

CAPITOL RADIO

MINUTES OF D.J.'s MEETING HELD AT ROBERT EMMET HOUSE,
ON FRIDAY, 6TH AUGUST, at 5.45.p.m.

PRESENT WERE:

KEVIN MC NAMIDHE
DENIS O'SULLIVAN
PETER MADISON
SCOTT WILLIAMS
MICHAEL TIERNAN
ALAN ROWE
BRIAN ROBINSON
STEVE MARSHALL
NICKY MOSS
STEVE PATTERSON
LAWRENCE JOHN
DAVID PAUL
LEE DAVIS
SIOBHAN GIBBONS

The Meeting began with a 15 minute discussion on last week's meeting and the problems which arose therein.

PROGRAMME CHANGES:

Scott Williams stated that, as and from Monday 9th August, a new programme line-up would be put into operation, and that all D.J.s should acquaint themselves with this.

FORMAT:

With regard to format, the general consensus is that the format is decidedly conservative. There seems to be only a marginal telephone response from Teenyboppers - they appear to be losing interest in the Station. One member stated that he had had a telephone call from a lady of 43, who rang in to say she was delighted that he played a Linda Ronstadt track! Capitol are aiming at an adult audience and, to do this successfully, a wide range of music is all-important. The audience, we must remember, is very selective and informed musically. The Station needs to have a wider selection of records than at present. It was agreed that something like a "JAZZ SPECIAL" would be a good idea. Also, the idea of doing interviews on the air was discussed, and this will probably come into being when the new Studio 5 is completed. It was decided that Current Affairs Programmes should also be introduced. On the question of News, most other stations broadcast News on the hour, so in order to be different, Capitol could, perhaps, broadcast brief and fast News items hourly on the ½ hour. As a commercial station, we have no jingles at the moment. It was noted that a Jingle package can make or break a station - it is part of its identity. Capitol must find out "where it's at", what exactly its format is, and establish a Jingle package. It was proposed that Peter Madison compose a letter to various Jingle companies, and he agreed to do this. Concerning the Capitol Job Spot, it was decided that Capitol can make no formal approach to Agencies at the moment.

WORK DISTRIBUTION:

It was proposed that certain day-to-day fundamental administration be allotted to various individuals; i.e. Play Box to Peter Madison; Country Music to Lawrence John, etc.. Scott Williams suggested that perhaps Steve Marshall and Lee Davis compile a Capitol Countdown, with Lawrence helping them.

RECORDS:

Everyone is to use the station's copies of albums as and from Monday. Records are being misfiled and if D.J.'s use their own records, they are upsetting the format.

It was noted that there is a shortage of suitable Night time Music.

One member asked if it would be possible to give the D.J.'s a certain amount of money each week in order to buy more records for their programmes, and the answer was that Petty Cash would be made available for this. Lawrence John is to buy some new records this weekend.

Lawrence John's Country Show is very popular. Country music is widely listened to, although the 'Western' element is a little outdated.

WAGES:

There is great dissatisfaction among the members with regard to the Wages situation. They are never paid before the Banks close and some members were without money over the August weekend because they had to wait until Tuesday to cash their cheques. Denis O'Sullivan said that there is a problem with the Banks at the moment over the opening of a Capitol Account, but that an account would be opened shortly in Terenure. He said that although Alto were facilitating Capitol for the time being, they did not really have the budget to do this. Mr. O'Sullivan also said that, as and from Friday next, members would be paid in cash.

TEAM WORK:

Some members felt that there is not enough communication between Management and Crew, while others felt that it was better to get on with their job without someone looking over their shoulder. Directors have many other problems and commitments, thus giving them extra responsibility. Someone asked the question as to when Capitol will go onto A.M., and Mr. O'Sullivan replied that a new Transmitter had been ordered, but that the delay was beyond his control.

PROMOTION:

A Sales technique has not yet been decided and this must be done quickly. Now is the time to structure the framework before the station gets bigger and busier. It was agreed that it would be best to hire a professional P.R. Company to launch Capitol and put it on the map, initially. Posters, jingles, T-shirts etc. are all needed to launch a new station successfully. Also, the idea of D.J.'s going out onto the street and doing Vox Pops was deemed to be a good one. A vehicle would be needed for this, and this can be arranged.

EQUIPMENT:

3 Turntables arrived to-day from M&B in Leeds. However, we still need 3 sets of Beyer headphones, two Mikes of broadcast quality and styli. Mr. O'Sullivan said that he had styli and would put Brian Robertson in charge of distribution. Studio 4 needs to have the Consol and turntables re-angled, and this can be done once Studio 5 is in operation.

TRADIO:

It was agreed that this works well on other stations, where people ring in and specify what it is they want to sell. Perhaps Capitol could introduce it at lunchtime - i.e. open the 'phones for ½ hour for a SwapShop.

ADVERTISING:

This topic was discussed at some length. Michael Tiernan introduced Alan Rowe as his assistant. Mr. Tiernan said that they had been out and about all week canvassing the ground, calling on people and waiting for them to call back again. He said that people generally seem to be rather sceptical about advertising with Capitol as it is a new station. He stated that, without a jingle, Capitol is, as yet, without an image; and a good radio station is all about image. Mr. Tiernan would like to see some sort of Promo for the D.J.'s, and Peter Madison volunteered to write this on Monday. It must be a Soft Cell/Personal approach, otherwise it will sound like Capitol is a 'poor' station relying solely on advertising!

Mr. Tiernan said that, during the last two weeks, only one call had come in about Advertising. At this point, the Station Manager interrupted that all calls regarding advertising should be put through to him, for the time being, as he has advertising experience. There are 3 or 4 people who have promised to tune in to the station during the week and will get back to Mr. Tiernan in the near future. As Capitol is not yet on full service, people are not able to hear the station.

COFFEE MACHINE:

The D.J.'s who do the Night spots asked if it would be possible to make coffee during their shift, and Kevin McNamidine said that a Coffee Vendor would soon be available.

The Meeting adjourned at 7.30.

The next D.J.'S Meeting will take place in Robert Emmet House on Friday, 13th August, at 5.45 p.m..

CAPITAL COMMUNICATIONS CORPORATION:

SEGMENT	15 Sec.	30 Sec.
AAA TIME 7.30 - 9.30 17.00 - 19.00	£ 9.00	£ 12.00
AA 9.00 - 14.00	£ 7.50	£ 10.00
A 14.00 - 17.00	£ 6.00	£ 8.00
B 19.00 - 23.00	£ 4.00	£ 5.50

Bonus on contracts over £300.00

Bonus as follows: for every 2 x AAA bought ... 1 x A Free
for every 2 x AA bought ... 1 x B Free

Local Retail Rate: 7 and 14 days in 30 sec. commercials @
5 slots daily allotted as: 1 x AAA;
2 x AA; 1 x A; 1 x B;
Daily spot cost £ 45.00
Package 1 £ 225
Package 2 £ 400

CONDITIONS OF ADVERTISING:

It is a condition of acceptance of advertisement orders that the proprietors do not guarantee the inter broadcasting of any particular advertisement on a specific date or at all, although every effort will be made to meet the wishes of the advertiser; further they do not accept liability for any loss or damage caused by an error or inaccuracy in the broadcasting of any advertisement. They reserve the right to refuse or alter any advertisement no matter by whom or where accepted for broadcasting, also to discontinue the broadcasting of any advertisement previously broadcasted.

Advertisements whether pre-paid or otherwise, are therefore only accepted subject to the above conditions. The advertiser undertakes to indemnify the Proprietors against all liability for any civil action arising out of the broadcasting of the advertisement. Stamped or printed conditions will not be recognised as binding. Failure to make an order correspond in price or conditions with the rate card will be regarded only as a clerical error.

