

**Francis Wilkinson**

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**From:** Francis Wilkinson  
**Sent:** Monday, July 16, 2007 11:14 AM  
**To:** 'Benito Alvarado Jr.'  
**Cc:** Danny Crowe; 'David Gonzalez'  
**Subject:** RE: Mex 2 the Max Concerns

Benito,  
I am forwarding your comments to LATV Network and the show's producer for their evaluation. We appreciate your input and interest in Mex 2 the Max.  
Thx

Francis X Wilkinson  
Vice President General Manager  
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**From:** Benito Alvarado Jr. [mailto:[lagtravel@satx.rr.com](mailto:lagtravel@satx.rr.com)]  
**Sent:** Sunday, July 15, 2007 7:20 PM  
**To:** Francis Wilkinson  
**Subject:** Mex 2 the Max Concerns

Sunday, July 15, 2007

LATV / Mex 2 the Mex Show  
Ms. Francis X. Wilson  
General Manager  
KJLA TV  
2323 Corinth  
West Los Angeles, CA 90064

Ms. Wilson;

My concerns & dislikes, & those of many others in my area & across the USA, is the **limited to no exposure** of Tejano recording artists, i.e. Tejano Music on LATV / Mex 2 the Max Show. We continue to see Mexican entertainers that cater to "**musica conjunto regional**" audiences only & no one else. I & many others would just like to say that Tejano Music does exist & continues to be an extremely viable form of entertainment that many & in many cases, more than one would think, consider to be "**top shelf**" entertainment & entertainers. Unregretably & respectfully, the different forms of Tejano Music are evaluated on an ongoing basis by many in the recording industries & it has been concluded to be above & beyond question when it's level of artistry & quality of standards are evaluated.

In brief, what we are trying to convey to you & LATV is that the Tejano Music industry boasts some of the most talented & electrifying people on the planet, however, outside of Texas & its sprinkled loyal fans around the U.S. & now sprinkled fans in Mexico, no one else knows this? What we find is that, for whatever reasons, no one wants to give these recording artists & their "music" an opportunity to display their artistic skills, talents & abilities in this recording field with equal accessibility to the public & we were wondering why? We find that Tejano artists have not only paid their dues over & over again, they have evolutionized & revolutionized the traditional Mexican polka sound (umpa sound) into something that not only rivals but spearheads & defines itself as another form of world music. World music that stands on its own "well earned merits" & can defend itself with any form of music anywhere on the globe.

Ms. Wilson; the Tejano Music industry strongly requests on being treated fairly with equal opportunity & accessibility to the public & without bias being exercised & imposed by some opposing & rival party. **There is room for everyone.** We would ask that you exercise & implement your good judgment & let the talent speak for itself. We are so sure of our Tejano artist's talents for television influence & public success, (contingent upon ongoing & systematic equal opportunity & accessibility), that you, LATV & the viewing public will come back for more repeated performances from these highly skilled entertainers.

In closing, we believe & totally support Tejano Music & it's entertainers & feel that if given the opportunity so will alot of other people.

We would expect a favorable response from LATV in the appropriate & according timelines.

Respectfully Submitted,

The Tejano Public

Benito Shylo Alvarado