

**ARTSOUND FM PROGRAM BRIEF**

<b>Program Title</b>	<b>The Sound Space</b>
<b>Category</b>	Mixed program of ArtSound genres
<b>Schedule</b>	10am–12pm weekdays
<b>Brief Description</b>	Aimed at providing a slower, largely uninterrupted music break between the more pacy Sounds Early and Arts Café slots.
<b>Concept and Content</b>	<ul style="list-style-type: none"> <li>• Listeners requiring a rest from “foreground” programming, who may be working at home or at the office, but want to be entertained with music unavailable on other stations.</li> <li>• MOR Contemporary or traditional music drawn from the Artsound library; primarily instrumental, acoustic, avoiding extremes; including cover versions of tunes that are rarely heard elsewhere.</li> <li>• Spoken word inserts eg: vignettes of interest, arts diaries, arts news, news highlights; occasional sponsorship announcements and station legal IDs.</li> <li>• Provides a complement to other Artsound programs and a pleasant music alternative to other stations’ largely talk offerings at this time of day. Music selection generally based on less well known performances; includes Australian and local artists; drawn from Artsound library and members’ collections.</li> <li>• May be pre-empted for occasional special broadcasts.</li> </ul>
<b>Presentation Style</b>	<ul style="list-style-type: none"> <li>• Low key, background, unobtrusive.</li> <li>• No Talk, except standard newsbreaks and arts diary inclusions.</li> </ul>
<b>Sponsorship and Cross-promotion</b>	<ul style="list-style-type: none"> <li>• Scattered announcements</li> <li>• Suitable for any potential sponsors</li> </ul>

	<ul style="list-style-type: none"><li>• Good opportunity to sponsor upcoming programs</li></ul>
<b>Technical requirements</b>	<ul style="list-style-type: none"><li>• Automated; requires regular updating to ensure variety of music</li></ul>
<b>Coordinator</b>	Chris Deacon with supporting feeder team

**Authorisation – agreed by:**

<b>Peter Monaghan</b> Chair, Program Committee	<b>Amalijah Thompson</b> President
<b>Chris Deacon</b> Program Coordinator	