

NCRC 2012 Radio Awards Application, Creative Production  
Bio and Program Note

Producer: Louise Burns

Louise Burns, Sales Manager, has been a full time member of the staff of CKUT since 1991. Prior to this she produced the Canadian Cult film "Mother's Meat & Freud's Flesh", was in the "shambolic" art-punk band *The American Devices* and worked at PolyGram Records. Louise has been responsible for the selling of advertisements, and negotiating sponsorships and partnerships with other organizations at CKUT. Louise is loved and appreciated by every single person that has a connection to CKUT. She knows everything there is to know about running a radio station, but does her best to keep this to herself. She is a big fan of the cutup, mash up, winging it, and has a great knack for making things somehow work out.

Program:  
Aids Wolf Final Concert

The work is an advertisement by a well known local noise group. This was to be their final concert in Montreal, it was co-presented with CKUT. The piece began with a rough outline of an idea, based on the premise "Aids Wolf does not Love You". General instructions were given to the voice talent, Alexander Moskos, member of the band. Once a general vibe had been established, the content was improvised on the spot. Some editing was done to the recorded voice. This was mixed with some DJ scratching, random LP selecting, and other kitchen sink-isms. The result is catchy, humorous, engaging and ultimately endearing. It is a perfect example how campus/community radio does away with the square corners of radio advertising- not being constrained by scripted improvisation, pre-fabricated self deprecation or other dishonest form of artifice whose sole purpose is to convince listeners to buy. We at CKUT love the ad and feel it deserves an award.