

DUNDALK 265 metres
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DROGHEDA 215 metres
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RADIO CAROUSEL

NETWORK
=====

NAVAN 210 metres
=====

NEWRY 212 metres
=====

RADIO CAROUSEL (DUNDALK)

The Success Story of Local Radio:

Radio Carousel is located in the Penthouse of the Dundalk Shopping Centre occupying 2,500 square feet. It has three studios, an extensive Record Library and various offices for the administrative staff. Radio Carousel provides employment for 21 people.

From its inception Radio Carousel was committed to a Schedule of Programmes evenly blended, News, Information, Features and Music. Local involvement has been the key to the success of Radio Carousel. Within weeks of going on the air on May 19th 1979 Carousel had built up an audience of which many stations on the air for several years would have been proud. The Carousel catchment area stretches from Balbriggan to Banbridge, from Monaghan to Navan, and it has succeeded in welding these areas together with programming provided by a team of professional presenters who know and feel for the area in which they work.

RADIO CAROUSEL NETWORK

A further expansion

The RADIO CAROUSEL NETWORK is a new concept in local radio and a further expansion of Ireland's No. 1 Local Radio Station. Each of the four Stations operate on a completely independent and self-supporting basis ensuring truly local broadcasting and providing a far reaching radio network for the most popular programmes of the day.

Each of the four Stations broadcast a minimum of 4 hours of local broadcasting with a local content, local news, local presenters and special advertising rates for local advertisers.

All of the Stations join for the 9.00 a.m., 1.00 p.m. and 6.00 p.m. News Bulletins. The Radio Carousel network effectively covers 29% of the country.

RADIO CAROUSEL (DUNDALK)

Area covered: LOUTH, MONAGHAN, DOWN AND ARMAGH. Audience Rating: 178,000 (Certified)

Beaming out a strong signal within a 40 mile radius of Dundalk, its audience rating was certified (by Lansdowne of Irish Marketing Surveys) at 178,000 and the Station has grown enormously since the Survey.

Its achievement in local radio has been well documented during the last 4½ years and it is now firmly established as Ireland's No.1 Local Radio Station.

Telephone: (042) 31164/31165 - Dundalk.

ABOUT RADIO CAROUSEL

Radio Carousel provides a very wide range of programming including educational, religious, informational, childrens and other minority programmes which give a truly balanced listening programmes for everyone. The programming is spontaneous and flexible so that urgent information can be transmitted without delay, and of course they are uniquely local so that they can broadcast information which is totally relevant to their own area. Radio Carousel has acquired the reputation as "the place to turn" - individuals, local authorities, police and emergency services know that Radio Carousel can respond at a personal level to the problems of individual listeners, and at community level to local cries. Help or information is just a 'phone call away. Radio Carousel's local identity is an important element in attracting such a substantial and diverse audience.

RADIO CAROUSEL (NAVAN)

Area covered: All of Co. Meath, East Westmeath to Mullingar.

Located in the Mall of the splendid new Navan Shopping Centre, it brings a new dimension to Irish Radio in so far as the broadcasting studio is open to the critical eye of the general public. Located in an impressive new glass studio in the Mall, shoppers can see the "on the air" presenters as they do their shopping. The reception office for Radio Carousel (Navan) is also located in a glass building adjacent to the station.

Telephone (046) 28762 - Navan.

ABOUT RADIO CAROUSEL (Continued)

Advertising Control:

Radio Carousel take great care in the examination of advertisements from any source before they are broadcast to ensure they do not mislead, harm or offend. Our advertising department are skilled in Radio production and have managed to come up with some of the best commercials heard on radio in these Islands. It is the Policy of Radio Carousel to limit advertising to 9 minutes per hour.

RADIO CAROUSEL (NORTHERN IRELAND)

Area covered: North to Belfast, West to Armagh City, Portadown and Craigavon.

The newest of Radio Carousel's satellite Stations which effectively covers $\frac{3}{4}$ of Northern Ireland with a strong signal on the 212 medium wave.

For four and a half years we have been aware of the vast listenership that Radio Carousel has in Northern Ireland. This frequency was designed specifically to give our many Northern Ireland listeners their own local programmes, as well as improving the quality of our signal, especially from 6.00 p.m. onwards.

ABOUT RADIO CAROUSEL (Continued)

The Radio Carousel Outside Broadcast Unit frees the Station from the confines of the studio and allows it to take the programmes to the audience, hence more and more people are able to share in local events and activities, by being present.

The Radio Carousel mobile studio has been a focal point at functions as diverse as the Shelagh Field Day of sports and activities, tossing the sheaf, tossing the wellie, and egg and spoon race, to the final of the Art Competition where prize-winners ranging in age from 6 - 14 years were presented with their prizes.

The Radio Carousel outside broadcast unit also gives the public the opportunity of meeting the presenters and finding what the face behind the voice is like, while picking up t-shirts and car stickers and seeing in a small way how a radio programme works as well as giving the people an opportunity of being "a disc jockey themselves."

RADIO CAROUSEL (DROGHEDA)

Area covered: South Louth, North Dublin.

This was the first of Radio Carousel's satellite Stations and proved very effective in getting the Radio Carousel signal into the outskirts of Dublin. The fully equipped studio is located beside the picturesque Boyne Valley Hotel, ensuring a quality signal for Carousel's many listeners south of the Boyne.

Telephone: (041) 31396 - Drogheda.

ABOUT RADIO CAROUSEL (Continued)

Radio Carousel has a very efficient professional news-reporting team and all aspects of local news is covered. Radio Carousel has its own regular contributors from every town in the area. In addition Radio Carousel's political correspondent, Dermot Kelly, an experienced journalist with the Irish Times, has been an unbiased and highly skilled political pundit who has covered every aspect of the political scene with particular emphasis on the recent General Election.

The Radio Carousel "News at 1*" is an exhausting 12 minute round-up of all the National, International and local news presented by Mike Ahern and Dave Scott. It invariably features "on the 'phone" reports and interviews with the people who are making the news.

BREAKDOWN FIGURES FOR RADIO CAROUSEL NETWORK

	Frequency	Area Covered	Total Population Catchment	Carousel Percentage	Audience Rating
DUNDALK	265 metres 1125 kHz.	All Louth, All Down South Armagh, East Monaghan to Rockcorry, East Cavan to Bailieboro.	310,000	58%	178,000 as per survey
NAVAN	210 metres 1386 kHz.	All Meath and East Westmeath to Mullingar	148,500	68.5% (only local station in the area)	101,700
NORTHERN IRELAND	215 metres 1413 kHz.	Outskirts Belfast Armagh, Portadown, Craigavon.	388,000	22%	85,000
DROGHEDA	210 metres 1413 kHz.	North Louth North Dublin	51,000	32%	16,320

AUDIENCE SURVEY

The Survey carried out by Lansdowne, of Irish Market Research Limited was carried out in a 35 mile radius of Dundalk and over a 7 day period.

This Survey showed that Radio Carousel had 69.8% listenership in the Dundalk area, or 7 out of every 10 people. This figure compares with 11% for RTE 2.

The Survey also showed that Radio Carousel, far from being exclusively a Pop Station, has a very balanced listenership, and when broken down into an age bracket shows as follows:

15 - 24	32%
25 - 34	31%
35 - 49	36%

The Survey Showed that the most popular programme on Radio Carousel is Hugh Hardy's 12.00 - 1.00 Show, which in fact is 36% ahead of the second placed programme.

The final figures showed that Radio Carousel had an audience rating of 178,233.

The breakdown of Radio Carousel's total weekly audience:

6 - 13	14 - 19	20 - 34	35 - 60	Over 65
14%	24%	26%	28%	8%

ABOUT RADIO CAROUSEL (Continued)

"Programmes for everyone" is every Programme directors aim, and the research findings have shown just how well Radio Carousel have succeeded in this. It appeals to a much more representative cross-section of the population that it is possible to do on a National Network. It is very popular among men and women and its weekly audience includes almost equal numbers of both. Rather than recruiting the majority of its listeners from one narrow age gap Radio Carousel draws its audience from all age groups as the accompanying chart will illustrate. The major audience comes from the 25 - 54 age group.

ABOUT RADIO CAROUSEL - NAVAN (Continued)

RADIO CAROUSEL EXTENDS BROADCASTING HOURS

In March, 1983, Radio Carousel, County Meath's local radio service which transmits on 240 metres/1386 Kilohertz, announced round-the-clock broadcasting. The success of RADIO CAROUSEL in the county stretches back over a year and a half, when the station began broadcasting on October 22nd 1981.

Unlike other Radio Stations in the country, RADIO CAROUSEL has nothing to hide. Programmes are broadcast from an impressive glass studio, situated in the main mall of the Navan Shopping Centre. Passers-by can actually see programmes in-the-making and the presenters who produce the shows.

The station believes in the importance of giving each programme a local flavour. Lost and Found notices are broadcast throughout the day in order to help people who may have lost something, or found a valuable item. News bulletins are broadcast six times daily, with local news of the day following each international round up. The station's main local programme runs for nearly an hour and follows the Six O'Clock evening News. Presented by KEVIN JOHNSTON, 'Just After The News' brings together all local Sports results and features interviews with local personalities in the News. The other bulletins are at 8.00 a.m. & 9.00 a.m. (headlines) 1.00 p.m. (Main News) 3.00 p.m. (headlines) 6.00 p.m. (Main News) and the late News headlines at 11.00 p.m.

When RADIO CAROUSEL first began broadcasting, hours were limited to 12 per day - it is surely an indication of its success that CAROUSEL (including Network) is now on the air 24 Hours Per Day.

CAROUSELS WORK FOR CHARITY

Radio Carousel's Managing Director, Hugh Hardy recently raised £1,170 for charity bringing the total which the former Showband Manager has raised for charity, over the £100,000 mark! Since the start of Radio Carousel four years ago he has been regularly involved in raising substantial sums of money for charities - as contrasting as the Kampuchean Refugee Fund, Oxfam, and on the home front, meals-on-wheels, Simon, Red Cross and Re-hab to name but a few. It started with a three-mile sponsored jog for Re-hab to which his listeners sponsored him to the tune of £2,000. A sponsored walk for a local school raised a further £3,000, and listeners to Hardy's daily programme "Country Call" were responsible for raising £32,000 cash in just five days for a local nurse on her way to help Kampuchean refugees. Last year he was elected Dundalk's first Lord Mayor in a fund-raising event that raised a staggering £55,000 for the Ultra-sound machine for the Louth County Hospital. Nine months ago his Christmas Lord Mayor's Appeal Fund raised £3,000 for the poor and needy while other similar charitable promotions over the past few years have raised in excess of £3,000, and his latest sponsored slim has now shot his fund raising achievements to over the £100,000 mark, an incredible achievement!
