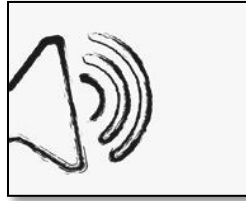




SPOTLIGHT Series
an Art Source South Africa Product



SOUND BITE

Marketing in a digital era means that you cannot ignore the power of multimedia tools. Statistics show that audio-visual content is shared and viewed more often than written content. It is important that the material you share is as professional as the career or project you are building. This can be difficult without access to expensive production facilities. Partnering with Radio Today, we have developed a product that allows you to take advantage of this trend. An audio interview broadcast by Radio Today, packaged in an MP3 format for syndication to other broadcast platforms and mastered into an animated visual clip using images and project content perfect for digital sharing via newsletters, websites and social media can be provided.

PRICE R3500-00

Product includes

- Production, packaging and broadcast of a fifteen minute feature by an experienced radio host
- Branded opening and closing billboards
- Three feature promos alerting listeners to tune in during the week in which the interview is broadcast
- Design and production of an animated audio visual presentation
- Upload to the Soundbite Youtube Channel for easy digital sharing
- Master copies of both audio and audio visual files

What you can use it for:

- Do you have an exhibition that you need to promote?
- Have you just come back from a residency and you want to update your network?
- Are you making waves outside of your local community you want to tell them about it?



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- Has your career, studio, business or project received any major accolades or had any key developments?



About Radio Today

Radio Today is an independent community radio station based in Johannesburg.

It is broadcast on 1485 am with a footprint in the greater JHB area, as well as on CHANNEL 169 on the DSTV Audio Bouquet that has a reach throughout the SADC region to 8 English speaking countries.

The station has live streaming over the internet making it accessible anywhere in the world, and secondary reach through podcasts of selected shows that are accessible long after the initial broadcast.

The mix of content on Radio Today 70% music & 30% talk made up primarily of morning, eve and weekend slots for primetime listening.

Radio Today Arts And Entertainment

Radio Today has steadily been positioning itself as a specialist station that focusses on promotion of arts, entertainment and worthy causes.

As an NGO, the station believes in the interests of a strong and active civil society in South Africa and regularly offers support to a variety of charitable causes through giving exposure and advertising free of charge, despite relying on advertising to finance itself.

The station has been strategically repositioning over the past several years to focus on being a niche station that covers arts, entertainment and culture. This means that most of our shows are specialized in some way to cater to the culturally interested audience.



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Booking Form

To make use of Sound bite, please provide information below:

EVENT/EXHIBITION	PROJECT	OTHER

	Discussion Topic	Interviewee Name	Notes
1			
2			
3			

Please attach: (tick box if attached)

1 page on project/exhibition	<input type="checkbox"/>
Outline of proposed topics	<input type="checkbox"/>
Bio of interviewee/s	<input type="checkbox"/>
1-10 Hi-res Jpegs of work	<input type="checkbox"/>

What we need from you:

- **Sound Bite** booking **2 months** before event/project
- Information about sponsors or partners involved
- Please ensure that all interviewees are available for an in-studio interview.
- 50% deposit paid to Cohn Tent investments cc on conformation of booking

All documentation is to be put onto a disc and delivered to Art Source South Africa or placed into a Dropbox and sent to marketing@artsourcesouthafrica.co.za

Signature

Date