



June 18, 2015

BOARD OF DIRECTORS

Lorraine Cortés-Vázquez, Chair

Ululy Rafael Martínez, Vice-Chair

Carmen Pacheco, Secretary

Rosa J. Gutiérrez, Treasurer

María Elena Girone

Sandra A. García-Betancourt

Anthony Díaz

Edwin López

Louis Maldonado

María Cristina Marrero

Orlando Plaza

Lorraine Rodríguez-Reyes

Rossana Rosado

Myra Santiago

Vincent Torres



OFFICE INFORMATION

P.O. Box 975

New York, New York 10272

Phone: (607) 699-9372

Fax: (212) 414-7827

Email: info@nprdpinc.org

Web: www.nprdpinc.org

Mr. Bill Holliber
CEO, New York Daily News
4 New York Plaza #6
New York, NY 1004

Dear Mr. Holliber:

On behalf of the Board of Directors, I inform you that the National Puerto Rican Day Parade will terminate its marketing, advertising and promotions relations with the New York Daily News, effective immediately and in the future, until the newspaper publishes a formal correction and apology for the misleading and false coverage of the Parade, on Page 8 of the June 15, 2015, edition.

The publication of a photo, featuring two topless women wearing G-Strings with Puerto Rico-related slogans painted on their bodies, and an erroneous claim by the newspaper that the image was taken at the Parade on Fifth Avenue has caused major outrage across the Puerto Rican community and beyond. As I have repeatedly stated and you have, in fact, confirmed, such image was not taken at the Parade and the featured subjects were not marchers, nor did they have any connection with the Parade, whatsoever. The photo, as confirmed by you, your staff and the photographer himself, was taken in Times Square, and the subjects are topless, body-paint entertainers who pose for photos in exchange for tips.

As I would imagine you are aware, journalism has the power to affect and touch many people's lives. When false information is published and left un-rectified, others, who are not aware that the reporting was inaccurate, perceive misleading and erroneous news reporting as "truth". Your editorial team's irresponsible actions, which can be deemed as yellow journalism, is damaging to our communities and to our brand.

In the last two years, the Board has worked with responsible sponsors, community partners, elected officials and the community-at-large, to return the National Puerto Rican Day Parade to its origins as a prideful, cultural celebration for all families. Having a grossly family-inappropriate image published with an overtly false claim via a headline and caption, is an irresponsible misrepresentation that cannot be accepted nor tolerated.

We made every attempt to express our sincere disappointment and to request a correction and apology. Nonetheless, you and your Editor-in-Chief have opted to deny our request. As such, the Daily News is prohibited from using the Parade's name and/or logotype to promote VIVA Magazine and/or any other NY Daily News publications or in marketing, community outreach, and advertising initiatives.

We are honored to work with partners who respect human dignity and who have the highest regard for the Puerto Rican and Latino community. We recognize everyone makes mistakes, and we work with partners who have the strength of character to recognize and correct them; particularly when those mistakes are damaging to families and communities. Since you have opted otherwise, we will no longer partner with the Daily News, now and in the future, until you take corrective action.

Sincerely,

Lorraine Cortés-Vázquez
Board Chair