**O**n Sunday, November 14, 2021, **Marcelo H. Tafoya** of **Austin,** relocated to Heaven due to natural causes. In the 1960s and 1970s, **Marcelo** was one of the first La ***Onda Tejana*** broadcasting pioneers and considered one of the founding fathers of the ***Tejano*** music genre.

**H**e remained a broadcaster for over 40 years in **Texas** as well as a promoter and supporter of the industry. Moreover, he was a civil rights leader for the **Chicano** civil rights movement for over 60 years. He chose the path of radio and communications to help him reach and serve his community. He was the first recipient of the ***Tejano Music Awards “Lifetime Achievement Award***.”

**H**is career as a radio show host began on **KGTN** and was swiftly followed at **KUT** and **KAZZ**. He also had the first Hispanic television show in **Central Texas** named ***“Austin Presenta”*** on **KTBC channel 7**. He held live music events at the **Palmer Event Center, Pan Am Hillside,** and across **Central Texas**. Moreover, he owned two record shops, two record labels, an advertising agency, and two newspapers named, ***Música*** and ***The Echo***.

**F**urthermore, he was a proud owner of five **Texas** radio stations: **KLFB, KLTD, KCYL, KGTN,** and **KRGT**. His most famous quote was ***“Sin Música No Hay Vida”*** which he coined in the ’60s during his early broadcasting days. He was able to use music and television as a platform to gain the attention of hundreds of thousands of people, especially **President Nixon.** He valued his roots and was a ***Tejano*** Music memorabilia collector. His dream was to share his memorabilia through the ***Tejano Artist Music Museum***, Inc. for all to learn and enjoy the culture.

**A**fter he retired in 1993 he amplified his activity in **LULAC** (of which he was a member for over 50 years) where he was dedicated to helping the Latino community. His involvement in the **Central Texas** and **Panhandle** areas are extensive; from helping found **Pan Am Hillside**, helping establish **Parque Aztlan** (Lubbock, Texas), helping get the **Montopolis Recreation Center** built, helping his people get elected to office, sitting on over a dozen community organizations boards, and chairing a local nonprofit charter school board.