

ARTSOUNDFM PROGRAM GUIDELINES

Program Title	Early Music Experience
Category	Classical Music
Schedule	6-7pm Sunday
Brief Description	Gems from the earliest known European music through the Renaissance to the Baroque: the foundations on which so much subsequent music has been built.
Concept and Content	<p>Target Audience: Listeners interested in classical music, and general audience.</p> <p>Range and Scope: Music (ecclesiastical and secular, sacred and profane) from the medieval through the Renaissance to the Baroque era.</p> <p>Balance of elements: each program may have a theme (e.g. a musical period, a composer, a mass, a particular instrument, the season, etc.) or be a balanced program of short to moderately long pieces, although with no restriction on the length of any work played. It would present both ecclesiastical and secular music: music sacred and profane. Most selections would come from what is now Europe, which might mean airing some Arabic music from the era when parts of modern-day Europe were occupied by Arabic peoples.</p> <p>Place in ArtSound's Aims: Early Music Experience presents music from eras and styles of "classical" music that are little represented anywhere on Australian radio — certainly not in Canberra, nor even on ABC Classic FM.</p> <p>Early Music Experience complements other ArtSound programs by expanding the range of fine music represented on the likes of Classical Mood, Sounds Classical, and Concert Hall, all of which concentrate on the more conventionally defined "Classical" era.</p>
Presentation Style	Audience engagement: The program has an engaging narrative style at the same time as it lightly imparts the host's expert analysis and reflections. Many ArtSound listeners are quite knowledgeable about classical music but without The

	Early Music Experience, have only passing acquaintance with the eras and styles of music that The Early Music Experience presents.
Sponsorship and Cross-promotion	Promos and sponsorships are played in the program at the times set out in the studio schedule. Early Music Experience includes cross-promotion of other classical music programs at ArtSound.
Technical requirements	No special equipment is required.
Coordinator	Mark Shephard

Authorisation – agreed by:

Peter Monaghan Chair, Program Committee	Amalijah Thompson President
Mark Shephard Program Coordinator	