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Contact: Maureen Martin
(401) 487-1293
rftmaureen@aol.com

For Our Daughters Coalition Renews Call for Elected Officials to Stand Strong on WPRO AM Radio Boycott

Group Announces Plan To Ramp Up Campaign to Remove John DePetro from the Airwaves

PROVIDENCE, RI - [For Our Daughters](#), a grassroots advocacy organization committed to promoting gender equity and combating misogyny in public speech and debate, is calling on elected officials, candidates, and other state leaders to stand strong on their WPRO AM advertising and talk radio show boycott while John DePetro remains on the air. The group has also announced their plan to launch an education campaign to remove John DePetro from the airwaves, with the focus being on WPRO's advertisers.

“By almost all measures, our campaign has been a success,” said Maureen Martin, Chairwoman of the For Our Daughters Coalition. “We have successfully orchestrated an advertising and talk radio boycott among a majority of Rhode Island’s statewide elected officials, and we have prevented many advertisers from spending their money on WPRO AM radio. Since we started, we estimate we have cost the station close to \$150,000 in lost advertising revenue. However, we are disgusted that John DePetro is still allowed to spew his hate speech on the air at WPRO AM. The lack of action by station management on this issue shows their willingness to empower a unrepentant misogynist. Their continued employment of Mr. DePetro implies their tacit assent to DePetro’s statements. Since our campaign started two years ago, DePetro has continued to berate women and minorities on a daily basis. This can no longer be tolerated. To that end, we have decided to ramp up our campaign to once and for all remove Mr. Depetro from the air.”

Martin continued, “In addition to firming up our boycotts in advance of the 2016 elections, we are reaching out to all businesses and organizations who advertise on WPRO AM to personally inform them of the severity of this situation, and urging them to sever their relationship with WPRO AM until Mr. DePetro is removed from the air. We are also reaching out to other businesses and organizations throughout Rhode Island—specifically those who spend a significant amount of money on advertising in the Rhode Island market—and asking them not to advertise on WPRO AM until John DePetro is removed from the airwaves. And we will also be educating

elected officials, candidates, businesses, and other organizations of WPRO AM's poor ratings in the Rhode Island market. Specifically, the fact that WPRO AM's ratings do not fall within the top 10 in this media market."

The renewed campaign comes as Cumulus Media has suffered an 80% loss in stock value— to under \$1 per share. Cumulus is WPRO's parent company. WPRO AM has also recently lost top talent in their news department.

The For Our Daughters organization was formed in 2013 after DePetro labeled a group of women assembled outside a political fundraiser for then-Gen. Treasurer Gina Raimondo as "w-h-o-r-e-s" during his September 27, 2013 broadcast.

Martin concluded, "John DePetro's continued misogynistic, homophobic, and racist words and actions are offensive, unacceptable and disturbingly un-American. This has been going on for far too long—and we will do whatever it takes to remove this type of hate speech from Rhode Island's airwaves."

To learn more about the coalition, visit ForOurDaughtersRI.org.

The group's steering committee includes:

- Michael Araujo
- Kristina Brown
- Rev. Duane Clinker
- Roy Coulombe
- Robin Covington
- Richard Ferruccio
- Ciara Guzman
- Paul Harrington
- Marcia Reback
- Liz Larkin
- Val Lawson
- Maureen Martin
- Linda McDonald, RN
- Kiara Proulx
- Jim Riley
- Mary Riley
- Paul Saccoccia
- Anne Sliney, RN

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