

to the Boyneside
from the Boyneside...
we are ...

Community Radio Drogheda

225 METRES MEDIUM WAVE, 102 MEGAHERZ V.H.F

★ 7 days a week
★ 24 hours a day



ALL YOUR FRIENDS ARE HERE !

(BACK ROW, LEFT TO RIGHT): NEIL O'BRIEN, DERMOT FINGLAS, HEADY EDDIE, KEN MURRAY.
(FRONT ROW LEFT TO RIGHT): BERNADETTE ROONEY, PHIL BYRNE, MARIE CLAIRE, GILES BELTON.

Advertise on 225 Tel. 36906 • 32949

Here's your Community



7 a.m. to 9.30 a.m.

(including news headlines at 8 and 9 a.m.)

The Breakfast Show with Dermot Finglas.

Now a regular voice on the early morning programme, Dermot has built up a huge following with his easy, relaxed style of music and presentation. Dermot may be relatively new to the breakfast show, but he is, undoubtedly one of the best known figures on the Boyneside through his compere and M.C. work in the many halls and clubs in the area.



9.30 a.m. to 12.00 noon

Mid Morning Music with Richard Kenny.

The newest voice on your "lovable local", but in that short few months, Richard has settled down quickly in this, a programme mainly of music but also including competitions, quizzes features and the occasional chat with guests in the studio. Before joining Radio Drogheda, Richard gained broadcasting experience with radio stations in Donegal and Dundalk and worked for some years as a newspaper reporter in the North West.



12.00 to 2.00 p.m.

Gavin Duffy's Lunchtime Special.

The name of Gavin Duffy has been associated with Drogheda's local radio station right from the very beginning, when his was the first voice heard on 225. Since then he has attained and maintained a proud record in local broadcasting winning critical acclaim from young and old.

His policy of bringing news to the attention of listeners as it happens has proved most successful, despite, or maybe because of the fact that many of the issues brought to light are controversial. Indeed like any able media person he creates interest in a subject rather than just reporting on it afterwards.

Regular features on the programme include legal advice, contributions from Senior Social Worker Melanie Roach, medical advice, consumer reports, Drogheda Yesteryear and Wednesday Woman.



2.30 to 5.00 p.m.

Heady Eddie's Afternoon Delight.

Like Gavin Duffy, the name of Heady Eddie is synonymous with local radio in Drogheda. Eddie is the most experienced broadcaster on C.R.D. and he is also the man with the greatest store of records and musical knowledge to go with them. Eddie recently won the Provincial final of R.T.E. 1's Music Game attaining a score of 150 points — the highest score ever in that competition.

The Afternoon Delight programme has scored consistently high in the audience reaction rating and just about everyone in the locality has been mentioned on Eddie's tea break at three, or his four o'clock birthday calls.

Eddie's golden half hour, with hits from the past twenty five years, has won listeners to the proportions never before imagined and one wonders how he manages to compile such an action packed programme as well as looking after the technical side of the Radio Drogheda operation.

**Advertise on 225
Community
Radio Drogheda
Tel. 36906 · 32949**

Radio listening line up!



5.00 to 7.00 p.m.

Drivetime with Ken Murray.

Ken is the youngest D.J. on C.R.D. but he is also one of the best known 'personalities' in the area. This is due, firstly to his increasingly successful disco roadshow and his friendly open manner both on and off the air. Since being transferred onto the drivetime show Ken has demonstrated his ability to do more than just play records — each weekday he combines his selection of music with interviews, interesting snippets of news and brain teasers. (The programme includes local, national and international news at 6.15 p.m. and sportsdesk at 6.35 p.m.).

Ken, while keenly interested in local broadcasting, is also anxious to gain some experience with the National station and he has already made one appearance on Radio 1 and two on Radio 2.



8.30 to 9.30 p.m.

Night Fever presented by Ken Murray.

A programme aimed mainly at the younger listeners, the Night Fever show has gone from strength to strength since its introduction and this is demonstrated by the fact that the programme draws more mail than many of the day time programmes.



**9.30 p.m. to 12.00
Midnight.**

Night Time Music with Heady Eddie.

The perfect way to unwind (by oneself if preferred but many of our listeners here are tuned-in in pairs!) at the end of the day, Eddie keeps you company with a programme of nice, easy listening music each night of the week with a special feature on old records on Friday nights.



7.00 to 8.30 p.m.

Country Convoy with Dermot Finglas.

As we have mentioned already Dermot is also the very able presenter of the breakfast show but it was on this programme that the name of Dermot Finglas became established as one of the most popular in local broadcasting. And quite rightly too! — for Dermot is an avid country music fan and, naturally enough a leading light in the local Country Club.

Country music has always been extremely popular on the Boynesside but Dermot and the Convoy has done much to encourage that interest. Because of his links with Drogheda Country Club, Dermot always has the pick of Irish country music figures to interview as well as the occasional visiting international star.

News

The essence of local radio lies obviously with the news and sports bulletins and great emphasis has been put on local content in these two areas.

Regular and reliable local news, both in current affairs and sport has meant that information is constantly being fed by local sources to our news and sports desks.

This information is then edited and along with other stories sought out by our reporters provides the basis for our main news broadcasts at 1.15 p.m. and 6.15 p.m. and sports news at 6.35 p.m.

Although at least eighty per cent of all our news is local, national and international news is also featured so as to provide a complete news service.

**News editor Michael O'Dowd.**

Michael is a local lad — his family are well known in the area, especially in political and broadcasting circles. He was educated at the Drogheda C.B.S. Michael worked for some time as a journalist in America gaining extensive experience both in newspaper and radio work. During his stay there he worked with his brother, Niall O'Dowd, a correspondent with the internationally renowned Washington Post. On the air, Michael is perhaps better known as Michael Devins.

**Chief Reporter Jeannie McKeever.**

Although originally from Donegal, Jeannie is well known in the Boyneside area having worked here for many years. In the last three years, while working as a teacher with St. Olivers Community College in Rathmullan she contributed numerous news stories to Radio Drogheda. Like Michael, Jeannie also worked in the United States where, as a young journalist, she founded the "Irishman" newspaper with other colleagues. And despite keeping very busy in the locality with news stories for this station Jeannie still finds time to be the papers Irish correspondent.

**Sports Editor Liam Reilly.**

Since joining the Radio Drogheda Team, Editor Liam has quickly brought the sports news to an extremely high standard. Liam is no stranger to sport on the Boyneside and it was through these many contacts that Liam is able to provide the most comprehensive and up to date sports news for the area.



It is very often behind the scenes workers who are seldom heard of but very often provide the essential backbone for an organisation. Phil Byrne, advertising co-ordinator and secretary with Radio Drogheda is one such person. With her easy going personality and smiling disposition Phil deals efficiently and personally with advertisers, competition winners and indeed anyone calling to the office.

Tony Clayton Lea, who represents the Rock Show

Tony who presents the Rock Show is one of the original Radio Drogheda staff members and is a very experienced broadcaster by local standards having worked with Radio Dundalk before joining his local station.

Since joining the station Tony has built up a regular and loyal following of listeners. Because the music format is one of new and rather more unusual music, Tony has to work very hard to keep abreast of the times but he says he enjoys listening to the music himself and this helps actually doing the show. He also gives priority to local bands — playing many "Demos" of new bands. The Rock Show goes out each Saturday and Sunday nights at 8 o'clock.

**ADVERTISING:**

Bernadette Rooney has been involved in radio advertising and public relations work on the Boyneside for the last two and a half years; over that period Bernadette has built up a good working relationship with the Boyneside traders and can be relied on to project the best image over the airwaves for all her clients.



Marie Claire has been working on Radio for the past 6 months and is adapting herself well to the demanding and imaginative work involved in radio advertising. Both Marie and Bernadette can be contacted on 32949 and 36906.

Advertising has always been a very competitive field — especially in this area where there are several other longer established mediums — but despite this, radio advertising in the Boyneside area has thrived over the past few years.

Indeed the use of radio as a medium of advertising has brought many innovative changes to the business, a business which up to now has been regular and reliable but which sadly lacked any new ideas.

Radio advertising has a number of advantages over other mediums. Firstly, it is more effective in that it has been proven that audio advertising is more attractive to the potential customer and therefore to the advertiser also. Secondly, it is due to its bright, original and lively presentation. Secondly, it is more immediate than other forms of advertising — if a business person has an idea or a product they want to make known they can do so very quickly, a script can be written, the advert recorded and be heard on the air within one hour.

Finally and possibly most importantly, Radio advertising is more competitive, price wise, than any other area of advertising. You spend exactly what you want to spend (there is no minimum charge) but no matter what you spend, value for money is always attained. Remember, with very little capital outlay,

a business can advertise for one week — and the advantage here being that if the potential customer does not hear the ad one day they will hear it the next, or at least some stage during that week. Constant or consistent advertising, on radio, means more people are aware of what is being sold.

The advantages and disadvantages of radio advertising can, and no doubt will, be debated at length but the greatest single estimation is its usage in this area and the return achieved from it.

Over the past three years nearly every single business in this area has used Radio Drogheda as a medium and a large percentage of those people are continuing to do so on a regular basis — that's your proof.

Radio Drogheda's advertising representatives can explain further how being an advertiser with us can help your business — working together with you, and combining your ideas with theirs you can discover the best way to advertise your product, whether it be slot advertising, features, sponsored programmes or even a live broadcast from right on your door step.

Remember, your advertising campaign must be carefully thought out and we can offer that complete service. Drop in and find out about our attractive ways of attracting customers.