ARTSOUND FM PROGRAM BRIEF

Title	Patchwork
Category	Specialist Music program (Folk)
Schedule	10am–12 midday, Sundays
Brief Description	Showcases local, interstate and international folk music
Concept and Content	A more than average knowledge of Folk music is required, as is an acceptable personal definition of what constitutes Folk Music.
	Wide range target audience, but particularly the knowledgeable and discerning local folk community.
	Range, scope and period of music: traditional to contemporary.
	Guests and interviews are included at the discretion of the presenter.
	Patchwork supports the Folk music element of ArtSound's principal music genres.
	Patchwork is a perfect complement for At the National and a companion program to World Vibe in that the boundary between Folk and World music is often blurred.
	Subject to the general copyright issues applicable to the station as a whole.
Presentation Style	Folk music can vary from slow and wistful to exciting and stimulating. The program content should reflect a variable pace to prevent boredom or exhaustion.
	Patchwork should feel warm, friendly, relaxed and gently informative.
	Approximately 80-20% music to talk.
	Feedback from listeners to be encouraged, either by phone during the program or via the ArtSound website.
	Can accommodate dual presenters at any time, including mentoring trainee presenters.

Sponsorship and Cross-promotion	Scattered announcements. Suggested sponsors would be anyone involved in the music industry, but particularly folk event organisers. Patchwork is cross promoted across the ArtSound program via the studio running sheets, but should also be mentioned in World Vibe and At the National programs.
Technical requirements	Live from Studio 1. One standby pre-recorded program to be available at all times. Outside broadcast can be done at special events e.g. the National Folk Festival.
Coordinator	Andrew Blanckensee, zipkow@optusnet.com.au

Authorisation – agreed by:

Peter Monaghan   **Amalijah Thompson**
Chair, Program Committee   **President**

Andrew Blanckensee
Program Coordinator