

## How Stations Use Virtuoso Voices

- Enhance an introduction to a piece of music with a specific performer
- Promote a performer and recording coming up later in the hour or day
- Expand and strengthen station imaging and branding messages
- Feature one performer's recordings throughout a week or month. Stations enhance the presentation by adding clips by the featured performer
- Creatively promote an artist performing at a local venue

## Here is How Stations Recommend Getting Started

a. Pick your favorite clip. Pick a day to use it along with the music that will work with that clip. Use a different clip once a week to get a feel for each element – clip content, music and scheduling.

b. When programming music, see if the performers have a Virtuoso Voices™ clip. (Refer to the Performer Audio Bank: [VirtuosoPerformers.](#))

c. When you program a well-known work, rather than tell the familiar story, have a performer tell that story – or a different story. (Stephen Hough on the Rachmaninoff “Rhapsody” [VirtuosoHough](#))

Or, introduce a performance with a Virtuoso Voices Clip that is not music specific. For example, introduce a track from Joshua Bell's recent “Voice of the Violin” CD, with a clip of Bell recalling his first violin – a set of rubber bands strung around a chest of drawers. [VirtuosoBell](#)

d. Feature one performer over a week of programming and use Virtuoso Voices™ clips to enhance the presentation and connection to the featured performer.

e. Where appropriate, rearrange elements within an hour on the Studio Log to free up a break where a VV clip can be inserted.

f. Enhance birthday mentions of performers and composers by adding a VV clip.

g. Several stations enter the performer / audio clip information into their music programming software – both as a way of cataloging the clips (by artist and subject) and to search for clips to accompany their programming

**Here are three resources for quick and helpful information for including VV clips during your air shift.**

1. Listen to how stations currently use VV clips on the air at <http://www.virtuosovoices.org/>
2. Each Virtuoso Voices CD contains an embedded Word document that shows how to set up each clip on the air and recommends recordings to use after each clip.
3. Refer to the Performer Audio Bank ([VirtuosoPerformers](#)) to see the complete list of performers and clip subjects. Audition clips by the artists that interest you and pick a few clips that fit your program and audience.

A complete description of Virtuoso Voices is available at [VirtuosoDescription](#).