



Peterborough's local radio station, PCR 103.2, is offering the city's businesses **FREE** airtime to help you keep in touch with your customers during the current crisis.

Your message will be delivered as a twenty second (roughly 50 words) information announcement and typically played several time a day for a number of days. The number of plays and days will depend on demand, we'll do our best to give everyone a fair crack of the whip.

There are more details in the FAQs below and by all means email [keepintouch@pcrfm.co.uk](mailto:keepintouch@pcrfm.co.uk) if you have questions of your own or would like help composing your message.

Better still, email a draft script or some bullet points and we'll knock it into shape for you. Please include a name and contact number in case we need to get back to you.

Please note specially that it is an information announcement not a commercial (the difference is explained below).

But it is genuinely **free** and our way of supporting our local business community at this very difficult time.

Kind regards,

A handwritten signature in black ink, appearing to read 'Ian McGregor'.

Ian McGregor  
Project coordinator

## FAQ's:

- Is it really free?  
*Yes. PCR, as the local radio station for Peterborough, recognises that the city's businesses need support at the moment and this is our way of trying to help.*
- Who will write the script?  
*You're welcome to send a draft outline which our team will rewrite in a radio friendly way, or just send us the points you want to get across and we'll write it for you. Space is limited and scripts must be approved by Peterborough Community Radio Limited whose decision on what is broadcast is final.*
- Who can I say in my message?  
*You may want to thank your customers for their patience and loyalty and assure them you're still in business and champing at the bit to reopen your doors when it's safe to do so. You may want to let them know how you're still serving them - emergency arrangements observing social distance etc. or to give information about alternative services you are offering e.g. doorstep or postal delivery, Please bear in mind it's an information message to update your customers in light of the current crisis situation, not a commercial. Paid for commercial spots and programme sponsorships are still available.*



- **What is the duration of the announcement?**  
*Twenty seconds - that's roughly 50 words, so keep your message succinct and remember less is more i.e. people will more easily remember shorter chunks of information.*
- **What if my business circumstances change?**  
*Please let us know by email if you want us to stop broadcasting your message or if you want to record a new one. We would expect to be able to remove recordings from the schedule within 48 hours of your request, but please bear in mind that the radio station is run by volunteers giving their time when they can and access to our Herlington Centre studio is limited at the moment.*
- **Who will read my script on air?**  
*We would love it if you put your own voice to the script to make your message as personal as possible - don't worry, we'll walk you through. If you're unable to do so, one of the radio station volunteers will record it for you.*
- **How often will my message be broadcast?**  
*Probably around five times a day but this will vary depending on demand.*
- **When will the free broadcasts end?**  
*We initially plan to offer the service until June 30, 2020 but may extend this.*
- **For your safety and ours...**  
*Social distancing is being observed by everyone involved at PCR. Participation in the 'keep in touch' campaign will be arranged by telephone and email and recordings will also be made remotely. There will be no need to meet in person to get your message on the air.*