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Motel 6 Refuses to Air 'Savage Nation' Radio Spots

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(WASHINGTON, D.C., 4/25/08) - The Hate Hurts America Community and Interfaith Coalition (HHA) today announced that Motel 6 (<http://www.motel6.com/>), part of the Accor North America chain of more than 950 hotels, has joined a growing list of companies that have stopped advertising or refuse to place their ads on Michael Savage's "Savage Nation" radio program.

A company representative told HHA the chain will not air commercials on Savage's program "in any market."

HHA, a group of religious and civic organizations seeking to challenge hate speech on talk radio, was formed as a result of Savage's rhetorical attacks on religious and ethnic minorities.

Coalition members are calling on advertisers nationwide to stop airing commercials on his nationally-syndicated program.

SEE: Hate Hurts America
<http://www.hatehurtsamerica.org>

Advertisers that have already stopped airing or refuse to air commercials on "Savage Nation" include Choice Hotels International, Sam's Club, ITT Technical Institute, Chatterm, Inc. (owners of Gold Bond, Icy Hot, and Selsun Blue), Union Bank of California, Intuit (parent company of TurboTax and QuickBooks), and GEICO Insurance, US Cellular, Sprint Nextel, Sears, Universal Orlando Resorts, AutoZone, Citrix, TrustedID, JCPenney, OfficeMax, Wal-Mart, and AT&T.

Late last year, the Council on American-Islamic Relations (CAIR) called on radio listeners of all faiths to contact Savage's advertisers to express their concerns about the host's anti-Muslim bigotry. CAIR is a member of the Hate Hurts America Community and Interfaith Coalition.

SEE ALSO: National Radio Host Goes on Anti-Muslim Tirade (CAIR)
<http://www.cair.com/ArticleDetails.aspx?mid1=777&&ArticleID=23608&&name=n&&currPage=3>

Savage has a long history of rhetorical attacks on a variety of minority groups. He says he has lost at least \$1 million in revenue because of the advertiser campaign.

SEE: Michael Savage (Media Matters)
http://mediamatters.org/issues_topics/people/michaelsavage

The Hate Hurts America Community and Interfaith Coalition includes public officials and civil rights advocates, as well as representatives of the Christian, Jewish, Muslim, Latino, and Asian communities.

- END -

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