

ARTSOUNDFM PROGRAM GUIDELINES

Program Title	Sounds Classical
Category	Classical Music
Schedule	2-4 pm Sunday
Brief Description	Program featuring a mix of classical music, with opportunity to play longer pieces.
Concept and Content	<p>Target Audience: Listeners interested in classical music, and general audience.</p> <p>Range and Scope: Any music that comes under the broad description of classical music is acceptable; music from the renaissance through to the 21st century.</p> <p>Balance of elements: each program may have a theme (e.g. a musical period, a composer, an instrument or a particular orchestra, the season etc.) or be a balanced program of short to moderately long pieces. Nevertheless, there is no restriction on the length of any work played.</p> <p>Place in ArtSound's Aims: Sounds Classical is seeking to present a program suitable for weekend afternoon listening, that offers classical music and commentary.</p> <p>How Sounds Classical complements other programs: <i>Sounds Classical</i> is probably more suited to longer pieces than <i>Classical Mood</i>.</p>
Presentation Style	<p>Audience engagement: Presenters are reminded that they are playing music for the benefit of ArtSoundFM listeners, not for themselves. This means finding music that is intrinsically interesting to radio listeners, having sufficient knowledge about the music being played. Talk time kept to a minimum making efforts to be conversational and engaging.</p> <p>Interviews: The presenter may arrange to interview an appropriate guest</p>
Sponsorship and	Promos and sponsorships are to be played in the program in the timeslots set out

Cross-promotion	in the schedule provided in the studio. Cross-promotion of other classical music programs.
Technical requirements	Live from Studio 1 One standby pre-recorded program to be available at all times.
Coordinator	Annabel Wheeler

Authorisation – agreed by:

Peter Monaghan Chair, Program Committee	Amalijah Thompson President
Annabel Wheeler Program Coordinator	