



Contact: Jason Riveiro
LULAC Cincinnati
Phone: 513-482-1814
Email: jriveiro@lulacohio.org
Web: www.lulacohio.org

For immediate Release

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Removal of the "Big Juan" Billboards

"We the undersigned call upon the Cincinnati community to join together in rejecting the insensitive billboards of ClearChannel's WLW700 Radio Station depicting "Big Juan". We stand in solidarity and support of the Latino/Hispanic community in Cincinnati, Southwest Ohio and every peace loving community. All over the city, people of all faiths, races, ethnicities, cultures, socio-economic backgrounds, genders and age groups are standing as one voice, one faith in justice, and as one just community.

"We believe that our community must:

- *Respect and protect all people;*
- *Send forth a message of compassion and dignity; and*
- *Engage all citizens of good will in affirming actions;*

"The recent Billboards depicting "Big Juan" are insensitive and offensive to the Latino/Hispanic community. Instead of supporting more diversity in the city and better inter-ethnic relations, they are singling out one ethnic group in a degrading fashion. By making this collective statement, we are declaring that we are committed to working together until Cincinnati reflects the type of multicultural and diverse City that we all can be proud to live, work and play."

Therefore, we request ClearChannel's WLW700 Radio Station to immediately remove the "Big Juan" billboards and to inform the community of the rationality behind the elements (donkey, Mexican flag, and "Juan") of this ad by releasing a public written apology (half page size in the Cincinnati Enquirer) written by those who created & approved the ad. Finally, this apology should be signed by WLW's General Manager.

Archdiocese of Greater Cincinnati

Brigid Kelly, City of Norwood Council, Ward 2

CAIR of Cincinnati (Council on Arab and Islamic Relations)

Cincinnati Interfaith Workers Center

Coalition for Black Trade Unionist

Hispanic Chamber of Greater Cincinnati

Inter-Ethnic Council of Greater Cincinnati

International Center of Greater Cincinnati

LULAC Cincinnati (League of United Latin American Citizens)

Midwestlatino, LLC.

NAACP of Hamilton/Fairfield/West Chester Branch

NSHMBA (National Society of Hispanic MBAs) Cincinnati

Service Employee's International Union (SEIU)

UNITE HERE

United Food and Commercial Workers Union (UFCW), Local 1099

About LULAC: *The League of United Latin American Citizens, better know as LULAC (www.lulac.org), the oldest and largest Hispanic membership organization in the country, advances the economic conditions, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs operating at more than 700 LULAC councils nationwide.*