

ARTSOUND FM PROGRAM BRIEF

Program Title	Music Collector
Category	Specialist Music Program
Schedule	5pm-6pm Saturday
Brief Description	Music Collector is essentially an hour of quality music from the heyday of radio – 1940s to the 1970s.
Concept and Content	<p>The appeal is for lovers of the great singers, bands, and groups, the popular music of the era, and the entertainers from stage and radio.</p> <p>There is a place for a small amount of folk or blues music, provided that it was popular in its day or became popular subsequently. The audience will be listening to hear music that they enjoyed in their youth, or to hear music that their parents enjoyed, so most of the music should have a nostalgic appeal to our audience. Most of the music will have appeared in the popular music charts of the time.</p> <p>There is a place for occasional short radio comedy spots from the '40s to the '70s.</p> <p>Also interesting can be original recordings of music that were subsequently popularised by other artists.</p> <p>Our audience will be listening for the music, but there is place for information about the performers or the music that can make the program interesting; the presenter can make a story out of the music selections. As part of making a story, some music that did not chart might be appropriate, such as music from albums or a recording that paved the way for later success of an artist.</p> <p>The music will come from the '40s, '50s, '60s, and/or '70s, though occasional pieces from the '30s could also be appropriate. Endeavour where feasible to play some Australian music, being aware of ArtSound FM's overall goal of 25% Australian content.</p>

Presentation Style	The music in a program could come from the whole four decades, or could have a theme that focusses on a particular time period, artist, composer, or songwriter within the 40 years.
Sponsorship and Cross-promotion	<p>The program has been very popular in the past, because of its time of day and because of the absence on other stations of a comparable program. We should aim to maintain or build that audience by consistency of music styles that we play.</p> <p>Other programs which are partially related to this one include The Phantom Dancer and Swingtime. These can be cross-promoted during the program.</p> <p>It should be promoted as "an hour of quality music from the heyday of radio – 1940s to the 1970s."</p>
Technical requirements	<p>Live from Studio 1</p> <p>One pre-record program on standby at all times.</p>
Coordinator	Graham Freeman

Authorisation – agreed by:

Peter Monaghan Chair, Program Committee	Amalijah Thompson President
Graham Freeman Program Coordinator	