



Application to the IRTC
Special Interest Sound Broadcasting Service
on the FM Band in Dublin City



OFFICE OF THE
DIRECTOR OF TRAFFIC
OIFIG AN BHAINISTEOR TRÁCHTA

Dublin Corporation

in partnership with



An Garda Síochána

July 1999

Index

Section 2	Introduction	3
(a)	<i>Name of Applicant etc.</i>	3
(b)	<i>Main Contact</i>	3
(c)	<i>Proposed Station Name</i>	3
(d)	<i>Brief Description of Programme Service</i>	3
(e)	<i>List of Advisors</i>	4
Section 3	Membership & Description of the Applicant Group	6
(a)	<i>Members, Background, Experience</i>	
(b)	<i>Legal Status and Financial Standing</i>	
Section 4	Ownership, Control and Staffing of Company which will Operate the Licence	7
(a)	<i>Board of Directors</i>	7
(b)	<i>Proposed Shareholding</i>	10
(c)	<i>Management Structure</i>	10
(d)	<i>Staffing Matters</i>	10
Section 5	Programming Service	11
(a)	<i>Broadcasting Philosophy</i>	11
(b)	<i>Programme Schedule</i>	13
(c)	<i>Programme Policy Statement</i>	19
Section 6	Market Analysis	24
(a)	<i>Analysis of Existing Marketplace</i>	24
(b)	<i>Demand and Potential for the Type of Service Proposed</i>	25
(c)	<i>Anticipated Performance of Service</i>	26
(d)	<i>Strategies for Achieving Proposed Listenership and Revenue Targets</i>	29

Section 7	Financial & Business Plan	30
(a)	<i>Overall Financial Strategy</i>	
(b)	<i>Investment Proposal</i>	
(c)	<i>Projections</i>	
(d)	<i>Advertising Levy</i>	
Section 8	Transmission Proposals	31
Section 9	Studios & Operations	34
Section 10	Commencement of Broadcasting	37
(a)	<i>Readiness Date</i>	<i>37</i>
(b)	<i>Critical Path Analysis</i>	<i>37</i>
Appendix 1	Role and Functions of the Office of the Director of Traffic, Dublin Corporation	
Appendix 2	MRBI Report on TRAVEL FM Survey	
Appendix 3	Field Strength Contour Map	
Appendix 4	Data Sheet for Proposed Antenna	
Appendix 5	Analysis of Feedback Phone Calls	
Appendix 6	Proposed Civic Offices Radio Studio	
Appendix 7	Letters of Support from Dublin City Centre Business Association and Dublin Chamber of Commerce	

Section 2 Introduction

2(a) Name of Applicant etc.

The Office of the Director of Traffic, Dublin Corporation
Floor 4, Block 2
Civic Offices
Fishamble Street
Dublin 8

Phone (01) 6722033 **Fax** (01) 6722221

2(b) Main Contact

Name	Mr Paul Dunne
Position	Operations Manager
Telephone	(01) 6722793

Group's Main Contact Address

Office of the Director of Traffic
Dublin Corporation
Floor 4, Block 2
Civic Offices
Fishamble Street

2(c) Proposed Station Name

TRAVEL FM

2(d) Brief Description of Programme Service

TRAVEL FM is a proposed dedicated traffic and travel Radio Station for Dublin that will be operated by the Office of the Director of Traffic, Dublin Corporation in partnership with An Garda Síochána.

The aim of the Station will be to provide drivers with comprehensive, up to date and accurate information on traffic conditions and on parking availability. The Station will also broadcast up to date, real time information on changes in public transport services, on traffic conditions/parking availability at Dublin Airport and on changes in ferry services at Dublin Port and Dun Laoghaire Harbour.

It is generally accepted that the provision to drivers of comprehensive, up to date and accurate information on traffic conditions and on parking availability, which they can access while they are in their

vehicles, can make an important contribution to minimising traffic congestion. The availability of this information can facilitate improved route planning and journey timing. Similarly the provision of up to date real time information on changes in public transport services can improve service levels enjoyed by bus and suburban rail/DART passengers. Finally, the provision of information, in an easily accessible format, on traffic conditions/parking availability at Dublin Airport and on changes in ferry services at Dublin Port and Dun Laoghaire Harbour will be of interest to users of these facilities and services.

While the primary purpose of the Station will be to provide traffic and travel information to travellers in the Dublin area, Dublin Corporation and An Garda Síochána envisage the development of TRAVEL FM as an additional means whereby both organisations will communicate with the public. Both parties are proposing to further develop the range of public service and information bulletins on TRAVEL FM. These will inform and educate the motorist/traveller on such matters as compliance with road safety, traffic and parking laws, crime awareness and prevention, driving etiquette, road manners and discipline and any 'special' events in the city which will impact on the traveller. An Garda Síochána have a particular interest in contributing to programming on their extended role within the community, other than law enforcement.

Dublin Corporation intends to promote its work as a municipal authority and raise awareness of the services and recreational activities with which it is associated. This will increase the level of public awareness and therefore public interaction with Dublin Corporation at all levels.

2(e) *List of Advisors*

(i) **Advisers**

Mr Michael Farrell, Radiomation Ltd
Roscommon Business Park
Racecourse Road, Roscommon

Ms Claire Graham*
76 Kickham Road
Inchicore
Dublin 8

** Non traffic/travel programming options*

TRAVEL FM will operate as an integral part of the Office of the Director of Traffic, Dublin Corporation. Corporate services currently

available to Dublin Corporation will be used as required. These services are provided by the following agencies:

- (ii) **Auditors** Local Government Audit Service
Department of the Environment & Local
Government, Custom House, Dublin 1
- (iii) **Solicitors** Law Agent, Dublin Corporation, Civic Offices.
- (iv) **Bankers** Allied Irish Bank, Dame Street, Dublin 2

***Section 3* Membership and Description of Applicant Group**

The licence application is being submitted in the name of the Office of the Director of Traffic, Dublin Corporation. The Office of the Director of Traffic will run the Station in partnership with An Garda Siochana.

The Office of the Director of Traffic was established in April 1997 to provide a stronger focus for Dublin Corporation's traffic management/transportation activities. Information on the role of the Office and its functions is given in Appendix 1.

Section 4**Ownership, Control, and Staffing of Company which will Operate Licence****4(a) Board of Directors**

TRAVEL FM will be operated by the Office of the Director of Traffic, Dublin Corporation in partnership with An Garda Síochána.

A Steering Committee has been constituted by the Director of Traffic, Dublin Corporation and the Assistant Garda Commissioner to oversee the operation of TRAVEL FM. Details of the members of the Steering Committee are given below:

Chairperson

<i>Name</i>	Owen P Keegan
<i>Address</i>	Dublin Corporation, Floor 4, Block 2, Civic Offices, Fishamble Street
<i>Occupation</i>	Director of Traffic, Dublin Corporation
<i>Age</i>	42
<i>Other Directorships</i>	City of Dublin Energy Management Agency (CODEMA)
<i>Relevant Media Experience</i>	None

Background

Owen P Keegan is an economist by profession. In October 1993 he was appointed Assistant City Manager with responsibility for Dublin Corporation's Housing and Community & Environment Departments. In April 1996 he was given responsibility for the Planning and Development Departments. In April 1997 he was appointed Director of Traffic. Prior to that he worked in Davy Stockbrokers. He had previously worked in the Department of the Environment & Local Government, the ESRI and the Department of Finance.

Ordinary Members

<i>Name</i>	Paul Dunne
<i>Address</i>	Dublin Corporation, Floor 4, Block 2, Civic Offices, Fishamble Street
<i>Occupation</i>	Operations Manager, Traffic Control Centre, Dublin Corporation
<i>Age</i>	34
<i>Other Directorships</i>	None
<i>Other Media Interests</i>	None
<i>Relevant Media Experience</i>	None
Background	
Paul Dunne is an electrical engineer by profession. He has worked in a number of Corporation Departments. In April 1999 he was appointed Operations Manager for the Corporation's Traffic Control Centre and he has overall responsibility for the operation of the Centre. He was project manager for the pilot phase of TRAVL FM.	

<i>Name</i>	John Twomey
<i>Address</i>	Traffic Division Garda Siochana, Dublin Castle
<i>Occupation</i>	Inspector
<i>Age</i>	37
<i>Other Directorships</i>	None
<i>Other Media Interests</i>	None
<i>Relevant Media Experience</i>	None
Background	
John Twomey joined An Garda Siochana in 1983 and is currently attached to the Garda Traffic Division, Dublin Castle which has responsibility for Traffic Management and Enforcement throughout the Greater Dublin Area. He previously served in Fitzgibbon Street and Store Street Garda Stations.	

Name	Martin Fitzgerald
Address	Garda Siochana DMA Headquarters Harcourt Street, Dublin2
Occupation	Inspector Assistant Commissioner's Office
Age	39
Other Directorships	None
Other Media Interests	None
Relevant Media Experience	None
Background	
<p>Martin Fitzgerald joined An Garda Siochana in 1982 and is currently attached to the Office of the Assistant Commissioner J. McHugh, Harcourt Square, who has overall responsibility for policing of the Greater Dublin Area. He has previously served in Dun Laoghaire and Greystones Garda Stations.</p>	

Name	Michael Farrell
Address	Roscommon Business Park Racecourse Road, Roscommon
Occupation	Company Director, Software Company
Age	47
Other Directorships	Radiomation Ltd. & Rosputin Ltd.
Other Media Interests	None
Background & Relevant Media Experience	
<p>Michael Farrell's primary qualifications are in computer science, advanced computer programming and industrial engineering. His 25 years of industrial engineering and automation experience were channelled into setting up Radiomation. In just five years, Radiomation has become the major provider of software to the Radio Broadcast Industry in Ireland. The last two years have seen Radiomation's share of the BBC's installation outstrip their competitors by 4 to 1. Michael Farrell is widely regarded as the leading authority on Radio Automation, Digital Production, and Commercial Management of Radio Stations in Ireland.</p>	

4(b) *Proposed Shareholding Structure*

TRAVEL FM will operate as an integral part of the Office of the Director of Traffic, Dublin Corporation. The issue of shareholding structure does not arise.

4(c) *Management Structure*

The Steering Committee (see Section 4(a) above) will have overall responsibility for the management and operation of Travel FM.

Chief Executive Officer

Mr Paul Dunne, Operations Manager, Traffic Control Centre Dublin Corporation will be the Chief Executive Officer of TRAVEL FM.

Programme Controller

Mr Michael Farrell will be the Programme Controller of TRAVEL FM.

Financial Controller

The Finance Department, Dublin Corporation, will provide financial services.

Dublin Corporation and Garda Siochana personnel working on TRAVEL FM will not be remunerated separately for this work. The issue of employment contracts and share options will not arise.

External service providers will be remunerated on a contract basis.

4(d) *Staffing Matters*

The bulk of the staff working on Travel FM will be existing employees of Dublin Corporation, members of An Garda Siochana or employees of outside organisations supplying information to the Station. The issue of separate employment contracts, remuneration etc. will not arise.

Technical and programming services will be procured by means of contracts with external suppliers.

Section 5 The Programme Service

5(a) Broadcasting Philosophy

(i) Philosophy & Vision for TRAVEL FM

The applicants see TRAVEL FM as a public service information station - a channel for information rather than a conventional radio station. Its primary purpose is to inform, rather than to entertain.

The target audience for the special interest station proposed is the travelling population in Dublin City: those who commute daily to the city, or those resident in the City who use its transport services.

The primary aims of Travel FM are

1. *to convey to its audience as much relevant traffic and travel information as possible, as quickly and accurately as possible in as acceptable a format as possible.*
2. *to convey information to non-motorists regarding rail, road, air and ferry travel services.*
3. *to promote good roadcraft, and compliance with the laws/regulations which apply particularly to motorists.*

Thereafter,

4. *to assist Dublin Corporation and An Garda Siochana communicate with the population of Dublin City.*
5. *To familiarise the public with the myriad activities of Dublin Corporation and the range of services it provides including its involvement with cultural and arts events, sports and leisure facilities, informal educational courses, community development and planning and area rejuvenation initiatives.*

(ii) Strategies

Programme Research: To our certain knowledge, there is no automated radio station of this nature on air anywhere in the world. There are news/traffic/sports/sports-talk formats in every major market in the U.S.A., but all are personality-led. There are tape loop message systems in every U.S. city of any size detailing airport information and major traffic events, but with nothing like the range of services envisaged by Dublin Corporation. The only way to test the concept was to try it. The applicants are grateful to the I.R.T.C. for allowing the 8-

week trial to be undertaken. It was a world first. This pilot broadcast coupled with a evaluation study commissioned from MRBI was the only way to research the project fully.

The evaluation survey shows that even in a short 8-week period, it had gained a not inconsiderable audience and that there was a high degree of satisfaction with the service delivered. (See Section 6(b) and Appendix 2).

Programme Production: Following the pilot, a study was commissioned internally by Dublin Corporation. The object was to identify areas where the Station could be developed to disseminate both Garda and Corporation information in addition to travel and traffic news. Departments in both organisations have shown excellent programming potential for items ranging from 30 second information spots to 10-15 minute interviews, features and education programmes. **All broadcast items will be pre-recorded.**

Quality Control: During the pilot, we discovered that there are two dimensions to quality in this service: quality of delivery and quality of information.

Poor quality of information was immediately evident by callers ringing the Traffic Freephone number to complain, and *'tell it like it is'*. (We came to conclude that some calls were being made for their therapeutic value!).

The Station Manager in consultation with an ad hoc focus group monitored quality of delivery. The 'feedback line' suggestions were all gathered into a database. Through the life of the pilot, we received calls initially with signal quality reports, then with users' impressions of the service. To these were added the comments and requirements of the information providers. The service was changed repeatedly during the pilot, which resulted in the number of phone calls dwindling to a trickle.

As this approach served us well on the pilot, we propose to use exactly the same approach should we be awarded the contract.

Compliance is assured, as all elements are pre-recorded and played out to a pre-defined schedule.

The quality of the proposed additional programming will be assured by contracting programme-making to external parties experienced in radio production. Where Corporation or Garda personnel, members of the

public or specific sector 'experts' are involved in programming, full pre-programme guidance and assistance will be given by the producer. Pre-broadcast, each programme will be checked for quality, accuracy and suitability for broadcast. The 'feedback line' will also be used as a gauge for listener response to these programmes.

(iii) Measurement of Success

Apart from the results of the MRBI survey there are two interesting pieces of empirical data, which show the effectiveness of the system in alleviating traffic problems.

On Saturdays, the carparks in the South of the city generally fill in a familiar pattern. Setanta centre fills first with the overflow moving to Dawson St, then Drury Street and Stephens Green/Surgeons, etc. During the pilot period, on a Saturday on which there was a match in Lansdowne Road, all but two carparks filled completely. This time, however, they first filled down to 50 remaining spaces evenly. After that, they filled from 50 to full almost synchronously - but without queuing on the streets. Following the announcement that they were full, Christchurch and Thomas St. began to take the overflow. A high proportion of drivers using the radio Station could only have achieved this change in parking patterns. Since the Station has ceased, the old pattern has returned and the incidence of on-street queuing increased.

The second observation is that while the Station was on air, only on one occasion was it necessary to advise of traffic congestion due to queues for carparks. This is a regular occurrence without the Station's influence.

These represent the kinds of ways the Station can have a positive impact by contributing to less circulating traffic, less unexpected hold-ups, and less waste of time. Even at times where the Station cannot effect an improvement, giving those caught in such conditions information about the general situation allows them re-schedule or cancel meetings, hopefully lowering the anxiety levels, and reducing the onset of so-called 'road rage'.

5(b) *Programme Schedule*

(i) Content, Duration, Proposed Hours of Broadcasting and Anticipated Developments

TRAVEL FM will broadcast 24 hours a day. The initial service will deliver the following:

Information on traffic conditions input by Dublin Corporation's Traffic Control Centre and the Command and Control Centre of An Garda Siochana, Harcourt Street,

Data on parking availability, received automatically from the entry/exit barriers in the city's multi-storey car parks.

Airport information input by Aer Rianta staff at Dublin Airport.

Rail services information input by Iarnrod Eireann staff at Connolly Station.

Ferry service information input by the operators of services from Dublin Port and Dun Laoghaire Harbour.

Bus service information input by Bus Atha Cliath staff.

As soon as possible after start-up, we would propose automating the information gathering from Iarnrod Eireann. Many listeners wanted this service. The information is already on computer systems and the easiest way to guarantee its availability on TRAVEL FM is to automate the data collection. Such a project was not feasible for the pilot. It should be possible to provide within three months.

Aer Rianta is developing a new Control Centre at Dublin Airport. They are interested in adding the information from their CCTV system and increasing the range of messages, which we made available for them. Work on this will commence immediately on being awarded the contract, with the additions being available within weeks of going on air.

Dublin Corporation is already undertaking work on the SCATS traffic signal control system, the results of which could enable information on traffic congestion levels to come directly from the Traffic Control Centre's computers to TRAVEL FM. In this way, unexpected traffic congestion happening outside of manned hours could be notified to motorists.

It is anticipated that the operating hours during which the Traffic Control Centre is manned will be increased. This will, therefore, extend the period of manned operation for the Station.

It is intended to take weather forecasts from an outside contractor in the same way as the other information providers. Weather reports will be provided from a weather station on the roof. Air quality monitoring equipment is also being installed at the Civic Offices. We are

researching whether the output from this equipment can be accessed for broadcasting.

A regular time signal will be transmitted every 15 minutes for the convenience of listeners.

As outlined above Dublin Corporation and An Garda Siochana anticipate enhancing its public utility service by including additional non-traffic programming in the TRAVEL FM schedule. Dublin Corporation intends, through this additional programming, to promote its work as a municipal authority and raise awareness of the services it provides and the recreational activities and facilities with which it is associated.

The enhanced service will include the following:

A brief outline of each Corporation Department, its main functions and how it can be accessed by the listener. Where applicable direct dial phone numbers will be issued as will the Corporation Website address and E-mail number.

Additional traffic and roads information including information on environmental traffic planning schemes, residential traffic calming measures, traffic signalling, road safety, road design and planning & construction with input from Dublin Corporation and An Garda Siochana.

Regularly updated information on cultural, recreational and sports events and services provided by Dublin Corporation.

Environmental awareness information including advice on water conservation, waste, litter, pollution, the Tidy Districts Competition, composting, recycling etc

Advice and information on housing grants schemes administered by the Corporation.

Information on Community Development services provided by the Corporation including services to community groups, estate management, children, youth and senior citizen programmes, and informal adult education classes.

Bilingual presentation of new practices being implemented by Dublin Corporation as part of its Action Plan for the Irish Language 1999/2003. (Plean Gníomhaíochta don Ghaeilge 1999/2003)

Presentation in the Irish language of historical background to street names in Dublin City.

A range of "How to" information bulletins e.g. How to:

- Apply for planning permission
- Save water
- Prevent waste
- Recycle
- Register to vote
- Join the library
- Tax your car
- Pay for parking
- Apply for a residential parking disc
- Communicate in Irish with Corporation personnel.

As part of its development plan TRAVEL FM intends to externally commission, at regular intervals, a range of short features and documentaries dealing with specific events, facilities, people, initiatives etc within Dublin Corporation and An Garda Siochana. Some internal analysis of possible subject matter has already been completed. These features will be broadcast during the off-peak, evening period and will be repeated during the night and at weekends.

A regular update on employment opportunities within Dublin Corporation from the Human Resource Department.

A brief outline of the community-based role of an Garda Siochana.

Additional road safety and crime prevention advice aimed at groups other than motorists e.g. cyclists, pedestrians and visitors to the city.

Regular update of developments and innovations as they occur within Dublin Corporation and An Garda Siochana.

This is a selection from some of the programme ideas developed following the internal study of Corporation Departments and consultation with An Garda Siochana. It is by no means a comprehensive list of programming possibilities. Dublin Corporation and An Garda Siochana are mindful that the primary purpose of the TRAVEL FM will always be to provide traffic and travel information. It would be unrealistic to develop an alternative programming schedule which would interfere with that purpose. Therefore most of the "programmes" outlined will be of short duration - 30 second to 3 minute information inserts to 10-15 minute feature pieces. Also, given the automated nature of the Station it will be imperative to adhere strictly to time limits. The intention is to build up a library or 'stock' of

broadcast material which can be inserted into the current broadcasting schedule at predetermined times. (See Typical Schedule below).

(ii) Typical Schedule

Monday to Friday

00:00 to 07:00

Overnight Mode

Sustaining service of music, interrupted as required to broadcast any important messages from the Gardai or External Information Providers. Interrupt times at :00 :20 and :40 each hour. In the event of a serious incident or urgent advisory, the Gardai will have the facility to flag a message as 'urgent', which will cause interruption every 10 minutes. In the event that the break is not required, broadcast repeats of information messages and features from previous day as described above

07:00 to 07:30

Transition Mode

Transition period where traffic information will gradually displace music so that, at most, one track will play between traffic announcements. Insert 30 second to 1 minute promotional and information bulletins only.

07:30 to 09:30

Peak Mode

Includes only Traffic, Airport, Bus, Rail and Ferry slots on a highly frequent rotation interspersed with short promotion spots. Maximum of 30 second promotional and information inserts.

09:30 to 16:30

Daytime Mode

Adds parking and short programme features to the peak mix.

16:30 to 19:00

Peak Mode

Includes only Traffic, Airport, Bus, Rail and Ferry slots on a highly frequent rotation.

19:00 to 19:30

Transition Mode

Transition period during which traffic messages will be replaced gradually by music easing into the overnight service. Insert 30 second to 1 minute promotional and information bulletins only.

19:00 to 23:59

Overnight Mode

Sustaining service of music, interrupted as required to broadcast any important messages from the Gardai or External Information Providers. Interrupt times at :00 :20 and :40 each hour. In the event of a serious incident or urgent advisory, the Gardai will have the facility to flag a message as 'urgent' which will cause interruption every 10 minutes. Information messages and features as described above will be transmitted.

Saturday and Sunday

During Saturday and Sunday, the Traffic Control Centre is only manned during required hours. Generally, this is a core time of 11:30 to 17:30. There is usually no predictable peak, but roadworks, marches, filming or recreational events can cause severe traffic disruption. To cope with this, Saturday and Sunday schedules are more flexible.

00:00 to 10:00

Overnight Mode

Sustaining service of music, interrupted as required to broadcast any important messages from the Gardai or External Information Providers. Interrupt times at :00 :20 and :40 each hour. In the event of a serious incident or urgent advisory, the Gardai will have the facility to flag a message as 'urgent' which will cause interruption every 10 minutes. In the event that the break is not required, information messages and features as described above will be transmitted.

10:00 to 16:00

Weekend Day Mode One

Sustaining service of music, interrupted as required to broadcast any messages from the Traffic Controllers, the Gardai or External Information Providers. Interrupt times are every 10 minutes. Car parking information, traffic information, and outside providers information is transmitted each break. Should the information cycle exceed 7 minutes, music will not be played until the information load is reduced again below 6 minutes. This will sound very similar to peak mode until the music resumes.

16:00 to 17:30

Weekend Day Mode Two

As Weekend Day Mode One, but without the car park information.

17:30 to 00:00

Overnight Mode

Sustaining service of music, interrupted as required to broadcast any important messages from the Gardai or External Information Providers. Interrupt times at :00, :20 and :40 each hour. In the event of a serious incident or urgent advisory, the Gardai will have the facility to flag a message as ‘urgent’ which will cause interruption every 10 minutes. Information messages and features as described above will be transmitted.

5(c) Programme Policy Statement

Travel FM will be dedicated to bringing traffic and travel information to those who require it, 24 hours a day, 7 days a week. It will be designed to deliver information - not to entertain.

During peak traffic times, we will get the information to the user in an average time of 4 minutes. We do not anticipate users listening for more than 8 minutes at a time.

If the IRTC accepts that the content of the station, being real-time traffic and travel news, qualifies as news or current affairs content, then the specific ratios requested are as follows on a 7-day 24-hour basis:

Music to Speech Ratio	45:55
Percentage of speech programming to be devoted to news and current affairs	100%
National, international and local news content	0%
Current affairs coverage	0%
Sports coverage	0%

It is expected that the general information service programming will be both informative, engaging and entertaining.

Plans to Purchase and Sell Programmes

TRAVEL FM has no plans to purchase or sell programmes.

Presentational Style

Automated but as convincingly real as is technically possible.

All public service programmes and messages will be pre-recorded and will take various forms. Some will take the form of pure 'voiced' pieces whilst others will use a richer mix of, for example, music, voice-over, actuality and sound effects. Duration and type of message will dictate the richness of the sound mix.

Music Policy

At the outset, it must be noted that music on Travel FM is less important than the information, which can and will interrupt it at any time. It is played as a sustaining service with no introductions, no presenters, and no track information or credits.

The age range of the population for which the Station must cater is atypically broad. Now-conventional approaches to formatting are highly unlikely to appeal to any audience other than their intended target, and are therefore eschewed. However, there are still two common denominators in our choice of music – tempo and mood.

It has long been known that fast exciting music raises heartbeat rates, and mellow, slow music lowers them. Having the luxury of being free of an imperative either to entertain, or to “hold on” to listeners allowed us great flexibility in the pilot. The music chosen, therefore, primarily for its ability to be tolerated by a wide range of possibly irate people, sitting in traffic. Its tempo was confined in the main to a range from 60 to 100 bpm to be “easy” or “soothing”. The only restriction on genre was to keep away from the formats of established stations already in the franchise area.

We tended to select music which was light and preferably optimistic in mood. We only included AOR cuts if they were immediately recognisable, and were likely to have listeners “singing along” with them. Much of it was instrumental to make it easier to switch in to and switch away from – but still might make a driver tap a finger on a steering wheel if it were left on.

These criteria tended to steer us towards Smooth Jazz and AOR ballads, some Funk, and quite a bit of Soul and West Coast sounds. The oldest tracks played dated from 1920's with the most recent being from current albums. It had to be “quality” music. Whatever else, it should not be jarring or grating, even to those

for whom a particular track might not be to their taste. In the case of older tracks, the quality of the music should shine through, even if the audio was sounding a bit off.

As Ladysmith Black Mambazo and James Taylor came through town, their music was heard on air. We included some newer music such as Enya and the two Adiemus projects for their ability to be refreshing. We stretched the bpm rules a little to include the optimism of Latin rhythms. We included traditional and contemporary Irish tracks as long as they met the criteria. Davy Spillane, Sharon Shannon, Donal Lunny *et al* all featured.

Our policy with regard to Irish talent is to welcome any artist as long as their music “lies comfortably” with the mix which we have put together in terms of quality, mood and tempo. This applies also to songs in the Irish language. Current “pop” bands or artists will not be carried.

Once chosen, the music was played out in totally random manner to remove any element of predictability from the output.

The perceived result was of an extremely eclectic mix of music, at best pleasant to listen to while driving, at worst, inoffensive.

Should we be awarded the contact, we would make only one major change to this format, and that would be to restrict the length of tracks used between 07:00 and 07:30 to 3’00” or less, and to keep our least offensive, widest appeal for then. This is to allow for faster cycling of the information, and to take account of the fact that the humour of listeners at that time of the morning might not be the most tolerant!

Sample Playlist

Nearest match to Sound of Station: **“Come to Me” by Tania Maria**

Four Hours’ Music – Typical of any hour, day or night.

Hour 1 Playlist

Johnny and Mary	Martin Taylor
Straighten Up and Fly Right	Diana Krall
One Note Samba	Stan Getz
What Are Doing The Rest of Your Life	‘Toots’ Thielemans
Too Darn Hot	Ella Fitzgerald
Jazz Carnival	Azymuth
Time in a Bottle	Jim Croce

Kayama	Adiemus/Karl Jenkins
Daire's Dream	Davy Spillane
Walk Between the Raindrops	Donald Fagan
Lady Be Good	Django Reinhardt
Lady Love	Nicholas Bearde
All the Things You Are	Sonny Criss
It's Always You	Frank Sinatra

Hour 2 Playlist

Rawhide	Frankie Laine
Pensylvania 6-5000	Glen Miller
Yah Mo B There	Michael Mc Donald
Junk	Paul Mc Cartney
The Last Farewell	Roger Whittaker
European Comfort	Gota
Shiver	George Benson
Is it a Crime	Sade
You Are Everything	The Stylistics
Norwegian Wood	The Beatles
Two Sleepy People	Geraldo & His Orchestra
Baseball	Michael Franks
People	Andy Williams
On Raglan Road	Sinead O Connor

Hour 3 Playlist

Night Flight	Joe Sample
Mil Amores	Doug Cameron
Everytime we Say Goodbye	Annie Lennox
Mercy Mercy Me	Marvin Gaye
Spanish Harlem	The Mamas and the Papas
Green Street	Grover Washington Jr
Morning	Kenny G
Agua de Beber	Lee Ritenour
They Can't Take That Away From Me	Fred Astaire
American Landscape	David Benoit
Septembro	Quincey Jones
Laugh Out Loud	Robert Cray Band
Wave	Oscar Peterson
Snowball	Harry Roy & His Orchestra

Hour 4 Playlist

Peace & Love & Happiness	Club Safari
Lady Madonna	The Beatles
Wake Me When It's Over	Candy Dulfer

Help Me
Georgia On My Mind
What Is This Thing Called Love
Auguststrasse18
So Far Away
Sultans of Swing
Sweet Baby James
Carrickfergus
They Dance Alone
The Nearness of You
Natural Mystic

Joni Mitchell
Louis Armstrong
Mel Torme
Acoustic Alchemy
Carol King
Dire Straits
James Taylor
Brian Kennedy
Sting
Jimmy Dorsey
Bob Marley

Section 6 Market Analysis

6(a) *Analysis of Existing Marketplace*

Applicants are required to provide an analysis of the existing radio market in the franchise area and to comment on the performance of existing operators, audience ratings, advertising revenue, market trends and other key competitive issues in the marketplace. This analysis is not considered relevant in the case of TRAVEL FM.

It is considered important however, to explain how the service that will be provided by TRAVEL FM differs from the ordinary traffic bulletin service that was pioneered by AA Roadwatch in Ireland and that is carried by the main national and Dublin radio stations. These traffic bulletins, which are broadcast at regular intervals, have undoubtedly made a major contribution to improving access to traffic/travel information. However, they suffer from a number of drawbacks as follows:

- *the amount of information that can be given out is limited because of restrictions on the amount of programme time available,*
- *there can be significant delays between the time information comes to hand and the time it is broadcast, which diminishes its usefulness to motorists/travellers and*
- *there are doubts about the quality of the information, much of which is second or third hand.*

Because TRAVEL FM will be a dedicated traffic and travel information Station it will not be constrained in terms of the amount of information it can broadcast. Delays between information coming to hand and it being broadcast can be kept to an absolute minimum. Finally, the traffic and travel information sources available to AA Roadwatch do not compare with the resources at the disposal of the Office of the Director of Traffic, Dublin Corporation and An Garda Síochána. The resources include:

- *the traffic CCTV network of 38 cameras in the Dublin Corporation area which is soon to be increased to 50. In addition, new traffic cctv networks have been installed by Dun Laoghaire Rathdown and South Dublin County Councils. Information from these systems will be available to TRAVEL FM.*

- *the SCATS traffic signal computer control system which covers 200 intersections and which is being extended to cover 400 junctions (i.e. every junction and pedestrian crossing on all key routes in the city) provides real time information on traffic congestion,*
- *the data collection equipment installed in all public multi storey car parks in the Corporation area,*
- *the Garda helicopter,*
- *the role of Dublin Corporation and an Garda Siochana in areas such as the control of roadworks, road closures, the provision of emergency services, maintaining public order etc gives both organisations unrivalled access to information of matters that impact on traffic and travel services and*
- *allied to this are the extensive on-street resources available to the organisations involved (e.g. An Garda Siochana, Dublin Corporation etc.) and the experience of the operators located in Dublin Corporation's new Traffic Control Centre and in the Garda Command and Control Centre. These all combine to make available the raw data for the information service. In addition, Bus Átha Cliath, Iarnrod Eireann, Aer Rianta, Dublin Port and Dún Laoghaire Harbour ferry operators, and National Toll Roads will all have direct on-line access to TRAVEL FM.*

6(b) *Demand and Potential for the Type of Service Proposed.*

There are few public policy issues that excite as much interest and passion as the Dublin's deteriorating traffic situation. At a general level the extent of the challenges that Dublin faces in attempting to address its traffic problem can be gauged by considering the fate of the DTI Strategy which was drawn up in the early 1990s and finally adopted by the Government in 1996. The Strategy aimed to provide an integrated and comprehensive response to transportation challenges facing the Dublin region.

The experience to date since the strategy was adopted has not been especially encouraging. The forecasts on which the Strategy was based have proved unduly pessimistic. The demand for travel has grown well ahead of what was expected largely due to the unanticipated and sustained growth in the economy of the region. At the same time the pace of implementation of the key infrastructural projects in the Strategy has been disappointingly slow. This has been due primarily to the high degree of public opposition to individual projects. This

opposition has been greatly facilitated by the tortuous planning and public consultation process to which every major infrastructural project is subject.

The consequences of these trends are evident on the streets of Dublin today. Traffic congestion has increased and this in turn has resulted in reduced average speeds; increased variability in journey times; a considerable spreading of the morning and evening peak periods; a deterioration in the quality of the environment; a decline in the urban character; increased incidence of severance and increasing restrictions on personal freedom and mobility. There is also growing concern regarding the long-term consequences of traffic congestion for the competitiveness of the Dublin economy.

The delays in the implementation of the key infrastructural projects has focussed attention on a range of traffic management measures (incl. enforcement measures) that are capable of being implemented and generating benefits in the short term. The provision of improved information to motorists and travellers is one such measure.

It is generally accepted that the provision to drivers of comprehensive, up to date and accurate information on traffic conditions and on parking availability, which they can access while they are in their vehicles, can make an important contribution to minimising traffic congestion. The availability of this information can facilitate improved route planning and journey timing. Similarly the provision of up to date real time information on changes in public transport services can improve service levels enjoyed by bus and suburban rail/DART passengers. Finally, the provision of information, in an easily accessible format, on traffic conditions/parking availability at Dublin Airport and on changes in ferry services at Dublin Port and Dun Laoghaire Harbour will be of interest to users of these facilities and services

6(c) *Anticipated Performance of Service*

The Office of the Director of Traffic, Dublin Corporation is satisfied that there is a significant demand for the service that will be provided by TRAVEL FM. Our confidence in this regard is based on the following factors:

(i) Market Research

MRBI were commissioned by Dublin Corporation to carry out a survey among motorists in Dublin city centre with the objective of measuring the following:

- *Radio stations listened to on the day prior to interview,*

- *Radio stations listened to in the week prior to interview,*
- *Awareness of TRAVEL FM*
- *Ever listened and when last listened to TRAVEL FM*
- *Rating of usefulness of information provided by TRAVEL FM among those who had ever listened.*
- *Rating of usefulness on information provided by TRAVEL FM among those who had never heard of nor listened to TRAVEL FM.*

A total of 665 face to face interviews were carried out between Monday 28 June 1999 and Saturday 3 July 1999, to coincide with the last week of the transmission of TRAVEL FM on a pilot basis. MRBI's report on the Market Research is attached in Appendix 2. Highlights of the research findings are set out below:

Radio Listenership Over Past Week

10% of those interviewed stated that they had listened to TRAVEL FM in the past week. When non-listeners were probed further the proportion of all respondents who had listened to TRAVEL FM in the past week increased to 18%. These are very significant listenership figures for a short pilot broadcast. Listenership was significantly higher among frequent commuters to the city centre.

<i>Radio Stations Listened to Over the Last Seven Days</i>		
	<i>All Respondents</i>	<i>Frequent Commuters*</i>
RTE Radio 1	51%	50%
2FM	37%	38%
Today FM	16%	21%
Lyric FM	15%	18%
FM 104	28%	24%
98 FM	28%	27%
Atlantic 252	3%	4%
TRAVEL FM	10%	14%
Any BBC	1%	0%
Any Other	11%	8%
Don't Know/None	1%	0%

* *Travel 5 or more days per week to City Centre*

Usefulness of Information on Traffic/Parking Availability

77% of those who had listened to TRAVEL FM rated the information on traffic as either very useful or fairly useful while 69% gave the same rating to information on parking availability and 54% gave this rating to the information on travel services - the least developed aspect of the pilot broadcast.

<i>Listeners to TRAVEL FM</i>			
	<i>Traffic Information</i>	<i>Parking Availability</i>	<i>Travel Services</i>
Very Useful	45%	41%	29%
Fairly Useful	32%	28%	25%
Not Very Useful	12%	16%	10%
Not at all Useful	8%	7%	12%
No Opinion	4%	8%	24%

Interest in Information on Traffic/Parking Availability

68% of those who had never listened to TRAVEL FM stated that they would be very interested or fairly interested in traffic information and 66% in information on parking availability.

<i>Listeners to TRAVEL FM</i>			
	<i>Traffic Information</i>	<i>Parking Availability</i>	<i>Travel Services</i>
Very Interested	41%	43%	25%
Fairly Interested	27%	23%	21%
Not Very Interested	16%	15%	20%
Not at all Interested	12%	15%	28%
No Opinion	5%	4%	5%

(ii) Travel FM Feedback Phone Line

A listener feedback phone line was maintained throughout the period of the pilot broadcast. A total of 388 calls were received. An analysis of the content of these calls is given in Appendix 5.

In general these calls were very supportive of TRAVEL FM. The main criticism concerned the inadequate route coverage in the Greater Dublin Area.

6(d)) Strategies for Achieving Proposed Listenership & Revenue Targets

The strategy for promoting listenership to TRAVEL FM during the pilot broadcast consisted of the following elements:

- *a media launch of the Station in Garda Headquarters,*
- *use of the Corporation's network of VMS signs in the city,*
- *the distribution of an information leaflet to over 120,000 households in the Dublin area,*
- *the distribution of an information leaflet to motorists using multi-storey car parks in the city and the car parks in Dublin Airport,*
- *the erection of banners on the Corporation's traffic cctv camera poles, at Eastlink and Westlink Toll Road Bridges and at Dublin Airport.*
- *the posting of information notices on the Corporation' multi-bay parking meters and pay and display disk issuing machines,*
- *the erection of posters in outdoor advertising sites in car parks, Dublin Port, garage forecourts together with a number of 48 sheet sites.*

In view of the success of this marketing/promotion strategy a similar approach will probably be followed if TRAVEL FM is launched on a permanent basis.

***Section 7* Financial & Business Plan**

It is intended that TRAVEL FM will be funded out of the internal resources of the Office of the Director of Traffic, Dublin Corporation. Adequate resources are available to fund the proposed developments in the Station. The submission of a Financial and Business Plan is not considered relevant.

Dublin Corporation reserves the right to accept suitable underwriting/sponsorship of broadcast material in order to defray the operating costs of the Station.

Section 8 Transmission Proposals

8(i) Name. Three Rock Mountain.
Co-ordinates: 06W14 53N15
N.G.R.: TO 177 233
Height a.s.l. 448 m.

8(ii) Antenna Height
40 m. a.g.l.

8(iii) Transmitter Specification: Changes from Appendix 1
Whilst we wish the station to be licensed to transmit 1kW H and 1 kW V (total 2kW), it is quite likely that the power radiated will be less than those values. The station is unique in that it is problematic if it is heard too far away. There is a listener expectation that if they can hear the service at a given location, then the service should still serve them at that point. We intend to back off the power radiated so that the overspill from the franchise area is minimised, consistent with serving the built-up centre city areas properly.

8(iv) Antenna/Mast Sharing
Travel FM will be a tenant of Rock Solid Communications Ltd. We will therefore be sharing the mast with 98FM on 98.1 MHz, Anna Livia 102.2MHz and some ESAT communications equipment. The only space available to accept our antennae is on the West-facing leg of the tower.

We do not anticipate sharing the antenna with any other station.

8(v) Coverage and Field Strength
See attached field strength contour map. (Appendix 3)

8(vi) ERP and Antenna
We wish to be licensed to use the full 2KW proposed for this frequency, although our recent pilot indicates that an ERP of 500 watts total will be sufficient. We propose using vertical polarisation. Please note section 8(iii) above relating to our intentions regarding power reduction.

The radiation pattern specified for the service on 106.8 MHz is omnidirectional save for a vector bearing 90°, which has a gain restriction imposed of some 11dB. The nearest practical implementation of this pattern is cardioid, with its null facing 90°, and main lobe therefore bearing 270°.

The mast on which we will be locating has space available only on a West-facing leg, which means that our antenna will be required to fire backwards in order to illuminate the estuary and Howth.

In order to meet the above requirements, we have selected the type **EFC/DD** from **Radio Structures**. Two of these antennas will be installed, spaced vertically so as to give the required 2 vertical aperture to protect the nearby aeronautical band.

Essentially, the antenna is a double-dipole endfire array. The spacing between dipoles is 1/8 and they are fed 135° out of phase in order to produce the desired beam shape. The data sheet for this antenna is given in Appendix 4. It should prove possible to aim the antennas towards the city somewhat from the West leg, while still meeting the requirement to radiate no more than 19dBW on 90°.

8(vii) Capital Costs for Transmission Equipment etc.

The estimated capital costs are set out below:

	£
1.4 GHz Link Transmitter FM analogue	4,000
1.4 GHz Link Receiver FM analogue	1,500
Link antennas, riggers, leads etc. (PC Sum)	3,000
Main Transmitter 106.8 MHz	8,000
Standby Transmitter	3,000
Band Pass Filter (already on site)	
Directional Coupler	<u>1,000</u>
Total Budgeted Cost:	20,500

Mains feed to the transmitters and other equipment on site is from the maintained supply of Rock Solid Communications.

8(viii) Technical Expertise Available

For studio consultancy, design, installation supervision and acceptance testing, we are retaining the services of Mr. Darren Leeming, B.Sc. Senior Engineer, Manx Radio, Isle of Man.

For custom equipment installation, audio installation with responsibility to deliver baseband multiplex to the link transmitter and monitoring delivered quality; we are retaining the services of Mr. Andy Linton.

For computer system programming, radio station formatting and programming, system implementation and entire project supervision, we are retaining the services of Mr. Michael Farrell, Radiomation.

For R.F. links and Main Transmission facility commissioning, we are retaining the services of Mr. Peter Gibney, B.T.S.

8(ix) *Planning Permission Status*

Planning permission is not required for the transmission facility to accept our equipment.

Section 9 Studios & Operations

9(i) *Studio Location etc.*

The programme material for the proposed radio station will be entirely pre-recorded. The majority of this work will be undertaken at the studio of Radiomation in Roscommon. It is this studio we will describe. It has already been inspected by the IRTC.

It should be noted, however, that it is Dublin Corporation's intention to construct a studio in the Civic Offices, Wood Quay as part of the development of TRAVEL FM. As the station is to be totally automatic, news, administration areas etc. will not be required. The only technical areas required will be space to house are one 19" rack unit in the Traffic Computer Room, Lower Ground Floor, Block 2, Civic Offices, and one 19" rack unit on the fifth floor to house audio processor, RDS injection link transmitter and monitoring equipment.

9(ii) *Construction Details*

The recording studio has a floor area of approximately 10 sq.m. It is constructed as a room within a room with fully floating floors, walls and ceiling. The walls are brick outer/air space/stud partitions on two sides; double glazed/air space/single glazed to the outside, and stud partition/air space/stud partition to the inside. All stud partitions are packed with rockwool as is the ceiling. The ceiling is similarly damped. The wall finish is blue hessian stretched on removable timber frames.

It is intended that the same specification will be followed in the construction of the studio in the Civic Offices. A floor plan of the proposed studio is given in Appendix 6.

9(iii) *Access for People with Disabilities*

The entire building is single level with ramp access to the rear door. The studio door similarly has a ramp to allow access from the general floor level.

The Civic Offices site facilitates full access to people with disabilities.

9(iv) *Heating, Ventilation and Standby Power*

The infrequent usage requirement of studio facilities makes maintained supply to the studios unnecessary. However, the studio is air-conditioned.

The technical and transmission equipment is fed from Dublin Corporation's computer supply, which is maintained by UPS and generator. The location of the bulk of the equipment is in the air-conditioned computer equipment room which also has automatic gas extinguishers installed.

9(v) *Technical Equipment*

Direct input and system supervision is from computers located in the Traffic Control Centre (TCC), 5th floor, Block 2, Civic Offices in parallel with the Garda Command and Control Centre, (GCCC) DMA Head Quarters, Harcourt Street. There is a computer network link in place between the TCC and GCCC.

Remote input computers have been distributed to Bus Eireann, Iarnród Eireann, Aer Rianta, National Toll Roads, Stena Line, Irish Ferries, Super Seacat/Isle of Man Ferries etc. These information providers have dial-up access on demand *via* conventional POTS modems to update the messages currently running for their own service only. As a security measure, each computer accessing the service has been supplied by Dublin Corporation and has been given a unique 'fingerprint' without which connection to the Control computer is impossible.

All control input is pre-processed and verified by the Control computer in the Traffic Computer Room, Civic Offices. This computer also intercepts the car park information feed to the display signs in the city, extracting the required data from the data stream. The output from the control computer is passed to the 'On Air' computer at the same location.

The 'On Air' computer schedules playout of the programme information according to a timetable given to it from time to time. At off-peak times, it provides a programme of suitable music, which can be interrupted every 10 or 20 minutes as required to give information updates. Music is derived from a hard disk storage system.

Outputs from the 'On Air' computer and its associated music computer are presented as 4 stereo channels into a custom-built mixer. This mixer has been designed to take 4 inputs, and control them through lockable volume potentiometers. Output from the mixer is driven at high level to the roof over an STP cable. All audio is balanced. Audio processing and deviation limiting is via an Optimod 8100. RDS

injection follows, with a composite baseband feed to the 1.4 GHz link transmitter. The link is therefore from Civic Offices to Three Rock Mountain.

24 hour RoT tapes will be made on 3 long play video tape recorders.

Test Equipment

TFT modulation analyser and MicroGen deviation and RDS monitoring equipment will be used for transmitted signal quality verification, in addition to a standard range of oscilloscopes, digital meters, and audio calibration equipment for general set-up, calibration and alignment.

9(vi) Budgetary Costs

All of the above equipment is already installed, commissioned, and paid for. The cost was in the order of £100,000

The estimated cost of constructing and equipping the proposed studio in the Civic Offices is £30,000.

Section 10 Commencement of Broadcasting

10(i) Readiness Date

Travel FM is ready to originate programmes now. The only delay will be the rigging and testing of the antennae.

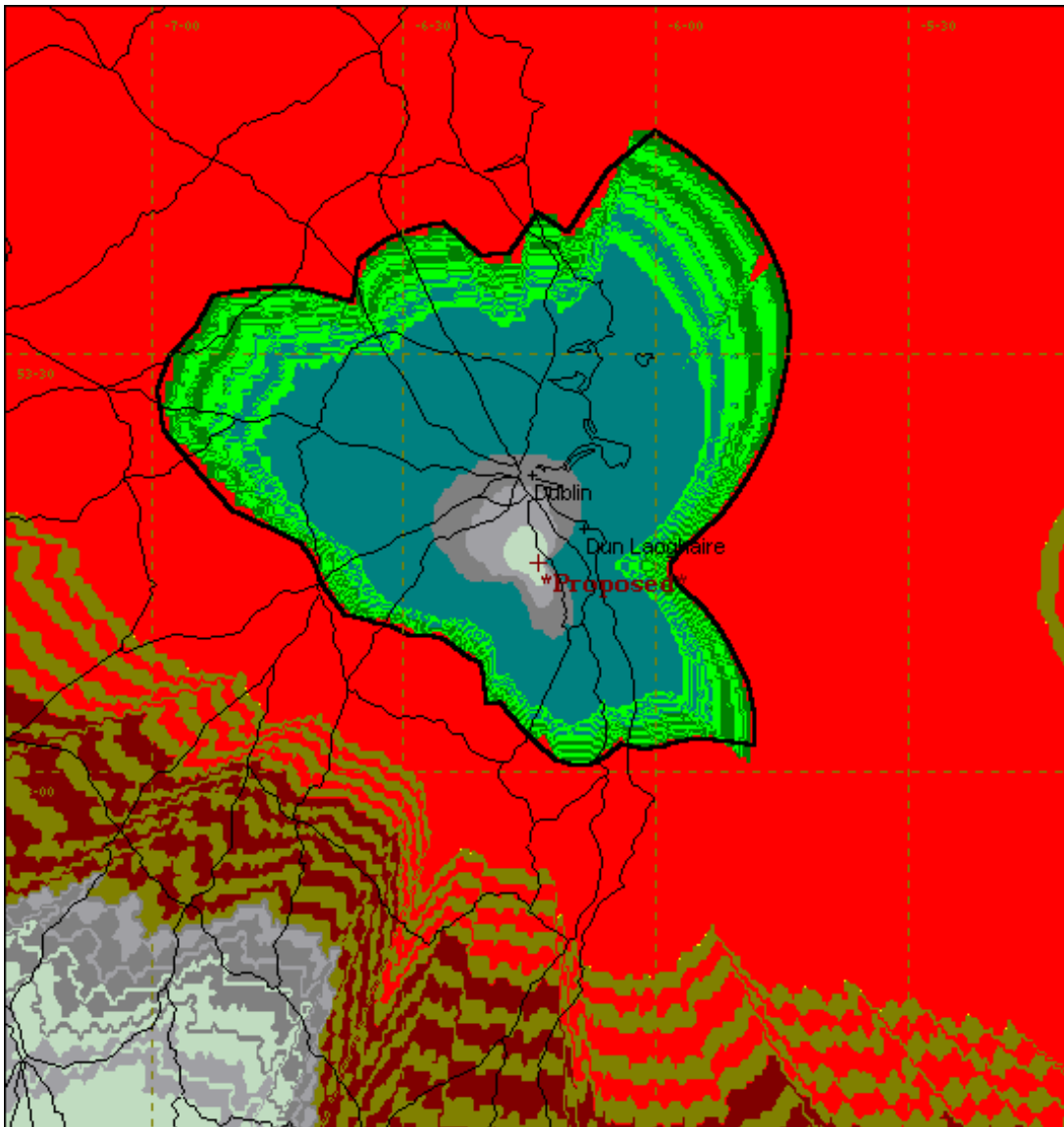
10(ii) Critical Path Analysis

Not applicable, as there is only one item on the path.

Appendix 1 **Role and Functions of the Office of the
Director of Traffic, Dublin Corporation**

***Appendix 2* MRBI Report on TRAVEL FM Survey**

Appendix 3 Field Strength Contour Map



Contour and matrix calculation method: ITU

Edge Contour Value: 54 dBμ

Legend:

White: 100 dBμ

Light Grey: 70 dBμ

Dark Grey: 60 dBμ

Blue/Green: 54 dBμ

Red: 40 dBμ

***Appendix 4* Data Sheet for Proposed Antenna**

Appendix 5* **Analysis of Feedback Phone Calls*

***Appendix 6* Proposed Civic Offices Radio Studio**

***Appendix 7* Letters of Support for TRAVEL FM**

ANALYSIS OF TRAVEL FM FEEDBACK PHONE CALLS



**OFFICE OF THE
DIRECTOR OF TRAFFIC
OIFIG AN BHAINISTEOIR TRACHTA
Dublin Corporation**

No	Name	Address	Phone No	Suggestions/Comments	Date	Time
1				Extended service at peak hours - some music!	03-May-99	06:58:00
2				Ability to ring in and find out best routes when going from Point A to B.	03-May-99	07:09:00
3				Signals are loud and clear in Ballyfermot, M50, Coolock.	03-May-99	07:13:00
4				RDS Carrier Signal on transmission to pick up on station.	03-May-99	07:19:00
5				Provide radio station stickers, music, updates and traffic news.	03-May-99	07:23:00
6	Brian Daly		0862479682	Route No.s along with the Road No.s.	03-May-99	07:28:00
7	Keith		0862636100	Instrumental music, liven up reports, give the next update time.	03-May-99	07:45:00
8	Kevin O'Brien			More volume!	03-May-99	07:53:00
9				Very bad reception beside 106.7.	03-May-99	07:57:00
10				Excellent service but jingles are terrible.	03-May-99	07:59:00
11	Michael			Adelaide Road - Parking meters are in-operative.	04-May-99	08:15:00
12	James O'Toole		0872602881	Traffic Reports on Cabinteely and Foxrock.	04-May-99	08:18:00
13				Are the car parking spaces available or not.?	04-May-99	08:47:00
14				Gridlock instead of "Slow". People travelling routes with mobiles ring with information.	04-May-99	08:50:00
15				Get continuity going. Ferry information.	04-May-99	08:57:00
16				Voices are monotonous.	04-May-99	09:07:00
17	Angeline Bradshaw		0868469582	More information on Travel FM.	04-May-99	09:10:00
18				Good idea. Stillorgan Route-absolute disaster due to QBC.	04-May-99	09:14:00
19				Include Trinity Street and Southside for future.	04-May-99	09:26:00
20	Des Reynolds		01 4101010	Will Radio Station use RDS?	04-May-99	09:32:00
21	Mr. Halland	465 Griffith Avenue, D9	01 8374986	Car Park towards Four Courts-Now disc parking - No cars there now.	04-May-99	09:34:00
22	Peter Vanveldan	Dublin Cycling Campaign	01 7032216	Report on Cycling information.	04-May-99	10:54:00
23	Luke Scott	Radio Presenter	0862552012	Looking for a job?	04-May-99	11:30:00
24				Drop the music and add more personality.	04-May-99	11:33:00
25				Reception very good in Blackrock. Add weather information.	04-May-99	11:40:00
26				Information on Car Parking Spaces.	04-May-99	12:13:00
27	Flemming		01 2858567	Signal in Dalkey not very strong. Information on DART delays etc.	04-May-99	12:43:00
28				Are routes inward or outward.	04-May-99	15:49:00
29				Good idea overall, the long gaps are irritating.	04-May-99	16:32:00
30				Information on Road Closures.	04-May-99	16:36:00
31				Car Park Reports - What time closed? How many spaces?	04-May-99	16:51:00
32				Familiarise the streets more!	04-May-99	17:16:00
33	Patrick Mc Donnell	086 8117561	01 6602010	Looking for a job. Experience with RTE and Local Radio.	04-May-99	17:47:00
34	Ralph Mc Garry	333, Old Blessington Rd, D24	01 4521690	Irish Correspondent for Radio Review Newsletter. Looking for information.	04-May-99	17:56:00
35				Mention Lucan Route and Navan Route.	04-May-99	18:07:00
36			0868281393	Weather Forecasting and using people to tell of junction traffic lights situations etc.	04-May-99	18:26:00
37	Fergal Quinn			He is happy with Station. Loud and Clear.	04-May-99	18:30:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

38	Fergal O'Sullivan		Cheer up. Best of luck.	04-May-99	19:12:00
39			Free Feedback Line. Whether to use 24 hour time. Ensure proper information.	04-May-99	19:24:00
40			Cover areas such as Swords etc.	04-May-99	19:33:00
41			Super idea but jazz up. Headline news every 5 minutes. Quite monotonous.	04-May-99	19:49:00
42			Freephone number. Road accidents could be forwarded by mobiles etc.	04-May-99	20:13:00
43			Give people an alternative route e.g. When saying that O'Connell Street is blocked up.	04-May-99	23:55:00
44			No information on Southside. Why?	05-May-99	06:39:00
45			Freephone number again with additional information.	05-May-99	07:47:00
46			Take ideas in over the phone eg. moving traffic lights. Inform on all traffic/road works	05-May-99	08:13:00
47			Include details on road closures, traffic lights out etc.	05-May-99	08:26:00
48			Monotonous. Need to give a realistic assessment from Point A to B.	05-May-99	08:56:00
49			Give times of arrivals and departures of ferries. Delays either.	05-May-99	09:14:00
50			Train arrival times and bus arrival times.	05-May-99	10:07:00
51			Looking for job as DJ.	05-May-99	11:13:00
52			Roadworks - Locations .	05-May-99	11:47:00
53			Only inform of car parking spaces once.	05-May-99	12:02:00
54			Mention Tonlegee Road and East Wall Road.	05-May-99	12:28:00
55			Remove the silences. Indicate direction of traffic flow.	05-May-99	12:30:00
56		South West part of the City	Wondering if you are going to cover his area.	05-May-99	12:47:00
57			Great idea. Concentrate on Leixlip etc. Broaden it out a little bit.	05-May-99	13:00:00
58			Information as to inbound or outbound flow. Mention of roadworks.	06-May-99	08:22:00
59	Eurick Stigmula	0872931571	No Funding. Problem with keeping customers attraction. Some reporters on road.	06-May-99	08:50:00
60			The music is not great.	06-May-99	08:57:00
61	Michael Walsh	0868125000	Reports and Monitoring Traffic Accidents.	06-May-99	09:17:00
62			Hints on polite driving. Similar to leaflet handed out recently.	06-May-99	09:21:00
63	Ms. O'Carroll		No reference to traffic on M50. No traffic news reported for southbound information.	06-May-99	09:23:00
64		0872446027	Ring him please.	06-May-99	09:27:00
65			The jingle music is annoying.	06-May-99	09:31:00
66			Car Park information could be changed. Only mention car parks that are full.	06-May-99	09:36:00
67			No interest how many spaces available. Only wants to know which car parks are full.	06-May-99	09:49:00
68			Advise on tyre pressure and safety on the road.	06-May-99	09:52:00
69			No RDS signal. Could have TRAVEL FM on radio.	06-May-99	10:32:00
70			Distinguish whether number of spaces in car parks are available or used.	06-May-99	11:49:00
71	Roddy Ahern		Update on future road works.	06-May-99	12:12:00
72			Traffic report on Donnybrook inaccurate.	06-May-99	12:29:00
73	Damien O'Brien	0862570070	Monotonous. Get rid of automated signals. Can't go into all ideas on phone, Ring him	06-May-99	12:32:00
74			Very good idea. Try to give some kind of measure on traffic flows.	06-May-99	12:45:00
75			Perhaps you could put the cameras on Cablelink-people can look around themselves.	06-May-99	12:47:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

76				Les. Reynolds holding up traffic at Port. Do something with carry on outside his shop.	06-May-99	12:51:00
77				No mention of Naas Road or Tallaght, Blessington, Newbridge.	06-May-99	12:55:00
78				Reports on condition of roads e.g. flooding.	06-May-99	12:59:00
79				Report on Newland's Cross and Stillorgan.	06-May-99	13:17:00
80	Paul Walden		01 6713544	Hints on proper driving. Consistency on roundabouts. Informing on QBC timetables.	06-May-99	13:28:00
81				Loads of people ringing in from Grand Canal saying traffic bumper to bumper.	06-May-99	14:02:00
82	Ernie Mayella			Roadworks up from Kelly's Corner.	06-May-99	14:16:00
83				Sounds like robots! Should have people with personality.	06-May-99	14:49:00
84				Speed up delivery of news. Inform that parking is available in car parks in the morning.	06-May-99	15:43:00
85	Kieran Blackhall		0862562679	In the evening no need for parking availability info. Inform where traffic backed up to.	06-May-99	16:41:00
86	Andrew O'Callaghan			Great idea. Clear need for it. Tedious to go through no. of spaces in each car park.	06-May-99	17:27:00
87				Have debates on traffic issues. Live reports and Eye in the Sky (long way off?)	06-May-99	17:59:00
88	Mr. Casey		01 6602187	Not enough time to say all he wants on the answer machine. Ring him.	06-May-99	18:32:00
89	Owen Kennedy		01 6718621	Having people coming into the City from all directions. Measure statistically.	06-May-99	18:44:00
90				Impersonal using automated voice over.	06-May-99	19:24:00
91				Elaboration needed. More specific.	06-May-99	19:26:00
92				Mention Blackrock Route. Ensure traffic reports are accurate.	06-May-99	19:28:00
93	Joe Haggarty		0862534819	Reports on traffic interruptions for the following day.	06-May-99	20:40:00
94				Mention traffic information at Ringsend, Sandymount, Blackrock.	06-May-99	21:35:00
95				Focus more on roads where the problems exist instead of where the traffic is alright.	06-May-99	21:48:00
96	Graham Mulligan		0868420194	More information on outbound driving.	07-May-99	07:49:00
97	John Mooney	Portmarnock		Very Good Service.	07-May-99	07:56:00
98				Traffic at College Green inaccurate.	07-May-99	09:55:00
99				Just list car parks with more than 50 spaces. Familiarise the streets; road by road etc.	07-May-99	09:56:00
100				Great Idea. Needed. About time!	07-May-99	10:05:00
101				Great Service. Congratulations.	07-May-99	10:12:00
102				Unfriendly. No continuity. Introduce some tone and variety.	07-May-99	10:47:00
103	Tom Curran			Looking for a Radio Position.	07-May-99	11:11:00
104				More clarity with the suburban traffic. Inform on delays etc. on motorways.	07-May-99	11:42:00
105	David Glenn			Calling from Naas. Slightly fuzzy.	08-May-99	14:38:00
106				Turn up the volume in relation to other stations.	08-May-99	15:24:00
107	Peter Mc Gee	Kildare		Loud and Clear.	08-May-99	15:34:00
108	Gerry Kelly		0872475323	M50 Toll Bridge. Signal is very clear.	08-May-99	15:36:00
109				North Strand Road, Loud and Clear.	08-May-99	15:44:00
110	Paul Kennedy	14 Ardmore Close, Artane, D 5	01 8475706	Beaumont Area- Signal is fine.	08-May-99	15:48:00
111	Brian Markson	Stillorgan		Signal loud and clear in Stillorgan.	08-May-99	16:08:00
112	Matthew Folan	Ashbourne		Ashbourne: Loud and Clear.	08-May-99	16:10:00
113	Brendan Madden	Knocklyon, Dublin 16		M50 - Loud and Clear.	08-May-99	16:15:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

114	Barry Cullins			Tallaght Village - Signal is perfect.	08-May-99	16:22:00
115	Steven O'Brien	Beaumont.		Feature RDS system to interrupt the radio with important announcements.	08-May-99	16:32:00
116	Derek Gully	56, The Moorings, Malahide		Malahide Road - Signals loud and clear. Good luck.	08-May-99	16:38:00
117			0876847623	Give him a call back.	08-May-99	16:42:00
118	Donal Brennan	New Cabra Road		Signal is perfect.	08-May-99	17:27:00
119	Noel Johnson	Walkinstown		Signal is alright.	08-May-99	17:31:00
120	Mary Murphy	Heuston Station		Signal is very good.	08-May-99	17:38:00
121	Michael Donnelly	Firhouse		Signal not too good. Other station coming through.	08-May-99	17:40:00
122	Bernie Doherty		0872785060	Call him/her back?	08-May-99	17:44:00
123	Tommy Heavey			Naas - Good signal.	08-May-99	18:19:00
124	Rory Devlin		0872908820	Dun Laoghaire - Great service.	08-May-99	18:41:00
125	William O' Mara	Co. Dublin		Great idea. Perfect reception.	08-May-99	18:47:00
126	Fergus Flanagan		01 8343925	Glasnevin area - receiving a very clear signal.	08-May-99	19:21:00
127	David Dolan	Maynooth By-Pass		Best of Luck when you start. Signal loud and clear.	08-May-99	19:38:00
128	Tom Duffy			Lucan, Blanchardstown etc. very clear.	08-May-99	19:49:00
129	Thomas Irvine		0868307714	Terrific idea. He travels all day and thanks you!	08-May-99	19:56:00
130	Elaine Paggett	Sundrive Road, Crumlin		Signal very clear.	08-May-99	20:01:00
131	Ben Crummy	Dublin 7		Transmission very good	08-May-99	20:09:00
132	Joe Dolan	Phibsboro		Signal very good.	08-May-99	20:15:00
133		Killiney		Reception very good.	08-May-99	20:39:00
134	John O'Connor	Airport		Parnell Square - Signal is not the best!	08-May-99	20:50:00
135		Kiltiernan		Signal very good.	08-May-99	21:05:00
136	Alice Fallon	Cellbridge		Signal loud and clear.	08-May-99	21:29:00
137	Kieran O' Connor	Dun Laoghaire		Loud and clear. Good Station.	08-May-99	21:31:00
138		Dunshaughlin, Co. Meath		Reception very clear.	08-May-99	21:49:00
139		Killester		Excellent idea. Reception loud and clear.	08-May-99	22:09:00
140		Harold's Cross		Station loud and clear.	08-May-99	22:12:00
141	Francis O'Connor	Kilnamanagh		Signal loud and clear.	08-May-99	22:52:00
142		Bray		Reception is not good in Bray at the moment.	08-May-99	22:58:00
143		Malahide Road		Reception perfect. Great Idea.	08-May-99	23:00:00
144				Well needed.	09-May-99	12:02:00
145	Pat Wall			Interference coming through from other stations.	09-May-99	12:22:00
146		Palmerstown, Dublin 20		Signal is very good.	09-May-99	07:20:00
147		Stillorgan		Signal is very clear. Will be listening to the station.	09-May-99	08:30:00
148				Good luck with the new service.	09-May-99	08:34:00
149				Looking forward to the station going on air.	09-May-99	08:37:00
150		Greenhills Road		Reception could be better.	09-May-99	09:02:00
151	Vincent Harkin	Kilmainham Garda Station		Good reception on South Circular Road and at Kilmainham.	09-May-99	10:25:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

152	John Devlin		0863552770	Loud and Clear at the Regency Hotel, Kilmainham	09-May-99	10:56:00
153	Anthony	Crumlin		Signal is loud and clear.	09-May-99	11:19:00
154		Terenure		Reception is perfect.	09-May-99	11:29:00
155	Larry Quinn	Athlone, Co. Westmeath		Signal is very clear. Good luck.	09-May-99	12:14:00
156	Peter Thorman	Raheny		Signal is coming in very clear.	09-May-99	12:47:00
157		M50.		About time. Covers the service and availability.	09-May-99	12:54:00
158	Josie Dykes			"Travelling Community". Good idea to sort out problems with their community!!	09-May-99	12:55:00
159		Rathcoole		Southbound. Very Clear.	09-May-99	13:00:00
160	Patricia Quigley	Blackrock, Co. Dublin		Great idea. How soon is station going live?	09-May-99	13:10:00
161		Swords		Received the signal. Loud and Clear.	09-May-99	13:12:00
162	Gus Mourner		01 2832087	Ballsbridge Area. Loud and Clear. Best of Luck.	09-May-99	13:13:00
163		Dublin Port		Loud and Clear. Great service.	09-May-99	13:17:00
164	Bernie Fitzgerald	Kilbarrack		Evening time talk stations. Be very nice about the elderly if they do happen to drive.	09-May-99	13:26:00
165	Mary Ryan	Raheny		Signal is perfectly clear.	09-May-99	13:39:00
166	Seamus Thompson	Maynooth		Signal is very good.	09-May-99	14:16:00
167		North Strand Road		Signal very strong.	09-May-99	14:28:00
168	Eamonn Moore	Blackrock Hospital		Signal failing around areas of Hospital.	09-May-99	14:36:00
169	Patrick Field	68 Mt Argus Rd, Harold's Cross	01 4923705	Signal very clear.	09-May-99	15:20:00
170	Sam Mc Carthy			Best of Luck.	09-May-99	15:38:00
171		North end of Bray		Very Fuzzy.	09-May-99	15:57:00
172	John Galvin	Portlaois Taxi Service		Looking for some information. That address will get him.	09-May-99	16:07:00
173		Dalkey		Transmission was better at 106.7 for this man.	09-May-99	16:17:00
174	Raymond Reilly			Signal on Dawson Street is perfect.	09-May-99	16:21:00
175		Eccles Street		Signal is very clear.	09-May-99	17:08:00
176				North Quay - Signal perfect. Great idea.	09-May-99	17:33:00
177	Carrie -			Travels all over Dublin.	09-May-99	17:48:00
178	Susan Graham	Strand Road		Very Clear.	09-May-99	17:49:00
179	Paddy O' Gorman	Stephen's Green		Loud and Clear	09-May-99	17:55:00
180	Paul Donnelly	Howth	0872477937	Signal is very strong. Lucan is very strong also.	09-May-99	18:40:00
181	Richard Power	Glasnevin		Signal is very clear.	09-May-99	18:46:00
182	Richard Smith	Blanchardstown Area		Signal is perfect.	09-May-99	19:15:00
183	Eugene Mc Carthy	Shankhill		Signal is clear.	09-May-99	19:33:00
184		Bray, Co. Wicklow		Signal clear. You should announce when you are going to go on air.	09-May-99	19:37:00
185	Ray Keogh			Travelling through Newbridge. Perfectly clear.	09-May-99	19:56:00
186		Blanchardstown		Signal is fine.	09-May-99	20:41:00
187	Brendan Byrne	Tritonville		Sandymount - Signal is coming through.	09-May-99	20:52:00
188	Mark Lawlor		01 2839692	Bound to be a vast improvement on that of the AA!	09-May-99	20:54:00
189	Frank Mc Dell	Dublin Airport		Signal is perfect.	09-May-99	20:56:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

190	Paul Duffy	Dollymount Strand		Perfect reception. Finglas also - perfect.	09-May-99	21:21:00
191		South Circular Road		Signal was perfect.	09-May-99	21:40:00
192		Dunboyne, Co. Meath		Test is clear. Signal coming through.	09-May-99	21:58:00
193				Great idea. Keep it up. Signal coming through clear.	09-May-99	22:26:00
194				When giving an area - maybe you could have it number coded.	14-May-99	12:48:00
195				After 5pm maybe you could leave off the parking information.	14-May-99	13:37:00
196			0872286397	See if taxi drivers would give you up to date traffic information. This taxi man would.	14-May-99	13:48:00
197				Take Tallaght into consideration and Clondalkin.	14-May-99	14:00:00
198				Traffic lights are out at Jury's, Ballsbridge.	14-May-99	15:02:00
199			01 2082963	Indicate the time that the information was accurate.	14-May-99	15:14:00
200				Inform of bus routes that are to be delayed. Car Parking information is irrelevant.	14-May-99	15:16:00
201				M50 - No information on West Link.	14-May-99	15:24:00
202				Give information regarding traffic accidents.	14-May-99	15:42:00
203				Great service. No mention of Tallaght or Dublin West side of the City.	14-May-99	15:44:00
204				Voices are monotonous. "Deliver bad news in a more light hearted manner"	14-May-99	15:53:00
205		Rathfarnham		Good Luck. No mention of Rathfarnham.	14-May-99	15:56:00
206				Swords Road. Message incorrect.	14-May-99	16:46:00
207				Four callers have phoned in to say Conyngham Road update is incorrect.	14-May-99	17:04:00
208				No mention of Lucan area.	14-May-99	17:24:00
209				Great job. Include coverage of the toll bridges.	14-May-99	17:32:00
210				Not necessary to list all figures of car parks. Information on Naas Road and M50.	14-May-99	17:36:00
211	David Hands			Issue an 1800 number for information from motorists. No mention of Cabra.	14-May-99	17:49:00
212				Get a better DJ! e.g. Bono.	14-May-99	20:19:00
213				Inform people of the 24 hour car parks - Royal Surgeons and Templebar.	15-May-99	13:44:00
214	Flemming	Old Quarry, Dalkey	01 2858567	Inform people of times of trains in the morning and the DART. Listens for 5 hours.	15-May-99	14:22:00
215				Car Park announcements mentioned also when car parks were to close.	15-May-99	15:34:00
216				Highlight which parts of the roads have heavy traffic.	17-May-99	07:32:00
217				Report of planes arrivals and departure times.	17-May-99	08:14:00
218				No mention fo the West side of the City.	17-May-99	08:50:00
219				Prank Call.	17-May-99	09:51:00
220	Gerry Scultier	Litres Station		Music annoying.	17-May-99	14:15:00
221				Stuck at the Naas Road Roundabout. Mention Red Cow Roundabout.	17-May-99	15:44:00
222				Freephone Number. "Offices Closed". Number should be 24 hours.	17-May-99	16:04:00
223				Waiting 15/20 minutes on M50 - No report.	17-May-99	16:50:00
224				Some reports confusing - CUT OFF.	17-May-99	17:53:00
225				Brilliant idea. Live broadcasts needed.	17-May-99	18:22:00
226				Lack of Information - Westside.	17-May-99	18:26:00
227				Accident on the M50.	17-May-99	18:35:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

228				Mention Freephone No. at regular intervals.	17-May-99	19:52:00
229	Stephen Mahon		01 4195260	Mention Thomas Street, School Street and RDS system.	18-May-99	09:02:00
230				Lack of information on public transport.	18-May-99	10:58:00
231				Mention Car Park information in the morning.	18-May-99	10:59:00
232				Give information on DTI Strategy.	18-May-99	11:01:00
233	Tom Neaton		01 6240711	Transport Users Chairman Meeting Circle - Saturday Wynnes Hotel 22/5/99.	18-May-99	11:42:00
234				Freephone 1800 29 39 49 Not answered - Lights out.	18-May-99	12:03:00
235				Lousy jingle is terrible. Traffic reports desperate.	18-May-99	14:45:00
236				Prank Call.	17-May-99	18:41:00
237				Prank Call.	17-May-99	19:24:00
238				Prank Call.	17-May-99	19:42:00
239				Prank Call.	17-May-99	19:45:00
240				Prank Call.	17-May-99	19:52:00
241				No Report on Harold's Cross whatsoever.	18-May-99	15:45:00
242				Congratulations! North Strand Road -- Traffic Jam - On air in 5 minutes.	18-May-99	17:01:00
243				Bulletin- East Link Toll Bridge - Good Idea.	18-May-99	17:45:00
244				Meaningless Traffic Station.	18-May-99	17:59:00
245				Meaningless to people outside of Dublin.	18-May-99	18:28:00
246				Lucan Road, Chapelizod Bye-Pass. Please include in reports.	18-May-99	18:53:00
247				Very Good. Fab. I love you. etc. etc.	19-May-99	07:15:00
248				Terrible, 5 minute listening service.	19-May-99	11:55:00
249	Charlie	Public Transport		More information needed. Running Late. More specific.	19-May-99	14:51:00
250				Accident at Newland's Cross.	19-May-99	15:37:00
251				CUT OFF.	19-May-99	16:21:00
252				Lack of information. Public Transport Delays.	19-May-99	17:31:00
253	Alan Kelly	Kimmage	01 4974491	Good service but the DART Frequency information is needed for other train routes.	19-May-99	16:30:00
254				CUT OFF - Prank Call.	21-May-99	10:30:00
255				CUT OFF - Prank Call.	21-May-99	11:14:00
256				Good idea. Can't listen to it for more than 2 minutes. News needed.	21-May-99	11:16:00
257				CUT OFF - Prank Call.	21-May-99	17:38:00
258	Alan Byrne		01 2886410	Put a time on the messages. How old the information is?	22-May-99	18:00:00
259				An e-mail address. Web Site.	22-May-99	18:17:00
260				Information on Car Parks (Closing and Opening Times).	23-May-99	16:05:00
261	Leslie Anderson		01 2082757	No mention of trains. Would appreciate this information.	23-May-99	17:27:00
262				Get rid of bus route on North Strand, Fairview.	24-May-99	09:09:00
263				CUT OFF.	24-May-99	18:28:00
264				CUT OFF.	24-May-99	19:06:00
265				M50 Tailbacks! West side of the City traffic is ignored.	24-May-99	19:08:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

266			Most valuable information. Mention of road works every 10 minutes.	25-May-99	07:36:00
267			Close Down and Re-open traffic station. Deplorable and boring.	25-May-99	14:21:00
268			Difficulty for response over phone. Time factor needed. Information hours old.	25-May-99	16:46:00
269			Freephone No. for information on trains and buses.	25-May-99	17:20:00
270			Do not give information on public services. - No need.	25-May-99	17:25:00
271			Michael trying to contact Paul or Joe. Ringing 3580.	25-May-99	18:04:00
272			What is the airing time? Tues. eve. has worst traffic jams and station just went off air.	25-May-99	19:06:00
273			Michael for Joe. Wait for programme.	25-May-99	19:11:00
274			Hugh Mc Donald, Cavan! Reception in Cavan is great. Nice Prank Call!	25-May-99	19:15:00
275			Information on Rock Road, Southside please.	25-May-99	19:25:00
276			No mention of gridlock on Pearse Street, Ringsend, Sandymount. Good news only.	26-May-99	07:22:00
277			Give a report on the M50, East Link and West Link.	26-May-99	07:50:00
278			Rathfarnham Road, Breakdown Report. Breakdown in Dodder Park Rd.	26-May-99	15:21:00
279			RDS not set up. Bad signal.	26-May-99	18:35:00
280			Kincobbard Road, Number needed.	27-May-99	11:09:00
281			Good and improving. Include freephone no. more often. All zones needed.	27-May-99	14:42:00
282	Ian Michaels		Information on M50 needed.	27-May-99	18:20:00
283			Good service. Title or road numbers needed.	28-May-99	16:00:00
284			N3, N2. Not just Rathgar and Drumcondra.	29-May-99	17:25:00
285			Concise information on blockages, accidents on the moment.	30-May-99	16:54:00
286			Web Site needed. Information on Dublin Corporations' web site.	30-May-99	17:24:00
287			Appreciate service. Have not covered Kimmage, Harold's Cross, Clanbrassil Street.	30-May-99	16:58:00
288	Declan Ryan		Leopardstown, Naas Road - No updates on the Westward traffic.	31-May-99	08:00:00
289			No coverage of Naas Road - Heaviest road traffic.	31-May-99	08:22:00
290			Get rid of jingles. Should have someone there instead of computer.	31-May-99	18:14:00
291			Longmile Road. Station only covers a square mile of the City Centre.	31-May-99	18:18:00
292			Quote the miles per hour of moving traffic.	31-May-99	18:23:00
293			Information on Station Road not sufficient.	01-Jun-99	08:52:00
294			Excellent time check every hour and then. Thanks for the service.	01-Jun-99	09:12:00
295			CUT OFF.	01-Jun-99	10:43:00
296			Truck broken down on Swords Road. Where? be more specific.	01-Jun-99	11:44:00
297			Guide traffic out of Dublin. Finglas - not just inner Dublin.	01-Jun-99	12:13:00
298			Thank You. Improve it by relaxing the tone of the voice!	01-Jun-99	16:29:00
299	Sean Connolly	0872683919	No information on Ballymount Road. Naas Road and M50.	01-Jun-99	17:49:00
300			Great idea. South Circular Road (mention).	01-Jun-99	18:22:00
301		Foxrock	Mention southside, Ballsbridge Road. Ignoring the busiest route into City Centre.	02-Jun-99	08:23:00
302			Service is very useful. Be more accurate. Stillorgan Road (very long road) precision.	02-Jun-99	09:58:00
303			Messages more specific. Rock Road. Where is it? In/Out bound and Road Number.	02-Jun-99	12:18:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

304				Great service. Circular Routes. Stillorgan - Information needed.	02-Jun-99	12:38:00
305				Play music (prank call).	02-Jun-99	14:49:00
306				Road Works. Mention around Cherry Orchard and Ballyfermot.	02-Jun-99	15:16:00
307		Calling from O'Connell Street		Sitting there 15 minutes. Where is the information from?	02-Jun-99	16:04:00
308	John Mc Gavin			No mention of East Link Bridge and East Wall Road. Do you cover the area?	02-Jun-99	16:54:00
309				Excellent service. Information available on approximate travel time from point A - B	02-Jun-99	17:56:00
310				Route of Liffey to Constitution Hill, to Phibsborough. Include traffic speed info.	02-Jun-99	18:00:00
311				Cover the general area of the City.	02-Jun-99	18:09:00
312				Stop the jingles. Jingle being played for the last 10 minutes.	02-Jun-99	19:16:00
313				I rang before. What is the Fairview Route. Port area, East and West Link.	02-Jun-99	19:21:00
314				West Routes, Thomas Street, Dublin 8. Heuston Station, Galway Road - Info needed.	03-Jun-99	07:54:00
315				From Meath, Finglas - be more specific. Finglas completely blocked up - info wrong.	03-Jun-99	09:02:00
316				North Side traffic reports, Clontarf Road, Malahide instead of just Fairview.	03-Jun-99	09:04:00
317	Tony Darling	Palmerstown, Dublin 20		Caught on Palmerstown Road for half hour.	03-Jun-99	11:07:00
318				More information on side roads, back roads. Lucan to Baldonnel. CUT OFF.	03-Jun-99	15:13:00
319				Well Done. Areas not covered. Cooley Road, Bangor Road, Bridges over canal.	03-Jun-99	17:25:00
320				contd. Terrible traffic points at times but well done though.	(contd)	
321				Would it be possible to include Phibsborough to Glasnevin route?	03-Jun-99	17:39:00
322				Can't hear anything on North City Route. Amiens Street to Fairview. Malahide Road.	03-Jun-99	17:48:00
323				Mention M50 and Grand Parade. Please give updates on these.	03-Jun-99	08:51:00
324				M50 - Message CUT OFF.	03-Jun-99	09:23:00
325	Damien O'Brien			Traffic Reports are inaccurate. Close down. Get organised and Get Real People.	04-Jun-99	14:39:00
326				Trying to contact 1800.... no. Not broadcasted enough.	04-Jun-99	15:51:00
327				Info. on traffic for M50 when approaching/exiting - Tallaght, Firhouse, Rathfarnham	04-Jun-99	16:47:00
328				Mention Sandymount Strand. You only mention good news and not the bad news.	04-Jun-99	16:56:00
329	Sinead Gibney	Car Communications Ltd.	01 2785000	A new car park is opening. Contact her if you want information.	08-Jun-99	07:51:00
330				No Message - CUT OFF.	08-Jun-99	10:53:00
331				Please don't play music. Just give travel information.	08-Jun-99	17:28:00
332				Crash at some location - unrecognisable location.	09-Jun-99	07:40:00
333				The interpretation of language - explain Fairview Route/West Link/East Link.	09-Jun-99	08:35:00
334	Mark Raferty		01 6707711	No mention of Gardiner Street / Drumcondra.	09-Jun-99	16:39:00
335	Paddy Mitchell		01 8687575	Prepared to swap information - 60 cars on route (Taxis) Ring him back.	10-Jun-99	11:17:00
336				Great service - Info on M50. Info on length of time to get on & off.	10-Jun-99	18:41:00
337				Take those dopes off the radio No mention of accidents. I'm a taxi driver!	10-Jun-99	18:56:00
338				Should have mentioned Women's Marathon & gave info on route. Music very nice!	11-Jun-99	17:10:00
339	Colm Humphreys	Clontarf, Dublin Cycling Campaign	01 8339301	Congrats. Excellent Service. Give info on cycling i.e. time saved by cycling etc.	13-Jun-99	16:13:00
340				No Message - CUT OFF.	14-Jun-99	12:21:00
341				Not enough attention given to Irishtown/Sandymount/Strand Rd. Radio is a joke.	14-Jun-99	17:50:00

Analysis of Travel FM Feedback Phone Calls

03/08/99

342	John Ward		01 4520198	Mention Cork Street & Coombe. Other traffic reports mention these areas.	15-Jun-99	11:08:00
343				Alternative Routes for Cathal Brugha / Pearse Street - too jammed.	15-Jun-99	11:35:00
344				No message left.	15-Jun-99	18:17:00
345				Wrong Number.	21-Jun-99	10:14:00
346				Great initiative. Well done. Long overdue. Good that all travel info - no chat.	21-Jun-99	11:21:00
347				CUT OFF.	23-Jun-99	11:50:00
348	John Muldowney		01 8556010	Can't pick up station. Well not at home on radios.	23-Jun-99	13:15:00
349				Most irritating. I do not want service.	23-Jun-99	15:23:00
350	Roger Kelly		0872343664	Reconsider refuse collection in off-peak hour. It slows traffic down.	24-Jun-99	17:50:00
351				Please explain "broadcasting 24 hours a day" (7.30 am - 7.30 pm).	24-Jun-99	18:17:00
352				Congrats-Advertise more. Mention Sth. Gt. George's St/Camden St.	24-Jun-99	20:44:00
353				I like the music. Put some hints in regarding the safety of children in cars.	25-Jun-99	08:42:00
354	Helen O'Brien			The Station is excellent.	26-Jun-99	10:59:00
355				Dublin 8. Can't get station on radios at home. Only on walkman - very weak.	26-Jun-99	13:24:00
356	Kieran			Best music station in Dublin at the moment.	26-Jun-99	17:38:00
357				Rang in- Thinks the answer machine is closed!	26-Jun-99	14:43:00
358				CUT OFF.	28-Jun-99	12:02:00
359				Great Service. Keep up the good work.	01-Jul-99	14:16:00
360	Paul Tangley		01 8308248	Against LUAS. He has answer to long term traffic problems. Call him.	01-Jul-99	17:39:00
361				HSS has been late over the last few weeks and nothing has been mentioned.	02-Jul-99	12:37:00
362				Traffic Report around the Port completely inaccurate.	02-Jul-99	10:58:00
363				Disappointed to hear that station is closing. Service is needed. Music for 5 minutes.	02-Jul-99	12:18:00
364				Thank you for the service (invaluable). Has helped me save money.	02-Jul-99	16:53:00
365				Disappointed to hear going off the air. Music was great. Helped me with shortcuts.	02-Jul-99	16:54:00
366	Agnes Kelly			Appreciate Travel FM and hope you get the permanent licence.	02-Jul-99	17:21:00
367				Service was brilliant. Improved dramatically since first launch.	02-Jul-99	17:55:00
368	Donal Cummins			Service is very good. Congratulations.	02-Jul-99	17:57:00
369	Sheila Benning	Bray, Co. Wicklow		Really disappointed to hear we were going off the air.	03-Jul-99	01:11:00
370				Hope that you get a permanent licence. Useful service.	03-Jul-99	10:32:00
371				Permanent Licence - J. Kavanagh, 34 Danesfort, Castle Ave, Clontarf, Dublin 3.	03-Jul-99	11:05:00
372	Phillip Ceard	28 Forrest Green		My support is with you. Assumed you were permanent. Hope we get a perm. licence.	03-Jul-99	15:38:00
373				CUT OFF.	03-Jul-99	15:40:00
374				Great Station. Only discovered it recently. Be waiting for it in the Autumn.	03-Jul-99	20:41:00
375	Patrick Sawyer	Irish Communications Magazine	0868430402	Station very good. Would support & advertise for you in my Mag. Any P. R. needed?	03-Jul-99	21:26:00
376				Travel to airport 4/5/ times a day. It helped me out during the trips to and from.	04-Jul-99	12:06:00
377				Great and wonderful service when on journeys.	04-Jul-99	12:09:00
378	Ronnie Kilkenny		01 2888940	CUT OFF.	04-Jul-99	14:15:00
379				CUT OFF.	04-Jul-99	12:20:00

380	Peter Tobin		01 2850005	Very valuable service. Please let me know when service is back on.	04-Jul-99	12:51:00
381				Very helpful service especially in the City. The station is off the air.	04-Jul-99	13:28:00
382				Cannot get the station. Was hoping to get the travel information.	04-Jul-99	14:32:00
383				Doesn't realise that he is through to answering machine.	04-Jul-99	13:51:00
384	Brendan Lyons		01 8310214	Love the Traffic station. Can't get it on home radio as linked through Cabelink. Why?	04-Jul-99	18:49:00
385				CUT OFF.	05-Jul-99	13:43:00
386	Damien O'Brien		0862570070	Rang a few times. Happy that station is off the air over the last couple of days.	05-Jul-99	14:38:00
387				Doesn't realise she is through to the Traffic Station.	05-Jul-99	15:53:00
388	Damien Hackett		01 6779049	Can't get signal today. Ring him & let him know what is going on.	05-Jul-99	16:28:00