Charo Santos-Concio Named ABS-CBN President

Charo Santos-Concio

MANILA — ABS-CBN Broadcasting Corporation has announced the appointment of Charo Santos Concio as the company's new president effective March 2008. Charo, whose real name is Maria Rosario Santos-Concio, is the fifth and first woman president of the giant network.

Her predecessors are Eugenio "Geny" Lopez Jr., Freddie Garcia, Eugenio "Gabby" Lopez III, and Cito Alejandro. As ABS-CBN president, all subsidiaries and divisions will report to her. This includes Studio 23, ANC, Cinema One, ABS-CBN Publishing, Interactive, the PR Group, to name a few.

Charo joined ABS-CBN as a consultant on June 1987 and jumped on the fast track moving up to director for programs in 1989, VP of production operations in 1991, senior vice-president of TV production in 1996 and when she took on the full responsibility of overseeing all the entertainment content of ABS-CBN in 1998, she was promoted to executive vice-president.

In April 2006, she was assigned as head of the channel, giving her total business responsibilities. Charo brought greater synergy between Sales, Marketing, and Production, which enabled the company to deliver remarkable business results for the past two years.

Last year, Charo also successfully completed the Advanced Management Program in Harvard Business School.

"Charo has been with the *Kapamilya* network for 20 years. During those two decades, she served the Filipinos by producing TV shows and films that inspire and bring out the best in every Filipino. We are proud to have her as the new president of ABS-CBN," ABS-CBN chairman and CEO Gabby Lopez said.

Charo started in the showbusiness industry as an actress. Some of her most memorable films are *Itim, Kakabakaba Ka Ba?, Durugin Si Totoy Bato, Ang Alamat Ni Julian Makabayan, Brutal, Aguila, Kisapmata, Hindi Mo Ako Kayang Tapakan, Gumapang Ka sa Lusak*, to name a few. Charo won Best Actress in the 1976 Asian Film Festival for her performance in *Itim.*

While she was still active in the acting profession, she also worked in Bancom Films, Experimental Cinema of the Philippines, AudioVision, Vision Exponents, and Regal Films, before becoming an executive producer for Vanguard Films. It was during her stint at Vanguard that ABS-CBN invited her as a consultant. Charo also hosts ABS-CBN's long-running drama anthology *Maalaala Mo Kaya.*

KC Concepcion Makes Auspicious...

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to pick up the pieces of her life and keep her family together.

Obviously, *Mansyon's* main draw wasn't its overused subject matter; it was the coup of getting Sharon Cuneta's popular, 22-year-old daughter—who's an ubiquitous figure in print ads and TV commercials—to agree to make her auspicious screen debut on *Maalaala Mo Kaya.*

As a child, KC was a fixture in her Megastar mother's TV shows, where viewers would occasionally catch quick shots of the shy, smiling girl, seated beside her *Lola* Elaine and her best friend as she watched her mom entertain thousands of screaming fans.

Presence

But, in her teens, KC quickly made her presence felt: We first heard her sweet singing voice in Sharon's beautiful, self-penned song, *Starlight*—and she showed promise even then!

And, she's really no stranger to acting, because she played lead roles in local stage productions (and in musicals, at that)—in Trumpets' *The Little Mermaid* and Atlantis' *Beauty and the Beast*—long before her foray on the small screen.

KC Concepcion

However, those theatrical endeavors cast the beautiful actress in saccharine ingénue roles that didn't really bring out her thespic mettle. At best, her performances were safe and perfunctory.

In the *MMK* episode, however, KC showed that she was not just a chip off the old block, she also proved that she could stand on her own—even sans the shimmer of her Megamother's immense popularity and influence!

In delicate dramatic scenes, KC displayed natural sensitivity, graceful bearing and affecting depth that belied her fairy tale-like life—though her refreshingly radiant beauty occasionally distracted from her acting, (a problem many actresses wouldn't mind having)!

She carried herself with flair and aplomb. Yes, she has much to learn—control of voice in emotionally-charged scenes, more judicious use of body, without "indicating" too much of her character's motivation—but as a whole, KC delivered a fresh and empathetic performance.

In their prime, KC's popular parents eventually became fine performers: Sharon in 1984's *Dapat Ka Bang Mahalin?* and 1996's *Madrasta,* and biological dad, Gabby Concepcion, in 1989's *Pahiram ng Isang Umaga* and 1991's *Makiusap Ka sa Diyos.* But, Gabby wasn't that good in 1980's *Underage* and *Katorse*—and neither was Sharon in 1981's *Dear Heart* or *P.S. I Love You!* At 22, KC does better—and, it looks like Sharon's heiress apparent has finally arrived! (Inquirer.net)

(Advertising Supplement)

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