

MORE NATIONAL HISPANIC ORGANIZATIONS JOIN PUERTO RICAN COMMUNITY BOYCOTT OF WAPA TV/WAPA AMERICA GOSSIP SHOW SUPERXCLUSIVO ("LA COMAY")

Media 2012-12-14 15:04:35

Washington, DC - The National Puerto Rican Coalition Inc. (NPRC), the League of United Latin American Citizens (LULAC), the National Hispanic Media Coalition (NHMC), the National Conference of Puerto Rican Women, Inc. (NACOPRW), and The National Hispanic Caucus of State Legislators (NHCSL) today join the Puerto Rican community on the Island and the mainland in support of a boycott against WAPA TV/WAPA America's gossip show SuperXclusivo. The show is the target of a community boycott ignited by the most recent defamatory comments made by its main character La Comay (gossip guru Antulio "Kobbo" Santarrosa) regarding the brutal killing of publicist José Enrique Gómez Saladín. The main character hides behind the disguise of a female doll which stereotypes women as gossipers in order to defame his targets by framing guilt or fault, his typical strategy of character assassination. A social media-based campaign against the program (#BoicotLaComay) has led several national and local advertisers to drop support for the program and the station.

"We add our name to the many other organizations, businesses and individuals that repudiate the show SuperXclusivo and the so-called 'La Comay,'" said Representative Minnie Gonzalez, President of the National Hispanic Caucus of State Legislatures. "There is no room for malicious and offensive programming that tarnishes the image of Latinos in general and specifically in this case Puerto Ricans, and especially when it comes from within our own community."

"Entertainment television has the business responsibility to respect its audience. The show SuperXclusivo historically corrodes the air waves with undertones of hate speech and discrimination by consistently defaming individuals without any regard to their well-being or that of their families. NPRC commends national corporations like AT&T, Wal-Mart, and others for adhering to their core values of responsible advertising by pulling their advertisements from the program," declared Rafael A. Fantauzzi, President and CEO, National Puerto Rican Coalition.

"The show SuperXclusivo damages LULAC's efforts to ensure the Latino community is accurately perceived as the positive influence that we are. We encourage WAPA TV/WAPA America to join us in ensuring that programming is both accurate and inspirational in that it personifies Latino characters fairly," said Margaret Moran, National President, League of United Latin American Citizens.

"This latest incident on La Comay demonstrates the need for local and mainland based advertisers to better monitor the programming they support. WAPA station executives should also take note that they have a moral and FCC trusteeship broadcasting model obligation to act in the public's interest. La Comay's pattern of behavior of demonizing homosexuality is unacceptable hate speech," said Alex Nogales, President, CEO, National Hispanic Media Coalition.

"As the premier organization that represent the values and power of the Puerto Rican women on the mainland and the Island, NACOPRW calls upon Puerto Rican women to have a conversation with their families about the need to stop viewing this injudicious show," said Vilma Colom, National President, National Conference of Puerto Rican Women.

"As civil rights leaders we will always defend freedom of speech but we will also condemn irresponsible hate speech rhetoric. Hate is not a family value and our community needs to stop watching shows that expose and promote hate speech or incite hate crimes. We encourage the community to turn-off SuperXclusivo and use that time to engage family members or help someone in need." said Fantauzzi.

ABOUT NHCSL www.nhcsl.org

The NHCSL is the preeminent organization serving and representing the interests of Hispanic state legislators from all states, commonwealths, and territories of the United States. Our mission is to serve as a catalyst for joint action on issues of common concern to all segments of the Hispanic community; a forum for information exchange and member networking; an institute for leadership training; a liaison with sister U.S. Hispanic organizations throughout the country; a promoter of public/private partnerships with business and labor; and a partner with Hispanic state or provincial legislators and their associations representing Central and South America.

ABOUT NPRC www.nprcinc.org

The National Puerto Rican Coalition, Inc. (NPRC) is the premier non-profit non-partisan Hispanic organization representing the voice of the Puerto Rican community. NPRC is committed to enhancing the social and economic well-being of Puerto Ricans through policy development, research, advocacy, civic engagement, and education.

ABOUT LULAC www.lulac.org

The Mission of the League of United Latin American Citizens (LULAC) is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.

ABOUT NHMC www.nhmc.org

The National Hispanic Media Coalition (NHMC) is a non-partisan, non-profit, media advocacy and civil rights organization created to advance American Latino employment and programming equity throughout the entertainment industry and to advocate for telecommunications policies that benefit Latinos and other people of color.

ABOUT NACOPRW www.nacopr.org

NACOPRW provides training, mentorship and leadership development at the local and national level through workshops and institutes during the annual convention, and through chapter programs

WHAT : MORE NATIONAL HISPANIC ORGANIZATIONS JOIN PUERTO RICAN COMMUNITY
BOYCOTT OF WAPA TV/WAPA AMERICA GOSSIP SHOW SUPERXCLUSIVO ("LA
COMAY")

WHEN : 2012-12-14 15:04:35

WHERE :

CONTACT:

National Puerto Rican Coalition nprc@nprcinc.org