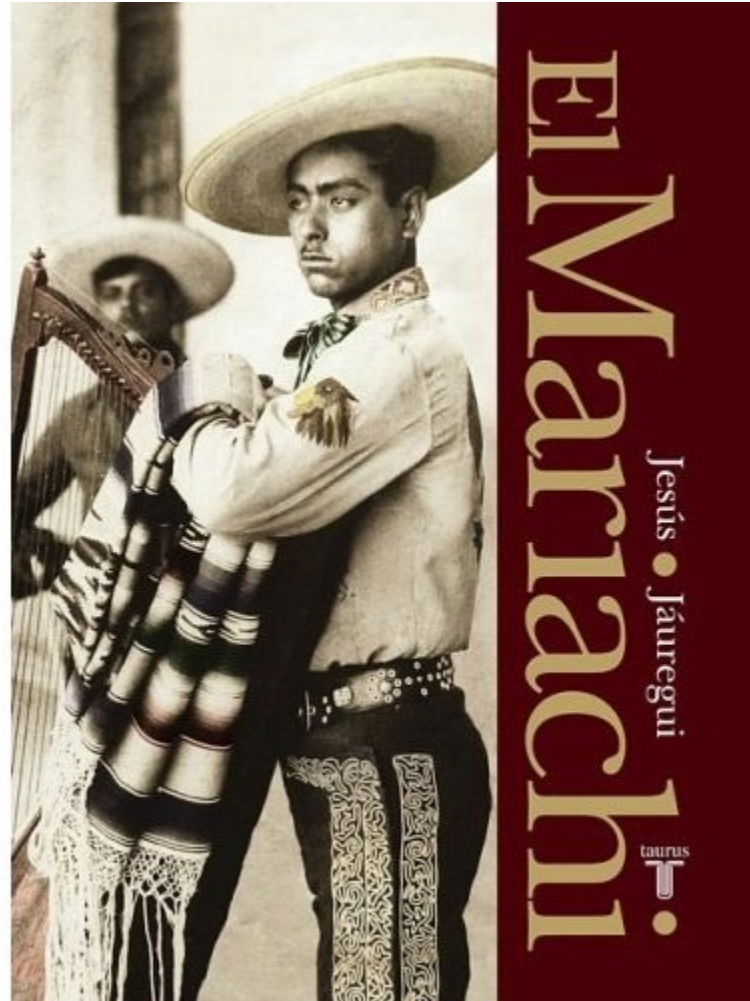
# ***MARIACHI MUSIC IN AMERICA***

**DANIEL SHEEHY**



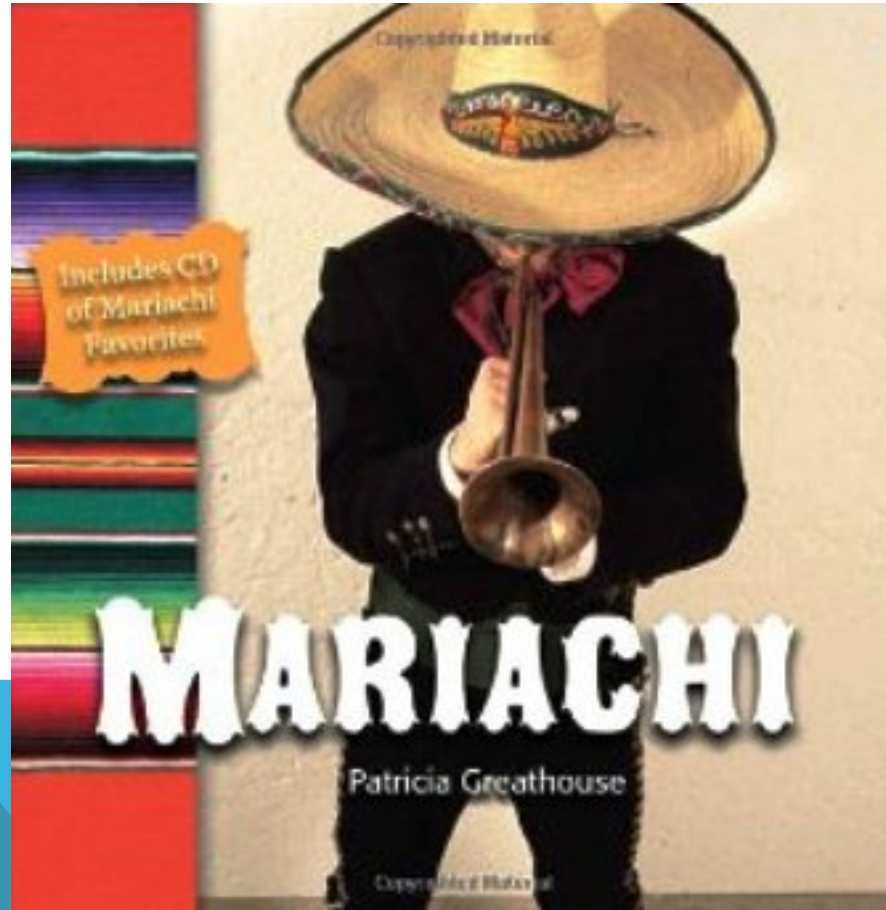
# *EL MARIACHI*

## JESUS JAUREGUI



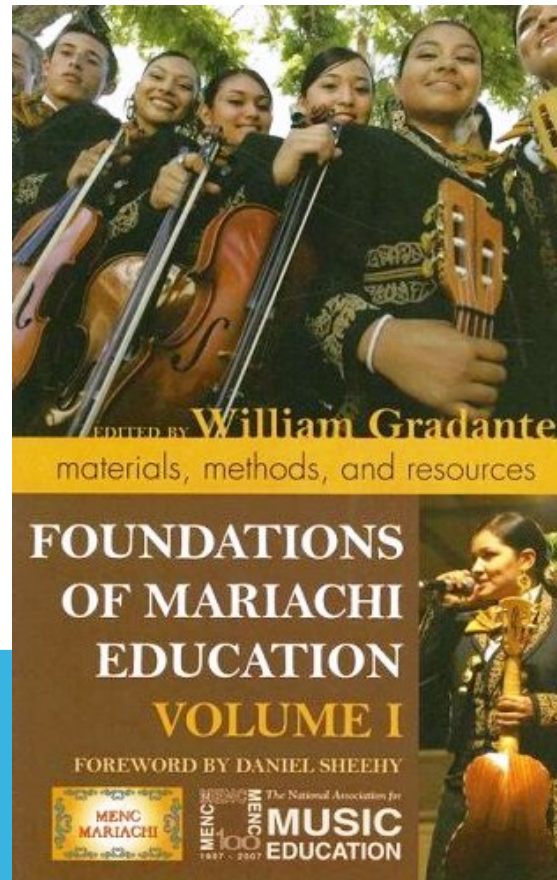
# ***MARIACHI***

# **PATRICIA GREATHOUSE**



# ***FOUNDATIONS OF MARIACHI EDUCATION***

## **WILLIAM GRADANTE**



# CELEBRATING THE CENTENNIAL OF THE MEXICAN REVOLUTION

Stories & Music of the Revolution: A Commemorative Exhibit on the Centennial of Mexico's Revolu - Windows Internet Explorer

http://www.library.arizona.edu/news/entries/view/2500

File Edit View Favorites Tools Help

News & Events » Calendar of Events and Exhibitions

## Stories & Music of the Revolution: A Commemorative Exhibit on the Centennial of Mexico's Revolution

**Dates:** September 9, 2010 - December 20, 2010

**Location:** Special Collections


**Contact:** [Bob Diaz](#)

**Description:**

Special Collections at the University Libraries announces its newest exhibit, **Stories & Music of the Revolution: A Commemorative Exhibit on the Centennial of Mexico's Revolution**, on display from Sept. 9 – Dec. 20, 2010 in the gallery at Special Collections, 1510 E. University Blvd.

Through unofficial correspondence among citizens, reminiscences written years after the incidents, photographs, broadsides, sound recordings, government circulars, and wood-block engravings *Stories & Music of the Revolution* illustrates a sense of individual and collective experiences along the border from 1910 – 1920, the turbulent years of the Revolution.

*Stories & Music of the Revolution* draws from Special Collections' expansive Borderlands materials to recreate the Revolution as experienced from two perspectives: those fighting for agrarian, economic, and other societal reforms and those seeking to stabilize the nation or remain in power. The materials on display were selected from a



Detail, Woodcut, De Francisco Moreno Capdevila, from *El Coyote—Corrido De La Revolucion*, Celedonio Serrano Martinez, Mexico, 1951

Done Internet 100%

# MEXICAN REVOLUTION AS PORTRAYED THROUGH THE CORRIDO

The Role of Women in the Mexican Revolution as Portrayed Through the Corrido (lecture) | The Un - Windows Internet Explorer

http://www.library.arizona.edu/news/entries/view/2505

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Yahoo! Search

The Role of Women in th... x Facebook

Page Safety Tools

### The Role of Women in the Mexican Revolution as Portrayed Through the Corrido (lecture)

**Date:** November 18, 2010

**Times:** 7:00 pm - 8:30 pm

**Location:** Special Collections

**Contact:** [Bob Diaz](#)

**Description:**


**The Role of Women in the Mexican Revolution as Portrayed Through the Corrido** closes a fall lecture series held in conjunction with the exhibit *Stories & Music of the Revolution: A Commemorative Exhibit on the Centennial of Mexico's Revolution* in Special Collections.

Lecture V: The Role of Women in the Mexican Revolution as Portrayed Through the Corrido

- Raquel Rubio Goldsmith, Lecturer, UA Department of Mexican American and raza Studies
- Celestino Fernandez, Professor, UA Department of Sociology
- Los Cuatro Vientos Musical Group

Raquel Rubio Goldsmith, historian and lecturer in the UA Department of Mexican American and raza Studies, will discuss the significant role women played during the Mexican Revolution. Celestino Fernandez, Professor, UA Department of Sociology, will discuss the corrido as a popular song form and its importance in communicating values, issues and ideas during the Revolution and into the present. The presentations will be illustrated by a performance from the local musical quartet Los Cuatro Vientos.

Free and open to the public



Detail, Woodcut, De Francisco Moreno Capdevila, from *El Coyote—Corrido De La Revolucion*, Celedonio Serrano Martinez, Mexico, 1951

Internet 100%



# LOS CUATRO VIENTOS



# MY NEW JOB

Special Collections Librarian  
The University of Arizona Libraries  
Start date: April 18, 2011

*Who knows what mischief I might get  
into in this job???*



# EL FIN

