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August 7, 2009

Chairman and Chief Executive Officer Peter H. Smyth
Vice President and Chief Financial Officer Edward R. Nolan, Jr.
Vice President and General Counsel Ellen J. Rubin
Senior Vice President, Radio Richard D. Feinblatt
Greater Media
35 Braintree Hill Park
Suite 300
Braintree, MA 02184

Dear Messrs. Smyth, Nolan, and Feinblatt and Ms. Rubin:

On behalf of the 300,000 affiliated members of the League of American Bicyclists, the League's board of directors, and the 57 million Americans who ride bicycles, I am writing to urge Greater Media to immediately end the reckless promotion of violence against bicyclists on the company's radio stations.

On August 5, 2009, Greater Media's radio station in Detroit, 94.7 WCSX aired reprehensible comments by talk show hosts and listeners encouraging violence against bicyclists. When asked to comment or step in, station General Manager Doug Podell replied with indifference.

Advocating violence against anyone, including bicyclists, is shocking and must be stopped. On July 28, less than two weeks before the show aired, a cyclist was killed in Pittsfield Charter Township, Mich. A dump truck driver called in to the show to complain about cyclists—tragically, a cyclist was killed by a dump truck on May 20 in Grand Rapids, Mich.

The talk show hosts, Deminiski and Doyle, joked about harassing cyclists, urged listeners to call in with stories of how arrogant cyclists were, and said, "OH GOD, you just want to go Grand Theft Auto on them," [emphasis theirs].

Abhorrent comments like these could lead to the death or injury of children bicycling to school or adults enjoying a bike ride. We urge Greater Media to enact a corporate policy prohibiting programming that advocates violence towards bicyclists or encourages harassment of bicyclists.

Clear Channel Communication and Entercom Communications have both had talk show hosts speaking out against cyclists in recent years; both have censored the hosts and publicly supported cyclists and apologized for the comments.

I urge Greater Media to work with the League of Michigan Bicyclists to launch a share the road campaign that teaches motorists that bicyclists have the same rights and responsibilities on the road as drivers of motor vehicles. This campaign would also seek to encourage motorists and bicyclists to share the road with each other to reduce the alarming number of tragedies every year on our nation's roads.

Thank you for your prompt attention to this matter. I look forward to hearing from you on this issue.

Sincerely

A handwritten signature in black ink that reads "Andy Clarke". The signature is written in a cursive, flowing style.

Andy Clarke
President

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. The League works to bring better bicycling to your community. Visit www.bikeleague.org for more information.