

**ARTSOUND FM PROGRAM BRIEF**

<b>Program Title</b>	<b>Discovery</b>
<b>Category</b>	<ul style="list-style-type: none"> <li>Showcasing recent acquisitions to the Artsound music library</li> </ul>
<b>Schedule</b>	<ul style="list-style-type: none"> <li>10am-11.30am Saturday</li> </ul>
<b>Brief Description</b>	<ul style="list-style-type: none"> <li>Introduces listeners to recently received CDs or MP3 files to the ArtSound collection, including new concert recordings by ArtSound recordists.</li> </ul>
<b>Concept and Content</b>	<ul style="list-style-type: none"> <li>All listeners: fundamental aspect of ArtSound</li> <li>No copyright issues</li> </ul> <p>Provides a space to:</p> <ul style="list-style-type: none"> <li>promote music by local and other artists, and</li> <li>motivate our listeners to tune in to other ArtSound programs where these new acquisitions to the station's music library may be played again.</li> </ul>
<b>Presentation Style</b>	<ul style="list-style-type: none"> <li>Discovery is relaxed and informative, it gives the listener the opportunity to hear 'new' music and to engage with ArtSound.</li> <li>Intention is to 'whet the appetite' of listeners, so brief introductions of the artists are usually followed by 2 tracks reflecting the overall CD</li> <li>Theme music - RMC Band conducted by Ian MacLean</li> </ul>
<b>Sponsorship and Cross-promotion</b>	<ul style="list-style-type: none"> <li>Placement of announcements as required by program schedule.</li> <li>Good potential for sponsors.</li> <li>Cross promotion of other Artsound programs when playing music of a particular genre</li> </ul>
<b>Technical requirements</b>	Live from Studio 1

<b>Coordinator</b>	Bill Oakes
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**Authorisation – agreed by:**

<b>Peter Monaghan</b> <b>Chair, Program Committee</b>	<b>Amalijah Thompson</b> <b>President</b>
<b>Bill Oakes</b> <b>Program Coordinator</b>	