

MIDWAY RADIO



EFFECTIVE BROADCAST RECEIVING AREA



Hello, Welcome to Midway!

Midway Radio is the latest addition in Mullingar to the growing number of local stations. What distinguishes it from most of its contemporaries is that it is almost entirely an M.O.R. Station - yes, middle of the road, easy listenin' radio operation.

Situated in Mullingar, it has been broadcasting since May 19, 1986. It has an effective reception radius of thirty-five miles, and is on the air fourteen hours a day, although it is intended to extend this to sixteen hours in the near future. Broadcasting hours are from 8.00 a.m. to 10.00 p.m.

The broadcasting radius ensures that all of Counties Westmeath, Longford and Offaly are covered as well as a substantial portion of Roscommon, Meath, Kildare and Laois.

Primarily aimed at the 24 years and upwards age-group, the Directors of the company running the station, Midway Promotions Limited, have so designed the presentation format to appeal to and eventually corner the radio medium market place for the above age-group, and to date have been very successful.

Basically a music station, the presenters, of which there are ten, include American and Irish Country Music, Irish Ballads and Folk Songs, Hits from the 60's, Irish Traditional Music and International Folk Tunes and Songs, Semi-Classical, Jazz and Laid-Back Popular Songs on their programmes. The audience attracted to the station is by and large not interested in the Disco and New Wave Pop Songs of the charts, and with the exception of easy-listening hits, it is not intended to include same, except perhaps by way of "club" features (limited to maximum one-hour per day) should the demand be there.

Deejays are encouraged to develop their own programmes whilst at all times being conscious of the stations audience - a mature, selective and mainly rural one. Examples of initiative in this direction has led to such favourites as Radio Snooker - a very popular afternoon quiz show; a Job Opportunity Slot in the mornings; outside recordings of Traditional and Irish Country sessions in licensed premises and halls throughout the Midlands; a Shopping-Basket weekly feature and a type of Highways and Byways roving reporter programme.

News - local, national and international - has not been neglected with news on the hour - every hour. Sports results and news are broadcast regularly. Plans are in hand to develop same whilst at the same time retaining the Easy-listening Music Station image.

The team behind the formation of the company are all business people and have been for quite a number of years. As such all are aware that the life-blood of the station is advertising revenue and are conscious that to be attractive to customers, the station must have a regular attentive and comparatively large listening audience.



Midway Radio Station is in the business of selling sound. In order to get results from our clients we must provide our listeners with the best programming and the best sound possible. The station that sounds best will have a competitive edge over those that have similar formats and play the same music.

To this end, the Directors employed the services of a professional Engineer in setting up the station. His instructions were to achieve the best possible sound and a thirty-five miles effective broadcasting radius, within a stipulated budget. This he achieved by installing the CRL AM-4 Audio Processing System, the best on the market today. We are not aware of any other station in this island with this unique feature, which results in a very clean, audible and pleasant signal available to the listeners.

We cannot, in all honesty, quantify the stations listenership at present. However, we can say that after each phone-in quiz (ten - twelve times per week) the phone lines, of which there are two, are jammed for approximately the fifteen minutes allowed for response time. The Postal Quizzes are increasing in popularity, with replies coming from all Midland Counties - Westmeath, Offaly, Longford, Meath, Roscommon, Laois and Kildare.

Our advertising clients represent all strata of business - e.g. - Manufacturing (Aluminium Windows, Doors etc.), Garages (Renault, Austin Rover, Toyota, Mitsubishi), Petrol Stations, Menswear, Ladies Fashionwear, Footwear, Hairdressers, Supermarkets, Hotels, Restaurants and Licensed Premises, Home Decor, Furniture and Carpet Sales, Butchers, Video and Record Stores, Television and Hi-Fi Retailers, Turf Accountants, Plant Hire, Aerial Erectors, Dry Cleaners and other miscellaneous services.

The feed-back from advertisers has been very encouraging. We have found best results come from high-density advertising (7 to 10 spots per day over a period of two - four weeks) and especially if there is a particular promotion in mind, i.e. summer sale offers, etc.

The advertisements relating to local, i.e. Midland, clients are generally home designed and produced in close co-operation with the client, utilising the stations' presenters and recording studio and cleared with the client prior to broadcast. In some cases, e.g. Berger Paints, Mosney Holidays and Main Motor Dealerships, professional jingles and local add-ons are combined.

Our normal advertising rates are highly competitive with special offers for medium to long-term proposals, i.e. two - twelve months. Our representatives will be glad to discuss with you the proposals in detail should you decide to advertise with us.

Thank you for your attention and we look forward to doing business with you in the near future.

Sincerely,
Midway.



TECHNICAL DATA

Name: Midway Promotions Limited

Trading As: Midway Radio

Address: Lynn Road, Mullingar, Co. Westmeath

Telephone: (044) 42702/42703

V.A.T. Reg. No.: 48790800

Transmitter: I K W AM Transmitter

Aerial: T. Type Antenna TAE 3/3/30
Earth Mat Type EM 48/60
Tuning Unit Type ATU 10

Audio Processing: CRL AM -4 Audio Processing System

Unit: (APP 400: SEP 400B: PMC 300)

Wavelengths: AM 200 M (1494 Khtz)
FM 104.7 Khtz.

Premises: Pre-Fabricated Unit - comprising:
Reception, Broadcasting Studio,
Recording Studio, News and Interview
Room, Record Library.

Staff:

Presenters: Gerry Connell
Dave Murphy
Mike Young
Terry Martin
Martin King
Steve Jones
Colm Mac
Carmel Lenihan
Ed. O'Sullivan
Pat Murray

News: Ann Dwyer
Paul Fox

Reps: Liam Meade
Sheila Moynihan
Michael Campbell-Ricketts

Engineer: Gerard Scott.

