

BIO

Lina Asfour-Muir research, produces and hosts Ladies First show at CHUO. Lina moved to Ottawa from Montreal to continue her studies. Lina loves doing interviews with leading female musicians and artists to explore the growing impact of female artists on culture. One day, Lina would like the show to be syndicated.

PROGRAM DESCRIPTION

Ladies First is a weekly one-hour live show, every Thursday from 5pm-6pm, celebrating women in music and the arts. The show plays music written, produced, sung or played by women. The show covers all genres of music, old and new, from Canadian and international female artists, and provides background information of the album and artist and personal commentary on their music. The show also interviews female musicians, and women in dance, visual arts and film from Canada. These interview are done live in the studio or over the phone. The show also engages the community by taking request for songs, and having community members appear as co-hosts. For the PSA portion, the show announces current entertainment events that lines up with the content of the show or playlist. On-line promotions are used to promote the show, including CHUO's website (<http://chuo.fm/show/ladies-first/>) Twitter (<https://twitter.com/ladiesfirstchuo>) and Facebook (<https://www.facebook.com/LadiesFirstChuo891Fm>). Other promotional means involve creating and distributing postcards around town, and cross promotional activities with festival organizers and other community radio stations. The mood of the show is upbeat and engaging, and promises to have listeners tapping, moving and talking about the content. Audience is both women and men, and adults and the university crowd.