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# LATINO POWER 50

## How They Were Chosen

In selecting the Latino Power 50, The Hollywood Reporter has focused exclusively on behind-the-scenes players within the film and TV industries and only included performers when they also are active as producers. The list does not include the many major figures working entirely within the Spanish-speaking world — either in Spain or Latin America or in the Spanish-language TV networks within the U.S. Nor does it include those working in the music arena.

### We considered:

- What their work has done to raise the profile of Latinos in Hollywood, whether their projects are Hispanic-themed or not
- What a candidate has achieved in the past 12 months (including the boxoffice performance and awards potential of projects on which he or she has worked)
- A candidate's track record and overall standing in the entertainment industry
- Each candidate's position within his or her company
- Force of personality: how much impact a candidate has in his or her corner of the industry

# 18.

Gabriel  
Reyes

(President, Reyes  
Entertainment)



### REYES KNEW SOMETHING

was seriously wrong with the way Latinos were portrayed in Hollywood from his early days as an actor, playing stereotypical roles such as matadors and waiters. In his current incarnation as a marketing kingpin, Reyes has been doing everything to set that straight. Today, he is one of the key advisers that studios and producers turn to in order to reach the Latino audience, an award-winning executive who has helped fashion campaigns for everything from the movies "Spanglish" (2004) and ThinkFilm's "Bordertown" to the CBS soap "The Bold and the Beautiful." He also joined Edward James Olmos in founding the Los Angeles Latino International Film Festival in 1996 and was a longtime publicist for Latina magazine.