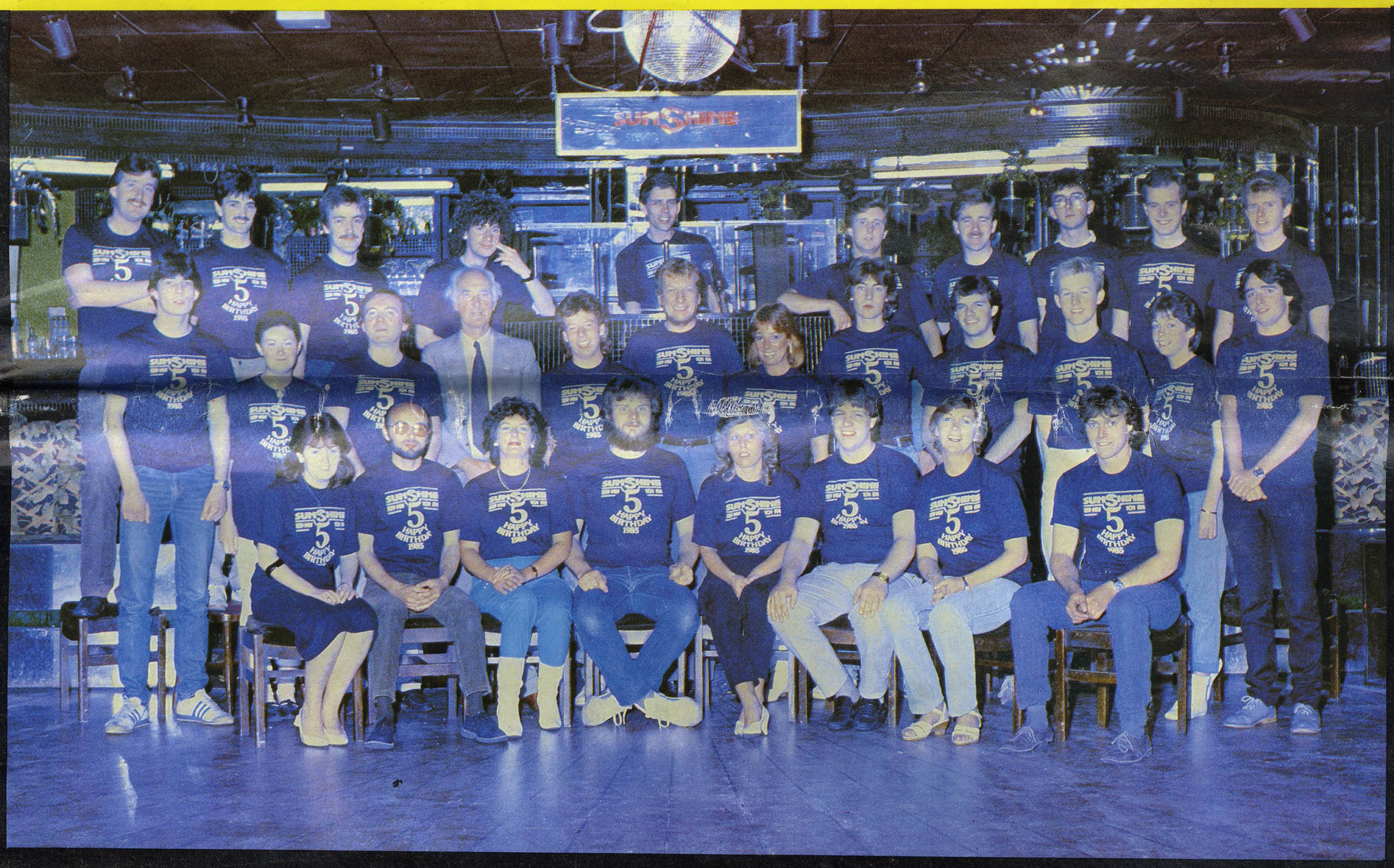
THE RADIO REVIEW

SUNSHINE RADIO —— FIVE YEARS ON



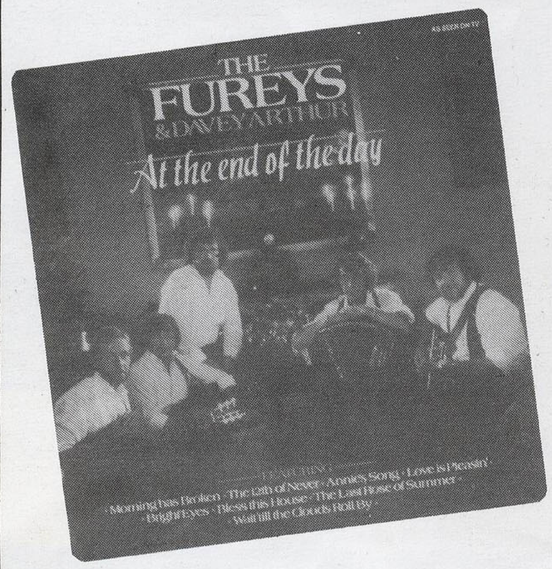
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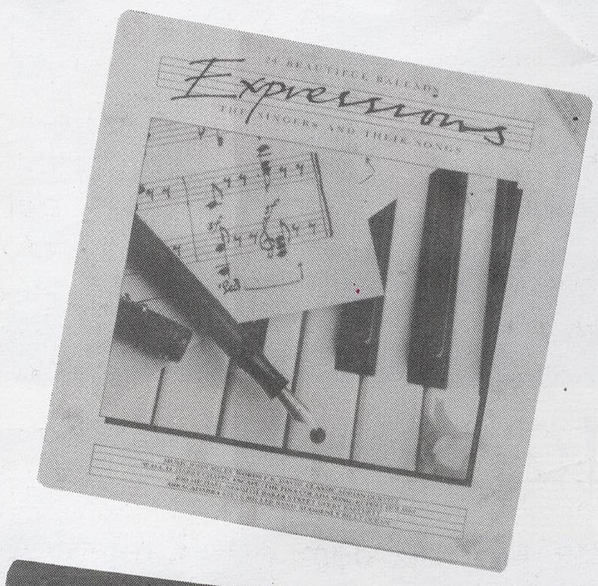
Annual Birthday Edition

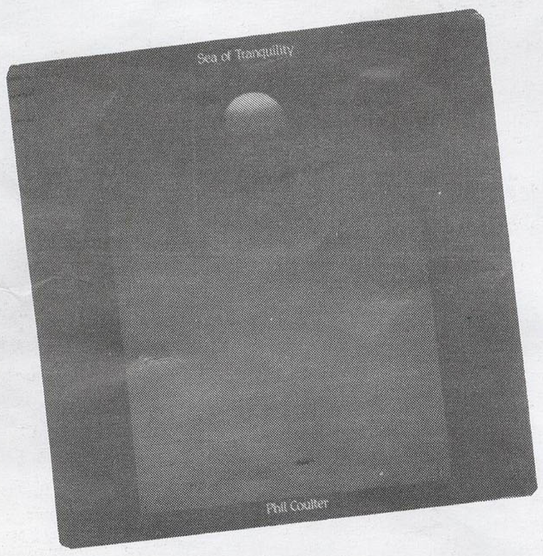
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When Sunshine made its first broadcast in September 1980 who would have believed that 5 years later, despite the numerous difficulties we faced, and I might add overcame, we would be Dublin's premier 24 hours Radio Station.

This achievement is due mainly to the hard work, pioneering spirit, and dedication of "The Team", — the men and women who made Sunshine Radio "shine" above the others. Some have moved to other jobs in broadcasting, both at home and overseas, many are still deeply involved in the running of the station.

The support Sunshine has received from advertisers, both National and Local Traders, Advertising Agencies, and all of our suppliers, is something I acknowledge with genuine appreciation.

Sunshine Radio listeners have demonstrated their liking for the station not only by tuning in, but by coming out on the streets, by lobbying the government in person, by phone or post, in times of difficulties when we needed them. We shall continue to show our thanks to them daily on air.

With all that's going for Sunshine, the future looks very promising. We are awaiting the legislation which will firm-up the future of Local Radio in Ireland. Only then can we promise *constant* fun in the Sunshine with no further rainy days.

Share our happy 5th birthday — you're welcome.

To all I wish to extend my congratulations and warmest felt thanks.

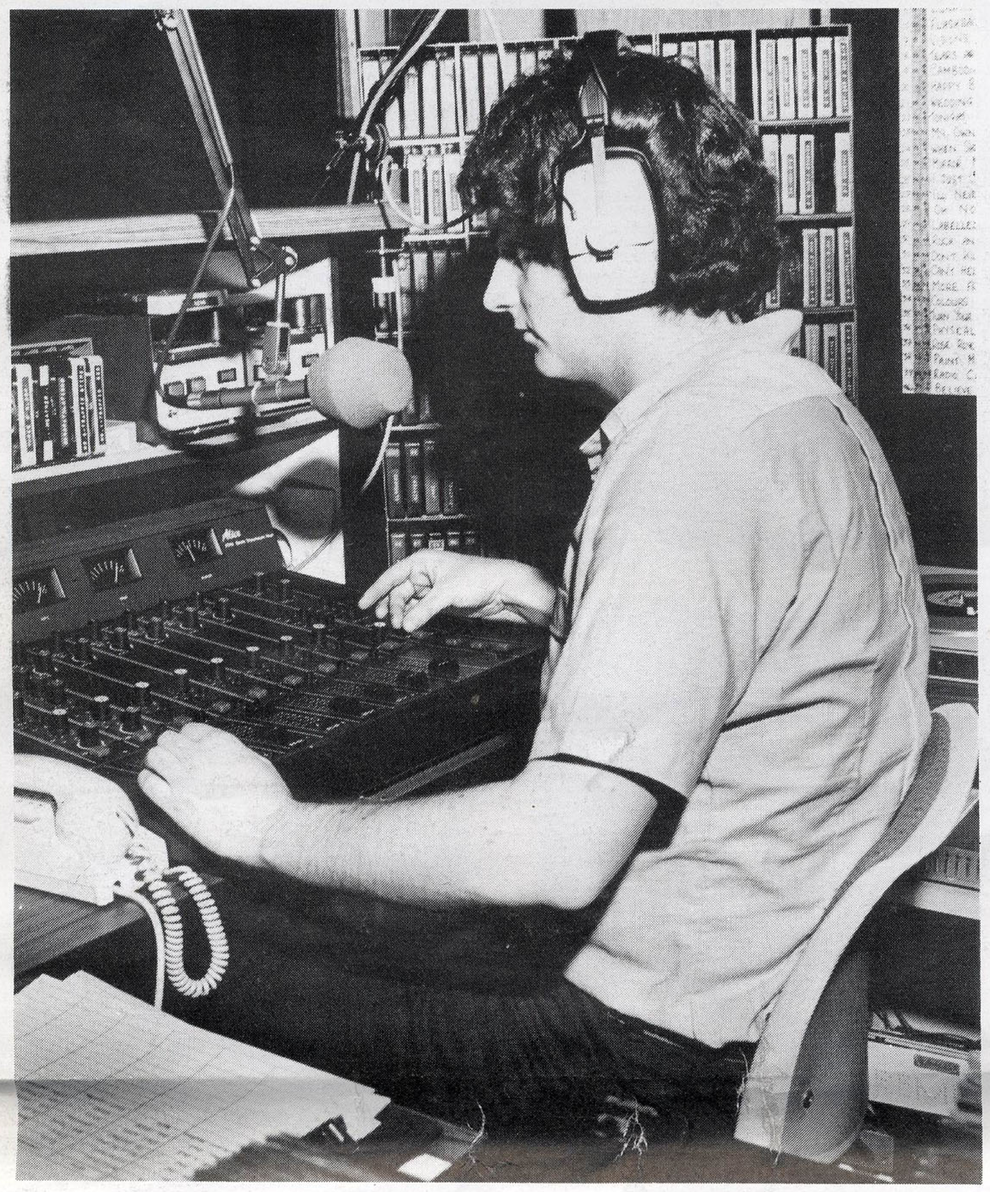
Robbie J. Robinson.

Robbie Robinson

ROBBIE ROBINSON



IN THE BEGINNING..





THE sun rose hesitantly at first. A front page story carried by the Evening Herald on 15th September, 1980 tells of "a sabotage attack causing £5,000 worth of damage on the country's new pirate radio station at dawn today". Sunshine Radio had hit the headlines as well as the airwaves! However, the chopping down of the stations 100 feet high aerial by unknown vandals proved to be a minor setback.

Suite 101 at the Sands Hotel in Portmarnock is where it all began, and in the months preceeding those first test transmissions the bedrooms of that particular hotel were abuzz with activity as equipment was assembled in readiness for the big day. The first broadcast took place on Saturday, 13th September from the kitchen of Suite 101 and featured the dulcet tones of Robbie Dale announcing the arrival of Sunshine Radio on 539 metres medium wave. Reception reports began to flood in, and by Sunday night the excitement was tangible as the hard working crew realised they were in business at last.

The sabotage attack on the mast in the early hours of Monday morning shattered a few dreams however, and two of Sunshine's major financiers, Chris Carey and Phil Solomon, pulled out on the project leaving Robbie Robinson and Chief Engineer Jim White to pick up the pieces. "We got the station back on the air within about a week with a new rig aerial," says Robbie, "and I took on the responsibility of running the station totally as there was just Jimmy and myself left in the partnership. At this stage we formed the company, Sunshine Radio Productions Limited. Ninety per cent of the company's equity was vested in me and ten per cent in Jimmy White."

Money was in short supply and Robbie needed all the help he could get. He is loud in his appreciation of suport given at this stage by Jim White and also by Sammy Prendergast of Prendergast Aerials. "Without the help of the Prendergast team, especially at a time when we were very short of resources, ther would be no Sunshine Radio. Sammy and his helpers worked incredibly hard and for very little to get aerials up. They gave us tremendous support and it's something we will always be grateful for."

Regular broadcasts resumed from a purpose built studio in the Sands Hotel, and the stations professionalism soon endeared it to listeners all over Leinster. This was the first "pirate" that didn't sound deserving of the label.

Robinson had brought years of experience to the enterprise — gained in the early days of Radio Caroline and later on Dutch TV and radio — and the experience showed. Professionals such as Tony Allen, Manon Christie and Jason Maine provided an easy listening style, and dance music was the initial order of the broadcasting day which ran from 7 am to 7 pm. 'Sunshine Radio Dance Music for Ireland' soon gave way to a format of general pop, Top 40 and Golden Oldies.

By November 1980 broadcasting was extended to 12 midnight and Personality Radio took over. "Some thought that this was a little bit old fashioned," says Robinson, "but the last thing I wanted to see was the station turn into Robot Radio. We wanted radio with blood in its veins — one that people could relate to because it had real humans behind the microphone." The Sunshine team of 'real humans' at this stage included Adrian Horsman, Tony Dixon, Siobhan Walls, studio assistant Shelagh O'Donnell and Company Secretary Mary Doyle. Lively personalities all, they helped to establish a tradition which has endured in Sunshine over the years — a tradition of friendship and support among all members of staff.

It was a busy life for Robbie Robinson and his on air persona, Robbie Dale. "This was a time when my particular days work started with switching on the transmitters at 6.30 in the morning, tuning them up, then going up and starting the Breakfast Show at 7 am. At 9 am I went out on the road selling advertising and dealing with all the various day to day problems that cropped up in the station. We were organising an office in town, in Baggotrath Place behind Zhivago night club, but in the meantime we all operated from a small room in Sands Hotel. After a days selling I would then come back and do some production work in the studio and finish up at about midnight having grabbed a meal somewhere along the line."

The stations present day structure was beginning to evolve however, and with the opening of the Sales Office in Baggotrath Place and the addition of the effervescent Mike Hogan to the Sales team of one, life became slightly less hectic for Robinson. The board of Directors had been expanded to include Commandant Jack O'Leary, a retired Superintendent of the Houses of the Oireachtas, who brought a great deal of political expertise to the project.

Advertising is the bread and butter of any radio station and survival is dependant on the amount of revenue brought in from this source. Traditionally suspicious of the 'pirates', prospective advertisers were gradually realising the dangers of ignoring a medium which was gaining a large listenership, along with a reputation for dependibility and professionalism. A major breakthrough came in November 1980 when Aer Lingus decided to use the station to promote its service — in fact the 'Look Up its Aer Lingus' slogan had its first airing on Sunshine Radio. Local traders were the mainstay of the station at the beginning while Advertising Agencies looked on with an interest which gradually developed into the realisation that their clients were missing out on a large market area by not using this rapidly growing medium. Stella Robinson was brought in to run the increasingly busy sales department in 1981 and under her guidance advertising space on Sunshine Radio became a highly sought after commodity over the years.

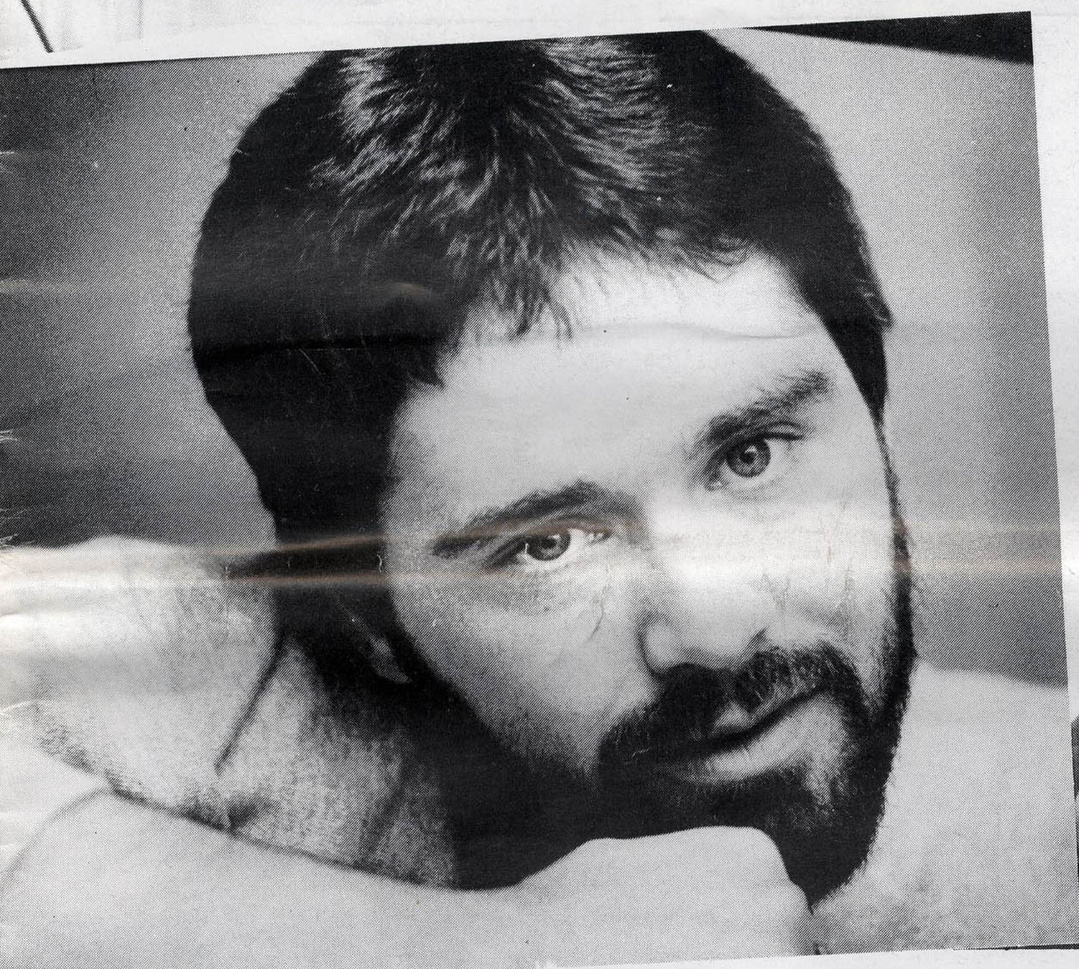
If advertising revenue has been important to Sunshine, so also has community involvement, and from the very beginning the station has gone out of its way to help promote community and charity interests. A continuing involvement with the Central Remedial







Clockwise, left to right: Siobhan Walls, Tony Allen, Peter Madison, Adrian Horsman, Mike Hogan, Tom Hardy.







Clinic began almost from day one when Robbie hit on a novel idea for increasing the Record Library while benefiting a charity at the same time. "There was a desperate shortage of records, especially old ones," he recalls. "I'd brought my own collection and we'd spent as much money as we possibly could afford on buying new material, but we were still very low on Golden Oldies." Robbie put an appeal out on the air for old records, and for each useable record received fifty pence was donated by Sunshine Radio to the CRC. Three weeks later the Clinic received their first cheque for £500 and many more followed.

The most successful Sunshine/CRC enterprise has been the annual Easter Auction which to date has netted over £100,000 for the Central Remedial Clinic, providing all the costs of running their Micro-Electronics Resource Centre. The first auction in 1981 raised £7,000 in 24 hours, while the figure for 1985 was £32,398 over 48 hours. Other charities which have benefited from Sunshine's help include the Bone Marrow for Leukaemia Trust, Royal National Lifeboat Institution, Irish Equestrian Olympic Fund, Irish Wheelchair Association, Royal Life Saving Society — the list is endless.

By the end of 1981 Sunshine Radio was broadcsating 24 hours a day on both medium wave and FM. The office in Baggotrath Place was well established, housing the Sales, Accounts and Traffic Departments, while the studio had moved to more spacious accommodation in the portakabin beside the Sands Hotel. The team had expanded to include such luminaries as Declan Meehan, Cathy Cregan, Tony Fenton, David Malone and David Orr along with an influx of ex-Caroline 'jocks' — Tom Hardy, Stevie Dunne and John Lewis — all dedicated to the cause of radio and consistently working to keep standards high. Competitions, good music and an excellent news team were just some of the ingredients which were constantly re-worked and updated to give the listeners a service of the highest quality.

The declared intention of the Government to crackdown on Pirate Radio Stations during the first six months of 1982 brought home to many at Sunshine the precarious nature of their situation. However most shared the opinion professed by James Morrissey in the Evening Herald: "It will be a brave Government that will silence the pirates/unlicensed stations without providing the young music loving electorate with a replacement that will be just as professional and entertaining." And so Sunshine continued to entertain during 1982 while Governments changed and the issue of pirates and Local Radio became a hot potato.

In early 1983 the future looked bright. Advertising revenue was on the increase, the station was sounding better than ever and confidence in being strong contenders for a licence was such that new premises were acquired in Baggot Street's JWT House to accommodate the rapidly increasing Sales and Administration Departments. Easter's CRC Auction raised £24,000 and the team celebrated enthusiastically. There was to be no cause for celebration at their next gathering, however. The date was May 19, and the occasion was an emergency staff meeting at which a stunned Robbie Robinson regretfully informed his workers that their services were no longer needed. At 9.30 that morning officials from the Department of Posts and Telegraphs had arrived at the studios in Portmarnock, armed with a warrant under the Wireless and Telegraphy Act, and confiscated Sunshine's broadcasting equipment. While Robbie intended to fight this action in the courts, he could make no promises to his staff of 43 who now found themselves unemployed.

If Robbie was stunned by the seizure of equipment, he was totally floored by the reaction of the Sunshine people. Refusing to accept defeat and entirely convinced that they would get their station back, the staff spend the next few weeks working round the clock. They organised petitions, marches, rallied suppoed from every quarter and even brought out a magazine, 'Sunshine Review'. Public support was overwhelming and when Sunshine finally came back on air five weeks later there were many words of thanks to be said.

Sunshine Radio's return to the airwaves was accomplished with equipment that had either been begged, borrowed or invented by the enterprising engineer, Peter Gibney. The Department of Posts and Telegraphs held on to the confiscated equipment until October when the case came up in court at which time Robbie Robinson was fined £20 for illegal broadcasting and the judge ordered that the equipment be returned. Although the closure had served to cripple Sunshine Radio financially, the station sprang back with an increased determination and sense of purpose.

Three years old and Sunshine had overcome the impossible. Recovery over the next two years was slow but consistent, in spite of hiccups such as the jamming campaign carried out by RTE in 1984 which threatened the stations future once again. Submissions have been made to the Government regarding a licence and confidence is high. It's been an exciting five years for all involved and Sunshine Radio has lived up to its early promise as 'the station with the winning ways'.

Every organisation has its characters and Sunshine Radio is blessed with more than most. As the longest serving member of the Sunshine Team, Northerner Shelagh O'Donnell has seen it all, lending her infectious brand of humour to the trials, tribulations and joys which make up five years in broadcasting, Sunshine-style ...



There ye are now! ... Celebrating another birthday — our 5th. My goodness it seems like only yesterday that we first broadcast and yet I would find it almost impossible to count the number of people, especially D.J.'s that have passed through my hands.

In October 1980 I entered a wee room at the tip of the Sands Hotel, Portmarnock — the home of Tamango ... oops, I got carried away there ... anyway after stumbling over boxes and suitcases of records, I found a table and a typewriter and there in the corner, sealed off from the rest of us, was Robbie talking to the housewives — this is my office, I thought, and this is Radio.

And that is how it began for this Producer, Chief Librarian, Typist, Receptionist, Courier, Agony Aunt and Nurse of Broken Hearts (some I may have broken myself!) Ach, the memories over these past five years, like the D.J. who thought no-one was listening, closed up shop, and went to the pub; Robbie continually playing "Don't Cry For Me Argentina" and ABBA, morning, noon and night; me being clipped around the ear for typing when the News was being read and then the influx of the Radio Caroline gang, John Lewis, Tom Hardy, Steve Gordon and all the reminiscing of those days — lead by The Admiral himself. Then the "big snow" at the end of January 1981 when the aerial fell because of the ice and the electricity was cut off and Robbie disappeared to Gibneys of Malahide to weep into the black stuff.

And all the other crises — the jammings, the raids, the laughter, the tears, the celebrations — so this is Radio! Never a dull moment, it's a great life for an internationally famous 29½ year old from Londonderry.

SHIP TO SHORE ..

ONE of the myths most prevalent in this city about the beginnings of illegal radio in Ireland is that it was all due to the Dubliners and a bawdy song of theirs 'Seven Drunken Nights'. The song was banned by R.T.E. and the B.B.C., much to the disgust of the more hearty public who then, the story goes, decided to do something to break the monopoly in broadcasting here in Ireland.

So if it took six days to create the world, it took 'Seven Drunken Night's' to bring about alternative broadcasting in this country, if you believe the story. There are those of course who would hasten to agree, seeing only all that is murky in both the song and the type of broadcasting, missing out, as such people do, on the fun, the adventure, and all that is fruitful in an endeavour lovingly undertaken. However, illegal radio was flourishing for quite some time before the Dubliner's released that song.

Initially there was little control over radio, in the days of innocence before Governments recognised the power of broadcasting. During the twenties the authorities tightened up on the operation of broadcasting equipment in order to protect the state — run stations, to ensure the orderly use of frequencies, and to help protect the status quo from vile bodies who would seek to lead the innocent citizenry astray.

During the war years there was a bountiful crop of 'Free Radio' stations throughout Europe in particular. These had the tacit approval of all powers involved because of their possible propaganda value.

After the war, when things became regularised again, there was a lot of idle equipment around and inevitably it tempted idle hands . . . or idle hams if you prefer. Some of these newer stations included Radio Monte Carlo, Luxembourg, Radio Europe . . . all of which came into being in the fifties and were eventually recognised by the European Broadcasting Union. One station which came into being at this time and which was to broadcast illegally (according to the E.B.U.) into the '70s, was Vatican Radio!!

The first real pirates however are generally recognised as being two Swedish stations . . . Radio Nord which broadcast from a ship off the Danish coast, and Radio Sud which broadcast from the coast of Sweden. They began to transmit in 1962 and were closed by the Swedish Government in 1963. But the seed was sown, and the demand was there.

The man generally regarded as the Papa of the Pirates, Mr Ronan O'Rahilly was at that time in London. He'd come there from Dublin where he'd spent some time at TCD. He became involved with a group called the 'Blue Flames' whose lead singer was Georgie Fame. He recorded the group and set up his record label. However he was unable to get any airplays on the existing stations, the B.B.C. — which magnanimously broadcast two hours pop a day, and Luxembourg, which was heavily influenced by the big record companies.

He met an Australian, Mr Alan Crawford, and they discussed the idea of setting up their own radio station. Both decided to give the idea a try. They bought two ships, the M.V. MI AMIGO, and the M.V. FREDERICK, which they had fitted out at Greenore.

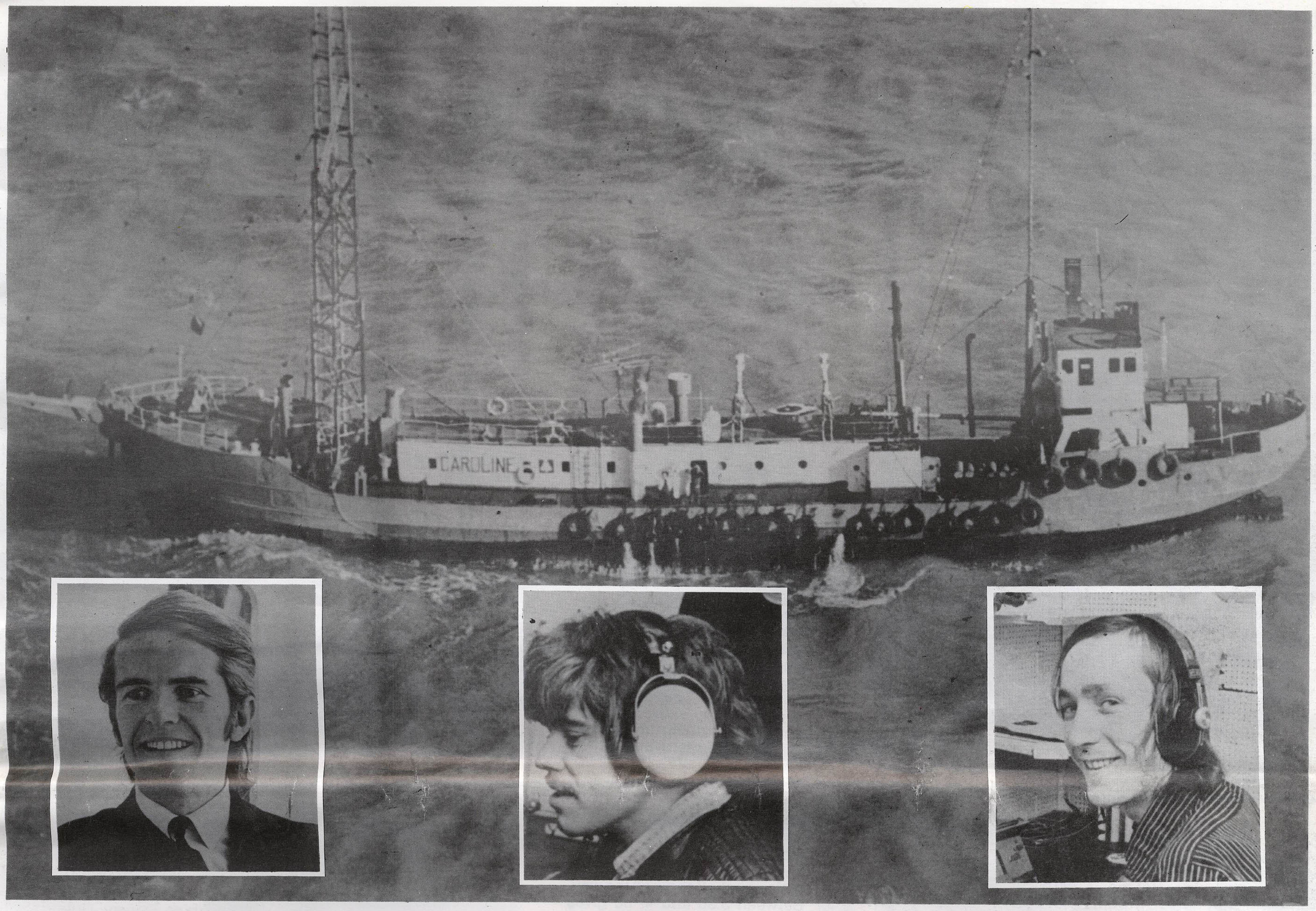
O'Rahilly decided to go it alone, and when his ship, the FREDERICK was ready he had her sailed to the Essex coast off south east England. He called her CAROLINE after John F. Kennedy's daughter.

Following immense publicity in a Britain fascinated by the idea of a new Radio station, CAROLINE went on the air at Easter 1964 . . . and so began a revolution in modern broadcasting. Later Crawford and O'Rahilly got together again and the second ship, to be named CAROLINE 2, sailed to Ramsey Bay in the Isle of Man from where all of Britain and Ireland could now receive either station.

The new style of broadcasting proved an immediate and lasting hit with a huge audience and inevitably this caused great dissatisfaction among the established stations. Eventually political pressure was brought to bear, and in 1967 the British Government passed the Marine Offences Bill which made it a criminal offence to service any of the radio ships.

By this stage there was a plethora of illegal stations in existence, Radio Scotland, Radio London, Radio 270, Radio 390, Radio Swinging England, Radio Britain among them. When the Marine Offences Bill was passed





all these stations closed down with the exception of CAROLINE which moved outside British jurisdiction .The station's Head Office was moved to Amsterdam, from where it was run until 1968. In that year Caroline was forcibly boarded and towed into harbour by the tendering group with which the company had run up a large . . . unpaid . . . bill.

In 1973, the new Independent Local Radio stations came on the air for the first time, with Capital, and L.B.C. leading the way in London. The dear old B.B.C. looked on the idea and saw that it was good and along came B.B.C. Radio 1, which was introduced by ex Caroline D.J. Tony Blackburn.

In Holland, Radio Veronica, which had been broadcasting to the Bene-Lux countries since 1963, was granted a licence by the Government when it formed a club in accordance with Dutch law.

However a few stalwarts carried on the maverick tradition. Radio North Sea began broadcasting in the early 1970's, but when the Dutch Marine Offences Bill was passed in 1971 it was sold to Colonel Gadhaffi of Libya. He used it for propaganda purposes in the Mediterranean for a time, tired of it, and scrapped it.

Caroline went back on the air in 1970 after being bought, theoretically, as a Radio museum. However when the new owner Mr Van Dam got her outside the Dutch three mile limit he began broadcasting again. Caroline remained on the air, broadcasting from the south east of Britain, off the Essex coast until she broke anchor in 1980. She drifted towards a sand bank, broke up, and sank.

A 'daughter of Caroline' began broadcasting off the Essex coast last year. She had been fitted out in Spain, which is not a signatory to International regulations. Since then Caroline has been joined by the very successful Radio Laser, broadcasting primarily to the south of England.

And so, there in outline, is the story of alternative Radio internationally. Here at home, illegal radio is not a novelty. Back in the Forties there was a station called Killeen Road Home Service in the Santry area. In the Sixties we had the arrival on the scene of many new stations, Radio Galaxy, Radio Dublin being probably the most successful. A.R.D. was set up in Cabra in 1970, and broadcast until 1981.

Then there was Big D, broadcasting from Chapel Lane off Parnell St., in the '80/'81 period. Southside Radio was based at the Hotel Victor in Dunlaoghaire, and was on the air from '79 to '81.

Radio Leinster was based near Lamb Doyle's, and closed voluntarily anticipating a new law in 1983, after a two year existence. Other Dublin stations included Capital, and Radio City, which lasted three years from '79 to '82. T.T.T.R. . . . the city's only specialist music station, (country and western) came on air in 1981, while the 'super pirates' came onstream with Sunshine in 1980, Nova in 1981, and Q102 in 1984.

One of the most successful bigger stations in the country is Radio Carousel in Dundalk which hsa been on the air since 1979. Another successful station in the same area is Boyneside.

In Cork, E.R.I. remains successful, while another station, South Coast has closed down. One could go on. At the last listing (November '84) there were 54 illegal radio stations broadcating in Ireland. The Figure fluctuates slightly, but the demise of one invariably heralds the advent of another. It simply proves there is a great demand for alternative radio here as elsewhere, and that 'the tradition' is alive and well. Tsk, tsk, tsk. It just isn't proper.

THE BAD ASS CAFÉ

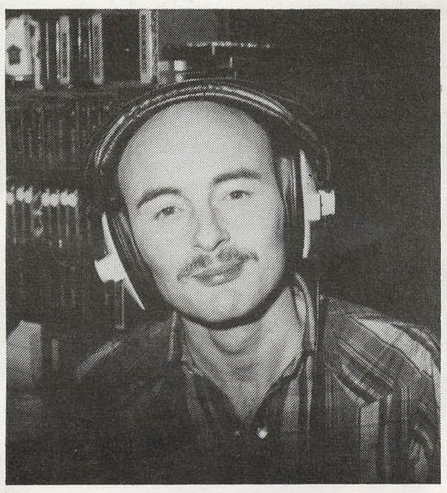
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This voucher entitles the holder to two free plays on our video juke box when consuming a meal at the Bad Ass Cafe, 9-11 Crown Alley, Dublin 2.
7 Days a Week

24 HOUR SUNSH

AVRIL HOARE, film reviewer extraordinaire, brings the Sunshine Sound into focus.



Welcome to the **"Sunshine Strip"** shows. Before your mind races ahead and thinks of all sorts of naughty things, let me explain what they are ... I do not mean that our D.J.'s remove their clothes in time to the music (perish the thought!). No, the 'Strip' shows are our regular Monday to Friday programmes, the nine to fivers, if you like.



ALL NIGHT SUNSHINE
The 'Strip' starts at midnight with Paul Vincent taking you through the wee hours. There's the nightly games, Monday "Music", Tuesday "Choose", Wednesday "Wonderful Wednesday write-in", Thursday "Trues" and Friday "Find that song". All this, plus listener phone-in's, chat and music. A warning ... if you've to be up early in the morning, don't listen — you won't to go to sleep!

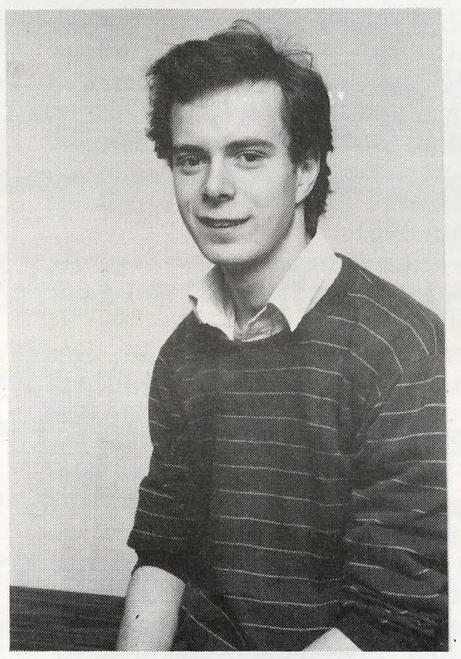
SUNSHINE BREAKFAST
Next up is our own 'Kiwi Fruit', Pat Courtenay. From 6-10 a.m., Sunshine Breakfast is a mixed bag of traffic reports, horoscopes, oldies, gossip, impromptu visitors like Linda Lipgloss, the internationally famous model, who's not *too* keen on Pat. And don't forget the surprise Radiograms. You could be one of Pat's "victims" and have him singing birthday greetings down the phone ... Phew!

GOOD MORNING SUNSHINE
Had enough yet? Can't take the pace? Then it's time to slow down, take things easy, and enjoy a relaxing brunch from 10 'til midday with the Golden voiced Robbie Dale. A longtime favourite with the housewives, Robbie plays great music



GOOD DAY SUNSHINE
Noon to 3, it's Tony Dixon's turn to push the buttons and spin the records. Tony's fresh breezy style will make your lunch time go with a zing! He also brings you lots of community information, employment opportunities and details of charity events which are important to YOU!

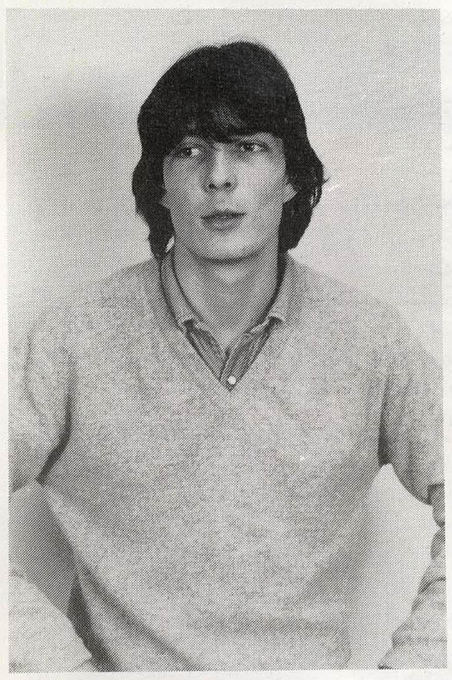
SUNSHINE IN THE AFTERNOON
Mark "Freckles" Byrne is on next, and from 3 to 6 p.m. it's an action packed show all the way. Between 3.30 and 4, he gives you a "Thrill", a half hour of nostalgia, rock news, musical memories and information from a particular year. He also has regular traffic bulletins, the best drive-time music



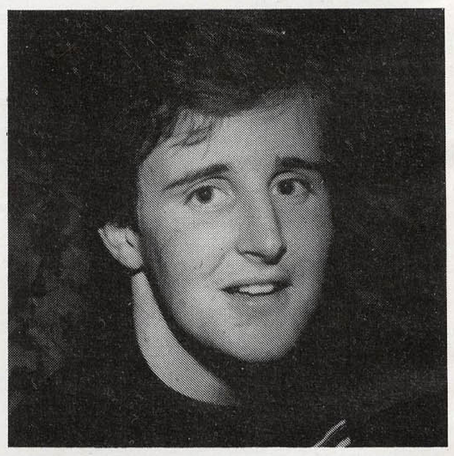
SUNSHINE ON-THE-MOVE PLUS
From 6 to 9 p.m., it's David Dennehy's turn in the hot seat (and by this time of the day, it is!) Easing you gently into the early evening, his show features the 'Mini-Concert' at 7.30 where David plays three of the best from *your* requested artists. At 8, it's the 'New Music Playoff', where you do most of the work. David plays two new releases and you decide the winner. The champion is faced with a new challenger each night and you could win an album just by casting your vote.

SOLAR ENERGY
From 9 'til midnight, Aidan Cooney helps make your night go with a bank with his Teaser question and A to Z of number one's By 11 o'clock you're about ready to sit down and relax. What better way than with easy listening tunes and the best "smoochies" on 'Radio Romance'. Nice to doze off to ... but maybe not, after all, Paul Vincent's next with another 'All Night Sunshine'.

So that's the 'Strip', now let me take you through a Sunshine week-end ...



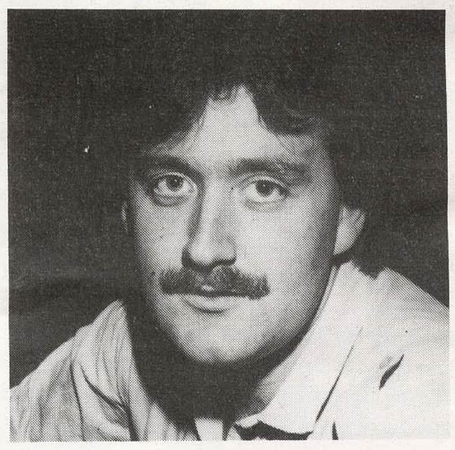
TAMANGO/ALL NIGHT SUNSHINE
It gets off to a great start with two hours of live music from Tamango disco. From 12 to 2 on Saturday morning feel the atmosphere and enjoy the 'boppy' music. On Saturday (2—6 a.m.) and Sunday (12-6 am) it's Barry Falvey keeping you company and playing host, as you forget about work and concentrate on the great weekend ahead.



KIERAN RYAN
6-9 Saturay (& 6-10 Sun) Kieran takes over, bringing you into a new morning on Sunshine. With his off-beat sense of humour (i.e., no-one understands his jokes!), and sickening habit of *always* being cheerful, he has more music, chat, and news of famous birthdays (he shares his with Pat Benetar). At 9, it's time for

MARK BYRNE
Mark Byrne's in 'til 12 with more of the same. His show features a half hour of your requested oldies. Ring us up at around 11, tell us which song *you'd like to* hear and we'll drag them from the vaults, dust them down and give them a spin.

SUNSHINE SURVEY
From midday to 3, David Dennehy's back with the Sunshine Survey, Dublin's top 40 records. The chart is compiled and produced by Dave, and he'll also be telling you about the latest news, gossip and scandal from your favourite artists.



ROGER LANE
3 to 6, join Roger Lane for Sunshine USA. For three hours it's the best Stateside music, new releases, album tracks, as well as American hits from years gone by. Don't forget, Roger's back on Sunshine between 10 am and 1 pm on Sunday.

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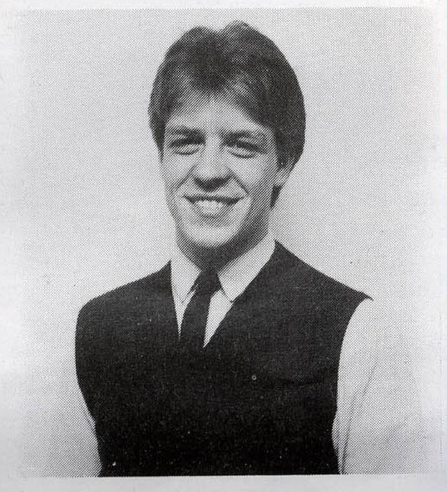
SUNSHINE SOUL
Tony Dixon is along with Sunshine Soul from 6 to 9. Another of our 'speciality' programmes, Tony plays all the best in jazz/soul/funk music, so if you're heading out, let Tony help get you in the mood with the latest dance tracks. Another regular feature of Tony's show is the "Funktion Family Fifteen", the fifteen best soul tracks of the week.

also has the latest theatre news, details on the newest cinema releases, gardening tips, and a review of the Sunday papers.

ROGER LANE
On our medium wave band (539) Roger Lane has the latest chart music between 10 and 1.

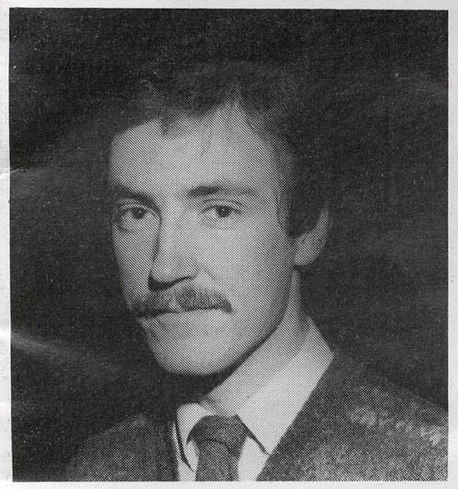
AIDAN COONEY
Taking you through Sunday afternoon, until 5 o'clock in fact, it's Aidan Cooney. During his programme, Aidan plays tracks from our featured album, giving you a chance to hear a selection of songs from some of the better new LP's around.





GREG MERRIMAN
Greg's in from 5 to 8 with his famous "Rock 'n' Roll" show between 6 and 7. If you have ten favourite rock 'n' roll oldies, write them down, send your list to us and we'll do the rest. From 7 to 8 it's one hour of the best chart records ... in 12" form.

STREET BEAT
If, on the other hand, you're planning on sitting in for the evening, Elliot John will keep you company between 9 and midnight playing all the greatest 'Streetbeat' sounds. From 11 to 12 it's an hour of non-stop party music, and don't forget his regular 'Superset', requests and dedications.



SUNSHINE CAKE
From 10 'til 1 on Sunday on our 101 FM wave band *ONLY*, Justin McKenna dusts down all the old 78's, winds up the gramaphone and plays lots of mellow jazz, songs from the shows and musicals, the nicest classical pieces and lively comedy sketches, to help make you Sunday morning just that little bit different. As if this wasn't enough, Justin's show



SUNSHINE COUNTRY
From 8 'til midnight it's the last of our 'speciality' programmes, 'Sunshine Country' with Bill 'Yahoo' McLoughlin. For four hours it's the best country 'n' western and bluegrass tunes as well as write-in competitions and phone-in quizzes. If you're a country 'n' western fan, tune in to Sunshine Country with *OUR* authority on the subject, Bill McLoughlin!

So that's the Sunshine Programme Schedule — something there for everyone, I'm sure you'll agree!



ABRAXAS

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Sackville Place, Dublin 1 — Telephone 723501 — 744089

Thomas Cook

The experts on Australia

Wish further continued success to

Sunshine Radio

who have certainly informed

Thomas Cook

clients not just to book it but to

Thomas Cook

it!

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Phone: 771721.

Austin Morris Jaguar Rover Triumph

JOE FALLON MOTORS

JFM

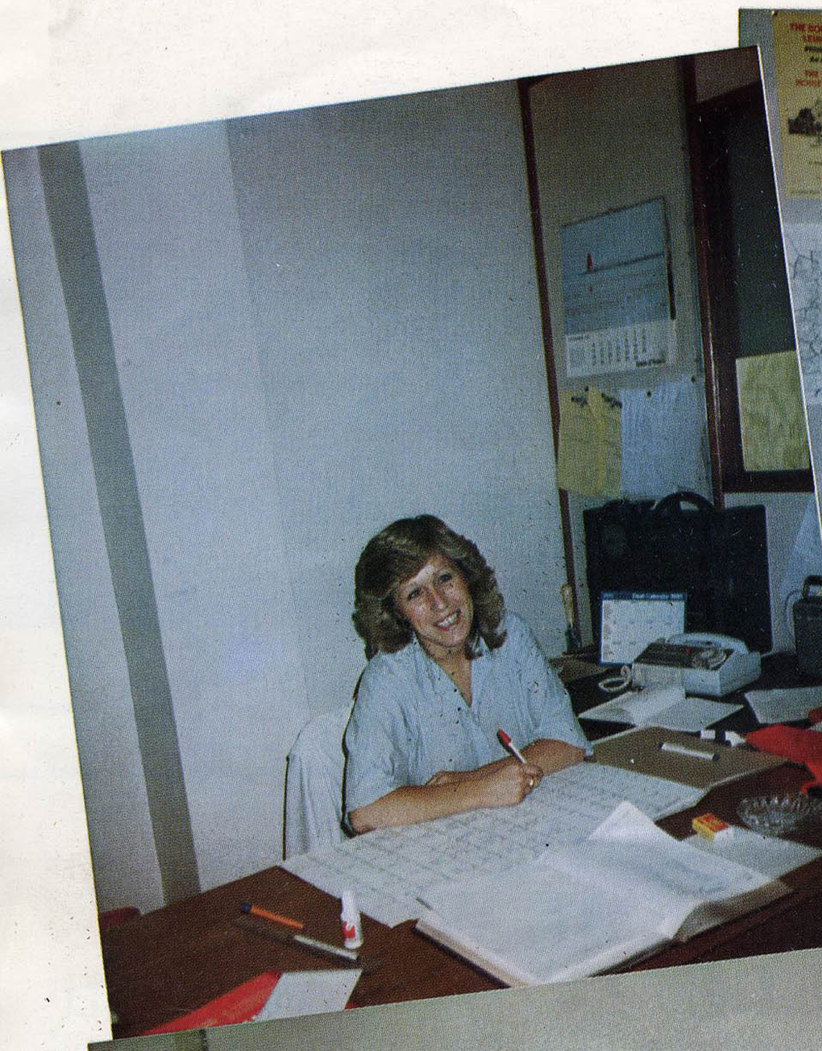
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SUNSHINE SALES





Things have changed a lot in the Sales Department since the early days of 1981 when Stella Robinson headed a team of just a few Sales Representatives at Baggot Rath Place. Gone are the Sales Representatives to be replaced by more sophisticated Sales Executives, well versed in the advertising needs of the modern Dublin Business Person.

Stella, now Advertising Manager, has a particular talent in dealing with key accounts and has found herself dealing more and more with Advertising Agencies handling National and Multi-National accounts. Stella, of course, is no stranger to big business having run her own chain of fashion boutiques in Amsterdam and London where she saw at first hand the tremendous power of advertising in retaining old and creating new business. It meant that Stella had to spend endless hours relentlessly driving herself to achieve maximum results for her clients — a field in which she has been truly successful, judging from the amount of repeat business.

As well as a big increase in the Advertising Agency business, the very important "Local Trading" part of the business also was on the up and up. Briefly to explain "Local Trading" — this is the business person with perhaps one or two retail outlets who would deal directly with the station.

Not having the expertise of an Advertising Agency behind them these particular business people require a greater back up service in the form of script writing and the production of the commercial itself. This particular part of the organisation warranted an extra appointment in the management team and Pat Harkin was appointed Sales Manager in early 1983. In keeping with the Sunshine tradition, when making key appointments, Pat Harkin has many years of management experience having managed hotels and major supermarkets both here and in the U.K., a former journalist and more recently a member of the Bray Chamber of Commerce, and also worked with Northside and Dublin Newspapers. With a sound background in retailing Pat Harkin can see the everyday needs of Dublin business people and is always on hand to advise and plan media campaigns that will work, and work well. In all, the Sales Department of Sunshine Radio is a committed group of people who consider and firmly believe that the "Customer is King". In the words of the American bestselling author Tom Peters, "Any company which behaves with simple common courtesy towards its customers will dominate its market because it will be virtually alone".

Of course no sales office would function effectively if not for its back-up team and here in Sunshine Radio we have the best. When you call 789442 you will be answered by Brid Tolan — a lovely young lady with a happy and friendly disposition, always ready to get you through to the department you want.

David Cahill handles the accounting side, now completely computerised, and Ann Fairman works in traffic making sure that the commercial log is kept up to date and commercials get into the slots in which they have been booked.

Last, and anything but least, there's Mark Dugdale the courier who clocks up thousands of miles keeping the office in touch with its clients.

That's the Sales Department — a beehive of activity, where we can all safely say "Sunshine at your Service".

REBEL WITH A CAUSE

Robbie Robinson, Managing Director, talks to Patsy McGarry.

Q. Why is it that a man like yourself, with over twenty years broadcasting experience, isn't involved in orthodox broadcasting?
A. I hate to see broadcasting stifled. I sampled legitimate radio and television with the TROS in Holland ... which began as a pirate station and was licensed by the Government. In my time with the company it went from being the smallest to the biggest station in the country. When I joined the TROS it was a small, vibrant unit, lots of activity, lots of decision making, a small team working together for the benefit of all and getting great results. But as it grew and as decisions became the result of sometimes several days deliberation by committees, the instant part of radio, which is so important, disappeared.

Q. You're saying that once stations become established legally they tend to lose that spontaneity and become bureaucratic ..?
A. Yes.

Q. How do you see that problem *being avoided in Local Radio in Ireland?*
A. By having a number of stations in the one locality, so that there is pure competition ... so that all the time there is new talent and new blood flowing through the industry, new ideas. As long as there is competition around, it motivates new thinking.

Q. In the discussions on Radio at the moment there is the suggestion that competition will bring down standards ... that it will create a situation where all stations are competing for the same market much as is the case now, and that rather than providing opportunity for variety it will do the opposite?
A. It's very difficult to compare television with radio but in this instance you can do so. Take ITV and Channel 4, they're both commercial stations and they're both very different. This is because the Independent Broadcasting Authority laid out a code of practise for ITV ... and a code of practise for Channel 4. The code of practise for Channel 4 created lots of opportunity for independent producers and so we have a greater variety of programmes on Channel 4. If we apply that example to Radio and the Authority states that it wants a certain type of format then that is what will happen. But if they simply say to the operators "there's your licence, go out and make radio ..." then they're going to go for what is from their point of view the easiest formula for attracting a large audience.

Q. Then you would see the new Local Radio Commission as playing a major role in ensuring that what is referred to as the public service concept of broadcasting is adequately catered for by the new radio stations?
A. Radio cannot be all things to all men and so this Authority must give a clear direction to each franchise holder. It must say, you are going to be the pop radio station, you are going to be the rock and roll radio station, you are going to be the country and western station, you are going to be the talk station, etc. If there are going to be four or five stations within a region they must be given a direction, they must be given a guideline.
Q. You then favour clearly defined guidelines from the new Local Radio Commission?
A. Yes. But what they must not do is insist that each station be all things to all men. It may operate on television but cannot operate successfully on radio. People tend to be far more governed by the channel they listen to on radio. As *long as it gives them what they* want they will stay with a given station. Research shows that in Dublin the average listener listens to 1.5 stations per day ... that's despite the number of stations available. If the authority requires a franchise to produce, on the one frequency, a number of different types of music programmes, speech programmes, educational programmes and language programmes, then the station is destined to fail ... as proven in Britain.
Q. Would you favour the idea of an Authority granting a number of frequencies to a franchisee and then insisting that minority and popular markets in a region be catered for by that franchisee. Would that be a better formula for the broadcaster?
A. That is a good formula. That's the suggestion we made to the Oireachtas Committee on Local Radio. The company which is given the Licence for a pop and information station should also be required to run a second station on a second frequency producing totally different types of programmes, and I would go even so far as to say he should be required to run a third station on another frequency dealing with different types of programmes again ... providing it was financially viable. And, rather than the pop stations hand in amounts of money in the form of a secondary license to a central authority, who will then pass it on to other people who want to produce minority programmes ... cut that middle man out. That middle man will be very expensive.



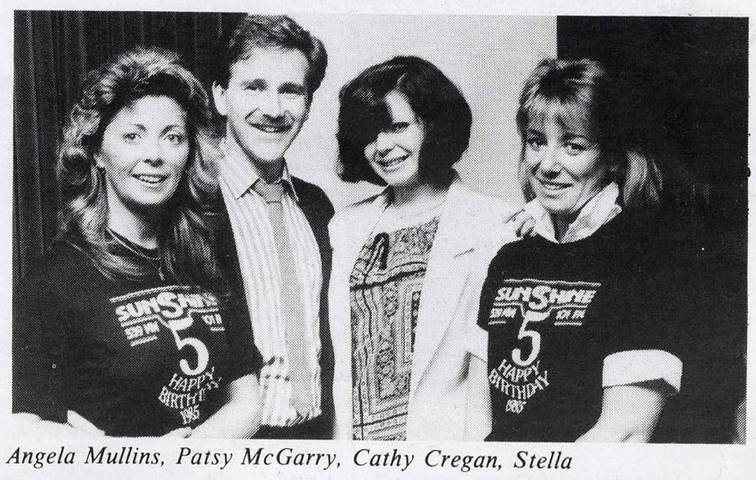
Q. How can you see broadcasting here succeeding in curing the 'pirate' problem where they have failed elsewhere?
A. They have failed primarily because they wanted to safeguard the position of the national broadcaster in each case and just allocated one licence to each region. They did this so as not to erode the national broadcaster's audience. Where they went wrong was that they tended to ignore what people want. People want an all day pop station, an all day classical station, an all day news station etc. they also want access to radio. Those things all clash. Where this Government seems to have learned from the others ... and Ireland may get it almost right ... is that they hope to have regional stations providing basically entertaining programming, and underneath that umbrella there'll be the second tier of community stations where there'll be time for local groups to voice whatever they want to voice.

Q. You say the Bill is almost right. Why 'almost'?
A. It is indicated that the number of regional stations will be restricted and they shouldn't do that. They should introduce a certain number ... ten or twelve in the first phase ... but then the situation should be reviewed with a view to increasing the number. The new Authority will come under a lot of pressure especially from the private commercial sector ... from the school of thought that just wants to make money ... they'll want the

HAPPY BIRTHDAY WE ARE FIVE



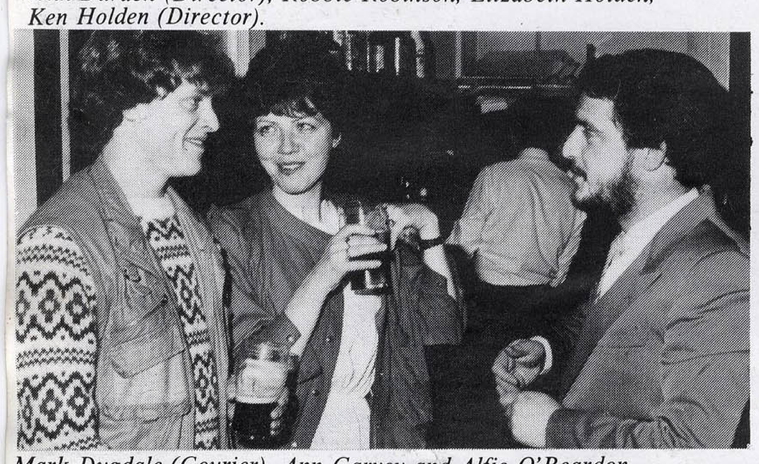
John Durack (Director), Robbie Robinson, Elizabeth Holden, Ken Holden (Director).



Angela Mullins, Patsy McGarry, Cathy Cregan, Stella



Roger Lane, Cathy Cregan, Eugene Higgins, Bob Powell



Mark Dugdale (Courier), Ann Garvey and Alfie O'Reardon

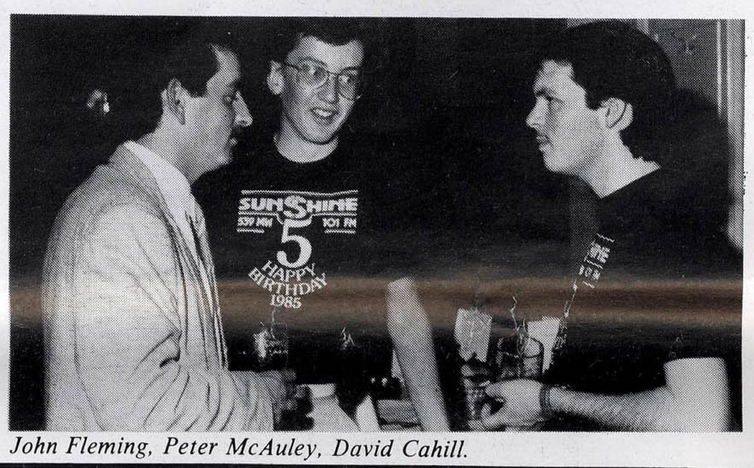
SUNSHINE
539 MW 101 FM



Tony Dixon, Bill McLoughlin.



Caroline Callaghan, Michael Nolan.



John Fleming, Peter McAuley, David Cahill.



Don and Shelagh O'Donnell, Ruth and Justin McKenna.

numbers kept down so guaranteeing their stations a larger piece of the cake. I don't believe this would be the right avenue to follow. The Government should keep a close eye on the Commission to ensure that where it appears to be handing out mini monopolies in a region where research shows two or more stations can be supported, this is stopped, and two more licenses are handed out. Communications is all about variety.

Q. Sunshine intends applying for a license at the appropriate time. What would you reply to those who say: you broke the law, what right have you to get a licence? Why should anyone, retrospectively, legalise your breaking the law?

A. Variety in broadcasting, choice in broadcasting, was a need I became aware of and as there was no legislation covering that area, and as there was no one to whom I could apply for a licence, and as there was a monopoly which I believe was unjust and unconstitutional, the need had to be demonstrated. It's a chicken and egg situation, which comes first ... you demonstrate a need, the need is identified, the legislation is created. Legislation isn't created without a reason. So I was part of the great number of people who presented the, demonstrated the, reason. If no one ever did that there would be no progress, there'd be no new legislation.

Q. When the law was amended in Britain when you were starting off, why did you not stay there and operate within the new independent system there. Why did you go to Holland to do the same thing, and then why come to Ireland?

A. Circumstance had a lot to do with it, and opportunity. I moved into broadcasting in England and the only way I could have done so was by getting into pirate broadcasting because I wasn't good enough to get into the BBC The BBC was a closed shop. It was a very ... still is today, but far less, ... in those days it was an elitist organisation. You had to come up through the right school, have the right background and hopefully have the right family connections to get into the BBC. I didn't have any of those, but I did want to get into broadcasting. The opportunity was there for me when I went along to Caroline, and I took it up. When the Marine Offences Bill was passed in Britain, Ronan O'Rahilly had asked me and others to stay with Caroline and I gave him that commitment, after all Caroline had been good to me. In Holland, because of the way I spoke Dutch and English in a crazy mixed up way and because Caroline was very popular there, I was offered a job when Caroline closed down. Circumstance again. The circumstance which brought me to Ireland ... I had been out of broadcasting for about eight years, had a tremendous desire to get back in and circumstance led me to Ireland where there was the opportunity to demonstrate something I thought I could do. And it was no easy task. I often thought I had bitten off more than I could chew.

Q. What do you say to people who claim that you and others are in this business for one reason and one reason only, that is to make money, and that you have made thousands if not millions over the past number of years.

A. I invite them to look into my pocket ... and I sigh. What do I do? There's not a lot you can do. If someone has got it into their head that you are making millions then they will remain with that view forever. It's extremely difficult to change their minds, because they've decided that they will adopt that particular attitude, and that's the attitude they intend to continue to adopt. If someone comes along to me with an open mind and suggests I've made a lot of money from this business, and that's the only reason I'm in this business, then I will go to great lengths to demonstrate to them that I'm not in it for the money, that I haven't made any money, that I'm not a rich man, that I do get a lot of pleasure out of what I do, and that in fact the greatest part of being in broadcasting for me is the job satisfaction.

Q. You're saying that a lot of this criticism is really prejudice?

A. Yes.

Q. On that theme of prejudice, what do you say to those who ask who is this Englishman who comes into our country to make money, who breaks our laws with impunity, and now expects to get a licence.

A. Yes, well the Englishman was brought up in England, that is of an Irish mother from Mullaghnahone, County Tipperary and a half Irish father. I have Irish citizenship, and an Irish passport for the past fifteen years. And I do have an English accent and I do forgive them for thinking I'm English. It's the immediate conclusion to draw when they hear me speak. But I feel I've as much right as anyone else in this country to be involved in the development of radio here, and to apply for a licence. I'm as eligible for that licence as the next man. I'm also, I believe, entitled. It's my birthright, to earn my living here.

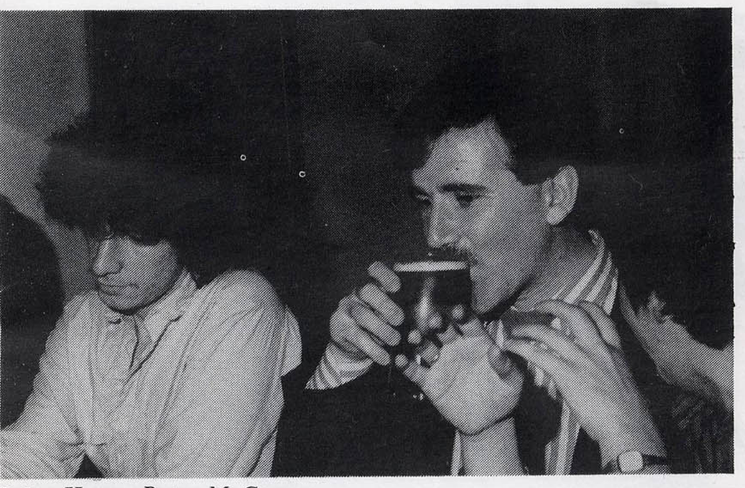
Q. Have you encountered much prejudice or hostility from the Establishment, as it is perceived, due to the circumstances in broadcasting at the moment?

A. The political establishment runs hot and cold, depending what's happening in the country politically. The hostility from RTE varys from the very aggressive and offensive, to simple fear people have that they may lose their jobs — which is a good reason to be aggressive towards competition, I suppose.

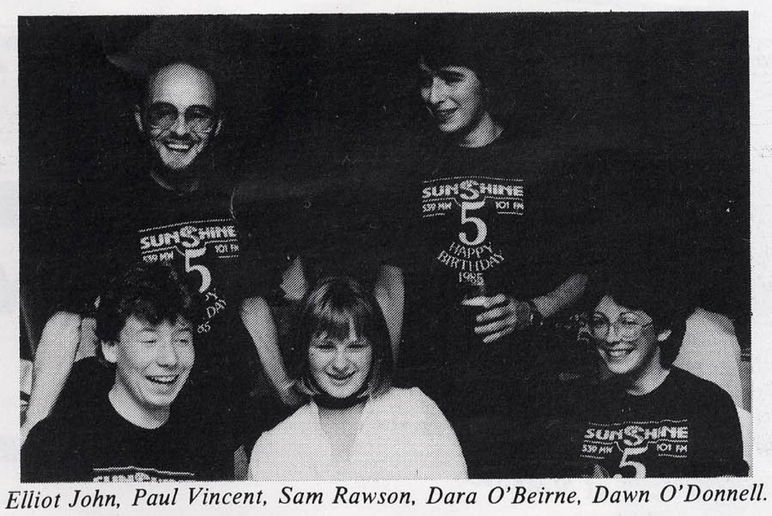
Q. Are you anxious to see a Local Radio Bill passed?

A. I despair of the delay. It's been on the long finger for far too long. All parties have run out of excuses as to why it shouldn't be dealt with immediately. Most of the fighting has been done, we have identified the need, we have had conflict with the Government, conflict with the national broadcaster, the listeners have come out in their tens of thousands in support, and demonstrated their desire to have Sunshine and other stations on the air. It has become a bit of a political football, and that will get kicked into touch soon. It has to happen soon, there can't be any more delays. All indications now are that it is imminent. I don't think we'll have to pull out great amounts of energy as we had to in the early days ever again to deal with it. But if it were necessary then we'd do it again.

A Selection Of Photos From The Staff Birthday Party At The Gresham Hotel.



Brian Heary, Patsy McGarry.



Elliot John, Paul Vincent, Sam Rawson, Dara O'Beirne, Dawn O'Donnell.



Padraig Mullins (Company Secretary).



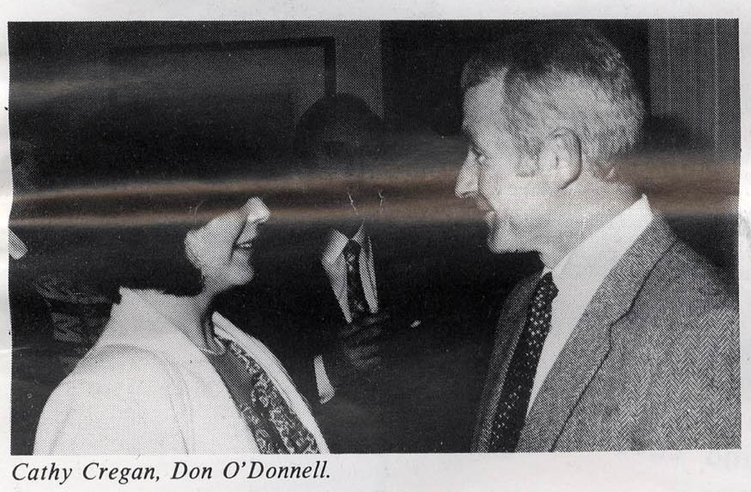
Stella Robinson Elliot John.



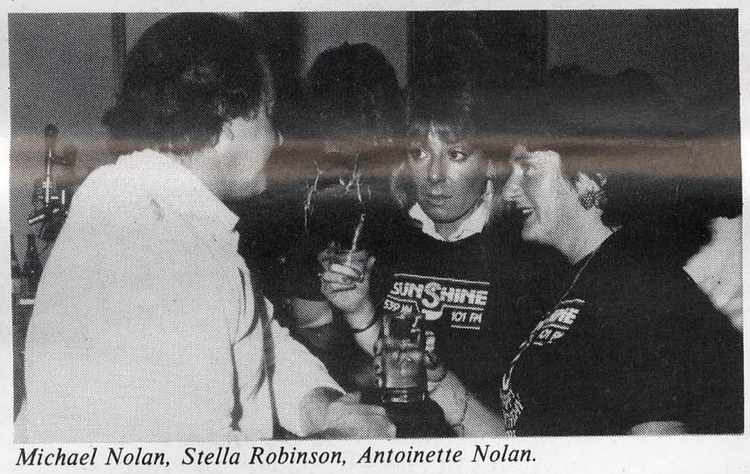
Robbie Robinson, Caroline Callaghan, Peter Gibney.



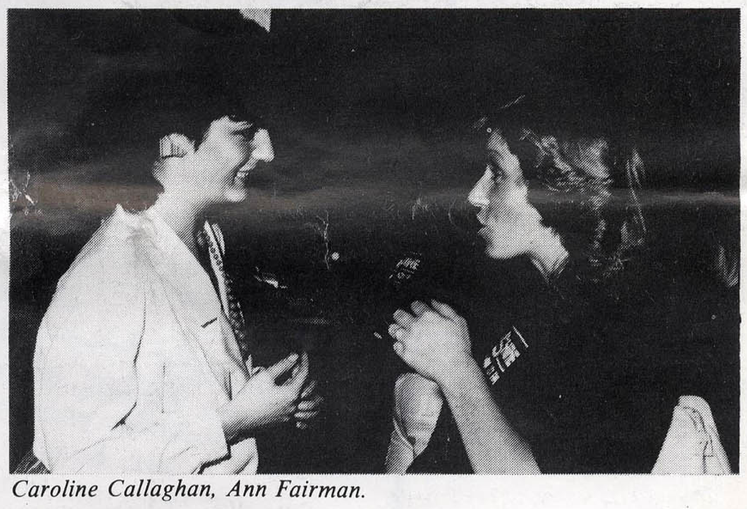
Peter Gibney, Robbie Robinson.



Cathy Cregan, Don O'Donnell.



Michael Nolan, Stella Robinson, Antoinette Nolan.



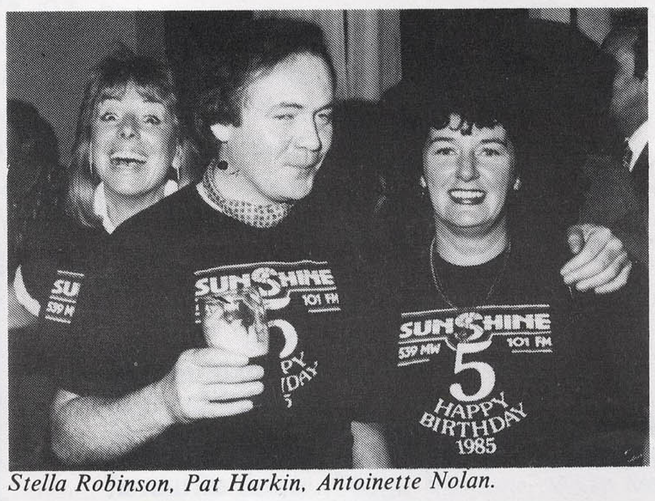
Caroline Callaghan, Ann Fairman.



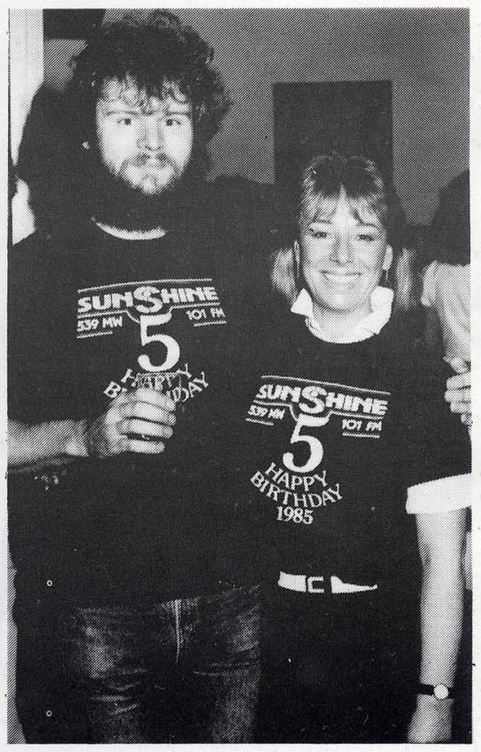
Shelagh O'Donnell, Celestine McAnally.



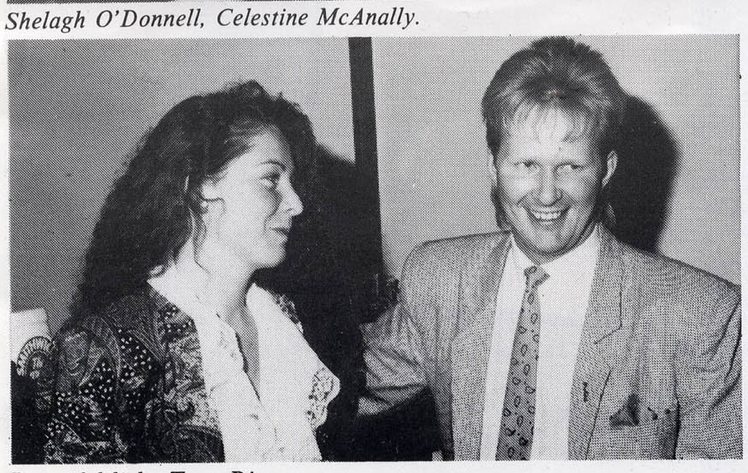
Betty Pidgeon, Steven Plunkett.



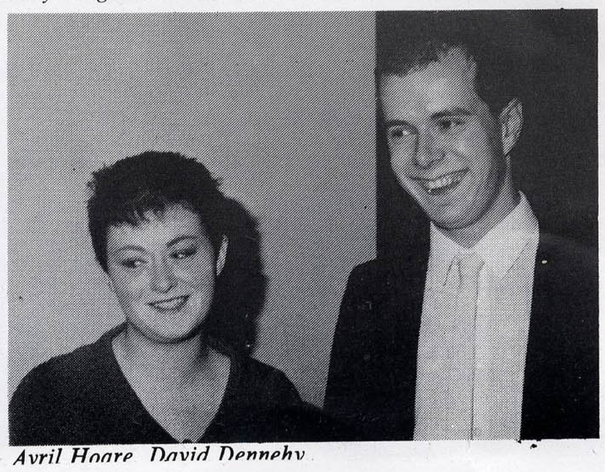
Stella Robinson, Pat Harkin, Antoinette Nolan.



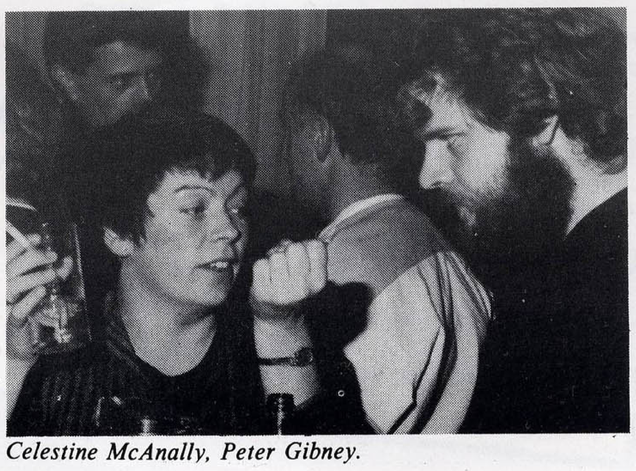
Peter Gibney, Stella Robinson.



Beautiful lady, Tony Dixon.



Avril Hoare, David Dennehy



Celestine McAnally, Peter Gibney.

(Photos by Bobby Best)

Central Remedial Clinic

Penny Ansley Memorial Building
Vernon Avenue, Clontarf, Dublin 3
Telephone 332206 P.O. Box No. 697

Chairman
The Hon Lady Goulding LLD
Managing Director
K J Holden BSc PhD MRAeS
Medical Director
P J C Barry MD FRCPI DCH DPhy Med
Orthopaedic Consultant
J Boyd Dunlop MB FRCSI
Technical Director
H Robinson

HELP THE HANDICAPPED

Mr. Robbie Robinson,
Managing Director,
Sunshine Radio Productions Ltd.,
8 - 11 Lr. Baggot St.,
Dublin 2.

your reference

our reference

date 16 April, 1985.

Dear Robbie,

Having seen first-hand over the week-end just what a marvellous success this year's Radio Auction was, I am now writing formally on behalf of our Board of Governors to thank you and your splendid team for their trojan work in raising a total of £32,398 for us over the week-end.

As you know, this brings to well over £100,000, the total amount which you have raised for us over the five years of our association and this has been enough to pay for all of the costs of running our Micro-Electronics Resource Centre which has proved to be such a potent factor in helping some very disabled children to escape from what would otherwise be a life-long prison of silence.

Please thank all of your team on our behalf, and accept our best wishes for the coming year.

Yours sincerely,

The Hon. Lady Goulding, LL.D.
Chairman.

It's SO much better

SUNSHINE STEREO RADIO

9 p.m. - 12 a.m.
SOLAR ENERGY
Aidan Cooney

12 a.m. - 6 a.m.
ALL NIGHT SUNSHINE
Paul Vincent

6 p.m. - 9 p.m.
SUNSHINE-ON-THE -MOVE PLUS
David Dennehy



6 a.m. - 10 a.m.
SUNSHINE BREAKFAST
Pat Courtenay

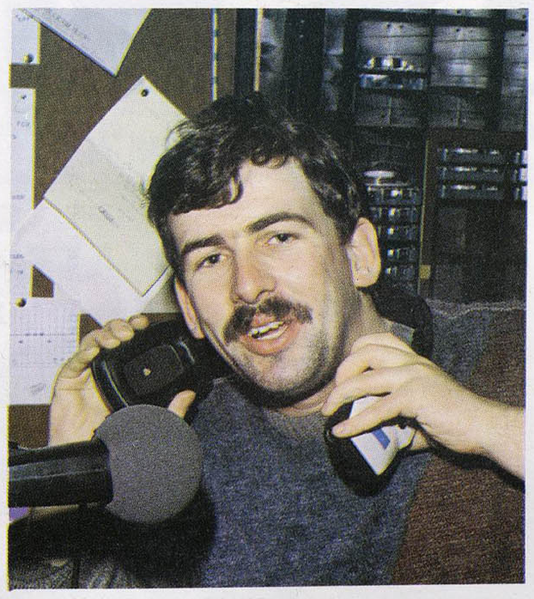
10 a.m. - 12 p.m.
GOOD MORNING SUNSHINE
Robbie Dale

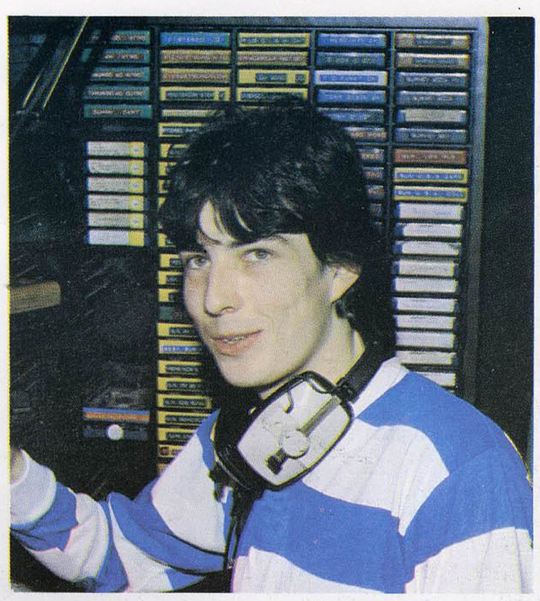
3 p.m. - 6 p.m.
SUNSHINE IN THE AFTERNOON
Mark Byrne

12 p.m. - 3 p.m.
GOOD DAY SUNSHINE
Tony Dixon

Aidan Cooney

Date of Birth: 6th January, 1962.
Place of Birth: Dublin.
All Time Favourite Record: Catch The Wind by Donovan.
Favourite Bands: Simple Minds. Everything But The Girl.
Favourite Solos: Harry Chapin. Clifford T. Ward. Madonna.
Favourite Dublin Band: Gerry Moore ex Street Talk.
Biggest Disappointment: Being dropped from the Home Farm Under 15B Football team.
Biggest Fear: Losing my position as most popular D.J. on Sunshine!
Biggest Thrill: Wearing womens clothes, er, no actually it was receiving a phone call from David 'Kid' Jensen from Capitol Radio in London.
Ideal Date: Must have pleasant, outgoing personality and not smoke.
Hobbies: Football refereeing (soccer), water polo.
Ambitions: To referee an FAI cup final and to commentate on one, but not necessarily at the same time.
Likes: Eating in McDonalds, going for a pint and listening to the radio.
Dislikes: People smoking in McDonalds, crowded nightclubs and listening to Cliff Richard records.
What would you have been, if not a D.J.?: A male model or press agent to Garret FitzGerald, or both.
Most embarrassing/funny radio moment?: Reading a three page sports script, dropping the second two on the floor and having to reach down under the desk while still reading the first page. However, gained 'contortionist of the month' award for February last.
Pre-Sunshine Career: A.R.D. Radio Dublin, Big D, Radio Leinster, Radio Nova, working both as a music presenter and sports editor with Big D, Radio Leinster and Radio Nova.
How and when did you join Sunshine?: Joined Sunshine in August of this year after becoming rather tired of working in my last place of employment.





Barry Falvey

Date of Birth: 10th July, 1963.
Place of Birth: Dublin.
All Time Favourite Record: Ruby Tuesday.
Favourite Bands: Royal Philharmonic Orchestra. RTE Symphony Orchestra.
Favourite Solos: Barry White.
Favourite Dublin Band: Les Enfants.
Biggest Disappointment: Sex! — and seeing Rambo.
Biggest Fear: Having to fly with a Pratt and Whitney engine.
Biggest Thrill: Watching myself on T.V.
Ideal Date: Hilda Ogden.
Hobbies: Music and driving.
Ambitions: To eventually take over the 'Wogan' show!!!
Likes: Food and music and getting plastered on Sunday nights with friends.
Dislikes: Bad food, bad music and people who get drunk on Sundays!
What would you have been, if not a D.J.?: Brain Surgeon.
Most embarrassing/funny radio moment: Nothing really exciting ... just going blank on one or two occasions.
Pre-Sunshine career: School, plus some local disco D.J. work.
How and when did you join Sunshine?: Robbie came banging on my door one night in January.

101 F.M.
Super Stereo



Tony Dixon

Date of Birth: 22nd April, 1957.
Place of Birth: Birmingham, England.
All Time Favourite Record: Dexter Wansel — Sweetest Pain.
Favourite Bands: Roy Ayers. Jean Carn. Jones Girls.
Favourite Solos: Luther Vandross. Teddy Pendergrass.
Favourite Dublin Band: Johnny Logan Band.
Biggest Disappointment: Not getting at least a kiss from Millie Jackson.
Biggest Fear: Working the Sunshine Computron.
Biggest Thrill: Meeting Stevie Wonder.
Ideal Date: My girlfriend. Rachel Ward.
Hobbies: Squash. Producing Fashion Shows. Accountancy.
Ambitions: To work on local radio (soul show). To have my own night club.
Likes: Cauliflower and cheese sauce. Listening to a new L.P. for the first time.
Dislikes: Greedy people. An untidy bedroom or kitchen.
What would you have been, if not a D.J.? Working in the music business somewhere.
Most embarrassing/funny radio moment: Singing Babyface live for the Central Remedial Clinic. Dancing solo in Tamangos for the CRC.
Pre-Sunshine career: Radio Dublin 1978, Big D Radio 1979.
How and when did you join Sunshine: In 1980 I was working at Tamangos nightclub. One night I heard a lively group of drinkers singing and laughing behind me. During a slow set I got talking to them. They were Robbie, Chris Carey and Tony Allen.

Paul Vincent



Date of Birth: My birthday is the same each year, 24th July.
Place of Birth: London, England.
All Time Favourite Record: Stairway to Heaven, I suppose.
Favourite Bands: Dire Straits. Prefab Sprout, and that kind of thing.
Favourite Solos: Bob Dylan. Joan Armatrading. Stevie Wonder.
Favourite Dublin Band: In Tua Nua, and I like Christy Moore a lot.
Biggest Disappointment: Discovering that 'being broke' is not great fun!
Biggest Fear: Being smothered by a giant ice cream cone (honest).
Biggest Thrill: I won the slow bicycle race in the school sports one year. That was good fun! Or the time I won the 3 legged race all on my own!
Ideal Date: Samantha Fox seems a nice girl.
Hobbies: Horse riding. Playing golf. Muscle flexing.
Ambitions: To have a play staged at the Abbey and to be a prolific story writer in later years.
Likes: Living beside the sea in summertime. A really good book or movie. Friendly, good-looking dogs (golden retrievers).
Dislikes: Sandycove in winter. Shop assistants that want to help you. And dogs looking in my dustbin.
What would you have been, if not a D.J.?: I would probably have invented something useless, a rotary can opener or a bell maybe. If I hadn't been so bold I might have been a priest.
Most embarrassing/funny radio moments?: Yes of course there are funny moments — just tune in any night there is a full moon. Closet weirdos shine through on these nights — anything can happen. I had a woman on one night answering a quiz question or something and she fell asleep right there on the radio. All night Sunshine listeners in their thousands heard the unfortunate woman's snores. The full moon didn't cause that of course — but it was both funny and embarrassing.
Pre-Sunshine Career: Club A Go Go — Lord John Nightclub — Fiesta Nightclub — Radio Dublin — A.R.D. — Radio 257 — Radio Leinster — Southside Radio — South Coast Radio, Cork.
How and when did you join Sunshine?: I sneaked in via the news desk. I was on weekend news for 3 months prior to the May 1983 raids. When we came back on air a month later Robbie asked was I capable of presenting the All Night programme. I answered something like, "Just how good do you want it to be?" He was in two minds whether to kick me out then, or wait till later! Thankfully he waited.

David Dennehy

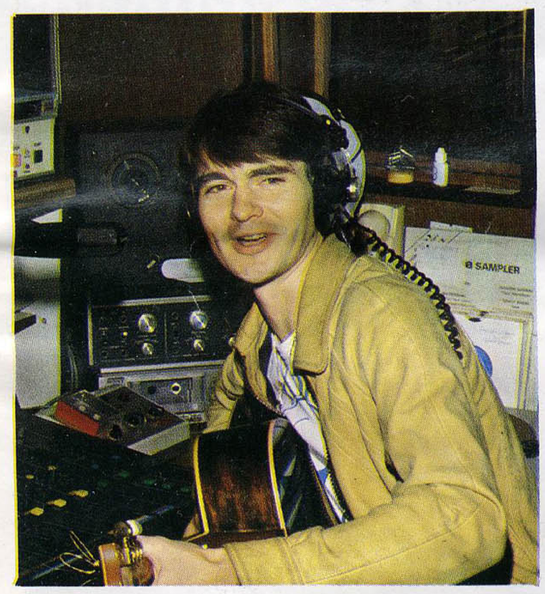
Date of Birth: 29th August, 1963.
Place of Birth: Dublin.
All Time Favourite Record: Have several, but maybe Tears of A Clown by Smokey Robinson and The Miracles.
Favourite Bands: Beatles. Auto Da Fe.
Favourite Solos: Clifford T. Ward. Sheila E.
Favourite Dublin Band: Jump The Gun.
Biggest Disappointment: May 19th, 1983. The day the station was raided.
Biggest Fear: Heights (I feel dizzy standing up!)
Biggest Thrill: A 1961 Three Thirty Thrill.
Ideal Date: A nice, wholesome type of girl ... like Madonna.
Hobbies: Cine-photography, reading and exercising ... my drinking arm!
Ambitions: To appear on 'This Is Your Life', have a starring role in 'Dynasty' and live long enough to see Knock Airport built!
Likes: Dogs — we have three at home, two poodles and a Jack Russell pup named Guinness (easy to see why I like dogs!)
Dislikes: Waiting for buses and Mondays.
What would you have been, if not a D.J.? An Anorak!
Most embarrassing/funny radio moment? Once saying that a man was 'drowned' by members of the Irish Water Safety Association instead of saying he was 'found'.
Pre-Sunshine career: Worked on ARD presenting the morning programme. Paul Vincent was one of my bosses and I used to be on before Paul in the morning.
How and when did you joing Sunshine? I joined Sunshine on 8th December, 1981. I remember the date well because the first show I did had a John Lennon Three O'Clock Thrill (the first anniversary of his death).





Robbie Dale

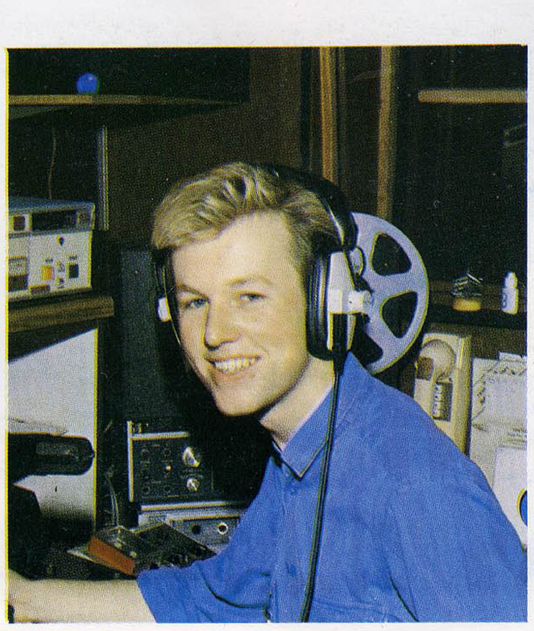
Date of Birth: 21st April, 1940.
Place of Birth: Lancashire.
All Time Favourite Record: Morning Dew by Tim Rose.
Favourite Bands: Queen.
Favourite Solos: Neil Diamond.
Favourite Dublin Band: Stocktons Wing.
Biggest Disappointment: Watching P&T engineers dismantling transmitting equipment following the raid by officials in May, 1983.
Biggest Fear: Not afraid of anything.
Biggest Thrill: Watching my first appearance on T.V. and my sons first appearance to the world.
Ideal Date: Dinner with Bo Derek on a desert island.
Hobbies: Sailing and D.I.Y. — 10%. Sunshine Radio — 90%.
Ambitions: To see local independent radio well and truly established in Ireland and to play an important role.
Likes: Stimulating conversation, a good bottle of dry white wine, attractive female company and fine old objects of art — not necessarily in this order.
Dislikes: Jobs left half done and ignorance.
What would you have been, if not a D.J.?: A frustrated D.J.
Most embarrassing/funny radio moment?: Too many funny moments to single one out, but the most embarrassing moment was when talking to Pat Kenny on the phone on RTE 1. I was cut off before I'd made my point — this was the second time I'd been refused work on RTE.



Pat Courtenay

Date of Birth: Conveniently forgotten.
Place of Birth: Auckland, New Zealand.
All Time Favourite Record: Anything by Bach.
Favourite Bands: Led Zepelin. Academy of St. Martin in the Fields.
Favourite Solos: Neil Young. Ravi Shankar. Al Di Meola (who?)
Favourite Dublin Band: Haven't heard a bad one yet!
Biggest Disappointment: Caviar.
Biggest Fear: Public appearances.
Biggest Thrill: Getting a parking space in O'Connell Street.
Ideal Date: Impossible to say on account of the trouble I'd get into at home!
Hobbies: Horses, motorcycles, racing cars, ski-ing, tennis and guinness.
Ambitions: To own a Porsche for every day of the week and a team of Polo ponies. Failing that ... another pint.
Likes: Wine, women and playing guitar for someone who knows all the words. Watching England get beaten at Rugby.
Dislikes: Nuclear weapons, swimming, nuclear weapons, liver, nuclear weapons, taxes and nuclear weapons.
What would you have been, if not a D.J.? A lawyer or a politician ... the only other jobs where you can earn a living by talking a load of bull ...
Most embarrassing/funny radio moment? Falling asleep for 15 minutes while doing a breakfast show in 1981. Embarrassing thing was that nobody noticed!
Pre-Sunshine career: 10 years of commercial radio in New Zealand and Australia.
How and when did you join Sunshine? Last November when someone carelessly left the window open in the Gents.

Mark Byrne

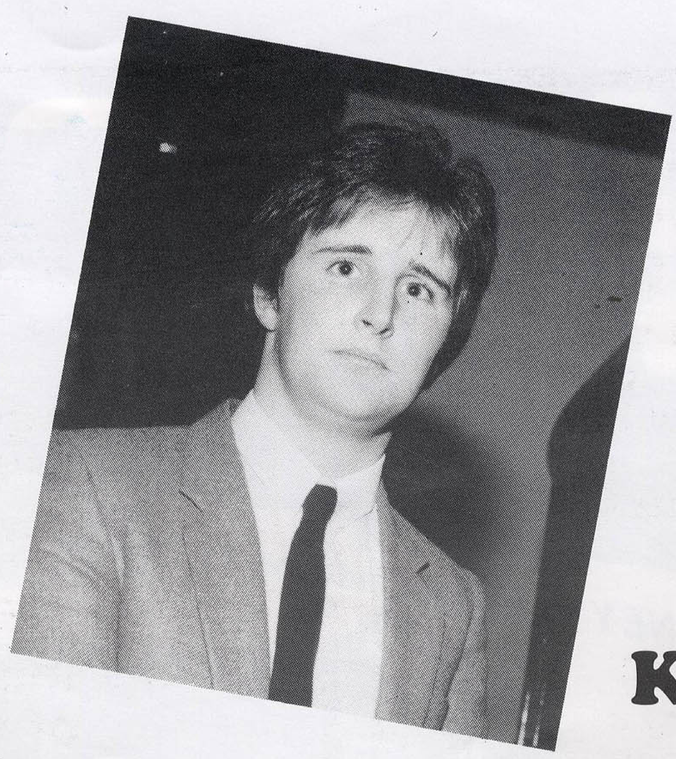


Date of Birth: 16th June, 1965.
Place of Birth: Dublin.
All Time Favourite Record: Only the Lonely — The Motels.
Favourite Bands: Motels. The Cars. Level 42.
Favourite Solos: Michael Franks. Chaka Khan. Rupert Holmes.
Favourite Dublin Band: Eugene. Auto Da Fe.
Biggest Disappointment: Not being as famous as I want to be.
Biggest Fear: Sunshine Birthday Parties, minus protective clothes.
Biggest Thrill: Getting a mention in 'Anoraks U.K.'
Ideal Date: 16th June.
Hobbies: Food. Walking. Giving interviews. Limbo dancing.
Ambitions: To remain in radio. To see a moving statue. I've often dreamed of falling into a huge vat of candyfloss!
Likes: Peace and quiet. 'When Sly Calls'. Everything else. My listeners and everybody else. Giving away money. Ironing.
Dislikes: Buses that don't stop. Television. Sports. Rumours (not the disco). Coming home from work. Nightmares.
What would you have been, if not a D.J.? Probably on the dole, I'm not much good at anything else. Seriously though, I would probably be in the electronics field.
Most embarrassing/funny radio moment? I once worked on a radio station in my friend's garage. We had a radius of about half a mile on a good day. The record decks were on a washing machine. We had to go off air everytime the washing had to be done and wait till the cycle finished. We of course explained that it was due to technical difficulties and our engineers would be working on it.No-one was the wiser, but then I'm sure no-one was listening!
Pre-Sunshine career: I worked in a number of small radio stations, a record shop, sports shop. I was an electrician for 18 months and I also studied electronics for two years.
How and when did you join Sunshine? At the time I was working with Capital Radio. I had always wanted to work on Sunshine and someone suggested that the time might be right to send a demo. I did, and two weeks later Robbie Dale, having listened to my tape, phoned me and asked me to start on the weekend all-night 12-6.



Greg Merriman

Date of Birth: 9th May, 1962.
Place of Birth: Dublin.
All Time Favourite Record: I Can Hear Your Heartbeat by Chris Rea.
Favourite Bands: ZZ Top. Beatles.
Favourite Solos: Elvis Presley, Chris Rea, Madonna, Michael Jackson.
Favourite Dublin Band: Eclipse.
Biggest Disappointment: The failure of successive governments to sort out the local radio issue.
Biggest Fear: Heights.
Biggest Thrill: Getting a job with Sunshine.
Ideal Date: A day on the beach with Whitney Houston while she is wearing her white one piece swim suit.
Ambitions: To be happy!
Likes: Life.
Dislikes: Violent, aggressive people and the governments of the U.S.A. and U.S.S.R.
What would you have been, if not a D.J.? Very unhappy.
Most embarrassing/funny radio moment? Putting on the first track on a compilation album when I was doing the nightshift on Radio 257, and then realising I could hear the needle scraping on blank vinyl. I'd been asleep for almost one hour!
Pre-Sunshine career: Department of Posts and Telegraphs! Radio 257. Radio Dublin. A.R.D.
How and when did you joing Sunshine? I approached the station management with an idea for an Irish Music programme which ran successfully for over a year.



Kieran Ryan

Date of Birth: 10th January, 1963.
Place of Birth: Can't remember.
All Time Favourite Record: Hasn't been released yet.
Favourite Bands: Osmonds. Bay City Rollers.
Favourite Solos: Robbie Dale singing 'Soul Mama'.
Favourite Dublin Band: Artane Boys.
Biggest Disappointment: Finding out that Santa Claus is a fake.
Biggest Fear: Faulty alarm clocks. Boeing 737s, 747s.
Biggest Thrill: Well, when I was 9 I used to sniff my airfix glue — luckily the habit never stuck.
Hobbies: Knitting, dress-making and underwater botany.
Ambitions: To be a megastar and have everyone like me and to like them all back.
Likes: Breakfast at Bob Powell's restaurant. The Editor. Traffic Wardens.
Dislikes: Questionnaires and the nosy people who carry them out. Having to look at Roger Lane early in the morning.
What would you have been if not a D.J.? Definitely a lot healthier and a lot less tired at weekends. However a lot less happy and rich in friends.
Most embarrassing/funny radio moment? My funniest experience was watching Patsy McGarry's expression when I introduced him to a well known Grecian singer during a recent hostage crisis.
I think I left him in need of a different type of Grecian (the 2,000 variety)!
Pre-Sunshine Career: Capital Radio (226). A.R.D. Radio Leinster.
How and when did you join Sunshine? Completely by accident and against my will. I was forced into it. They're blackmailing me! Help! Please someone...

Elliot John



Date of Birth: 25th September, 1969.
Place of Birth: Amsterdam.
All Time Favourite Record: Obsession by Animotion.
Favourite Bands: Dead or Alive. King. Bronski Beat.
Favourite Solos: Freddie Mercury. Alison Moyet.
Favourite Dublin Band: In Tua Nua.
Biggest Disappointment: I hope I never have one.
Biggest Fear: Being forced to eat a bowl of sprouts.
Biggest Thrill: Parasailing.
Ideal Date: Carrie Fisher.
Hobbies: Music, Discos, girls, collecting anything.
Ambitions: Living to be 100 years old.
Likes: Going on holiday. Money. Working on radio.
Dislikes: Being broke. Bees liver.
What would you have been, if not a D.J.?: A brain surgeon in Kerry (unemployed).
Most embarrassing/funny radio moment: I hope its not too far away.
Pre-Sunshine career: Student.
How and when did you join Sunshine?: I grew up with it.

WIRED FOR SOUND

Ace 'fixer' PETER GIBNEY on the ups and downs of life as Sunshine Radio's Chief Engineer.



MY first contact with radio came at the tender age of three, when I was presented with a valve radio set. Proud of my new aquisition covered with dials and interesting screws, I proceeded to investigate and discovered valves, wires and other exciting items inside. The radio never worked again, but engineering was firmly established in my blood. Throughout my formative years, the "Our Boys" magazine was thoughtfully provided by the Christian Brothers, which gave diagrams on how to build radio's. I developed a deep and meaningful relationship wtih my metal bedpost, connected to it via a crystal radio set. Each night was spent, hunched under the bedclothes, with ear connected to radio, connected to bedpost, like an electronic umbilical cord, listening to Luxembourg, Caroline and A.F.N. if the Christian Brothers had realised the path on which they had led me, the rocky road to so called Pirate Radio, "our boys" would have been banned.

To feed my habit, I worked part time in a supermarket for the princely sum of £4 per weekend and, with my ill gotten gains, built a radio transmitter. Radio Caroline Dublin was born. Among the broadcasters were Kieran Ryan, now with Sunshine, Bernie Jameson, now a newsreader with another independent, Colm Hayes, broadcasting with Nova, and Andy Rua, now with RTE. Radio Caroline Dublin lasted for three years of weekends before gracefully leaving the airwaves.

Throughout my time with Caroline, the urge was growing to build and maintain bigger and better equipment and to leave the actual broadcasting and organisation to others. I began doing "nixers" for a number of new stations such as A.R.D., Big D and a clatter of other stations throughout the country. Most of them have now fallen by the wayside — through no fault of mine I might add.

My first real station venture was with Davitt Kelly and K.E.L.O. in Swords, one of the first stations with a definite format and a more professional attitude towards the whole radio business. Unfortunately K.E.L.O. was to follow the others due to financial difficulties. In May of 1982 I heard of a vacancy with Sunshine Radio, a station which had started to expand from a one room operation to a large portacabin at the rear of Sands Hotel. I got the job . . . the big time at last.

I worked with the original engineer Jim White, formerly of the BBC, who polished up a great deal of what I knew already before he left us about 18 months later to bigger and better things with the I.B.A.

Among other projects we built a telephone system which allowed items such as the now well known "Swap and Sell" to go on the air, as well as live reports from the Falklands during the war.

The first time the phone system was used on the air, Murphy's Law came into action. Robbie was on the air, and having been convinced that everything would work, decided to use the virgin system. Everything that could go wrong, went wrong, and both Robbie and the phone system blew a fuse. Both I and the system lived to tell the tale.

A similar project was the building of a computer link up for the third annual C.R.C. Auction in my second year with sunshine. This went off without a hitch.

More recently, I set up an outside broadcast link up with "Tamangoes" disco on Friday nights. The system is such that we can drop in on the disco at the push of a button and drop out again for commercials and news with no breaks in transmission. If you are a regular listener, you will realise the complexities involved.

The two studios at Sunshine are a one man operation. Everything is at the D.J.'s fingertips with no need for Mix Engineers or Balance Engineers, just the D.J. and his own abilities to use the equipment around him. Transmission can be switched from one studio to the other at the flick of a switch. This enables us to kick Paul Vincent out of one studio at night while we carry out maintenance work! Both studios can operate independently, and on Sunday mornings, studio one remains on medium wave while studio three broadcasts the Sunshine Cake on F.M. only, complete with a turntable modified to play 78's.

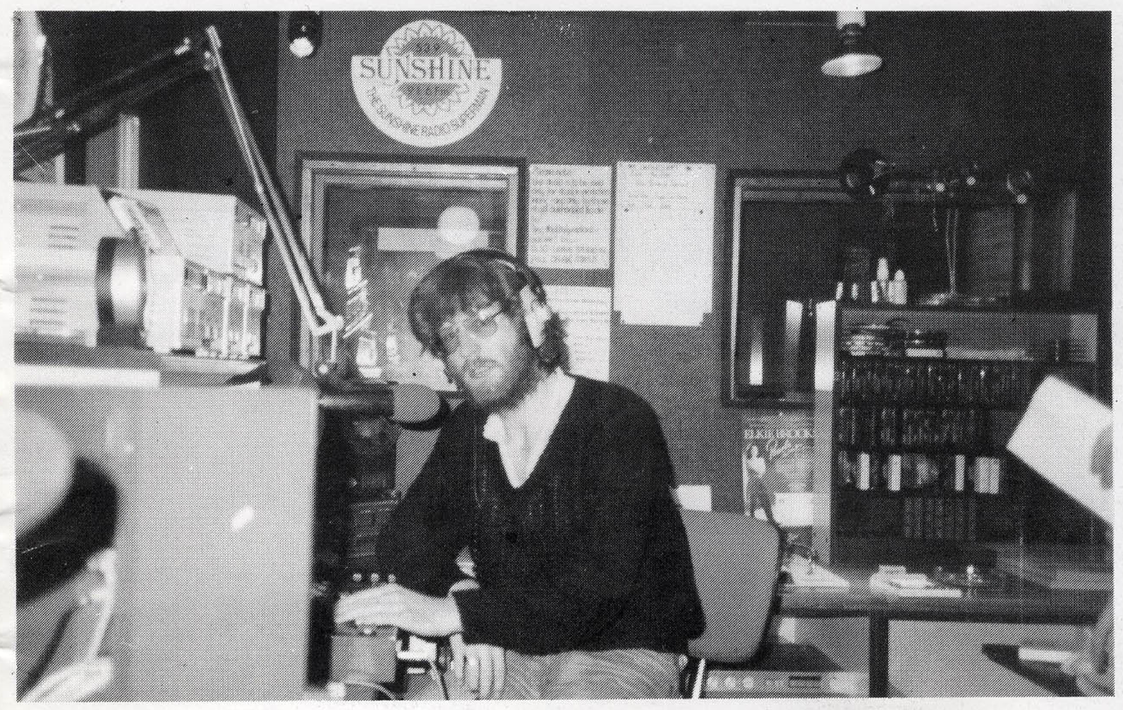
Changeovers however, do not always run smoothly. On one occasion during a changeover, I let out a stream of expletives. Robbie, close by at the time, rushed in and reprimanded me for the outburst, repeating it word for word. What we did not realise was that the mike was still open and we were broadcasting to a host of listeners . . . it could happen to a Bishop. The load in the Engineering Department is shared by John Murray, who has been training with us for two years. John is progressing rapidly and will more than likely specialise in studio maintenance.

As John has realised, life as an Engineer is not a bed of roses. In fact, at times there is no bed in sight for 24 hours or longer. The work entails being on call 25 hours a day, 8 days a week. So, like a doctor, we are called out of bed at any hour of the day or night, and often spend our sleeping hours perched at the top of a 170 feet aerial, or up the side of a mountain in driving snow. This type of responsibility can be tough at times, but no matter how good a presenter is, his talent is lost if no one can hear him.

So as you listen to our crystal clear signal in the middle of a winters night spare a thought for the Engineering Department, probably catching our death of cold up an aerial somewhere. Anybody need a hero . . . ?

PAST PUPILS

"Andy Rua, We Love You!!"



What's News?



Patsy McGarry, Caroline Callaghan, Garry Miley with former newsreaders Emer Woodfull and Jarlath Dolan.

Three Little Maids?



Eugene Higgins

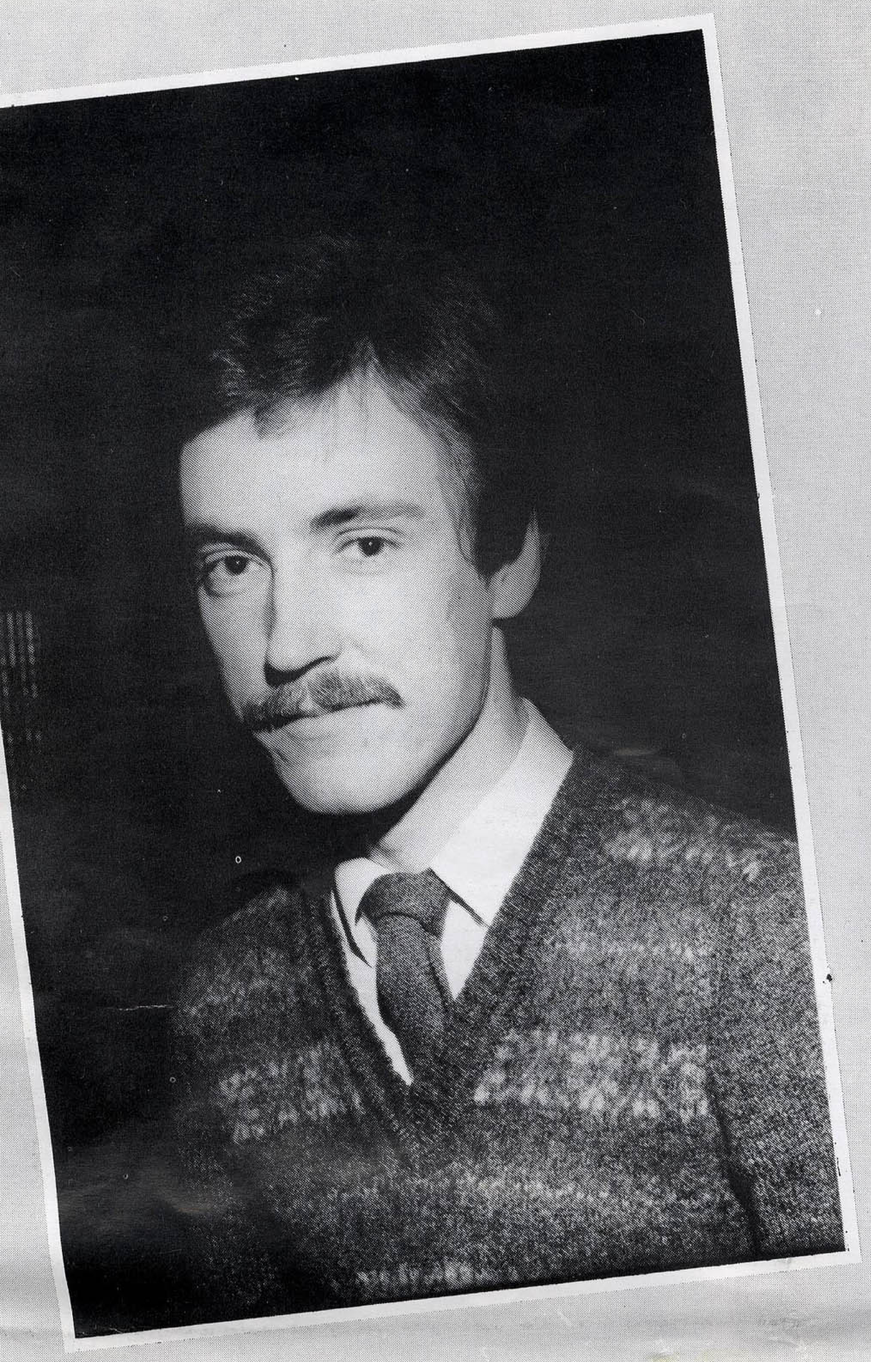


Tony Fenton, John Lewis and Tom Hardy on their day off.

All Mine



THE SUNSHINE CAKE



Speciality programmes add variety to the Sunshine week, and Sunday's 'Sunshine Cake' is more varied than most. Head Chef, JUSTIN McKENNA, describes the baking process . . .

MY first musical memories are of scooting around the kitchen floor on my pot, the business in hand being the last thing on my mind, intent on navigating the many obstacles with all the deftness and precision of a seasoned matador, to the beat of the ancient and gargantuan "bush" valve radio in the corner of the kitchen. It was obvious with the amount of messy accidents that ensued, that even in these tender years, Beethoven's movements were receiving more care and attention than my own.

Radio was the only source of entertainment at the time, as television, the one eyed monster, had not yet invaded our home. The demon box, even after it's appearance, was never allowed to interfere in our education. When I see the growing number of y oung, square eyed tele-morons nowadays, I can appreciate why.

Our listening, mainly Radio Eireann, BBC 3 and 4, was never restricted but we were actively encouraged to take an interest in the classics. These, combined with a liberal helping of Jazz, Blues and the latest popular music such as the Kinks and the Beatles, were instrumental in forming my present wide musical taste.

At the ripe old age of 7, I began learning the piano and was to continue for the next 11 years. Other instruments popped in for brief periods during my formative years, such as the French Horn and Guitar, but these were to play second fiddle to the old joanna.

School as far as I was concerned was a bit of an inconvenience at the time, which infringed on my music. In retrospect, a little more attention to schooling might have helped.

When I left school I spent a few years on stage, two years teaching music, one of which was spent in Lebanon, and some time doing various other work which finally brought me to the doors of Sunshine.

The idea for the Sunshine Cake was hatched when it became obvious that there was not one single programme on Irish radio which catered for the over 30 listener who enjoyed a wide range of music. The music for the 'Cake' is basically my own choice which, thankfully, seems to go down well with the listeners. Much of the background work on the show involves a never ending hunt for new material and I find that a lot of time is spent learning as I go along. If I totted up all the hours involved in preparing for the programme, it would probably be about 4 times the length of the show itself.

To give you an idea of my Sunday morning, it starts at the unholy hour of 7 o'clock. After a hurried breakfast of the latest fad in breakfast cereals, endless cups of coffee and about the same number of cigarettes, it's time to pile the ancient rust bucket with records. If you ever see a low flying streak of Fiat-type lightening breaking the sound barrier across Dublin city at 8 on a Sunday morning you'll know it's me.

Prior to the show there is a fair amount of taping to be done. The classical section of the programme is no problem, but the problems start with the older material.

Once upon a time, record companies produced hard, round, breakable articles called 78's. When placed in a box with a crank handle, these produced musical sounds which could be heard with the aid of an ear trumpet. Before they are used on the "Cake" they have to be hyped up electronically by the Chief of Wires, Peter Gibney, and then transferred onto tape, a time consuming task. Also with comedy, the same thing applies to ensure a reasonably good sound quality. Comedians who have graced the programme from day one include Bob Newhart, Shelley Berman, Tom Lehrer and, more recently, The Goons.

The Cake has been running now for about 6 months and has established a regular audience around Dublin. There are those who have been listening from day one, who ring up to let me know they are still avid listeners with little regard for their mental health, and there are new faces every week. It's been gratifying to note that a lot of the younger audience, who I would have expected to move down to the medium wave band, have stayed with F.M. and listened to the Cake.

As one listens to individuals getting into the groove and denying the need for heroes, one sometimes wonders what Beethoven would have thought. He might have been glad to suffer from diminished hearing, or indeed may hvae been a regular star on Top Of The Pops. The Cake however caters for those who are, shall we say, getting on in years and who find that "getting down on it" or "shaking their boogie" is a little too strenuous. Those who would rather sit back, relax and watch "June Burst Out All Over" and experience "Air On The G String". We look forward to catering for you all on The Cake, for some time to come.

There are few people in this country who are as lucky as those of us who have entered the independent radio business at this early stage. There's no denying that things have been tough along the way, but at the end of the day, we will look back and not regret a moment.

Most of us at Sunshine can look forward to a future, something many people in this country lack, and something that could not have happened without the so called "Pirate Radio" stations. There is no doubt that without all these stations, no consideration would have been given to independent radio in this country.

Who knows, one day there could be stations which specialise in the sort of music we play on the "Sunshine Cake".



We heard through the grapevine that

Bill Roche

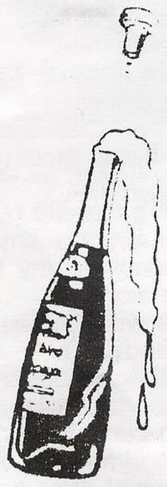
"The Lord Mayor" of Terenure

is out and about again after his recent illness.

We are sure all the clients of his Terenure barber shop and his many friends will join us in wishing him a speedy recovery.

Talking about grapevines Bill! We hear you're a dab hand at the auld winemaking. Send us over a bottle of your next claret!

Best wishes to yourself and your lovely wife Peg.



S·E·S

STATIONERY

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Electronic Typewriters & Calculators.

Take this opportunity of wishing Sunshine Radio every good wish on their 5th anniversary.

S.E.S.

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HAPPY BIRTHDAYS

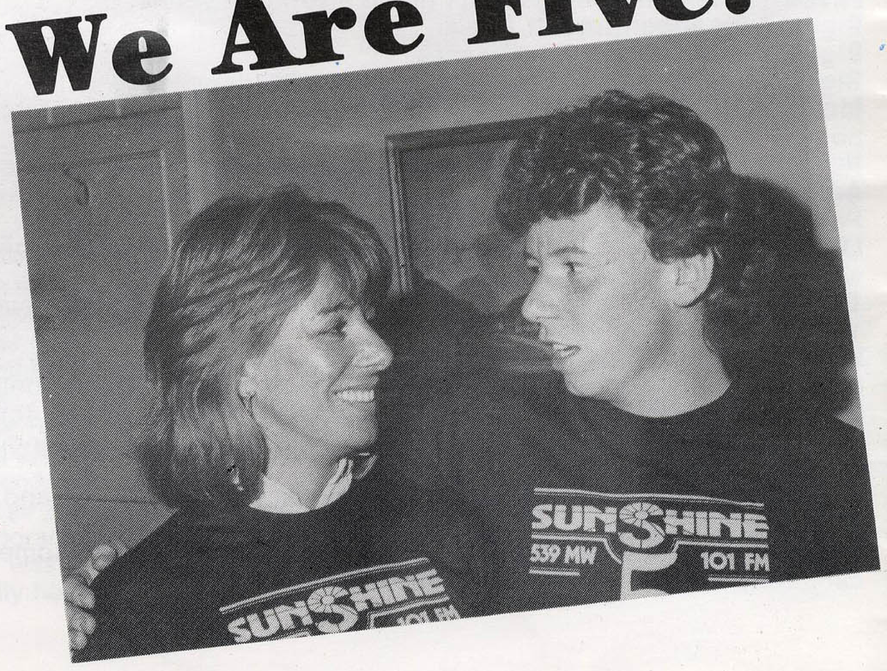
We Are Two!



We Are Four!

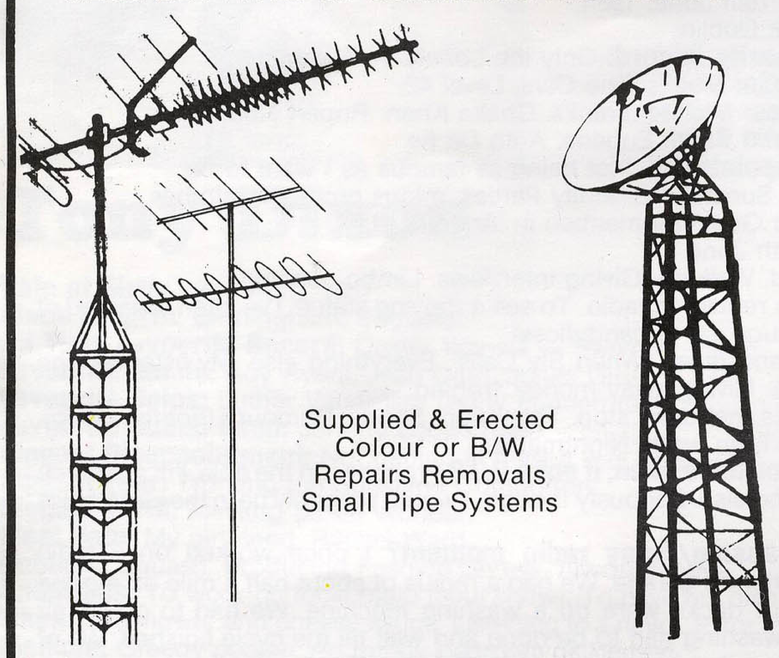


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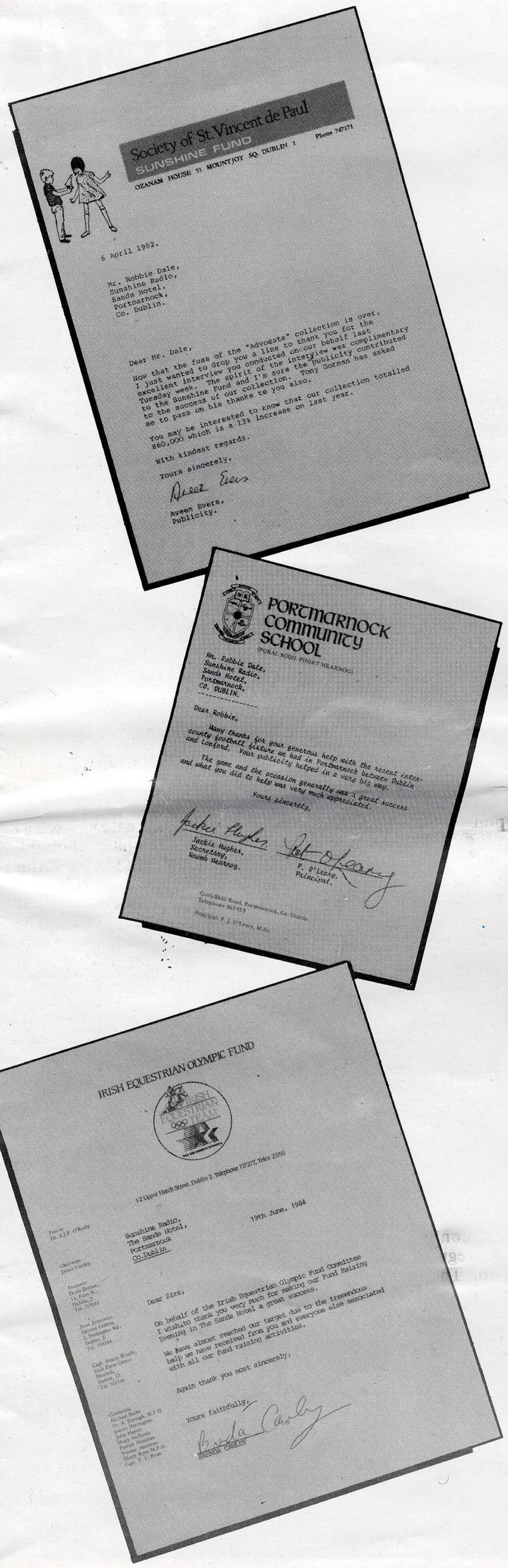
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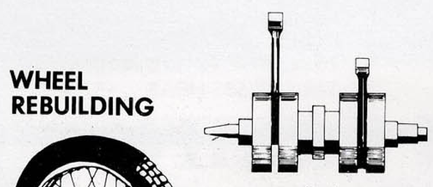
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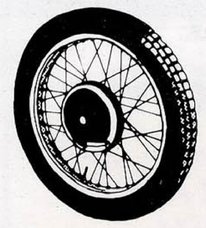


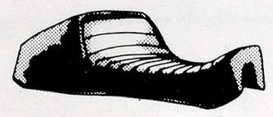
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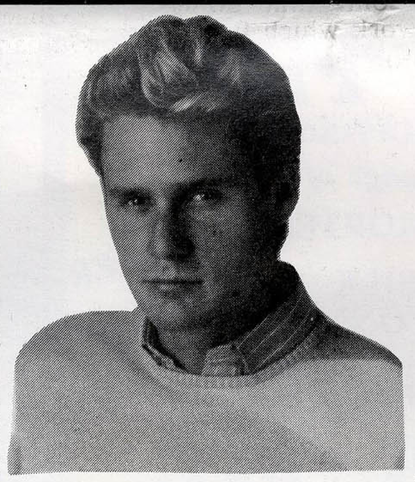
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Tony and Declan King at the controls.

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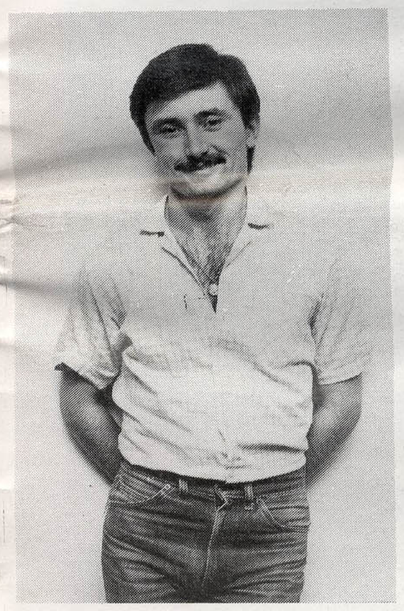
Insulating Specialists

The Insulation Specialists

Parade



Colin Russell is Production Controller with responsibility for the production of commercials, compilation of play lists and keeping the station's record collection up to date.



Martin King.



Mary Hunt spends her working hours keeping the station ship-shape and free from grime.



Commandant Jack O'Leary (Director), Lady Valerie Goulding (CRC) and Robbie Robinson.

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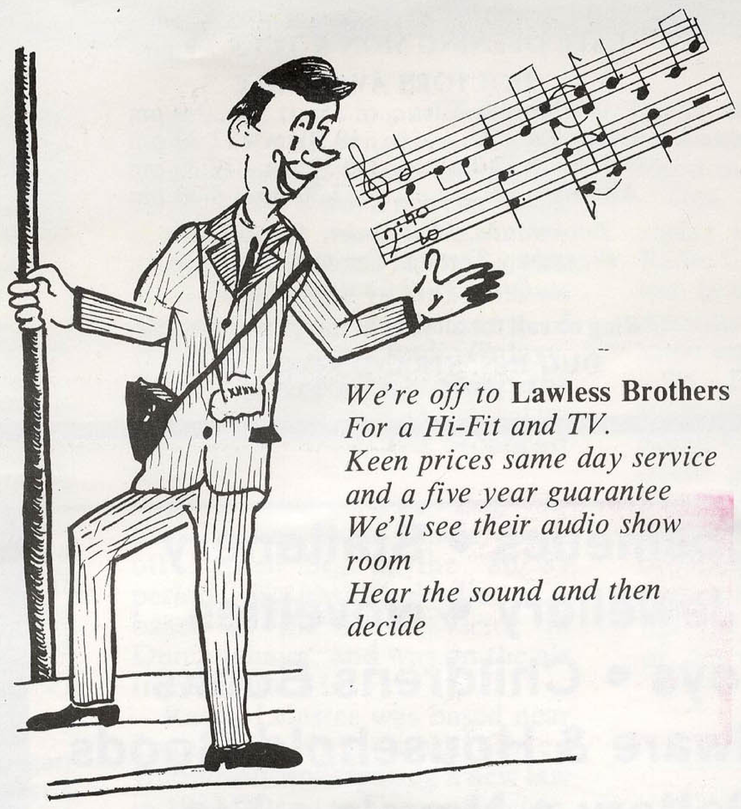
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REFLECTIONS

What I most like about the station is our genuine rapport with the listener. It's great fun taking calls on air. I would imagine I have a reputation for giving away most of the station's money. It started with the 3.30 Thrill Lotto – £870. It was a great feeling, and then recently another £1,000 on the Sunshine Summer Lotto. My colleagues are great people to work with and the atmosphere at the studio is always very relaxed. It's a great feeling to work with professional people on a very professional station, and it's been my most successful step in life.

Mark Byrne.

Working as a D.J. on Sunshine means: ignoring a 4.45. a.m. alarm and getting a dig in the ribs from 'herself' at 5.00 a.m.; trying to assemble some coherent thoughts by 6.00 a.m. and giving up when you realise you haven't a hope; having to put up with Robbie Dale's appalling puns before he goes on air at 10!

But that sort of thing goes on in any radio station. What makes Sunshine different is that it's part of a radio revolution. Just because Sunshine has now been around for 5 years and is accepted as a part of Dublin's everyday life, never make the mistake of thinking that the staff here has lost of the old dedication to the cause. The immediate object is not just to broadcast for the sake of broadcasting, but to continue to run this operation as a **business** *so that when we get our licence we will be* **even better** *able to provide Dublin with the kind of Independent Radio service it deserves.*

Pat Courtenay.

Over the last ten years I've been working with music. From carrying the local D.J.'s records around, to selling them in Golden Disc. Music is my life. Out of those ten years I've worked for Sunshine for five, so Sunshine isn't only a job to me – it's part of my life. Soul music also means a lot to me, and I thank Pat, Robbie and Colin for trusting my taste.

Tony Dixon.

I remember when Sunshine was set up first in 1980 – I was just a baby D.J. at that stage, but my ambition was to one day make it as a Sunshine jock. It's a long road, but the wait was worth it. It's the best station to work on – we've got the best jocks and the best atmosphere.

Barry Falvey.

Arriving in the studio at 5 p.m. ready for another evening's 'work', the first thing is getting the records together. Ideas on records for the show strike anywhere from sitting in the pub on a Saturday night to waking up in the morning shouting 'help' that is a great Beatles song! After a while the conversation is about the record which will be a good challenger on the New Music Play-off. Little bets go on all the time as to who will be the winner – even we can be

One on the air I sit and have a cup of tea and hope nothing goes wrong. Funny, the last hour is always the most enjoyable, it's only then that you're settling down. By the end I don't want to leave! After which I say I have a good show!

David Dennehy.

Unless you too are a night worker, you won't have had to eat your bacon and cabbage at eight o'clock in the morning, or breakfast at nine in the evening. My working at Sunshine has meant just that. Apart from short breaks in-between, the past two and a half years have been an upside down affair at the worst of times – but the best of times shine through in the end.

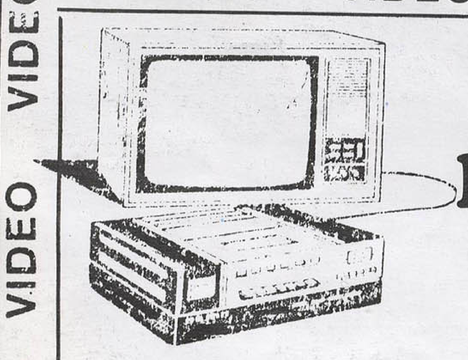
Having the largest all-night audience in the city is something to look forward to as I go to work, whilst most others are heading to bed. When you think about it really, I suppose I have the best of both worlds. I get some daylight hours before bed-time. I normally hit the hay about two o'clock in the afternoon – and the mornings are beautiful times to be alive and awake. The birds are singing. The milkman's whistling. The air is still clean. And I don't get to see television. It's great really.

Everyone is free to listen if they have a mind to. All kinds of people. From every walk of life, every age group, the night worker, insomniacs, the lonely and the depressed, the hospital staff and patients, taximen, security men, na Gardai, the firemen and the unemployed. The last mentioned seem to make up a large part of my audience. I know why that is too. The large force of able bodied young men and women who do not have an outlet for energy and need to perform worthwhile and satisfying tasks.

It is one of the most evident aspects of my programme. Too many of our young workforce have given up trying, given up hoping even. It is a real good reason for my being there at night-time too. Along with the retired older listeners who at times find difficulty sleeping, those unemployed nightlarks are the reason my nights are not the worst of times for me. They continually remind me that to complain about my lot would be immoral to say the least.

Paul Vincent.

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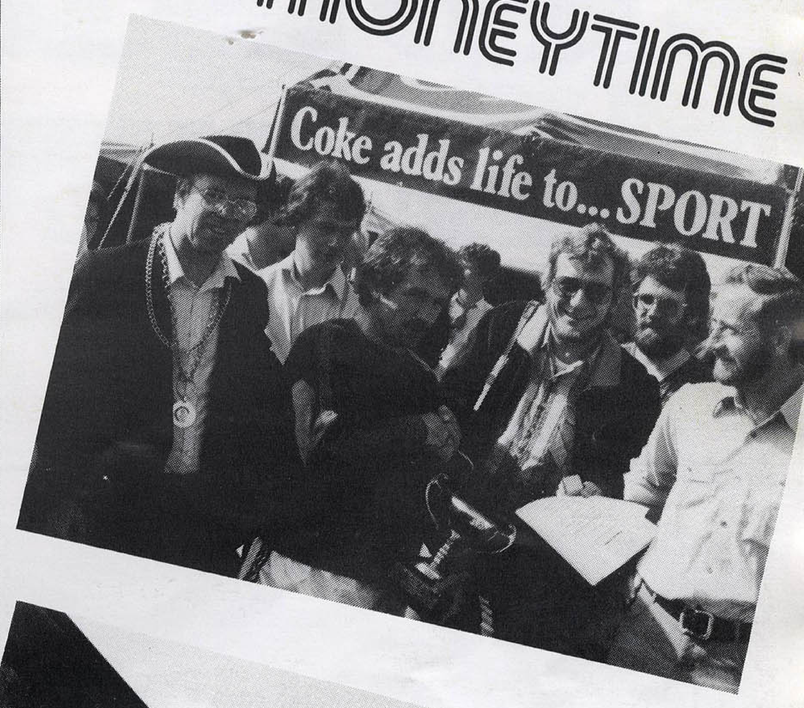
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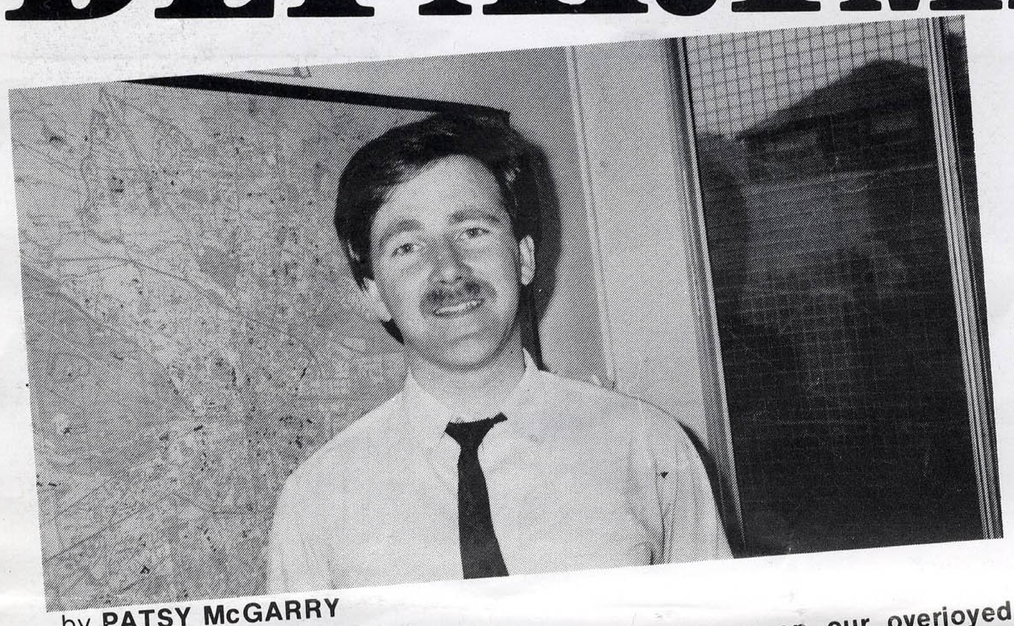






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ARE THEY ALL SADISTS IN THE NEWS DEPARTMENT?



by **PATSY McGARRY**

IN fact the question has not been asked but people have only just stopped short on occasion.

It is not difficult to understand why. Stand in the studio some day in the vicinity of the News Department, especially if times are quiet. Observe the soulful prayers for a worthy disaster which could supply some (preferably volumes of) oxygenated news. Hear the blood curdling pleas for present company to enact the most dastardly deeds ... soon, with the proviso that the beseecher be given the exclusive. Then you'll understand.

Recently we've been though the leanest time of the year for news, the summer — news you see is also seasonal. Earlier, before the weather came to the rescue, the jumbos crashed, and the statues moved, it did look as though news would be in short supply. And during that lean period one day a rumour came through that President Reagan had had a heart attack ... the delight of a journalist on duty at Sunshine that day had to be seen to be believed. The cries of utter joy brought the neighbours from far and near who thought a tragedy was at hand, but were relieved to see the joy of our staffman, and hear that President Reagan had had a heart attack ... only.

There was of course nothing personal in this reaction to the American President's imminent demise ... 'though it would be true to say that, off duty, Mr Reagan didn't feature on our overjoyed individual's list of favourite people. No, simply the story would run and run. News not just for the next hour, but for days, with funerals etc. And then the reports were denied by the White House.

There is nothing really like a god assassination, a spectacular and especially mysterious disaster, the outbreak of a war, and such, to re-invigorate the hapless broadcast journalist with a renewed sense of the goodness of God. Life seems worthwhile again ... at least until the next News.

You've seen 'The Front Page' ... it fades into mild farce compared to that blackest of all comedies, 'The Next Bulletin'.

Frankly, though it has to be said we do welcome 'the grave event' in the News Department, it's simply because we know that's what you want to hear about and we can supply you with the information. Our difficulties begin when things are quiet. Then we have to forage around for news that is relevent or of interest, and this can turn into an exercise in the portrayal of desperation, as new angles are sought on ageing stories, and comment which might revitalise a fading controversy is courted. In all of this one has to be careful to avoid a situation where news/controversy ends up simply being encouraged by the journalist ... our brief after all is to convey information, not generate it.

So what about the 'Sunday Times' journalist who it's said created the controversy over the B.B.C. 'Real Lives' programme about the North, which eventually led to almost all broadcast journalists in Britain and the North downing tools, as well as a major clash between management and Governors at the B.B.C. itself, not to mention the worldwide publicity and the damage the entire controversy has caused to the B.B.C.'s reputation since. Did he overstep the mark? Did he set up the story?

For you see he knew about the 'Real Live' programme before Mrs Thatcher and when he questioned her about her reaction to 'terrorists' being interviewed on the B.B.C., she replied that she would "condemn it utterly", no doubt under the impression that she was talking about a hypothetical situation. When she returned to London she discovered otherwise and had to do what she said she'd do. Was she set up by a controversy-hungry journalist? Would there have been any controversy at all if she hadn't been questioned as she was in Washington? It's a matter for speculation.

However it comes too near the generation-of-news category for many journalists to feel happy with. But look at all the news it generated.

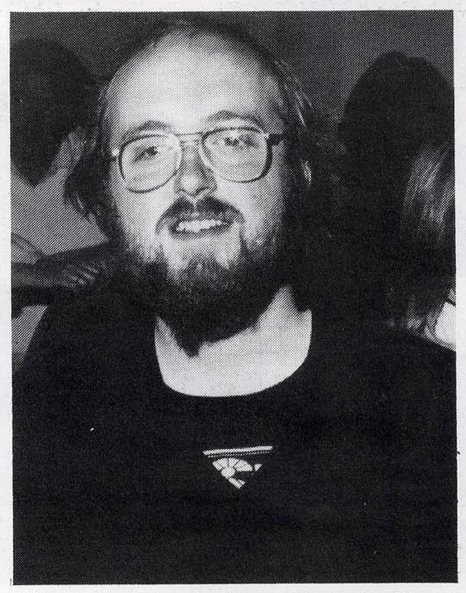
Some would say it was the type of carry-on by a journalist that places the profession along with politics, and door-to-door sales at the bottom in public esteem.

No, we are not (all) sadists in the News Department. We have a job to do which involves the collation of information dealing oftentimes with death and destruction, and it's presentation in a generally detached and impersonal manner.

Like any other profession we do not allow our personal feelings interfere with our work because it would reduce our ability to provide a proper service, but this doesn't mean we are not touched by the material we deal with any more than a doctor by the pain of a patient or a solicitor by a particularly distressing case. It's the job.

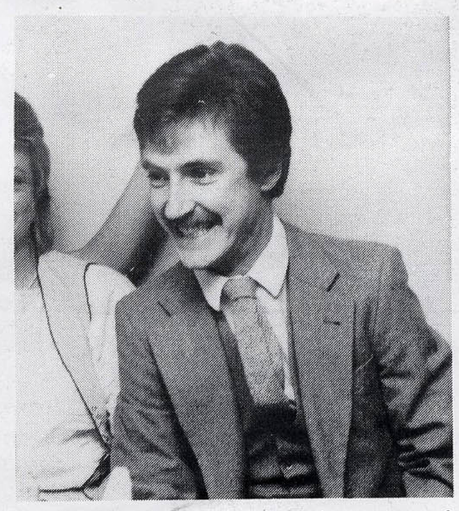
WHO

Patsy McGarry casts a fond eye



Stephen Plunkett ... *Deputy Head of News, and King of Comedy. A man of extraordinary humour and originality, he is one of the most respected journalists at the station. A fine sense of the anarchic doesn't interfere with his professionalism but helps entertain and enliven in a truly guaranteed-Irish fashion.*

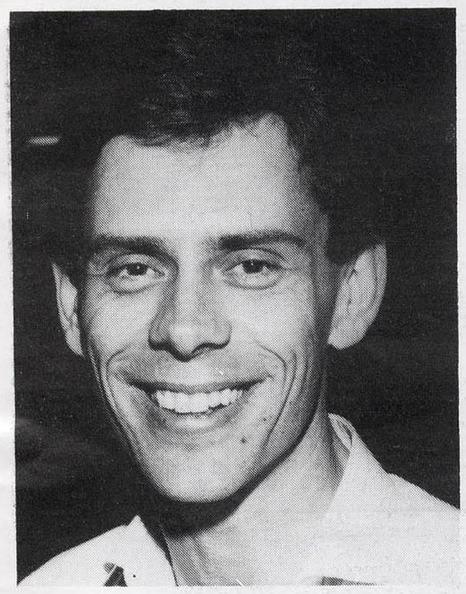
A man of many parts, few of them private, his natural rebelliousness is to be expected from a pedigree which includes a saint, Oliver Plunkett, and a national martyr, Joseph Mary Plunkett. However he has no intention of losng his head either actively or figuratively. A creature of this world, he intends as far as possible combining his work with his passions. To this end he will soon be combining study at the National College of Art and Design with his journalism.



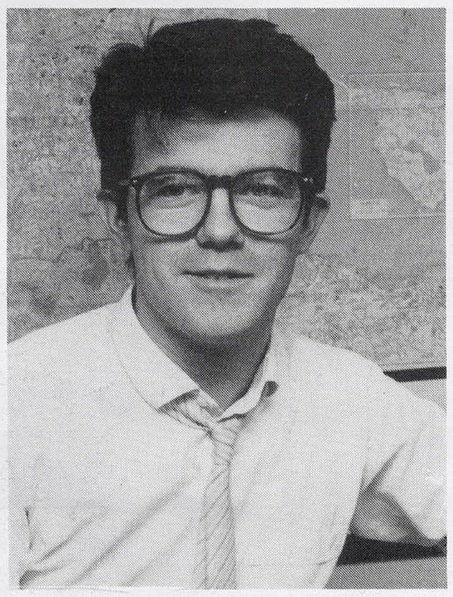
Justin McKenna ... *Another man of unusual and diverse experience and talent. He worked in Beirut for a time as a teacher of English and eeked out a little additional lucre by drawing cartoons for local papers. The News Department is overlaid with many witty cartoons from this man whose penchant for the succinct and humorous comment in his drawings has attracted a host of admirers here at the station. A diligent and intelligent journalist he has a way of eliciting information and stories through charm, which cannot be emulated, simply envied. He is also blessed with a marvellous voice.*

ARE THESE PEOPLE?

er his team — Sunshine's Super Sleuths.



Bob Powell: *Probably the most determined and dogged journalist at the station, Bob has established personal ... telephone ... relationships with people of the most diverse and hostile opinions on this island, – such is the man's passion for the facts ... and such is his natural bon homie. His hunger for News, dedication, and competitive spirit have to be seen in action to be believed ... to use a very original phrase. And here is another man with an extraordinary voice. Of a completely different quality to Justin's mellifluous tones we sometimes believe that Bob has no need of a microphone to reach the Dublin populace!*



Garry Miley: *A former Deputy Head of News, Garry is at the moment on a brief leave of absence in New York. A workaholic, and one of the people most instrumental in helping us establish an independent news service, Garry is one of two architects on the Team. In many ways Garry is probably the most disciplined journalist among us, and a man relied upon by all of us for the accuracy of his detail ... possibly derived from his training in draughtmanship, and transferred. Garry will be returning to us later in the year.*



Joyce Jackson: *Another U.C.D. person, Joyce too is on leave of absence – in London – at the moment, to return next month. A mature student of politics and economics she was the only journalist in Dublin who succeeded in getting Geraldine Ferraro to speak to her during the recent visit. A determined woman with a keen, cool intellect, she has the instinct and drive to be not just a good journalist, which she is ... but to be a great one.*



Caroline Callaghan: *The longest serving member of the News Team, Caroline has been covering weekend news ever since the service began. A very attractive lady with a majestic voice, Caroline in her capacity as a weekender is responsible for linking and maintaining a continuity on Sunshine's news service.*



Eileen Fitzgerald: *Another architect ... and quite a brilliant one, Eileen has also been one of Sunshine's regular part timers over the years.*

Here is a lady of great ingenuity, and a sleuth who would make old Holmes self conscious.

(More on page 30)



Cathy Creegan: *The darling of the News Department, and 'though its youngest member one of the most experienced broadcasters at Sunshine. Cathy is probably one of the top female newsreaders in the country, without any exaggeration, and probably the favourite with Sunshine listeners. But wht would you expect, her mother Kay was the first presenter on RTE television. She has been working in Radio for over six years having begun while still at school. Similar to Justin she has also been involved in presentation, and had her own programme on occasion.*

GETTING THERE

It is not exaggeration to say that the single most important date in the history of the News Department at Sunshine was Friday, June 7th, 1985.

For on that date a top level meeting of the National Union of Journalists in London decided to accept as members seven staff from the station's News team. And so ended a prolonged struggle by those seven applicants; a struggle which began thirteen months previously, in April 1984.

The reasons for the protracted delay in processing our applications were due to initial uncertainty about which Branch of the NUJ they should go to. However, fair play and the basic integrity of union officers saw to it that we became members. Their decision was based simply on NUJ regulations, with which we comply both in spirit and to the letter.

In January of this year officers from the union visited us at Sunshine and observed our news gathering methods. Afterwards we were told that they were "overwhelmingly" in favour of our acceptance into the Union.

It is a matter of some pride to the News staff at the station to have our efforts recognised, and compensates somewhat for the persistent belief that we ... like all 'pirates' ... plagiarise. In fact we do not, and plagiarism is practised less and less at other stations also. Though it cannot be denied that plagiarism was once the norm in these stations as it was with the national network at the beginning — Mr Maurice Gorham, a former Director of Radio Eireann, had this to say in his book 'Forty Years of Irish Broadcasting', ... '2RN had only one news editor; negotiations with Dublin newspapers and news agencies had not been successful and to start an opposition news service would have been too expensive. In fact, it was to remain a slur on Irish broadcasting that it continued to lift its news without acknowledgement or payment for the first twenty years'.

Which simply goes to prove that all beginnings are crude ... 'though some take longer than others to straighten themselves out!

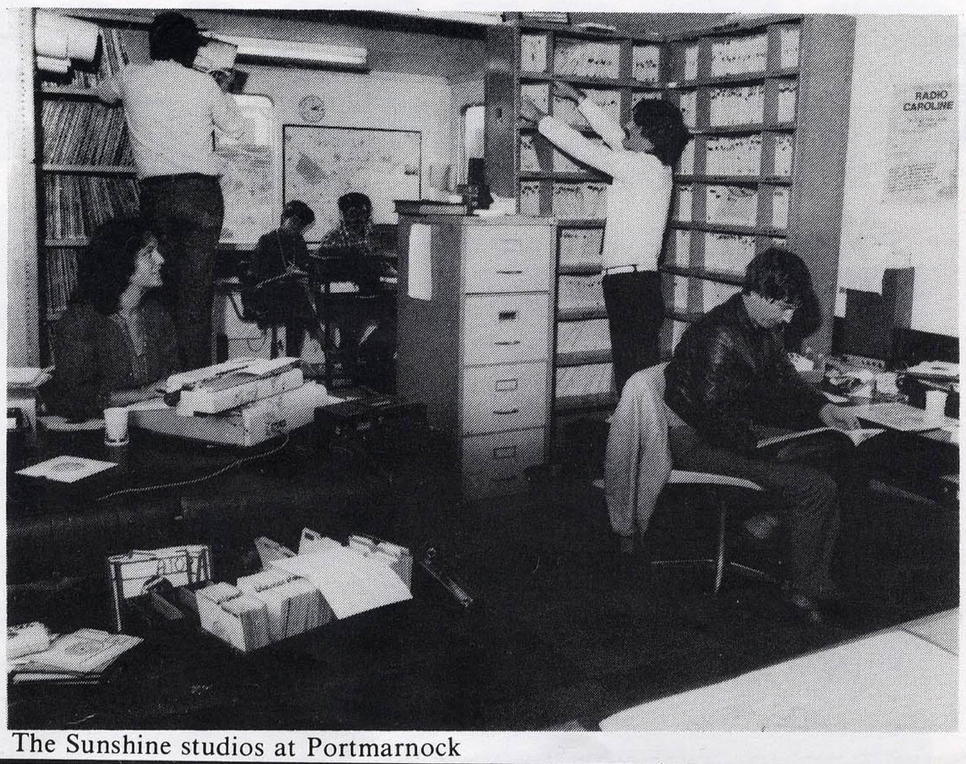
But in the News Department at Sunshine we are not simply proud of securing NUJ membership against such odds, we are equally proud of the service we can provide with limited resources. Like David when confronted with Goliath we adopt the approach of intelligent resourcefulness when confronted with the sheer size of muscle available to our competitors. Such is the only practical strategy available to the weaker party in any contest, and to date it has stood us in good stead.

As a team, one of our most predominant traits is our competitive streak. We have a keen sense of challenge and thrive on the delight of being able to beat a competitor to it when the odds are apparently so much against us. It must not however be assumed that this hunger to be the first 'with it' leads to a drop in standards ... quite the opposite indeed ... for part of such delight is being able to provide a high and consistent standard of accuracy and detail also. On the grounds of enthusiasm, commitment, and tried ability we feel confident when we observe our competitors. And the road is long.

Looking to the future, more immediately we hope to re-introduce our twenty four hour service, and would like to do so much more in the current affairs area but again the opportunity to do so is heavily qualified by the availability of resources. We shall see ... Further ahead we look forward eagerly to the introduction of Local Radio and the 'ordering' of the present situation. We would hope this advance in Broadcasting in Ireland will provide lots of opportunity for new ideas and styles, especially in the News area.

However for the moment we live with uncertainty ... the essence of the human condition some would say. But isn't uncertainty and risk always at the root of vitality? And here's to vitality, to life, and the human condition ... without which there could be no news.

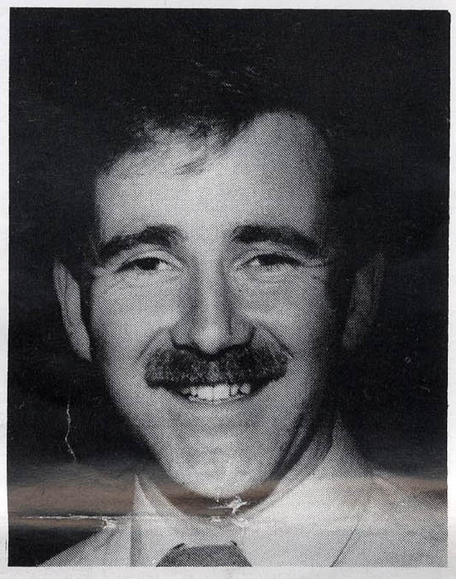
Then where would we be!



The Sunshine studios at Portmarnock

(From page 29)

Donald Hughes: *Donald covers the Sunday morning shift and also does the newspaper review for the Sunshine Cake. Another accomplished man he has qualifications in drama, and speech. Aprt from myself he's the only 'Culchie' on the News Team.*





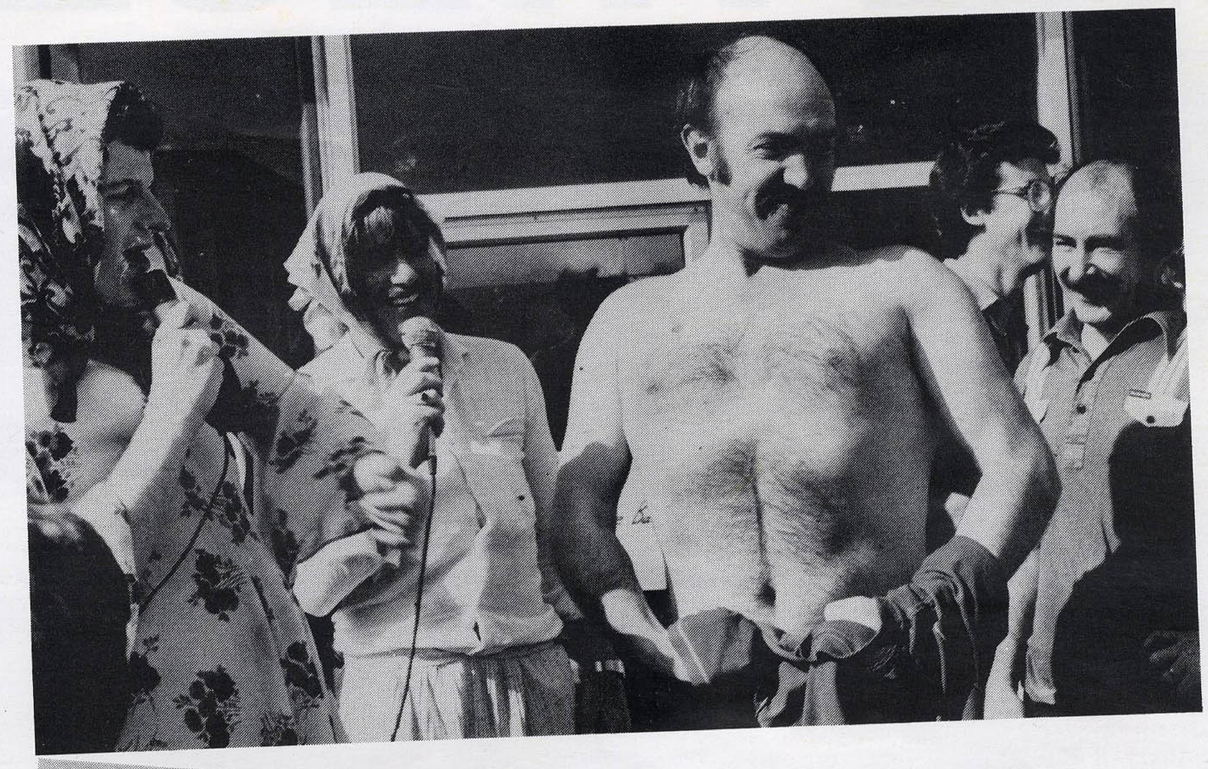
Avril Hoare: *Avril is the station film reviewer and enjoys all the privileges appertaining there to. She also broadcasts the review on the Sunshine Cake every Sunday. As well as that she's responsible for compiling all the traffic reports, community information, and back up material used on the station. And on top of all that she's the able assistant to the Studio manageress at Sunshine, that irrepressible, perpetual 29-year-old, and Madonna of the masses – Shelagh O'Donnell.*

Lastly there's myself, **Patsy McGarry.** *I don't say 'lastly' out of any sense of an appropriate but possibly false modesty which people adopt when asked to talk/write about themselves. Frankly, I find it very difficult and a bit of an uncomfortable navel exercise.*

I am a graduate of U.C.G., where I studied English, History and Geography ... and did a little ... very little ... post grad work in English. I did the H.Dip. and taught at home in Ballaghaderreen and here in Dublin before ending up in Bolton St. where I taught Politics, History and a modicum of primitive Economics. I became involved in Sunshine more by accident than design. A friend who was Head of News here at the time and whom I met originally through a presentation course at R.T.E. asked me would I fill in for Cathy while she went on holiday. I enjoyed the work so much I abandoned plans to spend the summer abroad and persuaded Robbie to take me on for the summer.

I returned to school in September, continuing at Sunshine part time until December '83, when Robbie offered me worthy terms to go full-time. I decided to take my chances as there was no doubt which work I enjoyed most and could see most potential in. Many would have considered my decision foolhardy from a practical view at the time but, apart from bouts of anxiety, I've never regretted it. I love the work and am privileged at a time when the recession has forced so many to be satisfied with dull and uninspiring work to feel as I do, about what I do. Of course the situation is by no means perfect ... but we're getting there, and we're very much alive.

HAPPY DAYS!







DE-CIDER-ATA

Tread carefully amid the Sands and Dales
And remember what peace there used be in silence
As far as possible without 'shedding' be on good terms
With all persons and Colin
Speak your truth quietly and listen to Pat Courtenay
Even the dull and ignorant ... they too have their story
Avoid Avon and tee hee types ... they are vexations to the spirit
If you compare yourself with R.D. or G.B. you may become vain & bitter
For always there will be greater and lesser persons than yourself
Enjoy your achievements as well as your plans
Keep interest in your career whatever about the bank
It is a real possession in the changing sands of time
Exercise caution in your business and other affairs
For that Baggot St crew are full of trickery and influenza is rampant
But let this not blind you to what virtue there is
Pat Harkin & his crew strive for high sales and everywhere life is full of ulcers
Be yourself, especially do not feign affection (See Cathy for details)
For in the face of Tamangos it is as perennial as Pat & his wheels
Take kindly the counsel of the years and, like Patsy, gracefully
Surrender the things of youth ... yip Bill ... your chains must go!
Nurture strength of spirits, pints, poteen or whatever you can find
To shield you from sudden misfortune
But do no distress yourself with imaginings
Many fears are born of fatigue and drunkeness ... besides they're probably true

Chorus:
You are a cog in the Sunshine Wheel
More like the trees than the stars ... you have no right to be here ... Jim says ...
And whether or not it is clear to you
Soon RTE will be unfolding as it should
Therefore be at peace with Robbie ... Whatever you conceive him to be
And whatever your hours in the confines of the studios
Keep peace with your soul (Tony Dixon 6-9 Sat)
With all its memos, slamming doors and broken cart machines
It is still a beautiful radio station
If you must be careful, strive to be happy (Whoever he is)

Author Unknown

The

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On It's 5th Birthday

The Staff and Patients of the Clinic send special thanks to all of Sunshine's staff and listeners for having raised over £100,000 for the work of the Clinic in the course of Sunshine's Five Annual Auctions On The Air and other Fundraising Activities on our behalf.

Here's To The Next Five Years!

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