



Resolution

DEMANDS TO BE MET BY CLEARCHANNEL'S WLW-700

WHEREAS, on May 4, 2007, LULAC Cincinnati, along with twenty (20) other local and national organizations, made a statement of unity against the insensitive "Big Juan" billboards by WLW 700 which were timed around the Cinco de Mayo celebrations; and

WHEREAS, on May 8, 2007, LULAC Cincinnati held a press conference asking for the removal of the billboards and for a public apology outlining the rationale behind the marketing of these billboards; and

WHEREAS, on May 14, 2007, LULAC Cincinnati submitted a letter to GM Chuck Fredrick outlining several suggestions to help the station move forward and address the concerns of the Hispanic community; and

WHEREAS, on May 15, 2007, GM Chuck Fredrick and LULAC Cincinnati President Jason Riveiro met to discuss the aforementioned letter. During their conversation, Chuck Fredrick assured Jason Riveiro that he has taken all the necessary steps to prevent a similar mistake from occurring again; and

WHEREAS, WLW 700 did not commit to any of the suggestions provided by LULAC Cincinnati but Chuck Fredrick assured Jason Riveiro that the "buck stops here"; and

WHEREAS, on August 12, 2007, WLW 700 aired 2 different spots labeled "Helpful phrases When Speaking to An Illegal Alien"

THEREFORE, BE IT RESOLVED, that LULAC seeks the following demands with Corporate ClearChannel in San Antonio, TX through the United States Department of Justice Community Relations Service:

1. Two weeks suspension without pay for General Manager Chuck Fredrick
2. Diversity training provided by ClearChannel for all WLW 700 employees
3. Public apology for both airing and producing the spots in question. This apology will also explain in detail the strategy WLW 700 will use to prevent any similar station sponsored products, advertisements, marketing materials, and spots. Moreover, this apology will be held during a press conference attended by any media who wishes to attend.
4. Establish a WLW Community Advisory Board
Mission: To improve and actively promote constructive relationships with Cincinnati's multicultural community.
Members: Minimum of four (4) diverse community leaders serving a maximum two (2) year term.
Purpose: Provide input to 700 WLW Management and/or a designated Director of Community Affairs on issues and concerns of the greater Cincinnati multicultural community during quarterly meetings at the station.
5. Play four (4), fifteen second Public Service Announcements every day during Hispanic Heritage Month (September 15-October 15) for 2007

Adopted this August 24, 2007 and to be ratified by LULAC National on August 25, 2007

Jason Riveiro
Cincinnati President
Ohio Deputy Director