

**ARTSOUND FM PROGRAM BRIEF**

<b>Program Title</b>	<b>A Jazz Experience</b>
<b>Category</b>	Music: jazz
<b>Schedule</b>	12pm–2pm Saturday
<b>Brief Description</b>	Selections from the whole history of the genre, with an emphasis on the golden era of swing, bebop, and post-bop, presented initially by new ArtSound presenters.
<b>Concept and Content</b>	Target audience: wide range Emphasis on lively, accessible, but still compelling jazz recordings. The program serves as an “incubator” training program for new trainees, and is part of their accreditation process.
<b>Presentation Style</b>	Relaxed pace One on one personal feel Minimum of talk to music
<b>Sponsorship and Cross-promotion</b>	Appeal – suggested potential sponsors include restaurants, small venues, and music stores, but potentially any of ArtSound’s range of sponsor types. Cross-promotion with other ArtSound programs: Sounds Early, Disc Drive, Meridian, Down In The Basement, Friday Night Live, other. Advance promotion on above programs, where possible. Website and social media information updates as possible.
<b>Technical requirements</b>	Live from Studio 1 One standby pre-recorded program to be available at all times

**Coordinator**

Mark Shephard (Broadcast Coordinator) & Peter Monaghan, in cooperation with the ArtSound training team

**Authorisation - agreed by:**

**Peter Monaghan  
Chair, Program Committee**

**Amalijah Thompson  
President**

**Mark Shephard/Peter Monaghan  
Program Coordinators**