

## DONATE – PARTICIPATE – REJUVENATE

### ArtSound 2019 Spring Campaign - Messages to Listeners

#### **DONATE sub-campaign messages:**

1. We have not asked our community for money for a very long time.
2. Running a radio station requires financial resources.
3. Government funding models are changing for community organisations like ArtSound.
4. Currently ArtSound is seriously underfunded.
5. Long-term viability for ArtSound is only assured with long-term financial security.
6. Diverse funding avenues are necessary for a non-commercial entity like ArtSound.
7. The budget for ArtSound covers:
  - a. A small core of paid staff who coordinate and assist station operations.
  - b. Technical and studio resources and their ongoing maintenance costs.
  - c. Office, studio, and transmission running costs.
8. Donate via our website – either a one-off donation or regular periodic donations.
9. Donation to ArtSound also supports ArtSound's Senior Memories service. Senior Memories is available to residents of leading retirement-living and aged-care facilities around the ACT and NSW.
10. Our immediate target is to raise \$150,000.

#### **PARTICIPATE sub-campaign messages:**

1. Let us know what's on your mind.
2. ArtSound is actively seeking feedback from our listeners.
3. What are we doing that's great? What could we do better?
4. What are we not doing that you'd value and appreciate.
5. Jump onto our new website and give us some constructive criticism.
6. Email us at [feedback@artsound.fm](mailto:feedback@artsound.fm)
7. ArtSound is always looking for contributors. We regularly run radio-craft training courses for people to learn radio-skills and to get involved with the station.
8. Contribute to our Arts Diary and let our listeners know about your event.
9. Bring in your band, choir or ensemble to play live on-air in our studios.
10. Register your availability for an interview about your musical or arts event.

#### **REJUVENATE sub-campaign messages:**

1. Our music offer seeks to be unique and different to what you can hear on any other radio stations in the area.
2. Our programming encompasses spoken word, jazz, folk, world, and classical genres and their related hybrids.
3. Our arts content is central to our programming.
4. We exist to entertain and inform our listeners.
5. Our programming is a fusion of our local area's arts and music output interspersed with great music from the world stage.
6. The music we play should always sound fresh because we're not going to play clichéd and stereotypical tracks.
7. We prioritize Australian composition and Australian performance.
8. If you hear music that sounds familiar we'll try to incorporate a twist!
9. We believe the creative minds of our listeners love introductions to things new.
10. We will bring to our listeners fresh ideas, introduce them to new music, and let them know about new books, theatre productions, and art exhibitions.
11. Enjoy music that has history without nostalgia or sentimentality.