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FROM.....

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PROPIETOR: PETER FITZGERALD

TELEPHONE: (051) 74656



TWO YEARS OF ACHIEVEMENT

By; MICHAEL DALY

Suirside Radio now a vital link with community life in Waterford. This can be attributed to a large extent to the relationship the station has with its listeners, always friendly, providing community radio in every sense of the word, catering for all tastes and interests. Also in involving itself in the community off the air.

Since our inception, the local press have continually refused to acknowledge our existance or give credit where credit is due, as we have been prepared to do.

This negative attitude was initially adopted by others, who at the time, felt they had divine rights to the airwaves. But, realize now that they no longer do. At this stage most of the barriers have been overcome with the assistance of NATIONAL PRESS, HOTPRESS, NITELIFE, and THE WEEKLY ADVERTISER in Waterford, and because of these, it is known nationally that Suirside Radio is a major part of the life in Waterford.

The basis of this publication is to give as many people as possible an insight in to the daily operations of Suirside, to that end our IO,000 free copies have been distributed to all house holds in Waterford and surrounding areas including, Tramore, New Ross and Carrick on Suir.

Suirside has proved its strength commercially in Waterford and surrounding areas, our commercial effectiveness has and is, being proved daily. Over the next couple of months we will be undertaking major new developments which will only serve to enhance the valuable contribution Suirside is already making to the local community but don't take our word for it, take the IRISH TIMES (22nd MARCH '80) "RADIO SUIRSIDE IN WATERFORD IS LOOKING EXTREMELY HEALTHY"

FOOTNOTE FROM THE EDITOR

MICHAEL DALY IS OWNER OF SUIRSIDE RADIO AND A NATIVE OF CARRICK-ON-SUIR, HAS BEEN WORKING IN LOCAL RADIO FOR 3 YEARS AND HAS SEEN AND EXAMINED THE LOCAL RADIO STATIONS IN BRITAIN AND THE U.S.A.

Suirside Dateline

FEBRUARY 1979

Waterfords own community radio station was inaugurated. The new station felt the need for a radio service which sees involvement in the community, its problems and its joys as its "RAISON D'ETRE".

MARCH Ist 1979

Suirside fast becoming Waterfords No. I moved to a picturesque site on the banks of the River Suir at Rathculliheen, Ferrybank. A major boost was given to the stations range by the installation of a new transmitter following the siezure of its original one by the Dept. of Posts & Telegraphs.

MARCH 17th 1979

Suirside joined in the celebrations on St. Patricks Day with its own float in conjunction with Comfortrest. Along the way the stations staff distributed 5,000 free records and badges to the crowd.

APRIL 1979

An independent survey was carried out at this time, it revealed that 75% of Waterford listeners tune to Suirside proving that the station is Waterfords No I. The station gave massive support to the Waterford peoples forum. The easter egg appeal proved to be a great success distribution was handled by the St. Vincent De Paul Society

MAY 1979

Suirside again in line with its community involvement principle gave massive coverage to the N.D.C. Milk Run. At this time, a unique service started and soon became one of our main claims to fame "Community Notebook" This show provides free advertising for community groups in order to enable them to communicate with the public. Also incorporated in the show is a lost and found spot, a small adds section, and swopshop.

JUNE 1979

The local elections, one of Suirsides finest hours as a community radio station. Each counts results were broadcast five minutes after their announcement announcement at the courthouse. The results were analysed by a Trinity College expert on the air until the final count came in at 9.IO P.M. This programme saw the use of the first outside broadcast unit by a pirate radio station in the country. In all 20 people were involved in the production of the local Election Special.

JULY 1979

A local current affairs programme started called the week that was produced by the stations News Dept.which became reknown for its coverage of local affairs local news from the week plus interviews with the personalities involved.

AUGUST 1979

Technical problems which had bedevilled the station causing uneven reception and occasionally poor quality signal were finally overcome. A new massive ariel and a new custom built transmitter was installed giving the best modulated most even and strongest signal in the area.

NOVEMBER 1979

The station installs an F.M. transmitter but was unhappy with its performance and seeing little advantage in matching the poor quality of other stations on F.M. just for the sake of being on F.M. The station commissioned the building of a stereo F.M. transmitter capable of Hi-Fi quality with a 40 mile radius.

DECEMBER 1979

Again the stations staff were overwhelmed by the response to the toy appeal. Over I,000 toys were collected and distributed to the underprivilaged kids in the city.

JANUARY 1980

Suirside moved into spacious studio facilities at 7, The Mall, Waterford. Response to the Super Spring Schedule was phenomenal and the station foresaw the commencement of another great year.

MARCH 17th 1980

Yet again, Suirside were the only radio station to participate in the parade, IO,000 Badges and houndreds of balloons were distributed. Live entertainment was provided on the float. The station broadcast live coverage of the parade from next to the review stand.

dame in at 9.10 P.M. This programme saw the wateroff

APRIL 1980

Suirside Promotions were nominated to organise the local heats of the "Limerick Lady International Festival" with Waterfords Granny competition and Waterfords Limerick Lady finals which, were held in the Tower Hotel during the Ist week of May. The easter egg appeal and easter egg disco at the Metropole Hotel proved to be an outstanding success. I,300 eggs were collected valued in the region of £2,000 and were distributed to the underprivilaged children in the city also to the hospitals. APRIL 2Ist, Suirside welcomed home the blues with the CUP with a very colourful and impressive display at 7 The Mall, also a live commentary was given on the parade.

SUPER

SUMMER SCHEDULE

MONDAY TO FRIDAY

7.00 - 10.30	Tom Wilson
10.30 - 1.00	Gerry Gannon
T 00 - 3 00	D. T. Toma (Colden

I.00 - 3.00 D.J. Toma (Golden Hour 2-3)

3.00 - 5.30 Dave James

5,30 - 7.00 Frankie King (Community Show 6.30-7.00)

7.00 - 9.00 Paul Farrell 9.00 - II.30 John Morrissey

II.30 - 3.00 The Super Late Show with Eddie Coady

MONDAY

6.30 - 7.00 St. Paul's Community Show

9.00 - II.30 Liam Jacques

FRIDAY

7.00 - 9.00 Weekend in with Eoin Ronayne featuring where to go to in Waterford on the weekend.

9.00 - I2.00 Roddy Cleere

12.00 - 3.00 D.J. C.J. One To Inemediate of Waserot

SATURDAY

8.00 - IO.00 Hospital Requests

10.00 - 12.00	Saturday Folk with Liam Jacques
12.00 - I.OC	Sports Show with Alfie Hale and Jack o'Keeff
I.00 - 2.00	Mary Dower with Youth Club Call
2.00 - 6.00	Roundabout Waterford.
1	Featuring interviews of community interest
1 100	Local News, Sports Results, and Good Music
1 THE AA	with Eoin Ronayne and Guests.
6.00 - 9.00	Roddy Cleere
9.00 - 12.00	Paul Dower Brongtow Jeens and L
12.00 - I.00	Ray Sarsfield
SUNDAY	11 25/DEPTORS CONTROL-STOCK CONTROL-GENERAL
9.00 - 10.00	Traditional Music with a bi-lingual approach
10.00 - II.30	Joe Farrell with hits from the 3o's 40's 50'
II.30 - I.30	Sinnotts Top 30 with Mike Kenny
I.30 - 2.30	Fr. Paschal Moore
2.30 - 4.00	Sara Kervick Albania A MARIE EMUSET ***
4.00 - 6.00	D.J. C.J. THER
6.00 - 9.00	
9.00 - 12.00	Paul Dower
12.00 - 3.00	Ray Sarsfield
DEBURE TRAS	**********

e

Community Notebook 4 Times a day Racing Results Traffic Reports and Local Reports throughout the day. FOR REQUESTS AND INFORMATION, LOST & FOUND, SMALL ADDS, SUIRSIDE ADVERTISING, SUIRSIDE CITY INFORMATION, & HELP LINE TELEPHONE: 3957.....

AND THE FUTURE

THIS SUMMER THE STATION WILL GO ON F.M. STEREO.....

It is planned to increase community involvement in the programme schedule. A complete local news service will commence on July 20th and also a new schedule.

The station will set up a board of advisors which will be made up of representatives of local bodies community organisations etc..etc. to help generate further community participation in the station.

Eventually, the station sees legalisation as a definite proposal. Needless to say an official application for legalisation is being drawn up. People interested in joining this consortium are asked to contact the managing director by post.

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THE NEED FOR INDEPENDENT LOCAL BROADCASTING

The I970's have seen a significant rise in Ireland of a greater sense of community awareness of the local issues effecting the local population. This may seem a strange statement given Ireland's traditional, rural and closely knit communities but over the last 20 years or so a great amount of the population have left the countryside and gone into the major towns and areas. Initially this mass exodus of people into strange environments produced a sense of isolation and alienation in many cases. Gradually small community organisations were formed to help people help each other over the transitional period. Thus by the I970's most housing estates had their own community organisations to protect their particular interests.

It was about this time that the first "pirate radio station" was established. The term 'pirate' conjours up ideas of desperate one eyed men living on salted meat. dry biscuits and the occasional whale. Of late many of the pirates have donned the hat of respectability and see themselves as Independent Broadcasters, a term which needs defining. Undoubtedly the first pirate radio stations were set up primarily to play non stop pop music all day long, with little or no emphasis on community affairs. The phenomenal success of these Dublin based pirates proved the wisdom of that initial policy as they attracted listners in their thousands away from the rather staid and "Musicless" RTE Radio.

The craze spread and soon every major town in Ireland had its own pirate radio station. Waterford, was no exception and by the end of I978 we had our own station namely W.L.R. But by this stage it was clear that a "music only" policy was simply not sufficient and that a local radio station, must cover local affairs and events. It was with this in mind that SUIRSIDE RADIO was officially established in March I979, billing itself as Waterford's No.I community radio station. The biggest problem facing the station in adopting such a policy was simply lack of

resources. To adequately cover local news and happenings in an efficient and informative manner, requires not only expertise but a considerable degree of preparation, trial and expense. Those of you who have had any experience in local broadcasting will appreciate that such resources are just not readily available and that in many cases pirate stations have provided ridiculously good service given the back-up facilities available.

Despite these handicaps (and perhaps because of them) Suirside Radio persisted in its official policy and its first major triumph came June 1979 with its extensive live coverage of the local elections.

This was a mammoth task involving a total work crew of I5, 7 hours non stop broadcasting on the actual results including in depth analysis and comparison with the I974 local elections and 24 bags of chips and I2 sausages

It was in the aftermath of this success that we realised how important coverage of local news was in Waterford and say without hesitation that there is a greater need in Waterford than in any other city in Ireland for such a service. For too long now Waterford has been ignored by the national media, be it newspapers, television or radio. There is talk that when independent legal radio is established, that Waterford will not be one of the centres provided for. Given the continued success of the pirates in Waterford and the deep sense of indignation many Waterford people feel at the continued lack of national coverage it would surely be unjust if Waterford was not to get it's own radio station, run and financed not by some multi-millionaire but by local business interests. Until that day comes let Waterford people rest assured that Suirside Radio plans to keep it's listners entertained, amused and most of all informed of whats happening in Waterford and its surroundings. So, if you belong to some community organisation and you want a little bit of free publicity you can always ring Suirside and we will put you in touch with all of Waterford. In conclusion, why don't you drop a note to your local T.D. and tell him in no uncertain terms that Waterford urgently requires an Independent local radio station. Who knows, now that we are to have our own airport, we may be able to airlift the BOOMTOWN RATS in for an open air concert.

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LOCAL RADIO

DEVELOPING COMMUNITY LIFE

Between I.30 AND 2.30 each Sunday, Fr. Paschal Moore presents his own programme on the airwaves of 257. His mixing of Religious topics and good suitable music has proved to be extremely popular both amongst the young and old.

:*************************************

Fr. Moore sees his show helping to bring about more awareness of the Christian way of life in the area. He feels local radio helps people become more involved in community life and consequently helps develope it. Legalisation of local community radio is his own personal desire for the I980's

Topics covered by his programme have included Alcoholism, Marriage, Mental Illness, Drug Addiction etc., etc., the list is almost endless. Young people and their problems in trying to live a christian life in todays world is a major concern of his. Through the subjects covered by his programme this is plainly obvious. Fr. Paschal has been involved in youth work for many years, the one thing that really annoys him is the way in which the young people are constantly knocked. Despite all the pressures on them he really believes they are good and christianlike in their attitudes and behaviour.

Adult involvement in their local youth club is something Fr. Moore feels is a subject that there is great scope for improvement in. He would honestly like to see more parents etc., getting involved; Some people tend to see the youth club committee as a baby sitting service.

Leaders with prudence and initiative and more local support for the club are desperately needed for the '80s. Fr Paschal hopes the adult population can accept this challenge and become involved - for the sake of the present and tomorrows generation..

He sends a big "THANKYOU" to all those who were in anyway part of his programme over the two years, particularly those who were interviewed and indeed C.J. who was always on hand to help out.

Anyone with ideas and suggestions for Fr.Moore's programme can contact him through phoning or writing direct to the studio.



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THE ALFIE HALE SPORTS SHOW

For many dedicated soccer fans (and indeed sports fans in general) ALFIE HALE'S name will always be synonomous with the golden years of Waterford soccer, during the late 60's and early 70's. Who will ever forget such magical moments of that classic league encounter in Flower Lodge against Hibernians, or Alfie's 5 goals against Rialto in the F.A.I. Cup cakewalk of an II-O victory for Waterford. To that end then we on Suirside are extremely lucky to have alfie as the presenter of his own sports programme on Saturdays between I2.00 - I.00

It's really amazing how popular all sports are in waterford ranging from the traditional sports such as soccer hurling and gaelic football, to the so called minority sports such as badminton and squash."Indeed over the past year i have felt this surge of interest in squash in particular, which is undoubtedly a tribute to the experience of such players as Richie Power and Jack Laffan" says Alfie. The basic aim of the sports programme is to encourage discussion, provoke interest and to get people to participate in sport more often.

On a purely personal level Alfie is glad to be able to pay tribute to some of the many fine achievements of Waterford sportsmen over the last year, especially the blues great victory with the F.A.I. cup win. Occasionally we fail to realise in Waterford how fortunate we are to have such a fine bunch of sportsmen of all codes their dedication and performances have done much to keep Waterford on the sporting top. IO years ago anyone would have been happy to have included Alfies name to such a list list . To-day Alfie is still as fit as when he was playing for waterford and through his sports programme is happy to be able to do as much as possible to encourage young sportsmen (and sportswomen) to continue their quest for success.

GERARD J FOLEY

* Alfie is of course more than willing to listen to anyone who would like to see extended coverage of any particular sport or sporting event, and can be contacted at his shop " THE ALFIE HALE SPORTSCENTRE " Barrack Street.



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THE TEAM THAT MAKES IT POSSIBLE

GERRY GANNON: Member of the infamous TWEED, excellent keyboards player, has proved to be one of the stations most popular jocks, rivaling Gay Byrne for the listnership of the Waterford housewives.

JACK O'KEEFFE: A very popular well known local D.J.who runs his own disco roadshow, popular for his wide selections of music. Contact J.O'Keeffe at 75304 D.J. TOMA: Our "Mork from Cork" this man has one of the largest mail boxes at the station. This is the man who brings you the 'Golden Hour' from 2-3 each weekday with well over IO,000 records in his collection. TOM WILSON; The stations most versatile jock. Presenter

of the breakfast show. BLONDIE FREAK.

FRANKIE KING: Suirside's "Royal Ruler" another local D.J. whose disco's are extremely popular. This man must have kissed the Blarney Stone more than a million times Frankie, is known for his friendly and often hilarious chat.

PAUL FARRELL: Like father like son, Paul an up and coming D.J. with disco's in New Ross and in the city has what's known as the best cue ability in the station.

LIAM JACQUES: If there's a folk, blues, or country record that very few people have then Liam has it or knows where to get it ... Reknown for his highly enjoyable "Saturday Folk" show.

MARY DOWER: The stations latest addition to staff has proved her ability as the stations most able interviewer Presents Youth Club call and Roundabout Waterford Eoin Ronayne: Once upon a time presented the "TEA PARTY" every weekday. But now, produces community programmes and presents Weekend In on Friday night and Roundabout Waterford on Saturdays. Cribs alot about the lack of interest in Rock in the city.

EDDIE COADY: With the super late show Mon-Thur II.30 -3.00 A.M.

MIKE KENNY: Presenter of Sinnott's Top Thirty, popular local D.J. Mike also runs the SUIRSIDE MOBILE Recording Studio in conjunction with Frankie King.

If you ever want something recorded live contact Mike or Frankie at 3957 also experts at recording band demo's.

JOE FARRELL

Joe Farrell is one of those tremendous people who in truth can only be described as being a character.

Just what criteria are necessary to qualify one to be a character have never been quite well defined, but still one knows a character when he bumps into you and leaves an indelible imprint on you. Anyone who has ever had the privilage to know or work with Joe Farrell will know what I mean. Thousands of suirside radio listners get their own opportunity to share a memory or a song or two with Joe on his Golden Oldie's programme which is presented every Sunday morning from IO.OO A.M. to II.30 A.M.

Joe says "Most of my records are records that I have collected over several decades and I am always delighted to be able to play tracks from Lp's that most people have not heard for years" This is perhaps just one reason for the phenominal success of Joe's programme But the main reason is Joe's dedication and sheer hard work that he puts into every programme. Every record is carefully selected to meet the specific requirement of each particular show. It is no wonder then that this committment on Joe's part is reflected by the reaction that the show generates amongst the many listners. Here on Suirside we never cease to be amazed at the sheer volume of correspondence that Joe receives weekly from his loyal legion of fans.

Finally, Joe a man who has been interested in music since his school days and the big band sounds that filled the olympia and the atlantic, has a couple of special programmes scheduled over the next few weeks. Their actual content is being kept secret, so if you want to be part of a "Golden Revolution " tune into JOE next Sunday and every Sunday. Believe me once you come for the music you'll stay for the experience.

A BIG THANK YOU

TO ALL OUR SUIRSIDE LISTENERS AND ALL THOSE WHO

CONTRIBUTED TO OUR DEVELOPMENT AND IN PARTICULAR

OUR ADVERTISERS



TOTAL TIRE TOTAL TOTAL TOTAL

BILLY

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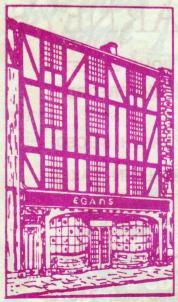
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