

Musica Para Todos Provides Access to Latin Music

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ABSTRACT (ABSTRACT)

Each library will receive a state-of-the-art CD player containing 100 Latin music CDs that reflect the diverse range of the music, from timeless classics to contemporary hits. The collections are divided into three main genres of Latin music represented in the United States: Latin Pop, Tropical and Salsa, and Mexican and Tejano. Including all 1995 and 1996 recipients, a total of 24 libraries across the country can offer their patrons the resources of the Música Para Todos collection.

"The growing interest in Latin music has been phenomenal," notes Gina Alvarez, marketing manager, Columbia House Club Música Latina. "As the popularity of Latin music continues to flourish throughout the country, a dedication of such music and related resource materials can benefit entire communities by not only providing widespread access to different Latin music selections, but by helping to generate greater awareness about the music's rich history and diversity."

In response to strong enthusiasm from last year's recipient libraries and their patrons, Música Para Todos will provide 1995 recipients with Latin music CDs and educational brochures. These CDs will replace the majority of the 100 original selections, and will offer updated examples of Latin Pop, Tropical and Salsa, and Mexican and Tejano.

FULL TEXT

Música Para Todos Provides Access to Latin Music.

For the second year, 12 libraries across the country serving large Hispanic communities were selected as the 1996 recipients of Latin music collections through Música Para Todos, a program dedicated to promoting Latin music education in the United States.

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Música Para Todos was founded by Columbia House Club Musica Latina, the largest direct marketer of Latin music in the United States, in conjunction with National REFORMA, an organization providing library services to the Spanish-speaking. The program was developed in recognition of the growing interest in Latin music in the United States and the need for related resources available to the community.

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Recipient libraries were selected by a specially formed committee of National REFORMA members. Criteria for selection included the ability to conduct educational programs involving the collection. Libraries must also serve a substantial Hispanic population and offer access to local community patrons.

The 1996 recipient libraries include: Chandler Public Library, Chandler, Ariz.; San Luis Branch Library, San Luis, Ariz.; Santa Ana Public Library, Santa Ana, Calif.; Rio Hondo Library, Whittier, Calif.; Bridgeport Public Library, Bridgeport, Conn.; Ft. Lewis College Library (John R. Reed Library), Durango, Colo.; Oakland Park Library, Oakland Park, Fla.; Michigan State University Library (Main Branch), East Lansing, Mich.; Thomas Branigan Memorial

Library, Las Cruces, N.M.; Biblioteca Publica de la Comunidad Carnegie del Departamento de Educacion, San Juan, P.R.; Dallas Public Library (North Oak Cliff Library), Dallas, Texas; and the University Library at the University of Texas at El Paso, El Paso, Texas.

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"Thanks to Música Para Todos, recipient libraries and their patrons have gained access to a great educational tool that would have otherwise been unavailable due to financial constraints. Through this initiative, communities are not only able to enjoy the diverse sounds of Latin music, but are also learning about the richness of Latin culture."

Additionally, as part of the commitment to Música Para Todos, the libraries will receive Latin music installations to develop culturally-oriented activities which help support the program in their communities.

The Música Para Todos Latin music collection can also be found at libraries located in: City of Commerce, Calif.; Chicago, Ill.; Contra Costa, Calif.; Fort Worth, Texas; Houston, Texas; Laredo, Texas; Newark, N.J.; New York, N.Y.; Oceanside, Calif.; San Antonio, Texas; Tampa, Fla.; and Tucson, Ariz.

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