

# BEFORE THE BAR OPENS

A new music podcast

## Potential

BEFORE THE BAR OPENS showcases the world's contemporary music scene.

It brings together people who make, play, use and love music.

It's an inclusive, diverse hub for the music community.

## Contributors

Composer, one man band, soprano, broadcaster, critic, music therapist, teacher, student, musicians' rights activist, superfan, promoter, venue manager, talent scout, wedding DJ, jingle enthusiast, tribute artist, choreographer, dancer and so on...

## Format

- Hosted by Emma Clarke, the podcast is a series of interviews with people whose lives are shaped by music.
- The tone is intimate, almost confessional.
- Behind-the-scenes glimpses into spaces that are either usually kept secret, or are generally not known about.



## What's the idea?

BEFORE THE BAR OPENS is a podcast by Emma Clarke about what happens before the music starts. It's a celebration of music.

The objective of the podcast is to show that music is for everybody. BEFORE THE BAR OPENS seeks to demystify music and to demonstrate music's diversity and richness.

The podcast explores just how much happens before a single note of music has been heard through interviews and an exploration of the creative process.

The focus of the show is on the personal relationship we have with music - the transformative power it has to make us feel, think and do stuff. The podcast shows us that music can help us understand ourselves and the world around us.





## Website

[BeforeTheBarOpens.com](http://BeforeTheBarOpens.com)

## Have a listen

A full pilot episode is available

[HERE](#). There will also be bonus specials and end-of-season montages. [Here's](#) the trailer.

## About Emma Clarke

Emma is a student on the Masters Degree programme at Leeds Conservatoire, where she specialises in music composition.

She's an experienced writer and broadcaster. Find out more about Emma's work at

[EBClarke.com](http://EBClarke.com)



## Media kit

### *What's the vibe?*

Informal, authentic, friendly, inclusive.

### *Who listens?*

Music fans, students, teachers, practitioners, buyers, sellers, investors, producers, publishers and the musically curious... The podcast will appeal to an AB social demographic.

### *Who can sponsor it?*

Instrument manufacturers, software companies, IP lawyers, entertainment accountants, computer game publishers and businesses with an interest in sustaining the arts.

Sponsors will get 10" at the start and end of the show in the form of a short programme feature. The content will be interesting and relevant to the Before the Bar Opens audience.

We hope to also use podcast-to-podcast marketing as a short feature-style top/tail segment.

### *Backstage stuff*

Theme music and branding work parts have been composed by Emma and can be heard [here](#).

The show is mixed and produced by award-winning producer [Rik Watson](#).

### *What's the plan?*

BEFORE THE BAR OPENS will launch in October 2021. Teasers, trails and episodes will be released via Anchor each week and will be available on multiple platforms.

Each season has 10 episodes. We hope to produce three seasons per year.

