

ORAL HISTORY COLLECTION

MAIN ENTRY: Pena, James Junior “JJ”
DATE OF INTERVIEW: July 26, 2005
LOCATION OF INTERVIEW: Lubbock, Texas
INTERVIEWER: Daniel U. Sánchez
FORMAT: File on Server
IDENTIFICATION NUMBER:
LENGTH OF INTERVIEW: :51
SCOPE AND CONTENT NOTE: “JJ” Pena talks about his experiences in the music industry as a musician, promoter, manager, and radio disc jockey. He focuses on the style and differences of Tejano music.

ABSTRACT:

CD 1	TIME STAMP
Family background Influence of music Radio career	:00
Moved to West Texas Promoted musical artists in Texas Managed musical groups Business networking	
Tejano music Changes in style Latin influence Battle of the Bands Musical talent in Lubbock	:09
Changes in bands Role of band members Experience with music industry	:20

Balance between jobs and music	
Local sponsors	
Cost of shows	
Changed music style	:30
Clubs would not play Tejano music	
Differences between generations	
Songwriters	
Influence of recording companies	
Advice from friends	
Lubbock radio stations	:40
Music played on the radio	
Effect on local bands	
Musical style differences	
Tours and performances	
Interview ends	

DATE OF BIRTH OF INFORMANT:

GENDER OF INFORMANT: Male

ETHNICITY OF INFORMANT: Hispanic