

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

*presents*

THE SIXTH INTERNATIONAL

# CORRIDO

(MEXICAN NARRATIVE BALLAD) CONFERENCE

In Memoriam and Honoring

Professor Guillermo Hernández and Singer/Composer Lalo Guerrero

**MAY 8, 9 & 10, 2008**

at the UCSB MCCUNE CONFERENCE ROOM,  
the UCSB Multicultural Center and CASA DE LA RAZA

The corrido, or Mexican/Chicano ballad, is a popular musical composition that tells a story. It evidences flexibility in structure and content. Américo Paredes posited that the corrido crystallized as a tradition in the American Southwest and northern Mexico during the 19th century as a result of the U.S. - Mexico War of 1848. The corrido traces its origins to the Spanish romances and rose in popularity during the Mexican Revolution in 1910. It is formulaic with a basic structure consisting of an introduction, the plot, and the despedida or farewell ending—often with a moral admonition. Guitars and accordions are commonly used by corrido singers.

Conference Organizer: Maria Herrera-Sobek

Sponsors: Chicano Studies Institute at UCSB; Arhoolie Foundation, Casa de La Raza, Luis Leal Endowed Chair; Office of the Executive Vice Chancellor, Office of the Associate Vice Chancellor for Diversity, Equity and Academic Policy, Chicana and Chicano Studies Department, Multicultural Center, Latin American and Iberian Studies and Office of Equal Opportunity.

Free Event. For information call: 805-893-5114 and 805-893-3895

**PROGRAM**

**CORRIDO**

**CONFERENCE**

**IN MEMORIAM AND HONORING**

**PROFESSOR GUILLERMO HERNÁNDEZ**

**AND**

**COMPOSER/SINGER: LALO GUERRERO**

**UNIVERSITY OF CALIFORNIA, SANTA BARBARA**

**MAY 8, 9, AND 10, 2008**

**CONFERENCE ORGANIZER: MARIA HERRERA-SOBEK**

**McCUNE CONFERENCE ROOM, May 8, 2008 (9:00 am – 5:00 pm)**

**RECEPTION: MAY 8—MARY CHEADLE ROOM (Third Floor – 3591) DAVIDSON LIBRARY**

**MULTICULTURAL CENTER, May 9, 2008 (9:00 am – 5:00 pm)**

**CASA DE LA RAZA: EVENING AND NIGHT ACTIVITIES May 8 and 9, 2008**

**FESTIVAL DE LA RAZA, Saturday, May 10, 2008 (1:00 pm – 9:00 pm) CHASE PALM PARK  
(Cabrillo Blvd. and Calle César Chávez)**

**COMPOSER/SINGER: LALO GUERRERO**



**PROFESSOR:  
GUILLERMO HERNÁNDEZ**



# May 8, 2008

## MORNING SESSION:

### McCune Conference Room

**9:00 – 9:30 AM      Registration and Coffee**

**9:30 – 10:30 AM      Opening Ceremonies**

WELCOME: MARIA HERRERA-SOBEK

EXECUTIVE VICE CHANCELLOR GENE LUCAS

CARL GUTIÉRREZ-JONES, DIRECTOR CHICANO STUDIES INSTITUTE

CHRIS STRACHWITZ, THE ARHOLIE FOUNDATION

DAN GUERRERO AND MARK GUERRERO

CHON NORIEGA, DIRECTOR CHICANO STUDIES RESEARCH  
CENTER, UCLA

RAQUEL LOPEZ, DIRECTOR CASA DE LA RAZA

**10:30 – 11:00 AM      Keynote Speaker: JOHN McDOWELL**  
*“The Theme of ‘Mal Gobierno’ in Corrido Discourse”*

**11:00 – 11:15 AM      Tribute to GUILLERMO HERNÁNDEZ:**  
Juan Carlos Ramírez-Pimienta, former student of  
Prof. Guillermo Hernández

**11:15 – 11:20 AM      COFFEE BREAK**

**11:20 – 12:20 PM      Tribute to LALO GUERRERO FROM HIS SONS**  
Dan Guerrero  
Mark Guerrero

**12:30 – 2:15 PM      Lunch: FACULTY CLUB**

# May 8, 2008

## AFTERNOON SESSION:

### McCune Conference Room

**2:30 – 4:00 PM**      **PANEL I: Moderator – DOLORES INÉS CASILLAS**

José Limón: *“Singing it Back to the People: The Discursive Ride of Gregorio Cortez”*

Elijah Wald: *“Vuela, Vuela Cyberpalomita”: YouTube Gives New Life to the Corrido Tradition*

Jaime Nicolopulos: *“Ignacio Parra’: New Light on an Old Corrido”*

**4:00 – 4:30 PM**      **PANEL II: Moderator - FRANCISCO LOMELÍ**

Luis Leal: *“Corrido de Lucio Blanco en su contexto histórico”*  
[*“Lucio Blanco’s Corrido in its Historical Context”*]

**4:45 – 6:30 PM**      **RECEPTION**

**Mary Cheadle Room (Third Floor Room 3591),  
Davidson Library**

**SOUNDS LATINO LIBRARY MUSIC EXHIBIT:**

*“Sounds Latino: Musical Legends in the California Ethnic and Multicultural Archives”*

Host: Salvador Güereña, Director of California Ethnic and Multicultural Archives (CEMA)

**7:00 – 8:00 PM**      **RECEPTION – DINNER**

**Casa de la Raza (601 E. Montecito Street),  
Santa Barbara** (Montecito / Calle César Chávez)

**8:00 – 9:00 PM**      **NOCHE DE CULTURA** (Casa de la Raza)  
**CORRIDO CONTEST: SELECTION OF FINALISTS**

**9:00 – 10:30 PM**      **MUSICA Y BAILE** (Casa de la Raza)

# May 9, 2008 MORNING SESSION:

## MultiCultural Center

**8:30 – 9:00 AM**      **Coffee and pastry**

**9:00 - 11:00 AM**      **PANEL III: Moderator: TATIANA VORONCHENKO**

Chrissy Arce:      *“Entre Adelitas y Cucarachas’ The Soldadera as Trope”*

Enrique Lamadrid:      *“La Indita de Plácida Romero, 1882: A Commemorative Family Ballad Enters the Oral Tradition”*

Peter García:      *“Chicana/o Corridos in a Post-9/11 World: Changing Performance Norms, Composition, and Contexts”*

Sara Portnoy:      *“The Border Crossed Me:’ The Theme of Immigration in Contemporary Corridos”*

**11:00 – 11:05 AM**      **COFFEE BREAK**

**11:05 – 12:25 PM**      **PANEL IV: Moderator: MARÍA DUKE DOS SANTOS**

Mark Cameron Edberg:      *“Interpreting Narcocorridos: Heroic Narratives, Tales of the Local and Universal, or Exploitative Discourse?”*

Juan Carlos Ramírez-Pimienta:      *“Por matar un policía del gobierno americano’: Caro Quintero en el narcocorrido (y narcoimaginario) mexicano”*

Alvaro Ochoa Serrano:      *“Del crimen organizado al corrido: El mulato Martín Toscano (1752-1803)”*

**12:30 - 2:00 PM**      **LUNCH**

# May 9, 2008 AFTERNOON SESSION:

## MultiCultural Center

**2:15 – 3:45 PM      Panel V: Moderator: CHON NORIEGA**

Robert Chao Romero: *“Corridos, Ethnic Typing, and the Mexican Anti-Chinese Campaigns, 1910-1940”*

Deborah Vargas: *“Feminist Perspectives on the Corrido”*

Leticia Isabel Soto: *“Gender and Machismo: Women Singers and Male Composers of the Mexican Corrido”*

**3:45 – 5:00                      Panel VI: Moderator: JOSÉ ANGUIANO**

### THE ARHOLIE FOUNDATION: PANEL AND FILM

Chris Strachwitz

Tom Diamant

**6:00 - 7:30 PM              Dinner**  
**Casa de la Raza (601 E. Montecito Street),  
Santa Barbara**

(Montecito / Calle César Chávez)

**7:30 - 8:30 PM              Panel VII: Moderator: CARLOS MORTON**

**GUEST SPEAKERS: CORRIDO WRITERS:**

**Enrique Franco**

**Reynaldo Martínez “El Gallero”**

**Commentator: RUSSELL RODRIGUEZ**

**8:30 – 10:00 PM      Casa de la Raza**  
**Noche de Películas (Films)**

**May 10, 2008**  
**SATURDAY**

**FESTIVAL DE LA RAZA**

**1:00 PM – 9:00 PM**

**CHASE PALM PARK**

**East Cabrillo Boulevard and Calle Cesar Chavez**

**ACTIVITIES**

**OUTDOOR FESTIVAL**

**MUSIC**

**CORRIDO CONTEST WINNERS**

**TV PERSONALITIES**

**RADIO BRONCO**

**LA PRECIOSA**

**TELEMUNDO**

**SOCCER TOURNAMENT: LA COPA DE LA  
RAZA**

**CHILDREN'S AREA**

## **SPONSORS:**

**Chicano Studies Institute, Casa de La Raza, Office of the Executive Vice Chancellor, Office of the Associate Vice Chancellor, Office of Equal Opportunity, Latin American and Iberian Studies, the UCSB Libraries - Don Tosti Endowment for the Preservation of Mexican American Musical Heritage, Luis Leal Endowed Chair, The Arhoolie Foundation, Fund for Labor, Culture and History, Chicana and Chicano Studies Department, the MultiCultural Center, Radio Bronco, La Preciosa, and Telemundo.**

## **SPECIAL ACKNOWLEDGEMENTS AND THANKS:**

**Gene Lucas, Executive Vice Chancellor, UCSB  
Chris Strachwitz, The Arhoolie Foundation  
Carl Gutiérrez-Jones, Director, Chicano Studies Institute  
Salvador Güereña, Director, Cema Archives  
Raquel López, Director, Casa de la Raza  
Zaveeni Khan-Marcus, Director, MultiCultural Center  
Ricardo Alcaíno, Director , Office of Equal Opportunity  
Kathleen Bruhn, Director, Latin American and Iberian Studies Program**

## **ARTWORK BY: ALMA LOPEZ**

## **STAFF SUPPORT:**

**Our thanks and great appreciation for the work done by Theresa Peña, Director Raquel López from Casa de La Raza, Zenaida Pérez, Lisa Oshins, and Kristen O'Donnell Rave.**

## **CORRIDO JUDGES:**

**Professor Peter García, California State University, Northridge and UCSB  
Professor María Herrera-Sobek, University of California, Santa Barbara  
Professor Francisco Lomelí, University of California, Santa Barbara  
Professor Jaime Nicolopulos, University of Texas, Austin  
Professor María Duke dos Santos, Texas A&M University, College Station**