

**ARTSOUND FM PROGRAM BRIEF**

<b>Title</b>	<b>World Vibe</b>
<b>Category</b>	Specialist Music
<b>Schedule</b>	7-8pm Monday-Thursday
<b>Brief Description</b>	World Vibe celebrates the music of other lands and cultures
<b>Concept and Content</b>	<p>Listeners are taken on a musical journey using a variety of sounds, rhythms and sources.</p> <p>The world music collection in the ArtSound CD library includes a wealth of world music styles and artists and is a good starting point for program preparation.</p> <p>World music styles are broad and can include, for example, folk music from other lands, fusions of folk/pop, music for dance, and other modern interpretations.</p> <p>Given the reliance of this specialist program on material sourced from overseas artists, the usual Australian content guide (&gt;25%) does not strictly apply to World Vibe. However, there are many Australian artists producing a wealth of world music sounds and these should be incorporated into programming where possible, particularly the music of Indigenous Australians.</p>
<b>Presentation Style</b>	<p>World Vibe is a specialist music program and an opportunity to expose listeners to music and artists that they have not heard before. Providing some background information on the music and artists can assist with this.</p> <p>Actively take the opportunity to promote upcoming concerts and festivals, in Canberra and the region that feature world music artists.</p> <p>The World Vibe intro theme THM-WV.wav in Wavecart should be played at the start of each program.</p>
<b>Sponsorship and</b>	Sponsorship announcements and promos can be used effectively as natural dividers between 'sets'. No more than two sponsorship announcements or promos

<b>Cross-promotion</b>	<p>should normally be played together as a block.</p> <p>Potential sponsors include community organisations, music venues, clubs, and music retailers.</p> <p>Presenters should cross-promote other ArtSound music programs where appropriate.</p>
<b>Technical requirements</b>	<p>Live from ArtSound's Studio 1.</p> <p>One standby pre-recorded program to be available at all times.</p>
<b>Coordinator</b>	<p>Steve James, <a href="mailto:stephenjames960@gmail.com">stephenjames960@gmail.com</a>, 6299 7050</p>

**Authorisation – agreed by:**

<p><b>Peter Monaghan</b>  <b>Chair, Program Committee</b></p>	<p><b>Amalijah Thompson</b>  <b>President</b></p>
<p><b>Steve James</b>  <b>Program Coordinator</b></p>	