



May 14, 2007

Mr. Chuck Fredrick
General Manager, 700 WLW
8044 Montgomery Road
Suite 650
Cincinnati, OH 45236

Dear Chuck,

On behalf of 20+ multicultural organizations and LULAC Cincinnati, I would like to express my gratitude for your cooperation over these past two weeks. You have responded to the concerns of our community by removing the "The Big Juan" billboards and more importantly, you have stated your desire "to be part of the solution." A major part of becoming part of the solution is by helping improve the equal treatment of Hispanics and other ethnic groups within media. In fact, a recent study conducted by *Bridges for a Just Community* indicated that 64% of Hispanics believe that they are not treated equal to Whites in the media.

Therefore, before we meet tomorrow, I would like for you to consider ways to show your commitment to work together until Cincinnati reflects the type of multicultural and diverse City where we can all be proud "to live, work and play." Below are some of the improvements we would like to see take place within your station:

- 1. Conduct of a meeting within the next two months with the various organizations we represent to talk about diversity/inclusion intervention within your organization.**
- 2. 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.
- 3. Sponsor and/or co-sponsor one of the many local Cincinnati international events that take place through out the year.**

Thank you,

Jason Riveiro
President