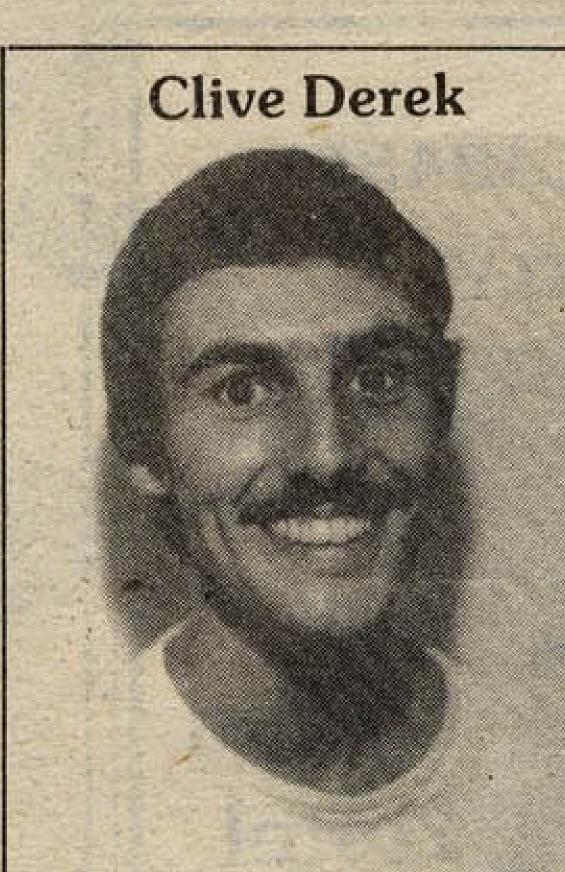
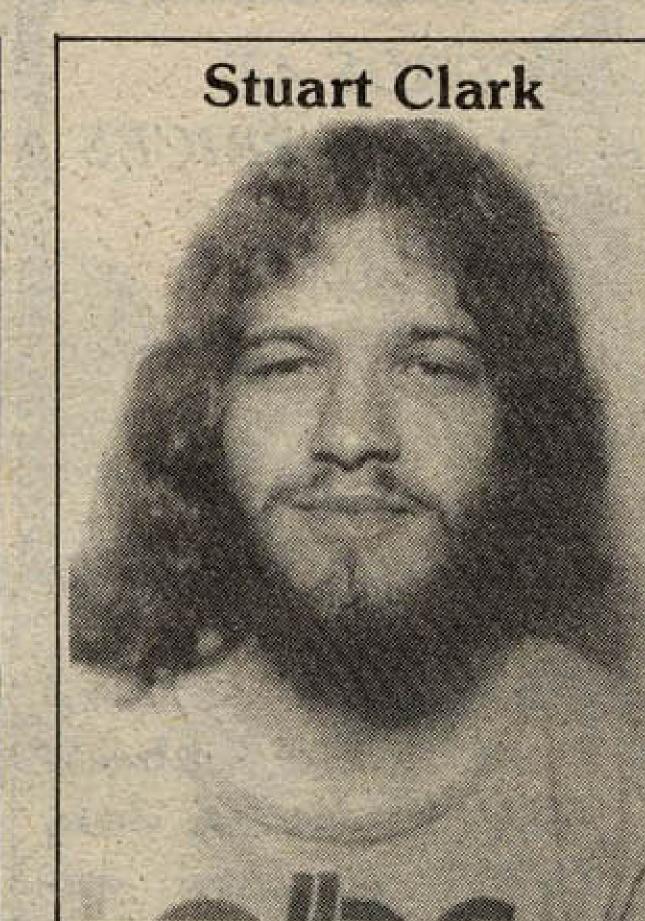
1026 AM/STEREO 101 1026 AM/STEREO 101

1026 AM/STEREO 101 1026 AM/STE

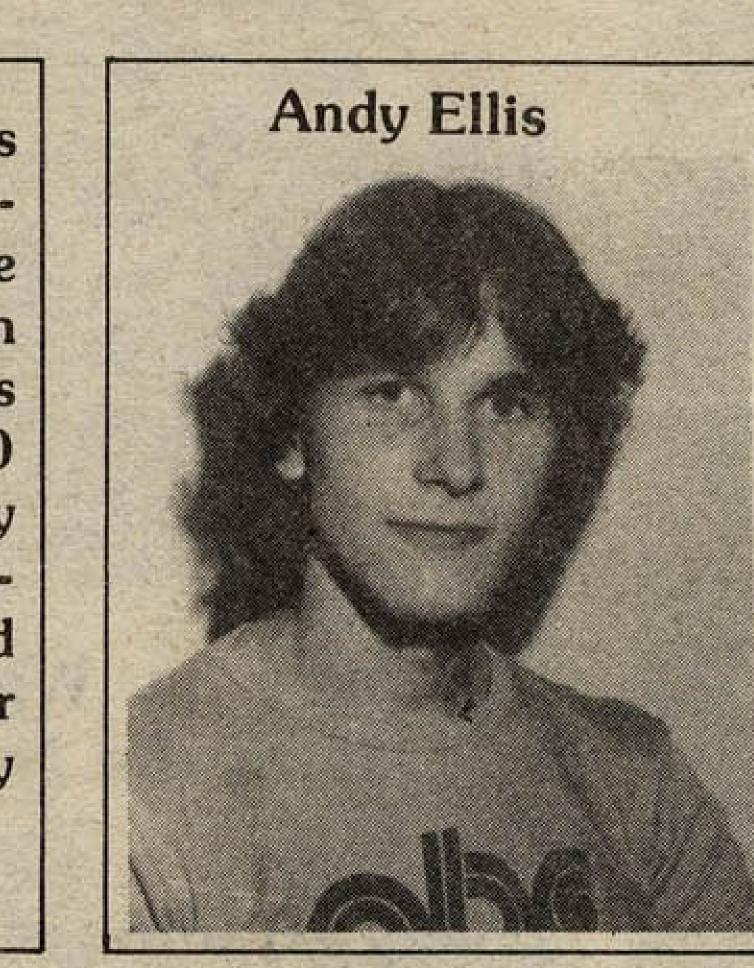
PHOTOGRAPHY BY JOHN O'BEIRNE



Clive Derek gets up bright and early every morning to present the station's fast-moving breakfast programme. He previously worked on hospital radio and "The Voice of Peace" off the Israeli coast. Clive is 21 and has been with ABC since it eighteen started

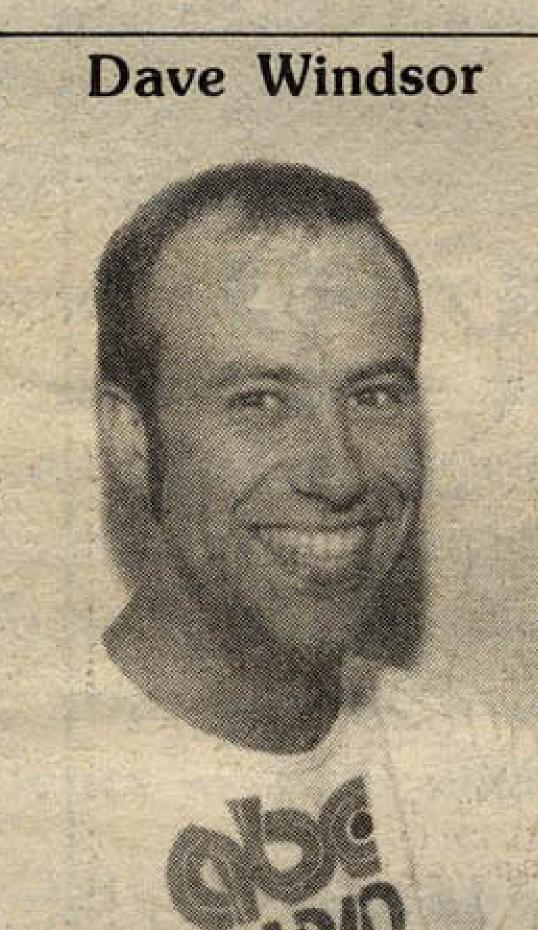


Clark ABC's youngest presenter and hosts the afternoon show which includes his "Sixties Sdgueway" at 2.30 p.m. He was previously involved with alternative radio in England and was responsible for the infamous "Monday Rock Show."



Andy Ellis handles "Late Night ABC" from Wednesday to Friday and the "American Top Forty" every Sunday afternoon. He also worked for six months on 'The Voice of Peace' and joined ABC at the very start.

MOCENFEILAYS - · · · -

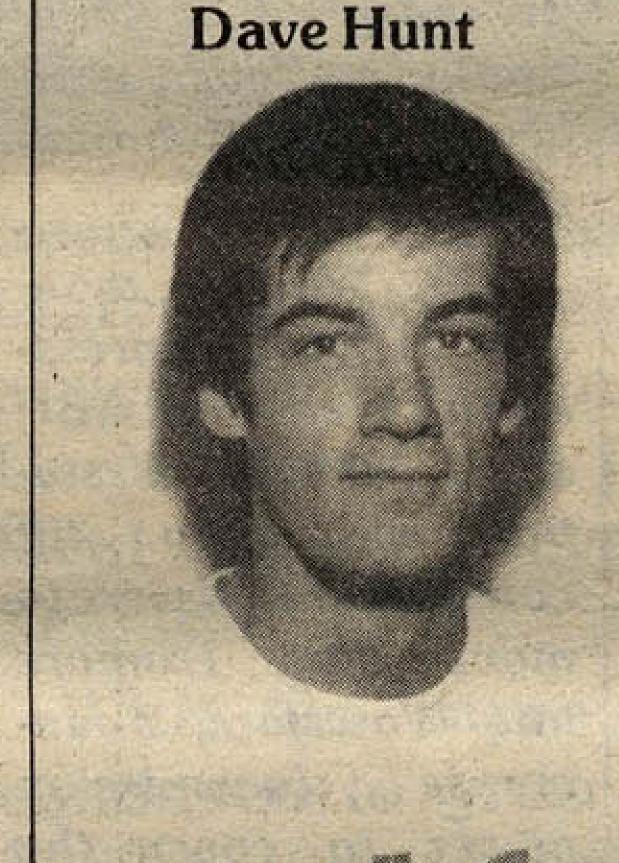


Roddy Cleere

Dave Windsor filled the vacany left by Robin Ross on the "Up to Lunch" programme. His show features halfan-hour of classic oldies every day from 11.30 a.m. 'till noon. You can also experience the man's unique style of presentation on Sunday between 8.00 and 10.00 p.m. during the "Nutter's Golden Nuggets."

Roddy Cleere is ano-

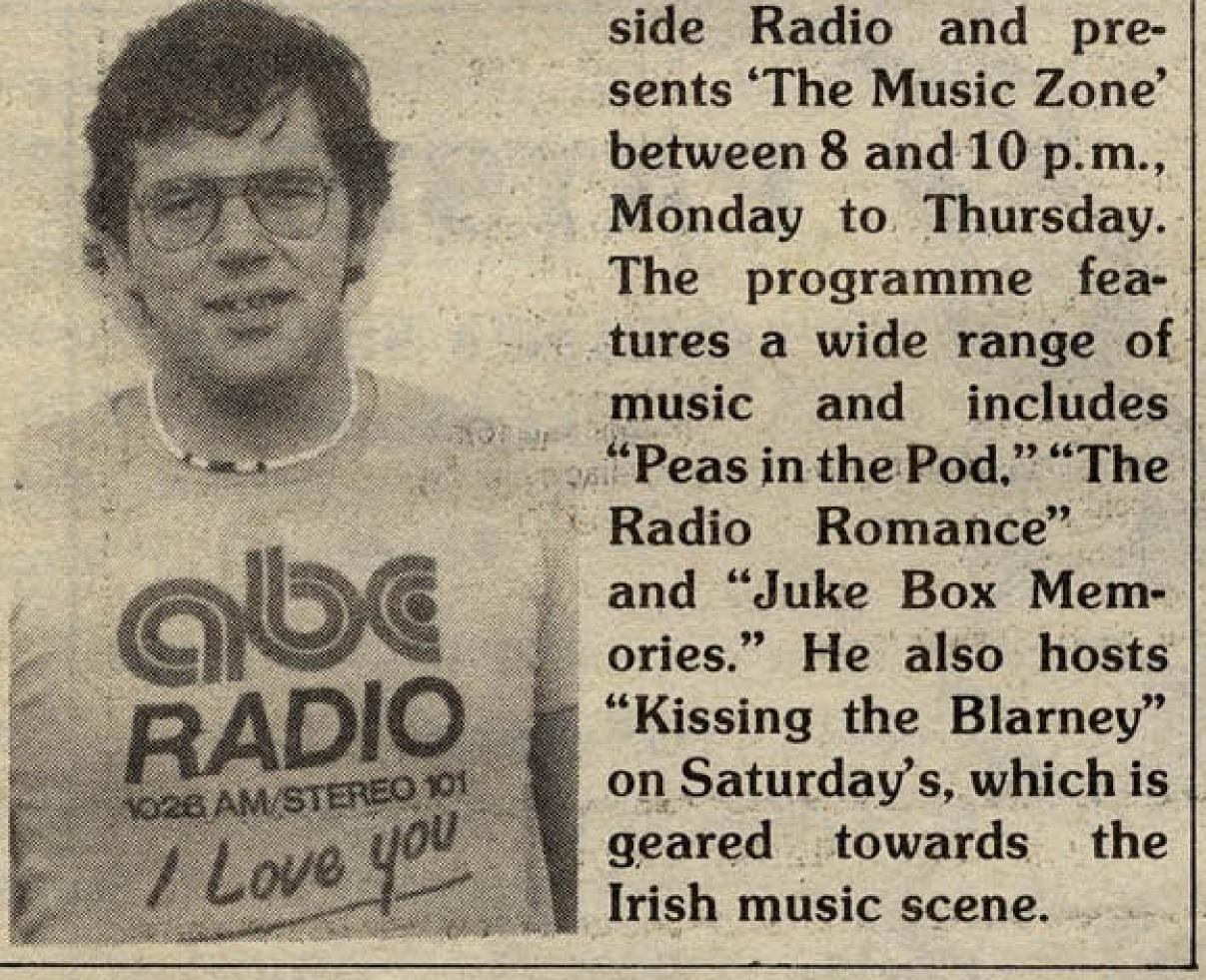
ther recruit from Suir-



Dave Hunt came to ABC in January after a successful run on the city-centre station — Suirside Radio. He's the man who drives you home every night from 4.00 'till 7.00 p.m. Dave is twenty and is famous for his alledged sense of humour.

The ABC Roadshow has taken up residency at the Hibernian Hotel in Tramore every be entertained by two top ABC deejays.

The Roadshow has also visited The Bridge Hotel and Flyers Roller Club in Waterford and plans to make appearances throughout the South-East over the next few weeks.



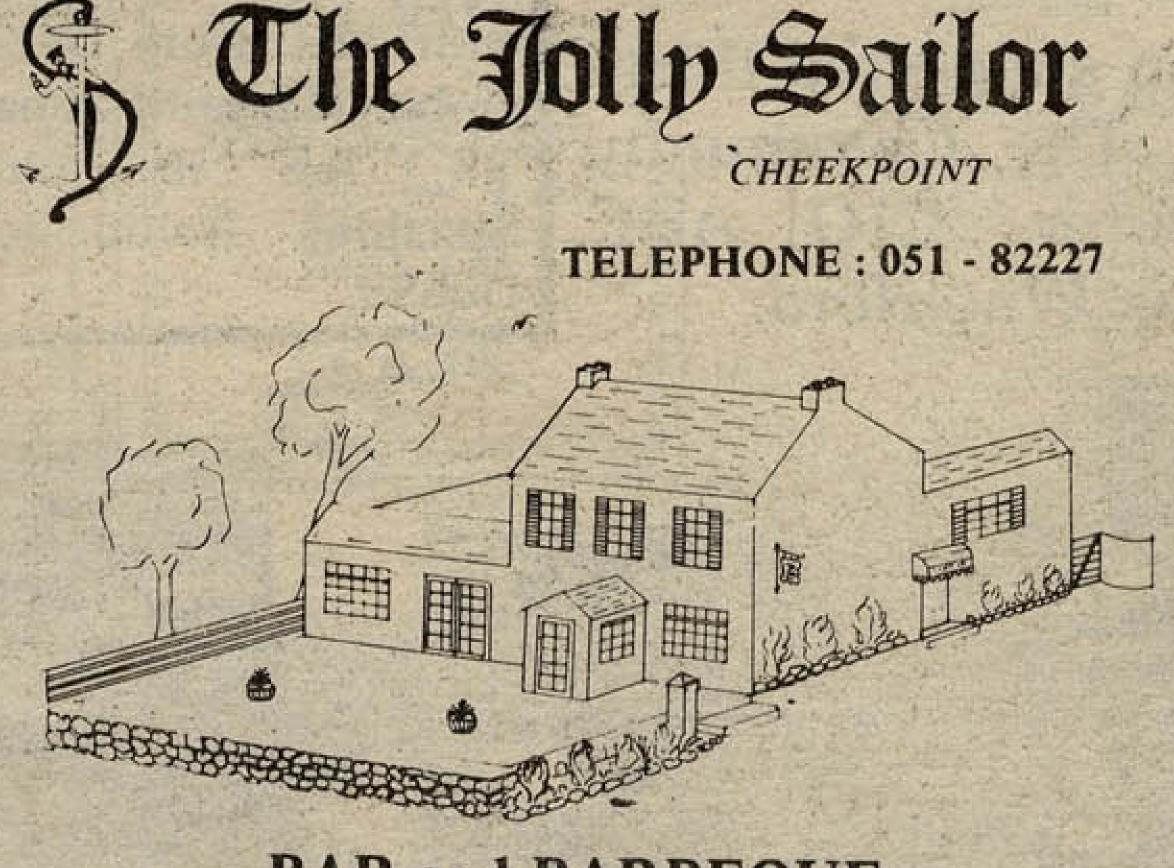
The station has a number of popular specialist shows like "ABC Country" with Billy Power and "Irish Folk" with local musician Billy Cowman.

The new ABC T-Shirts are available now, & featuring the station's logo and "I Love You" & ž slogan.

They're printed black and red on a white & shirt and are available in small, medium, large and extra large.

Send £3.99 including postage and packing [] to ABC Radio, Tramore, Co. Waterford. They are also available from Mary Rose & Boutique, Main St., Tramore.

Saturday. There's dancing from 8.30 p.m. 'till late with crazy competitions and loads of free giveaways. Admission is £2 and you will



BAR and BARBEQUE Barbeque Opening Hours *

Monday to Saturday 6.30 p.m. - 10 p.m. Sunday 6 p.m. - 9 p.m. BARBEQUE STEAKS OUR SPECIALITY OR TRY OUR FRESH SEAFOOD SALADS

* Jazz Every Friday * Entetainment Every Sunday * Only 7 miles from Waterford



abe RADIO SUMMER PROGRAMME SCHEDULE

1026 AM/STERE0 101

Monday to Friday

07.00 The Breakfast Show with Clive Derek.

10.00 Up to Lunch with Dave Windsor. 13.00 ABC In the Afternoon with Stuart Clark.

16.00 Drive Time with Dave Hunt.

19.00 Mondays: - Irish Traditional Music with Billy Cowman. Tuesdays :- Classic Cuts - The tracks that time won't

Wednesdays: - Cruising - for people on the move. Thursdays :- Party Night - music to get you in the mood

Fridays: - Irish Traditional Music with Billy Cowman. 20.00 Monday to Thursday :- The Music Zone with Roddy

Fridays :- Paul Scanlon.

22.00 Late Night ABC with various presenters. 01.00 Night Flight.

Saturday

07.00 The Breakfast Show.

10.00 The ABC Top Thirty with Dave Windsor. 12.00 Weekend Special sponsored by Patsie's Records of

George's Street, Waterford. 13.00 Kissing the Blarney with Roddy Cleere and the accent

on the Irish Music Scene.

16.00 Saturday Special Part 1 with Paul Scanlon.

19.00 Saturday Special Part 2 with Kevin McCarthy.

22.00 Late Night ABC. 24.00 Romantic Hour.

01.00 Night Flight. Sunday

07.00 The Breakfast Show.

13.00 The Golden Years with Paul Dower - hits from the fifties, sixties and seventies.

15.00 The American Top Forty with Andy Ellis. 17.00 Featured Hour — ABC turns the spotlight on to a well-

known group or singer. 20.00 The Nutter's Golden Nuggets with Dave Windsor. Classic oldies combined with the man's unique sense of

22.00 Late Night ABC. 01.00 Night Flight.

You can hear ABC "What's On Guide" daily at 9.30 a.m., 1.30 p.m., and 5.45 p.m. All you need to know about what's happening in the South-East.

ABC World News and Weather goes out every hour between 8.00 a.m. and 8.00 p.m., Monday to Friday.



ABC Radio was planned by its three partners - Simon Parry, Andrew Green and Clive Roylance in the summer of 1981. Two of the directors had previous experience on Israel's largest commercial station "The Voice of Peace" and decided to adapt a lot of the ideas for the Irish market.

THE WATERFORD POST 11

Six months was spent arranging capital and working on customdesigned equipment.

ABC came on the air with a nonstop music format not unlike Radio Nova in Dublin and South Coast Radio in Cork. The station had punchy, professional jingles and a first class, far-reaching international news service. Within a few days, ABC became the first choice for listeners in Tramore, well supported by local businesses advertising their products and services.

They also put out community notices and local news, providing a friendly and accessable alternative to the national networks. As Stuart Clark put it, "we were delighted with the initial response. Dozens of people wrote in pledging their support, and wishing us luck. We estimated that a good 70% of the towns people under 35 were listening to ABC, with other age groups tuning in too. What's more, advertisers were reporting a

ments — that was only the start!

ABC's reputation began to spread

and despite patchy reception, people

started tuning in Waterford. The

deejay team stayed much the same,

despite a few "comings and goings."

Nigel Roberts arrived from Sunshine

Radio in Dublin, and later left for

months on the morning show before

joining E.R.I. in Cork and Mike Cottee

came along as advertising-sales man-

After a successful summer season,

ABC decided to import a commercial

transmitter from America. This gave

the station the biggest coverage-area

in the South-East and took in major

FOR ALL YOU CARPET NEEDS CALL

TO OUR WAREHOUSE — WE HAVE A

WONDERFUL SELECTION OF

CARPETS, VINYLS, BEDS, DRAYLON

3-PIECE SUITES OF THE HIGHEST

QUALITY AT THE LOWEST PRICES

We also do a First Class Dry Carpet

and Contract Cleaning Service

at Keen Prices — Enquiries Welcome

REMEMBER: BE WISE AND BUYWISE

TRAMORE. Telephone: 051 - 81051

Marshall spent several

THE

CARPET

CENTRE

disco work in England.

BUYWISE

Best Wishes &

to ABC

Continued Success

ager in October.

1026 AM/STEREO 101 1026 AM/STEREO 101

good reaction to their commercials." Dublin to broadcast in FM Stereo. Caroline and was joined by popular East with an even better service.

to stay one step ahead in all depart- Scanlon. South-East.

Robin recently left for Dublin, but ience and expertise."

Hang It

ABC

swinging

radio

towns like Dungarvan, New Ross, Their expansion will continue thro-Shortly after the official opening, Waterford and Wexford. Robin Ross ughout 1983, pushing their signal into they became the first station outside arrived direct from the new Radio new areas and providing the South-

Their engineer explained they wanted local deejays Dave Hunt and Paul The directors are currently working on their licence application. Andrew With the improved line-up, ABC Green says, "I think ABC has proved continued to grow throughout early during the past eighteen months that 1983 and started attracting listeners we can provide a professional and P.R.S.I. and would much rather have and advertisers from all over the entertaining music-based service. We a licence." certainly have all the necessary exper-

his loss was cushioned by the arrival Simon Parry added, "There's no of Dave "The Nutter" Windsor and reason why Waterford can't support Roddy Cleere, formerly with Suirside several radio stations. Competition is Radio. Local lad, Benny Adcroft took always healthy and why should there

MIKE COTTEE joined ABC as their sales manager in October '82 and has been busy since keeping income to the required level to run a professional radio station. Mike has recently been appointed station manager and is hoping to have the same success in his new position.

Recently, ABC has been running a region. free £10 Petrol Giveaway, in connect-

New and

- Records & Tapes * Colour TV & Video
- Audio

Library

& Hi-Fi

CANTWELL'S

23 Michael Street, Waterford

* Musical Instruments Re-Conditioned Pianos Piano Tuning Betamax Video

Record Players

S & M Exhibitions have designed an attractive hanging sign to enhance the appearance of your business premises and to attract the attention of passing customers.

> Fabricated in attractive wrought iron with weather proof timber panel.

Lettering in hand cut in any typestyle require from a broad range of colours.

- * Painted to customers requirements
- * Planning permission processed

S& M Exhibitions Ltd.

24A Georges St., Waterford. Tel. 77192

hour-a-day radio station.

and technical standards.

We're already paying V.A.T. and sie's Record Shop, Sounds Fun and

over the Night Flight programme be a monopoly like at present? RTE sticker on the windscreen you could from 1.00 - 7.00 a.m., which means have no divine right to the airwaves. win a special prize! For your free that ABC is still the area's only 24- Radio shouldn't be treated any differ- sticker, send a stamped addressed ently to newspapers. Ireland has a free envelope to ABC Radio, Tramore, Co. ABC has always maintained the press, so why not free radio?" He Waterford. You can also call in to the policy of improving its programming added, "We don't want to be illegal. Market House Service Station, Pat-

Savoy Entertainment Centre Barronstrand Street Waterford

Catnwell's in Waterford and Ross What the Waterford Records in the New Ross Shopping Post said about Centre.

ABC Radio offers its potential pansion); advertisers the chance to reach thousands of people throughout the South Radio are everything East.

There are commercial packages to professional, commersuit everyone from major national cial, low-key communcompanies like Maxol Petroleum to ity, independent Radio smaller, local traders such as Peter | Station staffed by vast- | P. MARTIN Martin Glass in Waterford. The station also offers a wide range of professional production facilities and the ager of WLR, expressrates are very realistic.

For more details contact advertising sales manager, Mike Cottee competition if it were to during office hours on (051) 86571.

The ABC Radio Summer Tourist into Waterford, or in-Guide contains the station's full prog- power to cover the rame schedule, deejay profiles, places whole of Waterford of interest and a detailed map of the City."

It's available from shops, bars and tion — well planned ion with the Market House Service hotels throughout the area. The pub- and well presented." Station on The Quay in Waterford. If lication is free, but donations are welyour car is spotted with an ABC car come. ABC Radio are passing on the proceeds to the paediatric unit at Ardkeen Hospital.

> As part of its community service, ABC are willing to record thirty second announcements for charities and non-profit making organisations. Groups to take up this offer recently, include the Samaritans and the Asthma Society.

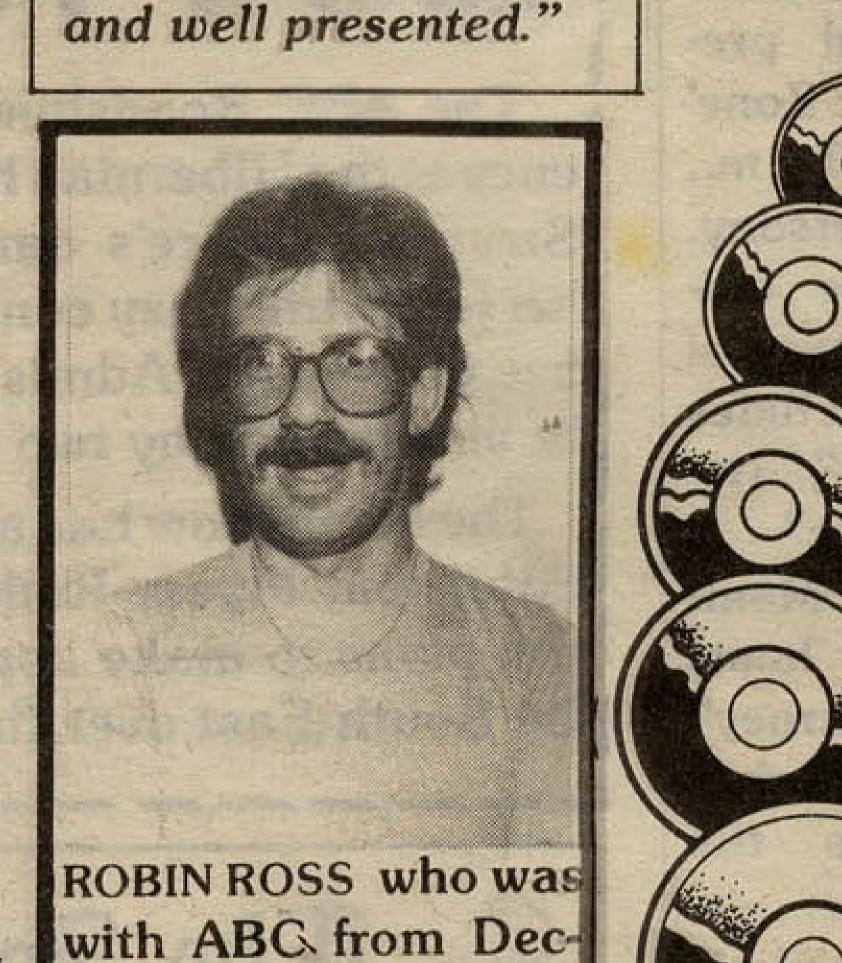
You can send you suggested thirty ember '82 until June second scripts to The Community 183 Service Co-Ordinator, C/O ABC Sunshine Radio Radio, Tramore, Co. Waterford.

ABC Radio in July 1982; (before ex-

"In a sense, ABC Suirside Radio have wanted to be - a very

"Des Whelan, maned the view that ABC could provide his station with very stiff move from Tramore

"What ABC is, is a





9 GEORGES STREET

GLASS CUT

WHILE YOU WAIT

WATERFORD

Tel. 051 - 77384



