

SECTION 1.

INDEX

	Page
Introduction	2
The Applicant Group	4
Company Ownership and Control	6
Programme Service	9
Analysis of Market	19
Finance	27
Transmission Proposals	32
Antenna Radiation Pattern	36
Maps - Transmission Site Location and Service Area	38
Demo Mini Disk	38

1.

SECTION 2.

INTRODUCTION TO THE APPLICATION

This application for a Sound Broadcast Licence is made on behalf of

RADIO DUBLIN LIMITED

The company is incorporated as a Limited Liability Company. Incorporated in Cardiff in 1978. Registered with the Companies Office, Dublin Castle in 1979.

DIRECTORS: Eamon Cooke
Nora O'Riordan
Marie Cooke

SECRETARY: Eamon Cooke.

REGISTERED OFFICES: 19 Wheatfield Court, Clondalkin, Dublin 22.

All contact should be addressed to Mr. Eamon Cooke at the above.

Contact may also be made by Telephone, Fax or E-Mail.

Main telephone: 01-6263794

Studios: 01-6236066 (Station Manager John Leonard)

Mobile: 087-2511832

Fax: 01-6263794

E-MAIL: radiodublin@iol.ie

WEB SITE: RADIO-DUBLIN.COM (Still under construction)

Information on this application will be available via our Web Site after the 21st July 1999.

- The proposed station name is **RADIO DUBLIN**.
- It is intended that the station be a music driven station with an Irish and Country & Western format for a 35+ age group.
- The application is in respect of a franchise for the Dublin City and County area.
- It is intended to use the services of Joe King of Broadcast Technical Services of the John Player Complex, South Circular Road, Dublin 8 for consultations regarding all technical matters both in the initial stages of our application and later should our application be successful.
- The company have been banking with the Allied Irish Bank in Inchicore and now at Crumlin Road for more than 20 years and it is intended to continue with the present arrangement.
- No firm decisions have yet been made on an auditor. Our solicitor is Mr. Michael Hanahoe of Hanahoe & Co., Solicitors, 21 Parliament Street, Dublin 2. It is intended to discuss the matter of an auditor within the coming months with a view to appointing a firm with experience in the entertainment field.

SECTION 3.

THE APPLICANT GROUP

This application is made under the name RADIO DUBLIN LIMITED. It has been suggested that a combined application with others - Peter Cassidy and Michael Clerkin - would have a better chance of success, however no meetings have yet taken place. Mr. Brendan Brophy, the current General Manager of RADIO DUBLIN LIMITED hopes to arrange such meetings within the coming weeks but it is unlikely that all matters could be finalised before the July deadline for submission of applications.

The views of the IRTC have also to be sought on such a merger of interests so that at present we can only deal with the current structure of this company and a description of its officers.

THE APPLICANTS.

- EAMON COOKE. Secretary and Managing Director. Born in Dublin 4/11/1936. Educated St. Vincent's Primary and Secondary Schools, Glasnevin and two years Technical College. First employment was in clerical work. Branched into electrical work, radio and television installations and qualified as an electrician, worked under contract with ESB and Dublin Corporation. Involved in all aspects of radio broadcasting - technical, production and management - since 1974 after taking over the then unregistered operation RADIO DUBLIN. Made several unsuccessful applications for a sound broadcast licence, the first in 1976.
- Set up the company RADIO DUBLIN LIMITED in 1978. After its incorporation the registration of the company as a Radio Broadcasting Company was accepted by the Irish Companies Office in 1979. Its registration number is E2106.

NOTE. Should this application be successful Mr. Cooke undertakes to relinquish his directorship of this company and hopes to secure a post as a consultant with the newly licenced radio station. Mr. Cooke is now almost 63 years of age and will retire from all involvement in radio within two years to devote more time to his large young family.

The company has a share capital of £500,000 with only Fiftythree £1 shares issued as follows:

- Eamon Cooke. One share.
- Marie Cooke. Fifty shares.
- Nora O’Riordan. One share.
- Barry O’Hanlon. One share.

MARIE COOKE. Housewife, aged 33. Married to Eamon Cooke. They have eight children living at home aged 2 to 10 years.

Involved in Ballymun Community Radio in the 1980’s. Had an active role in radio production and management in a number of radio stations.

NORA O’RIORDAN. Married. Aged 57. Currently employed as a Lawyer’s Secretary in Boston, USA. Takes no active role in the company and is shortly to resign her directorship.

Barry O’Hanlon. Married. Aged 58. Involved in radio presentation and production with the former Lord Mayor Councillor Brendan Lynch for almost ten years. He has one share in the company. As he does not have a directorship or voting rights in the company his views on participation in a licenced entity have not yet been sought.

- **FINANCES.** The company at present has less than £30,000 at its disposal. Technical equipment at its disposal which would be acceptable under a licenced situation is valued at £30,000.

The company has no debts. It has never had debts or bank overdraft facilities even prior to its incorporation. From its humble beginnings as an unregistered company in 1966 it has been the policy to purchase and upgrade equipment, premises and broadcast facilities as funds became available. While it would not be possible to adhere to this policy under a licenced situation it is intended that after the initial capital outlay and setup costs, the station income will exceed or at least equal its day to day running costs within twelve months.

5.

SECTION 4.

OWNERSHIP, CONTROL AND STAFFING OF THE COMPANY TO OPERATE THE LICENCE

- At present the applicant company RADIO DUBLIN LIMITED has not yet had discussions on a merger of interests with other interested parties with the result that the only information we can provide in this Section is our view on how we see the company progress into a licenced situation.

It is expected that all current directors of this company will resign and be replaced by directors with an intimate knowledge of the Irish music industry and some experience or knowledge of broadcasting and advertising.

It will be necessary to have a number of meetings on this issue and approval sought from the IRTC before a reconstituted RADIO DUBLIN can be formed.

At present we see at least three positions on the Board of Directors for working directors - The Chief Executive Officer who will have overall responsibility for the day to day operation of the radio station; the Financial Controller who will have responsibility for sales and marketing; and a director representing the interests of staff including full time, part time and contract personnel.

The company policy on management remuneration is that all full time staff whether in management, sales, production or programme presentation must receive a reasonable wage. After initial recruitment it will be necessary to have discussions with staff and the various Unions involved to reach agreement on a wage structure which will allow the company to prosper.

EMPLOYMENT CONTRACTS.

- It has been normal policy in the entertainment industry to employ programme presenters on a contract basis and this company proposes to do so.

COMPANY SHARES.

- There has been a growing trend in industry to offer shares to employees either gratis or at very attractive rates. While this has not been the general trend in radio broadcasting we feel that all employees with more than twelve months service with the company should be offered shares in it. This should also apply to those employed on a contract basis. All should be able to avail of a subsidised pension scheme also.

6.

STAFFING LEVELS.

- Staff structure is dealt with in the following starting from the top at the Board of Directors.
- The **BOARD OF DIRECTORS** will have approximately seven members, at least three of whom will be working directors, the remainder providing their expertise in the music and broadcasting industry and/or financial investment in the company.
- Initially the **CHIEF EXECUTIVE OFFICER** will be a director and full-time employee with one full-time secretary. The secretary will also act as a telephone receptionist when time permits.
- The **PROGRAMME CONTROLLER** will be full-time with responsibility for recruitment of programme presenters and related staff in the area of programme production.
- **FINANCIAL CONTROLLER.** The financial controller will be a director and full-time employee. He/she will be responsible for the remuneration of staff, the company accounts and book-keeping and all matters relating to finance within the company. He/she will be required to liaise closely with the Sales Manager, Programme Controller and the company auditor to ensure that the company operates within a limited budget. It is envisaged that he/she will require two permanent office staff.
- **SALES MANAGER.** Again this will be a full time position with responsibility for recruitment of sales personnel and will entail maintaining contact with advertising agencies and sponsors, recording studios etc. It will be the responsibility of the Sales Manager to ensure that all advertising material for transmission complies with IRTC guidelines and is of suitable quality for broadcast. Initially he/she will have two sales reps on the road who will be remunerated on a commission only basis and two full-time office staff, all of whom will liaise with the Programme Controller to ensure the correct transmission of all sales material.

- **PROGRAMME PRESENTERS.** It is intended to initially employ four presenters on a contract basis each working a daily three hour shift five days a week. This will cover the important hours of 7.00a.m. to 7.00p.m.

7.

- From 7.00p.m. to 1.00a.m. will initially be filled by voluntary and part-time presenters. Initially programmes on Saturdays and Sundays will be presented by voluntary staff. A separate programme controller and staff will be employed on a part-time basis for weekends.
- **SALARY.** Discussions need to take place with staff and unions before any accurate figure can be given for salary but initially it is envisaged that the weekly wage bill for staff will be in the region of £5,000. This is an estimate for full-time and contract staff only and does not take account of remuneration for non working directors, auditor, solicitor etc. This is simply the amount required to meet the net weekly wage bill.
- **RECRUITMENT.** It is expected there will be little difficulty in recruiting staff from the general public and FAS by arranging a series of interviews with prospective applicants. Due to the unique music format proposed it is envisaged that presenters will be aged 30+ with an intimate knowledge of such music and artists.

Besides the normal conditions of employment which will apply it is proposed that ALL staff give an undertaking to cease all work in unlicensed radio stations in any capacity, whether this is of a voluntary nature or not. "WORK" with unlicensed stations will be defined as operating such a station, presenting or producing programmes or assisting in their production, working as receptionist or telephonist in such stations or maintaining or assisting in the maintenance of studio and transmission equipment in such stations.

- **INDUSTRIAL RELATIONS.** It has always been our policy to recognise and contact unions prior to making any changes in the company including the recruitment of staff. It is hoped employees will appoint a shop steward to liaise with their unions and negotiate with the management on behalf of employees.
- **PENSIONS, PAY AGREEMENTS.** After the recruitment of staff and setting up of the staff and management structure it is intended to start discussions with staff at an early stage on these matters.

8.

SECTION 5.

PROGRAMME SERVICE.

- **1. THE FUTURE IN RADIO.** Radio is still a constantly developing medium. With the advent of digital broadcasting it is about to take a major leap into the future if governments, broadcasters and equipment manufacturers could only sit down to agree on standards.

At present the FM broadcast band can accommodate about 75 radio channels. Station frequencies cannot overlap and thus stations can only share frequencies where their service areas do not overlap.

Current technology in digital broadcasting will allow between 300 and 400 stations in the same FM band, far more than necessary for our small country. With digital, frequencies can be shared and national stations or those with several transmitters will

be able to operate on a single frequency. Imagine driving from Cork to Donegal without having to change channel to remain with your favourite station.

Since many radio stations have already upgraded to digital studios and digital studio/transmitter links, it is a relatively simple and inexpensive matter to add a transmitter interface to broadcast in both FM Stereo and digital on the same channel. In the USA where this is in extensive use on a trial basis it is called In Band on Channel or IBOC.

In Canada a different standard is in use and digital transmissions are in the L Band where there are difficulties with transmitter power versus service area.

I would personally like to see IBOC adopted in Ireland or at least permit stations to operate this on a trial basis. While digital receiving equipment is readily available in the US, equipment manufacturers will not mass product for the European market until governments adopt some standard.

Digital television is now available in Ireland. While governments, manufacturers and broadcasters argue over various aspects of digital radio, progress dictates that it will come in some form or other within the next ten years. This is our vision of the future of radio.

9.

How does our proposed radio service fit into this vision of the future? Our station will be dedicated solely to a 35+ audience. No such service exists at present. Of all the unlicensed stations which have come and gone the majority of adults remember just two - Nova and Treble TR. The former was a professional, almost nationwide venture while the latter was a small Dublin station with an Irish and Country and Western format. It is extinct for almost 15 years yet still remembered by adults.

Our proposed station will have an Irish/Country & Western format. The station will be used by Irish artists, both new and old, as a vehicle to promote their particular brand of music. While it will be a music intensive station the promotion of the Irish music industry will involve interviews with Irish artists on a regular, perhaps daily, basis. It has to be said at this stage that the promotion of Irish music will be limited on this station to material which conforms to our proposed format. Many new Irish groups cater for a young audience and it is expected that the issue of a licence for what is known as a Dance Music Station will result in promotion for these groups.

- **PROGRAMME RESEARCH.** This is an important part of any radio station and essential if audience figures are to be maintained. It will be the responsibility of the Programme Controller to ensure that he receives up to date information on all radio audience surveys along with feedback from listeners, sales staff and the media. It is expected that monthly management meetings will be held to discuss all aspects of programming and make recommendations on necessary changes.
- **PRODUCTION.** Most programmes and interviews will be live so that production will not be a major issue, however the proper training of presenters will be necessary to ensure that programmes conform to a set standard. It has been the practice in the past to give personnel basic training in the use of equipment, sit in on daytime programmes and then progress to a short late night slot before being allowed present a peak time programme. It is hope to implement such a scheme so far as is possible.
- **QUALITY CONTROL.** Since the quality of programmes will have a direct bearing on audience figures it will be necessary for the programme controller to closely monitor all new presenters for their initial month on air and thereafter on a regular basis to ensure that all programmes conform to set standards. The views of listeners and sales staff feedback will be taken into account when making changes

to programmes.

10.

- **STATUTORY OBLIGATIONS.** Since the launch of this station will be regarded as a team effort by staff and management all obligations imposed on the station by statutory bodies, by advertisers and sponsors, and by contracts, will be fully outlined to staff and management at a number of pre launch meetings. Besides the recording of all broadcasts it is hoped to have a system in place to deal effectively with any breaches of such obligations.
- **SUCCESS!** How should the success or otherwise of the station programming be judged? Since the proposed station will broadcast to a minority audience aged 35+ the most obvious criteria for judging the success of the station or its programming would be its audience figures. Advertisers will judge the station on the response to their adverts which will in turn depend on the quality and production of the particular advert as well as the time of transmission and the quality of the actual programme.

Since the station will be a commercial enterprise, judgement should also be made on its ability to generate sufficient revenue to maintain its operation. If it is possible to adhere to our proposed staff levels at start up and satisfactory remuneration for all can be negotiated then the station should be able to generate sufficient revenue through advertising and sponsorship to operate at a small profit within twelve months. A small profit here means a surplus of income over the normal day to day operating costs of the station and takes no account of non working directors remuneration, repayment on capital expenditure or dividends to investors.

- **PROGRAMME SCHEDULE.** It is proposed that the station initially broadcast live programming from 7.00a.m. to 1.00a.m. seven days a week. It is intended that the remaining six hours will have continuous music in the station's normal format of Irish/Country & Western. Live programming will be gradually extended, first to weekends and then to the remainder of the week. It is hoped that the first such extension - Saturday and Sunday mornings 1.00a.m. to 7.00a.m. will be introduced about two months after startup.

11.

Since this will be a music intensive station it is probably sufficient to say that more than 75% of live programme content will be music, 10% adverts and 10% devoted to news headlines and snippets of current affairs. It is envisaged that approximately half an hour per day will be devoted to interviews with various music artists.

It is intended to use one of the syndicated news services to rebroadcast news headlines. Adverts will initially be produced in outside recording studios.

- **TYPICAL BROADCAST SCHEDULE.** The following is intended as a brief outline of a single day's programme. To lay out a complete week's schedule in depth would ideally need a playlist, scripting of voice overs, details of add inserts etc which would occupy a great deal of space in this application and serve no useful purpose. Most programmes will be similar in content throughout the week. Where there are variations, particularly at weekends, these changes are noted in the schedule.

Live programmes start at 7.00a.m.

7.00a.m. - 10.00a.m. The Breakfast Show. As in all programmes the music content will be high but is unique in that it is of a set format of Irish/Country & Western only. Since the programme is aimed at drivers on the road to work it is expected it will have regular traffic reports along with news headlines every half hour.

10.00a.m. - 1.00p.m. The mid morning show. Unlike most stations this programme will continue to appeal to drivers on the move but will also take account of housewives. On Sundays there will be a variation in that much of this programme will be devoted to Ballads and Traditional Irish music.

1.00p.m. - 4.00p.m. The afternoon. It is intended that the content and adverts in this programme be aimed at housewives. As with all programmes there will be news headlines every half hour. Interviews with the general public whether live or recorded will be inserted into this slot. On Saturday's there will be a run down of the sporting fixtures of the day and the following day.

4.00p.m. - 7.00p.m. Drivetime. This is probably the most speech intensive programme with traffic reports, interviews with artists, groups and music promoters, and a guide to the night's music events in the city. On Saturday's this programme will have the latest sports results as they come to hand. Similarly on Sunday's there will be results on the GAA and other fixtures as they come to hand.

7.00p.m. - 10.0p.m. Night time. A lively mixture of Ballads and both Irish and American Country music. News headlines are now once an hour as distinct from the half hourly bulletins of the day. A direct phone line to the studio will be available to listeners for requests, dedications etc. throughout the night up to midnight. It is intended that listeners have direct access to the programme presenters from 7.00a.m. onwards but there will be a limit to the times of access during daytime.

10.00p.m. - 1.00a.m. The Night Shift. This programme will be devoted to Irish artists. Pre release airplay for new groups and the latest new releases along with information on where various groups are appearing over the coming days. Space permitting it is hoped to interview complete groups as distinct from the one to one interviews envisaged for the Drive Time slot. It is hoped to develop this programme into one which will be sought out by all Irish groups seeking to promote new releases.

Again it must be stressed that this, and all other programmes, will cater only for music which conforms to our proposed format - Irish and Country music for a 35+ audience. While this will exclude a large number of new groups who cater for a young audience with Rave and Dance music the issue of a licence for a station with such a format should adequately cater for these.

1.00a.m. - 7.00a.m. Initially live programmes will cease at 1.00a.m. and continuous music on a multi CD player will run through the early morning hours, going back to live programming at 7.00a.m.

PROGRAMME POLICY STATEMENT

- Since this licence application is in respect of a music intensive radio station for a 35+ audience it is not intended to give a commitment in respect of a speech to music ratio which we might wish to alter at some future date. We are fully committed to a music format of Irish music, and Country & Western music from any source. We are committed to promoting Irish artists and their music with extensive air play and interviews. These are our basis commitments. The following deals with specific comments requested by the Commission for this application.

It has been suggested by others with far more finance than this company that we should make over generous commitments in regard to music to speech ratio and programmes in the Irish language and seek changes in such commitments should we be awarded a licence. Our policy is to make commitments which we do not intend to alter during the lifetime of the station. This is not to say that we are not prepared to make further commitments should the Commission require same.

- **MUSIC TO SPEECH RATIO.** Since this is an application in respect of a music intensive radio station for a 35+ age group it is intended that speech, consisting of presenters talk, news headlines and interviews between 7.00a.m. and 7.00p.m. will occupy approximately 10% of airtime rising to 20% or more between 10.00p.m. and 1.00a.m.
- **NEWS AND CURRENT AFFAIRS.** News headlines will occupy four minutes per hour during peak time, reducing to two minutes per hour off peak. There will be little coverage of current affairs except in relation to Irish music artists unless there is a specific request from the Commission to do so or there are events of national importance.
- **NATIONAL, INTERNATIONAL AND LOCAL NEWS.** It is proposed to use an off air news service as do many of the local stations throughout the country. While such services claim to cover all aspects of news it means the proposed station would have no direct control over news input. Consideration may have to be given at a later date to a direct input of local news following syndicated news headlines.
- **CURRENT AFFAIRS.** It is not intended that the station have a current affairs programme but it does intend to cover news of major national interest throughout normal programmes.
- **SPORTS.** At present there are a multitude of radio and television stations along with broadcasts via satellite, all covering the same sports fixtures. This application is for a station with a difference, one which does not seek to take listeners from other stations. We want to be different so it is proposed that our only coverage of sporting events will be to give details of upcoming events and the results of the various events as they come to hand. There are a number of services providing such information for the media, including Reuters, so it will be necessary to look at each to see which service best suits the needs of the station.

- **MUSIC POLICY.** While much has been said about the proposed station's format it should be understood that the main music policy will be the promotion of Irish artists and their music. This should also be one of the criteria on which the station should be judged - does it promote Irish artists to the satisfaction of such artists within the proposed music format of the station?
- **PLAYLIST.** This is a short sample playlist. The enclosed demo programme on mini disk is a recent off air recording and was not specifically recorded for these submissions. It is intended more as an indication of the particular sound one can expect to hear on the proposed station.

ARTIST.	TRACK.	YEAR.
George Jones.	Second Hand Flowers.	1973.
Presenter Talk.....	20 Seconds.	
Daniel O'Donnell.	Lover's Chain.	1995.
Mick Flavin.	Maria Heading out to California.	1994.
Add Break	90 Seconds.	
Tracy Byrd.	Driving Me out of your Mind.	1996.
Presenter Talk.....	30 Seconds.	
Declan Nearney.	Let's Dance.	1998.
Station I.D.....	10 Seconds.	
Merle Haggard.	Okie from Muskogee.	1969.
Margo O'Donnell.	Rosslare Harbour.	1995.
Add Break.....	90 Seconds.	
Ray Lynan.	If We're Not Back in Love by Monday.	1991.
Presenter Talk.....	30 Seconds.	
Garth Brooks.	The Dance.	1989.
Philomena Begley.	Key's in the Mailbox.	1996.
Station I.D.....	5 Seconds.	
Reba Mc Entire.	Does He Love You.	1998.

- **FEATURES, DOCUMENTARIES.** The main features of the station will be the interviews with artists and members of the Irish music industry. There is great scope for documentaries on Irish musicians particularly on their various anniversaries and such documentaries will be part of the normal programming of the station.
- **THE IRISH LANGUAGE.** Were this to be a station in any other service area rather than Dublin there would be some scope for promoting the Irish language but there is little point in saying that there is even meagre interest in it in the capital.

- Despite this all presenters with even a passing knowledge of our national language will be asked to add the occasional interjection in Irish to their programme content. While records in the Irish language will be promoted and playlisted - Ritchie Kavanagh's Focal Leabhar is a good example of an Irish/English track from his album - the proper promotion of the Irish language is beyond the scope of this station.
- **OPPORTUNITIES FOR IRISH TALENT.** It is intended that the station as a whole be a vehicle for the promotion of Irish talent with interviews, playlisting of new Irish releases and airplay for pre release material of Irish/Country & Western format. The station will have information on forthcoming events in Irish entertainment featured throughout programmes on a daily basis. There is a wealth of talent in Irish society and we look forward to the opportunity to promote it on this station.
- **PURCHASE AND SALE OF PROGRAMME MATERIAL.** There are no plans to purchase broadcast material except for news inserts. Consideration will be given to the sale of documentaries to other organisations.
- **PRESENTATIONAL STYLE.** The format of the station is unique in that it requires presenters to have an intimate knowledge of the music they play thus the average age of presenters will be over thirty years of age. Listeners will expect programmes to be presented in a laid back style in keeping with the station format. Presenters will be allowed develop their own style of presentation within set guidelines.
- **NEW FORMS OF RADIO.** This has been reasonably well covered in Section 5 on page 9 with our views on the future in radio. Obviously DIGITAL will have an enormous impact on radio when it arrives but no one wants to jump in at the deep end. For generations we have followed our UK neighbours in practically everything, then some years ago an enterprising Department of Communications decided to upgrade our telephone system. It is now one of the best in Europe. Ten years ago no one would have thought it possible we could create and attract business to our city's huge financial services centre. Our economy is booming despite the downturn in many European countries. All these have come about not from visions of the future but from individuals willing to put such ideas into practice.

Digital television is now a reality yet digital radio is still years away because governments around the world cannot agree on a system to use or standards to set. Yet it is in the remit of our Department of Communications to sanction experimental broadcasts in Digital and I believe this should be done. But what would this mean if In Band On Channel DIGITAL was sanctioned and approval from the European Broadcasting Union was forthcoming?

Many radio stations currently use digital studios along with digital Studio to Transmitter links so the installation of a relatively inexpensive interface to a transmitter and hey presto the station is now digital on air along with analogue on the same channel, with digital reception only being possible with a digital receiver.

Digital receivers are still expensive and not available in Ireland, the USA being the main source for such equipment. Most of these are dual function, i.e. capable of receiving digital and analogue transmissions.

The advantages. The enormous channel capacity of digital - present technology would increase the number of available channels for radio stations by a factor of five. Future developments will double this again within a few years. CD quality reception. The only weak link remaining in the chain will be the speaker which has seen very little improvement in the past hundred years. Perhaps some enterprising inventor will take note and re invent the speaker. Broadcasters will have the ability to operate on a single frequency throughout the country, again freeing up a large number of channels.

The disadvantages. Does a nation with less than four million people really need 400 radio channels? No, but the digital era is upon us and progress dictates that they will be available within years. Digital television already has 200 channels albeit only a few with programmes. Digital in band on channel broadcasts could start within six to twelve months but what if a different system or standard is eventually agreed throughout Europe? Any new system, except in band on channel operation, will require new transmission equipment most likely on a different wavelength such as the much higher L Band. Listeners would have to replace expensive receivers.

What of the large number of unoccupied channels which may well be seized by unlicensed operators, increasing their numbers dramatically? All countries have to contend with unlicensed, dare I say pirate, radio stations. To deny that this application was on behalf of such a station attempting to go legit would be pointless, the name alone being synonymous with unlicensed radio for over thirty years. While it will not help our application I feel it would be best to be totally honest in our application.

While digital broadcasts could start almost overnight the changeover by listeners will be a slow affair over possibly ten years or so, similar to the 405/625 television standard changeover many years ago. Considering the very stringent laws in places like the UK and Israel where unlicensed radio still flourishes it has to be accepted that the problem will remain with us to some extent, even with all channels filled with licenced stations. Perhaps consideration should be given to allocating one channel, say 108MHz, for low power operation with little restrictions, similar to CB operators.

What of automated radio, very popular in the US and hailed as the new way forward? It won't work in Ireland. Perhaps we are unique in this little country of ours but listeners want to hear live programmes. They want to know that the voice they hear is a presenter behind a microphone not a jumble of words put together by some computer.

There will be other new forms of radio broadcasting but these are way into the future. Shortwave broadcasting which has declined with the advent of satellite will eventually go digital as will AM broadcasts. However it is unlikely such changes will be sufficient to revive shortwave. This will have no direct bearing on Ireland since the country has no licenced shortwave service. Digital will work wonders for standard AM reception - when it eventually happens - but even this technology is not yet fully functioning so AM will remain as a good choice where constant on the move reception is required and quality is not the primary consideration.

THE INTERNET. Many stations currently broadcast on the Internet, particularly those with ISDN connections. They have the world as the marketplace but listenership figures will always remain poor. The same problem occurs with radio broadcasts via satellite - after all who turns on the tv or computer to listen to radio? Successful broadcasters via satellite or the Internet have all sought re broadcast facilities from stations in their target counties and this trend is set to continue. RADIO DUBLIN intend to broadcast via the Internet, targeting the large Irish populations in such cities as Boston, USA etc.

18.

SECTION 6.

- **ANALYSIS OF MARKETPLACE.** With the proposed transmitter location of Three Rock Mountain and an ERP of 5Kw the actual service area will extend west to Longford, north to Dundalk and south to Wexford with little penetration to the south west due to the nature of the terrain, however in this Section it is proposed to deal only with the franchise area, i.e. Dublin City and County.

At present this franchise area has six major radio stations - RTE Radio One, 2FM, To-Day FM, Atlantic 252, 98FM and FM104 - plus a number of neighbourhood low power stations with local community input, specialist stations such as St. Ita's in Portrane, audible throughout the city and again with local input, and a number of local regional stations, such as LMFM and CKR, whose signals are also audible throughout the city. Added to this there are a considerable number of unlicenced operators most of whom are catering for a teenage audience with "dance music". As more licences are issued these operators will be forced off the FM band and will doubtless migrate to AM.

RTE have the advantage of nationwide coverage on a multitude of channels with income from advertising and licence fees. With the growing demand, started back in the '60s, of more choice on radio, Radio One have made vast improvements in programming and hours of broadcasting and have retained much of their audience, and thus their revenue, over the years.

In the early '60s there was Radio Luxemburg - audible in Dublin at night. 1964 saw the startup of Radio Caroline, again barely audible here. 1966 saw the start of Radio Dublin followed by a number of unlicensed hobby radio stations, all aimed at a young audience. Neither Ireland nor the UK were catering for such an audience but with the growth of such stations, and the emergence in the '80s of professional stations with large capital investment like Nova, Sunshine, Q102 etc. both the BBC and RTE moved, not to prevent an exodus of listeners from their stations but to take a large share of this new audience.

Thus 2FM was born. With nationwide coverage and a middle class audience aged around 25 it has continued to maintain its audience figures and advertising revenue despite severe competition from the new breed of local stations. Their ability to continually improve has been helped by their readily available access to transmission sites and the amount of capital at their disposal. However a station is only as good as its presenters so much of the credit must go to their choice in these.

19.

To-Day FM. A disastrous start for any station with a misleading poster campaign, no proper music format and arguments among directors leading to a number of resignations. After almost twelve months operation it seemed the station was destined to go the way of its predecessor Century Radio. Even a change of management, a Scottish investor and a huge injection of capital did little for the station. I met a few directors around this time and said their major problem was one of format. The station had no set music format and listeners got the impression that the presenters simply grabbed the nearest CD, threw it in the player and said there you are, that's next. The station needed a professional programmes controller with the ability to set up a proper playlist for the target audience without interference from directors who thought they knew better.

Eventually someone saw the light and appointed such a professional and the station slowly turn round and audience figures crept upwards from a dismal 2% at one stage.

The divergence of interests of its directors was a major drawback for the station in the beginning. No one had sufficient experience of either the music industry or the strategy involved in marketing a radio station. Some were looking to a good financial return on an investment whereas in reality the only people capable of running a successful station are those with a passionate interest in music, news, current affairs and the entertainment of people, with no regard for financial gain. Profit will come with a good sales department and proper financial control, provided there is a good product to sell.

When it was decided to revamp the station with a new name my advise was to retain the name Radio Ireland - an ideal name for a nationwide station, whereas To-Day FM would put the station in the same class as Clear FM and Near FM, two very small enterprises. However staff and management were tired of the jibes from all quarters, even agencies, about "Radio Direland" and so the change was made.

Even with the enormous amount of finance behind the station it is still in 5th place in ratings in the city and is likely to remain so for some years due to a number of factors. RTE1 and 2FM are established national stations with a large share of the city market. 98FM and FM104 are high power local stations targetting a particular audience in the city, whereas To-Day FM must try to please a variety of different tastes nationwide - a most difficult task for any commercial station, particularly when the population of their franchise area is only three million or so.

98FM. Consistently third or fourth in audience ratings in the city after RTE1 and 2FM, the latter usually topping the ratings. From its inception it had a good management structure and more importantly a proper broadcast format for their target audience. They were prepared to follow in the footsteps of RADIO DUBLIN with an eye catching car on the road to promote the station and to day one can see several status symbol, four track vehicles about the city with the 98FM logo.

Even listening to recordings of the station over several months one can sense a production team in the background constantly updating the whole station format as listeners' tastes change. Set a target of three years for the station to be in the black and accomplished this with no difficulty. While the station is now financially sound I wonder at the wisdom of expanding too fast, too soon, particularly their new ventures in Eastern Europe, an area which is likely to remain unstable for some considerable time.

FM104. Starting as Capital Radio it was regarded by many as the one pirate station to get a licence. While it had Jim Aiken the well known band promoter fronting the application many staff and management had come from Q102 a well respected station of the '80s run by Pierre Doyle a wealthy southside business executive and hotel owner whose station was on a par with Energy and Sunshine at the time.

There was little to choose between these two newly licenced stations - 104 and 98 - but 98 edged ahead in audience ratings. Changes in management, programmes controller and directors led to changes in music format and a number of name changes before the present FM104 emerged. While audience ratings nose dived during these changes, particularly with its rock music format, presenters and management were aware of the station's shortcomings and quickly corrected these. Both 104 and 98 continue to vie for top place in audience ratings which constantly fluctuate between the two but 98FM remain ahead on average.

The problem here is that both stations are targetting the same audience with close to the same music format, news, current affairs etc. Each station will increase their audience during high profile promotions, cash give aways etc so why should 98FM remain ahead in audience ratings? Most likely the knowledge that 98 is regarded as the richer station, not from advertising income but from the amount of finance available to it from investors, leads listeners to believe it must be the better station irrespective of what is heard on air. It's not a fair way to judge a station but ultimately listeners are the judges.

Both stations are financially sound and worthy of future investment however investors would tolerate what is perceived as high risk investment in foreign ventures by 98 while it is unlikely the same tolerance would be shown to 104.

ATLANTIC 252. The station is unique in that it is regarded as neither local nor national, rather as a foreign station on Irish soil targetting an audience on the west coast of the UK, which they do quite successfully. Since many presenters have pronounced UK accents it is not really a contender for a large audience here, but it has managed to attract huge financial investment in the station. No details are yet available on its finances but given its length of time in operation and its reasonably stable format it would have to be assumed to be financially sound. As an investment medium I would personally regard it as high risk due first to its dependence on foreign finance, the changeable nature of radio listenership and the imminent arrival of Digital Radio with CD quality sound.

ADVERTISING REVENUE. The survival of the proposed station will be solely dependent on advertising revenue. While little revenue is needed for an unlicensed station running on a shoestring the operation of a licensed station is a totally different matter. Salaries for its first twelve months, to the tune of around £250,000 will have to be provided for, without reliance of advertising revenue.

The current series of licences being issued are ideal in that one may choose a station format which is different from all other stations. In selecting an Irish/Country format for a 35+ audience one is guaranteed a reasonable size audience with high spending power - provided the programmes are as listeners expect them to be.

Even with the years of experience of operating a station with such a format this is still no guarantee of income since the station will have to compete with all others in the marketplace for a finite revenue. In the past this has led stations to undercut each other to such an extent that practically all available advertising airspace needed to be filled just to keep the station afloat. The best strategy to adopt would be to target potential advertisers who do not presently advertise on radio or tv, which is what we propose to do.

While we have worked out an advertising price structure for the first six months of operation which we are satisfied will attract advertisers and ensure a reasonable income for the station it would not be good business sense to go into actual details since this application will be available to competitors shortly after the closing deadline.

We are satisfied, as are a number involved in the Irish music industry, that there is sufficient demand for such a station. The only station catering solely for this particular audience for the past three years has been RADIO DUBLIN. Even without a proper sales department and the severe legislative restrictions on advertisers it has been possible to survive financially.

DEMAND AND POTENTIAL. This is not a proposed format in which the station will need to create an audience, such an audience already exists. While over 40% of the population in the target area are over 35, a large percentage of these are RTE1 listeners. The remaining stations have formats which appeal to young audiences - under 30 - so until now this section of the population has only been catered for by an unlicensed operation. In setting out the criteria for the current series of licence applications the Commission have rightly identified the two sectors in the marketplace which need to be addressed - the teenage audience and the 35+. While the potential teenage audience in the franchise area is 50% of its population the expected audience for this 35+ station will only peak at 10% of the population after its first year of operation.

Within weeks of startup of a Dance Music station it is expected that audience surveys will show that more than 90% of teenagers listen to what they regard as their new station, at some time during the day. However this station will have to contend with identical formats on unlicensed stations on the few remaining FM channels and the expected growth of such stations on AM.

While many listeners will migrate from the current RADIO DUBLIN to our proposed station it is envisaged that a long term promotion campaign will be needed to build up and maintain audience figures.

While no contact has yet been made with media buyers we expect these to wait to see the product before committing their clients to long term advertising. A considerable number of local advertisers have already made enquiries but we are unwilling to discuss a pricing structure at this early stage.

It is regretted that audience research figures and other documentation available to us are some six months old and would no longer be reliable for submission here. Coupled with this, most surveys do not indicate a choice where a listener gives a choice other than the licensed stations in the franchise area, leaving us at a disadvantage in making submissions for our particular format. Notwithstanding this we will continue to work on research and audience figures to have submissions on same available should we be required to make oral submissions in September.

STATION PERFORMANCE. First to deal with how the proposed service should become established. The following is our preferred method of establishing the station. This may not be in keeping with the requirements of the Commission and is thus subject to alteration if necessary.

Considerable thought has been given to the suggestion from many quarters that we cease our current operation. Some say this would practically guarantee a licence, be a basic require of applicants, some with finance will join with our application etc. One politician with whom we had some general conversation on the matter said that Section 6 of the Broadcasting Act would disbar us, which it does not. Since no one in this company has any conviction for illegal broadcasting under the 1988 Broadcasting Act I trust the Commission can give the same consideration to this application as to all others.

Ideally we see this current operation closing in September next, before the award of the new franchise. It is intended to promote the new station coming on air on test transmissions possibly in November, detailing the frequencies where it should be sought out. Should our application be unsuccessful then the successful applicant will have a large, instant audience. A poster campaign about the city will be organised and there have been promises from local and neighbourhood stations throughout Leinster and beyond to promote the station free of charge. Our most successful promotion in the past has been a white Jaguar XJ6 with the station name in bold red letters. It is intended to have this vehicle back on the road prior to the launch of the station.

TARGET AUDIENCE. The target audience is middle and lower income groups aged 35+ interested in Irish/Country & Western style music. Taxi drivers, truck drivers, in fact all drivers constantly on the road, pubs, restaurants, hotels, staff and management in the Irish music industry etc make up our current listenership. It is hoped many existing listeners will follow the station into a licenced situation and with the increased service area it is hoped to attract many more, particularly from regions north of Dublin.

MARKET SIZE. It is intended to establish the station as one which will compare favourably with 98FM and FM104. It will not have the same audience ratings since it is aimed at a particular age group and a particular taste in music within that group. Listeners aged 35 to 55 are a substantial part of the population and our aim is to have a music station which will appeal to the majority of these. If this is possible then the RTE1 audience in the city will decrease a little, while the remaining stations will be largely unaffected.

THREE YEAR PROJECTION. It is hoped that the station will reach 4% in listenership ratings within a short time of the start of regular programmes. Since the station seeks to appeal to a minority audience it will be necessary to reach its target of 10% in listenership ratings within twelve months of commencement.

While some of our own research over the past three years has indicated that 12% to 14% of the audience is possible it is only necessary to reach our target of 10% for the station to be a viable proposition and this is the figure I suggest using to gauge the performance of the station. It will be necessary to constantly monitor listeners comments and surveys to maintain this figure throughout the lifetime of the station.

It is expected that within four weeks of the start of regular programmes the station will have 4% of the radio audience in the franchise area thus establishing the station on air. There should be little difficulty in developing the station within the current market since it will be of a specialised nature and will not seek to take listeners from other operators. However to reach its target of 10% in listenership surveys will require good programming and constant research in the target market.

ADVERTISING REVENUE. This proposed station will be seeking revenue from clients who do not normally advertise on radio along with the normal local advertisers. Sponsorship will be sought also from the Irish music industry. Salaries in the first year of operation will amount to about £250,000. Estimated overheads will account for a further £150,000 without taking into account any remuneration for directors, repayment on capital expenditure etc.

Having set a pricing structure for advertisers we are confident that this income can be easily achieved.

IMPACT ON EXISTING SERVICES. It is expected that due to the proposed format of the station that it will have little or no impact on either listenership or revenue in existing services in the short term. While it may have a small impact on listenership on RTE1 in the long term it is unlikely to have any impact on their overall revenue at any time.

ACHIEVEMENT OF LISTENERSHIP & REVENUE TARGETS. The sales department will have overall responsibility for the sale of advertising airspace on the station whereas the marketing and promotion of the station will be a joint effort between the Sales Manager, Programme Controller and Chief Executive Officer, within constraints laid down by the Financial Controller. Tele-sales and on-the-road sales persons will be employed. It is proposed to set a generous commission level to attract well experienced personnel in this field.

25.

PROPOSED RATES. It is proposed that the minimum cost of a thirty second spot will be £10 plus VAT, inclusive of any discounts, so that the basic cost to short term advertisers will be in the region of £15 per spot. Payment will be sought immediately on booking adverts, however standard agency discounts will apply to agency material as will a thirty day credit. Existing stations in the franchise area have, in theory, rates far higher than this but in practice many discount prices down to this level. This is the minimum basic rate necessary to make the station a viable proposition.

STATION PROMOTION. Those with knowledge of the radio scene over the years might remember the RADIO DUBLIN float, a decorated truck complete with music and station presenters, seen throughout the summer months at a variety of events, National Children's Day, National Cycle Rally, sponsored walks for the Children's Hospital, the Guide Dog Association and many others.

It was a service provided free, all expenses being met out of station funds. While the cost of funding such non profit events have increased substantially over the years I believe the new station should have such direct involvement with the community and I will be seeking the co-operation of staff in this.

26.

SECTION 7.

FINANCIAL STRATEGY. Initially the company will require a mixture of donations and investment capital for setup costs and working capital for its first year of operation. It is expected that donations will be more than sufficient to cover setup costs. It is intended to at least double the company's current £500,000 share capital and issue a high percentage of this to investors.

Much of this sum will be used to finance the company's first year of operation. While there will be a small profit in its second year it is not proposed to pay a dividend or make repayments on capital until the end of its third year of operation unless profits are such as to allow such payments after due allowance is made for future expansion of the station.

Such strategy is not intended to attract investors requiring a high return on their money. It is aimed solely at those within the Irish music industry, including the more affluent groups who have left our shores who are interested in our proposed station. While they will have a modest gain from their investment it is expected they will have far greater gain from our promotion of their material.

While several have expressed great interest in such an arrangement none are prepared to make any binding commitments at this point in time. We assume that such groups will invest in any company which acquires the franchise if given the opportunity.

INVESTMENT PROPOSAL.

CAPITAL EXPENDITURE.....	£150,000
PRE OPERATIONAL EXPENDITURE.....	£ 50,000
REQUIRED WORKING CAPITAL.....	£400,000
TOTAL.....	£600,000

METHOD OF FUNDING.

SHARE CAPITAL.....	£800,000
GRANTS AND DONATIONS.....	£200,000
TOTAL.....	£1,000,000

27.

SOURCE OF FUNDING. It is proposed that the current share capital of the company be initially increased from £500,000 to £1,000,000 and that 800,000 £1 shares be issued to directors and investors. It is proposed that plans for the capitalisation of the company be considered in its second year of operation and that dividend payments be deferred until the company has been in operation for three years.

Discussions are still at an early stage with BLOCK MEDIA HOLDINGS on the financing of the company so it is not yet possible to say what the outcome of these will be. It may also be noted that the costs of these submissions have been part funded by the IRISH FAITH CENTRE, North Circular Road, Dublin 7.

PROJECTIONS. These projections take account of the following:

An IRTC Levy of 3% of Gross Income.

Royalties which will account for 4% of net advertising revenue.

Salaries and commission in the sales department will account for 30% of net income.

Time does not permit the detailing of our projected expenditure in what could be regarded as sufficient detail. In detailing expenditure we have tried to give an accurate assessment within 5% of expected cost. The only expected variable in our calculations

will be salaries. While permanent and contract staff are expected to number 18 at startup the expected weekly wage bill of £5,000 would suggest an average minimum wage of £7 per hour, this average reduces to about £5 per hour when taking account of the large expenditure on salaries and commission in the sales department.

FIRST YEAR . Details of Projected Income, Expenditure Balance Sheet.

Total Income, excluding grants/donations.....	£400,000	
Expenditure		
Salaries/Commission.....	£250,000	
IRTC Levy.....	£ 12,000	
Royalties.....	£ 16,000	
Insurance.....	£ 25,000	
Maintenance Contract.....	£ 20,000	
Office/Studios/Site Lease.....	£ 25,000	
Electricity/Telephone.....	£ 20,000	
Office Expenses/Stationery etc.....	£ 15,000	
Equipment Maintenance.....	£ 10,000	
Miscellaneous.....	£ 7,000	
Total.....	£400,000	£400,000

SECOND YEAR. In the second year of operation it is expected there will be a modest 25% increase in income.

However this will be almost completely offset by an increase in expenditure on salaries by 15% occasioned by normal wage increases, additional staff and increased hours of operation.

Other expenditure is expected to remain reasonably static. No allowance is made for the abolition of the 3% IRTC Levy in this second year of operation since it is likely some means of funding the IRTC other than State grants may be devised.

This will result in a break even or small profit situation in relation to income and normal day to day running expenses.

THIRD YEAR. It is hoped to have a 30% increase in income in the third year of operation, much of this from media buyers now that the station has been firmly established and a good working relationship has been established with such companies.

Overall expenditure will increase by 8% to 10% depending on the general trend in wage increases.

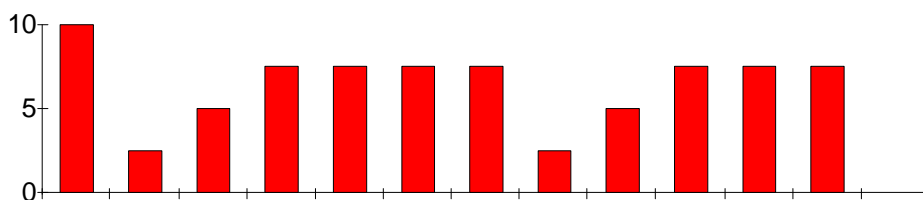
This will give the company a small overall profit of around £150,000 or more after its third year of operation. It will be still a relatively small growing company with an annual gross income of around £650,000.

At this juncture the company will be in a position to decide on whether to invite further capital investment, its future expansion and on the payment of dividends to current investors.

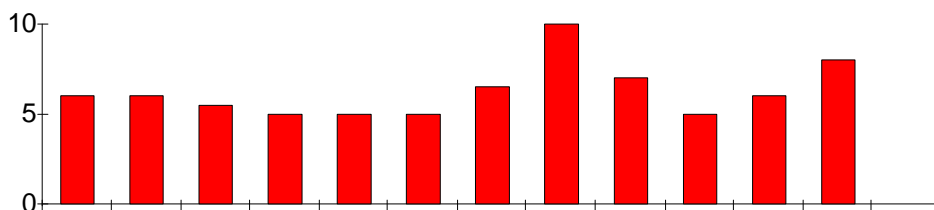
MONTHLY CASH-FLOW STATEMENT. All business experience cash flow problems and those who do not provide for this inevitably founder. Due to the nature of the radio business our income will fluctuate, with little or no income in February and August and reduced income in March and September as detailed in the graph on Page 31. This will continue to be the situation through the lifetime of the station.

There are two periods of major expenditure in salaries - July/August and December - the first occasioned by staff vacations, holiday pay and replacement staff; the second again by vacations, replacement staff and Christmas bonuses as shown in the graph on the following page. While many firms have cash-flow problems in February and May ours will be mostly confined to August where there is a very large increase in expenditure coupled with little or no income.

While the following graphs indicate cash-flow over a period of twelve months it can be assumed that while there will be an increase in volume in both income and expenditure over a three year period the same graphs will apply.



Monthly Income January to December.



Monthly Cash Outgoings January to December.

The above charts are the main reason I would not enter into a licenced situation without guarantees from directors and investors that finance would be available for the normal day to day expenses of the company, including salaries, without reliance on advertising revenue or grants. However it is assumed there will be no problem with this.

BASIS FOR ASSUMPTIONS. The main basis for all the assumptions in the foregoing is my direct involvement in radio broadcasting for 25 years and the ability to survive in what could only be called a harsh environment. Despite having to replace all equipment a number of times over the years due to difficulties with legislators, the emergence of highly professional stations in the '80s with huge financial backing, and the restrictions under which a station such as RADIO DUBLIN must operate, it has provided a reasonable income for myself, my wife and our eight children. It is possible to continue its current operation but the time has arrived to try licence the station and then retire.

While there have been only unofficial approaches from others wishing to invest in a licenced entity it is assumed that sufficient finance will be forthcoming to properly finance it, otherwise I would not be submitting this application.

Without recruitment and interviews with prospective staff it is impossible to give accurate figures on salaries so assumptions have been made in Section 4 on the basis of current trends in similar operations.

Staffing Levels, which are also dealt with in Section 4, are relatively low for such an operation but it is assumed that there will be a sense of teamwork and co operation among staff to get the station up and running.

There is also an assumption that the chosen format of the station will be exclusive to it in the franchise area, which it is at present. A complete change of format by one of the existing operators to an Irish/Country style is most unlikely, but were this to happen there is little doubt we would experience major difficulties. This is not to say that we expect a monopoly on our proposed format.

SECTION 8.

TRANSMISSION PROPOSALS

- SITE LOCATION. The proposed antenna and transmitter location for the proposed station RADIO DUBLIN is Three Rock Mountain with site co-ordinates of O 176 230. The site height is 448 Metres.
- ANTENNA, ERP. It is proposed that a six bay, circular polarisation antenna system be used with an ERP of 5Kw. The radiation pattern of the proposed antenna system appears on Page 36 of this application. It is proposed that the antenna be app. 30 metres high. The antenna will have a gain of 4.8Db. Tower influence and transmission line losses will account for app. 1.8Db giving a net gain of 3Db. To achieve the desired ERP of 5Kw it will be necessary to install a transmitter with a power output of 2.5Kw to 3Kw. It is intended that our current 1Kw CTE transmitter be used as a standby transmitter in the event of a breakdown or during maintenance work.

While it is possible to share with one of the existing local stations on Three Rock this would not be a satisfactory arrangement, even on a temporary basis, due to the multitude of antennae currently on the mast. Approaches are to be made to Esat with a view to seeking a mast sharing arrangement, however the best arrangement would be to seek planning permission for a new free standing mast on the mountain top. Frequencies in use on the Esat mast are mostly in the microwave region with 98.1 MHz also in use.

Since it is proposed to issue three or more local broadcast licences the latter arrangement would be suitable for sharing with the other successful applicants. It is intended to have discussions with such applicants to try reach agreement on sharing the installation costs thus reducing initial setup costs for all. Depending on what agreement can be reached, permission may be sought from the Commission to use a single antenna system at this location to serve all three proposed stations with the installation of combiners/splitters, however this may not be an economical proposition given the ERP and relatively close frequency spacing of the proposed new stations. There is also our proposal to seek permission to broadcast a digital signal In Band on Channel. While it is unlikely this will be immediately forthcoming it is intended to have full technical discussions on these matters and other future developments in radio before any firm decisions are made.

The proposal to erect a new mast for the proposed new radio stations will involve discussions with government departments and the planning authorities so that such a proposal could not be in operation before May or June 2000 so initially a sharing arrangement will be necessary. The major problem with any sharing arrangement is interference from the mixing of a new frequency with existing ones usually necessitating the relocation of the antenna system.

Should there be difficulties with interference or mast sharing arrangements in the initial setup it is proposed to use a site on the lower slopes of Three Rock - Murphy's Quarry - on a temporary basis. This will drastically reduce the service area for the station so work on a permanent installation on Three Rock will need to proceed as quickly as possible.

- ANTICIPATED COVERAGE. Since there is less than 4MHz between the three proposed frequencies there will be no difference in coverage within the franchise area on any frequency so that in this Section it is assumed that the transmitter and antenna system will give almost identical coverage on any of the proposed frequencies.
- CAPITAL EXPENDITURE. These will vary depending on whether agreement can be reached with the other successful applicants on mast and antenna sharing. For the purpose of this application it will be assumed that no sharing arrangements exist and that this company will bear the full cost of installation.

MAST. It is intended that we use a 30 metre free standing mast at our disposal. Installation of this and the antenna system will cost £3,800 plus certification costs.

ANTENNA. Cost of this, complete with harnesses delivered from Spain will be £3,500.

TRANSMITTER. An STD 3Kw transmitter with FCC approval from China will cost £22,000 whereas an Italian manufactured CTE 3Kw similar transmitter will cost £32,000.

RECEIVERS. The total cost of the studio/transmitter link with antennae, programme input equipment, filters, combiners, splitters, cables and other miscellaneous equipment will cost £25,000.

STANDBY POWER. This will be provided by a 5Kw diesel generator currently at our disposal.

BUILDING. This is expected to be a relatively small structure measuring app. 4 metres by 4 metres, partitioned to accomodate transmission equipment and generator. The size of the structure will be the main concern of the planning authorities in any planning application and 15 to 16 square metres appears to be the maximum size for which they are likely to grant permission. The smallest estimate received to date on constructing such a structure, inclusive of air conditioning, is £12,000.

TOTAL COST. This will give a total installation cost of app. £65,000 to £70,000. An allowance of a further £20,000 has been made, out of £50,000 assigned for additional expenses on startup, for the testing and certification by manufacturers and qualified engineers of the mast and all electronic equipment.

No planning application has yet been made in respect of the above although details have been forwarded to Mr. L.T. Sweetman, Architect , to draw up the necessary plans.

TECHNICAL EXPERTISE. It is proposed to use the services of Broadcast Technical Equipment of the John Player Complex, South Circular Road, Dublin 8 who have an excellent record with the installation and maintenance of equipment in several local radio stations including FM104.

STUDIOS

We have as yet no definite studio location. Visits to several sites have so far come down in favour of an office complex at Conyngham Road, Dublin 8 which appears to have most of the facilities we require and would also comply with the IRTC requirements in relation to studio and building compliance.

It is unlikely any firm decision on a studio location can be made before the planned restructuring of this company so that we can only deal with the proposed studio equipment in this Section.

It is proposed that the station will start operation with one on air studio with the essential basic equipment of a Digital 12 Channel Mixer, Denon CD Players, DAT Players, Receiving equipment for on air news. One to one interviews will be conducted in this studio and group interviews will be provided for in a separate studio.

It can be assumed that staff quarters, canteen facilities etc will also be provided.

A secure location will be provided for other technical equipment including the STL transmitter, processing and deviation limiting equipment, recording equipment to comply with IRTC requirements, and test equipment supplied by Broadcast Technical Services.

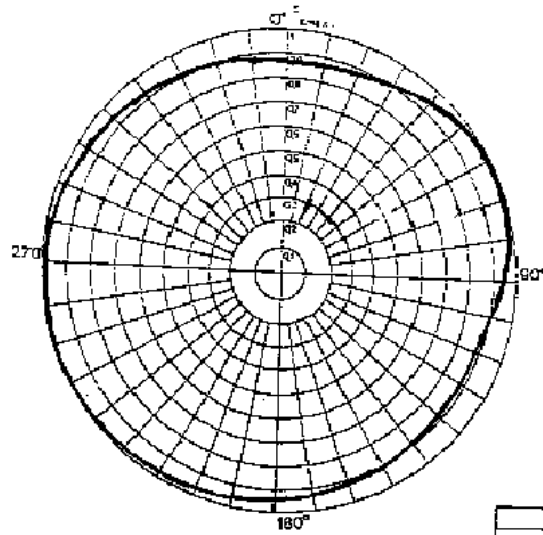
Capital Costs of the above equipment is expected to be in the region of £70,000 to £80,000 with further expenditure as extra studio and recording facilities are provided.

While it is intended to seek tenders from a number of suppliers of such equipment it is likely that Broadcast Technical Services will be in sole charge of the supply, installation and testing of all technical equipment.

With no definite studio location yet decided upon it is not possible to give details on heating, ventilation, standby power if available and the level of access for the disabled however note has been taken of the IRTC requirements with regard to these.

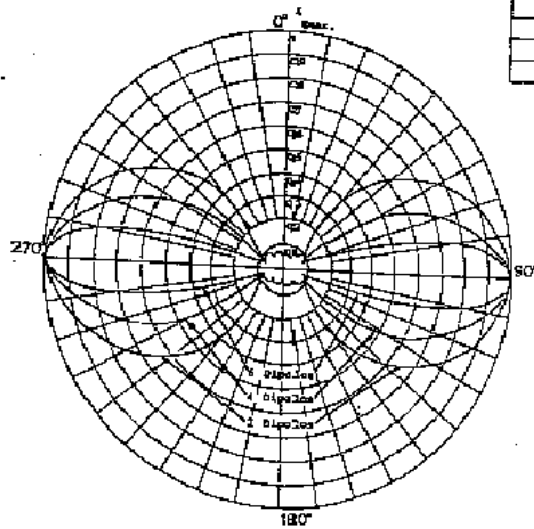
The matter of planning permission or permission for change of use will be taken up with the relevant authorities as soon as a firm decision has been made on a studio location.

RADIATION PATTERN



HORIZONTAL PLANE

dB	k relativo
0	1
-1	0.9
-2	0.8
-3.1	0.7
-4.5	0.6
-6.1	0.5
-8	0.4
-10.5	0.3
-14	0.2
-20	0.1



VERTICAL PLANE

TRANSMISSION PLAN

Proposed Frequency No. 1 on 102.2 MHz

Station Name: RADIO DUBLIN			Longitude: 06W14	
Frequency (MHz): 102.2 MHz			Latitude: 53N15	
Maximum E.R.P. (dBW)			Antenna	
Total:	37 dBW	5000 Watts (max.)	Site Height a.s.l. :	448 metres
Horizontal:	34 dBW	2500 Watts (max.)	Antenna Height:	40 metres
Vertical	34 dBW	2500 Watts (max.)	Antenna Pattern:	Non directional

Proposed Frequency No. 2 on 103.8 MHz

Station Name: RADIO DUBLIN			Longitude: 06W14	
Frequency (MHz): 103.8 MHz			Latitude: 53N15	
Maximum E.R.P. (dBW)			Antenna	
Total:	37 dBW	5000 Watts (max.)	Site Height a.s.l. :	448 metres
Horizontal:	34 dBW	2500 Watts (max.)	Antenna Height:	40 metres
Vertical	34 dBW	2500 Watts (max.)	Antenna Pattern:	Non directional

Proposed Frequency No. 3 on 106.0 MHz

Station Name: RADIO DUBLIN			Longitude: 06W14	
Frequency (MHz): 106.0 MHz			Latitude: 53N15	
Maximum E.R.P. (dBW)			Antenna	
Total:	37 dBW	5000 Watts (max.)	Site Height a.s.l. :	450 metres
Horizontal:	34 dBW	2500 Watts (max.)	Antenna Height:	30 metres
Vertical	34 dBW	2500 Watts (max.)	Antenna Pattern:	Non directional

**APPLICATION FOR A SOUND BROADCAST FRANCHISE ON
BEHALF OF:**

RADIO DUBLIN LIMITED

19 WHEATFIELD COURT,
CLONDALKIN,
DUBLIN 22.

TEL./FAX 01-6263794
01-6236066
087-2511832

E-MAIL: radiodublin@iol.ie

WEB SITE: RADIO-DUBLIN.COM (Radio dash Dublin Dot Com)



CERTIFICATE OF INCORPORATION

No. **1367182**

I hereby certify that

RADIO DUBLIN LIMITED

is this day incorporated under the Companies Acts 1948 to 1976 and that the Company is Limited.

Given under my hand at Cardiff the **8TH MAY 1978**

A handwritten signature in black ink, appearing to read 'Morgan', is written over a light-colored rectangular background.

Registrar of Companies

ANNEXE

While our application is for a franchise on FM for Dublin City and County, and we have not formally applied for an AM franchise, we would certainly welcome the challenge to rejuvenate interest in AM. While this might seem like going back to our grass roots we believe we would succeed in this.

Should the Commission consider this alternative to our FM application we see several changes for which allowance needs to be made in our current application. Income is expected to be as projected. Listenership will only reach a maximum of 7% in the franchise area on AM. The FM transmission site of Three Rock would be unsuitable for AM and we would be suggesting the old Anna Livia site at Castleknock or any other site recommended by the Commission.

There is also the problem of convincing investors and would be investors that a station on AM would be a viable proposition. This I feel could be done.

Eamon Cooke. Secretary.

Radio Dublin Limited.