



WE LIKE IT LIKE THAT to Premiere on AMERICA REFRAMED
A film by Mathew Ramirez Warren

Tuesday, October 4, 2016 at 8 p.m. on WORLD Channel

“We Like It Like That, a documentary that examines the rise and lasting influence of Latin Boogaloo...faded in prominence as salsa rose in the ‘70s and is now experiencing a resurgence.” - Melinda Newman, Billboard

September 7, 2016 – (New York, NY) – Mathew Ramirez Warren’s acclaimed documentary **WE LIKE IT LIKE THAT** will premiere **Tuesday, October 4, 2016 at 8 p.m.** on WORLD Channel ([check local listings](#)), as part of the fourth season of **AMERICA REFRAMED**, public media’s newest documentary series hosted by Natasha Del Toro. The broadcast will be followed by TBD days of streaming for audiences across the U.S. at www.worldchannel.org/americanreframed starting on October 5th.

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WE LIKE IT LIKE THAT explores a lesser-known but pivotal moment in 1960’s music history when blues, funk and traditional Caribbean rhythms were fused to define a new generation of urban Latinos.

The story of Boogaloo and its major proponents is told through a mix of contemporary interviews, music recordings, live performances, dancing and rare archival footage and images. Emanating from Latin enclaves in New York City, and notably from El Barrio or Spanish Harlem, the musical style known as “Boogaloo” squarely lies within the continuum of Latin culture as it evolved alongside African American culture in New York City. Boogaloo fused doo-wop, rhythm and blues (R & B), soul music and traditional Afro Cuban mambo and son montunos, and made a lasting impact in New York, across the nation and beyond.

Boogaloo, created and popularized by largely Puerto Rican, Cuban and African American youths living alongside each other as neighbors and friends in the 1960s,

AMERICA REFRAMED

gave rise to legends like Joe Bataan, Johnny Colon and Pete Rodriguez, among others. Using Latin musical hooks with English lyrics, Boogaloo served as an authentic and vibrant cultural expression of their generation.

Noted Latin music expert, René López says that Boogaloo can be best understood as the first Nuyorican¹ music heralding an unprecedented American cultural phenomenon. Among the period's greatest hits are "Bang Bang" by the Joe Cuba Sextet, which sold over one million copies in 1966, Johnny Colón's "Boogaloo Blues," Pete Rodríguez's "I Like it Like That" and Héctor Rivera's "At the Party." These tunes and others garnered mainstream attention, and the genre was even co-opted by mainstay Latin legends such as Tito Puente and Eddie Palmieri, and others.

Among the artists, Joe Bataan remains a seminal, and an especially beloved figure in El Barrio and beyond. Of Filipino and African American descent, Joe briefly led the Dragons, a local Puerto Rican street gang, before being sent to the Cocksackie Correctional Facility to serve time for a stolen car charge. Upon his release in 1965, he turned his attention to music and formed his first band, Joe Bataan and the Latin Swingers. Bataan was influenced by the emergent Latin Boogaloo and African American doo-wop styles. Though Bataan was neither the first nor the only artist to combine the musical styles, his talent and contributions have stood the test of time with his acclaimed song "Gypsy Woman" released in 1967. Bataan, who was self-taught, sang in both Spanish and English and he is emblematic of New York City's multi-cultural and multi-ethnic makeup as well as its ever-evolving musical soundscape. Like Joe Bataan, the Latin Boogaloo reflects New York City's melting pot.

As with varied forms of new artistic expression, Boogaloo was met with resistance if not overt repression, from the prior generation and the business structures that supported the music industry. Although Boogaloo lasted for about a decade, the

¹ Nuyorican, a blend of words merging the terms "New York" and "Puerto Rican," references members of the Puerto Rican diaspora located in or around New York City. State-side members of the Puerto Rican diaspora were often ostracized by upper class Puerto Ricans from the island as well as by mainstream U.S. society. In the fervent socio-political milieu of the 60's and 70's, revolutionary poets, artists, and activists including the Young Lords Party as well as community members, reclaimed the term Nuyorican and transformed it from a pejorative one to an emblem of resistance, resilience and cultural pride.



music lit a flame and the sub-genre, appreciated all over the globe, continues to be celebrated and is showing signs of a vigorous revival.

Film Credits

Director: Mathew Ramirez Warren
Producer: Elena Martinez

About AMERICA REFRAMED

AMERICA REFRAMED is a co-production of the WORLD Channel and American Documentary, Inc. and is hosted by journalist Natasha Del Toro.

AMERICA REFRAMED curates a diverse selection of films highlighting innovative and artistic approaches to storytelling from emerging and veteran filmmakers alike. Viewers will be immersed in personal stories from the streets of towns big and small to the exurbs and country roads that span the spectrum of American life. The documentaries invite audiences to reflect on topics as varied as culture, healthcare, politics, gun violence, religion and more. Several episodes feature a roundtable discussion moderated by host Natasha Del Toro with special guest commentators and filmmakers.

In 2015, AMERICA REFRAMED won a GRACIE Outstanding Series award, and was nominated for an EMMY award as well as an Independent Documentary Association award for best curated series. In its first season, AMERICA REFRAMED received five 2013 CINE Golden Eagle Awards, and one Imagen Awards nomination.

AMERICA REFRAMED Series Credits

Executive Producers: Justine Nagan, Chris Hastings, Chris White
Series Producer: Carmen L. Vicencio
Host: Natasha Del Toro

AMERICA REFRAMED can be accessed online via
<http://worldchannel.org/programs/america-reframed/>
and,
<https://www.facebook.com/WorldChannel>
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AMERICA REFRAMED Co-Producers

American Documentary, Inc. (AmDoc) is a multimedia arts organization dedicated to creating, identifying and presenting contemporary stories that express opinions and perspectives rarely featured in mainstream media outlets. AmDoc is a catalyst for public culture, developing collaborative strategic engagement activities around socially relevant content on television, online and in community settings. These activities are designed to trigger action, from dialogue and feedback to educational opportunities and community participation. AmDoc is a 501(c)(3) not-for-profit organization. For more information, visit: www.amdoc.org



The WORLD Channel delivers the best of public television’s nonfiction, news and documentary programming, including original content by and about diverse communities, to U.S. audiences through local public television stations and streaming online at worldchannel.org. WORLD reached 35.8 million unique viewers 18+ last year (55% adults 18-49) and over-indexes in key diversity demographics. Online, the WORLD Channel expands on broadcast topics and fuels dialogue across social media, providing opportunities for broad and diverse audience interaction.

WORLD is programmed by WGBH/Boston, in partnership with American Public Television and WNET/New York, and in association with PBS and National Educational Telecommunications Association. Funding for the WORLD Channel is provided by the Corporation for Public Broadcasting, the Ford Foundation, The John D. and Catherine T. MacArthur Foundation and the Kendeda Fund. For more information about The WORLD Channel, visit www.worldchannel.org

