From: Underwriting Manager
To: letstalk
Subject: Let Asheville Hear
Date: Sunday, April 19, 2020 7:24:07 PM

Hello,

This is Robert Price the Business Development Rep. for 103.3 Asheville Fm. First I hope you and the staff and families are doing well. We have been dealing with difficulties navigating since Covid 19, but like many doing everything in our power to continue Business as somewhat usual. Most of our Djs are home recording, and normally, we would be gearing up for our Spring Fund Drive, but we have postponed it knowing that everyone is tightening their belts. We are contacting local businesses to ask if you would like to take part in a series of Psas we will be running called "Let Asheville Hear Your Voices". We're asking for a 40 second or shorter spot introducing yourself and sharing some inspiring, humorous or insightful words to our listeners. Simply record an uncompressed wave file on your phone, and send it to this address. We also needed to find new and cost effective ways to offer local businesses means to get the word out in this difficult landscape. We decided to significantly lower our underwriting rates to 30% off so businesses that are offering pick up, delivery (or other creative means) can continue in this environment (rates as low as $100 for 12 on air spots a month). If interested in either or both (or know anyone who would). I can send you a rate sheet or a few sample spots. We would love to have you on board.

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