

5th February 2025

El Jannah Franchise Company
Suite 308, 6 Parkview Drive,
SYDNEY OLYMPIC PARK NSW 2127
Attention: Brett Houldin & Andre Estephan

By courier

RE: SEN RADIO REMOVAL OF PETER LALOR

Dear Sirs,

We write to you in relation to SEN Radio's recent termination of Peter Lalor's contract. Mr Lalor is a respected cricket commentator who has been terminated for sharing posts on social media about Palestine. As El Jannah is a major sponsor of various shows and personalities on SEN Radio, we bring this matter to your attention in the hope you take meaningful action.

About Us

This is a joint letter by the LMA (Lebanese Muslim Association) and the SMCA (Shia Muslim Council of Australia). We represent a majority of Muslims in New South Wales. We are community organisations with a focus on empowering and improving our respective communities. Our community members are longstanding supporters of El Jannah and have always been very grateful for your commitment to supplying halal chicken.

SEN Radio

As you may be aware, SEN Radio's recent removal of Mr Lalor comes after he has shared posts on his personal social media accounts about Palestine and the plight of Palestinians. The posts were factual, highlighting the immense suffering of those in Gaza and the destruction caused. Mr Lalor's termination stems from lobbying by pro-Israel lobby groups and was unfair. These lobby groups have consistently threatened and attacked those bringing the plight of Palestinians to light and weaponised antisemitism for those purposes.

Our Request

We acknowledge you had no involvement in Mr Lalor's removal from SEN Radio and there has been no wrongdoing on your part. However, as a major sponsor of shows and personalities on SEN Radio, we request that you take steps to demonstrate your dissatisfaction and outrage with SEN Radio's actions. These steps include the following:

1. Withdrawing your advertising from SEN Radio until the below steps are taken; and

2. Requesting that SEN Radio:

- a. immediately reinstate Peter Lalor and issue a public apology;
- b. have its management undertake a 3-hour session on the history of Palestine and the plight and suffering of the Palestinians, which we are happy to assist in organising;
- c. in good faith, donate \$100,000 to the United Nations High Commissioner for Refugees, or UNHCR, the UN Refugee Agency, toward the children of Gaza.

We appreciate that taking the above steps may have a short-term impact upon you, however we hope that your commitment to standing up for those exposing the suffering of the Palestinian people will take precedent to this short-term impact. In turn, we, as community organisations representing the majority of Muslims in New South Wales, will take action to promote and announce your support and the steps you have taken to our communities. We are of the view that any cost to your business from taking the above steps will be more than offset by the support of the Muslim community as gratification for your actions.

Given the urgency of the above, we would appreciate receiving your confirmation that you will take the above steps by **12pm on Monday 10 February 2025**. Of course, we are happy to support in this matter and can be contacted on the below number to clarify any part of this letter.

Regards,

Mr. Hafez Alameddine

Mr. Hafez Alameddine (Feb 5, 2025 16:23 GMT+11)

Lebanese Muslim Association

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