

Art Matters

CFUZ Collaborative Program Guidelines

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The logo for CFUZ, consisting of the letters 'C', 'F', 'U', and 'Z' in a bold, white, sans-serif font, set against a solid orange background. The letters are slightly overlapping and have a modern, geometric feel.

Programming Department

Art Matters

CFUZ-FM Collaborative Program Guidelines

Art Matters is a Collaborative Program that brings light to anything Art that pertains to Penticton and the surrounding communities.

For the purpose of this program, the term **Art** refers to:

- Visual Arts (videos, sculptures, paintings, etc.)
- Audio Arts (music, radio programs, sounds, etc.)
- Writing Arts (books, poems, opinions, essays, etc.)

One of the side effects of the new era of social media is that people have become more comfortable exploring their environment online, rather than getting out and exploring our community. The purpose of this series is to

- encourage people to know more about the Arts in their community,
- to incite them to explore, to be curious, and to enlighten them on the many Artists, groups and societies that create or promote the Arts in all its forms, and
- to inform them about past, present and future Arts-centric events within our community.

In spotlighting Art, artists and events in and around Penticton, the goal of this program is to have more people involved in participating in the Arts, whether they are interested in producing it or simply enjoying the experience of Arts in our community.

Terminology

The following terms are used throughout this document, and are defined in this section.

- *Program* - refers to the series or collection of episodes known as **Art Matters**.
- *Episode* - refers to the final production audio which captures a single performance.
- *Artist* - refers to the performing Artist featured in the episode.
- *Performance* - refers to the entire live performance by the Artist, recorded by the producer.
- *Song* - refers to a single song performed by the Artist during a performance.
- *Venue* - refers to the physical location of the performance.
- *Venue audio* - refers to any audio material recorded by the producer during a performance.
- *Recorded material* - any audio (songs, etc...) not recorded by the producer at the venue or during the performance.

Episode Outline

Each episode consists of the following elements:

- *Music and voice Intro for Art Matters*
- *Episode content*
- *Music and voice Outro for Art Matters*

Style Guide + Specifications

Each episode should be either *29 minutes* or *58 minutes* in length.

Producers should endeavour to mention CFUZ in the intro and outro of their episode. Please see the *Scripts* section of this document for intro and outro scripts.

Programs may be produced and geared towards a specific Arts-related event, a specific artist or artists, arts groups and/or societies. Producers are encouraged to include interviews with local artists, event coordinators and/or people involved with local Arts groups and societies. Producers should make mention of the relevance of their subject matter to the community whenever possible.

Producers contributing episodes involving visual arts are encouraged to describe visual Art pieces where possible.

Producers contributing episodes involving music or audio arts are encouraged to include audio snippets to aid in the conveyance of the subject matter. Entire live musical performances are not appropriate subject matter for this collaborative program, however, may be more appropriate for ***Caught in the Act***.

Producers contributing episodes involving written Arts are encouraged to include audio recordings of artists reading their works.

Producers are reminded that mentioning the dates of future events may become irrelevant and should be avoided, as the produced episode will likely be rebroadcast several times.

Note: The producer is not required to censor vulgarity in song lyrics or during artist performances, when vulgarities are mentioned in context. However, any gratuitous vulgarity expressed by an interviewee should be bleeped out. Producer may use the noise of their choosing to mask these instances (be creative).

Release Form

The producer is required to obtain a signed CFUZ release form from any interviewee(s) prior to the interview(s).

The producer is required to obtain a signed CFUZ artist release form from any performer(s) in the event that live audio or spoken word is incorporated.

This form should be filed in the studio office prior to the episode airing.

Disclaimer

Gratuitous vulgarity is not acceptable in a recorded interview, and should be bleeped out.

The producer should include a disclaimer for vulgarity in the episode introduction, if any vulgarity is included in context during the interviews or material utilized for the creation of the episode.

Templated Audio

There is no specific audio template for this program.

Executive Producer

The executive producer is the person responsible for overseeing the program. Specifically, this role entails:

- Communicating on behalf of the program (answering emails, and requests about and on behalf of the program)
- Coordination of producers
 - Ensuring that multiple producers interested in recording a performance are networked together
- Quality control
- Being responsible for the program to the Programming Committee and the Program Director
- Scheduling episodes into the play out calendar in the time slot allotted to the program
- Liaison with the Programming Committee in the event that special scheduling circumstance are required for the program.

Producer

The producer is the person responsible for the recording and production of the completed audio for a specific episode. The producer also uploads their final audio file to the CFUZ system, and informs the Executive Producer when an episode is submitted.

Producers are required to be Peach City Community Radio Society members in good standing, and have completed all requisite training to qualify as programmers at CFUZ in order to contribute to this program.

Scripts

Art Matters INTRO Script:

Art Matters is a CFUZ program highlighting the Arts in Penticton and its surrounding Communities. The goal of this collaborative program is to encourage participation in all things Art, whether producing it or simply enjoying it...

My name is producer and this episode highlights the (Visual Arts / Audio Arts / Writing Arts) in location.

Art Matters OUTRO Script:

We hope you enjoyed gazing through this brief window into the Arts Community of location. If you are interested in being involved with this CFUZ collaborative show, please send an email to art matters at peach city radio dot org.

To hear past episodes of Art Matters, please visit our program page at Peach City Radio dot o-r-g.

My name is producer, thank you for listening.

Metadata Guidelines

Metadata for Art Matters should have the following format:

- **TITLE** : *Art Matters - ## - Title of Episode*
Note that ## represents a numerical value, assigned by the Executive Producer.
- **ARTIST** : *Name of Producer*
- **ALBUM** : *Art Matters*
- **DATE** : *Year of recording*
- **TRACK NUMBER** : *## (Assigned by Executive Producer)*
- **GENRE** : *CATxx PRE*

Note that xx represents the CRTC Category/Subcategory representing the genre style of the artist. If you are not sure, consult the Executive Producer.