

Open Letter Calling for a BOYCOTT of Alice 105.9 Radio and Their Advertisers:

Attention: Manager and/or Owner of Alice 105.9 Advertiser

Dear Sir or Madam,

Recently, comments made by one of Alice Radio's disc jockeys named "Howie" have been directed at sport bike riders. These comments have been hateful and discriminatory at best, and have been calling for Alice listeners to commit actual acts of violence on people they see riding a sport bike for no other reason than the vehicle they operate.

We, the motorcyclists and sport bike riders of Colorado, which number into the tens of thousands, are choosing to send a clear message to Alice's bottom line by calling for a boycott of not only the radio station, but the companies that choose to advertise on it.

By advertising on Alice, your dollars are in effect helping to fund this outright hatred towards a group of people who legally own and operate motor vehicles, for no other reason than one man's irrational speech. Unfortunately, this presents a serious and grave safety issue for all riders in the listening range of Alice as well, and we must take a stand to protect our lives.

Sport bike riders and motorcyclists in general are typically middle age, middle-class people. We are husbands and wives, and we have families of our own. We work across many industries, respect society, and give a lot back to the community. We also have the disposable income to afford our chosen modes of transportation, accessories, and other things that one might say are luxurious or extraneous – quite possibly the types of things you sell.

By taking our business away from your company and giving it to your competitors that do not advertise on Alice, we are hoping you will help send the message that radio programs which advocate discrimination and potentially lethal violence will not be tolerated in our community. This is not intended to hurt your business, however your advertising dollars are what keep radio stations like Alice going, so this is one way in which we must act in order to send the message that must be sent.

This boycott will remain until Alice 105.9's management issues a statement that this type of hate-speech will not be tolerated in the future, and a formal apology is issued in writing by not only "Howie", but the producer(s) that allowed this to continue under their watch. In the interest of supporting your business in the future, we hope you will also send the message to Alice that this must happen – after all, if listeners are taking money away from your company just by virtue of where you advertise, it's bad all around.

Please take this matter seriously – those of us who now fear for our lives on the road thanks to Alice’s blatant inciting of violence take it extremely seriously.

We are compiling a list of Alice advertisers (essentially the companies that tens of thousands of customers should avoid until this matter is resolved) at this web link:

<http://www.cosportbikeclub.org/noalice.html>

Thank you,

The Colorado Sportbike Club, and the other motorcycling groups who are supporting us in this statewide boycott.