

ARTSOUND FM PROGRAM BRIEF

Program Title	Arts Café
Category	Mixed music, arts and culture interviews
Schedule	12pm–1:30pm Monday - Friday
Brief Description	Arts Café is a daily arts and culture program produced at Artsound and covering a wide variety of arts and community events in the local region. Interviews are generally conducted live by the Arts Café team or can be prerecorded by other ArtSound presenters. Includes an Arts Diary and a news broadcast.
Concept and Content	<ul style="list-style-type: none"> • Target audience: wide range • No set period of music, mixed: blues, folk, big band, world, & classical if not conflicting with the following program. • Guest interviews with artists from the local region or those visiting Canberra, and with community organisations. • Emphasis on the Arts.
Presentation Style	<ul style="list-style-type: none"> • Relaxed and informative • One on one personal feel • Mix of talk & music
Sponsorship and Cross-promotion	<ul style="list-style-type: none"> • Blocked placement of announcements to minimise disruptions to program - allocated promos and sponsorship announcements must be played. • Appeal – suggested potential sponsors such as restaurants, small venues, music stores.

	<ul style="list-style-type: none"> • Cross-promotion with all other ArtSound programs.
Technical requirements	<p>Live from Studio 1</p> <p>One standby pre-recorded program to be available at all times</p>
Coordinator	Phil Birch-Marston

Authorisation – agreed by:

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