

March 26th: Idea Thursday: We're All Barett's Privateers - Promoting Canadian Unity PSA?

Hello NCRA/ANREC Members,

We know that this has been incredibly tough as stations and communities have grappled with COVID-19.

Last week the BBC and a hundred other radio stations across Europe broadcast "[You'll Never Walk Alone](#)" at the same time.

The NCRA/ANREC was hoping we could do something with our stations to promote national unity during this crisis and we landed on Barett's Privateers by the incredible Stan Rogers. We saw from our friends at CILU-FM that [Billy MacLellan](#) had been promoting handwashing by getting people to sing along with the first verse of the very popular East Coast song. The idea is essentially **"Stomp your feet and wash your hands"**.

We realize that some of our West Coasters, or those in the Prairies may not know all the words but hear us out!

We've made [a short PSA in English as an example](#), which encourages hand washing. We are hoping that it will serve as an inspiration to encourage your local musicians and programmers to create their own version. We also want to invite the stations that have the capacity to do a call out to their local musicians invite to send in a cover. Let's get this sea shanty out there to cheer up our communities, try doing a montage of your local musicians!

Let's make it a day to boost morale and collectively help raise the spirits of our great nation. If enough stations participate, we will coordinate for a simultaneous stomp and wash!

Yours

Luke,