

**ARTSOUND FM PROGRAM BRIEF**

<b>Title</b>	<b>ArtStarter</b>
<b>Category</b>	A mixed music and features program.
<b>Schedule</b>	7-9am Monday to Friday.
<b>Brief Description</b>	ArtStarter is an early morning entertaining and informative program (breakfast, driving to work or preparing for the day).
<b>Concept and Content</b>	<p>Classical, world, jazz/blues, folk and their various and evolving hybrids, in a constantly changing mix of all genres taking into account following programs.</p> <p>If meaningful, the program can also include a small smattering of theatre, musicals and classic popular music.</p> <p>The program can include arts interviews both live and prerecorded, as well as Arts Diaries and community news with an emphasis on arts and music in the region.</p> <p>To aim for 25% Australian and local content.</p>
<b>Presentation Style</b>	<p>Variable and relaxed pace with a warm, welcoming manner and voice.</p> <p>Announcing should be kept brief as there are other programs which provide 'in depth' information about recordings and artists.</p> <p>Regular time calls and ACT weather updates are important at this time of the day.</p>
<b>Sponsorship and Cross-promotion</b>	See standard operating procedures

<b>Technical requirements</b>	Live from Studio 1 or 3. One standby pre-recorded program to be available at all times.
Program Coordinator	Neil Mansfield

**Authorisation – agreed by:**

<b>Peter Monaghan</b> <b>Chair, Program Committee</b>	<b>Julie Finch-Scally</b> <b>President</b>
<b>Neil Mansfield</b> <b>Program Coordinator</b>	