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RADIO CAROUSEL 265

2nd Anniversary
Award Jamboree
May 18th 1980

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A Message From Radio Carousel's Managing Director



Today Radio Carousel is celebrating its second birthday, and the last twelve months have certainly been hectic, exciting and eventful. But most of all, it was satisfying, for it was a year in which our efforts to provide a local Radio Service was brought that much closer with the publishing of our Survey which officially confirmed what we at the Station have known for some time — the vast listenership that tunes in daily to our programmes. The Survey reflected the tremendous popularity of Radio Carousel throughout the community, a community to which we have tried to make a substantial contribution. It has always been our policy to make the facilities of this Station available to the community in every area of our coverage. We have helped and will continue to help the social, charitable and sporting organisations and indeed anyone who has a worthwhile message to impart. From an entertainment point of view, our phone-ins on various programmes gave everybody an equal opportunity of participating, in either winning prizes or just saying 'hello' on the air to a friend or relative.

The latter part of the year saw Phase II of Radio Carousel when we introduced our VHF Stereo transmissions. It was a big step in the further development of the Station and opened up a whole new field.

In going into our third year we face the future with confidence. We feel any legislation that will officially introduce local radio cannot overlook the Station's contribution to the community, a community that seems fully behind our efforts.

Yours Sincerely,
Hugh Hardy.

Ray Stone



Meet The

Ray Stone is Station Manager and also head of the News Department, but is best known for the daily Ray Stone Show from 9.00 – 11. a.m. in which he has many interesting personalities as guests. His interview with Cardinal O'Fiach drew one of the biggest mail response of the year, and the programme was subsequently repeated, "Without doubt, my highlights of the year have been my meetings with Cardinal, Tomas O'Fiach, especially a half hour interview which I did in June of last year, in which he spoke of his early memories of Dundalk, and his boyhood days in South Armagh."

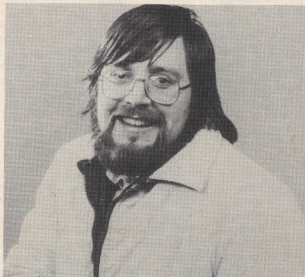
Ray did another programme that could not be repeated because of its spontaneity: "1979 of course will go down in history as the year the Holy Father, Pope John Paul II visited our shores, and I feel Very proud to have been associated with a programme which we transmitted on the eve of the visit. It began innocently enough, with a suggestion that we should talk to to some of the people who had anything to do with the visit to Killineer. From there it was escalated, with Hugh Hardy and Mike Ahern organising facts, and people to talk to, with the result, that three hours later, we had provided what I still regard as the most comprehensive coverage of the Papal visit to Drogheda." Ray's other great interest is horse racing. He may not be the best tipster, but he is consistent and he was rewarded a few months ago.

"March of this year saw a long cherished ambition of mine fulfilled, with a visit to the National Hunt three day Festival Meeting at Cheltenham. During that visit, I interviewed such notable people in the racing game as Tommy Carberry, John Joe O'Neill, trainer Mick O'Toole, and commentator Peter O'Sullivan. We carried live reports each morning, with special emphasis on local owners and trainers, and interviews with many of the local people who had made the journey there. All in all, it has been the most exciting 12 months of my life."



*Ray interviewing
Cardinal O'Fiach*

Carousel Staff



Mike Ahern

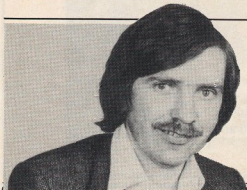
The presenter of the breakfast show and Lunchtime Express actually enjoys getting up early — it's the nicest time of day, he says. Behind the musical Mayhem and Madness he portrays on the air lurks a keen intellectual brain and a rapier-like wit which he uses to poke fun at himself and the world about him, as well as his arch enemy Weatherman Groucho. One of his proudest achievements of the past year was his presentation of a Special Budget Report on Budget Day with wide ranging comment and opinion — it was a report that almost failed to materialise when Mike got caught in a traffic jam and made the studio with only seconds to spare. His musical tastes are very wide ranging from country, classical, folk as well as all types of pop.

Kieran Murray

The first voice heard on Radio Carousel in May 1978, prior to this, Kieran gained experience by working with two Dublin stations. He now resides in Dundalk with his Aunt, who is a music teacher. His grandfather was Vice-Principal of the Friary School.

Kieran presents the very popular weekday "Request Show," 11.00 — 12.00 noon. He also presents "The Carousel Tonight Programme" 6.00 — 7.00 p.m., featuring news, interviews, sports, music and all events of interest in and around the Carousel area. To round up a busy day, he presents a nighttime show between 8.00 and 10.00 p.m. featuring dedications, new releases, the Disco Top 20, L.P. Tracks and his own preferences — pop and M.O.R.

He is a keen radio enthusiast and hopes to continue in broadcasting.



Hugh Sands

Hugh Sands is the newest member of the Carousel team. Hugh's "Twilight Jig," on Sunday 8.00 — 10.00 p.m. is devoted to Irish Music, both the traditional and ballad variety. From Mayobridge, he is a brother of the Sands Family, well known in traditional music circles. He spent many years in Canada and presented a television programme on a local station in Ottawa, which was an outlet for Irish music there.

Penny Palmer

Penny Palmer presents the very popular "Children's Corner," every Saturday morning. What started as an early morning "filler" has now blossomed into a two hour Show, crammed full of requests and dedications, mostly for children celebrating birthdays. Some time back Penny introduced a unique feature of her Children's Corner — the Birthday Book. She writes into this book of birthdays of the children who write into her and then sends them special cards when their Birthday comes around. In addition, every third week, she presents Late Night Radio and combines her "on air" activities with her job in Carousel advertising.



Tony Farrelly

Tony Farrelly is the presenter of Radio Carousel's Late Night Radio Programme which spans the musical spectrum, but mainly features the easy listening variety and gives Tony the opportunity of featuring all his favourite singers and Orchestras. Well known in entertainment circles, Tony has played piano with many local bands and also played with the Maurice Mulcahy Big Band. He has now forsaken the piano for the organ and has earned quite a reputation as an accomplished performer in his own right and is in constant demand as an accompanist for many artistes including Joseph Locke and Ruby Murray.

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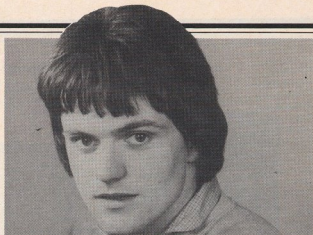
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Frank Mitchell

Frank at 19 is the youngest member of the staff and presents his music mainly at the weekend with shows which include the Carousel Top 30, the Saturday Night show and afternoon listening on a Sunday.

Frank, apart from being a radio presenter has a great interest in sport and enjoys football, swimming and other leisure activities.



Shane Mullen

Shane's music is mainly aimed at the younger generation, with which he has built up a huge following. He also operates the Radio Carousel Roadshow Disco, every Sunday night at the Imperial Hotel, he display £10,000 worth of equipment on stage.

THE ENTIRE CAROUSEL TEAM INCLUDING SECRETARIAL & ADVERTISING PERSONNEL



OL' H.H.



Radio Carousel's Managing Director, Hugh Hardy wears a different hat twice daily between 12.00 – 1.00 and 7.00 – 8.00 for his very popular "County Call." A native of Omeath, ol' H. H. has become one of the best known personalities in the entire Carousel area. Every week he makes personal appearances at different functions, varying from Charity Walks and Jogs, Compering Concerts or Shows, and performing official openings for different types of business.

In the last two years he has been responsible for popularising Country artistes in the Carousel area, especially among young people, who wouldn't normally listen to Country Music, indeed his 12.00 – 1.00 Show has been confirmed as the most popular programme on Radio Carousel.

He has a vast knowledge of Country Music and its recording artistes and is on personal terms with many of the top International Recording Stars. Artistes who have made guest appearances on his Show include Johnny Cash, Marty Robbins, Charley Pride, Ronnie Milsap, Moe Bandy, Hank Snow, Boxcar Willie, Ronnie Prophet, Faron Young and Porter Wagoner.

On his daily programmes Hugh has always endeavoured to promote the interests of the Irish Recording Industry. A large part of his programme are devoted to Irish Country recording artistes.

Ol' H. H. can sometimes be found in the company (musically speaking, of course)
of some of Country Music's Most Famous (and most beautiful) Stars like:



Dolly Parton



Crystal Gayle

or

or even their sisters

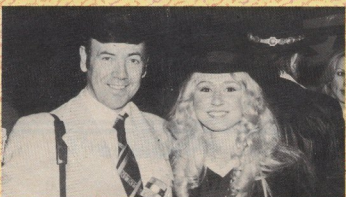


Stella Parton



Peggy Sue

or



Jeannie Kendall



Jim Reeves' widow, Mary

or

AUTOGRAPHS

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Joe Cuddy

American Express

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Bagetelle

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Philomena Begley

Gloria

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Brian Coll

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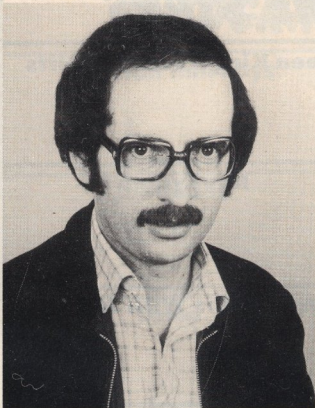
OF THE STARS

Eileen King & Country Gifts	Brendan Quinn
Ray Lynam	Times
Mainliners With Jan	Sunshine
Miami	Jim Tobin & Firehouse
Susan Mc Cann	Big Tom
Patrice	Twink
The Hillbillies	The Storytellers

Shay Breslin

Shay Breslin is Radio Carousel's Sportscaster and every evening at 6.25 gives a full roundup of local, national and international sportsnews with on-the-spot interviews and phone-in reports. His intimate involvement in sport and familiarity with sporting personalities has enabled him to regularly include exclusive sports stories. Every possible type of sporting activity gets his attention and he has visited numerous sporting venues both at home and abroad. As he says himself "my assignments over the past year have varied from standing ankle-deep in mud at a winter cross-country meeting to scribbling notes in a lurching taxi cab hurtling 'kamikaze style' through rush hour Amsterdam. But that visit to Holland and Dundalk's epic performances against Linfield and Glasgow Celtic in the European Cup must rank as one of the year's highlights."

Shay also went on a weekend trip to London with the Louth football team on the invitation of the County Board. "Another highlight, certainly a unique opportunity to get to know the team from the inside." As last on the late-night Radio programme, Shay features easy listening sounds and 'phone-ins' with people ranging from teenagers to grannies.



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A DAY IN THE LIFE OF RADIO CAROUSEL

6.30 a.m. Outside all is quiet and still as the dawn of another day breaks, inside the Studios of Radio Carousel another day has already begun with the arrival of Mike Ahern, his practised eyes quickly survey the panel of controls. Deftly he flicks a switch here and there. Satisfied that all is in order he busies himself in selecting his first record of the morning. As the hands of the Studio clock approach 7.00 a.m. he cues up the Carousel theme and 'Good Morning' jingle. Directly on 7.00 he welcomes listeners to the station and another day's broadcasting has begun.

8.30 a.m. The time has passed quickly for Mike ad libbing his way through the show, selecting his records as he goes, answering the phone, putting our commercials and playing requests. When Ray Stone arrives there's just time for a quick 'good morning' then he is checking through the early morning news stories deciding which are the important ones he'll use in the 9 o'clock bulletin. This done, he sets about selecting records for his Show — "more punk records again today?" asks Mike. "That's right," rejoins a straight faced Ray. The wise cracks continue right up 'till 9.00 when Mike signs off and Ray begins his News and Programme.

10.00 a.m. Ray Stone is on the air quickly putting his Quiz contestants at their ease. In Carousel's Office Complex, Managing Director Hugh Hardy is already behind his desk making and taking phone calls, dealing with the day to day running of the station and negotiating with Acts for future Carousel promotions. By now the office staff have arrived and once the big question of the morning has been settle — "who'll get the tea?" they're soon busy behind their desks. Carol downstairs in the front office answering the steady stream of phone calls and queries from people calling in. Advertising Co-ordinator Bernie is already preparing the next day's Advertising Schedule. Hugh's Secretary, Edel is going through the accounts with Hugh, while Anne is typing her way through a pile of letters and correspondence. Kieran Murray arrives shortly and quickly prepares his 11.00 requests programme. This gives him a few minutes to spare and check that the second studio will be available after 12.00 o'clock — he has some guests to interview for the 'Carousel Tonight' Programme.

11.55 a.m. Against a background of phones ringing, non-stop typing and wise-cracking, Ray Stone is at the news desk preparing the 1 o'clock news, Shane Mullen has flitted in to report on another success Carousel Roadshow Disco the previous night, before disappearing again. Mike Ahern and Bernie are listening to the playback of some advertisements Mike has recorded and discussing with one of the Advertising Reps. how best to put together a commercial for a prospective advertiser who wants special effects on the advertisement. Suddenly "Don't Panic" shouts a red faced and panting Hugh Hardy as he dashes past with headphones trailing and records flying. It's a minute to "Country Call" and he can't find his theme tune. Eventually it's unearthed in the Studio and with seconds to spare, Kieran Murray ushers his guests into Studio 2 for interview, Mike Ahern selects records and jingles for his Lunchtime Express and Ray Stone pounds a type-writer at the newsdesk to meet his one o'clock deadline, and as he calmly reads the news a tired Hugh Hardy exits for some well earned lunch as do some of the office staff — the rest will be taking phone calls which never seem to let up.

3.00 p.m. Shane Mullen has just begun his programme. Mike Ahern is sorting out records, tidying his desk, checking on work for the next day. His day is almost over. No let up though in the hub bub in the office. Several advertising reps, have come in with advertisements which Bernie must book into the next day's schedule. Hugh Hardy is meeting prizewinners of his Quiz in the downstairs office and Ray is back behind the news desk. As the afternoon wears on Shay Breslin comes in to begin his sports news and Kieran Murray is editing tapes for the "Carousel Tonight" programme.

6.00 p.m. Ray reads the final news of the day. Most of the office staff have finished their work and Shay Breslin is telling Kieran what interview he wants him to slot in during the Sports News. While Kieran is presenting his Show his hands move at speed cueing up advertisements, records and interviews as well as leafing through notices which have to be read out. There's near panic when he can't find one of the Sports interviews on cue — however, Shay reads the situation well and continues talking slowly while Kieran sorts out his problem.

8.00 p.m. Another action packed 'Country Call' has been completed and Kieran presents his Rock, Pop and Disco Show, while Hugh tidies the studio of the requests, records, sleeves which have accumulated during 'Country Call'. The phones still ring shrilly and continue through the night, and the Late Night Programme, with Shay Breslin helping listeners unwind with easy listening music and chatting on the air and on the phone about any and every topic. Finally it's 12.00 cue the Carousel Theme, Goodnight and closedown — another successful day's broadcasting is over.

In a major survey carried out, by Landsdowne of Irish Marketing Surveys Ltd., within a 35 mile radius of Dundalk, in a seven day period in January, the Survey showed that:

1. 69.8% of the population of the Dundalk area, or 7 out of every 10 people listen to Radio Carousel on a daily basis. This figure compares with 11% for RTE 2.
2. In Northern Ireland, 22% listen to Radio Carousel. This compares with 9% for RTE 1 and 4% for RTE 2.
3. Radio Carousel is 12% ahead of Dometown Radio in the surveyed area.
4. 1 in 4 people listen to late night radio on Radio Carousel. This is 2½ times more than Radio Luxembourg and almost 3 times more than RTE 2.
5. Radio Carousel has a balanced audience. The age bracket is as follows:

15 — 24	31%
25 — 34	33%
35 — 49	36%
6. The biggest single category of listener is the housewife.
7. The most listened to programme on Radio Carousel is "Country Call" between 12.00 — 1.00 p.m.
8. 88% of the population in the surveyed area has VHF Radio, Radio Carousel also broadcasts on VHF Stereo.
9. The Survey showed that Radio Carousel has an audience rating of:

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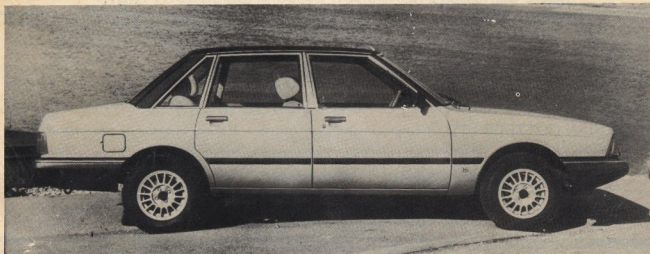
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