

**Corporate Responsibility – Supporting Companies That Refrain From Advertising
On Anti-Latino Programming; Boycotting Companies That Underwrite Anti-
Latino Hate Rhetoric**

WHEREAS, anti-Latino hate rhetoric is known to trigger negative anti-Latino stereotypes, hate crimes against Latinos, and psychological damage to Latinos, especially Latino children;

WHEREAS, anti-Latino hate rhetoric in media is on the rise, and certain media outlets, particularly corporate giant Clear Channel, profit handsomely from airing it;

WHEREAS, Clear Channel owns 850 radio stations across the country, its syndicated programs reach over 5,000 radio stations nationwide, and it showcases a full lineup of hate pundits, including shock jocks John and Ken in Los Angeles on KFI AM 640;

WHEREAS, Clear Channel's hate pundits, including John and Ken and others, regularly spread hate rhetoric against people of color, women, gays and lesbians, the poor, and others; and

WHEREAS, responsible corporations should want nothing to do with hate rhetoric or any media or entertainment programming associated therewith, and should refrain from spending advertising dollars on such programming.

THEREFORE, BE IT RESOLVED, that the organizations represented by the delegates of the 2012 Latino Congreso agree to patronize companies that refrain from advertising on anti-Latino media and entertainment programming; and

BE IT FURTHER RESOLVED, that the organizations represented by the delegates of the 2012 Latino Congreso agree to boycott companies that advertise on anti-Latino media and entertainment programming.

This resolution was drafted by the National Hispanic Media Coalition for the National Latino Congreso (2012).