

RADIO CAROUSEL

3rd. ANNIVERSARY

265 Mts. (Dundalk) 96.4 VHF. 215 Mts. (Drogheda)



AWARD JAMBOREE

ORIEL PARK

Sunday 24th. May 1981

Message from Radio Carousel's Managing Director



I am delighted to welcome you back again to Oriel Park to help Radio Carousel celebrate yet another successful and eventful year in broadcasting. 1981 brings closer the inevitable legislation for local radio and our achievements in the past twelve months makes us all the more confident of success in that sphere. Could anyone overlook our vast audience?

The Station's programme policy of broadcasting "something for everyone" has earned Radio Carousel the biggest listening audience of any other local station in this country. We have become a way of life for the majority of people within a 40 mile radius of Dundalk. Our contribution both culturally and economically has helped the community at large and this help has been reciprocated by the dedication and loyalty of our listeners -you!

In January 1981 we opened up the first of three booster stations which brought the Carousel signal to a whole new catchment area, Dublin. Our additional frequency on 215 metres ensures a better reception for our very many listeners South and South-West of the Boyne. We have two further booster stations planned which will ensure Carousel reception in one third of the entire country. The unprecedented success of Radio Carousel could not have been achieved without the dedication and help of a fantastic staff - we have become one big happy family and during the last twelve months the family has expanded to welcome in a few new additions.

To mark our Third Anniversary I am delighted to present the greatest array of recording talent ever presented on stage in Ireland - sit back and enjoy the greatest live Show ever - 1½ million pounds of musical talent.

Yours sincerely,
Hugh Hardy.

Ray Stone (Station Manager)

Ray, a native of Dundalk has become a familiar voice on Radio Carousel over the past three years both as Newsreader and of course with his daily shows between 9-11.00a.m. & 5-6 in the evening. Ray is well grounded in show business having played with such well known showbands as The Woodpeckers and The Paragon 7. His tastes in music vary, but he tends to lean towards Easy Listening and indeed if pressed, will tell you his favourite programme is his Sunday morning one which is predominantly Easy Listening. He has a keen interest in horse racing and numbers many racing personalities among his friends. Indeed his annual visit to the National Hunt Festival at Cheltenham has become one of the highlights of his year.

As News Editor, much of his time is spent gathering news stories, local, national and international, and his presentation of the news has received compliments from many quarters. Indeed, when his morning Show finishes he immediately takes on the role of "newshound". The remainder of his morning is spent busily compiling and typing the news bulletin in order to meet his 1 o'clock deadline. A dedicated family man with three children, he spends as much of his spare time as possible with his family, although he is much sought after to compere concerts and appear at various fund-raising functions.

Off the air, Ray is a quiet soft spoken person with a ready smile and a keen sense of humour as anyone who has met him will testify.

MEET THE



Mike Ahern



Breakfast Show presenter Mike Ahern is the owner of the voice you all love to wake up to first thing in the morning - warm and welcoming, cheerful and friendly, indeed his cheerfulness at this early hour of the day never ceases to surprise. "Sometimes I even surprise myself", he jokes. However, it comes as no surprise to learn that his bright 'n' breezy style of presentation has won him a huge audience of listeners of all ages not only for his Breakfast Show but also for his Lunchtime Express. This programme certainly lives up to its name rattling along at breakneck speed enlivened by the pungent comments of its bearded presenter. He's regarded as something of a walking encyclopaedia of pop music and a record collection numbered in excess of ten thousand. Versatility could have been his middle name as he combines his role as disc jockey with the equally demanding role of Programme Controller. He produces Radio Carousel's annual Christmas Comedy Show and other special programmes. Many of his off air hours are spent working on the inventive commercials, which have won much praise from advertiser and listeners alike, or conducting interviews both serious and light hearted. He also finds time to fit in a busy round of Discos. Does all this make him something of a workaholic? "No, not really", he says, "but I sometimes wish there were more hours in the day so I could devote more time to gardening and my other interests".

GAROUSEL STAFF

**Penny
Palmer**

Every Saturday morning for two hours (10.00 a.m. - 12.00 mid-day) Penny Palmer "babysits" with thousands of children when presenting her very popular Carousel "Children's Corner". Top of the list for fan mail, her bulging bundle of mail includes many little presents from her young listeners sometimes souvenirs from holidays, and sometimes as a 'thank you' for their birthday card. Her 'Birthday Book' now has over 4,000 names and birth dates neatly filed so as to be able to send out another daily batch of birthday cards.

Three months ago Penny took on a new role - that of presenter of the weekly "Woman's View" which includes features like legal problems answered by her resident Barrister and medical problems from her resident Doctor. In addition to her broadcasting activities she is a valued member of the Carousel Advertising Team.



Frank Mitchell

Frank at 19 is the youngest member of the staff and presents his music mainly at the weekend Saturday Night show and afternoon listening on a Sunday. Frank, apart from being a radio presenter has a great interest in sport and enjoys football, swimming and other leisure activities.



Kieran Murray

At the ripe old age of 22, Kieran Murray, (sometimes known as "Cuddly Kieran") is one of the original members of the Carousel team, which he joined on May 20th 1978. A native of Dublin, he now lives in Dundalk.

The "Carousel Tonight" programme - presented by Kieran - immediately follows the 6.00 p.m. news. Each evening the programme brings news, views, interviews and comment, of local and national interest. This being the International Year of the disabled person, an extra special effort is being made to include interviews with organisations prominently involved in work with the handicapped, those interviewed so far include the Irish Wheelchair Association, the Arch Club (Dundalk), the Ardee and District Association for handicapped and the Red Cross. Every single Youth Club in the Carousel area has been featured, as well as interviews with representatives from all the major Community Centres. Another feature of the "Carousel Tonight" programme is the 'lost and found' spot. An average of 30 reports per week are sent to the programme by listeners who have either lost or found cats, dogs, pigeons, handbags, umbrellas and many other items. He has a tremendously high success rate with this spot - but the most unusual lost notice so far was a hedgehog called "Speedy"! He found him inside 12 hours! But the highlight of the past year for Kieran was the opportunity he had of interviewing the finalists for the Dundalk Maytime Festival Queen! Yes, if it's happening, or going to happen, the 'Carousel Tonight' programme will feature it. Kieran also presents a mainly music show each week night between 8 - 10 p.m. with Top 40, Golden Oldies, The Disco Top 20, the Million Seller Spot and the New Releases. As well as broadcasting, Kieran also has the pleasant task of replying to the many reception reports Radio Carousel receives from countries as far apart as Norway, France, East and West Germany, Sweden, Denmark, Holland, and numerous reports from all over England and Ireland. The furthest report so far received was one from Northern Finland!

Shay Breslin

During the past twelve month's Shay's 6.25 Sports Slot has continued to establish itself as a Sporting institution in the Carousel area. With its "sporting" ear to the ground Shay has the uncanny knack of getting hold of news stories almost as soon as they happen. What is not often realised is the amount of work and research that has to be put into his daily twenty minute slot. The final product of



course is the most comprehensive sports coverage of local, national and international sport on radio. Shay has built up a firm friendship with a cast of sporting personalities who are always more than willing to appear on his programme.

Since last December Shay's "Words & Music" programme, in which he talks to personalities and plays their choice of music, has become compulsive listening between 11 a.m. - 12 noon on a Sunday morning.

His biggest ambition: To interview Muhammad Ali for Radio Carousel!



Shay Breslin presenting the Carousel Sports Star Award for 1981 to Mick Fairclough a member of Dundalk Cup Winning Team

Hugh Sands

Hugh Sand's 'Twilight Jig' on Sunday nights 8 p.m. - 10 p.m. is designed to cater to those listeners who like their music in the traditional vein. A member of the famous Sands family from Mayobridge, he has a great knowledge of traditional Irish music gained from his own family and from the two years he spend broadcasting in Canada.

Dave Scott

Big big Dave Scott (he's 6' 5") is the presenter of 'Late Night Radio', 10.00 p.m. - 12.00 midnight. The man with the smooth romantic voice has built up a very big listenership for this slot. His musical choice is very suitable for late night listening and the music is interspersed with requests from the non-stop callers to the programme indicating the many people who like their music in the easy listening variety. Dave has had quite a bit of broadcasting experience prior to working with Radio Carousel, this easy going young man (he's only 21) looks set for a big future in broadcasting - he's head and shoulders over everybody - literally!



Tony Farrelly

Tony combines his job as sales representative by doing a programme at weekends. He is well known in entertainment circles having played piano with several local bands. He is earning himself quite a reputation as an accomplished organ player and is in constant demand as an accompanist. Tony's presentation is relaxed and easy going as is the music he plays.

Shane Mullen

Shane started his career with Radio Carousel when he helped operate the first Radio Carousel Disco Roadshow. He worked part time with the station where he presented a programme between 8.00 - 9.00 p.m. each evening. He built up a huge following by playing pop and disco music aimed at the youth of the area. He gave up his day time job to do the 3 - 5 p.m. programme and so joined the full time staff of Radio Carousel. Shane likes to meet his listeners and has the opportunity to do so at the Radio Carousel Disco Roadshow which he presents and which has now grown into one of Europe's biggest and best mobile discos. Shane also looks after the station's outside broadcasts and enjoys producing live programmes from different places in the Carousel area. His own personal favourites are 10 cc and Van Morrison.



THE FULL TEAM



Left to Right

Front Row:

Catherine Halligan (Receptionist)

Linda Nevin (Telephonist) Bernie

Byrne (Advertising Co-ordinator)

Bernadette Rooney (Advertising)

Ann Mee (Secretary Accounts).

Middle Row:

Ray Stone, Shane Mullen, Hugh

Sands, Penny Palmer, Tony Farrelly.

Backrow:

Shay Breslin (Sports Editor) Richard

Kenny, Marie McDonald Kieran

Murray, Dave Scott, Hugh Hardy,

Cathal McSherry (Advertising),

Frank Mitchell, Mike Ahern.

*Presenters,
Advertising
& Secretarial*

HUGH HARDY

voted Radio Personality of the Year



The most outstanding single achievement in Radio Carousel's three year history was earlier this year when Hugh Hardy won the prestigious "Entertainment News" Award of "Radio Personality of the Year" for his daily Country programme "Country Call". He became the only "local broadcaster" to win an Award which was based on national popularity, the achievement was all the more meritorious when it was disclosed that he had won it from two of RTE's well-known broadcasters.

'Country Call' with Hugh Hardy (broadcast 12 noon - 1 p.m. and 7 - 8 p.m. daily) is now firmly established as the most popular programme on local radio, polling the highest rating in the major survey carried out by Landsdowne of Irish Marketing Surveys. His trojan work for various charities has been well recognised in the last couple of years. Indeed at the "Entertainment News" Award earlier this year Gloria Hunniford read out a congratulatory telegram from Terina Kelly the local nurse who went to Kampuchea. It was to thank Hugh for helping to raise £32,000 for the Kampuchean refugees. In the last four weeks he has personally raised a vast sum for the Ultrasound Fund for the Louth County Hospital.

OI' H.H.

Cowboys have always been synonymous with Country Music, so Hugh Hardy, OI' H.H., frequently dresses for the occasion for his regular appearances as compere of Country Shows, Concerts and Country Discos. On the air he displays a vast knowledge of country music and its recording stars, information gained first hand by his yearly visit to the Country D.J. Convention in Nashville and the International Country Music Festival in Wembley. Practically every country star has guested on his "Country Call" programme including Johnny Cash, George Jones, Dolly Parton, Crystal Gayle, Marty Robbins, Charley Pride, Hank Snow, Hank Locklin, Moe Bandy, Ronnie Milsap, and many more. He was the first country D.J. to play and promote Boxcar Willie, a fact that Boxcar Willie, never forgets to mention during his many visits to the "Country Call" studios.



MANY OF THE TOP
INTERNATIONAL SUPERSTARS OF
COUNTRY MUSIC HAVE MADE
GUEST APPEARANCES ON
HUGH HARDY'S COUNTRY CALL
STARS LIKE:-



Tammy Wynette



Crystal Gayle



Dolly Parton



George Jones



Hank Loughlin



Ronnie Milsap



Don Williams



Hoyt Axton

THREE YEARS OF GROWTH, PROGRESS AND CHANGE

It's now three years since Radio Carousel's first intrepid broadcasters waded through the accumulated junk in a store room at the top of the Dundalk Shopping Centre bringing with them the bare essentials of broadcasting and a desire to inform and entertain. That desire to inform and entertain the listeners has remained unchanged but how dramatically the face of Radio Carousel has changed.

It's first studio was a small space cleared in the above mentioned junk - just enough space for a wooden bench housing a set of disco decks and a microphone and just enough room for a disc jockey. Certainly that first studio bears little resemblance to Radio Carousel's main broadcasting studio today, with its wall to wall carpeting, sophisticated record decks, custom built console housing and elaborate mixer with its complicated array of controls, switches, knobs and sliders, and a battery of tape machines for playing pre-recorded commercials, jingles and music.

It's a far cry from the time a certain disc jockey had to present much of his programme kneeling on the dusty floor while another disc jockey held the record decks in his hand trying to balance it so that the records didn't skip as they both puzzled over a maze of wiring trying to trace a fault. No longer do disc jockeys have to present programmes perched parrot-like and precariously on top of a stool wondering if someone was going to sneak in and knot their shoe-laces together. They can now sit and present their programmes from the comfort of a swivel chair with telephones within easy reach. Needless to say, than on-air guests can also be interviewed in comfort.

Radio Carousel's record library has grown and changed too - grown from an initial six records in a battered cardboard box including an old Jackie Hearst 78, to L.P.'s and singles in their thousands neatly filed on shelf upon shelf in the specially constructed library. The records cover all aspects of music for that special occasion.

No longer are advertisements read out live by disc jockeys, but are specially recorded in the station's 2nd recording studios which enables them to be embellished with all kinds of special effects. This second studio is also used for other recording purposes including special programmes and interviews. It can also be used for broadcasting purposes when the station splits its medium wave and VHF frequencies - another of Radio Carousel's innovations. No longer does the Station's administrative staff have to share one wobbly desk laden with papers, tapes, pens, etc.,. This chaos has given way to a suite of offices enabling all the work to be carried out speedily and efficiently! No longer does outside broadcasting mean a tape recorder and microphone working only fitfully - now Radio Carousel can boast of its own fully equipped mobile unit capable of recording a complete programme or broadcasting live from an outside location. In the early days Radio Carousel suffered from some initial teething problems, these it quickly overcame and won itself an essential place in the listeners lives and it wasn't just in the Louth, Meath, Monaghan, Cavan, Armagh and Down areas that people tuned in but Radio Carousel was soon getting mail from Norway, Sweden, Scotland, Wales, the Isle of Man, England and mainland Europe.

It's importance was recognised by BBC Television and RTE Television who sent camera crews to film reports on Radio Carousel for their current affairs programmes. Journalists did stories about the Station for various publications at home and abroad including an in-depth story for a Swedish magazine. Over the past three years Radio Carousel has built up a very loyal listenership but has never been content to rest on its laurels and soon extended its broadcasting hours until 12.00 midnight and expanded its news reporting to cover local events and stories and comprehensively report on all sports activities. Although run on a tighter budget than Radio Stations in Britain and elsewhere its on-air professionalism has always been on a par with the best and has made it imitated rather than the imitator. The Station quickly blazed a trail in innovative broadcasting introducing a stereo VHF service on 96.4 MHz and recently a second medium wave frequency of 215 metres complementing the original 265 metres and serving the southern end of the Radio Carousel area. Accompanying this was the opening of the Station's Drogheda studio enabling live link-ups to be done between the main studios in Dundalk and Drogheda and opening up further possibilities for improved broadcasting.

The past three years have also seen some changes in the staff, some faces and voices have come and some have gone, but always Radio Carousel has remained essentially a closely-knit family of dedicated professionals, dedicated to providing the best radio service possible. This they hope to continue in the future, evolving and changing, not content with changing for the sake of change but changing for the better!



RADIO CAROUSEL'S
MODERN & UP
TO DATE
BROADCASTING
STUDIO 1.

In a major survey carried out, by Landsdowne of Irish Marketing Surveys Ltd., within a 35 mile radius of Dundalk, in a seven day period in January, the Survey showed that:

1. 69.8% of the population of the Dundalk area, or 7 out of every 10 people listen to Radio Carousel on a daily basis. This figure compares with 11% for RTE 2.
2. In Northern Ireland, 22% listen to Radio Carousel. This compares with 9% for RTE 1 and 4% for RTE 2.
3. Radio Carousel is 12½% ahead of Downtown Radio in the surveyed area.
4. 1 in 4 people listen to late night radio on Radio Carousel. This is 2½ times more than Radio Luxembourg and almost 3 times more than RTE 2.
5. Radio Carousel has a balanced audience. The age bracket is as follows:

15 - 24	31%
25 - 34	33%
35 - 49	36%
6. The biggest single category of listener is the housewife.
7. The most listened to programme on Radio Carousel is "Country Call" between 12.00 - 1.00 p.m.
8. 88% of the population in the surveyed area has VHF Radio, Radio Carousel also broadcasts on VHF Stereo.
9. The Survey showed that Radio Carousel has an audience rating of:

Our Advertising Dept. (042) 31164

178,000

Congratulations and Happy 3rd Birthday to
My favourite Radio Station and my Buddy Hugh Hardy
from

Boxcar Willie

New L.P. Now in Shops, "Take Me Home"
Big R. Records, Biggar, Lanarkshire, Scotland.



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