

539M SUNSHINE RADIO Studio: SANDS HOTEL, PORTMARNOCK, CO. DUBLIN. Tel: 460319.

S U N S H I N E R A D I O P R O D U C T I O N S L I M I T E D

539 Baggot-Rath Place, Dublin 2.

Telephone 767319-767059.

SUNSHINE RADIO TRANSMITS FROM PORTMARNOCK IN CO. DUBLIN AND COVERS A SERVICE AREA WHICH INCLUDES CO. DOWN, A PROPORTION OF SOUTH BELFAST, COUNTIES LOUTH, MEATH, AND A MAJOR PART OF WESTMEATH, OFFALY, KILDARE, WICKLOW, DUBLIN AND COUNTY BOROUGH. WITHIN OUR SERVICE AREA IS ALMOST TWO THIRDS OF THE POPULATION, PLUS SKIPP AREAS WHICH ADD TO THE POTENTIAL LISTENERSHIP OF SUNSHINE RADIO. OVER THE PAST YEAR MANY DIPSTICK RESEARCH SAMPLES HAVE BEEN TAKEN AND THIS COMBINED WITH OUR RECENT INDEPENDENT SURVEY INDICATES THAT SUNSHINE RADIO HAS AN AUDIENCE IN THE REGION OF 500,000 LISTENERS ACROSS THE WEEK, WITH THE LARGER PROPORTION CONCENTRATED WITHIN DUBLIN AND COUNTY BOROUGH.

THE STATION HAS A CONTEMPORARY ADULT FORMAT WHICH HAS PROVEN TO BE SUCCESSFUL IN THAT THE MAJORITY OF OUR LISTENERS FALL IN TO THE 15 TO 30 AGE BRACKET, WITH THE ~~NEWEST~~ LARGEST BRACKET BEING 30 TO 40.

AFTER CONSIDERABLE RESEARCH, OUR ENGINEERS RECOMMENDED THAT SUNSHINE RADIO TRANSMIT ON 539 MEDIUM WAVE, ALONGSIDE RTE 1 AND 2, WHICH GIVES THE LISTENER THE CHOICE OF THREE HIGHLY PROFESSIONAL STATIONS. SUNSHINE RADIO'S PROGRAMMING CATERS FOR THE CONTEMPORARY ADULT, WITH A WIDE CHOICE OF MUSIC, NEWS AND INFORMATION.

SUNSHINE RADIO IS A VIBRANT AND EXCITING NEW FORM OF PROFESSIONAL COMMUNICATION, WHICH IS RECEIVING AN ENTHUSIASTIC WELCOME FROM A CONTINUALLY GROWING AUDIENCE WHO FREQUENTLY EXPRESS INTEREST IN IT'S PROGRAMMING, SOCIAL CONTRIBUTION AN NO+NONSENSE APPROACH TO ADVERTISING.

SUNSHINE RADIO HAS ATTRACTED SUCH NOTABLE ADVERTISERS AS AER LINGUS, AVAIR, AGFA, ABBEY TRAVEL, ALFRED MARKS EMPLOYMENT AGENCY, BUDGET TRAVEL, BLOOMS HOTEL, BERGER PAINTS, BURGERKING, BLUE STRATOS, COTERIE TRAVEL CLUB, CLIPPER LIGHTERS, DINGO JEANS, GOODALLS OF IRELAND LTD., GOWAN MOTORS, HOT PRESS, HEELY MOTOTS - FORD, HICKSON HOLIDAYS, THE IRISH FIELD, ICI - CEPTON, LINGUAPHONE, MICETOWER WINES, NIVEA, NEENAN TRAVEL, OLD SPICE, PIAT WINES, PENNEYS, PEARL DROPS, P.M.P.A., RYAN HOTEL GROUP, THE SUNDAY TRIBUNE, THE SUNDAY JOURNAL, SEIKO, THOR ELECTRICAL APPLIANCES, VALLEY ICE CREAM, WARNER BROTHERS, AND MANY OTHER HOUSEHOLD NAMES.

SUNSHINE RADIO HAS AN UNMISTAKEABLE IDENTITY CREATED BY THE PROFESSIONALISM OF IT'S BROADCASTERS AND QUALITY MUSICAL CALL SIGNS. OUR LISTENERS KNOW WHAT THEY ARE LISTENING TO.

WHY NOT ASK ABOUT SUNSHINE RADIO AMONG YOUR FRIENDS AND BUSINESS AQUAINTANCES AS WE ARE CONFIDENT THAT THEY WILL ONLY SPEAK HIGHLY OF SUNSHINE'S PROGRAMMING AND PROFESSIONALISM.

Sunshine Radio,
Sands Hotel,
Portmarnock,
Co., Dublin, Eire.

Car Stickers and merchandise, (in G.B.),
Sunshine,
P.O. Box 539,
Blackpool,
Lancashire, England.

Telephone 460319 (01 outside Dublin, 0001 outside Eire).

SUNSHINE, ONE YEAR ON.

On 29th September 1981, Sunshine Radio celebrates its first anniversary and to commemorate this event, this free news-sheet has been prepared to remind listeners of what has gone on over the last twelve months, and maybe fill in a few gaps which may have occurred due to people being away from the listening area for a period or simply not aware of the existence of one of the most professional, successful and enjoyable radio stations to start broadcasting over recent years. All present and past presenters have been given a mention plus the majority of advertisers and one or two events and happenings which have taken place/occurred over this period.

Sunshine Radio emerged with regular programming at 7.00am., on the morning of Monday 29th September 1980. Tests had been heard the previous day over a wide area extending well into North West England and also on the Sunday two weeks before this date, although problems with the aerial had prevented regular programming from commencing at this time.

A make-shift studio was used at the beginning, but despite this a highly professional presentation came through to the listeners. On the first day, several well known names were heard broadcasting, including Robbie Dale (ex. Caroline, Veronica and Hilversum), Chris Carey (ex Luxembourg, Caroline and RNI.), Tony Allan (ex Caroline, RNI, Scotland, ARD, Forth, Granada and others), Colin Russell (well known in the local discos) and these were soon joined by other well known names, Manon Christie, Tony Fenton, Tony Dixon, Peter Madison, Jason Maine and Declan Meehan (ex RTE).

Early advertisers included Comp Shop, Prendergast Television Aerials, Tamango Discotheque, Zhivago Discotheque and Christie Walsh Builders.

An amount in excess of £50,000 had been put into the setting up of the station by various backers and this accounted for the highly professional sound emitting from listeners radios on 539 meters, in fact it was to become an unmistakable sound.

A news service was shortly introduced, read on the hour at peak times, breakfast, lunch and tea-time, and a good coverage was given to international news, economic news, but avoiding national politics. News readers were Adrian Horsman and Siobhan Wallis. Weather was covered every hour on the half hour.

A superb jingle package was used on the station and the main theme was 'Dance Radio, Sunshine Radio, 539', although the format changed around Christmas time to 'Top 40 and oldies'.

New purpose-built studios were constructed and these were put into use in October. The station was off the air all day on 16th November, for aerial repairs, the only day it has failed to broadcast in the whole year it has been going. It duly returned the following day, with even better reception in the fringe areas.

As well as plenty of good music to sort all tastes, there were things like horoscopes, financial reports, interviews with all sorts of people from everyday housewives, to Superstars like Barry Manilow, plus film and book reviews and features on cars, motoring and motor sport.

The main presenters had regular daily shows, Monday to Friday, but at the weekends things were changed around and other weekend presenters were featured plus the 'Sunshine Survey' on Saturday at 12.00 noon.

All in all the station appealed not only to the local community but much further afield to a good part of England and the Isle of Man, making it quite an 'International Station'! Unfortunately after dark, the listening area diminished drastically due to a very powerful Swiss station broadcasting in German on the same frequency.

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The lack of a good record library was overcome in a unique way. Listeners were invited to send in their unwanted records, only in a good condition of course, and for every one that Sunshine kept for their library, they promised to give 50p to the Central Remedial Clinic Appeal. As a result a vast amount of money was given to this worthwhile cause, and Sunshine had a well-stocked library of records. This, plus the excellent equipment already in use and the experienced staff was enough to put Sunshine a mile ahead of its rivals.

Despite Sunshine's professional operation, and this was confirmed in the National Press, The Sunday Journal of 8th March 1981, all the presenters manage to keep in touch with their audience, even regarded as close friends in many cases. This is augmented with public appearances at functions etc., plus local club/disco work. Sponsored walks and roller skates have always seen some of the Sunshine team in attendance.

Requests and dedications are always dealt with promptly and silly little things like the 'Pantomime Horse', the 32a bus and Robbie's Flashing back in time and other D.J.'s cliches are dwelt upon, making everything very human and acceptable.

Merchandise was soon made available for the listener to send for, all advertising the station and wavelength.

Competitions were frequent and always well rewarded, and participation was always encouraging.

Despite being a happy settled station, it was inevitable that some changes would be made from time to time. The nomadic Tony Allan moved on, due to business reasons, so did Chris Carey, to do his own thing and Peter Madison too, he went on to become station manager at a rival station. These people were missed, probably more by the listeners than anyone else, but were soon replaced by equally experienced staff. From RTE came Declan Meehan, from Caroline and the Voice of Peace came Tom Hardy and Stevie Gordon (to be known as Stevie Dunne), and others have followed from time to time. No major staff changes have occurred since the beginning of the year, and the only thing to disturb the line-up was the car accident involving Stevie, who as a result, was off work for some time causing a replacement to be set on (David Lyons).

Around about twenty-two people are involved with the station, seventeen are full time and the other five are part-time only, with duties ranging from presenting to advertising and production.

Sunshine operates from purpose-built studios at the Sands Hotel, also there of course, is the record library, news-room and general office for receiving calls. The transmitters sited nearby, are twin Collins 1kw output and are well maintained and operated by a transmitter expert. The aerial is sited on the roof of the hotel and can be seen for miles around. In fact the hotel complex, complete with aerial looks extremely impressive from the main road in front.

Advertising offices have been opened in Dublin city, at Baggot Street, the studio being in Portmarnock, about ten miles north of the city. Here, one is efficiently dealt with by Sales Manager, Mike Hogan or Stella Robinson.

As the station becomes more and more successful, so more and more advertisers want to get in on the act, and become part of the growing family. More big names are now advertising including Findus, Agfa, Clipper Lighters, Sunday Journal, Nivea, Alfred Marks, Seiko, McCain and the Bank of Ireland.

For the benefit of 'Overseas' listeners, a Post Office box has been opened in Blackpool, Lancashire. Here, English listeners can send S A E's without any problems (English stamps are of no use in Eire), in order to obtain free car stickers and all other merchandise currently being offered on the station for sale.

On the following pages, there is the 'Log', a diary of events and comings and goings generally over the past year, a list of some of the advertisers, a list of all the station presenters, Sunshine Radio offers, how to receive the station, particularly if you live on the fringe areas, and how to receive it better still with an aerial, plus what listeners think and other items.

Above all, stay with Sunshine, 'The Station With The Winning Ways' and finally, thanks for tuning our way.

Sunshine Radio Programming.

- 03.00 - 06.00 The Jim Kenny Early Show. Music, Information, Weather Reports, to suit the late night owl and the early birds.
- 06.00 - 09.00 Good Morning Sunshine presented by David Lyons. Bright music, Information, Weather on the half hour, News bulletins on the hour, Daily Horoscopes and Financial Report.
- 09.00 - 11.00 Robbie Dale and Friends, with a selection of music to suit the young adult and housewife, chats and interviews with personalities and people in the news with views. Special features include Jonathon Little with Astrology on Wednesdays, Francis Schelbaum with market prices of fish, meat and vegetables, and cookery tips on Thursdays, Bill Hughes - Film, Theatre and Book Critic and Judith Elmes, Womans Editor of the Sunday Journal, on Fridays.
- 11.00 - 14.00 The Declan Meehan Programme. Mid-day music presented with a sense of humour, Star birthdays, News at 12 and 1, and weather on the half hour.
- 14.00 - 17.00 The afternoon affair with Tom Hardy, presenting a selection of good music and featured in 'The 3 O'clock Thrill' are the hits of yester-year.
- 17.00 - 20.00 and The Tony Fenton Show is a selection of music on the move, competitions, featured artists, LP of the day, news at 5 and 6, road reports and general information with a special feature on Fridays at 5.30 - 'The Sunshine Motor Show' with Robin Rhodes, the voice of Irish motor sport, reporting on car tests, latest technology in the motoring world and news of national and international motoring events.
- 20.00 - 21.00 The Sunshine request programme presented by Siobhan Walls.
- Sunshine Radio full news broadcasts at 08.00 - 09.00 - 12.00 - 13.00 - 17.00 - 18.00 daily, ready by Adrian Horsman, Siobhan Walls and Cormack Breen.

Weekend Features and Programme Presenters:

The Sunshine Survey Top 40, The Saturday Gold Show, Tony Dixon, Cathy Cregan, Gary Edwards, Stevie Dunne, and Colin Russell and Martin King.

SUNSHINE RADIO STAFF.

News-readers: Adrian Horsman (head news-reader), Siobhan Walls, Cormac Breen.

Past News-readers: Vincent O'Connell.

Presenters with regular shows: Jim Kenny, David Lyons, Robbie Dale, Declan Meehan, Tony Fenton, Siobhan Walls.

Relief Presenters: Stevie Dunne, Tony Dixon, Cathy Cregan, Gary Edwards, Colin Russell, Martin King.

Past presenters: Chris Carey, Tony Allen, Peter Madison, John Dolan, Joe Harrington, Pete Williams, Scott Williams, Jerry O'Donahue, Greg Chehran, Martin King, Steve Gordon, Bill Hughes, Mike Hogan, Jason Maine and Manon Christie.

Baggot Street Sales Office staff: Mike Hogan (head of sales), Stella Robinson, Bertie Greikspoor (M/s), Christine Ryan.

Sands Hotel Office Staff: Mary Doyle, Shiela O'Donnell.

Executive Staff: R J Robinson (Chairman), M Doyle (Director), Commandant J P O'Leary, James P White.

A SELECTION OF SUNSHINE RADIO'S ADVERTISERS.

Aer Lingus, Agfa, Avair, Abbey Travel, Alfred Marks Employment Agency, Bank of Ireland, Berger Paints, Bianca Boutique, Blazes Boylen Coffee House at Blooms Hotel, Blue Stratus, Budget Travel, Burger King, Cepton, Christie Walsh Builders, Clipper Lighters, Comp Shop, Coterie Travel Club, Dingo Jeans, Doyles Shoe Centre, Eddies Garden Centre, Erronglaze, Findus, Gemini, Goodalls Of Ireland, Gowan Motors, Grand Hotel, Malahide, Haircraft School - Ballsbridge, Heely Motors - Ford, Hickinsons Holidays, Hot Press, ICI, Isle of Man Tourist Board, Just Girls, Kings of Artayne, Lawless Brothers of Malahide, Linguaphone, Lord John, McCain Oven Chips, Micetower Wines, Neenan Travel, Newbridge Solid Fuel Central Heating Co., Nivea, North Dublin Video Centre, North Side Motors, North Side rent-a-van, North Side Shopping Centre, Old Spice, Owl Alarms of Malahide, Parkside Bedding Co., Pearl Drops, Penneys, Piat Wines, Portmarnock Hair and Health Studios, Portmarnock Raceway, P.M.P.A., Prendergast Aerials, Raleigh Bicycles, R.T.V., Ryan Hotels, Sands Hotel, Scotsspread, Sea View Guest House, Seiko Quartz Watches, Smiths Butchers, Sony, Slush Puppies, Sunday Journal, Sunday Tribune, Superquin, Stephen James Menswear, Swords Shopping Centre, The Irish Field, Thor Electrical Appliances, Tamango, Valley Ice-cream, Zhivago Discotheque.

SUNSHINE RADIO MERCHANDISE.

Sunshine Radio Car Stickers: free to anyone sending a S.A.E. (English stamps to the Blackpool address, and Rep. of Ireland stamps to Dublin address please).

Sunshine Radio Sun Strips: Splendid for your car, white writing on a royal blue back-ground, everyone should sport one on their car. The cost? - £1 each.

Sunshine Radio T - Shirts: Many fashion colours, including yellow, red, white, pale blue, dark blue and black. The cost this time is £3 each.

Sunshine Radio Sweat-Shirts: Available in black, dark blue, grey, white, and other colours, a must for the coming cold days, costing £6.50 each.

Sunshine, One Year On: The news-sheet to commemorate one year on the air. Additional copies are available free of charge on receipt of an S A E or I R C, to the Blackpool address only.

Other offers available from time to time, as advertised on the station.

HOW TO RECEIVE SUNSHINE RADIO.

I am quite sure that everyone reading this sheet will be familiar with Sunshine Radio, and have listened to it, if not all the time, then at least some time or other, and if you haven't, then read on, this is for you, even if you think you may be out of the listening area.

Step 1. Get a radio! 2. Tune it in to the medium wave band. 3. Tune it into the first station on the medium wave band (539 if your set is marked in metres, and 531 if it is marked in Khz., as most modern ones now are). Your set may be marked in either M. or Khz., and may start at 500Khz or 500+ metres or may be the other way round and start at 1600Khz or 190m., in this case, then Sunshine will be the last station on the dial.

That should be all you need to do, but if you are still unable to pick them up, then read on, for the reasons why.

1. You have switched the radio on haven't you? 2. It is possible that your set, particularly if it is rather old, may not tune up as far as 531Khz., I have seen sets like this. If that is the case, then, start saving up. 3. You may be on the fringe are of reception or local environment may prevent good reception of the station (tall buildings etc. particularly in town areas).

If '3' applies to you, then the next few paragraphs will interest you. The thing you need is an aerial. Now aerials don't necessarily mean 100 feet of wire mounted at a great height on poles exceeding ten feet high, causing the local authorities to investigate and eventually make you take them down on the threat of prosecution. No, what you may need is likely to be a compact frame/loop aerial measuring about 20 inches square. These can cost a fortune at specialist shops, but they can be made quite cheaply, if you are a handy sort of person, or can be purchased for about £20 from the Blackpool address. Would you operate a television without an aerial? People do tend to operate a radio without one, but with one, a whole new world opens up. Sunshine Radio can be made to sound as if it was broadcasting from down the road, and scores of other stations now become receivable, even stations from afield like the U.S.A. and Canada.

Reports on the aerials performance are continually coming in to us, and we are pleased to tell you that using the 'loop', Sunshine has been picked up in Salisbury and surrounding areas, Bridlington, on the East Coast, all over Lancashire and parts of Yorkshire, and many parts of Scotland. We are just awaiting a report on one sent to the West coast of Ireland, near Silgo.

So, why put up with poor reception, you now have the answer, either send to us for a diagram of how to make the 'loop', or send for details, or, if you are in a hurry, send us £20, and we will guarantee that you have the aerial within seven days. Alternatively, you can call and see us, and have a first hand demonstration, they really are amazing. Just drop us a line at Sunshine, P.O. Box 539, Blackpool, Lancashire. We must just point out that the aerial business is only dealt with at the Blackpool end and not at the Dublin end (they don't need them, though, do they).

WHAT LISTENERS THINK OF SUNSHINE RADIO.

I find Sunshine's appearance over the past year has bridged the gap, which was made, following the sinking of the Radio Caroline ship, the 'Mi Amigo' in March of 1980. The station has an extremely bright and pleasant attitude, which makes the station's listeners feel the station is rightly theirs, with it's highly professional staff, including Stevie Dunne, Robbie Dale, Tom Hardy and Declan Meehan amongst others. The first year has proved a highly eventful and successful twelve months, and I look forward to continuing to listen to the station, which I am sure has a safe and guaranteed future.

Warren Stevenson, F.R.S. News, P.O. Box 123 Reading.

Following the sinking of the Mi Amigo, my radio became little more than an empty box, used only for MW DX-ing, and was replaced by a tape recorder on which I played tapes of old off-shore stations, thinking radio would never be the same again. Until one Sunday morning, when I received a phone call during my FRC Show on the Mersey Pirates, "Sunshine has opened on 539" said the excited voice. I tuned in my old set and there she was, like a breath of Spring after long months of drizzle. Sure, I still collect and listen to old recordings, but now Sunshine is providing the very best in radio and has been the favourite spot on my dial for the last year.

I think Sunshine has set the pace in broadcasting for the next few years at least, and proved that good radio is still possible in the 1980's.

It is not surprising that Sunshine has been and still is a successful station.

Dave Simpson, Station J 1000, 28 St Andrews Road, Claughton, Merseyside.

My comments: simply super. I just hope that the Irish Government will not repeat the actions of other governments in the past. I don't think they will, though, because they will be losing a truly great radio station and I think that they may realise this too. Also, I hope the thousands of listeners don't take Sunshine for granted like we did with Caroline. If there is any problems in the future, Please give them all the support you can and fight for them to stay on the air. This is your/our station, let them know this fact.

Speaking as a housewife, I listen to Sunshine Radio as opposed to other stations, because they leave local problems and national and international politics far behind, and concentrate on entertainment, and this they do well. Each D.J. has his or her own personality and this comes across very well in their choice of music chatter etc.

I wish them a very happy first birthday and hope they continue to celebrate many more.

Lancashire Housewife.

SUNSHINE RADIO 539
SANDS HOTEL,
PORTMARNOCK,
Co. DUBLIN, EIRE.
Tel: Dublin: 460319 (01, outside Dublin, 0001, U.K.).

SUNSHINE,
P.O. BOX 539,
BLACKPOOL,
LANCASHIRE.

SUNSHINE RADIO LOG, September 1980 - September 1981.

- 14.9.80 Tests from Sunshine Radio commence on 539 metres, 513khz, medium wave from the Sands Hotel, Portmarnock, County Dublin.
- 15.9.80 Sabotage attack on the station's 160 feet-high aerial occurs, causing about £5000 worth of damage, by members of a rival Dublin free radio station. The aerial was cut to the ground, only a day after being erected at the side of the hotel. The tests were declared very successful by station director and disc-jockey, Robbie Dale. The signal was clearly received in Eire and throughout North West England, Wales and parts of Scotland. Ex-Caroline boss Philip Solomons and ex-pirate D.J. Chris Carey had put up over £40,000 to launch the venture, making the station the most sophisticated in Eire.
- 28.9.80 Sunshine Radio re-commences test transmissions on 531khz., playing Top 40 'Dance music'. Disc-jockeys include Chris Carey (director and programme controller), Robbie Dale (director and station manager) and Tony Allan, all ex-Radio Caroline personnel. Reception reports are asked for on Dublin 460003, and on several occasions, the station makes some technical breaks. The transmitter at the time is producing 1kw., fed into a 1/16 wave long-wire, strung from a tall mast.
- 29.9.80 Regular programming commences at 07.00 hours, and D.J.'s on that first day included Robbie Dale, Chris Carey, Tony Allan, Colin Russell. Commercials on the first day, advertise 'Prendergast Aerials' (they erected the Sunshine 'Tower of Power'), Comp Shop (run by ex-R.N.I. D.J. Brian McKenzie) and 'Tamango Discotheque' (Part of the hotel complex housing the station). Broadcasting hours are from 07.00 till 19.00 and the jingle package used on the station was the one made especially for the proposed spanish offshore station which never materialised.
- 14.11.80 Disc-Jockeys on the station now include Peter Madison (formerly Mac Peters of the Thames fort station, Radio City), Manon Christie (Robbie Dale's daughter) and Jason Maine. News-readers include Adrian Horsman, Siobhan Walls and Vincent O'Connell. Taped shows of Casey Cason and Wolfman Jack are aired, the former on Sunday mornings and the latter between 17.00 and 18.00, each evening.
- 16.11.80 Sunshine are off the air all day for aerial maintenance.
- 17.11.80 Sunshine returns with a much improved signal.
- 22.11.80 Sunshine increases transmission hours to 05.00 until 02.00 hours daily, although reception in the fringe areas is only possible during day-light hours.
- 7.12.80 Chris Carye announce during his show that they had received a reception report from Essex.
- 9.1.81 Tony Allan leaves Sunshine Radio to concentrate on the production of advertisements and jingles.
- 16.1.81 Ex-Caroline D.J., Stevie Gordon joins the station, but due to the fact that one of the weekend relief presenters is also known by this name, changes his name to Stevie Dunne. The station's format is changed to a Top 40, Album and Oldies one. Reception in North West England improves yet again.
The station line-up, weekdays, is now as follows:-
- | | |
|---------------|----------------|
| 04.00 - 07.00 | Colin Russell. |
| 07.00 - 09.00 | Peter Madison. |
| 09.00 - 11.00 | Robbie Dale. |
| 11.00 - 14.00 | Declan Meehan. |
| 14.00 - 17.00 | Stevie Dunne. |
| 17.00 - 20.00 | Tony Fenton. |
| 20.00 - 21.00 | Siobhan Walls. |
- 30.1.81 Colin Russell leaves Sunshine for Australia. Chris Carey also leaves.

The station at this moment in time runs competitions in conjunction with Aer Lingus and other advertisers on the station. The station also has a Dublin advertising office at 539 Baggot-Rath Place.

- 7.2.81 Tom Hardy joins Sunshine to host the Top Forty Show on Saturdays and the weekend Breakfast Show, Peter Madison leaves the station to become station manager at a rival station. On the previous afternoon, at 15.30 hours, during the weather forecast, Stevie Dunne ends by saying 'and on a calm North Sea, the current ~~Caroline~~ temperature is 10 degrees' obviously to make his former Caroline colleague feel at home. Features during the Stevie Dunne Show include the 'Three O'Clock Thrill', half an hour of golden oldies from a particular year, each day.
- 9.2.81 Robbie Dale interviews Tom Hardy, Tom relates to the sinking of the ³/₄ Mi Amigo, his family and broadcasting career, and says that prior to joining Sunshine, he worked for a brief period in an employment agency, after which, he was unemployed for a spell.
- 17.2.81 Sunshine plays sombre music all day, in respect of the Dublin Stardust Disco disaster, on the previous Saturday evening.
- 2.3.81 The station line-up now, is as follows:-
 03.00 - 06.00 Jim Kenny.
 06.00 - 09.00 Tom Hardy.
 09.00 - 11.00 Robbie Dale.
 11.00 - 14.00 Declan Meehan.
 14.00 - 17.00 Stevie Dunne.
 17.00 - 20.00 Tony Fenton.
 W. Weekend D.J.'S include Tony Dixon and Mike Hogan.
- 8.3.81 The Irish newspaper, The Sunday Journal, mentions in a feature on the Irish free radio scene, that Sunshine has been considered the only station that has a chance to be granted a licence under the proposed Irish broadcasting legislation, and is thought to be more professional than many of the independant local stations in the United Kingdom.
- 17.3.81 To celebrate St. Patrick's Day, Sunshine play one oldie and one newie format throughout the day and invite requests from listeners.
- 20.3.81 Robbie Dale and Tom Hardy relate each others experiences on the M.V. Mi Amigo, and Stevie Dunne plays a special tribute by playing 'Caroline' by the Fortunes. 'On My Way Back Home' by purple Sage and an air-check of Johnny Walker on radio Caroline, to commemorate the first anniversary of the sinking of the Mi Amigo.
- 3.4.81 Colin Russell returns from Australia.
- 12.4.81 Radio Dublin announce that Sunshine have a new transmitter which is capable of 10kw., and costing £18,000, £6,000 of which would be required to prepare the transmitter site. Transmissions were to commence on Easter Sunday, the same day that Radio Caroline were due to start, off Essex, and the station was to change its name to Radio Caroline North forthwith, Stevie Dunne is severely injured in a car crash and his afternoon show is temporarily taken over by Jim Kenny, who already produces the 'Thrill'. In turn, his early morning show is taken over by Colin Russell. Sunshine now advertise the Blackpool P.O.Box, opened for the benefit of Sunshine listeners in England requiring free car stickers.
- 24.4.81 For two days, Sunshine run an 'Auction on the Air' in aid of the Central Remedial Clinic. Over £5,000 is raised, thanks to the generosity of advertisers and listeners, as well as Sunshine Staff.
- 29.4.81 It appears that the adverse weather caused a little damage to the aerial around about 14.00 hours, making reception in fringe areas virtually impossible. Full power is restored at 17.00 hours. Advertisers on the station now include Old Spice and Agfa cassettes.
- 6.5.81 Sunshine go off the air for a period, this time a power failure is the cause, someone have shorted out the sub-station a mile away. Full power is restored by 15.00 hours, 1 hour of programming having been lost.

- 11.5.81 Joe Harrington presents the afternoon show between 14.00 and 17.00 hrs. New advertisers include Raleigh Bicycles, also a new jingle package is aired, produced by Tapetrix/Alphasound, run by ex-pirate D.J.'s Steve England and Chris Elliot, of Manchester.
- 18.5.81 John Dolan presents the breakfast show between 06.00 and 09.00 hours and Tom Hardy moves to the afternoon slot. Sunshine's listenership includes Renfrew in Scotland, 175 miles away. The station runs phone-in competitions with Alfa cassettes, with Agfa cameras as prizes.
- 25.5.81 Gary Edwards presents the breakfast show, David Lyons (ex Radio 257) presents a weekend show as does Greg Cochran (ex Big 'D' Radio). Sunshine start to air party political broadcasts each morning, on the hour. T-Shirts are now being offered for sale in addition to Sweat-Shirts, all carrying the Sunshine 539 logo.
- 1.6.81 David Lyons takes over the breakfast show and the line-up now is:-
 03.00 - 06.00 Jim Kenny.
 06.00 - 09.00 David Lyons.
 09.00 - 11.00 Robbie Dale.
 11.00 - 14.00 Declan Meehan.
 14.00 - 17.00 Tom Hardy.
 17.00 - 20.00 Tony Fenton.
 20.00 - 21.00 Siobhan Walls.
- 17.6.81 Martin King joins the station as a relief presenter. Stevie Dunne returns to undertake off-air duties. Pete Williams make an appearance.
- 27.6.81 Stevie Dunne make a welcome return to the airwaves to present the 03.00 till 06.00 hours spot, whilst Jim Kenny has a few days off.
- 12.7.81 Cathy Cragan and Jerry O'Donahue present weekend programmes.
- 22.8.81 Scott Williams presents a weekend programme. Most presenters are taking Summer holidays at the moment, hence all the new relief presenters. Stevie Dunne has stood in for Jim Kenny, also for David Lyons, Gary Edwards for Declan Meehan, Cathy Cragan for Tony Fenton and Tony Dixon for Siobhan Walls. Cormac Breen has stood in for news-readers Adrian Horsman and Siobhan Walls in turn. Sunshine run competitions in conjunction with Clipper lighters, lucky winners receive £25 plus the retailer of the lighter also gets £25. Another competition is still running, 'Call and Collect' in which listeners send for a car sticker and give their car registration number if this number is drawn, the lucky listener call the station within half an hour to claim a prize donated by various advertisers. This competition is restricted to Eire, although car stickers are available from the Blackpool address just the same. This competition follows the previous one where the listener received the number of pennies that their registration number added up to.
- 7.9.91 New advertisers on Sunshine now include Findus and McCain Oven Chips.
- 21.9.81 New advertisers on Sunshine now include Bank of Ireland and Jacobs Biscuits.

By now, you should know about Sunshine Radio. Remember that, along with the music, the most important thing to everybody is the audience it has developed, and this is quite massive according to an independent survey carried out by Research Surveys of Ireland Ltd., during the second quarter of 1981. We have phone-ins, competitions and also requests and dedications etc. Why don't you take part now. We are also keen to know what you think of the programmes, and the station in general, so why not drop us a line at either of the two addresses. We do take notice. One person wrote in and wondered how far away from Dublin, did Sunshine have regular listeners. We have heard of regular listeners in Leeds, Somerset and Glasgow. Where do you regularly listen from? Why not drop a line and tell us, maybe we could have some kind of competition for the furthest away regular listener. Hope to hear from you sometime, good listening and thanks.