



## Membership Of The Applicant

### (A) Members – Relevant Background & Experience:

In assembling our group, **Limerick's Heart FM** has brought together a unique mix of Irish radio professionals (all with experience and knowledge of the Limerick market) and successful local business and entertainment figures to ensure that the best Management and Board members are in place to facilitate the successful launch and operation of the station.

The following are the members of the **Limerick's Heart FM** group:

- Michael McNamara (Chairman)
- Seán Ashmore
- Tony Brazil
- Matt Dempsey
- Mike Hogan
- Noel Hogan
- Ciara O'Connor
- Ronan O'Connor
- Fergal Lawler
- Will Leahy
- Edel Ryan-Madigan
- Pat Shortt



### **Michael McNamara (Chairman)**

Michael McNamara has lived in Limerick all his life. For twenty years he was the voice of Limerick on RTE 2FM presenting weekly programmes from the RTE Limerick Studios into the national network. In 1999 Michael moved from 2FM to the Limerick based RTE Lyric FM where he presented a number of programmes until 2004.

Michael was nominated for a Hot Press Radio award in 1996 and has also appeared on RTE TV as a presenter on The Beat Box and the Golden Voice of Ireland. Michael has a strong involvement in the Limerick Community and has been involved in the annual St Patrick's Day Parade for the past 30 years.

Michael's interest in local radio goes back to 1974 when he was chairman of the RTE Community Radio Experiment in Limerick. Michael is Director of HSI Limerick Business School, O'Connell Avenue, Limerick.

### **Seán Ashmore**

Seán is a seasoned Irish radio professional with 18 years experience of the Irish radio industry. Seán is a former Chief Executive Officer and Director with Limerick's Live 95FM (Treaty Radio Limited).

Seán is a Director of East Coast Radio Limited (East Coast FM), County Kildare FM Radio Limited (KFM) and Star Broadcasting Limited (Dublin's Country Mix 106.8FM). Seán spent a period of 10 years as Chief Executive Officer with East Coast FM and the past two and a half years as Chief Executive with Dublin's Country Mix 106.8.

Previously Seán has been a Director / Chairman of INN (Independent Network News), and a Director of IRS (Independent Radio Sales), IBI (Independent Broadcasters of Ireland), News 106 Limited (Newstalk 106FM – Application stage) and was a member of the National DAB (Digital Audio Broadcasting) Forum.

## **Matt Dempsey**

Matt has been involved with the Irish radio industry for over 16 years working in station management for 12 of these. Matt is a former Programme Controller with Limerick's Live 95FM (Treaty Radio Limited).

Matt has been working in Programming in Irish Independent Radio since its inception. Matt has worked with stations in Carlow / Kildare, Tipperary, Cork, Dublin and was part of the launch team at Limerick's (New) 95FM in 1997. Matt spent over five years as part of the management team running the Limerick station and then moved to Cork's Red FM as Programme Controller. Matt is currently working with Dublin's 98FM.

Matt put in place many of the programming strategies that established 95FM in its early years. Matt initiated live foreign rugby coverage at Limerick's Live 95FM during his tenure as Programme Controller. Matt also won the 'Contribution to Irish Music Award' (for Munster) in 1992 and was awarded 'The Fair Play for Airplay Award' (for Irish music) in 2001.

## **Mike Hogan**

Limerick native Mike Hogan, along with his brother Noel, were two of the forming members of one of Ireland's best know bands The Cranberries.

The Cranberries are one of Limerick's best known exports and have achieved critical acclaim in many countries around the world.

Mike lives in Limerick and owns & operates a restaurant on Limerick's Catherine Street called The Sage Café.

## **Noel Hogan**

Limerick native Noel Hogan is one of Ireland's most successful musicians. In 1989, as a guitarist, he formed the multi-platinum selling rock group The Cranberries, with his bass-playing brother Mike and drummer Fergal Lawler (the group's singer Delores O'Riordan joined later).

The Cranberries went on to become one of the best known bands in the world, notching up major record sales in Ireland, the UK and the USA, producing numerous hit singles and two multi-platinum albums 'Everybody Else is Doing It, So Why Can't We?' and 'No Need To Argue'.

Noel is presently pursuing a music project under the title of 'Mono Band'.



### **Ciara O'Connor**

Ciara has spent over 10 years in the Irish radio industry along with a two year period working with over 20 UK stations as a sales / revenue creation consultant. Ciara is a former Sales Manager with Limerick's (New) 95FM (Treaty Radio Limited).

Ciara is the General Manager of East Coast FM. Ciara has also worked with Dublin's 98FM in direct and agency sales. Prior to East Coast FM, Ciara worked with New Revenue Solutions (NRS) in London, where she consulted over 20 radio stations in England, Ireland, Scotland and Wales, assisting Management and sales teams with revenue generation. A significant part of this role involved training all station personnel on how to sell the benefits of Radio Advertising.

Ciara is a Director of Learning Waves and is Chairperson of the (Learning Waves) Sales Sub-Committee. She has conducted sales related training sessions with numerous Irish radio sales personnel.

## **Ronan O'Connor**

Limerick resident, Ronan O'Connor (through his company Radio Services Ltd) has been working with Irish radio stations for the past 17 years providing engineering / technical expertise and support.

Ronan is a former Station Engineer with Limerick's Live 95FM (Treaty Radio Limited).

Ronan's client list includes Ireland's leading National, Regional, Local and Community radio stations. Ronan also works with some of the largest broadcasting organisations in the world, providing them with technical support when creating programme output from Ireland. Ronan was also instrumental in the technical set-up of Ireland's first satellite station, Irish Satellite Radio, which was based in Limerick.

Ronan was responsible for all technical aspects of the construction, fit-out and set-up of the current studios for Limerick's Live 95FM.

## **Fergal Lawler**

Limerick native Fergal Lawler is one of Ireland's most successful musicians. In 1989, as a drummer, he was one of the founding members of the multi-platinum selling rock group The Cranberries, along with bass-player Mike Hogan and guitarist Noel Hogan (the group's singer Dolores O'Riordan joined later).

The Cranberries went on to become one of the best known bands in the world, notching up major record sales in Ireland, the UK and the USA, producing numerous hit singles and two multi-platinum albums 'Everybody Else is Doing It, So Why Can't We?' and 'No Need To Argue'.

More recently Fergal has been collaborating with other local musicians and recording at his studio in Ballymorris.

## **Will Leahy**

Will is a Partner of Leahy and Partners Solicitors in Limerick; he has been involved in Irish broadcasting for 16 years including on-air broadcasting with Galway Bay FM and Dublin's 98FM.

In addition to being a local full-time Solicitor, Will also works with RTE, which he joined in 1996, and has presented a wide range of programmes for the organisation. Will has been the host of the 'Saturday Show' on 2FM since 1999 and has helped the audience grow to such an extent that it is now the number 2 rated programme on the station (after the Gerry Ryan Show). The 'Saturday Show' is broadcast from the RTE studios in Limerick.

Will has also presented a number of RTE television programmes including, 'Start Me Up', 'Streetwise', and the 'Friends Final Episode Theme Night'. Will has a recurring role as announcer of the contestants on the 'Rose of Tralee' telecast. Elsewhere he has also acted as compere on the Limerick International Band Parade and regularly comperes charity events in the region.



### **Edel Ryan-Madigan**

Limerick native, Edel Ryan-Madigan has 20 years of accounting and financial control experience with many different companies in Limerick City & County. Edel spent six years working with Limerick's Live 95FM as the company's Financial Controller (until 2005).

Edel is a former Director of Treaty Radio Limited (t/a Limerick's Live 95FM) and served on the Board of the company for a period of five years from 2001 to 2005.

During Edel's time with Limerick's Live 95FM she was a member of the management team running the station and was proactive in putting in place strategies that helped develop the station, whilst being conscious of company and BCI contractual obligations.

### **Pat Shortt**

Limerick resident, Pat Shortt is one of Ireland's best known and best loved comedians and entertainers. Pat started in comedy when he left Art College and with Jon Kenny he created 'D'Unbelievables', Ireland's most popular comedy duo. Together they performed their unique brand of comedy in theatres all over Ireland, Great Britain and The United States as well as various countries across Europe. They produced four critically acclaimed and sell-out shows as well as writing and producing chart-topping Videos.

Pat's operating company, Southern Comedy Theatre Company (SCTCL), was formed in 2002 at a time when there was very little available in the Mid West region by way of TV or film production facilities. Over the last four years SCTCL has developed into a major hub generating a series of radio, advertising and television credits. SCTCL has invested heavily in its production facility at Eastway Business Park, Ballysimon Road, Limerick.

Principal amongst SCTCL's credits is Killinaskully, now shooting its third series. Killinaskully has been a ratings champion for RTE TV since its pilot episode in late 2003. SCTCL has harnessed existing talent and developed new talent in the area.

**(B) Indicate When the Applicant was Formed, It's Current Legal Standing and Financial Standing:**

The individuals behind the **'Limerick's Heart FM'** group formally came together in March 2006 for the specific purpose of applying for the Sound Broadcasting Contract for Limerick City & County as offered by the BCI. A core group of the members has been working on the main concepts for this submission for approximately 18 months.

The current legal status of Heart Media Limited is that of a limited liability Irish company. The registered number for the company is 421702.

Heart Media Limited has commitments from its shareholders for an initial equity base of €1.8 million and Loan Stock of €750,000, with further funding available if required.

