



RANCHO ALEGRE RADIO

Preserving and Promoting Tejano and Conjunto Music

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Rancho Alegre Radio to Moderate SXSW Panel on Tejano Music

Austin-based non-profit to discuss genre's challenges at annual festival in 2018

Austin, Texas – Austin-based non-profit organization **Rancho Alegre Radio** will moderate a discussion panel about Tejano music at the **2018 South by Southwest music conference**. The panel is part of Rancho Alegre Radio's initiative aimed at raising the profile of Tejano and Conjunto music at the world-famous event.

The discussion, titled "**In Plain Sight-Tejano Music's Fight for Visibility,**" will examine the various challenges Tejano and Conjunto music face in terms of inclusion in mainstream media and in live music scenes like Austin's.

"We are really excited about this opportunity to examine these challenges and bring these issues to light at one of the biggest conferences in the world," said **Baldomero Cuellar**, Executive Director of Rancho Alegre Radio, who will be moderating the panel. "With any luck, we can bring about change and raise awareness about what's happening in these Texas music genres."

In addition to Cuellar, the panel will include **Sarah Rucker** of **Full Gallop Arts**, **Nancy Flores** of the **Austin American-Statesman** and **Destinee Ware**, co-owner of Austin music venue **One-2-One Bar**.

Rancho Alegre Radio has also been busy with a variety of events in the Austin area, including its **October 29th** event at the **Austin Moose Lodge**, "**Orquesta: Then & Now**" meet & greet and panel discussion with Tejano music legends and dance focused on the horn-driven Orquesta tradition. Additionally, their weekly Tejano-Conjunto Tardeada series on Sunday evenings at One-2-One Bar presented in association with Latin music promoter **AustinVida**, has drawn bands and music fans from all over the state.

More information about and a schedule of Rancho Alegre Radio's events and the organization's other work is available on their website at ranchoalegreradio.org.

About Rancho Alegre Radio

Rancho Alegre Radio is a 501(c)(3) non-profit organization dedicated to preserving and promoting Tejano and Conjunto music. Projects include digitizing recordings, interviewing legendary and up-and-coming artists, maintaining and constructing a historical record of Tejano and Conjunto music, connecting artists with professional and business services, and presenting the annual Rancho Alegre Conjunto Festival and various events throughout the year.

Rancho Alegre Radio – 5304 Blue Bluff Rd – Austin, TX 78724
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