

## Program Proposal For Music and Spoken Word Programming

### A- Personal Information:

Please include some personal information with your proposal:  
Name, address, telephone, e-mail

### B- Additional Proposal Requirements:

- A brief description of the show (approx. 50 words)
- Main genre(s) of music you intend to focus
- List some of the programming resources that will be used in producing the show. (Both musical & informational)
- Explain how you intend to promote your program.
- What do you feel are the strong points of your program?
- How will your particular approach differ from other programs of similar theme and structure?
- Please outline your availability.

### C- Sample Line Up Sheet:

A successful program requires that the producer possess a certain amount of musical or topical knowledge and/or ability to RESEARCH and plan. In addition to this, there must be a sense of *flow* to provide the listener with a coherent listening experience.

Please provide us with a sample program line up that effectively represents the typical programming that you would provide.

#### Example:

- 0h00 show theme/show intro (mic)
- 0h02 PSA
- 0h06 Community segment (mic)
- 0h11 Music (give name of artist, title of song, duration)
- 0h15 Ads/ Station ID
- 0h16 Interview (precise subject and guest)
- 0h24 Music (give name of artist, title of song, duration)
- 0h27 Show wrap up/music. (mic)

### D- Audio Proposal:

In addition to the written proposal, please provide, an audio recording of a sample program on CD. The demo must be a representation of what your show would sound like and must be approximately 30 minutes in length. It must follow the same outline as your program line up sheet. Please provide us with at least two (2) copies of your demo.

## **Programming standards**

The material presented, be it music or spoken word, is not generally found elsewhere on the radio, nor does it overlap with any other show on CHUO. The material challenges the audience, in that it is generally new and fresh. You must provide programming that fulfils a need in the community and is useful to its intended audience. The show identifies and satisfies the needs of its intended audience, and addresses all sectors of that audience. You can always refer to the [volunteer guide](#).

1. You have a responsibility to offer programming that is unique and readily available elsewhere in media.
2. You have a responsibility to provide high quality programming.
3. You have a responsibility to provide programming that fulfills a need in the community and is useful to its intended audience.
4. You have a responsibility to communicate effectively with the listeners.
5. You have a responsibility to not abuse the airwaves in any way.

## **Spoken word shows**

Spoken word shows tend to serve a clear purpose to a recognizable intended audience. Spoken word shows also tend to take on the "magazine format" of radio programming allowing the producer to include many different types of formats including, but not limited to, profiles, documentaries, investigative reports, personal stories, poetry and prose readings, voxpop etc. all the while using music in the way that a magazine uses pictures...as a natural complement to the story. Ideally we would like spoken word programming that crosses boundaries, breaks barriers and challenges the listening audience.

## **Music shows**

Music shows should reflect the cutting edge of the type(s) of music programmed. The show keeps abreast of any noteworthy new releases in its chosen genre(s) of music.

Whenever possible, the show increases the awareness of local artists from the following groups: Canadian, francophone, local, independent, women and other under-represented groups.

**Under no circumstances is a show to be dominated by any organization for the primary purpose of self-promotion.**

**For more information, contact Emmanuel Sayer at: 562-5800 ext. 2724, [programming@chuo.fm](mailto:programming@chuo.fm).**