

ARTSOUNDFM PROGRAM BRIEF

Title	MUSIC BOX
Category	Music Mix
Schedule	4pm-5pm Tuesday
Brief Description	Light music program featuring an eclectic mix of artists and genres including very light classical, jazz, folk, and nostalgia, as well as operetta, movie, and theatrical music.
Concept and Content	<p>Target audience: all Artsound audience</p> <p>Very light classical, folk, nostalgia, jazz, musical film and theatre, comic songs and music hall up to and including the 1970s. Mix can vary from week to week – as the name suggests, it's a surprise package. Anything can turn up in the music box, as long as it's uplifting and light.</p> <p>No talk segments, guests or interviews.</p> <p>Balance of elements over time: can vary as above, usually a few tracks from a musical/operetta. A mix of short classical/nostalgia/film with scope for a musical novelty item.</p> <p>Supports the spectrum of ArtSound FM's musical genres stated in the program aims.</p> <p>Is a complement to other retro programs such as Swingtime and Music Collector, but with a broader focus (e.g. classical music).</p> <p>Copyright issues: as for all ArtSound programs.</p>
Presentation Style	<p>Light, variable pace, gentle to upbeat.</p> <p>Lighthearted and relaxing, fun.</p>

	<p>Mostly music, general links, and intros and outros.</p> <p>Level of engagement with audience: as for other mixed programs. Audience invited to call in with feedback.</p> <p>May be a suitable incubator program for new presenters to gain experience under a buddying system.</p> <p>Theme music: Intro from Antique Music Box CD, voice over.</p>
Sponsorship and Cross-promotion	<p>Announcements: scattered.</p> <p>Could cross-promote with Music Collector, Swingtime, Hit Parade of Yesterday.</p>
Technical requirements	<p>Live from Studio 1</p> <p>One pre-recorded program available on standby at all times</p>
Coordinator	Marilyn Chapple

Authorisation - agreed by:

<p>Peter Monaghan Chair, Program Committee</p>	<p>Amalijah Thompson President</p>
<p>Marilyn Chapple Program Coordinator</p>	