

November 16, 1990

Mr. Irv Hockaday  
Chairman of the Board  
Hallmark Cards, Inc.  
2500 McGee Traffic Way  
Kansas City, Missouri 64141-6580

Dear Mr. Hockaday,

I was sadly disappointed that the special "Johnny Canales Show" honoring the Hispanic Congressional Medal of Honor recipients and other war veterans was relegated to midnight on Veterans Day, November 11, 1990.

As a veteran, and having grown up during the John F. Kennedy years, I am disturbed by the change of schedule during the only spanish language television special that remembered our veterans.

When President Kennedy said, "Ask not what your country can do for you, but what you can do for your country", we believed him. And when the Vietnam conflict surfaced, and our country called, we answered.

My school friends who died in Vietnam and whose names are now inscribed on The Wall - Eleno Flores, Antonio Perez, Steve Mullen - are testament of our good citizenship and our strong belief in our country's values and commitments. Others, like my friend Israel Garcia who lost both legs up to his hips in Vietnam and is now confined to a wheelchair, are living proof that we have served our country, and served it well, with pride dignity, honor, dedication and at times, with a high degree of sacrifice.

As a group, Hispanics have a rich and illustrious history while serving in the armed forces. Our battlefield accomplishments have transcended into civilian life and into our quest for a better life for our children and grandchildren. My hope is that you will understand our pain when offenses are committed against our war dead, disabled veterans and veterans in general, as illustrated in your handling of the special "Johnny Canales Show".

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As an advocate for our company to increase its advertising resources in spanish language television, I need to trust your sense and knowledge of the Hispanic community. Our company advertises with your local Univision affiliate, KWEX-TV. Please understand your market and our sentiments. Rebroadcasting the program at a better hour would not have the same significance and impact.

Sincerely,

  
Leo Zuniga

LZ:yv

cc: Mr. Joaquin Blaya  
President, Univision  
WLTU-23  
2600 Southwest Third Avenue  
Miami, Florida 33129

BCC: J. Canales