

## **Mexico rails against U.S. border plan**

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### **Body**

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The Mexican government, angered by a **U.S.** proposal to extend a wall along the **border** to keep out migrants, has struck back with radio ads urging Mexican workers to denounce rights violations in the **United States**.

Facing a growing tide of **U.S.** anti-immigrant sentiment, the Mexican government is also hiring an American public relations firm to improve its image.

President Vicente Fox denounced the **U.S.** measures, passed by the House of Representatives on Friday, as "shameful" and his foreign secretary, Luis Ernesto Derbez, Monday called the wall "stupid."

It's hard to underestimate the ill-feeling the proposal has generated in **Mexico**, where editorial pages feature cartoons of Uncle Sam putting up walls bearing anti-Mexican messages.

The government is scrambling to fight on two fronts. On Monday, it announced it had hired Allyn & Co., a Dallas-based public relations company to help improve **Mexico's** image and stem the immigration backlash.

The government also has stepped up its defense of migrants, airing radio spots aimed at migrants returning home for the holidays.

"Had a labor accident in the **United State**? You have rights... Call," reads the ad, sponsored by **Mexico's** Foreign Relations Department, which has helped migrants bring compensation suits in the **United States**.

### **Classification**

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**Company:** ALLYN & CO INC (69%)

**Industry:** BROADCAST ADVERTISING (78%); SPONSORSHIP (78%); RADIO ADVERTISING (78%); PUBLIC RELATIONS (76%)

**Person:** VICENTE FOX QUESADA (58%)

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