



Guide to
Latino
San Marcos

February 2013

Welcome

Welcome to the Guide to Latino San Marcos, Texas assembled by the Latino Public Radio Consortium with the invaluable assistance of people who live and work here. This Guide will hopefully give you a deeper understanding of the confluence of cultures that has occurred for centuries.

The area and subsequently the city, named to honor Saint Mark by Spanish explorers, exemplifies why the term Tex-Mex was coined. The Mexican influence is felt heavily here in Texas, where the garb and work of vaqueros became the all-American cowboy, the Spaniards and Native Americans created a mestizaje and Mexican chili gave birth to Texas chili.

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We also have a Guide to Latino Denver, Guide to Latino San Francisco and Guide to Latino Houston which you can access either on-line (www.latinopublicradioconsortium.org) or by requesting them at lprc@comcast.net. If you have any additional listings for the Guides, please don't hesitate to contact us.



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WDNA – Jazz

HISTORY OF *Latino* San Marcos

Founded on the banks of the San Marcos River in 1851, San Marcos is considered one of the oldest continuously inhabited sites in the northern hemisphere and has flourished for more than 162 years. Evidence of the Clovis Indian nation suggests that the river has been the site of human habitation for more than 10,000 years.

In 1689, Spaniard Alonso de Leon led an expedition from Mexico to explore Texas and establish missions and presidios in the region. De Leon's party reached the river on April 25, the feast day of St. Mark the Evangelist; the river was thus named the San Marcos. Numerous explorations followed: Domingo Teran de los Rios expedition of 1691; in 1755 the presidio San Francisco Xavier de Gagedo and the missions San Francisco Xavier de Horcasitas, Nuestra Señora de la Candelaria, and San Ildefonso were re-established temporarily on the San Marcos River at Mission San Francisco Xavier de los Dolores. Villa de San Marcos de Neve, was established on the Old Bastrop Highway crossing of the San Marcos River in 1808 by Don Filipe Roque de la Portilla, but by 1812 it was abandoned.

In 1831, Juan Martin de Veramendi, who was a governor of Texas under Mexican rule received a land grant that contained the San Marcos Springs. They are fed by the Edwards Aquifer are the third largest collection of springs in Texas and became the foundation of tourism in San Marcos beginning with the underwater plays of Aquarena to the current glass-bottom boat tours and wetlands walk.

In 1899, Southwest Texas State Normal School, now known as Texas State University, was established as a teacher's college and education became the largest industry in San Marcos. By 2011 the population of San Marcos surpassed 44,000 while Texas State University boasted a student body of over 28,000.

Arts & culture

Ballet Folklórico de Arlene Vélez Numerous videos of the dance troupe on YouTube demonstrate the passion and enthusiasm of Arlene Vélez for traditional dance. Arlene passes on her artistry and traditions by teaching folklórico dance classes at the Centro Cultural Hispano de San Marcos. www.youtube.com/watch?v=1UushTa-he4

Sam Coronado, Austin



Centro Cultural Hispano de San Marcos The mission of Centro Cultural Hispano de San Marcos (CCHSM) is to serve as a community beacon for the preservation, development, promotion and celebration of the Hispanic arts, culture, heritage and values. The Centro's programs and educational curriculum include the visual art, theater, dance, literature, music, multi-media and the culinary arts. These vibrant educational classes and interactive events for children, adults, families and diverse audiences take place throughout the year. **211 Lee Street, San Marcos, TX 78666, 512-878-0640, Centro@SanMarcosCentro.org**

Department of Theatre & Dance of Texas State University often features the work of Latino playwrights and recently presented "Basilica" a play by Mando Alvarado and directed by Ruben Gonzales which examined the nature of redemption, confession and guilt. www.theatreanddance.txstate.edu/Productions/2012-2013.html



Indigenous Cultures Institute is a nonprofit organization dedicated to the research and preservation of the culture, arts, traditions, ceremonies, and languages of the more than 200 Native American groups that populate the central and southern Texas and that collectively are known as Coahuiltecan. These Native Americans have millions of descendants currently labeled Mexican American, Latino, or Hispanic still living in Texas and the U.S. The Coahuiltecan language is considered extinct because less than 1,000 people now speak it. For a Coahuiltecan language dictionary and other relevant information published by the Smithsonian Institution, Bureau of American Ethnology, visit the Biodiversity Heritage Library at www.biodiversitylanguage.org/item/87775#9. The Institute has just released its Coahuiltecan Traditional Ceremonial

Songs CD and accompanying manual. This manual is available to members of the Coahuiltecan community and people who follow an indigenous, ceremonial path. www.indigenoscultures.org/programs-coahuiltecan-language.html

Arts & culture



Mariachi Infantil & Latin Music Studies The Texas State University School of Music's Latin Music Studies area is comprised of award-winning salsa and mariachi ensembles, as well as a mariachi teaching certificate and newly formed Master of Music with emphases in Latin music performance and Latin music education. With a faculty experienced in both teaching and performance, and a decade-

long tradition of performances by student ensembles, this program is truly unique. The Latin Music Studies also enriches the community of San Marcos through its Texas State Youth Mariachi program, Mariachi Infantil, which began in the fall of 2006. The idea came out of a need for quality Mariachi education for the San Marcos youth. Students study instrumental and vocal techniques and learn Mariachi music from some of the best teachers in the area. They are put into levels based on their age. Classes are held once a week at the Centro Cultural de San Marcos with performances throughout the semester at community events such as Sights and Sounds of Christmas and Feria del Mariachi. latin.music.txstate.edu/



Tomás Rivera (December 22, 1935-May 16, 1984) was a Chicano author, poet, and educator. He was born in San Marcos, Texas to migrant farm workers and worked in the fields as a young boy. He earned a degree at Southwest Texas State University (now Texas State University), and later a Doctor of Philosophy degree at the University of Oklahoma and came to believe strongly in the value of education for Mexican-Americans. Rivera taught in high schools throughout the

Southwest and later at Sam Houston State University and the University of Texas at El Paso. From 1979 until his death in 1984, he was the chancellor of the University of California, Riverside, the first Mexican-American to hold such a position at the University of California. As an author, Rivera is best remembered for his 1971 Faulknerian stream-of-consciousness novella *...y no se lo tragó la tierra*, translated into English variously as *This Migrant Earth* and as *...and the Earth Did Not Devour Him*. This book won the first Premio Quinto Sol award and was made into an acclaimed movie in 1995.

Arts & culture



The Southwestern & Mexican Photography

Collection was established in 1996 to showcase the growing print holdings. The original physical spaces at the library were expanded to include two exhibition galleries. Exhibits in the galleries have included: **TIMELESS MEXICO:** The photographs of Hugo Brehme which focused on iconic subjects ranging from the Mexican Revolution to scenic landscapes, colonial architecture, and the everyday life of indigenous peoples. **BITTERSWEET HARVEST:** The Bracero Program

1942–1964, a Smithsonian exhibit that explored the guest worker initiative when millions of Mexican agricultural workers crossed the border to work in more than half of the states in America. **VAQUERO Genesis of the Texas Cowboy:** The photographs of Bill Wittliff documented the last traditional roundups on the vast Rancho Tule in northern Mexico. Hours vary throughout the year. Free Admission. PLEASE CALL AHEAD **512.245.2313**.

Aikek Library, Texas State University, Seventh Floor, www.thewittliffcollections.txstate.edu/exhibitions-events/online.html



Tino Villanueva was born in 1941 in San Marcos and became a writer and poet. He graduated from Texas State University on the GI Bill, received an MA from State University of New York, and earned a doctorate from Boston University. In the early 1970s, Villanueva published his poems a part of The Chicano Literary Renaissance. He writes in both English and Spanish and has published *Hay Otra Voz Poems*, *Scenes from the Movie*

GIANT which won the American Book Award. He founded Imagine Publishers, Inc., and edited *Imagine: International Chicano Poetry Journal*.

Comida



Since 1997 the slogan “mi casa es su casa” at **Casa Maria** has meant authentic Mexican food in generous portions served with fresh salsa in a relaxing atmosphere created by warm, friendly service. They are always fully stocked with fresh out of their in-house oven Mexican pan dulce. As the Food Network described it, their famous tres leches cake “is a heavenly piece of sweet.” Or you can choose pumpkin empanadas, pan de huevo, polvorones or any of the other bakery delicacies made daily. **706 S. Guadalupe St., (512) 392-9302, casamariarestaurant.net/Home.html**



Gut Rockets & Coldies.



Chimy's Cerveceria specializes in Gut Rockets (chimychangas served with a side of queso) and Coldies. Their edgy menus let you know it's not your grandma's restaurant with old world recipes and invite you to “Get yo' nacho,” read their blog and enjoy Chips and Changa Mud which is way more tasty than its name implies. It caters to the younger citizens (remember this is a college town) of San Marcos, but responsibly limits their 'ritas' made with top shelf tequila to 2 per person **217 E. Hopkins Street, (512) 216-6175, www.chimys.com/menu/gut-rockets**



Lolita's Café Lolita and her lightning-fast taco ladies have made tacos a staple of San Marcos. Look for the long line of cars ordering these chubby tasty BTs at the little house with the drive-thru and walk-up windows. The bacon is super crispy, the chorizo out of this world and prices are very reasonable. Any place that has locals ordering in Spanish is legit and Lolita's certainly has that. **1501 Aquarena Springs Dr., (512) 392-3441**



Los Cucos Mexican Café The menu offers numerous mouthwatering selections but check out the five different types of quesadillas and the Mexican answer to “soup and sandwich” fare – the soup and taco special. Built on the perseverance of two brothers, Manuel and Sergio Cabrera, two days after opening their first restaurant it was destroyed by a fire, leaving nothing but ashes, smoke.

But relying on excellent food, hard work and the best possible customer service, there are now more than 14 Los Cucos locations. **1617 Aquarena Drive, (512) 805-2444, www.loscucos.com/web/home**

Comida



There's more going on at **Mamacita's** than good food. Choose from four different types of enchilada sauces, Cowboy Favorites with steaks cooked to order and a combination called "Poquito de Todo." But in addition to an outstanding menu, Mamacita's proudly represents Moorish architectural style that is more than 1500 years old and is the amalgamation of three great cultures: Persian, Spanish, and Mexican. **1400 Aquarena Springs Drive, 512-353-0070, www.mamacitas.com**



Nopalito Supporting the visual and culinary arts by exhibiting the work of local artists, El Nopailito draws raves for their breakfast tacos and deep-fried, puffy tacos made from fresh masa tortillas. The cheese enchiladas are fantastically gooey and the papas rancheras breakfast taco is the best thing to happen on a Monday morning. Their breakfast tacos are available at local coffee shops but they sell out early! **206 W. San Antonio St., (512) 392-3449**



Identifiable by murals inside and out, **Rogelio's Restaurant** has been described as a great hole-in-the-wall, locals-only place highly recommended because "all the cops eat there." The plates are huge. The salsa is spicy hot and the orange juice is squeezed before your eyes! Get the John Wade Special...migas and barbacoa on one plate! It's deliciousness you can enjoy while soaking in the art. **625 S. LBJ Dr., (512) 392-4141**



Taqueria del Charro is a mom and pop Mexican restaurant with TVs set to a Mexican music channel. If you order individual tacos, like the avocado one, and ask for single items rather than plates, they have a wide variety of dishes you can try – shrimp quesadillas, carnitas. And best of all – it's BYOB! Everything has great flavor and tastes as if someone's grandmother taught them how to make home-style Mexican food. **119 E Hutchison St., 512) 392-2888**

Community and civic organizations



Mayor Daniel Guerrero first took office as Mayor in November 2010 and will serve through 2014. He previously served on the City Council from 2004-2008 and participates in numerous civic organizations and initiatives. A native of San Marcos, Mayor Guerrero is a graduate of San Marcos High School and has an undergraduate degree in Mass Communications from Texas State University - San Marcos. His masters degree is from St. Edward's University. Beyond the Mayor's leadership and civic activities, Mayor Guerrero is the Executive Director for the San Marcos Education Foundation, a non-profit organization which supports the teachers and students of the San Marcos CISD through fundraising and performance recognition initiatives. **630 E. Hopkins, San Marcos, TX 78666, 512-618-8341, dguerrero@sanmarcostx.gov**



League of United Latin American Citizens (LULAC) Council 654 advances the economic condition, educational attainment, political influence, health, housing and civil rights of the Latino population of San Marcos and the surrounding area. Nationally, LULAC is 84 years old, the oldest and largest Latino civil rights and advocacy organization in the United States. **my.lulac.org/group/77**

Sacred Sites Alliance is dedicated to maintaining the people's covenant with sacred sites and the environmental health of those areas. This work supports projects such as research on the White Shaman Panel, ceremonies of the Coahuiltecan Paxe Pilam Church of Tejas, and efforts in defense of sacred sites such as Wirikuta in Mexico, the Blue Hole in San Antonio and the Spring Lake area in San Marcos, Texas. Indigenous Cultures Institute (see page 2) also supports Coahuiltecan ceremonies at the sacred water sites at *tza wan pupako* (Barton Springs in Austin), *ajehuaq sohuetiau* (Spring Lake in San Marcos), *saxop wan pupako* (Comal Springs in New Braunfels), and *yana wana* (the Blue Hole headwaters of the San Antonio River). **www.indigenoscultures.org/programs-sacred-sites.html**

Research and historical



Center for the Study of the Southwest at Texas State University-San Marcos engages faculty and students in the richness and diversity of Texas, the Southwestern United States, and Northern Mexico and gives focus to intercultural studies through examining the region's people, institutions, history, art, and physical and cultural ecology. The Center sponsors exhibits like *Life and Death in the Northern Pass*, a collection of 30 color images by photojournalist Dominic Bracco II. tammyg@txstat.edu, 512.245.2224, www.txstate.edu/cssw/



El Centro/Center for the Study of Latino Media & Markets is a response to the University's recognition of the increase in the Latino population and its annual purchasing power (currently estimated to have surpassed \$1 trillion), and the growth of Latino-oriented media in the United States, which have grown at an unprecedented rate during the last thirty years. The Center also

emerges from the recognition that there has been an expansion in the number of media corporations venturing into Latin America, and in the linkages between Latin American and U.S. Latino-oriented communication industries, for which a large number of the investment funds and people involved in the transactions are non-Hispanic Americans. The University understands the importance and need to educate future professionals who can best comprehend, analyze and work in or with industries and markets that cater to Latinos and Latin Americans in the U.S. and abroad. However, the dynamics of Latino-oriented and Latin American media as well as the changing configuration of Latinos and Latin Americans as consumers and audiences have received only limited attention. This has left open the opportunity to establish a center that specialized in this area of knowledge and hosted a series of international conferences. **601 University Dr., Old Main 102, San Marcos, TX 78666, 512-245-5267, subervi@txstate.edu, www.masscomm.txstate.edu/csimm.html**

San Marcos City Historic Cemetery At San Marcos Cemetery, popularly called City Cemetery, one of the gravesites to visit is that of prominent Mexican American doctor, Dr. Daniel Rojo, and Willis and Vada Callihan, prominent African American builder and teacher. **1001 Ranch Road 12**

San Pedro Historic Cemetery gets its name from the original founder, Pedro Carrillo. A mutual society was formed in May of 1909, with Antonio Sánchez as president. Burials there began the same month. The society numbered more than 300 in 1915 and the dues of one dollar a year were used for upkeep of the cemetery and to pay for burials for those who could not afford it. Founding officers were Octaviano Carrillo, presidente; Agapito Valdez, vice presidente; Pablo de la Rosa, secretario; Juan García, pro-secretario; Ramon Rivera, tesorero; Felix Villanueva, collector; and Felix Mendoza, encargado del cementerio. San Pedro is the final resting place of Luis Rosales, a farmer and founder of the cemetery;

Research and historical

José Valdez, farmer in the Center Point area from 1905 until his death; and Irineo Torres, cemetery caretaker and president for more than 40 years until his death on July 7, 2001. To reach San Pedro, take the Center Point Road exit off IH-35 and turn right on Old Bastrop Road. Go about two miles to the cemetery entrance, which is on the right. www.sanmarcostx.gov/index.aspx?page=613



Xinachtli Project The word *xinachtli* is a Nahuatl word describing the moment a seed germinates. There is nothing more powerful than a seed. The Xinachtli Project is an indigenous-based, multi-language pedagogy developed by El Paso educator Carlos Aceves, M.Ed. Over a fifteen-year period, this method has proven effective in significantly raising the academic attainment of elementary school students. The Xinachtli method introduces students to their ancient, indigenous ancestors' belief that there is a self-evident relationship between everyone and everything. The students learn how to see academic subjects as natural elements that are directly related to their lives. Xinachtli integrates language arts, math, science, and social studies into single lessons, learning station activities, and whole class encounters. The Institute is working to introduce this unique and successful pedagogy into the Texas public schools system. www.indigenuscultures.org/programs-xinachtli-description.html

LATINO PUBLIC RADIO STATIONS 2013



1

KDNA 91.9 FM

Granger WA 98932

KSVR 91.7 FM

Mount Vernon, WA 98273

**RADIO CAMPESINA
NETWORK**

KRCW-FM 96.5

Pasco, WA 99301

2

KPCN 95.9 FM-LP

Woodburn, OR 97071

KZAS 95.1 FM-LP

Hood River OR 97031

3

KBBF 89.1 FM

Santa Rosa, CA 95407

KERU 88.5 FM

Blythe, CA 92226

**RADIO BILINGÜE
NETWORK**

KHDC 90.9FM

Salinas, CA 93901

KMPO 88.7 FM

Modesto, CA 95350

KSJV 91.5 FM

Fresno, CA 93727

KTQX 90.1 FM

Bakersfield, CA 93301

KUBO 88.7 FM

El Centro, CA 92243

KVUH 88.5 FM

Laytonville, CA 95417

**RADIO CAMPESINA
NETWORK**

**KMYX-FM 92.5/ KBDS-
FM 103.9**

Bakersfield, CA 93313

KSEA-FM 107.9

Salinas, CA 93901

KUFW-FM 90.5

Visalia, CA 93227

4

KBWE 91.9 FM

Boise ID 83703

5

**RADIO BILINGÜE NET-
WORK**

KREE-FM 88.1

Douglas AZ 85607

**RADIO CAMPESINA
NETWORK**

KCEC-FM 104.5

Yuma, AZ 85365

KNAI-FM 88.3

Phoenix, AZ 85019

6

KOCA 93.5 FM-LP

Laramie WY 82070

7

KRZA 88.7 FM

Alamosa, CO 81101

KUVU 89.3 FM

Denver CO 80205

**RADIO BILINGÜE NET-
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KHUI-FM 89.1

Alamosa, CO 81101

8

KANW 89.1 FM

Albuquerque, NM 87106

**RADIO BILINGÜE NET-
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KVMG-FM 88.9

Raton NM 87740

KYOL-FM 91.7

Chama NM 87520

KQTO-FM 88.1

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15

9

KMBH 88.9 FM

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10

WRTE 90.5 FM

Chicago, IL 60608

11

WSBL 98.1 FM-LP

South Bend IN 46619

12

WLCH 91.3 FM

Lancaster, PA 17602

13

WRNI 1290 AM

Cranston, RI 02920

14

WCIW 107.9 FM-LP

Immokalee, FL 34143

WDNA 88.9FM

Miami, FL 33145

15

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PUERTO RICO**

WRTU 89.7 FM

San Juan, PR

WRUO 88.3 FM

Mayaguez, PR

**CORPORACIÓN DE
PUERTO RICO PARA LA
DIFUSIÓN PÚBLICA**

WIPR 940 AM

San Juan, PR

Allegro 91.3 FM

San Juan, PR

**WRVQ RADIO VIEQUES
(in development)**

Vieques, PR