

**ARTSOUNDFM PROGRAM POLICY BRIEF**

<b>Program Title</b>	<b>Aladdin's Cave</b>
<b>Category</b>	Blues, swing, world, soul, reggae, and occasional oddities
<b>Schedule</b>	11pm Saturday-1am Sunday
<b>Brief Description</b>	A weekly 2-hour mixed music program
<b>Concept and Content</b>	<p>Target audience: widespread, but mainly eclectic, mature, late night listeners.</p> <p>Wide range of music, no period or classical music.</p> <p>Occasional talk segments</p> <p>Balance of music genres played, slightly more blues.</p> <p>Complements earlier Saturday night programs.</p> <p>Endeavour to play local music taking into account ArtSound's overall goal of broadcasting 25% Australian content.</p>
<b>Presentation Style</b>	<p>Relaxed pace</p> <p>Personal feel of the program</p> <p>Proportion of talk to music: around 15 minutes per hour</p> <p>Close level of engagement with audience</p>
<b>Sponsorship and Cross-promotion</b>	<p>Block placement of announcements to minimise disruption to music – allocated promos and sponsorship announcements must be played.</p> <p>Appeal – suggested potential sponsors: music stores, clubs, restaurants, event promoters.</p> <p>Cross-promotion with other ArtSound programs: Down In The Basement, WorldVibe.</p>

	Program advance promotion: only for special guests.
<b>Technical requirements</b>	Live from Studio 1. The program should have at least one standby pre-recorded backup program.
<b>Coordinator</b>	Phil Birch-Marston

**Authorisation – agreed by:**

<b>Peter Monaghan</b> Chair, Program Committee	<b>Amalijah Thompson</b> President
<b>Phil Birch-Marston</b> Program Coordinator	