

# REPERTORIO ESPANOL



138 EAST 27<sup>th</sup> Street. NYC. NY 10016 • TEL +1.212.889.2850 • FAX +1.212.686.3732 • EMAIL:  
INFO@REPERTORIO.ORG

May 29<sup>th</sup>, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Re: Docket No. MB-02-235

Dear Mr. Chairman:

I am writing in regards to the Commission's review of the proposed merger between Univision Communications Inc. and Hispanic Broadcasting Corporation (HBC). As a member of the Hispanic community, I am confident that this merger will create a media organization better poised to serve our community and to compete against America's English-language media for the growing Hispanic audience.

Since the 1970's, under the leadership of René Anselmo, Univision and its local affiliate, Channel 41, have supported our theatre company and helped it to become one of America's most respected presenters of theatre, albeit in Spanish. Our audiences have grown consistently since 1969 in no small part due to the efforts of Univision and Channel 41 in reaching our target public through PSA's, interviews and features.

Recently, since our first fund-raising gala in 1994, Univision and Channel 41 have been there supporting us not only financially, but also with providing famous actors and newscasters to add glamour to the evenings. Our association with Univision and Channel 41 is long and deep. (Their other affiliates in California, Chicago, Miami,

SPANISH REPERTORY THEATRE • WWW.REPERTORIO.ORG

**María Cristina Anzola / René Buch / Jean Cappello / Juan Cappello / Myriam Castillo / Rhona Bayer Ehrlich**

**Joel Epstein / Robert Weber Federico / Salvador Fernández / Gedalio Grinberg / Sally Hernández-Piñero  
Horacio Herzberg / Roberto Madan / G. Edward Montero / Fé Morales Marks / Nellie Nieto / Jack John Olivero**

**Tony Rodríguez / Juan Sabater / Angel Collado Schwarz / Cristina Schwarz / Lawrence M. Small / Andrew Thomas**

**Roger Thomas / Sava Thomas / Alfred Torres / Gilberto Zaldívar**

San Antonio and El Paso et al. also extended every courtesy and help when we tour nationwide.)

And for a Spanish-language theatre company, there is no more efficient and effective way to reach our target audiences than through television and radio! A stronger Univision, with newly added radio stations, is in our theatre's best interest because only Univision (and its rival Telemundo) have consistently reported on and supported the Latino theatres in general and Repertorio in particular. **Without Univision, Repertorio would not be the \$2,000,000 non-profit organization that it is today!**

The combined efforts of Univision and HBC should be viewed as a significant opportunity for Hispanics in the media and for the Hispanic community as a whole for the following reasons:

1) The Merger will promote growth of Hispanic radio and television job opportunities for Hispanics. The histories of both Univision and HBC are of growth, not consolidation. As a Founder and Executive Producer of Repertorio Español **since 1968**, I have witnessed this growth!

Continued growth of the radio and television businesses of Univision and HBC will inherently mean growth in media opportunities for Hispanics. Univision consciously and aggressively seeks out talented Hispanics for management positions, and like Repertorio, is for the great part managed by Hispanics for Hispanics. Which is why it has been so successful.

2) New capital investments will be attracted to Hispanic media resulting in increased competition and greater management and ownership opportunities for Hispanics. Investors are increasingly interested in supporting entrepreneurs already engaged or considering entering the Hispanic media business. The Merger will serve to increase the interest of investors, thus resulting in the development of new Hispanic radio and television stations and networks. Those stations and networks will need Hispanic leadership and talent to thrive.

The growth of Univision and its policies of training and promoting Hispanics have created a significant base of Hispanics who now have the expertise to own and operate a broadcast station or network. And, as a result of the pioneering work of Univision and companies like HBC to raise the visibility of Spanish-language media, the Hispanic broadcast talent base now has access to financing sources and advertising sources that would have been unimaginable only a few short years ago.

Regarding the growth of Spanish language media, I would like to make another point. I completely disagree with suggestions that this industry be segregated from other media. For the last 20 years, Spanish language media has grown by competing with English-language media and isolating this industry would be a huge step backward that would eventually eradicate the success already achieved.

It is an affront to all Hispanics to suggest that the media serving this community could be considered substandard or different from its general market competitors. (Repertorio has fought a similar battle to be regarded as a professional American theatre company to be judged equally, and not be relegated to a "culturally specific category.")

3) I believe that combining the resources of Univision and HBC will result in a significant strengthening and growth of media services available to the Hispanic community, and will benefit organizations such as ours. I believe that by adding radio to Univision's television offerings, it will only enhance and deepen the relationship the company has with our community.

In light of the substantial benefits arising to the Hispanic community from the proposed merger of Univision and HBC, I ask that his proposed transaction receive all due consideration as promptly as possible in order to make these benefits to the public a reality.

Most cordially,

Gilberto Zaldívar  
Executive Producer