



Press Release
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For Immediate Release
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NHMC Asks for Responsible Public Statements and Balanced Media Coverage

New Arizona Law Spurs Increase in Hate Speech in Media

Pasadena, CA - Arizona's controversial new anti-immigrant legislation, SB 1070, signed into law this week by Governor Jan Brewer, has done much more than take away the basic human rights and liberties of those that reside within the state. It has led to yet another firestorm of hate speech against Latinos. During this precarious time, NHMC urges elected officials, candidates, and the media to be extraordinarily responsible in their statements and in their coverage of the issue to help prevent the harmful effects of hate speech in media, which invariably lead to hate crimes.

As we saw after the historic 2006 immigration reform marches held across the country, the Arizona debate has increased the hate speech in the vitriolic immigration debate. The following is just one example of recent dehumanizing, anti-immigrant hate speech. The Cedar Rapids Gazette reported that Pat Bertroche, a Republican candidate running in the 3rd District Congressional primary in Iowa, stated that:

"I think we should catch 'em, we should document 'em, make sure we know where they are and where they are going," said Pat Bertroche, an Urbandale physician. *"I actually support microchipping them. I can microchip my dog so I can find it. Why can't I microchip an illegal? That's not a popular thing to say, but it's a lot cheaper than building a fence they can tunnel under,"* Bertroche said.

We have already heard many speak up across party lines, ethnicities and other differences on this unjust and unconstitutional law. And tomorrow, May 1st, we will head to the streets to peacefully and vociferously demonstrate for the need for immigration reform and in support of our brothers and sisters in Arizona.

NHMC will be working closely with its Phoenix Chapter to monitor local media in Arizona, along with local and national media outlets across the country, to ensure fair and accurate reporting. The media must carefully consider who is invited as guest speakers, and refuse to tolerate those whose sole purpose is to ignite the fires of hate.

NHMC also urges those that are outraged about this legislation and the rising hate speech incident thereto, to do the following:

- Take two minutes to sign the NHMC's call to action <http://nhmc.org/calltoaction>. This is our opportunity to push back against hate speech in media. Please take action by the May 7th deadline.
- NHMC has joined forces with MALDEF who will be a key player in the legal challenges of this law. We encourage everyone to support the MALDEF efforts by contributing to this non-profit organization. Your contribution is tax-deductible go to http://maldef.org/donate_challenge_sb1070.
- Look for the May 1st march in your community at <http://reformimmigrationforamerica.org/blog/march-index/>.

We are all Arizona, this is the time for action. Participate in the May 1st march in your community. It's time to stop the ugly rhetoric and have Congress take action on Immigration Reform.

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The National Hispanic Media Coalition is a non-profit, media advocacy organization established in 1986 in Los Angeles, California. Our mission is to improve the image of American Latinos as portrayed by the media, increase the number of American Latinos employed in all facets of the media industry, and advocate for media and telecommunications policies that benefit the Latino community.