

**Application for  
SPECIAL INTEREST  
106.8 FM**

**Radio Licence**

**Dublin City Radio**

**Main Application Form  
&  
Appendices**

# See also Confidential Material

## SECTION 1

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See also confidential material.

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### *INTRODUCTION TO THE APPLICATION*

#### *(a) Name of Applicant, Address, Telephone and Fax Numbers*

Christian Communications Network (Europe ) Ltd.  
 646, Shore Road, Whiteabbey, BT37 0PR  
 Tel: 01 8745159 or 0801232853997  
 Fax: 08 01232 365536

A copy of the certificate of incorporation is in Appendix 1.

#### *(b) Main Contact (For Public Purposes)*

Name: Cormac O'Ceallaigh  
 Telephone (daytime): 01 830 0565  
 Group's main contact address: Dublin City Radio  
 C/o Sean O'Ceallaigh & Co  
 363 North Circular Road  
 Phibsborough  
 Dublin 7

#### *(c) Proposed Station Name (if decided)*

Dublin City Radio

(d) ***Brief description of Programme Service***

A full-service station with a mixture of music and speech addressing issues of a family, caring and social nature providing features and news relevant to Dublin and the surrounding area.

***List of Advisers***

This section should identify the names and addresses of (I) consultants, (ii) auditors, (iii) solicitors and (iv) bankers to the applicant group.

(I) Consultants

**Don Anderson**

Mr. Don Anderson, Independent Broadcast Consultant, B.A (Hons), is a Media Consultant with a background in commercial and BBC broadcasting. He was Downtown Radio's initial Programme Controller, then Head of Radio and Assistant Head of programmes at BBC Northern Ireland. As Head of Radio in Northern Ireland he set up BBC Radio Foyle. He is Chairman of the Royal Television Society (RTS) in Northern Ireland and won the Society's Tony Pilgrim Award for special services to the RTS through setting up the RTS in the Republic of Ireland. He is a commentator on media affairs and his publications include a novel and a history. Don has been extensively involved in the preparation of this application and in checking the feasibility of the suggested station.

**Mr. Colm Flanagan**, Independent Broadcast Consultant, was involved with sound at the BBC between 1974 - 1984. Since then he has worked with Downtown Radio as well as being a producer for "Commission Christian Radio". He received the C.B.C. Award for religious Drama in 1986 & 1988 and the Andrew Cross Award for Local Radio in 1990 and for Drama in 1993. He has been involved with Studio design, Sound systems, acoustics consultancy and has also run audio / radio training courses for several organisations. He currently lectures in Media studies at the East Antrim Institute. Colm has given general advice including studio requirements and training.

**Mr. Blair Crawford**, Bournemouth, has been involved in running several Restricted Service Licences in the Bournemouth area. He has shared his knowledge of these experiences, insights from broadcasting and given advice on setting up a station from his experience.

**Ulster Marketing Surveys Limited** helped with research - see appendix.

**Premier Radio** - have given advice on setting up their radio station in London and practicalities they experienced in management, scheduling, technical, programming and advertising.

**Paedar Molloy**

Presenter on RTE's children's programme DEN2, presenting the sports slot, has given advice.

Technical Consultant, specialising in Transmission. Mr. Whiteside was a transmitter engineer with the Independent Broadcasting Authority and the Independent Television Commission and has worked on both Radio and Television Transmitters for over a quarter of a century.

**RTE Commercial Enterprises Limited** have given advice on transmission.

**Clyde Broadcast Services** have given advice on Studio Design.

**Noel McGuinness**

Producer and Researcher with N.E.A.R. FM 101.6 has given advice.

- (ii) **Auditors** Price Waterhouse Coopers  
Wilton Place  
Dublin 2
- (iii) **Solicitors** Sean O'Ceallaigh & Co.  
363 North Circular Road  
Phibsborough  
Dublin 7
- (iv) **Bankers** Ulster Bank & Anglo Irish Bank Corporation  
Connswater Branch Stephen Court  
Belfast 18-21 St. Stephens Green  
Dublin 2

***MEMBERSHIP AND DESCRIPTION OF THE APPLICANT GROUP***

- a) **All** of the members of the applicant group should be identified and a brief description of their background and experience given.

**Dr Cecil Stewart**

Cecil was born in Monaghan, Republic of Ireland, into a farming family and later he founded the Sandown Nursing group in 1968. Over the following 30 years thirty three Nursing Homes were developed providing care for elderly, residents with learning difficulties and the elderly mentally infirm and later he purchased the North West Independent Hospital at Ballykelly. The Sandown Group grew to be the largest privately owned healthcare group in the UK or Ireland. In 1997 thirty nursing homes were sold to allow Cecil to be more involved in broadcasting, which he has been involved in for over 30 years. He started on Radio Manx in 1968. Shortly after programmes were requested by Radio Ghana, Norfolk (Virginia) and in other stations in Europe. Cecil has continued producing programmes to encourage and help people. He has an interest in care and helping people with issues they face in everyday life. With his experience he is well placed to oversee programming catering to this need. Through

the Hospital he continues to have an interest in healthcare. Cecil has long worked to bring reconciliation and to bridge divisions in the community. He is a member of the Belfast Cathedrals Partnership - set up to encourage cross-community relationships and restore the actual structure of the Roman Catholic and Protestant Cathedrals, known as St. Peters' and St. Annes'. He was conferred the OBE, by H.R.H. Prince Charles, in 1998 for his contribution to the caring field in Northern Ireland.

**Dr. Harvey Grahame-Smith**

In 1997 Harvey joined CCN Europe, leaving General Practice. In his medical career in Hospital and General Practice he took part in some local Radio programmes and received some training for Radio. He also was trained in management skills, administration and business as well as in many aspects of Healthcare. Within CCN Europe he still maintains an interest and watching brief on health and caring issues. During the time with CCN Europe he has been trained in editing and production and is responsible for oversight of daily administration. If we are successful in gaining the licence he will be involved in keeping an oversight of the local station which will be run by the local station personnel within the agreed guidelines.

**Philip Stewart**

Financial Director of the Sandown group and Corvalley Healthcare and Estates will keep a watching oversight of the financial aspects of the radio station.

**Edwin Brown**

Currently the Musical Director of CCN Europe Edwin is a graduate of Christ for the Nations Institute, Dallas, Texas. He has extensive musical experience and has performed many times in the Republic of Ireland, where he has been well accepted. Edwin is knowledgeable of the current music scene and will liaise with the station staff over the musical content.

Technical Director CCN (Europe) '89 - Present

Technical Manager BBC (NI) Studios - '74 - '89

Senior Television Cameraman BBC (NI) Outside Broadcasts '65 -'74

As both Senior Cameraman and Technical Manager with BBC (NI) he has worked on many occasions with RTE Staff. He has represented BBC (NI) at many state occasions - Churchill's funeral, Royal Weddings and lately for ABC on the coverage of Princess Diana's funeral. He holds BBC Television lighting qualifications and is conversant with all Broadcast Technical Standards both Vision and Sound.

- b) Please indicate when the group was formed, its current legal status and financial standing and any other information of relevance to the licence application.

This application is made by CCN (Europe) Ltd. which was founded in 1996 by Dr. Cecil Stewart, who has been involved in broadcasting since 1968 (See page 6). Prior to its formation another company, known as CCN Europe, was undertaking broadcasting. The new company was formed to broaden our aims and objectives and is a Company Limited by Guarantee, recognised for charity purposes. Since its inception CCN (Europe) Ltd. has continued to produce programmes for broadcast on radio and television. CCN (Europe) holds

a non-domestic Satellite Service TV licence with the ITC. It is financially sound. (See confidential Material.)

There has been increased involvement in the broadcast industry and the group has been actively exploring appropriate openings. During this time the team has developed and consolidated. During the last year we have continued to record Outside Broadcasts including locations in Tralee and Athlone. During the filming and production of programmes training for staff and people entering the broadcasting industry has been given. It is our intention that this will be a continuing aspect of a Radio Station. When CCN Europe applied for a Radio Station in Northern Ireland we had no difficulty in attracting support from a wide spectrum. (See Appendix 2.)

We are in the process of setting up a company limited by guarantee. Local directors are in the process of being appointed. The aims of the company will be those as set out in this application.

In addition there will be a board of reference and discussions are ongoing with several, from the Dublin area, having already agreed to be on the board.

***OWNERSHIP, CONTROL AND STAFFING OF COMPANY WHICH WILL OPERATE THE LICENCE***

***(a) Board of Directors***

(I) The name, address, age, nationality, occupation, other directorships, other media interests, background and relevant media experience of each Director, including the proposed Chairperson, should be stated.

Name	Dr. Cecil Stewart OBE
Position	Chairman Executive Director
Address	Seapark House, Shore Road, Greenisland, Co. Antrim BT38 8TZ
Age	57
Nationality	Irish
Occupation	Company Director
Date when first joined CCN (Europe) Ltd	3/9/96
Date appointed Director	3/9/96
Other Media Interests	Involved in production of programmes for Radio & TV broadcast

Other Directorships held in the past 5 years	See p 10.
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**Background summary:** - See section 3

Name	Mrs. Evelyn Stewart
Position	Director - Executive
Address	Seapark House, Shore Road, Greenisland, Co. Antrim BT38 8TZ
Age	57
Nationality	British
Occupation	Company Director
Date when first joined CCN (Europe) Ltd.	3/9/96
Date appointed Director	3/9/96
Other Media Interests	Is involved with editorial comments of programmes made for TV broadcast.
Other Directorships held in past 5 years	See p 10

**Background summary:**

Born in Northern Ireland Evelyn trained in Nursing at Banbridge Hospital before going on to complete Midwifery training at the City Hospital, Belfast. With Cecil she shared a vision for caring for people and was co-founder of the Sandown Nursing Home in 1968, of which she was the first Nursing Officer. She continued to have an active role in the development of the Sandown Group of Nursing Homes. Evelyn has had editorial input in programmes and has taken part in many Radio and Television programmes over the last twenty five years and continues to speak at meetings in many parts of the Republic of Ireland.

Company Name	Date of Appointment	Date of Resignation
Arches Private Nursing Home Ltd	15 April 1991	To date

Ardlough P.N. Home Ltd	28 May 1991	To date
Armagh P.N. Home Ltd	1 July 1992	To date
Beechill P.N. Home Ltd	1 July 1992	To date
C. & M. Estates Ltd.	10 July 1992	To date
Castledillon Property Co. Ltd	24 October 1989	To date
Corvally Healthcare & Estates Ltd (formerly Sandown Private Nursing Homes Ltd)	13 January 1978	To date
Cromore House P.N. Home Ltd	31 January 1992	To date
CCN Ltd	30 June 1989	To date
Christian Service Trust Ltd	2 January 1991	To date
Christian Communications Network (Europe) Ltd	3 September 1996	To date
Drumragh P.N. Home Ltd	28 August 1992	To date
Foxmar Properties Ltd	1 April 1991	To date
Galgorm P.N. Home Ltd	23 May 1991	To date
Gentle Care Ltd	31 July 1992	To date
Lisburn P.N. Home Ltd	2 December 1991	To date
Mahon Hall P.N. Home Ltd	28 August 1992	To date
Meadow Bank P.N. Home Ltd	17 May 1991	To date
Nursing Home Devs. (NI) Ltd	2 March 1992	To date
Randalstown Building Works Ltd	6 November 1973	To date
Sandown Group Ltd	9 September 1994	To date
Sandown Community Care Ltd	21 March 1995	To date
Sandown Developments Ltd	21 March 1995	To date
Shrewton Ltd	1 July 1992	To date
Silverton Homes Ltd	2 March 1992	To date
Simla Ltd	7 March 1986	To date
Wifco (3) Ltd	1 July 1992	To date
Wifco (4) Ltd	1 July 1992	To date
Wifco (6) Ltd	2 December 1991	To date
Wifco (12) Ltd	1 July 1992	To date
Wifco (13) Ltd	2 December 1991	To date
Wifco (15) Ltd	2 December 1991	To date
Wifco (17) Ltd	2 March 1992	To date
Wifco (23) Ltd	28 August 1992	To date
Wifco (26) Ltd	1 July 1992	To date
Wifco (29) Ltd	28 August 1992	To date



(ii) If there are any firm plans to appoint further directors, provide information (with details of any specific individuals in mind).

We are currently pursuing the launch of a new company with local directors who we are having discussions with, as mentioned earlier.

(b) *Proposed Shareholding Structure* - Not applicable.

CCN (Europe) Ltd. currently has no share capital and therefore no shares. The new company will be a company limited by guarantee with no share capital.

(c) *Management Structure*

The management structure is shown in the diagram on page 13 with lines of responsibility. Over this will be the board of reference and the directors. Regular management, board and directors meetings will be held where matters regarding the station are discussed.

Profiles of some of the positions are as follows:

Executive Directors: (See section 4) Dr. Cecil Stewart (Chairman),  
Mrs. Evelyn Stewart.

They will be responsible for ensuring the observance of all relevant statutory requirements, standards and agreements. They will also be responsible for ensuring appropriate guidelines for the station are in place and adhered to and will meet regularly with the management team. It is anticipated that Dr. Cecil Stewart, Chairman, will participate in some programming.

Station Manager:

Reporting to the Chairman and the Board, the manager will supervise the running of the station in all its aspects.

Revenue and Promotions Manager:

Reporting to the Station Manager, the Sales Manager will be responsible for the sale of airtime and would also be responsible for other revenue strands, including sponsorship and donations. He/she will be responsible for the scheduling of advertisements. The technical operators will also answer to this person but will also liaise with the Programme Staff.

Programme Controller:

Will report to the station manager and will be responsible for supervision of all aspects of programming and the relevant staff.

Finance and Administration Manager:

Will report to the Station Manager and will work closely with the Sales Manager and programme controller. This manager will supervise office functions, including accounting and premises.

Discussions are ongoing with individuals who might fill some of these rolls.

(iii) The company's policy in respect of:

(a) management remuneration.

This will be along the lines indicated in the management structure but individual salaries will be agreed at the time of appointment and will be subject to review.

(b) employment contracts,

Every employee will receive a contract fully complying with legislation and in accordance with best practice.

(c) share options,

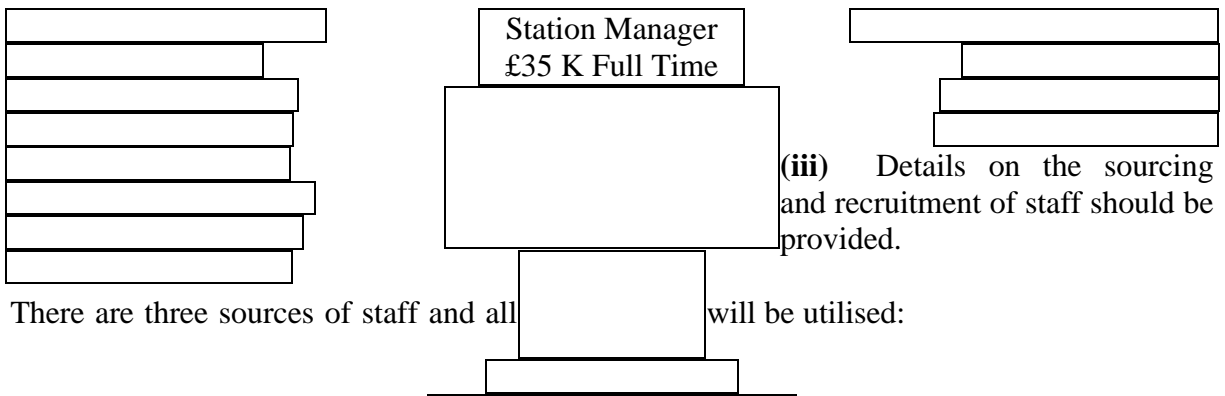
Not applicable

(d) relevant financial and other commitments should be stated.

Not applicable

**Staffing Matters**

(I) The proposed staffing structure for the organisation, showing the numbers and categories of staff to be employed in each area, basis of employment and salary indication:



There are three sources of staff and all will be utilised:

- I) People with directly relevant experience in the desired disciplines who are working or who have worked in radio stations.
- ii) People with indirectly relevant experience in the desired disciplines who are working or who have worked in areas which have some common features with the disciplines we need and
- iii) People without relevant experience but who show an aptitude and an enthusiasm for our enterprise. People in this category are likely to be those starting their careers and towards whom we would extend as welcoming a hand as possible, given the recognised difficulties of breaking into the broadcasting business.

Recruitment: Posts will be advertised in the recognised outlets where such recruitment advertisements might be expected. In addition we will maintain a Dublin City Radio web site with recruitment opportunities posted.

Training: Having studied other stations we are aware that training is a vital area for all staff and especially new staff and anyone entering the broadcasting industry. We are aware, having visited Premier Radio (London), that it is necessary to ensure that there are an appropriate number of people at different levels of training within the station rather than having too many new at once. We recognise that Dublin City Radio is likely to provide an entry point into the

world of broadcasting and we will provide for suitable candidates first class grounding and on-the-job training. Our volunteer system will also secure opportunities for on-the-job training and experience. (See later for further discussion of this subject.) Our advisor, Don Anderson has a background in training for broadcasting, both in his present activities and through having set up Downtown Radio and BBC Radio Foyle. He will be intimately involved in this area at the set up of the station and we will involve local training facilities.

The use of volunteers has been shown to be an effective way of helping radio stations by many of the licensed and unlicensed stations in the Dublin area. In the process of making this application we have been approached by several people who would be interested in further developing their radio and broadcasting experience by working with the station - many of them in a voluntary capacity. We would also hope to give work experience to those who are aiming at entering broadcasting. As we all know, entering the profession is difficult even at the best of times. Giving 'professional' volunteers an opportunity to place a foot inside the door is not viewed by us as merely a way of getting something free. We are adamant that volunteers would help enrich the output, not the station.

The best use of volunteers is to give them initially a broad experience of the work of the station. In the natural course of events, they will gravitate towards an area of special interest, and if we are operating and managing properly, that is where we will see the volunteer as being best employed. We will consider introducing an "Internship" model for staff to join the station for a limited period - say three years - to gain experience and training in Radio. In the meantime, we keep an eye on those following behind.

Volunteers can assist with presentation, technical operations, advertising support, certain administrative tasks, promotion. All volunteers (and other staff) will be specifically and properly trained.

(iv) The company's approach to its industrial relations policy, including its policy on recognising and negotiating with trade unions, should be set out.

These policies follow best practice and comply with legislation and will be regularly reviewed to ensure continued compliance. We recognise the right to be a member of a Trade Union and employees will be able to join a Union should they desire.

(v) Proposals on pay agreements, pension schemes, training and development strategies should be set out in this section.

Pay will be agreed at employment and employees will have a yearly review. Pensions will also be discussed, with each employee, at appointment.

Training and development of all staff involved in the station is a high priority. (See previous page.) The upper levels of the station management will have position holders capable of passing on their skills. In such a station knowledge will be imparted mostly through on-the-job training. We will use third party training suppliers where this is appropriate. A record of areas covered will be kept.

Dublin City Radio does not want to sound like the audio version of a home video. We recognise that if the station is to be professional, both technically and in presentation then attention to standards must be consistent. The training programme is a fundamental part of that consistency.

## ***THE PROGRAMME SERVICE***

### **(a) *Broadcasting Philosophy***

- (I) This sub-section of the application should take the form of a statement setting out the applicant's overall broadcasting philosophy and vision for the radio service.

We aim to provide informative, educative programming that gives a full-service local station covering the usual areas of news, current affairs, activities in Dublin and the area but that also addresses issues of a social and caring nature of relevance to listeners. The programming provided will be compatible with a broad Christian ethos and strengthen family life, individual values and encourage people. Music will be taken from music compatible with a Christian ethos to suit varied tastes and demand. Contemporary Christian music has been identified by the music industry as the fastest growing genre of music in the world with sales in 1998 exceeding \$500 million. The music played on this station will be carefully selected to cater for the varied tastes in the area.

This station would seek to cater for peoples values whilst also helping people with the practical elements facing all of us today. Social issues, such as drugs, alcohol, the family today and violence will be discussed and experts from the locality or further afield called upon as necessary. Issues of a caring nature such as health and well being will also be aired. All segments of the community will be welcomed to participate in this station and it will seek to bring reconciliation rather than division.

We will also provide a helpline. It will not seek to supplant already existing organisations but to supplement them, directing those who need help to appropriate sources of assistance from the local groups. Agencies would be regularly involved to enable listeners to hear of services provided and to make contact.

Where a demand is expressed by post, telephone or in surveys we will seek to address and meet it.

- (ii) The strategies, which the applicant group proposes to implement in regard to:

#### Programme research

It is our intention that our research will be ongoing. To this end, we plan to engage in regular audience surveys, phone polls, listenership surveys and detailed analysis of the prevailing market. In addition we will encourage information from listeners and contacts. Such information can form a basis for features that can develop into programmes or programme strands.

#### Programme production

Given the extensive background of those involved in this application, we will undertake to ensure that every programme meets the highest possible production standards. The bulk of material will be produced in-house. Some material will be produced in outside broadcasts, studios in Dublin and elsewhere and occasional material from other sources may be "guested" on the station.

All of our broadcasts will be subject to and scrutinized by our programme controller and management team. Where contentious issues are involved it will be necessary for programme staff to refer upwards for prior approval before transmission. We aspire to and are certain we can achieve a consistently high standard of broadcast coupled with properly researched, effectively presented programming where quality control is consistent, considered and permanent.

#### Compliance and other contractual obligations

It will be the responsibility of the member of staff, appointed as Compliance Officer, to ensure that Dublin City Radio meets and fulfils its obligations, both statutory and contractual, for the duration of its licence, in terms of broadcast. In turn, it will be the responsibility of individual presenters and producers to ensure that programming meets these criteria. Training addressing these issues will be given. A further set of checks and balances will be in place at board level where the ongoing programming will be subject to review, discussion and scrutiny. Where necessary programming changes will be implemented from this level and steps taken to address the issues and to prevent recurrence. Complaints will be handled sensitively and according to established guidelines within the station policy and any lessons learned and applied.

(iii) The criteria upon which the applicant thinks the success of programming should be assessed should be discussed in this section.

It is our opinion that the success of the programming provided by Dublin City Radio should be assessed on the following criteria:

- 1 - The provision of diversity in the Dublin City radio market.
- 2 - The provision of a non denominational but Christian perspective in broadcasting.
- 3 - The provision of a new, localized, comprehensive and caring news service for the Dublin City region which does not rely almost exclusively on national stories for local interest.
- 4 - The integration of the interests of community associations into the broadcast structure of Dublin City radio.
- 5 - The development of a sense of community fostered by the station. It is not our intention to broadcast to Dublin City rather to broadcast for it.
- 6 - The development of new broadcasting talent, whether culled from broadcast schools or from within the community itself.
- 7 - On a more subjective level, fostering the growth of a caring community in Dublin City, encouraging charitable acts, promoting Christian compassion and in general, helping the community of people who make up Dublin City. In total, to provide a vibrant, thriving and active station for Dublin City.
- 8 - At a statistical level, to achieve a 7.5 percent share of all adults listening to radio in Dublin City with a reach of 20 percent. And then to grow from that!

#### *Programme Schedule*

- (I) The main elements of the programme schedule should be outlined in terms of content, duration and proposed hours of broadcasting, together with an indication of any developments anticipated and the timing of their introduction.

We are intending a 24 hour service with 18 hours locally produced programming at a minimum.

The music content of the output is covered on page 26 and following pages. The speech

content of this station will follow the tradition of entertainment, education and information. It will reflect the pervading ethos that exists in our broadcast area, ensuring that beliefs across the spectrum are respected. This will be done within the context of a radio service addressing issues of a family, caring and social nature of interest to the community. Programming will be presented in an entertaining and engaging style.

Speech items will include the following:

**The following would be considered features (under 3 minutes duration):**

**Weather reports** Forecasts will be provided regularly. Given the nature of this being a tourist area bulletins will also include safety information and pollen counts. Information relevant to sea users will be provided. Sea state forecasts will be included.

**Travel information** Information on roads and public transport for the locality and also people travelling further afield will be provided.

**Community Billboard** Billboards covering community events will be regularly broadcast. Time will be extended to meet the demand.

**Pause for thought** Will be broadcast twice daily and would be a reflective comment from a Christian, or compatible, ethos that is an already well accepted format. Different people would be involved in bringing this.

**Clapper Board** As there are significant entertainments and events in the locale there will be a regular daily round-up.

**Advice centre** Daytime programming will include a variety of special guests giving the latest advice on subjects such as drugs, stress, health, legal matters, financial advice, careers etc.

**Student call** Activities relevant to student life will be included with the intention of involvement of the students themselves. In time this could become a stand alone programme.

**Interviews** Extended interviews with individuals and local groups would occur.

**Community group exposure** Local groups would regularly be afforded the opportunity to communicate what they can offer to help people.

Locality spotlight Different parts of the locality within the broadcast area would be focused on in rotation. This would look at issues the councils wanted to communicate, local history, local features etc.

Other speech features would include a local shopping guide, competitions, sport, business features.

Bible teaching Different speakers would bring exposition from the Bible that is relevant and related to the listeners.

The output will be reflected in the DCR web site with netcasting of programmes, information and a jobs section. It will provide programme back-up with a facility for interaction for requests, questions, comments and suggestions for the station to consider.

- (ii) A typical seven-day programme schedule, which sets out the proposed hours of broadcasting, and details of programme content, should be included.

### Monday to Friday

Time	Programme	Description
06.30 - 07.30	Journey into Life	Music and inspirational comment with Guests.
07.00 - 09.00	Dawn	Dublin, National and International news, weather, travel, local diary, thought for the day. Music blending with the programme.
09.00 - 11.00	Living	Music and speech. Will be easy listening. Addressing issues of benefit to listeners eg drugs, education, family, culture, etc. Phone in participation.
11.00 - 12.00	On Air	An opportunity for local groups and individuals to be on air.
12.00 - 13.00	Music View	Music release review, concert information and preview. Competitions
13.00 - 13.15	News Update	News, Current Affairs and sport
13.15 - 14.00	Your Music	Music request and dedications
14.00 - 16.30	Being Healthy	Healthy living with a vision for the future. Women's issues, local groups. Music
17.00 - 18.00	Cool!	Youth and Children's programme.
18.00 - 20.00	Round-up	National, international and Dublin news, travel, diary of forthcoming events
20.00 - 01.00		Topic programmes, both speech and musical. Issues fundamental to our society Youth, Student and Careers issues Specialist music strands presented and illustrated by knowledgeable figures
01.00 - 06.30	Night Owl	A mix of music and speech with local events that has been prepared during the day. Some

		interviews or features recorded in earlier programmes may be included.
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Time	Programme	Description
06.30 - 07.30	Journey into Life	A mix of music and inspirational comment. Guest spots.
07.00 - 09.00	Dawn	Dublin, National and International news, weather, travel, local diary, Thought for the day. Music played would be selected to blend with the style of a news and information programme. Forthcoming events will be emphasised.
09.00 - 11.00	Saturday break	Music, Reflections and Chat
11.00 - 12.00	In focus	Focusing on different areas, groups and activities.
12.00 - 13.00	World View	World events, their impact and listeners comments.
13.00 - 13.15	News Update	News and Current Affairs and sport
13.15 - 14.00	Your Music	Music request and dedications
14.00 - 18.00	Week-end best	Music, book, magazine and art reviews with discussion. Competitions.
18.00 - 18.30	Round-up	National, international and Dublin news, travel, diary of forthcoming events
18.30 - 01.00		Topic programmes, both speech and musical. Issues fundamental to our society. Youth, Student and Careers issues. Specialist music strands presented and illustrated by knowledgeable figures.
01.00 - 06.30	Night Owl	This will be a mix of music and speech with local events that has been prepared during the day. Some interviews or features recorded in earlier programmes may be included.

Time	Programme	Description
06.30 - 07.30	Journey into Life	A mix of music and inspirational comment.
07.00 - 09.00	Dawn	Dublin, National and International news, weather, travel, local diary, Thought for the day. Music played would be selected to blend with the style of a news and information programme. On Sundays there will be a



		greater proportion of interviews and music than during the week.
09.00 - 11.00	Reflections	Music and speech. Dedications, requests and comment.
11.00 - 12.00	In Focus	Focusing on different areas, groups and activities in the area.
12.00 - 13.00	Pause	Music, Speech & Poetry
13.00 - 13.15	News Update	News and Current Affairs and sport
13.15 - 14.00	Your Music	Music request and dedications
14.00 - 18.00	Week-end best	Music, book, magazine and art reviews with discussion. Competitions.
18.00 - 01.00		Summary of events, news, forthcoming activities next week. Dedications for worship and hymns. Topic programmes, both speech and musical. Issues fundamental to our society Youth, Student and Careers issues Specialist music strands presented and illustrated by knowledgeable figures.
01.00 - 06.30	Night Owl	This will be a mix of music and speech with local events that has been prepared during the day. Some interviews or features recorded in earlier programmes may be included.

Special events, such as the St Patrick's Day Festival, Colours Boat race, Dublin Garden Festival and the Dublin Theatre Festival will be in programming. At special times of year, Easter and Christmas for example, the content of programmes will reflect the significance and importance of the times.

Travel information will be incorporated in the output at frequent intervals and every fifteen minutes during the rush hour and as appropriate. Links with the Garda will be developed through a Crimewatch type series and travel information will be got from them and motoring organisations. We will encourage listeners to give us traffic information since we are aware that many of our listeners will be on the spot!

Our output will be automated at 01.00 to 06.30 daily. Arrangements would be made to install fail-safe mechanism for unforeseen eventualities and to have presenters available on call in case of emergencies. This would also allow interruption of the automated service in the event of a crisis requiring such action, such as severe weather, major fires etc.

**( c ) Programme Policy Statement**

The applicant group's Programme Policy Statement, proposed for inclusion in its contract with the IRTC should the applicant be successful, should be set out in this section. It should clearly indicate to the Commission the commitments which the applicant is willing to give the commission in respect of key aspects of the programme service and should serve as a yardstick against which the contractor's performance can be measured and assessed.

We aim to provide informative, educative programming that gives a full-service local station covering the usual areas of news, current affairs, activities in Dublin and the area but that also addresses issues of a social and caring nature of relevance to listeners.

The following items would be considered key aspects of the programme service.

Travel information  
 Current Affairs and Local news  
 Pause for thought  
 Advice centre  
 Community group exposure  
 Christian teaching  
 Christian Music

music to speech ratio;

	Speech as % of prog. airtime			
	daytime		non-daytime	
	(06.00-19.00)		(19.00-06.00)	
	Min. %	Max. %	Min. %	Max. %
a) On a typical weekday (Monday-Friday)	25	70	20	40
b) On a typical Saturday	25	70	20	40
c) On a typical Sunday	25	80	20	40

percentage of speech programming proposed to be devoted to news and current affairs;

The requirement is for 20% of the output to be devoted to news and current affairs. The nature of our station, being issue based, will lead us to exceed this requirement.

national, international and local news coverage;

Agreement in principle has been reached with Today FM (See appendix 3) for the provision of news. In the conventional sense, Dublin is brimming with news. It is a cosmopolitan European Capital city. However we are determined to expand the concept of news. There is arts news, theatre, dance, sports, transport, environment, church, science, fishing and university news. In short there is a great raft of news in Dublin existing below what is contained in the conventional news bulletin. We will actively seek out this material.

The station will always have the capacity to report on the big fire that is disrupting traffic, traffic accidents, outbreaks of illnesses, deaths of prominent local people, big new investments, important town planning decisions and the like. These events are grist to the mill for small radio stations. These events will be reflected, not just in news bulletins, which are, by their very nature, short but also as feature material interspersed within general programming. People have already expressed their view that this is an aspect of their local station they would like to hear.

In addition Christian Commission Radio and other agencies have indicated a willingness to provide us with news coverage and discussion of events.

Attracting comment and opinion derived from both local and worldwide events will be an integral and important part of our current affairs coverage. The ethos of the station will be Christian and we will want to explore the moral dimensions of what is happening around us.

We will ensure that the station's ethos does not lead to fact and comment being indistinguishable from one another. We understand the importance of presenting straight news, unbiased and defensible.

The following table shows the indicative times of news scheduling, and minimum provision, for each hour of the day on weekdays, Saturdays and Sundays with national / international (News Feed) separated from local news.

Time	Monday - Friday		Saturday		Sunday	
	News Feed	Local	News Feed	Local	News Feed	Local
'07.00	3	2	3	2	3	2
'08.00	3	2	3	2	3	2
'09.00	3	2	3	2	3	2
'10.00	3	2	*	*	*	*
'11.00	3	2	*	*	*	*
'12.00	3	2	*	*	*	*
'13.00	5	10	5	10	5	10
'14.00	3	2	*	*	*	*
'15.00	3	2	*	*	*	*
'16.00	3	2	*	*	*	*
'17.00	5	10	5	10	5	10

'18.00	5	10	5	5	*	*
'19.00	*	*	*	*	*	*
'20.00	*	*	*	*	*	*
'21.00	*	*	*	*	*	*
'22.00	*	*	*	*	*	*
'23.00	*	*	*	*	*	*
'24.00	*	*	*	*	*	*

\* Normally no news bulletins unless specially required.

Bulletins will also contain a sports results service as appropriate

All durations are putative; where circumstances demand durations will be increased.

#### current affairs coverage;

There is a school of thought which declares current affairs to be merely long news and much of the time this is the case. However, we envisage the role of current affairs output to be very flexible. There will be occasions for reporting items such as cats rescued from canals. The explanation of a topic of current topicality must be the prime role of current affairs. Part of an evening will be devoted to a debate when an issue deserving this treatment arises. Interviews with opinion formers will seek to give them time to develop their point. Current affairs will bring greater depth of insight on subjects discussed.

#### sports coverage;

Sports coverage in many areas has become big business and smaller outlets can expect to have a hard time creating opportunities to report on the big event. The real opportunities for Dublin City Radio will lie in the minor leagues which largely go unreported. There are sports which achieve relatively little coverage and yet are immensely popular - fishing being a good example. We will explore the opportunities to report on the forgotten sports or the forgotten levels of the big sports. Our sports output will include a preview, review and results service of the bigger events. Local, and visiting, sportsmen will be asked to contribute and be interviewed.

#### music policy of the station and details of the range and type of music programming proposed;

Music has always been important in Irish cultural life. Since the 1960's, traditional Irish music has grown in popularity, through group such as Clannad (Irish Tourist Board). Music catering for different ages and tastes will be presented, taken from music of all genres, compatible with a Christian ethos and will include Classical and Irish Music. The station will broaden choice from the present available stations. Local musicians will be featured.

Within the music scene the following genres will be played:

Traditional and modern hymns  
 Christian praise and worship  
 Christian soul and blues  
 Christian Contemporary  
 Traditional / Folk music  
 Classical  
 Jazz  
 Country and Western  
 Popular  
 Christian Rock

song itself. A CD library would be held to cover a wide selection from the above tastes. We already have an agreement from Integrity Music for the ongoing provision of complimentary CD's on a monthly basis. Discussions with other record companies are ongoing.

Control over the general sound of the output will also be exercised through a playlist. However Dublin City Radio cannot be a rigid format station along the lines of a North American Top 40 station. The playlist will include both mandatory and non-mandatory material. It will be fashioned so as to allow room for the individual style of the presenter. For example the playlist could be exposed in every second piece of music, interspersed with presenter choice. Measures like this will allow a station identity to mix with individual taste and flair. For the most popular songs it would not be our intention to play these closer than 4 hours, a point in general output.

The following table gives examples within musical genres.

Type of music	Illustrative tracks and artists	Music type as % of total music output	
		Min. %	Max.%
Christian contemporary		5	20
Current & New Releases - played as soon as material forwarded to us.			
Unguarded - Amy Grant			
From a distance - Cliff Richard			
Strength in the name - Sandi Patti			
Oh Lord Our Lord - Michael W. Smith			

Christian Praise & Worship	5	20
Current & Re-current & new releases		
Shout to the Lord - Darlene Zschech		
Jesus is Alive - Ron Kenoly		
Lion of Judah - Robin Mark		
I am your servant - Graham Kendrick		
Christian Soul & Blues	5	20
Current, re-current & new releases; Easy listening; 1970's to date		
My Tribute - Andre Crouch		
Jesus loves me - Whitney Houston		
Taken up your cross - Brooklyn Tabernacle Choir		
Operator - Jesse Dixon		
Popular	5	20
Current, re-current, new & gold since 1960's		
Deeper - delirious		
Music of the night - Andrew Lloyd Weber		
Hero - Mariah Carey		
Forever Love - Gary Barlow		
Traditional and modern hymns	5	20
Old Rugged Cross - various artists		
Ave Maria - various artists		
Holy, Holy, Holy - Steve Green		
The Holy City - Sir. Harry Secombe		
Traditional	5	20
O' Danny Boy - Daniel O'Donnell		
The rose of Tralee - various artists		
Riverdance		
When Irish Eyes are Smiling - Various Artists		
Country & Western	5	20
If tomorrow never comes - Garth Brooks		
How can I live without you - Leanne Rhymes		
I Will Always Love You - Dolly Parton		
Old Rugged Cross - George Hamilton IV		
Classical	5	20

Pastoral Symphony - Beethoven

Gloria - Vivaldi

Hallelujah Chorus - Handel

Water Music - Handel

Jazz, Ceilidh, Irish Traditional, Gospel Jazz, Local Band, Big Band / Brass will also be featured. All of the above will be current, re-current, gold easy listening 1960's to present day.

The type of music will be as above but the amounts will vary. On a Saturday, especially during the university term more "younger" music will be aired with a greater proportion of traditional and modern worship being played on the Sunday. Discussions are currently underway to allow local youth groups to be involved in supervised production of evening programmes, with their own choice of music.

The following will be our specialist music programmes:

Worship programme & dedications programme

Session music in our studios featuring local talent.

Theme nights of music.

Live concerts.

All of these styles will be an integral element of the character of our service. Though not necessarily these precise examples. In time it is planned to have a specialist programme rotating through the week in each of these areas.

sample music playlist;

See above and also sample music tape.

features and documentaries;

The paragraph on Current Affairs (page 26) and the information on speech content of the station (page 19) will have given a window into our perspective upon serious programming, which will form the core of our documentary and feature output. It is not our intention however, to sound grave and serious all the time. Far from it. The station will sound bright and optimistic; it will, hopefully, bring smiles to the faces of our listeners. So our features will also illustrate the joy of life and the richness of the human experience in all its height, length, breadth and depth.

Irish language programming;

The medium of this station will be the English language, recognising that the interests of Irish speakers is addressed by other stations. Nevertheless, we recognise that there is a constituency which will want to listen to Christian output in the Irish language. We will not neglect this interest.

creation of new opportunities for Irish talent in music, drama, entertainment and other areas of production;

As previously stated, the station will have a special interest in promoting music and musicians from Dublin and Ireland. One of those involved in the planning of this station (Edwin Brown) is himself a musician and a performer. We will record local music, play it and encourage it in every way we can. We will also look at working with schools, colleges and the university.

plans, if any, for the purchase and sale of broadcast material, both from other broadcast organisations and independent producers;

News will be provided by Today FM or other equivalent.

We would look for material which, though not originating in Dublin, would be sought by, or else of interest to, the Dublin community.

presentational style;

Conversational, informative, inviting and fun.

other programming proposals.

Modern technology, such as the minidisk, allows the use of very small digital recording equipment, furnishing top quality technical recordings. We would like to use this to allow the lone documentary maker, combining minidisk and editing on a home computer, to create programmes and programme series. The station would provide training. This scheme is designed to encourage a host of contribution ideas.

## **SECTION 6**

### ***MARKET ANALYSIS***

#### ***(a) Analysis of Existing Marketplace***

This section should provide an analysis of the existing radio market in the franchise area and should comment on the performance of existing operators, audience ratings, advertising revenue, market trends and other key competitive issues in the marketplace. Supporting documentation / research is considered desirable in this regard.



**Background:**

Dublin is a thriving, modern city, rich in history and rightly proud of its past. Few places on the planet are as crammed with history as Ireland. In Ireland the past is part of the present, part of the people and part of its vibrant culture. Dublin is one of Europe's oldest Capital cities and the seat of Irish Government. In 1991 Dublin was named European City of Culture and this spurred the rejuvenation of the Temple Bar into a world-class cultural quarter. The Temple Bar area is just one of the many areas tourists visit in Dublin. Others include the National Museum, Guinness Hop Store, Trinity College, St Patrick's Cathedral and Christ Church Cathedral, to name but a few. Tourism is an important industry in the region with nearly 2 million visitors annually. As well as the tourist attractions Dubliners are famous for music, philosophy and politics. Well known people include GF Handel who premiered *The Messiah*, in the Music Hall in Fishamble Street and James Joyce - quite possibly Dublin's most famous author. Dublin is renowned for the character of its people and literary culture. Ireland is one of 11 European Union countries participating in monetary union and Euro coins and banknotes will be circulated by 2002.

**Population:**

The 1996 Census showed the population of the Dublin Region to be 1,058,264 (Published by CSO), which was 29.18% of the Population of the national population. In the census the population of 15 and over was 825,570 which we have used as a TSA. (This number is in line with other local stations.)

**Radio Broadcasting:**

There are currently 38 independent sound broadcasting services licensed by the IRTC. They are broken down into 1 national and 21 Local Independent Commercial Radio Stations, 2 Special Interest Stations (both in Dublin), 10 community/ community interest stations and 4 hospital/institutional stations. (Source IRTC). R.T.E. also broadcasts. There are therefore currently many licensed, and also unlicensed, Radio Stations for listeners to select in Dublin and the surrounding area as the following table shows:

**Dublin Licensed Radio Stations:**

Frequency	Station	Location	Station Nature	Age	Hrs. On air
88.5	RTE Radio 1	3 Rock Mountain	Talk, News		
89.1	R.T.E. Radio 1	Kippure	Talk, News		

90.7	2 FM	3 Rock Mountain	Pop, Rock		
91.3	2 FM	Kippure	Pop, Rock		
92.9	Raidio Na Gaeltachta / FM3	3 Rock Mountain	Irish Language / Classic Music		
93.5	Raidio Na Gaeltachta / Fm3	Kippure	Irish Language / Classic Music		
96.0	West Dublin Community Radio	West Dublin	Speech (60%) & (music (40%))	All ages	9 am to 4 pm Mon to Fri (till 3 pm Sat)
96.2	East Coast Radio *	Bray	Pop, Talk	All ages	24 hrs
97.6	C.K.R.	Kildare			
98.1	98 Fm *		Pop, Oldies	20 - 44	24 hrs
100.3	Today Fm	3 Rock Mountain	General Music, news, current affairs	25-45	24 hrs
100.9	Today Fm	Kippure	General Music (70%), News, Current Affairs	25 - 44	24 hrs
101.5	N.E.A.R. Fm	North East Dublin	Specialist Music, Information	All ages	9 am - midnight daily
102.2	Raidio Na Life - SI	Dublin City Centre	Irish Language / Alternative Music / News	Irish Speakers - core audience of 14,000	4.30 - m'night M to F 12.00 to midnight Sat & Sun
103.8	Anna Livia Fm - SI	Grafton Street	Talk		Start - 2 am (5 pm M - F; 8 am Sat 9 am Sun)
104.4	Fm 104 *		Pop & hourly news	15-35	24 hrs
104.9	Dublin South Community Radio	Dundrum	Music, News and local information	22-44	4 to 9 pm daily
107.2	Tallaght Fm	Tallaght Square	Talk, music	Local community	4 - 7 pm daily
107.4	Mater Hospital Radio			Hospital patients	
107.6	Beaumont Hospital Radio			Hospital patients	
	St. Ita's Hospital Radio	Portrane		Hospital patients	
96.7 98.7	Lyric Fm	Three Rock Kippure	Music (80%) & Arts (20%)	20 - 70	24 hrs

\* = Listed in Irish Trade Web Top 1000

SI = Special Interest

In addition to the above, other stations can be heard. Many of these are Unlicensed stations but other stations can also be heard from outside the area. We believe we will be providing a viable alternative option to the choices currently available.

While the bulk of the current operators of broadcasting licenses in the Dublin area are primarily

commercial ventures, we perceive there is a gap in the market for the service we aim to provide. Premier Radio have shown that a station with a Christian based ethos is commercially viable, interesting and welcomed. Our proposed output is broader in its social and caring nature; we have learned from their early teething difficulties.

The long-term success of RTE Radio One has proven that there is a substantial audience for quality talk radio. The undoubted success of commercial stations proves the viability of music radio. Nonetheless all of these stations operate with a strong commercial bias. Even the many unlicensed stations broadcasting to the Dublin area have managed to succeed commercially in a growing market. While we recognize the importance of making this venture commercially successful we will not be swayed from our prime intent of offering a Christian based station replete with the same high standards prevailing in the Dublin market. As is obvious from even a cursory look at the current marketplace, no one has yet offered the service of the scale and breadth we aim to provide.

### **Radio listenership data:**

The latest JNLR/MRBI Interim Survey covering October 1998 - 31 March 1999 (Released by the IRTC on 21 April 1999) reveals strong stability in the Irish Radio Market. In Dublin itself the average weekday “Yesterday Listenership” for Radio 1 remained at 37% but 2FM dropped 1 point to 19%. FM 104 maintained its lead over rival 98FM with 29% and 22% respectively whilst Today FM stayed at 10%. The full interim report for October 1998 - March 1999, supplied by MRBI, is included in Appendix 4. Other local Radio Station were reaching 3% of the sample surveyed. Overall 85% of people sampled stated they listened to Radio.

The results, in summary form, compared to previous date are as follows:

#### **Analysis of JNLR - Topline Results:**

##### **Average Weekday - Listened Yesterday - Adults Dublin**

	July / Dec 1998	Oct 98-Mar 99	Diff
	%	%	%
Any Radio	86	85	-1
Any RTE1 / 2 FM	50	50	n/c
Radio 1	37	37	n/c
2FM	20	19	-1
FM 104	29	29	n/c
98FM	22	22	n/c
Today FM	10	10	n/c

*Source: JNLR/ MRBI 1998 & Oct 1998-Mar 1999*

JNLR data are available over time. In the following tables we have displayed listenership and market share for the top five stations over time showing changes.

#### Listenership

	July 96 - June 97	Jan - Dec 97	July 97 - Jun 98	Jan - Dec 98
RTE Radio 1	39%	39%	38% (-1)	37% (-1)
FM104	27%	28%	28% (same)	28% (same)
98 FM	23%	22%	22% (-2)	22% (same)
2 FM	27%	26%	23% (-3)	21% (-2)
Today FM				8%

#### Market Share

	July 96 - June 97	Jan - Dec 97	July 97 - Jun 98	Jan - Dec 98
RTE Radio 1	44%	44%	47% (+3)	45% (-2)
FM104	16%	16%	18% (+2)	17% (-1)
98 FM	17%	16%	14% (-2)	15% (+1)
2 FM	21%	19%	16% (-3)	17% (+1)
Today FM				5%

In the independent telephone survey undertaken of 400 people in Dublin and area (Appendix 5) 81% stated they listened to a Radio Station daily. This is in line with the data obtained in the JNLR survey. All these figures show an active interest in Radio in the Dublin area. Our survey also looked at which stations were listened to and interestingly showed a higher percentage of our sample of 393 people listening to stations than the published data. (We believe our data to be valid given the methodology of the survey.) People were also asked what other stations they listened to and this confirmed the wide range of stations available.

It is worthwhile noting that Today FM has been able to increase its listenership in the market. The changes over time for Today FM, FM 104 and 98 FM demonstrate objectively our subjective and survey opinion that people will tune to alternative stations that they like in what appears to be a stable Radio marketplace.

As expected for a major capital of the nature of Dublin there is an active advertising market. National and local press including local free papers and evening papers are produced in Dublin - all carrying advertising. These would be competitive for advertising revenue. However given the large number of radio stations both advertisers and consumers are used to

receiving advertising in varied forms. It is our belief that we would be able to generate income from advertising whilst offering a useful service to both consumer and advertiser and working in partnership with print media: For instance by approaching some of the papers to pursue a package of joint Radio and Paper advertising for a given rate. By such methods we would attract advertising revenue.

We expect the audience of Dublin City Radio to span the socio-economic groups. The community of interest will transcend class and creed. Characteristics of the audience will appeal to advertisers seeking to communicate with those who have an inquiring and informed attitude to life, including towards what they purchase.

We also expect certain advertisers, and have received indication of this, to do business with the station because they support the philosophy of the station.

***(b) Demand and Potential for the Type of service Proposed***

This section should provide an analysis of the reasons as to why it is considered that there is a demand for the type of service proposed, with reference to the size and nature of the proposed target audience. The attitudes and views of local and national advertisers and media buyers to the proposed service, together with any evidence of support from potential audiences, should be provided. Supporting documentation / research will be considered desirable in this regard.

As per the market research provided (Appendix 5), we are certain there is a sizeable demand for the service we will offer. The vast majority of people living in Dublin describe themselves as Christians and are thus receptive to the ideas we offer. Sixty four % (almost two thirds) approved of a Christian based station and around a third (33%) were very likely or fairly likely to listen to such a station.

This demand is reflected in how Christian programming has been received on Tallaght FM and N.E.A.R. FM (Personal Communication). The size of demand is also reflected by the audience that UCB broadcasts received prior to re-transmission of their signal ceasing and the support for programming that has been indicated since they ceased.

In preparation for this application we have advertised in the Star and the Evening Herald and made information available by personal contact, post and through the Internet ([www.dublincityradio.org](http://www.dublincityradio.org)). Support and interest in the station continues to be received.

Mr. Joe Barry, Previous Director General RTE

Prof. J. J. Byrne P.C., President of Clareville Residents Association, Clareville Court, Dublin 11

Mr. Frank Cairns, Dublin

Mr Paul Callan S.C., Lower Library Fourcourts, Dublin 7  
 Pauline Correll, Co. Carlow  
 Seymour Crawford TD  
 Senator John Dardis  
 David Faulkner, Crumlin Business Park, Dublin 12  
 Monsignor Tom Fehilly P.P., St. Michaels, Dun Laoghaire, Co. Dublin  
 Pauline Gannon, Tallaght  
 Mr Ken Gilmore, Tallaght  
 Sergio Giusti, Tallaght  
 Jacqueline Gray, Dublin  
 Mr D. Kenny, National Council for the Blind of Ireland  
 Mr R J King BDO Simpson Xavier Chartered Accountants  
 Diane Lawless, Dublin  
 Liam Lawlor TD  
 Mr George McAuliffe, Co. Kerry  
 Julie McCarthy, Marriage and Relationship Counselling Services  
 Janette McGuinness, Co. Kildare  
 Phyllis McGuinness, Tallaght  
 Cormac O Ceallaigh, Dublin  
 Sean O Ceallaigh, Commissioner for Oaths, Dublin  
 Cathaoirleach C O Connor, South Dublin County Council  
 Mr. Jack O'Donoghue, National Director F.G.B.M.F.I.  
 Julie O'Toole, Dublin  
 Major John Partridge, The Salvation Army  
 Mr Jim Sherlock, Managing Director Sherlock and Associates Ltd., 16 Warners Lane, Dublin 6  
 Marie Valdez, Co. Kildare

will take some time to firmly establish the station, advertisers have already expressed their willingness to place their advertising where they can find an audience. We have every confidence that the proposed station will provide them with a sufficiently sizeable and suitable audience to make their advertising with the station worthwhile.

We believe that this station has major potential to develop and provide a welcome service to listeners. One area of our uniqueness is in the emphasis we have in seeking to address issues of a social and caring nature in our output along with our underlying ethos. Many statistics highlight issues today and one such area is that of suicide.

To give an idea of how we would approach issues we have expanded on this issue here. We would seek to involve organisations, such as the Samaritans, that are active in the locality. In 1996 there were 378 suicides in Ireland in 1996 and this was a 22% increase since 1986. There is also a rising

trend in attempted suicide and suicide amongst young men in 1996 was more than double (108% higher than) the rate for 1986 (Ref: Samaritans Report on Suicide 1996). Various factors are linked to suicide and attempted suicide in young people including Alcohol and drug abuse, Unemployment and Physical and sexual abuse. In the Republic of Ireland suicide rate falls after the age of 64 for both men and women. Suicide in older people is strongly associated with depression, physical pain or illness, living alone, feelings of hopelessness or guilt. In the Irish Medical Journal (May/April 1997 Volume 90 Number 3 Suicide in Ireland 1945-1992: Social Correlates) it stated: "Suggested social correlates of suicide include unemployment, loss of spiritual values, and 'anomie' as indicated by changing illegitimacy, crime, alcoholism and marriage rates." We would address the underlying factors in the output and also provide a helpline and contact point to agencies providing help for people considering suicide.

Drugs was the commonest factor in our survey that people wanted the station to address and we would again address underlying factors, invite local experts on air and from further afield and put people in contact with helping agencies.

These two areas illustrate the needs in the area and also how we would, in principle, seek to address matters.

### *Anticipated Performance of Service*

This section should explain how the applicant group envisages the proposed local service will become established and developed within the current radio market.

In this regard, the following issues should be addressed:

#### (I) The target audience for the proposed service

This service is aimed at those aged 15 and over. We expect this station to appeal across the socio economic groups. As this is a Christian station, our prime focus will be towards listeners who are either self declared Christians or interested in Christianity. In truth, this leaves a very broad focus for the station given that such a large percentage of the population is Christian.

#### (ii) The size and nature of the market which it is anticipated can be achieved

The station will aim to achieve a 6 percent market share within its first three years of broadcast. This will primarily be made up of those aged 20 to 55 though we do anticipate a sizable older audience, from 45-65. It is our intention and target to reach 17.5 percent of the adult population of Dublin City per week.

#### (iii) Projections for listenership ratings over the first three years of the service

Year 1 - %age 4 - Reach 10%

Year 2 - %age 5 - Reach 15%

Year 3 - %age 6 - Reach 17.5%

(iv) Advertising revenue potential for first three years on air

See schedules in confidential material.

(v) The expected impact of the proposed service on existing services, both in the short and medium term. This section should address impact in both listenership and revenue terms.

We firmly believe that granting a licence to our proposed service will grow the market rather than constrict it. The station we aim to provide will offer programming not currently available in the area of the scope and breadth we propose. As such we will certainly draw some listeners from the current stations, but we feel given the nature of the station that it will be from a broad sweep of the current operators rather than from any one. In addition, we feel a similar likelihood in terms of advertising.

***(d) Strategies for Achieving Proposed Listenership and Revenue Targets***

This section should set out the sales and marketing-related strategies of the station, e.g. channels of distribution, sale methods and representation, proposed rates, discount and credit terms, promotion and marketing of the station, e.g. channels of distribution, sales methods and representation, proposed rates, discount and credit terms, promotion and marketing of the station.

There will be a planned marketing campaign with a mix of posters, flyers and local press advertising to establish listener awareness quickly and to promote the station to both listeners and advertisers. There will also be “between the line” promotional activity to build a sense of ownership including car logos, station events and presenters attending “off air” events. Continued support of church and other organisations has been indicated that will enable dissemination of information through their already established lines of communication. The station’s programming style will incorporate an open door policy which will also ensure that people are aware that the station exists and that they have access.

***FINANCIAL AND BUSINESS PLAN***

The full details are in the confidential appendices. The figures will show that the station is



wholly funded by CCN Europe Ltd., which has the resources required to sustain the station over the five year period of the licence. Having said that it is our declared aim to establish Dublin City Radio as a commercially viable entity and the figures will show the station moving into the black at the close of year three. A station such as this, as experience elsewhere demonstrates, can draw revenue both in the normal commercial fashion and by attracting donations.

We have been cautious in projecting revenue from Christian music sales and other promotional items because these are relatively uncharted waters. Experience of sales from bookshops and outlets in the Dublin area suggest we may have been overly cautious. We will seek to take advantage of new retail methods afforded by telephone sales and e-commerce.

We have shown an IRTC levy of 3% although we are aware that preparations are in hand to remove this. The following table gives our assumptions for the five year licence period:

Detailed Assumptions		Pre-Op	Year 1	Year 2	Year 3	Year 4	Year 5
Adult population		825,570	825,570	825,570	825,570	825,570	825,570
Weekly Reach	% population		4	5	6	7	8
Adult listeners			33,023	41,279	49,534	57,790	66,046
Average listening hours	per week		8	9	10	12	14
Donations & sponsorship	% local revenue		20	20	20	20	20
Commercial Production revenue	% local revenue		7	7	7	7	7
Average employers Nat Ins costs	% of salaries	12	12	12	12	12	12
Area of Premises	thousands sq ft	up to 3					
Copyright fees	% Net Ad revenue		5	5	5	5	5
Advertising levy	% gross ad revenue		3	3	3	3	3
Annual inflation	%	0	0	3	3	3	3
Annual pay award	%	0	0	5	5	5	5
Pre-launch period	Months	6					

In the survey (Appendix 5) 10% of the sample stated they were very likely to listen to the proposed station. We are therefore confident that the above weekly reach can be readily achieved.

The proposed advertising rates are included in Appendix 9.

### ***TRANSMISSION PROPOSALS***

The co-ordinated location for the Dublin Special Interest VHF transmitter station is Three Rock Mountain. Appendix 8 contains the supplied information in the application document concerning the internationally agreed technical characteristics of the proposed frequency of 106.8 MHz.

We have asked RTE Commercial Enterprises Ltd. (CEL) to capitalise and install a Transmitter to the required specifications on a lease arrangement. This is a convenient arrangement since the Three Rock site is already owned and operated by RTE. The following documents make plain the arrangement. In Appendix 6 the propagation map, supplied by RTE, is inserted.

Mr Don Anderson,

Re: Quotation for Radio Transmission Facilities for Three Rock

Dear Don,

Further to your recent query, I have prepared the attached quotation for your consideration.

The quotation has been prepared on the basis that RTE will provide and install the complete antenna and transmitter system and the entire installation will then be rented to you with a full maintenance support service.

As requested the quotation is for a 2kW ERP transmitter system and is based on the procurement of a solid state transmitter. It is assumed that the programme feed will be delivered to Three Rock via a single hop STL link from the studio premises. If the studio location is such as to require more than one hop a revised quotation will be provided. It is also assumed that the proposed installation, if implemented will be located on the planned new mast at Three Rock. No provision has been made to install antennas on the existing structure and to transfer these to the new mast at the appropriate time.

Maintenance will be provided on a non-discriminatory basis i.e. your equipment will have equal status and priority with that of RTE or any other client, and all will be serviced by the same maintenance team. It is RTE's practice to give prompt attention to any problems which arise in the transmission area.

This quotation is valid for a maximum period of 60 days from the date of this letter.

I trust you find this satisfactory and I look forward to hearing from you in due course.

Yours sincerely,

Ray Maguire.

Quotation for TV Radio Transmitter Service on Three Rock

This quotation, which is without prejudice and subject to contract, is for the design,

procurement, commissioning and maintaining a 2kW ERP radio transmitter including a single hop STL link. Our quotation for the cost of this system is:

£39,000 for a 2kW ERP transmitter.

These figures include the cost of electricity exclusive of VAT.

All charges other than electricity will be subject to annual adjustments in line with movements in the prevailing Consumer Price Index July 1999 base.

All charges will be payable in advance.

No provision has been made for the payment of a broadcast frequency licence associated with this service. Any such costs will be recovered as an additional charge.

No provision has been made for technical publicity of any kind.

All prices are exclusive of VAT or other government taxes.

Transmitter and other equipment costs are based on those currently available to RTE but cannot be guaranteed for more than 60 days from the date of this letter.

13th July 1999

### ***STUDIOS AND OPERATIONS***

Negotiations are under way with several commercial property agents for the leasing of industrial premises on the outer edges of the City. We do not intend to place the station within the high property value city centre, where congestion and the lack of cheap parking makes the operation of a radio station unnecessarily difficult and less cost effective.

The ideal property might be sited somewhere on the ring road, and could be adapted to fit within low-roofed warehousing of an area between two and three thousand feet. As the time of writing, we have not found a site which meets all the criteria we have set ourselves, but are confident from what we have already seen that we will secure what we want without too

much delay.

We have asked Clyde Broadcast Products Ltd of Clydebank in Scotland to build the studios for us as a complete package, to include all acoustic treatment and equipment. Their approach is very flexible, with designs off-the-shelf which will fit a wide variety of shell buildings. Clyde Broadcast have a long pedigree in supplying broadcasters in different countries with equipment and services of this kind and have an enviable reputation for the quality of their work. Since the lease of a building has yet to be finalised it is not possible to provide dimensions and other detail. We trust that the evidence that we propose engaging one of the best firms, who will provide system design, equipment selection and procurement, factory assembly and prefabrication, system acceptance testing, on site installation, commissioning and training and finally, maintenance, demonstrates that the studio system will be constructed and commissioned to the highest standards.

We will ask Clyde to oversee the procurement of the heating, ventilation and standby power appropriate to the equipment. A list of technical equipment, together with a schematic of the installation is provided in the appendix 7.

We will ensure that ease of access for those in wheelchairs and those with disabilities will be designed into the studio and office accommodation.

Test and deviation limiting equipment will be operated on our behalf by RTE Commercial Enterprises Ltd (CEL).

No planning application concerned with the above can yet be submitted, but since we propose constructing the station in a zone already designated for industrial use, we do not anticipate problems.

## ***PROPOSED COMMENCEMENT OF BROADCASTING***

### ***(a) Readiness Date***

We plan to be on air April 2000, a notional six months after being awarded the licence.

### ***(b) Critical Path Analysis***

The application should conclude with a critical path analysis which identifies the decision

points, the timescale for them and the actions that the group must carry out from the time of the award of the licence to the on-air date.

Activity & Decision points	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Finalise the setting up of new company						
Recruiting Remaining Management						
Secure Studios and office premises						
Recruit Sales Staff						
Recruit Administrative Staff						
Recruit programme Staff						
Recruit Volunteer Staff						
Staff Training in all areas						
Transmission and Signal Path Build						
Studio and CTA build						
Public promotional activity in Dublin						
Private promotional Activity (Donations)						
Sales Activity in Dublin and beyond						

The preceding chart gives an overview of development of the station should we be awarded a licence. Items are not as clearly demarcated as shown. For instance a trickle of public promotional activity would be ongoing from the time of being awarded the licence. We intend keeping media and organisations informed of progress throughout.

**APPENDICES**

Appendix 1 Certificate of incorporation of CCN (Europe) Ltd.  
 Referred to on page 3.

Appendix 2 Letters supporting previous Radio application  
 Referred to on page 7.

Appendix 3 Today FM letter regarding news service

Referred to on page 24.

Appendix 4 JNLR/MRBI - 1/1999 Interim Data

Referred to on page 34.

Appendix 5 Independent survey in Dublin area for Dublin City Radio

Referred to on pages 35, 36 & 43.

Appendix 6 RTE Propagation map

Referred to on page 44.

Appendix 7 Clyde Broadcast information regarding studios

Referred to on page 47.

Appendix 8 Transmission characteristics taken from application document

Referred to on page 44.

Appendix 9 Proposed Advertising Rates

Referred to on page 43.

#### PROPOSED TRANSMISSION CHARACTERISTICS

Station Name: <b>Three Rock Mountain</b>	Longitude: <b>06W14</b>
Frequency (MHZ) <b>106.8 MHZ</b>	Latitude: <b>53N1</b>

E.R.P. (dBW)			Antenna (m)	
Total:	<b>33dBW max.</b>	<b>2000 Watts</b>	Site Height a.s.l.:	<b>448m</b>
Horizontal	<b>30dBW max.</b>	<b>1000 Watts</b>	Antenna Height:	<b>40m</b>
Vertical	<b>30dBW max</b>	<b>1000 Watts</b>	Drectivity:	<b>Directional</b>
<b>Note:</b> The vertical aperture of the antenna must be at least two wavelengths				

Maximum Effective Radiated Power Horizontal Polarisation (dBW):

0 <sup>0</sup>	10 <sup>0</sup>	20 <sup>0</sup>	30 <sup>0</sup>	40 <sup>0</sup>	50 <sup>0</sup>
30	30	30	30	30	30
60 <sup>0</sup>	70 <sup>0</sup>	80 <sup>0</sup>	<b>90<sup>0</sup></b>	100 <sup>0</sup>	110 <sup>0</sup>
30	30	30	<b>19</b>	30	30
120 <sup>0</sup>	130 <sup>0</sup>	140 <sup>0</sup>	150 <sup>0</sup>	160 <sup>0</sup>	170 <sup>0</sup>
30	30	30	30	30	30
180 <sup>0</sup>	190 <sup>0</sup>	200 <sup>0</sup>	210 <sup>0</sup>	220 <sup>0</sup>	230 <sup>0</sup>
30	30	30	30	30	30
240 <sup>0</sup>	250 <sup>0</sup>	260 <sup>0</sup>	270 <sup>0</sup>	280 <sup>0</sup>	290 <sup>0</sup>
30	30	30	30	30	30

300 <sup>0</sup>	310 <sup>0</sup>	320 <sup>0</sup>	330 <sup>0</sup>	340 <sup>0</sup>	350 <sup>0</sup>
30	30	30	30	30	30

0 <sup>0</sup>	10 <sup>0</sup>	20 <sup>0</sup>	30 <sup>0</sup>	40 <sup>0</sup>	50 <sup>0</sup>
30	30	30	30	30	30
60 <sup>0</sup>	70 <sup>0</sup>	80 <sup>0</sup>	<b>90<sup>0</sup></b>	100 <sup>0</sup>	110 <sup>0</sup>
30	30	30	<b>19</b>	30	30
120 <sup>0</sup>	130 <sup>0</sup>	140 <sup>0</sup>	150 <sup>0</sup>	160 <sup>0</sup>	170 <sup>0</sup>
30	30	30	30	30	30
180 <sup>0</sup>	190 <sup>0</sup>	200 <sup>0</sup>	210 <sup>0</sup>	220 <sup>0</sup>	230 <sup>0</sup>
30	30	30	30	30	30
240 <sup>0</sup>	250 <sup>0</sup>	260 <sup>0</sup>	270 <sup>0</sup>	280 <sup>0</sup>	290 <sup>0</sup>
30	30	30	30	30	30
300 <sup>0</sup>	310 <sup>0</sup>	320 <sup>0</sup>	330 <sup>0</sup>	340 <sup>0</sup>	350 <sup>0</sup>
30	30	30	30	30	30

The proposed transmission and antenna system must operate within the radiation pattern shown above. If a non-directional antenna system is proposed, the transmitter power should be reduced to ensure that the maximum ERP is not exceeded in any azimuth and permission to reduce the vertical aperture of the antenna, in accordance with section 5.5 of the Dept. of communications Document T & RT 95/10, may be sought.



**Certificate of Compliance**

Name of Radio Station \_\_\_\_\_

Name of Transmitter site \_\_\_\_\_

Transmitter Site National Grid Reference \_\_\_\_\_

Frequency (MHZ) \_\_\_\_\_

On-Air Date \_\_\_\_\_

**Transmitter:**

Operating Output RF Power of transmitter \_\_\_\_\_

Measured Frequency of transmitter \_\_\_\_\_

Measured Frequency Deviation at 100% Modulation \_\_\_\_\_

Measured Maximum Bandwidth of Transmission \_\_\_\_\_

Measured Maximum Spurious Emission Level \_\_\_\_\_

Height of Antenna (above ground level) \_\_\_\_\_

Polarisation \_\_\_\_\_

Aperture of Antenna in Wavelengths \_\_\_\_\_

Maximum Gain of Antenna \_\_\_\_\_

Azimuth of Preferred Orientation (if N.D.) \_\_\_\_\_

Azimuth of Maximum Gain (if D) \_\_\_\_\_

Feeder, Transformer/ Harness Loss (dB) \_\_\_\_\_

Describe any filtering or isolation equipment fitted between the Transmitter output and the Antenna system

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RDS FEATURES

Programme Identification (PI) Code (Hexadecimal)

Programme Service Name

BASIC FEATURES

Group Types OA/OB, 15B, 14A/14B, 1A/1B

and 4A

including

Traffic Programme    Traffic Announcement    Clock Time  
 Programme Type    Music/Speech    Decoder Information  
 Alternative Frequencies Programme Item Number    Enhanced other Networks

Alternative Frequencies	
Transmitter Site	Frequency

Enhanced Other Networks
-------------------------

by PI Hexadecimal Code

**Additional Features**

*
*
*
*
*

Radio Text	Group Type 2A/2B
Transparent Data	Group Type 5A/5B
Channel	
In-House	Group Type 6A/6B
Radio Paging	Group Type 7A
Traffic Message Channel	Group Type 8A

\*=authorised/not authorised

I hereby certify that this station complies with the license characteristics and conditions as issued by the Minister for Communications and the conditions as outlined in Doc. T&RT 95/10.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
on behalf of the IRTC

