

= Tejano Music Award for Female Vocalist of the Year =

The Tejano Music Award for Female Vocalist of the Year is an honor presented to female Tejano music recording artists . The Tejano Music Awards , first bestowed in 1981 , was established to recognize the most talented performers of the genre ? a subcategory of regional Mexican music , with roots in the music of early European settlers in Texas . The awards are presented by the Texas Talent Musicians Association (TTMA) , to " promote excellence in the Tejano music industry " using the popular vote method to select the winner of the female vocalist of the year . Historically , female musicians fared less favorably in the male @-@ dominated genre and were seen as inferior to their male counterparts . The award was established by Rick Trevino , a male Tejano performer , who founded the Awards in 1981 .

The award was first presented to American singer Lisa Lopez . Laura Canales won the award five nonconsecutive times , and is considered Tejano music 's first leading lady before the genre 's golden age in the 1990s . Selena holds the record for most wins , winning 11 of her 12 nominations . The singer has been called the Queen of Tejano music , and is credited with catapulting the genre into the mainstream market . Following her death in March 1995 , the genre suffered and its popularity waned . In 1998 Shelly Lares won for the first time since she was initially nominated in 1986 . She holds the record for most nominations at 28 . The following year Jennifer Peña won the award ; the first time the award was won by two different participants since 1982 . The current award holder is Elida Reyna who shares the record with Selena for most consecutive wins - nine .

= = Background and nomination process = =

Tejano music is a blend of polka , jazz , rhythm and blues , and country music , with influences of American pop music . Early European settlers introduced the accordion and bajo sexto , one of the major musical components used in the genre , to the state of Texas . Tejano music has since been urbanized with the introduction of keyboards and synthesizers . Historically , female musicians were seen as inferior and less successful commercially than their male counterparts , and were often turned down by music concert organizers who wanted sellouts . The female vocalist category was introduced at the first awards ceremony which was pioneered by Rick Trevino , a male Tejano musician , in 1981 .

Nominees were originally selected by a voting poll conducted by program directors and disc jockeys at Spanish @-@ language radio stations in Texas . Winners were previously chosen by Tejano radio station KIWW listeners in the 1980s , and later by fans of Tejano musicians in the Southwest of the United States . Currently , winners are selected through a survey of 50 @,@ 000 Texas households with Hispanic surnames , though anyone with Internet access is eligible to vote on the official website page .

By 1987 , the awards ceremony was broadcast by 32 radio stations and 25 local television channels in Texas , New Mexico , Arkansas , Oklahoma , and Louisiana . The awards ceremony was originally held at the Henry B. Gonzalez Convention Center , then at the San Antonio Convention Center until 1994 , and the Alamodome until 1999 . As of 2015 , the ceremony is held annually at the Tobin Center for the Performing Arts in San Antonio , Texas .

= = Recipients = =

The award was first presented to American singer Lisa Lopez , who had a US Billboard Regional Mexican Airplay number one single with " Si Quieres Verme Llorar " (1982) . Lopez ' core audience was Mexicans , and she became the first female Tejano singer to appear on the Billboard Top Latin Albums chart in October 1986 . Laura Canales , who popularized grupos in the 1970s , won the award five nonconsecutive times . She was considered Tejano music 's first leading lady before the genre 's golden age in the 1990s . At the sixth Tejano Music Awards (1986) , Female Vocalist of the Year nominees included newcomers Shelly Lares and Selena who were up against veteran winner Canales . Selena won the award and won again at the seventh Tejano Music Awards in 1987

; Canales won the honor in 1988 . Beginning in 1989 , Selena won the award for seven consecutive years .

At the 10th Tejano Music Awards (1990) , the nomination pool increased to include newcomers Cathy Chavez , Jean Le Grand , Agnes Torres , and veteran performers Selena , Lares , Elsa Garcia , and Canales . From the 11th (1991) and 12th Tejano Music Awards (1992) , the nominees remained the same with Selena , Lares , and Canales . The 13th Tejano Music Awards nominees included newcomer Esmeralda along with Selena and Lares . At the 14th Tejano Music Awards , Elsa Garcia was nominated for the first time in four years . Selena twice won the award posthumously after her shooting death in March 1995 . She was called the Queen of Tejano music and was credited with catapulting the genre into the mainstream U.S. market . Following the singer 's death , Tejano music 's popularity faded and has never recovered . At the 16th Tejano Music Awards (1998) , Shelly Lares won the honor for the first time since she was nominated in 1986 . Among the nominees for the 16th annual ceremony was newcomer Jennifer Peña , who was pegged as " the next Selena " , and Elida Reyna who was first nominated in 1996 . Peña was awarded the honor in 1999 , 2001 , and 2003 before retiring from the music industry .

In 2000 , Elida Reyna took home the award . At the 22nd Tejano Music Awards , Lares won out over Reyna and Peña . For the 24th Tejano Music Awards nominees Kacy Zavala and Megan Leyva were up against veterans Reyna and Lares , with the former winning the title . The nomination pool increased for the 25th Tejano Music Awards with nominees including newcomers Delia Gonzáles , Julia Pizano , Linna Martínez , Machy De La Garza , Michelle , Stefani Montiel , and Yvette , while Kacy Zavala and Megan Leyva were up against veterans Reyna and Lares who won the award . Lares continued to win the award with her last win at the 26th Tejano Music Awards , when she was up against Montiel , Reyna , and newcomers Tracy Perez and Rebecca Valadez . Beginning in 2007 , Reyna dominated the award and remains the title holder as of 2015 .

= = = General = = =

= = = Specific = = =