

SENATE RESOLUTION NO. 573

WHEREAS, Norma Duran has been named governor of the Texas Chapter of the National Academy of Recording Artists; and

WHEREAS, A noted public relations and communications professional, Ms. Duran has demonstrated exceptional skill in artist development, cultural innovation, and community involvement; and

WHEREAS, Ms. Duran was born and educated in Monterrey, Mexico; she began her career as a journalist, working for various newspapers and founding a magazine, *Diferencias*; after settling in San Antonio, she made her mark as a radio host and publicist, as well as by serving as a promoter for AFG Sigma Records and such international music acts as Los Temerarios; during a decade-long affiliation with Freddie Records, she represented some of the biggest names in regional Mexican and Tejano music and gained further recognition for her expertise in artist branding and international publicity; and

WHEREAS, In 1997, Ms. Duran established Xima Productions, offering consulting and PR services to numerous Grammy-winning artists in both the United States and Latin America; moreover, she launched one of the first reggaeton stations in Arizona in 2005, helping the genre reach a larger audience; and

WHEREAS, Ms. Duran is active in both the National and Latin Academies of Recording Arts and Sciences; as a district advocate, she has been a stalwart champion of music creators, and she has mentored college students through the Grammy U program; over the years, she has been honored for her work on two Latin

Grammy-winning projects, as well as for her support of St. Jude's Children's Hospital; and

WHEREAS, Widely admired for her contributions to the music industry, Norma Duran has given generously of her time and talents in behalf of the National Academy of Recording Artists, and this exciting new role will provide opportunities for her to make an even greater impact; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, 88th Legislature, hereby congratulate Norma Duran on being named governor of the Texas Chapter of the National Academy of Recording Artists and extend to her sincere best wishes for continued success; and, be it further

RESOLVED, That an official copy of this Resolution be prepared for Ms. Duran as an expression of high regard from the Texas Senate.

LaMantia

President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on May 15, 2023.

Secretary of the Senate

Member, Texas Senate