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## AUGUST 2010 ISSUE

# News ⊕ ⊕ ⊕

## DJ Profile: Con Salsa! With José Masso

By Nelson Rodríguez

*A musical artist's dream is to record his/her own disc and then perform that music in the appropriate venue, but in the present financially negative environment musicians are finding it difficult to secure live engagements. It is more economical for nightclub owners to hire DJs. A club DJ plays a CD but few people ever ask the DJ who is playing, and DJs don't announce the names of the bands. There exists, however, one individual who becomes a key person to the success and continued success of the recording and that is the radio DJ/Host.*



One such DJ/Host celebrated his 35th year on the air in Boston, Massachusetts, on June 22, 2010...His name is José Masso, and he is not only one of the early Latin radio pioneers in Boston's history but a true activist in so many ways.

Puerto Rican-native Masso began his heralded career in radio in 1975, two years after arriving in Boston. His extensive, prominent, and groundbreaking career in education, communications,

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**Steve Pouchie**

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**José Luis Morán**

La Rumba del Barrio

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**3D Ritmo de Vida**

Que Siga La Rumba

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**Somos Son**

Bilongo

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**The Estrada Brothers**

Mr. Ray

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**Manny Silvera**

Bassed in America

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**Bobby Matos**

Cuchy Frito Man

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**Chembo Corniel**

Buena Gente

[Windows Media](#)

politics, entertainment and sports sets him apart from other radio personalities. In honor of his 30th broadcasting anniversary, the City Council of Boston proclaimed June 22nd, 2005, as José Masso & Con Salsa! Commemoration Day. The celebration continued later that night with a concert performed by Juan Luis Guerra & 440.

Since 2001, José has hosted three trips to Cuba as part of the defunct Citizens of the World Tour for radio station WBUR (90.9 FM).

His impressive resumé includes participation in the Nellie Mae Education Foundation, the Puerto Rico Federal Affairs Administration, New England Regional Office, Barack Obama's presidential campaign trail, Northeastern University's Government Relations and Community Affairs, and the Center for the Study of Sports in Society.

Masso was also a television host for fifteen years, when he was featured on the Emmy Award-winning bilingual public affairs program "Aquí." Numerous national and regional newspaper and magazine articles have spotlighted his contributions to the Latino community. But his contributions to radio and salsa is what makes us proud to showcase him in Latin Beat Magazine. On July 29th, 2007 Masso served as Godfather of the 40th Annual Puerto Rican Festival Parade in Boston, and the following year he was chosen as an honoree for his role as one of the Puerto Rican radio pioneers, considering his 33 years of programming at WBUR.

Through the support of his radio listeners (along with Con Salsa! Productions & Patria Entertainment), Masso was able to produce and promote Latin music concerts that featured Rubén Blades (with Seis Del Solar or Editus), Tito Puente, Celia Cruz (with Puente, Willie Colón and Johnny Pacheco), Marc Anthony, Mongo Santamaría, Eddie Palmieri, Ray Barretto, Mario Bauzá, Jerry González & The Fort Apache Band, Poncho Sánchez, Machito & his Afro Cuban Orchestra, Grupo Niche, India, Michel Camilo, Paquito D'Rivera, Jimmy Bosch, Juan Luis Guerra & 440, Johnny Ventura, Gilberto Santa Rosa, El Gran Combo, Orquesta Aragón, Luis 'Perico' Ortiz, Spanish Harlem Orchestra, Oscar D'León, Arturo Sandoval, Ralph Irizarry & Timbalaye, Bamboleo and many others.

Con Salsa! can be heard every Saturday night from 10 P.M. to 3 A.M. (EST) on WBUR 90.9 FM. This program includes showcases of specific recordings or artists, as well as interviews. Masso's vast experiences in the past 35 years have been instrumental in turning Con Salsa! into one of the finest radio shows in the United States and one of the best in the world!



## RICKY MARTIN

**El Artista Internacional Ricky Martin Regresa a Broadway  
En La Primavera del 2012**

**Quicktime****Maña**

Tranquilito

[Windows Media](#)[Quicktime](#)**Santiago Ceron**

Besos de Hada

[Windows Media](#)[Quicktime](#)**Johnny Polanco y Su****Conjunto Amistad**

El Gusto de Mi Salsa

[Windows Media](#)[Quicktime](#)**Siempre Salsa All Stars**

Salsa Para Siempre

[Windows Media](#)[Quicktime](#)

*El Ganador Del Premio Grammy Y La Actriz Elena Roger Protagonizaran La Nueva Produccion De "Evita" Bajo La Direccion Del Reconocido Director Britanico Michael Grandage La Obra Contara Con La Musica De Los Premiados Compositores Y Productores Andrew Lloyd Webber y Tim Rice*

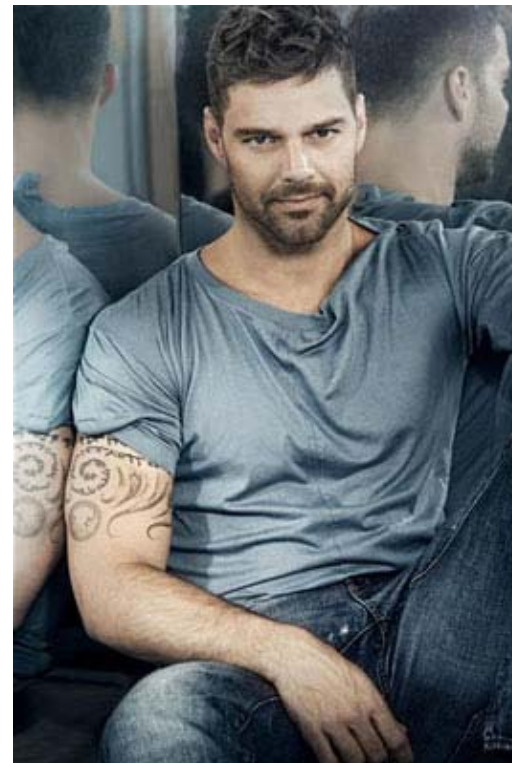
El iconico Ricky Martin regresará a Broadway para protagonizar junto a la premiada actriz Argentina Elena Roger, la nueva producción de la obra de teatro "Evita."

Los productores Hal Luftig y Scott Sanders anunciaron hoy que "Evita" abrirá en la primavera del 2012 y contará con la música de Andrew Lloyd Webber y Tim Rice, los acreedores de premios Oscar, Grammy, Tony y Olivier. La dirección estará a cargo del ganador del premio Olivier, el director Británico Michael Grandage y la coreografía del ganador del premio Tony, Rob Ashford.

Martin personificará al Ché Guevara, marcando su gran regreso a Broadway desde su participación en *Les Misérables* en 1996. *"He tenido la bendición de poder presentarme en grandes escenarios, pero nunca he perdido el deseo de volver a hacer teatro,"* expresó Ricky Martin. *Me alegra saber que tendré la oportunidad de regresar una vez más a Broadway después de trabajar la promoción de mi próximo álbum y gira mundial. Me siento honrado de formar parte de la maravillosa producción de Michael Grandage y de poder trabajar con una de las actrices Latinas más aclamadas del teatro como lo es Elena Roger."*

Roger personificará a la actriz y política Argentina Evita Perón, siendo ésta la primera vez que una Argentina protagonice la mencionada obra. *"Es un gran honor poder llevar esta nueva producción de Evita contando por primera vez, con una protagonista Argentina,"* expresó Michael Grandage. *"Con la participación de Ricky Martin, ahora tenemos la oportunidad de hacer la producción aún más auténtica y celebrar la brillante creación de Andrew Lloyd Webber y Tim Rice en Nueva York después de más de un cuarto de un siglo."* Próximamente se anunciarán los otros actores que se unirán al estelar elenco de "Evita."

Actualmente, Martin se encuentra trabajando en su próxima producción discográfica y su primer libro. Las fechas de lanzamiento de ambos proyectos serán anunciadas próximamente.



## A Sizzling Dance Tradition Inspires a Diverse Group of New Yorkers In the Documentary

### *El Espiritu De La Salsa*

### Debuting August 9, Exclusively On HBO

A synthesis of mesmerizing Afro-Cuban beats and sultry Caribbean rhythms, salsa (Spanish for "sauce") has a wide-ranging appeal that extends far beyond the Latino community. The documentary **EL ESPIRITU DE LA SALSA** follows a diverse group of ten New Yorkers as they discover the transformative power of salsa dance when it debuts **MONDAY, AUG. 9 (9-10 p.m. ET/PT)**, exclusively on HBO.

**EL ESPIRITU DE LA SALSA** also debuts on HBO Latino in español, **MONDAY, AUG. 9 (9:00-10:00 p.m. ET)**

Other HBO playdates: Aug. 10 (10:30 a.m., 12:30 a.m.), 14 (11:00 a.m.), 20 (3:00 p.m.), 22 (4:30 p.m.)

HBO2 playdate: Aug. 11 (8:00 p.m.)

**EL ESPIRITU DE LA SALSA** concludes the HBO Documentary Films summer series. The other August presentation is "12th & Delaware" (debuting Aug. 2).

Academy Award®-nominated filmmakers Jon Alpert, Francisco Bello, Matthew O'Neill and Tim Sternberg follow ten amateur dancers who prepare for their first salsa performance with just six weeks of rehearsal under the tutelage of celebrated salsa dance instructor Tomas Guerrero of the Santo Rico Dance Company. Ranging from the Hudson River's revitalized waterfront to the streets of Spanish Harlem to the glamour of Times Square, the documentary spotlights people from all over New York City — including an E.R. doctor from Battery Park, a heartbroken Wall Street trader, a Midtown Manhattan policeman and a macho Queens construction contractor — who have just one thing in common: a desire to invigorate



*Pictured above: Featured are students, Danny Gonzalez and Nirka Rodriguez during salsa class from the HBO documentary *El Espiritu de La Salsa*. Photo credit: Paul Schiraldi/HBO*

their lives through the magic of dance.

The dancers include:

Jessica Bennington, a pastry chef who left Colorado to start her own business in New York. She explains why she loves salsa, noting, "Besides the fact I love Latin men, the music got under my skin."

Rick Callahan, a building contractor and self-described "traditional guy" who ruefully endures good-natured teasing from friends and family about his newfound love of dancing.

David Cutie and Betty Pérez Cutie, retired educators who have been dancing together for 33 years, and call their avocation "another area to disagree."

Luz Fontana (a.k.a. "Miss Attitude" to her teacher), a single parent whose spirited exchanges with her own 71-year-old mother about her dance outings prove you are never too old for mom to worry about you.

Lourdes Garcia, a colorful bodega owner who expresses her artistic streak in interior design as well as dance.

Angel Mendez, an NYPD lieutenant assigned to Manhattan's sometimes-chaotic Midtown South precinct, who uses the rhythms of salsa to clear his mind and keep himself focused.

Li Ouyang, a commodities trader recovering from a bad break-up, who seeks to mend her broken heart through salsa.

Michelle Quash, an emergency room doctor who races from bureau to bureau to make time in her hectic schedule for dance lessons.

Larry Spiegel, who suffers from chronic fatigue syndrome and says salsa makes him feel "the soul of the world pouring in."



*Pictured above: Featured are Tomas Guerero's salsa students, Michelle Quash, Li Ouyang, Luz Fontanez and Jessica Bennington, during their exhibition performance in the HBO documentary El Espiritu de la Salsa. Photo credit: Paul Schiraldi/HBO*

Each week, Tomas Guerrero meets with the dancers in his Spanish Harlem dance studio, guiding them with the words "pride, power and perfection." Part demanding drill sergeant and part insightful psychologist, he challenges his students to stretch themselves physically and emotionally as he puts them through their paces. Guerrero's hands-on, sometimes-confrontational teaching style inspires his students to face their fears and challenge their limitations, and provokes a confrontation when one of his dancers boils over with emotion.

After two months of intense training, the day of the debut performance finally arrives. Facing a full house of family and friends, Guerrero's troupe thrills its supporters and wins over the doubters in a triumphant display of art, will and love, proving his assertion that everyone can learn to salsa.

**EL ESPIRITU DE LA SALSA** features a red-hot soundtrack of music from legendary salsa masters Tito Puente, Eddie Santiago and Héctor Lavoe, as well as contemporary pop superstars such as Norah Jones.

Taking its name from two of salsa's creative centers, Santo Domingo and Puerto Rico, the Santo Rico Dance Company has influenced salsa style all over the world since 1995.

**EL ESPIRITU DE LA SALSA** was executive produced by Jon Alpert and Sheila Nevins; directed by Francisco Bello and Tim Sternberg; produced by Francisco Bello, Matthew O'Neill and Tim Sternberg; supervising producer, Sara Bernstein; editor, Paula Heredia; cinematographers, Jon Alpert, Francisco Bello and Matthew O'Neill; original music by Daniel Freiberg.

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## EL GRAN COMBO

### Back By Overwhelming Demand!

Photography by Allen Spatz

**El Gran Combo** is undoubtedly one of the most popular salsa bands in the entire world. For over 40 years, generations of music lovers have danced to their hits. They returned to Lehman



Center with their distinct power and history with a program from their multiple gold albums that included hits like *Timbalero*, *Menú*, *Teléfono*, *Me Liberé* and *Nadie Como Ella*. Prior to the beginning of the evening's concert, an award proclamation was given to Eva Bornstein, distinguished Executive Director to Lehman Center for the Performing Arts).



## JUAN LUIS GUERRA EL "IDOLO" DE PREMIOS JUVENTUD

**EL ARTISTA DOMINICANO RECIBIO EL GALARDON MAS IMPORTANTE DE LA NOCHE: "IDOLO DE GENERACIONES"**

Con dos espectaculares actuaciones y el reconocimiento más importante de la noche, Juan Luis Guerra se convirtió en uno de los artistas más aclamados de Premios Juventud 2010.

Guerra realizó dos presentaciones, la primera con el artista español Enrique Iglesias y su tema *Cuando Me Enamoré* y luego estrenó, por primera vez en televisión, su segundo sencillo *La Guagua* en conjunto con *Bachata en Fukuoka*, canción que continúa en la posición # 1 en la lista Tropical de Billboard por octava semana consecutiva.



Después de su presentación, Juan Luis Guerra recibió de manos de los cantautores Juanes y Diego Torres y la cantante Amelia Vega, el galardón especial de la noche: "Idolo de

Generaciones," por su impresionante trayectoria artística, carrera ejemplar e incansables esfuerzos filantrópicos. Emocionado, Juan Luis dedicó el galardón a la República Dominicana, no sin antes agradecer a Jesús, sus fans, familia y 440.

Juan Luis viajó el 23 de julio a Los Angeles donde fue el invitado especial de Alejandro Sanz en su concierto "Tour Paraiso," y luego continuo su gira promocional correspondiente a su más reciente producción Asondeguerra en México, Argentina, República Dominicana y España.

FOTO CORTESIA: [www.UNIVISION.COM/FCUEVAS](http://www.UNIVISION.COM/FCUEVAS)



## Steve Pouchie's El Puente CD Release Party

Photographs © by Allen Spatz



Once again, on Thursday, June 30, I found myself back at the Kaufman Center in Manhattan's West Side for another round of Latin music, this time with the sounds of Steve Pouchie and his group. Pouchie is a vibraphonist/bandleader who has been on NYC's music scene for quite a few years and this particular night he was celebrating the release of his second album *El Puente*



(The Bridge) on the Latin Jazz Alive label.

Organized by MAT Productions and Latin Jazz Alive, a well-attended catered press conference was capped off by a live performance that included most of the themes on Pouchie's new CD. Unfortunately, not all of the group's regular musicians and special guests who recorded on the album were able to make the date yet the substitutes did an excellent job. Featured guests on stage included Andrea Brachfeld (arousing the crowd with her tasteful flute solos), Ronnie Puente (interpreting one of his father's signature vibe tunes *Picadillo*), Orlando Marin and Joe Bataan who, to the cheers of those in attendance, brought the evening to a close with a soulful rendition of his popular song *The Good Old Times*. — Gabe Romero

### **Steve Pouchie**

By Tomas Peña

Steve Pouchie is a man of many talents. Among other things he is an accomplished musician, band leader, producer of the "Latin Jazz Alive and Kickin'" music cable show, and an award winning Music and Technology educator.

Pouchie was born to Puerto Rican parents and raised in New York City, where he attended Stuyvesant High School. He received a full scholarship to Bard College with the intention of pursuing a career in Economics, however at Bard Steve met teacher and jazz trombonist Roswell Rudd, who inspired him to study music and become a vibraphonist. He graduated with a BA in Economics and Associate's Degree in Music.

In 1993, after working 12 years in corporate sales, Steve took a position as a music teacher in a middle school in the Bronx and after three successful years, Steve was offered the position of Performing Arts Coordinator at Walton High School. It was there that he developed one of the first Digital Piano Labs and a student run recording studio. His work was so effective that in 2004, Steve was awarded the distinguished New York Post Liberty Medal for his outstanding work as an educator. According to New York City's Mayor Michael Bloomberg, who presented Pouchie his medal, "These men and women have made important contributions to their community through time, work, talent and wisdom." Despite the demands of being an educator, Pouchie, always eager to play with his ensemble, continued to develop musically by performing at colleges, restaurants, nightclubs, political events and outdoor concerts. He has played with or opened for an array of established musicians, including Tito Puente, Charlie Palmieri, Jimmy Sabater, Dave Valentín, Bobby Sanabria, Gilberto Colón Jr., Little Johnny Rivero, and many others. In 2002, Pouchie released his first CD Vibe Mania. Around the same time, Pouchie enrolled in a television production course at the BRONXNET Cable Network in order to document and assist in popularizing Latin jazz music on a broader scale. After completing the course he teamed up with his wife, Naomi (who assumed the role of host/interviewer) to create the cable series, "Latin Jazz Alive and Kickin'," watched by thousands of music lovers weekly in the N.Y.C. area weekly. The show captures New York's vibrant music scene through the use of live performances and interviews with many of the most prominent artists in the history of Latin music: Tito Puente, Celia Cruz, Ray Barretto, Johnny Pacheco, Wilson "Chembo" Corniel,

Gilberto Santa Rosa, Joe Cuba, Jimmy Sabater, José Mangual Jr., Dave Valentín, Andrea Brachfeld, Spanish Harlem Orchestra and many others. In 2004, Latin Jazz Alive and Kickin' received the BETA award for being one of the most watched and longest-running shows on Public Access television in the Bronx. Today, Pouchie divides his time between his work as an educator and his passion for music. In recent days he has been collaborating with Little Johnny Rivero, Andrea Brachfeld, Ivan Renta and other known Latin Jazz musicians in the New York area to create his second CD titled *El Puente* (The Bridge). The recording features a variety of classic compositions as well as new, original material. More importantly, it reflects Steve Pouchie's growth as a leader, musician, composer, arranger and producer.



## SHAKIRA

El 16 de julio **Shakira** se apoderó del escenario y cautivó a su público durante la 7ma entrega de *Premios Juventud*. La cantante colombiana sorprendió a todos en la apertura del show flotando sobre una alfombra mágica mientras interpretaba la canción *Gitana*. Acto seguido, **Shakira** puso a vibrar el escenario al ritmo de *Waka Waka (Esto es África)*, su más reciente hit internacional y canción oficial de la Copa Mundial Sudáfrica 2010.

Uno de los momentos más emocionantes de la noche fue cuando **Shakira** recibió el Premio Supernova, reconocimiento especial por su trayectoria musical que fue entregado por el actor Wilmer Valderrama. "*Hoy me he sentido muy querida por ustedes,*" dijo la cantante a sus fans. "*Por ese cariño que me dan tengo tantas ganas de seguir adelante; ustedes me inspiran. Gracias de corazón.*"

**Shakira** ganó también el premio a "*Mi Video Favorito*"; por el video de su éxito del 2009 "*Loba*", convirtiéndose así en la única artista femenina en llevarse dos galardones a casa.



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