

Notas

NARAS Takes A Welcome Step

By ENRIQUE FERNANDEZ

The National Academy of Recording Arts & Sciences has announced that the 1983 Grammy awards will include three Latin categories: Latin pop, tropical and Mexican/American. This new arrangement is a welcome change from the one Latin Grammy, which forced Academy members to compare apples to oranges. How could one possibly decide among a Julio Iglesias album, a salsa band and Texas Chicano music, to name but a few possibilities?

The titles of the categories are somewhat arbitrary; in the Latin music world, with its wide range of cultures and musical styles, there's no consensus about the names of things. But the three categories cover the Latin field and leave compatible genres, like tropical salsa and merengue, competing with one another, rather than with musical forms with which they have little in common, except for Spanish lyrics.

Under the new arrangement, Latin pop would include the music known as "the international sound" or "the romantic ballad." Conceivably, it would also include the new children's music, since this genre is more pop than traditional and of trans-national appeal.

Tropical music, a term already used in some territories, like Mexico,

embraces salsa, merengue, cumbia and vallenato, and Mexican tropical, plus the whole panoply of rhythms from the Hispanic Caribbean. Mexican/American includes both traditional Mexican music, like rancheras, and the indigenous sounds of the U.S./Mexico border, like the Tejano song.

One could argue that the new categories exclude some Latin music—Argentine tangos, Andean music, Spanish zarzuelas—but a quick glance at past Grammy winners would prove such objections academic. So far the prize has been dominated by tropical music, and one subcategory at that, Afro-Cuban rhythms (salsa). The new Latin Grammys will honor excellence in all the major groupings of Latin music listened to by U.S. Latins, the fruit of the labor of this country's Latin record industry.

For the Latin Grammy to be truly reflective of our industry's distinction, two conditions are essential. First, Latin recording personnel must join NARAS if they are to vote. After all, who else knows Latin music? For membership information, contact the nearest NARAS office: 4444 Riverside Drive, Burbank, Calif. 91505; 14 E. 53rd St., New York, N.Y. 10022; or 1227 Spring St. N.W., Atlanta, Ga. 30309.

And Latin record companies must make sure their best product is counted among the nominees. To do so, contact the Burbank office.

Last year, NARAS responded to criticism of the unfairness of the Latin Grammy by weeding out records which belonged in the jazz fusion category. (As the field of Latin/jazz and Latin/rock grows, there may soon be a need for a Latin fusion category). This year's tripling of the Latin Grammy is another fair step and a sign of NARAS' commitment to keeping up with the growing field of Latin recording. The ball is on the Latin side now; only by collaborating with the Academy will we see our efforts rewarded.

"They told me I was crazy," says New York promoter Jose Tejada, recalling his decision to bring Dominican merengue to this salsa-dominated city back in 1973, "and I said 'Watch me'." Today merengue acts, many of them sponsored by Tejada, appear regularly at salsa venues: Tejada's yearly Carnival del Merengue supershow has inspired other such promotions; merengue numbers account for half of the programming

of WBNX; and Tejada has branched out into other kinds of promotion, including the recent concert by Spanish superstar Camilo Sesto.

Merengue is not new. Like the rumba, mambo and cha-cha, and today's salsa, it's one of the classic Latin genres. In the Dominican Republic, merengue's a way of life, not unlike Jamaica's reggae. Dominicans celebrate the seasons, comment on politics and discuss lifestyle through merengue lyrics (most recently they've been arguing sexual politics). Its rhythms, easier to dance to than salsa, make it a definitive party music. And anyone who dances to modern double-time merengue is guaranteed beauty and health: merengue is funky aerobics.

New York has its own merengue scene, which includes the extraordinary Milly, Jocelyn y Los Vecinos, veteran Primitivo Santos, and the young Conjunto Elegante. But Dominican stars, like Johnny Ventura and Wilfredo Vargas, visit the city regularly. Vargas is a Tejada act, but all visiting merengue artists perform at Tejada's club, Studio 84 on upper Broadway.

Twice winner of the ACE award for promoter of the year—and this year's winner for concert of the year—Tejada has expanded from merengue's down-home circuit to the glittering world of international Latin pop, handling such stars as RCA's Rocio Jurado and Ariola's Camilo Sesto. In the booming children's music genre, the Dominican-born promoter has begun a yearly Festival of the Hispanic Child, which this year packed Madison Square Garden with performances by such groups as Spain's Parchis and Venezuela's Los Chamos. Jibaro music, the country sound of Puerto Rico, is also managed in New York by Tejada, who stages a yearly festival in the boroughs featuring the island's top jibaro talent.

And this summer Tejada is staging a series of block parties in New York's Latin neighborhoods sponsored by Anheuser-Busch.

From the bilingual beat: "El Lay," an LP by Los Angeles' Los Illegals, a tough chicano new music group; "I Need/Dame Amor," an EP from New York's dance group Armband; and "Adios, My Love," a Mexican-flavored dance-rock EP from Damian on L.P. Records, distributed in the U.S. by Moby Dick and in Europe by PolyGram.

BY NEW ENTERTAINMENT FIRM

Puerto Rican Market Boosted

SAN JUAN—Record sales in Puerto Rico amount to \$20 million per year, according to a market survey undertaken by Famma Corp., a new company in the island's entertainment industry that provides consulting, record and concert production, and promotion services.

Famma president Josantonio Mellado Romero is the publisher of the show business magazine Artistas and has worked in the promotion business for many years. According to Mellado Romero, his company is particularly interested in the rock market, which he says has grown extraordinarily in Puerto Rico in the last few years.

He points out that the island, which has a population of three mil-



WORKING TOGETHER—Liza Ball joins Camilo Sesto in a duet at the Spanish singer's recent concert at the Felt Forum.

Survey For Week Ending 6/18/83

Billboard® Hot Latin LPs™ Special Survey

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NEW YORK				CALIFORNIA			
This Week	Last Report	ARTIST—Title, Label & Number (Distributing Label)	This Week	Last Report	ARTIST—Title, Label & Number (Distributing Label)		
1	—	JULIO IGLESIAS Momentos, CBS 50329	1	1	LOS CAMINANTES Supe perder, Luna 1088		
2	1	ANIBAL BRAVO El gatico, Kubaney 40013	2	7	JOSE ALFREDO JIMENEZ El inmortal, Telediscos 1030		
3	8	MENUDO Una aventura llamada Menudo, Profono 9094	3	5	CAMILO SESTO 15 exitos de amor, Telediscos 1505		
4	5	JOSE LUIS RODRIGUEZ Historia del idolo, CBS 30302	4	—	CHELO La mortaja, Musart 1840		
5	7	JOSE LUIS PERALES Entre el agua y el fuego, CBS 80357	5	4	JULIO IGLESIAS Julio, CBS 50333		
6	3	CAMILO SESTO 15 exitos de amor, Telediscos 1505	6	15	JOSE LUIS PERALES Entre el agua y el fuego, CBS 80357		
7	—	HERMANOS ROSARIO El lapiz, Kubaney 4008	7	—	JUAN GABRIEL Todo, Ariola 0750		
8	11	EL GRAN COMBO Nuestro aniversario, Combo 2026	8	3	JULIO IGLESIAS Momentos, CBS 50329		
9	13	JOHNNY VENTURA El sueño, Combo 2028	9	13	LOS YONICS Con amor, Profono 3100		
10	—	CUCO VALOY Congo de oro, Gigi 11346	10	—	CARLOS Y JOSE El que enamora casadas, Falcon 5066		
11	4	MENUDO De coleccion, Profono 1601	11	8	EMMANUEL En la soledad, RCA 0403		
12	—	WILLIE COLON Vigilante, Fania 610	12	—	CAMILO SESTO Con ganas, Pronto 0704		
13	—	JULIO ANGEL Y LOS CONDES Romance para recordar, Pyramide 010	13	—	MENUDO Una aventura llamada Menudo, Raff 9094		
14	9	MENUDO Por amor, Profono 9089	14	9	LOS BONDADOSOS Por que te quiere yo tanto, Profono 3101		
15	—	WILFRIDO VARGAS Y SANDY REYES Karen 71	15	—	LOS BARON DE APODACA TH 2140		
FLORIDA				TEXAS			
This Week	Last Report	ARTIST—Title, Label & Number (Distributing Label)	This Week	Last Report	ARTIST—Title, Label & Number (Distributing Label)		
1	8	BASILIO Ni te imaginas, CBS 31301	1	4	JULIO IGLESIAS Julio, CBS 50333		
2	—	OSCAR D'LEON TH 2241	2	1	JULIO IGLESIAS Momentos, CBS 50329		
3	—	JOSE LUIS PERALES Entre el agua y el fuego, CBS 80357	3	—	LA MAFIA Electrifying, Cara 050		
4	3	ROBERTO CARLOS CBS 12320	4	2	RAMON AYALA Mi golondrina, Freddie 1240		
5	—	RAPHAEL Enamorado de la vida, CBS 80367	5	12	VICENTE FERNANDEZ 15 exitos vol. 2, CBS 20672		
6	4	DYANGO Bienvenido al club, Odeon 9000	6	8	JUAN GABRIEL Cosas de enamoraco, Pronto 0702		
7	10	JULIO IGLESIAS Momentos, CBS 50329	7	7	ROCIO DURCAL Canta lo romantico de Juan Gabriel, Pronto 0703		
8	—	LOS KENTON Excitante, Algar 37	8	3	JOSE ALFREDO JIMENEZ La musica inmortal de, Caytronics 1030		
9	—	SOPHY Comparame, Velvet 6027	9	13	RAMON AYALA Una carta, Freddie 1250		
10	—	BONNY CEPEDA Arrasando con todo, Algar 33	10	—	LOS BUKIS Yo te necesito, Pronto 3090		
11	9	CAMILO SESTO Con ganas, Pronto 0704	11	10	LORENZO ANTONIO Como me gustas, Musart 1824		
12	5	LUPITA D'ALESSIO De parte de quien, Orfeon 005	12	—	LIBERTY BAND A nuestro estilo, LALR 1001		
13	—	NOCHE CALIENTE Vol. 2, K-Tel 5590	13	—	RAMON AYALA El amo de la musica nortena, Freddie 1262		
14	11	ANDY MONTANEZ Hoy, LAD 374	14	—	CHELO Le mortaja, Musart 1840		
15	2	TOMMY OLIVENCIA TH 2222	15	—	VARIOS ARTISTAS Lo mejor de 1982, Caytronics 2001		

JUNE 18, 1983, BILLBOARD

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Puerto Rico Top LPs™

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1	2	BONNY CEPEDA Arrasando con todo, Algar 33
2	—	AIDITA Y FELIPE Por primera vez, Global 923
3	1	ALEX Y LA ORQUESTA LIBERACION Las locas, Karen 73
4	9	WILFRIDO VARGAS Y SANDY REYES Algar 71
5	12	CAMILO SESTO Con ganas, Pronto 0704
6	3	DANNY RIVERA TH 2229
7	4	JULIO ANGEL Y LOS CONDES Romance para recordar, Music Stamp 00
8	13	BOBBY VALENTIN Presenta al Cano Estremera, Bronco 124
9	10	ROBERTO CARLOS CBS 12320
10	8	MILLIE Y LOS VECINOS Acabando, Algar 32
11	—	JOHNNY VENTURA El sueño, Combo 2028
12	—	WILLIE COLON/HECTOR LAVOE Vigilante, Fania 610
13	—	VARIOS ARTISTAS Recuerdos romanticos, Music Latin Int'l 150
14	7	WILLIE COLON Corazon guerrero, Fania 619
15	—	OSCAR D'LEON TH 2241