

ARTSOUND FM PROGRAM BRIEF

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| Title | Driveway |
| Category | Mix music program |
| Schedule | 5–7pm, Monday–Friday |
| Brief Description | Music Mix (bright and up-tempo) including jazz, blues, and folk/world (including R&B/soul/etc. etc.), and some classical, as well as some music from theatre, musicals, popular realms, etc., as long as fresh and not same-old same old. |
| Concept and Content | <p>Driveway is designed to include all the music styles representative of ArtSound FM's overall sound.</p> <p>Majority of audience is driving home from work, relaxing at home, or preparing meals at home.</p> <p>In addition to regular news segments, Driveway may include brief audio segments of various kinds, e.g. interviews, event notifications (that day's and perhaps the next's, only; no full Arts Diaries or Exhibition Rundowns) relating to local Music and Arts performers and organisations, along with some community/social-service groups.</p> <p>A soft goal of 10% Australian content.</p> <p>Each broadcast will ideally have main presenter and support offsider, who may be a trainee mentored by the lead presenter (and phone answerer/runner), which will help to expand the program team. Additions to program team should bring a fresh look to ArtSound programming.</p> |
| Presentation Style | <p>Bright, welcoming, competent (an emphasis on polished presentation skills, constantly reviewed by the program group).</p> <p>Announcements should be brief with quick alerts to other ArtSound programs, occasional time calls, and very occasional, very brief ACT weather updates.</p> |

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| | Live and recorded drop-in segments, such as interviews and prepared features, should be kept to 90 seconds, at most 2 minutes. |
| Sponsorship and Cross-promotion | According to ArtSound standard operating procedures |
| Technical requirements | Live from Studio 1 or 3. Standby pre-recorded programs for each broadcast day to be available at all times, although initially through backup repeats of lunchtime Arts Café broadcasts. |
| Coordinators | Peter Monaghan and Neil Doody |

Authorisation – agreed by:

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| Peter Monaghan Chair, Program Committee | Julie Finch-Scally President |
| Peter Monaghan/Neil Doody Program Coordinators | |