



Iowa LULAC condemns references to Latinos in political TV ads

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DES MOINES – The League of United Latin American Citizens of Iowa has condemned the portrayal of Latinos in a political television advertisement that began airing this week in Iowa.

The ad, which is produced by American Crossroads, a conservative political action committee that raises money for the Republican Party, referred to immigration reform as amnesty, which is incorrect. In addition, it referred to undocumented immigrants as lawbreakers who have been given access to food stamps and Medicare. Undocumented immigrants are not eligible for such benefits.

“Latinos are being treated as if they are pawns in a chess game and used to confuse Iowa voters,” said Joe Enriquez Henry, state director of Iowa LULAC.

The advertisement supports Joni Ernst, a Republican state senator, who is running against U.S. Rep. Bruce Braley, D-Iowa, for the U.S. Senate seat currently held by longtime Sen. Tom Harkin, D-Iowa, who has decided to retire.

“This political ad is offensive and hurtful to Latinos, and uses incorrect information,” Enriquez Henry said. “Iowa LULAC urges Joni Ernst and her campaign to denounce such racist and deceitful ads. Iowans have a long history of welcoming new residents and of working together. Ernst’s ads are not a reflection of Iowa values.”

Founded in 1929, the League of United Latin American Citizens (LULAC) is the nation’s largest and oldest civil rights, volunteer-based organization that empowers Hispanic-Americans and builds strong Latino communities. Its headquarters are in Washington, D.C., and there are 1,000 councils across the United States and Puerto Rico. LULAC’s programs, services and advocacy efforts address the most important issues for Latinos, and meet the critical needs of today and the future.

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