



HISPANIC LATINO
Coalition
OF LOUISVILLE

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The Hispanic Latino Coalition is a non-profit organization established in 1998 to provide a voice to the growing and increasingly diverse Hispanic Latino population in the Louisville Metro area through education, outreach, advocacy, and event sponsorship.

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July 22, 2010

FOR IMMEDIATE RELEASE

**Hispanic Latino Coalition Backs
“People Not Profiles” Campaign**

LOUISVILLE- The Hispanic/Latino Coalition of Louisville is a broad-based group of public and private organizations and individuals who embrace the contributions and respond to the concerns of our growing Hispanic/Latino population. It is an important part of our mission to collectively express concern when the human rights of our Hispanic/Latino population are being threatened.

Our group stands solidly behind our "People Not Profiles" Campaign because it points out the positive attributes we, who have walked in the shoes of immigrants, have to offer our beloved community. Just as we have overcome adversity to be able to be on an equal basis with the many citizens of the U.S. we, as longstanding fellow citizens of the Americas, are calling out to our neighbors to show compassion and treat all of us as fairly and equally as we would treat our neighbors in North America.

The unjust Arizona law, SB1070, is set to go into effect on Thursday, July 29, 2010, and consequently has caused us to unite in a solidarity movement on behalf of people facing anti-immigrant attacks in Arizona. We have organized ourselves through our "People Not Profiles" Campaign in order to build a community here in Kentucky that says NO to Arizona's unconstitutional law and "NO to Hate" directed at ANYONE.

Ben Ruiz, Vice Chair, 502-589-3229

Hispanic/Latino Coalition of Louisville

In the current and growing unfriendly feeling toward undocumented immigrants, the public is driven to the only way of “spotting an illegal” --the color of one’s skin in which everyone runs the risk of racial profiling and xenophobia. The banner at the beginning of the newscast read “Illegal Immigrants,” and the graphic at the beginning of the investigation read “The Cost of Illegal Immigrants.” There is no doubt that some undocumented immigrants may be involved in crime, however, the facts show that undocumented immigrants are actually significantly less likely to be involved in criminal activity than native born persons in the U.S.. The report makes it seem that every one of them is a potential hardened criminal. Further, we recommend that the term illegal immigrant not be used, as advocated by the National Association of Hispanic Journalists and others, but rather adopt undocumented immigrant or worker.

Third, the manner in which the information about the gangs was delivered was not exact. Though the gangs mentioned may have Mexican members, they are not strictly Mexican, so the report points a finger at a specific group. Furthermore, the newscast only mentions Mexicans. In a way it strengthens the stereotype that “all Latinos are Mexican,” which is obviously false.

The two last points complicate people’s views about immigration because they think that undocumented persons cause all the trouble, but we are sure that many Latinos that are in gangs have parents that lived in the US for a good amount of time, perhaps born here and are U.S. citizens. Thus, it would be no different than any gang regardless of the racial/ethnic factor. So if it is a general gang/organized crime problem, then it should be addressed as such and not addressed in a racialized manner. We invite you to insert the terms “black”, “Jewish”, or “gay” in a story that you are considering running with the terms Latinos, Hispanics, or immigrants. If it sounds offensive or discriminatory to any of the other groups, it is offensive and discriminatory to immigrants.

The conclusion is that there should be more communication between our respective entities. We look forward to working with you in the future and welcome you to use us as a resource for stories related to the Hispanic/Latino community. Please reach out to us when you are in need of local resources or experts as we have a broad network of connections in Louisville and the region. Again, we look forward to a continued relationship.

Sincerely,

Hispanic Latino Coalition

Canela Greenwood, Co-Chair

Claudio Carvalhaes, Co-Chair

Adolfo (Ben) Ruiz, Co-Chair