

**RedFM**  
SOUTH WEST



**Submission to the BCI for the  
South West Regional Youth Licence**

April 2006

## Executive Summary:

- an exciting music intensive radio service for which there is a proven demand by under 35s;
- combining THE most experienced and tenacious youth radio development team in Ireland, with local shareholders who, in turn, have media experience throughout Munster. This is a market we know well, both demographically and geographically;
- over 200 years collectively of running youth oriented music driven services in Ireland;
- through our experience in Cork, sensitive to the differences between rural and urban audiences;
- backed by Cork's Red FM, the most successful new youth station in the country (greater audience success in its market than Spin FM or Beat FM);
- Cork's Red FM has achieved its launch plan of becoming the most popular radio service in Cork among under 35's and we know how to build this service effectively;
- in addition, in part of our research we played typical selections from the existing youth services in Ireland to our survey respondents, and our music mix was preferred by under 35's in the region;
- the station's viability will be enhanced by having a sister station which is identical in approach and brand name, while being geographically contiguous. Overhead savings will accrue also, to the benefit of both;
- the ability to market a leading youth music radio brand consistently across Munster will be the most efficient way to ensure the most exciting radio brand development can occur, while building on the existing high level of awareness for the brand;
- a service that will grow the radio market by developing a family of youth oriented radio services for most of Munster, affording both constituent services the opportunity to secure their future success and development through optimisation of resources;
- in addition to our primary studio in Limerick City we will create 3 separate permanent outside broadcast studios, in Tralee, Ennis and Roscrea;
- a wholly Irish owned consortium with extensive knowledge of the region;
- not distracted or compromised by having other services to protect in the region – either local or quasi-national;
- to avoid conflicts of interest we have chosen media partners from the region, but did not include radio operators from the region;
- strong financial commitment from a team with a proven record of staying with difficult youth services through the difficult years;
- Red FM is already the best known youth radio brand in the South West, even though it is not yet licenced in the region;
- over 38% of the target audience have already listened to Cork's Red FM in spite of very poor signal reaching them;
- a commitment to invest over €4,000,000 in the development of Red FM South West;

- two suitable premises identified;
- an understanding of the slow pace of growth, when introducing a new youth service to a mature local radio market;
- realistic expectations of the timelines to profitability (5 years) with funding committed for this entire period;
- we will be using Ireland's most experienced radio sales house, IRS, who are already experienced at selling the Red FM brand. Red FM South West will benefit from the existing client relationships that Red FM has in Dublin and across Munster;
- a transmission network which provides reception to 95% of the adult population;
- experienced in transmission problems in topographically difficult terrain (ie. Cork);
- affords the BCI the opportunity to create a new indigenous radio group as an Irish counterweight to the existing major groups;
- the applicant and its constituent shareholders are not approaching the limits of service ownership set by the BCI and, indeed are a long way below them.

\* 96FM and its sister service 103FM have a combined Listened Yesterday under 35 of 37% while Red FM on its own has 31%. No figures exist for either UTV service yet but will be published in the Autumn. At present the advertising community accept Red FM's claim to be the number 1 service under35 in Cork due to its high solo reach.

## Our Goals are to:

- create the most exciting, engaging and most popular youth radio service for young adults in the South West;
- to ensure that radio remains a compelling media choice for today's iPod generation in the South West, an area where the under-35's are poorly served at present by independent radio;
- present news, information and lifestyle programming which is relevant to the South West;
- develop a presentation style and station personality which is exciting, fun, credible and relates to young adults;
- provide an outlet throughout most of Munster for the Irish music of today and tomorrow;
- avail of the expertise acquired in Cork, to maintain a sensitive approach to issues from each locality within our franchise area, which demonstrates our understanding that the South West region is a set of communities, not a single community;
- identify strong independent local management and broadcasting talent who are strongly incentivised to succeed;
- create a shareholder base which combines the maximum level of radio management experience generally, youth radio management specifically and the broadest possible mix of Munster media experience;
- provide shareholder support of the highest calibre across the life of the licence. In particular we aim to bring to bear the level of shareholder tenacity already demonstrated by our shareholders in the development of youth radio services in Dublin and Cork;
- combine the greatest level of youth radio experience with Munster-wide press and media experience to ensure that the station has the greatest chance of success commercially.

## RED FM'S Background

The team behind Cork's Red FM and Red FM South West has at its heart the most experienced independent radio team in Ireland with unparalleled experience of building youth oriented music based services in Dublin and Cork.

## FM104

Our team includes the entire former shareholder base of FM104, Dublin's most popular radio station and the most successful youth service in Ireland, and the longest established BCI regulated station. This team supported the station through a very difficult infancy and through tenacity grew it from "worst to first" in Dublin. FM104 is now the model of what youth music radio can achieve, and today's FM104 management team are also represented on our board.

FM104 remains the leading youth service in Dublin in spite of the existence of a competing Dublin youth service established four years ago.

With experience dating back to 1989 this team has the highest level of knowledge of what it takes to build a youth service.

## Cork's RED FM

Cork's Red FM was launched 4 years ago into a robustly defended Cork radio market. It was the first youth specific independent service outside the capital and the first to tackle a mixed rural/urban franchise area with a youth offering, a factor which showed us that what works in Dublin would need significant modification in Cork.

Cork's Red FM is now empirically the fastest growing station in the state. In the last 10 months the station's market share of All Adults has doubled from 5% to 10.1%. In its target market – under35's- it has a daily reach of 31%, which means it can reasonably claim to be the number 1 service in Cork for under 35's. This was the founding ambition of Red FM and it has been achieved.

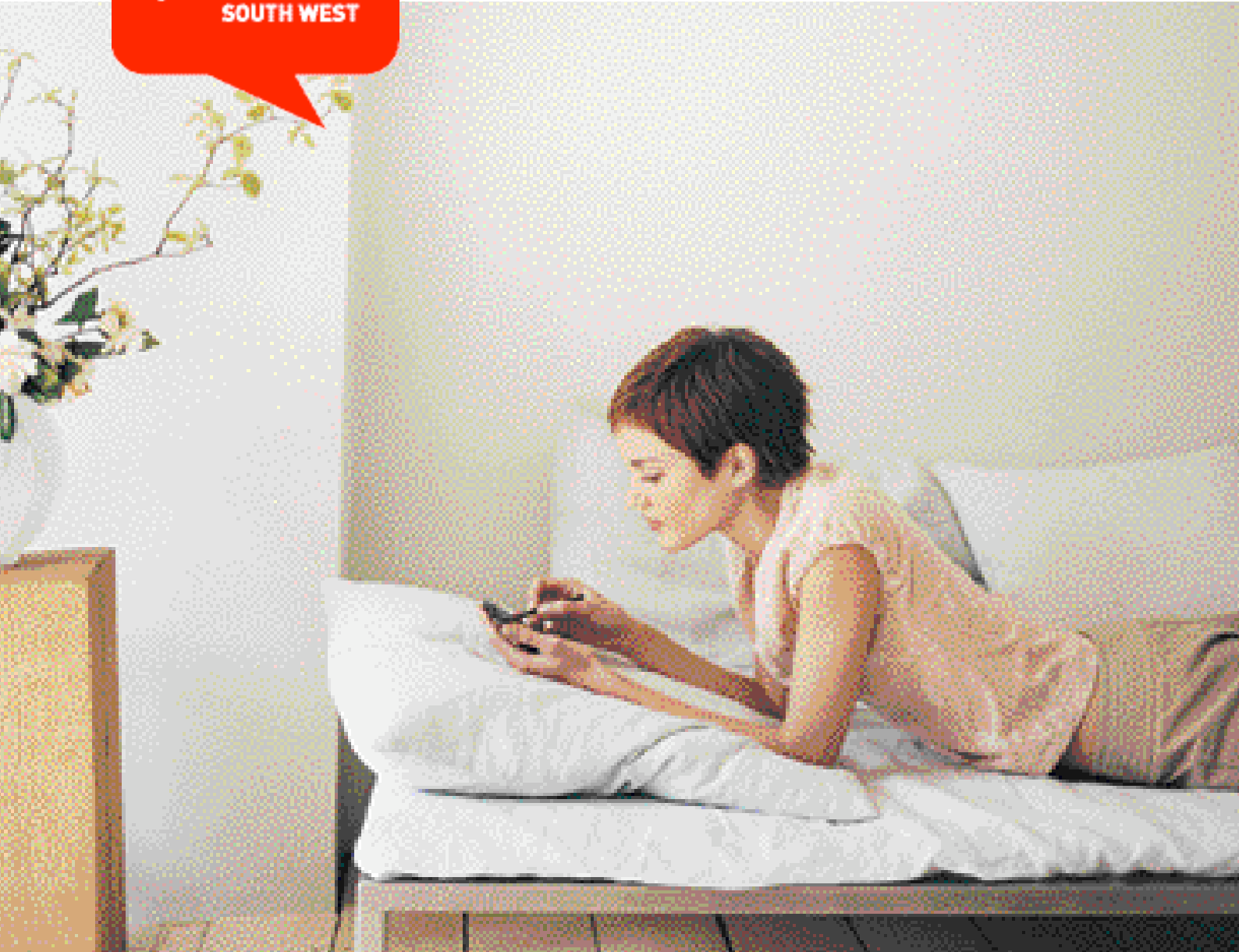
In the past year our audience performance has been converting to commercial success. Revenue for the past six months is up 21% over the previous year and the station has now reached viability independent of its shareholders. At time of writing Cork's Red FM is experiencing a 75% revenue increase against this time last year. 2006 will see Cork's Red FM deliver a small profit and 2007 is expected to show real profit outturn.

The decision to name the new station after the Cork station is a logical one, albeit a new departure in Irish broadcasting. Re-inventing each station as a uniquely named service is necessary when one is creating a service which differs from one's existing services. In this case we have developed a brand which is proven to appeal to this precise age segment, in the immediately contiguous franchise area. This brand is already known by 66% of under 35's in the SouthWest and 38% have already listened to Red FM. These figures are higher than those for the other youth services measured, Spin and Beat. The creation of a brand which covers more than one station will allow for a higher standard of marketing, more efficient in terms of cost and will contribute to the viability and future security of both.

The shareholders of Cork's Red FM have agreed to underwrite the costs of the station's investment in Red FM SouthWest.

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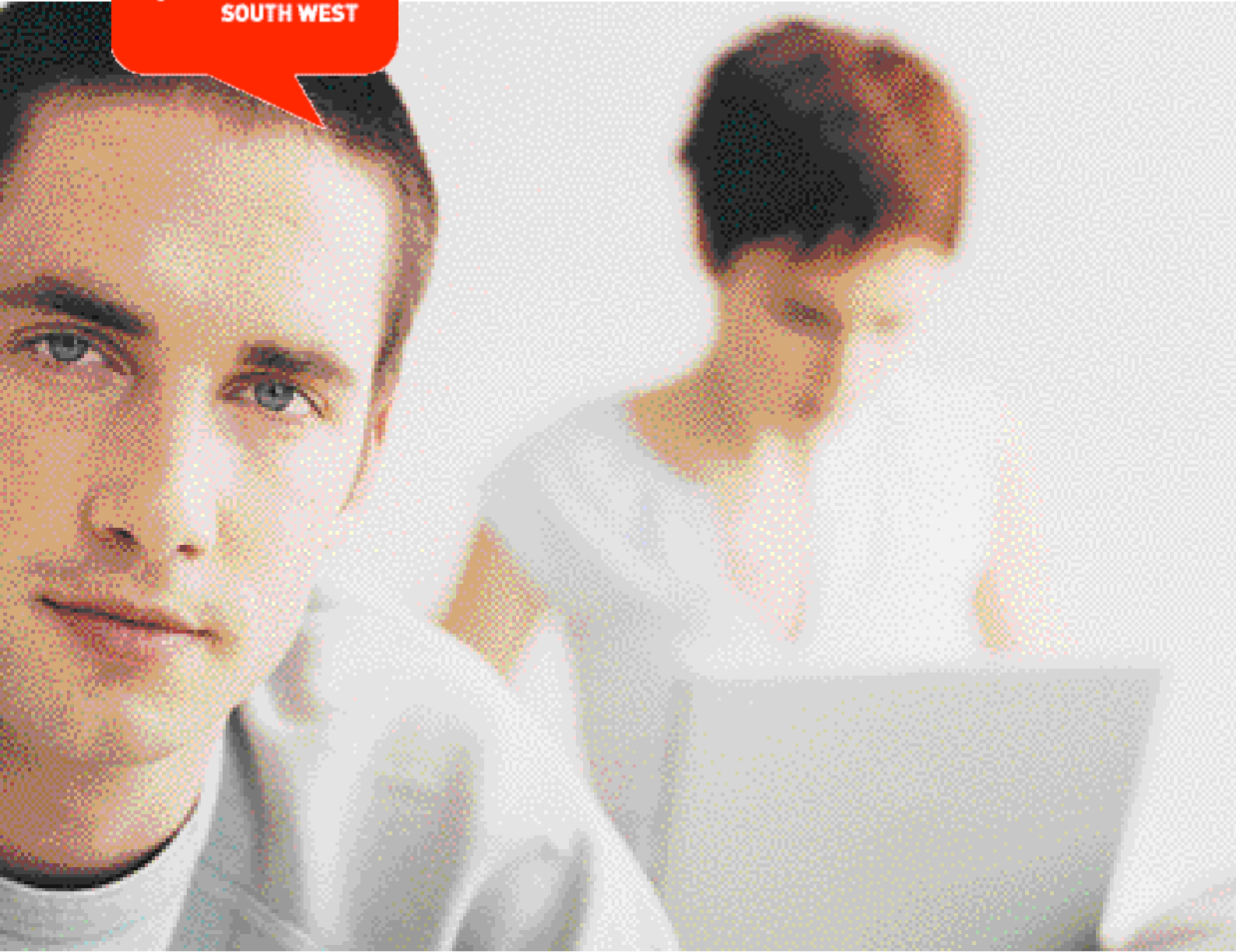


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# Section 2

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Introduction to the  
Applicant

**(a) Applicants name and contact details (contact person, address, telephone no, fax no, and email)**

The applicant will hold the Contract with the BCI and must be a single legal entity: either a body corporate or a named individual person. A copy of the Certificate of Incorporation must be included with the application where the Applicant is a body corporate.

The applicant company is Carrarush Limited

Address:

University Technology Centre,  
Bishopstown,  
Cork

Name: Paul Cotter  
Telephone: 021 486 5500  
Fax: 021 486 5501  
E-mail: paul.cotter@redfm.ie

The company was recently incorporated for the sole purpose of applying for the South West regional licence advertised by the BCI on 21st February 2006. (See attached letter from the Secretary of Siteridge Ltd re (certificate of Incorporation.)

**(b) Main Contact (For Public Purposes)**

Please nominate at least one individual to deal with any press or public enquiries

Name: Dermot Hanrahan  
Telephone: 087 257 8975  
Fax: 021 486 5501

Group's Main Contact Address  
University Technology Centre  
Bishopstown,  
Cork

**(c) Proposed Station Name (if decided)**

The proposed name for the service is Red FM South West

**(d) Brief Description of Programme Service**

Red FM South West will be a locally originated, music intensive service for the counties of Clare, Kerry, Limerick, North Tipperary and South West Laois (the South West) playing the best of today's music, aimed at the 15 to 35 audience. Speech programming will take the form of news and information with a daily news magazine and talkback show. Information programming will be lifestyle focused. The presentation style will be upbeat and pacy, with a reliance on light humour, fun and energy to appeal to the audience served.

## (e) List of Advisors

### Engineering & Studio Design

Andy Linton  
Total Broadcast Consultants Ltd  
City Enterprise Centre  
Waterford Business Park  
Cork Road  
Waterford

### Advertising Sales

Independent Radio Sales (IRS)  
Mount Street  
Dublin 2

### CARAT

Monkstown Crescent  
Monkstown  
County Dublin

### Research

Millward Brown IMS  
Dublin

### Hallett Arendt Marketing and Research Ltd

96a Curtain Road  
London EC2A 3AA

### John Porter (JNLR Data)

### Programming

Colm O'Sullivan  
Programme Director Red FM  
Curraheen Road Cork

Dermot Hanrahan  
2 Tivoli Terrace East  
Dun Laoghaire  
Co. Dublin

Carol O'Beirne  
CEO Designate and former Music Director  
Red FM  
Curraheen Road Cork

### Bankers

AIB  
Patrick Street  
Cork

### Solicitors

Ronan, Daly, Jermyn  
South Mall  
Cork

### Auditors

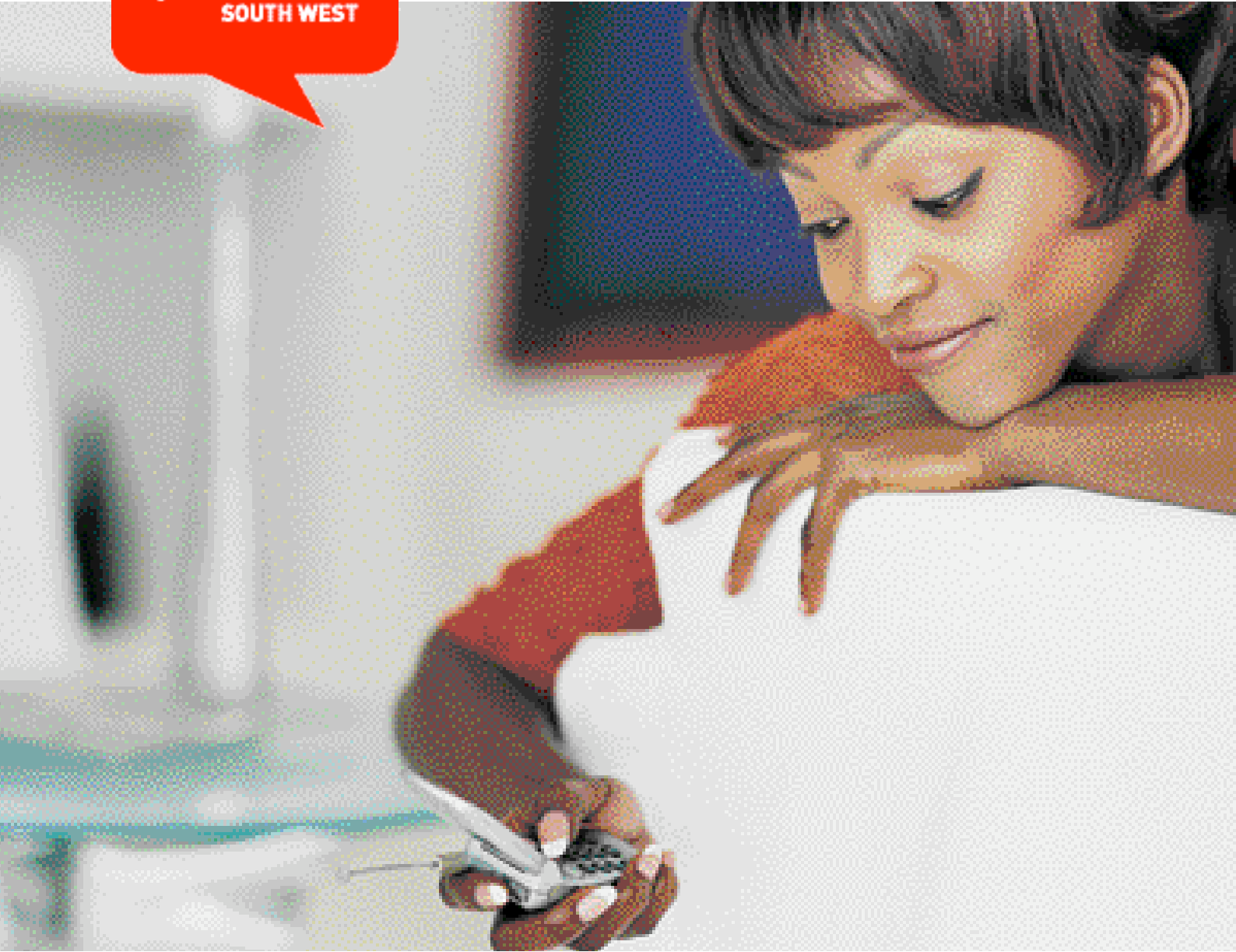
PWC  
1 South Mall  
Cork

### Summary:

- A radio company dedicated to building and developing a youth brand across Ireland;
- Building on the most successful new youth service in audience terms.

# Section 3

**RedFM**  
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**Membership and Description  
of the Applicant Group**



# Membership and Description of the Applicant Group



## Membership of the Applicant Group

### a) Please name the members of the Applicant and describe their background and experience.

The applicant group comprises a consortium of companies and individuals listed below.

NAME	SUMMARY OF BACKGROUND AND EXPERIENCE
Siteridge Ltd.	Siteridge Ltd T/A Red FM is the owner and operator of Red FM Cork, Cork’s under-35 music station. It’s shareholders include the ex shareholders and management team of FM104 and Thomas Crosbie Holdings Ltd.
Thomas Crosbie Holdings Limited	Thomas Crosbie Holdings Ltd is Ireland’s largest and fastest growing independent media company recently adding the Echo group of newspapers to its portfolio. Its other newspapers include The Kingdom. It is a founder shareholder in Red FM Cork.
Billy Ryan	Founder and Publisher of The Limerick Post, the largest free weekly newspaper in the Mid-West, Billy has 34 years experience in the publishing business in the Limerick area.
Sean Lyne	Publisher & co-owner of The Clare People, hotelier and property developer with significant interests in the Clare and Kerry areas.
Domhnall Slattery	Domhnall co-founded and is chairman of the Clare People, launched in June 2005 and now the fastest growing regional newspaper in the country. Through his equity fund Claret Capital he is also involved in the recently established TV station Channel 6.
Joe Carey	A Kerry native and well known auctioneer practicing in Cork, Joe was conferred “Kerryman of the Year in Cork” in 2004. Joe has long associations with Newcastlewest and Limerick City where many of his extended family reside. In recent years he has become involved with modern and Irish music bands for which he is also a promoter. His musical talents have passed to his children who are involved with bands in the South such as Jodavino.

### b) Please indicate when the Applicant was formed, its current legal status and financial standing.

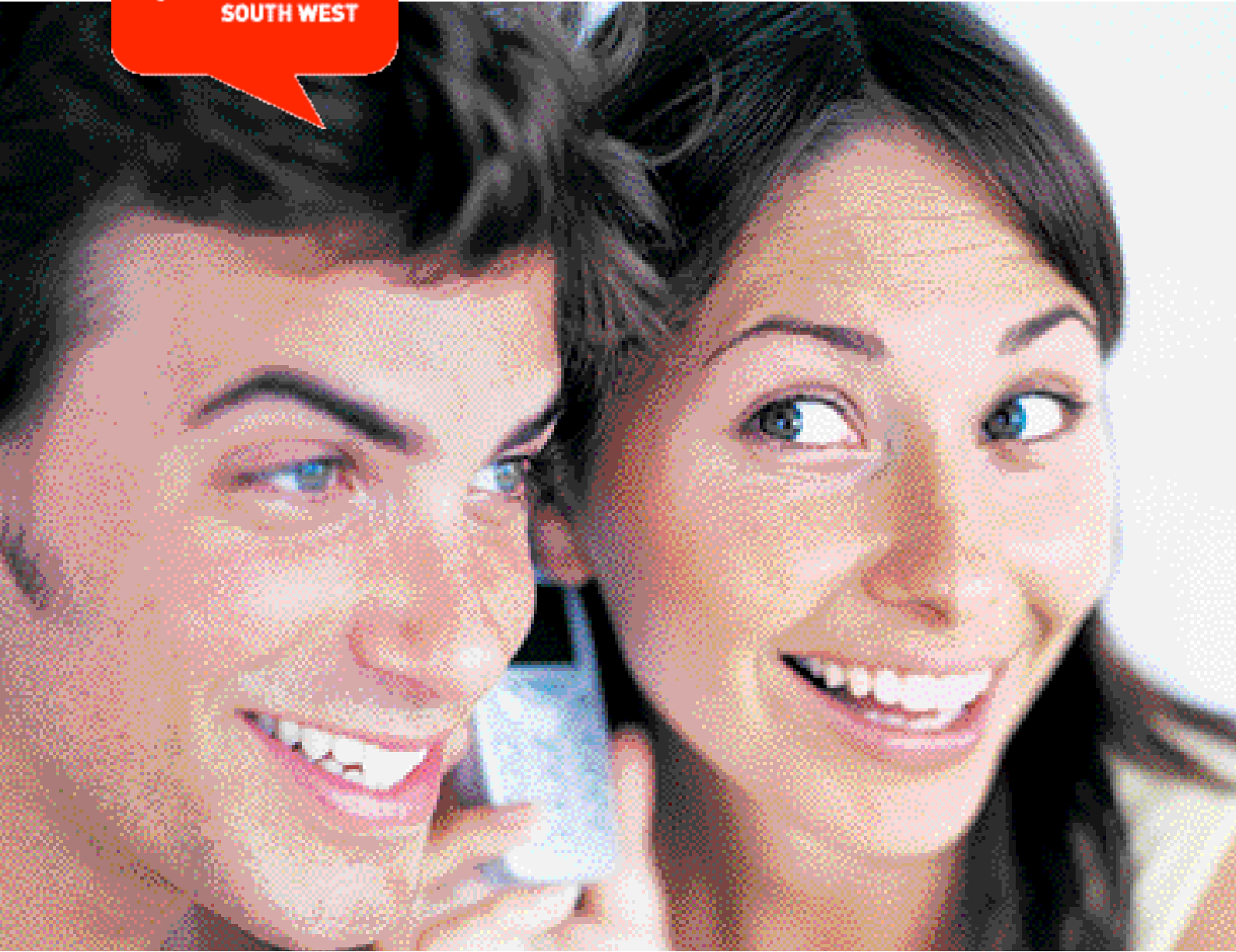
The group was formed in March 2006 when the BCI advertised the FM licence for the South West. The company was incorporated as a limited liability company on 19th April 2006 (see letter in Confidential Appendix). A copy of the Certificate of Incorporation is included in our Financial Appendix.

#### Summary:

- Extensive youth radio expertise. Local complementary media expertise;
- Features most experienced and most successful youth radio investors in the country;
- Combined with Munster’s most experienced media company, Thomas Crosbie Holdings;
- Local investors with extensive media experience in the region.

# Section 4

**RedFM**  
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**Ownership, Control and Staffing of the applicant which will Operate the Licence**



# Ownership, Control and Staffing



## 4.1 Board Of Directors

i) Please provide the following details in relation to each Director:

- The name, address, age, nationality, occupation and current occupation;
- Background, media and other relevant experience (in the context of the service proposed);
- Substantial interests held (directly or indirectly) in relation to any communications media;
- Control (held directly or indirectly) of any communications media (please refer to interpretation above).

ii) Please indicate who among the Directors is/or is envisaged to be appointed Chairperson.

iii) Please provide the same information as in i) above for any other individual whom the Applicant is considering to appoint a Director.

See page 10 and onwards which follow with details for each Director and potential Directors.



# Ownership, Control and Staffing



Name	Dermot Hanrahan
Address	2 Tivoli Terrace East, Dun Laoghaire, County Dublin
Age	46
Nationality	Irish
Occupation	Company Director and Consultant
Other Directorships	Tesla Media Ltd, Fusio Ltd, Fusio Holdings Ltd, Entertainment Networks Ltd, University of Limerick Foundation, Siteridge Ltd (trading as Red FM), The Reverb Fund Ltd, Envirosci Ltd, Independent Broadcasters of Ireland Ltd, Fexar Ltc
Media and Content Interests	See above

## Summary of background and relevant media experience

A native of Limerick and former resident of Clare, Dermot is a well known figure in Irish radio having been Chief Executive and shareholder of Dublin's FM104 (Capital Radio Productions Ltd.) for 13 years. During this time he effected a turnaround strategy which saw the station move from the bottom of the highly competitive Dublin market to the number one position it held for the past 8 years. He left FM104 in 2004 following its sale to Scottish Radio Holdings. While with Capital, Dermot was instrumental in developing a successful investment in Medianet, an internet service provider. He was Executive Chairman of Flycatcher Ltd., a new-media company which was comprised of three separate internet businesses.

Dermot remains actively involved in radio. He is a shareholder and director in Red FM - Cork's youth-oriented music station, which launched successfully 4 years ago. In Dublin, he was also a founder and former director of Dublin's talk driven radio service, Newstalk 106 FM.

Dermot is a marketing graduate, originally from Limerick. He commenced his career with Allied Irish Banks and has wide experience of entertainment, having been previously General Manager, Ireland at Virgin Retail, and Managing Director of Blockbuster Video. He was also a founder and director of ICAN, Ireland's leading internet advertising specialists.

In 2004, Dermot was invited to join the board of the University Of Limerick Foundation. This organisation is responsible for raising funding, nationally and internationally for the University. He is also a member of both the advisory board and steering committee of the University of Limerick Business School.

Dermot's considerable experience at managing Ireland's most successful youth radio station together with his local knowledge will be of enormous value to Red FM South West, especially during the launch period.



# Ownership, Control and Staffing



Name	Anthony Dinan
Address	Melwood, 8 Woodlands Demense, Montenotte, Cork
Age	58
Nationality	Irish
Occupation	Accountant/Director
Other Directorships	Thomas Crosbie Holdings Ltd, Examiner Publications (Cork) Ltd, Thomas Crosbie Media Ltd, Thomas Crosbie Printers Ltd, TCH Democrat Media Ltd, TCH Recruit Ireland Ltd, Studham Ltd, Waterford News & Star Ltd, Western People Ltd, Western People Printing, Q.V.C Stores Ltd, Evansbury Ltd, Chowpar Ltd, Sligo Weekender Ltd, Munster Free Ads Ltd, Kingdom Media Ltd, TCH Nationalist Ltd, Echo Publications (Cork) Ltd, Echo Publications (Limerick) Ltd, Thomas Crosbie Group, Motornet Ltd, Siteridge Ltd (T/A Red FM), Fairmile Close Ltd, Matt Talbot House, Provincial Publishers Ltd, Nationalist & Leinster Times Ltd, Carlow News & Printing Ltd, TIH (Ireland), TIH (Publications), Post Publications Ltd, Sunday Business Post Ltd, Post TV Ltd, National Small Business Development Conference Ltd, Irish Examiner Ltd, Irish Post Media, TCH Irish Post Ltd, Roscommon Herald Ltd, TCH Herald Ltd.
Media and Content Interests	See above

## Summary of background and relevant media experience

Anthony Dinan is Managing Director of Thomas Crosbie Holdings Limited and its subsidiary investment companies and has responsibility for finance in Examiner Publications (Cork) Limited. He joined the Group in 1980, prior to which he worked in the Motor, Constructions and Confectionary industries.

Anthony plays an active role on the board of Red FM.



# Ownership, Control and Staffing



Name	Billy Ryan
Address	11 Fernhill, North Circular Road, Limerick
Age	52
Nationality	Irish
Occupation	Publisher Limerick Post Newspaper
Other Directorships	Carnbeg Limited LP Publishing Ltd Baan Phutitrong Company Ltd
Media and Content Interests	See above

## Summary of background and relevant media experience

Billy established the Limerick Post newspaper in 1986. It is now the largest free weekly newspaper in the Mid West with a weekly circulation of 47,000 (ABC certified 30,123 and VFD 13,399), stretching from South Clare to Charleville with the largest concentration in Limerick city. He owns 100 per cent of the publishing company, Carnbeg Ltd.

Prior to establishing the Limerick Post, he founded the monthly free paper, the Limerick Consumer in 1976 which ran for 10 years until the opening of the Limerick Post.

He has 34 years in the publishing business in Limerick, and therefore has a wide knowledge of the media scene in the region. He is a hands-on manager/editor of the Limerick Post, with experience and knowledge of all areas of the business.



# Ownership, Control and Staffing



Name	Sean Lyne
Address	9 Riverside, Ennis Co. Clare
Age	36
Nationality	Irish
Occupation	Hotelier/Property Developer and Company Director
Other Directorships	Abbeybridge Bar & Restaurant Ltd, Aberdeen Arms Hotel Ltd, Avona Ltd, Benster Ltd, Bunratty Castle Gardens Property Management Company Ltd, Bunratty Developments Ltd, Clare College News Ltd, Clareabbey Developments Ltd, CLS Crystal Partners Ltd, CLS Landmark National Ltd, Curraha Ltd, Desar Properties Ltd, Dorling Ltd, Elite Catering Ltd, Field Enterprises Ltd, Gallanstown Properties Ltd, Gangarelli Ltd, Greenwood Catering Ltd, Hepton Developments Ltd, Irish Court Hotel Group Ltd, Kavali Ltd, Kenlet Ltd, Killarney Court Hotel Ltd, Kingsoak Taverns Ltd, Kylevalla Ltd, La Fontaine Ltd, Lakemarsh Holdings Ltd, Liffintown Developments, Lindora Properties Ltd, Merry Inns Ltd, Nisaba Ltd, Orsuno Ltd, Pemberely Catering Ltd, Pinelea Developments Ltd, Pugadar Ltd, Romarco Enterprises Ltd, Roslevan Centre Management Company Ltd, Rustview Holdings Ltd, SenoHotel & Property Company Ltd, Seri Dogrta Ltd, Shannon Court Hotel Ltd, Somerbourne Ltd, The Lahinch Golf & Leisure Hotel Management Company Ltd, The Liffey Valley Hotel Management Company, The Liffey Valley Hotel Nominee Company Ltd, Waterford Marina Hotel Ltd.
Media and Content Interests	See above

## Summary of background and relevant media experience

Sean Lyne is a well-known dynamic and energetic hotelier and business man in the Clare, Kerry region with substantial hotel interests in those areas. He recently purchased the Fitzpatrick Bunratty Hotel and is also involved in the Lahinch Golf & Leisure Hotel and the Killarney Court Hotel.

In recent years, he has also built up significant property interests in these areas and is currently involved with a consortium who are planning to re-develop the Clare County GAA Grounds, Cusack Park.

Sean co-founded and is a director of the Clare People. The Clare people was launched in June 2005 and is the fastest growing regional newspaper in the country. The most recent ABC figures show a circulation of 10,703.



# Ownership, Control and Staffing



Name	Carol O'Beirne
Address	Apartment 4, Windemere Court, Barretts Lane, Bishopstown, Cork
Age	29
Nationality	Irish
Occupation	Station Manager, Red FM , Cork
Other Directorships	None

## Summary of background and relevant media experience

Carol has worked in the Irish Radio industry for the last 10 years. During this time she has held a number of senior positions at Dublin's Lite FM, Dublin's 98FM and Cork's Red FM. She has been involved in a number of successful Radio licence applications namely Newstalk and Spin FM.

Throughout her Radio career Carol has gained vital knowledge in Programming, Sales, Marketing, On - Air and in the day to day management of a Radio station.

Carol is currently Station Manager at Red FM and is responsible for the day to day running of a successful youth oriented station. She has recently returned from Sydney, Australia where she was employed on a public relations project having previously worked in similar roles in the UK and Ireland, including the Millennium St. Patrick's Festival celebration.

## Other Directors that may be appointed include the following:

Name	Pearse Farrell
Address	Govilon, Church Road, Killiney, Co. Dublin
Age	54
Nationality	Irish
Occupation	Chartered Accountant/Business Advisor
Other Directorships	Bromley Communications Ltd, Farrell Grant Sparks Ltd, FGSA Ltd, Mirimar Holdings Ltd, FGS Corporate Finance Ltd, Molyneux Secretarial Services Ltd, Fingal Meats Ltd, Gormleys Ltd, Joe Duffy (Motors) Ltd, Lanemount Holdings Ltd, Olhausens Import Ltd, Olhausens Ltd, Vasser Ltd, Vienna Investments Ltd, Siteridge Ltd (T/A Red FM).

## Summary of background and relevant media experience

Pearse is a founding partner of Farrell Grant Sparks, Chartered Accountants and Business Consultants. His primary professional activity has been in corporate restructuring and insolvency practice, where he has been involved in a number of high profile cases include the Four Seasons Hotel and Parmalat. Pearse has wide ranging experience of financial matters and is an acknowledged authority on industrial negotiations.

He continues to have an active interest in media, and the entertainment industry. He was actively involved as a shareholder and director in the re-launch and successful turnaround of FM104 in the 1990's.

Pearse has been a director at Red FM since November 2003 and has played a significant role in developing that company's path to profitability.



# Ownership, Control and Staffing



Name	Alan Crosbie
Address	Ferrypoint, Rathmore, Kinsale, Co. Cork
Age	51
Nationality	Irish
Occupation	Company Director/Journalist
Other Directorships	Thomas Crosbie Holdings Ltd, Examiner Publications (Cork) Ltd, Thomas Crosbie Media Ltd, Thomas Crosbie Printers Ltd, TCH Democrat Media Ltd, TCH Recruit Ireland Ltd, Studham Ltd, Waterford News & Star Ltd, Gemrose Ltd, Chowpar Ltd, Q.V.C Stores Ltd, Munster Free Ads Ltd, Kingdom Media Ltd, TCH Nationalist Ltd, Echo Publications (Cork) Ltd, Echo Publications (Limerick) Ltd, Thomas Crosbie Group, Motornet Ltd, Siteridge Ltd (T/A Red FM), TIH (Ireland), TIH (Publications), Post Publications Ltd, Sunday Business Post Ltd, Post TV Ltd, National Small Business Development Conference Ltd, Irish Examiner Ltd, Irish Post Media, TCH Irish Post Ltd, Independent Radio Sales Ireland Ltd, Roscommon Herald Ltd, TCH Herald Ltd.

## Summary of background and relevant media experience

Alan has held the post of Chief Executive of Examiner Publications (Cork) Ltd since 1993. Examiner Publications (Cork) Ltd is a subsidiary of Thomas Crosbie Holdings Ltd which is an investment with a significant portfolio of media interests. The Thomas Crosbie Group has been in existence since 1841 and is currently in the fifth generation of the Crosbie family.

Alan began his career with the company of which he is now chief executive in 1972. However his experience in the media and newspaper industry is not confined to the family business. In 1976 Alan worked with the Sacramento Bee Company in California and the in the early 1980's worked with the major newspaper in Brisbane – the Courier Mail.

He is also a director and actively involved in Red FM.

## 4.2 Shareholding Structure

- i) Please detail the existing or proposed shareholding structure of the Applicant, specifying the total number of authorised and issued share capital, the class/classes of shares (ie. voting, non voting, preference, other etc.
- ii) Please set out the total value of the loan stock;
- iii) Please state:
  - a) the names and home addresses of all shareholders of the Applicant;
  - b) the names and addresses of the beneficial owners where shareholdings are in the name of a trustee or nominee;
  - c) the total number of shares (per class where relevant) and the issue price thereof subscribed by each shareholder; (including details of premium paid) and the percentage such shares represent of the total issued share capital of the Applicant
  - d) the amount of loan stock subscribed to by each shareholder;
  - e) if the Applicant is not yet constituted, please indicate the number, class/classes and price of shares to be issued to each investor, and the amount of loan stock to be subscribed by each investor.

NAME	ADDRESS	NUMBER OF SHARES	% HOLDING
Siteridge Ltd	University Technology Centre, Bishopstown, Cork	650	65%
Thomas Crosbie Holdings Ltd	97 South Mall, Cork	80	8%
Sean Lyne	9 Riverside, Ennis Co. Clare	45	4.5%
Domhnall Slattery	16 Ailesbury Road, Ballsbridge, Dublin 4	45	4.5%
Billy Ryan	11 Fernhill, North Circular Road, Limerick	90	9%
Joe Carey	23 Marlboro St, Cork	90	9%

All the above shareholders will be the beneficial shareholders. All shares will be issued at par value and carry equal voting rights. Loan stock as required will be issued in the same proportions as shareholdings.

- iv) Where a shareholder of the Applicant is a body corporate/entity, please provide the names, addresses and percentage of shares held by the shareholders of that entity.

NAME	ADDRESS	% SHAREHOLDING
<b>Siteridge Limited</b>		
Thomas Crosbie Holdings Ltd	97 South Mall, Cork	35.82%
Vienna Investments *	Molyneux House, Bride Street, Dublin 8	48.35%
Deanna Hallett	2 Molines Wharf, 100 Narrow St, London E14 6GP	3.33%
Tim Fenn	Hume House, Pembroke Road, Dublin 4	2.5%
Colm Hayes	59 Rockville Drive, Blackrock, Co. Dublin	2.5%
Margaret Nelson	22 Cranmer Lane, Ballsbridge, Dublin 4	2.5%
David Kelly	5 Cremore Drive, Glasnevin, Dublin 9	2.5%
Helena Kelly	4 Penrose St. Ringsend, Dublin 4	2.5%



# Ownership, Control and Staffing



\* The shares held by Vienna Investments are held in trust for the following individuals:

Name	Address	% Shareholding
<b>Vienna Investments</b>		<b>Holding in Siteridge</b>
Dermot Hanrahan	2 Tivoli Terrace East, Dun Laoighaire, Co.Dublin	11.89%
Jim Aiken	418 Lisburn Road, Belfast BT9 6PG	8.31%
Maurice Cassidy	24 Upper Mount Street, Dublin 2	8.31%
Pearse Farrell	Govilon, Church Road, Kiliney, Co. Dublin	8.31%
Ulick McEvaddy	Collinstown Cross, Old Airport Road, Co.Dublin	8.31%
Greg Sparks	22 Iona Drive, Drumcondra, Dublin 9	1.61%
John O'Callaghan	Fitzwilton House, Wilton Place, Dublin 2	1.61%
		<b>48.35%</b>
<b>Thomas Crosbie Holdings Ltd</b>		
Ardfoyle Holdings Company	97 South Mall Cork	33.33%
Hettyfield Holdings Company	97 South Mall Cork	33.33%
Newstone Holdings Company	97 South Mall Cork	33.33%
		<b>100%</b>

iv) Please indicate in relation to each of the existing or proposed shareholders of the Applicant:

a) Substantial interests held (directly or indirectly) in relation to any communications media. Thomas Crosbie Holdings Ltd own a wide range of newspaper titles in Ireland. The group also has a 15% interest in County Mayo Radio Ltd, 9% interest in N.W.R FM Ltd and 35.82% share as set out above in Siteridge Ltd T/A Red FM.

Siteridge Ltd owns and operates Corks youth music station Red FM.

Billy Ryan owns 100% of Carnbeg Ltd which is the publishing company for the Limerick Post newspaper.

Sean Lyne and Domhnall Slattery are the founders and joint owners of the Clare people, owning approximately 45% each. Domhnal is a 25% shareholder and non-executive Board member of Newgrange Pictures Ltd (an independent feature film production company) and through his investment vehicle Claret Capital Domhnal controls approximately 10% of the ordinary shares of the recently established TV station Channel 6.

Dermot Hanrahan owns 27% of the internet portal Entertainment Ireland.

b) Control (held directly or indirectly) of any communications media ;  
As set out above

c) Recent financial history  
Thomas Crosbie Holdings is a substantial media company which is known to the BCI.

Siteridge Ltd is well known to the BCI as the owner and operator of Red FM. It's shareholders, listed above, have agreed to underwrite the investment in Red South West pro-rata to their shareholdings in Red FM.

Billy Ryan owns 100% of the Limerick Post and is its full-time manager and Editor. He is also the co-founder and 20% shareholder in a property development company in Thailand.

Sean Lyne is a prominent hotelier and property developer in the South West Region. He is co-founder and joint owner of the Clare People and director of Frontline Leisure.

Domhnal Slattery is chairman and managing partner of Claret Capital, a private equity fund based in Dublin. Prior to that he was Managing Director of Structured Asset Finance for Royal Bank of Scotland, with direct responsibility for global business lines with a combined balance sheet of £25 billion. The aircraft financing advisory firm he established in 1994 was acquired by Royal Bank of Scotland in 2001.

Joe Carey is Chairman of Remax Cork & County Auctioneers and is a Director and shareholder of a number of substantial property development companies in the Southern region.

- iv) Where there are Shareholders' or other agreements in existence or proposed in respect of the applicant, please provide details of the provisions of these agreements, ie. envisaged exist mechanisms and conditions, pre-emption rights etc.

A shareholders agreement will be put in place which will be modelled on the current shareholders agreement governing Siteridge Ltd T/A Red FM, a copy of which is included in the Confidential Appendix.

### 4.3 Management Structure

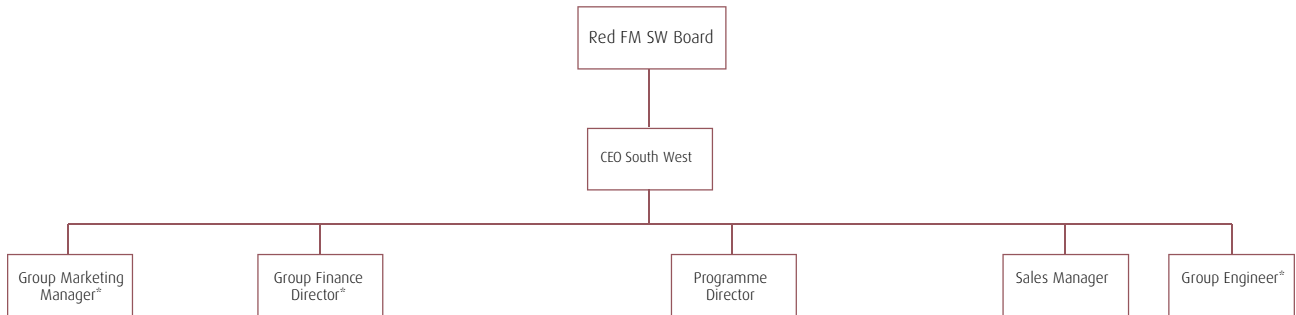
#### i) Please describe the proposed management structure of the Applicant.

It will be essential to the success of the new South West service that it possesses a fully resourced staff and management structure. A shoestring approach will lead to failure. For this reason the shareholders have opted to replicate the management and staffing structure of Red FM in Cork, which experience has shown to be ideal.

Some variations will exist in Finance, Marketing and Technical, as we hope to manage these functions from our sister station in Cork, while employing assistants locally to handle these functions under the tutelage of the corresponding managers in Cork. Savings will also accrue from the use of a limited degree of syndication of specialist music programmes (eg. Green on Red, the PPI-award winning Irish music show or our Irish language Chart Show. Such syndication will only occur off-peak. All prime-time programming will be original and local in origination.

The proposed management structure is set out in the organogram on the following page.

## Management Team



\* Denotes persons based at Cork's Red FM

ii) Please provide in relation to each of the following individuals, or their equivalents, their full name, home address, age, qualifications and experience to date, in particular that which relates to the broadcast media:

- a) Chief Executive Officer;  
Please see confidential appendix
- b) Programme Controller;  
Please see confidential appendix
- c) Financial Controller

Paul Cotter  
Ballinrea  
Carrigaline  
Co. Cork

Paul is a KPMG-trained chartered accountant (B.Comm and ACA) who has worked in the media sector since 1995. He worked for the Trinity Mirror Group in London from 1995 until 2003. He has been Financial Controller of Cork's Red FM since 2003.

Paul is 39 years of age.

iii) **Please specify the Applicant's policy in respect of:**

a) **Management Remuneration**

Management will be remunerated by a full salary package and in addition the Chief Executive and Sales Manager will have company cars. The management team will operate a performance related bonus scheme linked to audience, revenue and overall company profitability. It is important to the shareholders that senior management in the station have an equity involvement in the station so that they can participate in its ultimate commercial success. (see below for details of the management share option scheme).

b) **Employment Contracts**

All staff will be issued with employment contracts. Presenters and the Chief Executive will generally have fixed-term one or two year contracts while all other staff will have normal open-ended employment contracts which will give them permanent status after an initial probation period of 6 to 12 months. In addition freelance staff will be provided with an operational Code of Conduct

c) **Share Options**

10% of the company's shares will be made available to provide a share option scheme for senior management in the company. See 4.4.vii below for details.

d) **Pensions and other benefits; and**

The company will make contributions to an approved pension scheme for senior management. This arrangement will be extended to all staff on licence renewal. In the meantime, the company will facilitate PRSA contributions for all staff. Radio services targeting the under35 market tend to employ exceptionally young staff, for whom pension schemes are not as important as pay and conditions in the early years. However this changes with time and the company recognises that the retention of staff, over time, will necessitate the introduction of a company-wide scheme.

e) **Any other relevant commitments (financial or otherwise)**

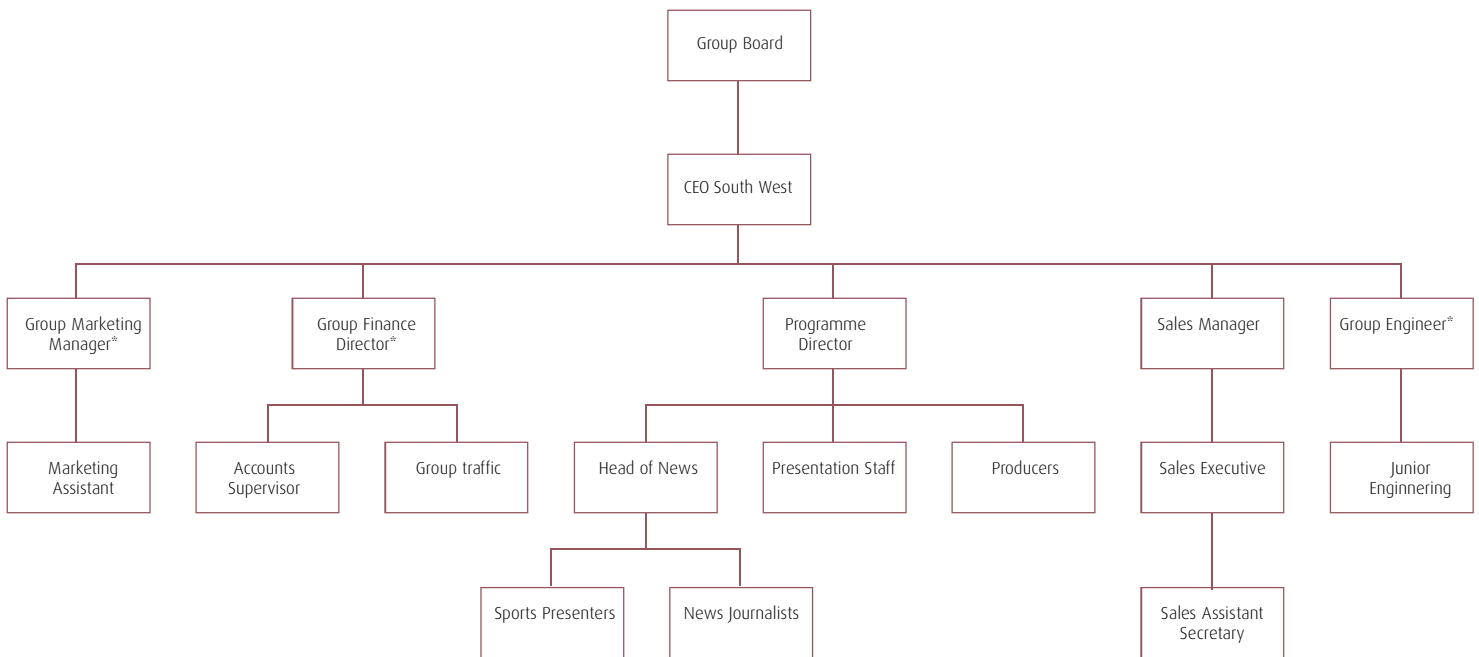
Key Man insurance will be taken out with respect to the Chief Executive. In addition Red FM will offer staff a full sickness pay scheme up to 15 days per annum. Management may, at their discretion extend such sick leave entitlement in exceptional circumstances.

Building a strong team spirit is key to the success of all radio stations, and this is particularly true of stations which employ a predominantly young workforce. Building this team spirit is helped by deliberately building a strong inter-staff social scene with periodic staff outings (eg. nights out, music events, bowling, paintball etc.). This will be a natural part of life in Red FM SouthWest.

## 4.4 Staffing Matters

- i) Please describe the proposed staffing structure of the Applicant in diagrammatic form, clearly indicating the number and categories of staff to be employed in the station and the basis of their employment (eg. full time, part time, contract). The chart may be accompanied by an appropriate commentary on the overall approach to the structuring of the company
  
- ii) Please indicate the proposed salary level for each full-time and part-time post identified under i) above.

### Staff Structure



\* Denotes persons based at Cork's Red FM

**TABLE A**

POSITION	EMPLOYMENT STATUS		STAFF NO.	SALARY RANGE
	FULL TIME	PART TIME		
<b>Management/Administration</b>				
Chief Executive Officer	✓		1	105,000
PA to CEO	✓		1	25,000
Accounts Assistants	✓		2	24,000 - 26,000
Marketing Assistant	✓		1	28,000
Promotions Driver	✓		1	24,000
Promotional Drivers		✓	2	16,000
Receptionist	✓		1	20,000
<b>Programming/Presentation</b>				
Programme Director	✓		1	61,720
Staff Presenters	✓		7	27,000 - 45,000
Producers	✓		3	25,000 - 28,000
Weekend Presenters		✓	3	12,000
Head of News	✓		1	38,000
Head of Sports	✓		1	28,000
News Reporter	✓		1	24,000
News Readers	✓		2	23,000
News Reader		✓	1	7,800
Sports Reporter	✓		1	24,000
Sports Presenters		✓	2	7,800
<b>Sales</b>				
Sales Manager	✓		1	36,000
Sales Executives	✓		5	23,000
<b>Engineering</b>				
Engineer	✓		1	28,000
<b>Total</b>	<b>31</b>	<b>8</b>	<b>39</b>	

### iii) Please indicate the Applicants plans in relation to the sourcing and recruitment of staff.

All staff positions will be advertised or, where necessary, recruited through the services of specialist recruitment consultants. The Board is confident in its ability to identify and attract the best possible talent for all areas of the station's activities. Specific publications would include local press throughout the region and the Radio Waves website.

The launch of Red FM South West will provide career development opportunities for experienced staff members currently based in Cork allowing the company to "cross-fertilise" the new service so that it can benefit from the hard-won experience acquired in the adjacent franchise area.

It is also likely that applications will be received from young personnel currently working in Clare FM, Live 95, Tipp FM, Radio Kerry and Midlands Radio 3 as the launch of the new station will afford them their first opportunity to work in young adult radio without leaving their home region.

### Shared Staff Resources

The Finance Director of Cork's Red FM will have overall responsibility for all financial matters with an administration manager at the Red FM South West station reporting directly to him. Regular liaison meetings will take place.

The Marketing & Promotions Manager at Red FM in Cork will have overall responsibility for the planning and direction of all major marketing and promotional initiatives and she will be assisted in this regard by a full time marketing assistant based in Limerick. The award winning creative work from Red FM can greatly benefit the South West station, providing the opportunity for greater investment in media expenditure without recourse to very expensive creative and production costs. This will have a material impact on the station's marketing budget.

The role of Traffic will become a shared role across both stations. In many radio stations, this function is not considered full time and is coupled with other duties. Red FM in Cork is fortunate to have a very experienced and talented traffic person who will have the capacity to handle this task for Red FM South West.

Engineering will be managed by Red FM Cork's senior engineer. Red FM South West, will retain a junior engineer who will be trained in house by Cork's senior engineer to fulfil all day to day functions.

While the programming functions of both services will remain fully independent of each other it is envisaged that periodic meetings will take place between senior programming staff from both stations to provide for the pooling of innovative ideas and experiences.

### iv) Please describe the Applicant's industrial relations policy including its policy on recognising and negotiating with trade unions.

The company recognises the rights of the individual to be a member of a trades union. Furthermore, the company reserves the right to negotiate with employees on an individual basis and reward individual employee performance. The statutory rights of employees will not be affected.

v) **Please detail the Applicants proposals in relation to staff remuneration and benefits, including pay agreements, pension schemes, etc.**

As the BCI is aware, our shareholders have been involved in a number of radio stations and have a track record of being good employers, who pay attractive salaries and retain good staff and management. We are aware that the quality of staff largely determines the ultimate success of a service, and that, with the diversity of employment opportunities available, we will only attract good staff by providing excellent terms and conditions of employment. While we will not be party to national agreements, our aim will be to provide terms better than those prescribed under pay agreements in most cases and to reward staff on a meritocratic basis.

In the early days a pension scheme will not be offered. However in the second licence period, once the company's financial future is established, it will launch a contributory staff pension scheme (see 4.3.d above).

vi) **Please detail the Applicants staff training and development policy and strategy, including budgets.**

### Training

In planning for Red FM South West we have decided to provide a strong training and development budget. In keeping with the company's commitment to developing the best possible talent at all levels of the station's output, training will be provided for all employees.

All key staff will be provided with in-house training by their corresponding peers at the Cork station prior to commencement of broadcasting.

Outside consultants will be brought in for management and sales training. A €15,000 budget has been allocated for pre launch training in programming, marketing and sales. Quotations are available in the Confidential Appendix.

Hallett Arendt (the radio consultancy run by Red FM shareholder Deanna Hallett) has agreed to carry out their Programmers Development Programme which is a Diploma course, currently undertaken by the EMAP group in the UK.

Red FM is very keen to identify and encourage aspiring broadcasters, producers, researchers and broadcast journalists and will, wherever possible, forge close links with colleges and training centres in the region with a view to creating work placements and nurturing new talent. Over the years many leading broadcasters started their careers in such work placements in FM104 and Red FM, and they now hold senior positions.

Red FM South West's on going budget for training will be €15,000 per annum of which €3,000 will be spent on maintaining a full involvement in the BCI's Learning Waves programme.

### Appraisals

In addition Red FM South West will run an annual staff appraisal scheme to ensure that fair and helpful feedback can be provided in both directions between staff and management. Our shareholders have previously been responsible for developing the most stable and loyal management team in the business (FM104) and know that providing a good working environment, together with a progressive career path, enables a station to retain good people.



# Ownership, Control and Staffing



## Mentoring

To ensure that Red FM South West gains the maximum benefit from the learning curve already climbed by Cork's Red FM, we will put a mentoring system in place to ensure that every member of staff is twinned with their opposite numbers at the Cork station. This will provide each person with ready access to advice and support.

### vii) Please set out the Applicants proposals, if any, for the involvement of staff in share option schemes

A share option scheme will be offered based on 10% of shares issued being made available to management and senior staff. The scheme would be introduced on commencement of trading with shares vesting in one to three years based on performance. The option price will be at par with the founding shareholders and will carry the same rights. Staff with shares in the company will enjoy the same protections as the founding shareholders under the shareholders agreement. However, any such staff who leave the company will be required to sell their shares upon departure. This mechanism is to allow the company to provide similar options to newly recruited management using the bought back shares.

Entitlement to shares will be based upon the achievement of business plan targets in terms of audience, revenue and profit/loss agreed with the executive upon commencement, and subject to periodic review.

The shareholders are of the view that share options can be a positive motivational factor but recognise that the targets must be agreed, fair and achievable, if they are to have a motivational effect.

## Conclusion Ownership and Control

We are confident that the consortium meets all the requirements of the 1988 and the Broadcasting Act 2001. The shareholders have the necessary character, experience, and expertise to operate the licence successfully. The company has the necessary financial resources to sustain any difficulties that might result due to changes in both market place conditions or of the economy as a whole. No shareholder has the ability to exert editorial control or in connection with other shareholdings, to have an undue influence within the communications media as a whole. Further, the company has created a genuine opportunity to extend ownership of the local service to both local businesses, local individuals and management of the station.

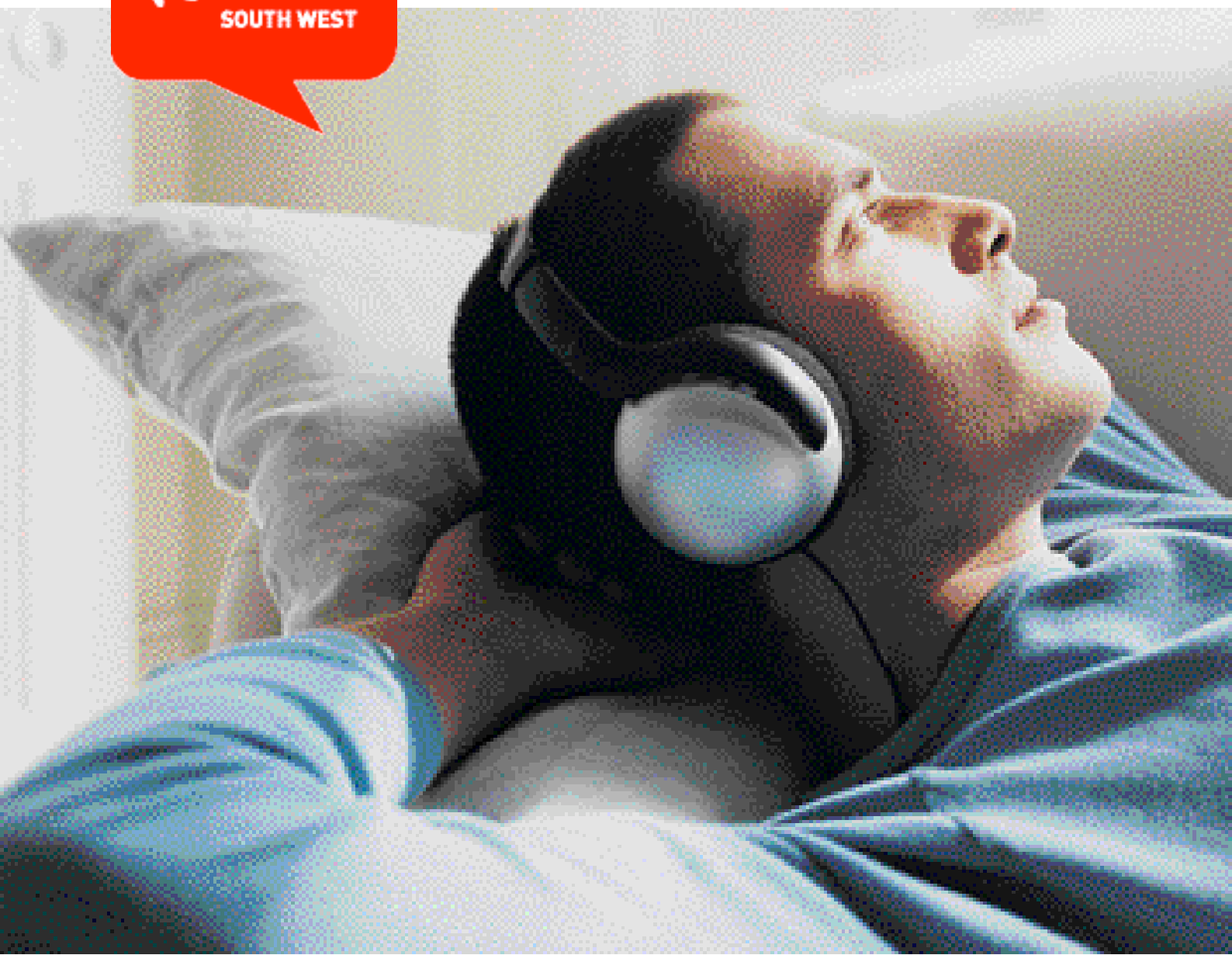
## Summary:

- Board of Directors, highly experience in youth radio;
- Experienced and highly motivated management team fully identified and committed to the project;
- Unique mentoring system to optimize existing talent at Cork's Red FM;
- Major commitment to training and staff development;
- Share option scheme for senior management;
- Thirty-one Limerick-based staff, supported by key Cork staff;
- The Consortium meets all requirements of the 1998 and 2001 Broadcasting Act;
- The Company has the necessary finances to sustain it.



# Section 5

**RedFM**  
SOUTH WEST



**The Programme Service**





# The Programme Service



## 5.1 Programming Strategy

(i) Please detail the strategies which the Applicant proposes to implement in regard to:

### Programme Research

Programme research will form an important part of the development of the programming output. Research tells us what listeners want to hear, and, more importantly, what they don't want to hear. We believe that experienced staff combining good programming judgment, an intuitive understanding of the target audience, and the insurance of properly used research will produce an exciting and tailored service. Research is not the chief determinant of what does or does not get played or programmed; rather it is the "radar in our aircraft" which allows us to get early warning of any programming mistakes so that we can take early action. Waiting several months for the JNLR to tell us that a programming feature is poorly received is not an option. We already have expertise gained from the application process combined with the research and experience accumulated at Cork's Red FM.

- As a music intensive radio service, the most frequently conducted type of research will be that focusing on the music that we play or propose to play. We will monitor reactions to new material and assess to what extent listeners want to hear more or less of the existing output via Auditorium Testing and Call Out research. It will be an integral part of our strategy to ensure that the station develops as the perfect partner to our listeners' iPod as opposed to its rival.
- We will carry out an annual brand positioning research study to assess our progress in the development of our audience as well as keeping a weather eye on those of our competitors. This will monitor opinions and attitudes toward the station, its role within the community and the degree to which its objectives are being met.
- In addition we will subscribe to the JNLR. This data, whilst providing quantitative information on the actual number of listeners, also provides a useful insight into radio listening preferences by day part. Extensive analysis of this data, provided four times a year will assist the marketing, sales and programming teams of Red FM South West.
- It is intended to draw together a panel of members from the target audience who can be called upon at regular intervals for participation in focus groups and other forms of qualitative research.

### Programme Production

All prime time programming will be locally produced and be of a consistently high standard. Some special interest programming and overnights will be shared with Red FM in Cork. The youth target is discerning and is highly sought-after by broadcasters of television, radio, cable and satellite, all vying for their attention. Red FM will need to provide production skills that at least match, if not exceed those of competing broadcasters for this audience. The programme controller will be responsible for the sound of the station. This person is a highly experienced radio producer.

### Quality Control

Quality control will be measured in the first instance by the Programme Controller. Listeners will be encouraged through an Open Line feature to feedback their views and opinions of the output on Red FM South West. In addition listener letters and telephone calls regarding content and presentation will also be taken seriously and considered at daily programme meetings. All complaints received will be formally responded to within 48 hours.



# The Programme Service



A daily aspect of programme management is the “airchecking” (ie. detailed critiquing of show content by the programme director, when the presenter comes off air). Good airchecking is a positive process intended to encourage high standards of professionalism, while ensuring that we remain entertaining and compelling.

## **Ensuring compliance with programming elements of statutory and contractual obligations;**

The Chief Executive will be responsible for ensuring compliance with all of the company’s statutory and contractual obligations. For example, systems will be in place from day one to accurately monitor the music content, by genre and by airplay, whilst speech output will be logged both for the ratio of speech to music, news and current affairs and other speech content. Red FM in Cork is experienced in this regard and has a good track record of compliance. This experience will be brought to bear in Red FM South West.

### **ii) Please set out the criteria upon which, in the view of the Applicant, the success of programming is to be assessed.**

The success of our programming will be measured via the results of the JNLR and the achievement of our audience projections.

Internally, management will constantly evaluate programming success through individual goals being achieved. We fully expect Red FM South West to follow in the footsteps of its sister station in Cork which in just 4 years has won 7 prestigious PPI National Radio Awards for its programming excellence and become the number one service in terms of reach, among under 35’s.

## **5.2 Programme Policy Statement**

The applicant’s Programme Policy Statement sets out the commitments that the applicant is willing to give the BCI in respect of key aspects of the programme service. It will serve as a yardstick against which the successful applicant’s future performance can be measured and assessed and as such will form part, subject to further negotiations between the BCI and the successful applicant, of the contract between the BCI and the successful applicant.

### **General**

Red FM South West’s programming philosophy is dedicated to serving the young radio audiences of Clare, Limerick, Kerry, North Tipperary and South West Laois with a popular music format, with special emphasis on what is fun, informative and relevant to the 15-34 target age groups.

### **Music to Speech Ratio**

36.25% (including ad’ minutage, news and current affairs, DJ links) will be dedicated to speech, while the balance of 63.75% will be dedicated to music.

### **News/Sports Coverage**

Local, national and international news, as well as sports, will be provided on an hourly basis, with extra bulletins in morning and afternoon drive time. The hourly news bulletins will be broadcast at 10 minutes to each hour. This approach and style, both editorially and promotionally, will pride itself on being “first for news in the South West”. Supplementary features such as The Red Gig Guide and Red Careers will provide a further important information service. The editorial policy will be determined by our desire to appeal to young adults in the South West and the prioritisation of selected stories will be implemented to maximise the level of listener satisfaction and interest among this target group. Everyday, a special lunchtime news bulletin called Red Edition will incorporate this news policy in a full 15 minute news, sports and lifestyle bulletin. Sports coverage on the station will have an emphasis on big sporting events in the South West,



# The Programme Service



as well as events nationally and internationally.

## Talk Programming

Every night from Sunday to Thursday, Red FM South West will broadcast Talk Back, a phone-in show where the young people of the South West can raise and discuss the issues of concern to them. Here, current affairs, lifestyle and local issues will be discussed by both Red FM South West’s nighttime audience and regular studio guests. Importantly, the show will be supported by an experienced producer with the full backup of our news staff. Throughout, emphasis will be given to issues relevant to the South West.

## Irish Language Programming

The Irish Language will be heard in a daily feature called Samhlaigh! Broadcast in both Irish and English, this feature will present the South West’s arts, heritage and culture in a youthfully relevant way and will attempt to promote a fun approach to the use of our national language. In addition we will broadcast the Irish Top 40 in Irish every Sunday. This show will last two hours.

## Music Policy

Red FM South West’s music policy will be driven by the hit songs of today and the last five years. From 0100-1800, a diverse range of modern music styles - from Indie to pop to rock to R’n’ B – will be the music mainstay. After six o’clock each evening, a show called Music Overload will present 2 hours of the hottest chart music, targeting the younger end of our age spectrum. Further specialist music shows at the weekend will include a three hour Irish music show called Green on Red while premier club DJ Stevie G will present a modern R n B show called Radio Rapture on Saturday nights.

Music output will be broken down into the following categories:

## Red FM South West % Song Genre

GENRE	% OF AIRPLAY 07:00 – 19:00	% 24HRS
Dance/Hip Hop	10	9
Indie	3	4
R & B Chart	6	6
Re-current	8	6
Top 40	30	28
Mainstream	20	22
New releases	5	7
Mainstream Rock	12	13
Rock	4	4
Adult Contemporary	2	1

## Irish Music

Red FM South West’s policy will be to play 20% Irish music overall while striving, when sufficient new releases permit, to reach 30%.



# The Programme Service



## Music Presenters

It will remain Red FM South West's policy to hire and employ the most talented broadcasters available to us. Humour and fun are an essential element in the personality of the radio station and all presenters must demonstrate a natural competence in this area.

## Programme Management

The management of programming in the radio station will be carried out by our Programme Director. All programming decisions, including the selection of music, will be governed by the Programme Director.

### Conclusion

The company promises that Red FM South West will provide a full programme service, which is desired by a substantial and significant proportion of the population. The station will be locally produced and dedicated to serving the particular tastes and interests of a group much sought after. This service will help to underpin the importance of radio within a new media age. It will create opportunities for new Irish talent as well as cater for minority tastes and interests in the wider community. It will aim to build interest in the Irish language through daily broadcasts and major weekend programming.

### 5.2.1 Broadcasting Philosophy

Please detail in the form of a statement, the Applicant's overall broadcasting philosophy and vision for the radio service.

Our team comprises the most experienced youth oriented music radio operators in the country having built Ireland's most successful youth service (FM104) and the most successful of the newer youth stations (Red FM in Cork has a higher market share in its area than either Beat FM or Spin FM). We know this market. Over the past 17 years our shareholders have learnt what it takes to be exciting, relevant and compelling for under 35's, and we have developed a Broadcasting Philosophy which is proven.

Our Broadcasting Philosophy is to combine the most exciting selection of today's music with an attitude that is cheeky, fun, irreverent and compatible with how young people think. While we run a serious business, we do not take ourselves seriously on air. We are mischievous, playful and we understand thoroughly what's cool and what's not. We actively seek to be at the cutting edge of what's going on in the lifestyles of young people. Humour is encouraged. Youth is respected. The status quo is questioned. Condescension is banned. Our presenters are young and live young lives so they do not have to pretend to be younger than they are. The wacky and the surreal is encouraged. Listeners to Red FM South West will hear the best music delivered by people like them, not people like their parents, pretending to be like them! We knew what iPod's, Zen's and Bebo were before lifestyle journalists did. Their vernacular is ours!

The primary ingredient in a music station is, of course, music, and the under 35 audience actually comprises a number of audiences, not just a single homogenous type. Sixteen year olds are a full generation younger than thirty-four year olds, so care has to be taken in selecting music to ensure the widest level of acceptability. This is achieved through careful "dayparting" of music which ensures that the age profile of our music is appropriate to the available audience during each daypart. For example, during the middle of the day the music is calibrated for the older end of our target audience because the younger listeners are at school and not available to listen. Conversely, the evenings will always be hotter and younger, with fewer ads (young listeners are less tolerant of commercial interruptions than the thirty-somethings).



# The Programme Service



Much of our credibility musically will derive from always being the first to introduce new music. If the existing broad-focus stations in the South West beat us to the punch, we are not serving our young adult audience properly. Listeners will come to understand that they will hear it first on Red FM South West and they can trust us to keep them and their iPod's up to date.

While the BCI has given us the opportunity to argue for a lower news and current affairs content than the standard 20%, we believe that the older segment of the under 35 audience demands a relevant news and current affairs service. This is borne out in our research. For this reason we take news seriously and the recognition we have received from our peers bears this out. In Cork's Red FM our head of news Lana O'Connor beat challenges from RTE's best to win the award for News Broadcaster of The Year in the PPI Radio Awards. Oisín Langan was chosen as Sports Broadcaster of the Year and our Big Red Bench sports chat show was selected as Sports Programme of the Year. We believe that the secret is to combine relevant editorial selection for the target audience, with high professional standards.

Our late night talk show focuses on issues which matter to young adults rather than those which matter to their elders. We focus on drug problems rather than MRSA. We focus on street crime rather than corporate crime. We sensitively deal with issues like depression and suicide rather than the problems of the elderly. We discuss the Ireland of the future rather than the Ireland of the past.

## 5.2.2 Target Audience

Please explain why, in your view, the proposed service will be of relevance to the target audience of the 15 to 34 age group in the franchise area.

In addition to the experience gained by our team in taking FM 104 from worst to first, in the Dublin youth radio market; we have learned the subtle but important differences that are evident in catering to the youth market in Munster in a mixed rural/urban environment. Munster is not the same as Dublin.

Of the three youth radio services launched in Ireland in the last 10 years, Red FM is currently the most successful in audience terms.

### The Comparative Audience Performance of Youth Services in Ireland (Current JNLR data):

MARKET SHARE	
Beat FM	8.1%
Spin FM	5.1%
Red FM (Cork)	10.1%

AVERAGE QTR. HOUR AUDIENCE	
Beat FM	2%
Spin FM	1%
Red FM	3%



Our consumer research has clearly shown that Red FM enjoys the highest level of awareness of any Irish youth service among under 35s in the South West (66% of the target audience have heard of the station already) and over 38% have chosen to listen to Red FM at some time already, in spite of patchy signal strength outside the Cork area and its obvious Cork emphasis. This fact is underpinned by advertising support being received from advertisers within the South West region who are aware of the impact that the Cork station is having with youth audiences in their own markets. The research showed that 93% said that they would be likely to listen and, when compared with other youth services (Spin FM and Beat FM) scored highest overall when we played selections of actual music drawn from each station (see research Appendix).

Our research also sought to evaluate tastes and interests across music and a wide range of news and information features were examined, as well as style of presentation. Our programming proposals reflect the views and opinions of those we consulted.

### **5.2.3 Broadcasting Day, Please indicate:**

#### **5.2.3.1 The total number of broadcasting hours per days;**

Red FM South West will broadcast 24 hours per day, seven days per week.

#### **5.2.3.2 The hours of live programming (start and end) per day;**

All programming 0600-2400 will be live. However all automated programming will sound as live with pre-recorded links produced by our front line presenters.

#### **5.2.3.3 The hours of automated programming (start and end) per day;**

0001 to 0559 Monday to Sunday.

#### **5.2.3.4 The percentage of broadcasting hours dedicated to;**

- 1) Music programming;
- 2) Speech based content;
- 3) News and current affairs; and
- 4) Advertisements.

With the exception of the peak trading months, October through December, we anticipate that advertising minutage will typically run at 50% of the maximum level permitted, averaged across the 18 hour advertising day, 0600-2400.



# The Programme Service



The table below shows the breakdown of our output across a week. Our consumer research indicated a healthy appetite for a wide range of information items and features, many of which consumers considered could be run for more than 3 minutes. As a result, Red FM South West will not be seeking derogation on the level of news and current affairs programming across the 24 hour period. However, as the station becomes more successful it is likely that the likely automated payout proposed for night time will be replaced by live broadcasts with a view to training new talent. We would seek the BCI's approval at that time to permit derogation from news transmission at these times whilst maintaining the 20% across the 24 hour period.

	MUSIC	SPEECH NON NEWS & CURRENT AFFAIRS	NEWS & CURRENT AFFAIRS	ADVERTISEMENTS
% of hours	63.75%	10%	20%	6.25%

## 5.2.4 News

Please set out the approach envisaged for news programming, and in particular:

- 5.2.4.1 **The types of news to be broadcast (local, national, international etc) and their relevance to the target audience;**
- 5.2.4.2 **The sourcing of various types of news;**
- 5.2.4.3 **The number and duration of news bulletins and programmes (weekday and weekend)**

Please demonstrate with reference to the above how the Applicant will comply with the statutory news and current affairs requirement of 2 hours of broadcasting time between 0700-1900 and 20% across the total broadcast day). An applicant seeking derogation from this requirement should detail the type of derogation being sought, and the reasons why the Applicant believes it should be permitted, with reference to the BCI's policy on this matter.

Red FM South West will support a news team of 9 including our Head of News (of the 9, 3 will be part-time). Daily liaison will take place between our Cork news hub and that in Limerick. Local news will be our main focus. News will be shared where relevant and we believe that this combined news gathering will mean that in each area the overall news service will be enhanced.

Our consumer research highlighted a strong appetite for news, whether World, local or national news, with respective scores of 84%, 91% and 90% wanting this information. In general, the majority favoured news bulletins that would be longer than 3 minutes, with the majority favouring under 15 minutes. As a result, news bulletins will have 5 minute duration. An extended bulletin will run at 1245 Monday to Friday.

Off peak 1900-2200 Red FM will offer an entertainment news feature reflecting our target audiences tastes and interest.

All bulletins will contain a mix of local, regional, national and world news stories.

A key feature of Red FM's approach to news is our decision to run our main bulletins at ten minutes to each hour rather than the traditional top of the hour. This will ensure we are the first with news across the region and give people a special reason to tune in.



# The Programme Service



## MONDAY TO FRIDAY 0700-1900

TYPE OF NEWS	SOURCE	FREQUENCY	DURATION OF BULLETINS
Mixed, Local, regional, National & International	Local news team, Red FM South West news team and INN	On the hour at 50min, headlines on the half hour (0630-0930 and 1630-1830)	5 minutes, except 1245 when we extend the bulletin (Red Edition) to 8 minutes. Headlines on the half hour, 2 minutes

## MONDAY TO FRIDAY 1900-0700

TYPE OF NEWS	SOURCE	FREQUENCY	DURATION OF BULLETINS
Entertainment News	In house production. Showbiz gossip will always be relevant to the Red FM audience and scored highly in our research (71%). Where stories exist these will tag the hourly news bulletins	On the hour	3 minutes

## WEEKENDS 0700-1900

TYPE OF NEWS	SOURCE	FREQUENCY	DURATION OF BULLETINS
Mixed, Local regional, National & International	Local news team, Red FM South West news team and INN	On the hour at 50min, headlines on the half hour (0630-0930 and 1630-1830)	5 minutes, except 1245 when we extend the bulletin (Red Edition) to 8 minutes. Headlines on the half hour, 2 minutes

## WEEKENDS 1900-0700

TYPE OF NEWS	SOURCE	FREQUENCY	DURATION OF BULLETINS
Entertainment News Showbiz gossip will always be relevant to the Red FM South West audience and scored highly in our research (71%)	In house production.	On the hour	3 minutes

## 5.2.5 Sport

Please set out the approach envisaged for sports programming, and in particular.

### 5.2.5.1 The types of sports to be covered and their relevance to the target audience;

### 5.2.5.2 The format, duration and frequency of sports coverage (weekday and weekend)

In total 79% said that they would like to hear sports results with a similar number, 78% claiming that they would like to hear sports news. A lower 66% were in favour of hearing sports commentary, with women much less interested in this type of coverage. Sports results and sports news should ideally be positioned as short, less than 3 minute features with commentary clearly requiring programming of longer than 15 minutes.

#### MONDAY TO FRIDAY

TYPE OF SPORT	SOURCE	FREQUENCY	DURATION OF BULLETINS
All sports news and features are designed to cover relevant on the day or upcoming sports events	Local sports team, Red FM South West sports team and INN	On the hour at 55min, headlines on the half hour (0630-0930 and 1630-1830)	5 minutes, except 1245 when we extend the bulletin to 7 minutes. Headlines on the half hour follow news, 2 minutes

#### SATURDAY

TYPE OF SPORT	SOURCE	FREQUENCY	DURATION OF BULLETINS
All sports news and features are designed to cover relevant sports on the day or upcoming sports events	Local sports team, Red FM South West sports team and INN	On the hour at 55min, headlines on the half hour (1230-1730)	5 minutes, except 1245 when we extend the bulletin to 7 minutes. Headlines on the half hour follow news, 2 minutes
The Big Red Bench A sports magazine programme reflecting weekend sports events and games played on the day, Local and International	Local Sports team and INN. Anchor presenter. Input from Cork team only if relevant	1800-1900	1 hour



# The Programme Service



## SUNDAY

TYPE OF SPORT	SOURCE	FREQUENCY	DURATION OF BULLETINS
All sports news and features are designed to cover relevant sports on the day or upcoming sports events	Local sports team, South West sports team and INN	On the hour at 55min, headlines on the half hour (1230-1730)	5 minutes, except 1245 when we extend bulletin to 7 minutes. Headlines on the half hour follow news, 2 minutes
The Big Red Bench A sports magazine programme reflecting weekend sports events and games played on the day, Local and International	Local Sports team and INN. Anchor presenter. Input from Cork team only if relevant	1700-1800	1 hour

## 5.2.6 Current Affairs Programming

5.2.6.1 The format, duration and frequency of such programmes (weekday and weekend);

5.2.6.2 The relevance of these programmes to the target audience

## MONDAY TO SUNDAY

SHOW	CONTENT	FREQUENCY	DURATION
The South West Talks Back	Red FM South West will emulate its sister station in Cork by providing an exciting talk show specifically for young listeners and the issues of importance to them. This programme will be an outlet for the South West's youth to voice their opinions on the issues which matter to them, in a phone based interactive show, with contribution via text and email. The use of in studio experts will occasionally provide added depth to the debate to ensure fairness and to avoid sensationalism.	Monday to Thursday 2100-2400	3 hours
		Sunday 2200-2400	2 hours



## 5.2.7 Speech Programming

Please set out the approach to be adopted to speech based programming that does not have news, current affairs or sport as its focus. (Arts, entertainment, culture, history, education, minority interests etc) In particular, please detail:

### 5.2.7.1 The format (documentary, magazine, etc) duration, content and frequency (weekly, monthly etc.) of such programmes.

Our research consulted people aged 15 to 34 about the types of information they would like to hear on a new station targeting them. We found strong appeal in a wide range of the topics and features that we had suggested. Almost all types scored 69% or higher, notable exceptions being extreme sports, financial matters, horoscopes, agricultural news and religion.

NAME OF PROGRAMME	DESCRIPTION OF CONTENT	DURATION	FREQUENCY OF BROADCAST
Red Diary	A what's On and Where to go feature making sure that the 89% of young adults who that wanted this feature get the most of what's on their own door steps.	2 Minutes	Monday to Friday
Red Gig Guide	A focus on the music and club scene across the region. This feature will promote local talent. 89% said that they would want to hear this feature.	2 minutes	Monday to Friday 1630, 1730, 1830
Red Careers	A regular spot promoting job opportunities, training and careers advice, an option wanted by 69% of those we interviewed.	Varies, 2 minutes	Monday to Friday 0930, 1330, 1530
Red FM Movie Minute	The hottest movie news, what's on what's coming up. Information in this area would be welcomed by 85% of our target audience.	1 minute	Monday to Friday 1015, 1415, 1715
Weather	Regardless of age, the desire for news about the weather meets with approval from all age groups, including the young.	As required	Tags all news bulletins at 50mins
Traffic & Travel	Traffic & Travel news will be broadcast after all news bulletins as relevant. Special care will be taken to let listeners know about road works and diversions likely to slow down their journeys around the region. Whilst not all our listeners will be drivers, 77% wanted this information to be sure about getting out and about in the region. Rail and air travel will be included at peak times.	As required	Tags all news headline bulletins on the half hour



# The Programme Service



## 5.2.7.2 The relevance of these programmes to the target audience.

Our consumer research has very clearly highlighted the strong interest that those aged 35 and under have in all the news and information features that we propose including in our schedule. The emphasis of speech programming outside of news and current affairs will be highly lifestyle focused, paying particular attention to music, entertainment features as well as sports and what's on information.

## 5.2.8 Irish Language Programming

Please indicate the amount and type of programming to be broadcast in the Irish language.

PROGRAMME	CONTENT	BROADCAST	DURATION
Top 40 Oifigiul na hEireann Samhlaigh	Top 40 countdown as Gaeilge This information spot will highlight entertainment events in the area. Solely in Irish this approach will ensure maximum appeal to Irish speakers and the greatest opportunity to increase knowledge of the language by introducing it in an unexpected programme feature. For non Irish speakers this information will be available through Red Diary or the Red Gig Guide.	Sunday 10-1200 Monday to Friday 1030, 1620	2 hours 90 secs

## 5.2.9 General Music policy

Please provide information on the station's policy in respect of general music programming and how it will be of relevance to the target audience. The information should be sufficiently detailed so as to provide the BCI with a clear profile of the range and type of general music proposed by the Applicant and with tools to measure the performance of the Applicant were it to be awarded the contract.

Please detail the music to be broadcast for both the 0700-1900 period and the total broadcast day. This should be done by reference to particular time periods (eg. the last 3 years) or definable music genres (eg. linked to charts)

In our survey we questioned respondents about particular artistes and asked them to say whether this artiste was a favourite, one liked a lot, liked a little or not liked at all. All artistes tested in our research represented the range of music that might be heard on Red FM and achieved a minimum positive score of 67% among the under 35s. Most popular were U2, The Killers, Cold Play and Red Hot Chili Peppers underpinning a strong liking for Indie rock. Young people in the South West showed a lower interest in artistes that could be classified as today's R'n'B. The scores achieved will help influence how our playlist is constructed. Regular auditorium and tracking research will provide feedback on our rotation policy, whilst our music panels will provide feedback on new material to be introduced.

We are acutely aware that today's young adults are able to access music from a wide variety of sources as well as on demand. One of the key impacts of the iPod revolution is that listeners are discovering the pleasure of having their entire music catalogue in one place and being able to hear a more varied mix. Red FM will move away considerably from the heavy rotation formats of the past, and aim to provide greater variety and more surprises in the mix of music that will be heard. In this way we aim to build greater time spent listening which will ultimately impact on our market share.

## General Music Policy

GENRE	EXAMPLE TRACKS	% OF AIRPLAY 0700-1900	% OF AIRPLAY 0700-0700
Dance/Hip Hop	Kanye West: Diamonds from Sierra Leone Pussycat Dolls: Dont Cha 50 Cent: In Da Club Gorillaz: Dare	10	9
Indie	The Frames: Finally The Strokes: Last Night Artic Monkey's: When The Sun Goes Down BellX 1: Flame	3	4
R & B Chart	Destiny's Child: Cater 2 U John Legend: Ordinary People Black Eyed Peas: Pump It Rihanna: SOS	6	6
Re-current	Madonna: Hung Up Charlotte Church : Crazy Chick Kelly Clarkson: Since You've Been Gone Snow Patrol: Chocolate	8	6
Top 40	Sugababes: Red Dress Pink: Stupid Girls Red Hot Chili Peppers: Dani California Jack Johnson: Better Together	30	28
Mainstream	Gwen Stefani: Cool Keane: This Is The Last Time Joss Stone: You Had Me Jamiroquai: Seven Days in Sunny June2	20	2
New Releases	Beyonce: Check On It Orson: No Tomorrow Gnarls Barcley: Crazy Neyo: So Sick	5	7
Mainstream Rock	The Killers: Mr Bright Side The Foo Fighters: No Way back Nirvana: Smells Like Teen Spirit Coldplay: Clocks	12	13



# The Programme Service



GENRE	EXAMPLE TRACKS	% OF AIRPLAY 0700-1900	% OF AIRPLAY 0700-0700
Rock	Franz Ferdinand: Take Me Out Kaiser Chiefs: I Predict a Riot Oasis: Wonderwall White Stripes: 7 Nation Army	4	4
Adult Contemporary	James Blunt: Your Beautiful Damien Rice: Cannonballs David Gray: This Years Love Katie Tunstall: Black Horse and The Cherry Tree	2	1

## 5.2.10 Specialist Music Policy

Please provide information on the stations policy to music programming which is not part of the general music policy of the station (eg. music broadcast to cater for specific tastes, interest groups or specific categories). Please provide an overall time commitment to such programming with references to definable music genres and time segments in the schedule.



PROGRAMME	CONTENT	BROADCAST	DURATION
Red Rocks	An hour of upfront, Classic Rock and Indie. This is a pure alternative rock show which will cater for the underground music specialist's tastes. Including Interviews and sessions from some of the world's biggest and most successful recording artists and a featured look at the formative classic bands that created the rock music scene as we know it!	1 hour	Sunday 1800-1900
Radio Rapture	This show will recognize the changing music scene and the desire of listeners to hear music from a wider range of styles and eras. This show makes the connection between the best music of today and its roots in the past. The staple music diet will consist of R'n'B and its influence, Rock and its influence and featured genres with a connection to today's relevant music tastes.	3 hours	Saturday 1900-2200
Green on Red	Green on Red, the PPI award-winning music show is our showcase for new Irish music talent. This is the place where we grow and develop new Irish artists and give a platform for the unsigned stars of tomorrow. This is a music show for those who are serious about their music- we are, and we proudly stand over this show and its commitment to the Irish music scene. It will include reviews, music news and will also feature interviews with the people behind the music. We have a really progressive indigenous music scene in the South West and want to shout out loud about it!	3 hours	Sunday 1900-220
Go Deep	This show offers a music menu of House and Hip Hop, Club classics and Club anthems presented by two of the founding members of the house music scene in Ireland. This show nurtures new Irish related talent with their own label and also mixes from upcoming Irish DJs on the dance music scene. Bring the dance floor home - Go clubbing without having to go clubbing!	2 hours	Friday 2000-2200
Friday Night Selection	A dance based eclectic music show featuring cross-over club classics and new music from all genres. This is your essential selection of urban, dance and upfront tunes. Regularly featuring guest DJ's both local and international. This show offers the young adult based audience of the South West an aperitif to the start of their weekend nightlife.	2 hours	Friday 2200-2400



## 5.2.11 Irish Music Policy

Please set out your definition of Irish music and, as a percentage of the total music output, the amount of Irish music that will be played in both the 0700-1900 period and the total broadcast day. Please set out the Irish music mix with reference to the percentages set out in section 5.2.3.4 above.

Red FM South West will play a minimum of 20% Irish music, that is music performed or written by Irish artistes, or music dealing with Irish themes, across the broadcast day 0700-0700.

We will strive to play as much as 30%, but it should be noted, that, as Irish music releases tend to represent less than 10% of the new releases coming onto the Irish music market, it will not always be possible to beat the 20% level, while remaining current.

Red FM Cork's PPI award-winning show Green on Red will continue to promote and highlight emerging Irish talent.

## 5.2.12 New Opportunities for Irish Talent

Please detail how the proposed service will create new opportunities for Irish Talent.

Irish music will feature as part of the regular output of the station. In addition, the specific music programmes Green on Red and Radio Rapture will also focus on new and emerging talent. Also, a daily prime-time feature called Green on Red mirroring the weekly show will highlight an Irish artiste. This will be played twice daily, seven days a week, giving prominent prime-time access to Irish music.

## 5.2.13 Purchase and sale of broadcast material

Please detail the station's policy in relation to the purchase and sale of broadcast material, both from other broadcast organisations and independent producers.

As our commitment to the Irish language is real, we will run an Irish Top 40 (Top 40 Oifigil na hEireann) every Sunday morning which will be out sourced and produced by Digital Audio Productions. We particularly feel that this show will appeal to a wide youth audience from Limerick to Kenmare or Scarriff to Sneem. The content will obviously be Ireland's most up to date and popular music, and will promote the Irish language to a youth based audience in a fun, educational and entertaining manner.

## 5.2.14 Other programming proposals

At various holiday times we plan to introduce special one-off broadcasts highlighting the success stories of specific regions – eg. The Cranberries in Limerick.

It is our intention to identify ourselves with key festival and events happening around the South West. As much of the area has a huge sporting following, , we will also get heavily involved in these major sporting events from county GAA to Munster Rugby We will have three permanent outside broadcast studios based in Tralee, Ennis and either Nenagh or Roscrea, and these studios will be used regularly to develop local loyalty. With such a large region to cover it will be essential for the new service to create opportunities to connect with people at a local level and heavy reliance on outside broadcasting across the region will be part of our programming strategy.

We want to embrace technology such as PODCASTING to offer the specialist South West listener even more material catering for their specific taste – eg. Sports star profiles and regional new act profiles.



# The Programme Service



## 5.3 Programme Schedule

Please include a typical seven day programme schedule setting out the proposed hours of broadcasting and details of programme content.

Red FM will broadcast 24 hours a day from our studios in Limerick. From launch, a minimum of 80% of all programming will be locally originated and locally produced. The balance will comprise specialist, non-primetime programming taken from our sister station in Cork.

### MONDAY TO FRIDAY

0600 TO 1000

RED ROOSTER

News Bulletins, length and frequency of broadcast

News bulletins will be broadcast throughout this show at ten to the hour and headlines at half past the hour. Ten to the hour bulletins will last 5 minutes containing international, Irish and South West news. Headlines will be broadcast for 2 minutes with a focus on national and local stories.

Information Features  
Speech programmes

Prior to each news bulletin at ten to the hour, Red FM South West will broadcast Weather and News. Samhlaigh, a daily feature broadcast in both English and Irish. This feature will present the South West's arts, heritage and culture in a youthfully relevant way and will attempt to promote a fun approach to the use of our national language. Samhlaigh will broadcast for a duration of 90 seconds and will air once during the Red Rooster.  
The increased frequency of news bulletins and information features during this show means that the focus of the remaining programme is on the music.

Music content

The music content will be uplifting and familiar with a diverse range of music styles – from Indie, Pop, Rock, RnB to the best of home grown music.

Presentation Style

The Red Rooster is presented by two presenters and a 6 foot chicken, who constantly ponders whether he or the egg came first! It is the station's main source of wacky fun and lunacy. This is the only place you will find the local farmer or shopkeeper wound up about his/her missing three legged sheep in our PHONE TAPS, parody songs about Lahinch and Abbeyfeale and more comedy sketches than most other radio shows. We involve the younger folk with KIDZ IN THE CAR/TRACTOR. We include a regular feature called Headwreckers which is based on a range of teasers like guess the sound. The distinctive personality of the station, as an antidote to the serious, older approach of other stations is most evident here. The presentation style is high octane, cheery, cheeky, funny and fun-filled, and is guaranteed to be the only show in the country co-presented by an animal or more accurately a chicken that thinks it's a rooster!

Ratio of speech to music

35% speech: 65% music.



# The Programme Service



1000 TO 1400

RED@WORK

News Bulletins, length and frequency of broadcast

News bulletins will be broadcast at ten to the hour and last for 5 minutes except at 12.45 when an extended 8 minute news bulletin "Red Edition" will be broadcast, bringing listeners up to date with the latest in world, national, and local news followed by a 7 minute sports bulletin.

Information Features

Following each news bulletin at ten to the hour, Red FM will include:  
Internet Site Updates – Net News,  
Listener Requests and features,  
Seasonal Travel Updates – Lonely Planet style guides to European destinations,  
Red FM's Movie Minute – Movie Review  
Samhlaigh – Irish Language Feature (90sec.)  
Featured Irish Artist.  
These features will collectively amount to 4.5 to 5 minutes.

Speech programmes

"Red Diary", broadcast after the 1000 news bulletin will feature what's on and where to go in the South West, duration 2min  
"Red Careers" will be broadcast after the 1100 news bulletin, and will promote job opportunities, career advice and training programmes for the South West region, duration 2min.

Music content

Music follows the station's main format, focusing on the more familiar tracks. The emphasis will be on creating a familiar and interesting music mix which will appeal to the at-work audience available at this time. We will play music from the last 5 years as well as music from some of the biggest selling artists, and the best in Irish music.

Presentation Style

The presentation style will be more relaxed than the breakfast show. We will have opportunities for listener interaction based on local happenings that are of interest to the target audience in the South West.

Ratio of speech to music

25% speech: 75% music.



# The Programme Service



1400 TO 1700

THE SOUTH WEST ZONE ON RED FM

News Bulletins, length and frequency of broadcast  
Information Features

News bulletins will be broadcast at ten to the hour and last for 5 minutes, bringing listeners up to date with the latest in world, national and international news, followed by a Sports bulletin, duration 5min. Following each news bulletin at ten to the hour, Red FM will include:  
Internet Site Updates – Net News,  
Listener Requests and features,  
Seasonal Travel Updates – Lonely Planet style guides to European destinations,  
Red FM’s Movie Minute – Movie Review,  
Samhlaigh – Irish Language Feature (90sec.),  
Featured Irish Artist.  
These features will collectively amount to 4.5 to 5 minutes.

Speech programmes

“Red Diary”, broadcast after the 1500 news bulletin will feature what’s on and where to go in the South West, duration 2min.  
“Red Careers” will be broadcast after the 1400 news bulletin, and will promote job opportunities, career advice and training programmes for the South West region, duration 2min.

Music content

Music follows the station’s main format, focusing on the more familiar tracks. The emphasis will be on creating a familiar and interesting music mix which will appeal to the at-work audience available at this time. We will play music from the last 5 years as well as music from some of the biggest selling artists, and the best in Irish music.

Presentation Style

The presentation style will be more relaxed than the breakfast show. We will have opportunities for listener interaction based on local happenings that are of interest to the target audience in the South West.

Ratio of speech to music

25% speech: 75% music.



# The Programme Service



1700 TO 1900

RED DRIVE

News Bulletins, length and frequency of broadcast

News bulletins will be broadcast at ten to the hour and last for 5 minutes, followed by a sports bulletin which will last for 5 minutes. Bulletins will contain, world, national, international, sports and local news stories. In addition news headlines will be broadcast on the half hour at 1630, 1730 and 1830. The half hour headline will last 2 minutes and will include a sports headline and traffic and travel update.

Information Features

Following each news bulletin at ten to the hour, Red FM will include:  
Traffic & Travel updates – extensive coverage for the entire region, presented with the assistance of local Gardai and County Councils.  
Entertainment news,  
Sports event updates – such as a local rugby game in Limerick, hurling in north Tipperary or soccer in Clare will be broadcast throughout the show where possible.

Speech Programmes

Red FM Careers after 1500 news (2min)  
Red Diary after 1600 and 1800 news (2min)  
Red FM's Gig Guide will be broadcast after the 1630, 1730 and 1830 News bulletins  
Samhlaigh – Irish Language Feature will air once during Red Drive.(90 sec).

Music Content

Music follows the stations typical style, focusing on the very best blend of current music from a mix of genres, from Rock to Pop and from Dance to RnB. Towards the end of the show, the pace will start to increase in readiness for the younger audience which will be tuning in at this point to hear the latest tracks from the latest artists.

Presentation Style

The presentation style whilst remaining relaxed for the earlier part of the show will increase as the tempo of the music is raised.

Ratio of speech to music

30% speech: 70% music.



# The Programme Service



## 1900 TO 2100

### MUSIC OVERLOAD

News Bulletins, length and frequency of broadcast  
Information Features

Entertainment News will continue to be broadcast on the hour at 1900, 2000, 2100 and 2200. Bulletins will last 3 minutes where the content is focused on entertainment and music news. As the format consists of non-stop music the information segments will be short, zippy and in a similar style to MTV's entertainment features.

Speech programmes

There will be no speech programming other than Entertainment news. This will be a more music intensive show than across the rest of the day.

Music content

The title of the show says it all. Non-stop music designed to appeal to the younger end of our core target market. The show will be very listener inactive with the main focus on choosing the music you want to hear. We will nurture the dance music/rapping and producing with a view to finding the South West's answer to new artistes like Collie and GMC. Our plan is to team up with a local newspaper to promote the show and occasional guest artistes.

Presentation Style

Fast, happening, if you're not under 24, or at least want to be at heart, this show is definitely not for you.

Ratio of speech to music

12% speech: 78% music.

## 2100 TO MIDNIGHT

### THE SOUTH WEST TALKS BACK

News Bulletins, length and frequency of broadcast  
Information Features

There will be three news bulletins on the show taken from the INN news service – where applicable we will interrupt this for a breaking local important news stories. (4min)  
The show will be listener interactive, covering key issues that are important and relevant to the people of the South West, with guest benchmarks and regular lively debate and relevant editorial stories. This show will deal with issues and topics of relevance to listeners from Killorglin and to Ballyvaughan. The main focus will be issues of social importance to all in our target group.

Speech programmes

A talk show dealing with the breaking news/social stories of the day with direct input from our listeners.

Music content

Occasional to punctuate the change in debate.

Presentation Style

This programme will be an outlet for the South West's youth to voice their opinions on the issues which matter to them, in a phone based interactive show.

Ratio of speech to music

5% music: 95% speech.



# The Programme Service



## 0000 TO 0600

### RED EYE

News Bulletins, length and frequency of broadcast

Entertainment News will be broadcast on the hour each hour between midnight and 0600, the duration of which will be 3 minutes and will feature Showbiz gossip, Celebrity news both national and international as well as music news.

Information Features

Red Diary – Will be broadcast at 515am. (2min)  
Red FM's Movie Minute will be broadcast at 5.40am.

Speech programmes  
Music content

No speech programmes are planned for this time.  
The music content will be more relaxed but not mellow, as those choosing to listen to Red FM at this time of day definitely want to stay awake!

Presentation Style  
Ratio of speech to music

Laid back and relaxing, but definitely not sleepy.  
20% speech: 80% music.

## FRIDAY ONLY (Exceptions Only)

### 1900 TO 2000

### MUSIC OVERLOAD

News Bulletins, length and frequency of broadcast

Entertainment News will continue to be broadcast on the hour at 1900. The bulletin will last 3 minutes and the content will be focused on entertainment and music news.

Information Features

As the format consists of non-stop music the information segments will be short, zippy and in a similar style to MTV's entertainment features.

Speech programmes

There will be no speech programming other than Entertainment news. This will be a more music intensive show than across the rest of the day.

Music content

The title of the show says it all. Non-stop music designed to appeal to the younger end of our core target market. The show will be very listener inactive with the main focus on choosing your own music. We will nurture dance music/rapping and producing with a view to finding the South West's answer to new artistes like Collie and GMC. Our plan is to team up with a local newspaper to promote the show and occasional guest artistes.

Presentation Style

Fast, happening, if you're not under 24, or at least want to be at heart, this show is definitely not for you.

Ratio of speech to music

12% speech: 78% music.



# The Programme Service



## 2000 TO 2200

### GO DEEP

News Bulletins, length and frequency of broadcast

Entertainment News at 2000, 2100, 2200 – Duration 3min.

Information Features

Music Releases  
Dance floor Chart.

Speech programmes

Red FM Club Guide.

Music content

This show offers blend of House and Hip Hop, Club classics and Club anthems presented by two of the founding members of the house music scene in this country.  
This show nurtures new Irish talent and also mixes from upcoming Irish DJs on the dance music scene. Bring the dance floor home – Go clubbing without having to go clubbing!

Presentation Style

Upbeat and informative.

Ratio of speech to music

20% speech: 80% music.

## 2200 TO 0000

### FRIDAY NIGHT SELECTION

News Bulletins, length and frequency of broadcast

Entertainment News 2200, 2300 – Duration 3min.

Information Features

Music Releases  
Dance floor Chart.

Speech programmes

Red FM Club Guide.

Music content

A dance based eclectic music show featuring cross-over club classics and new music from all genres. This is your essential selection of urban, dance and upfront tunes, regularly featuring guest DJ's both local and international. This show offers youth in the South West an aperitif to the start of their weekend nightlife.

Presentation Style

Upbeat and fun.

Ratio of speech to music

20% speech: 80% music.



# The Programme Service



## 0000 TO 0600

### RED EYE

News Bulletins, length and frequency of broadcast

Entertainment News will be broadcast on the hour each hour between midnight and 0600. The duration of which will be 3 minutes and will feature Showbiz gossip, Celebrity news both national and international as well as music news.

Information Features

Red Diary – Will be broadcast at 515am.(2min)  
Red FM's Movie Minute will be broadcast at 5.40am.

Speech programmes

No speech programmes are planned for this time.

Music content

The music content will be more relaxed but not too mellow, as those choosing to listen to Red FM at this time of day definitely want to stay awake!

Presentation Style

Laid back and relaxing, but definitely not sleepy.

Ratio of speech to music

20% speech: 80% music.

## SATURDAY

### 0600 TO 1000

#### SOUTH WEST WAKE UP

News Bulletins, length and frequency of broadcast

As per Monday to Friday news bulletins will be broadcast throughout this show at ten to the hour and will last for 5 minutes followed by a 5 minute sports bulletin.

Information Features

0730 – 0930 Headline bulletins followed by sports headlines the duration of which will be 2 minutes.

Speech programmes

Samhlaigh – Irish Language feature will be broadcast once at 9.45am the duration of which will be 1.5 minutes.

Music content

The music content will reflect the overall station style with a mix of genres, designed to set up the weekend for all listeners.

Presentation Style

Once again the presentation style is young in appeal and upbeat. While being informative and entertaining, catering for the weekend workforce.

Ratio of speech to music

30% speech: 70% music.



# The Programme Service



1000 TO 1400

THE RED ZONE

News Bulletins, length and frequency of broadcast

News bulletins will be broadcast at ten to the hour, except at 1245 and last 5 minutes. At 1245 an 8 minute news bulletin called 'Red Edition' will be broadcast followed by a 7 minute sports bulletin, bringing listeners up to date with the latest in world, national sports and local news.

Information Features

Following each news bulletin on the hour, Red FM will include:  
Traffic & Travel updates,  
Weather news,  
Sports News.  
These features will collectively amount to 3.5 to 4 minutes.

Speech programmes

Red Diary at 1000 will offer listeners the latest event listings in their County. (2min)  
Red FM Weekend Gig Guide featuring all entertainment listings for the South West.

Music content

The music follows the station's main format, and will be driven by the hit songs of today and the last five years.

Presentation Style

The presentation style will be upbeat and positive and reflect the weekend feeling.

Ratio of speech to music

25% speech: 75% music.



# The Programme Service



## 1400 TO 1800

### THE RED FM REQUEST SHOW

News Bulletins, length and frequency of broadcast

The news will be broadcast at ten to the hour and last for 5 minutes followed by a 5 minute sports bulletin. Bulletins will contain world, national news, sports and local stories.

Information Features

Following each news bulletin on the hour, Red FM will include:  
Traffic & Travel updates,  
Weather news,  
Entertainment news,  
Sports News.  
These features will collectively amount to 3.5 to 4 minutes.

Speech programmes

Red Weekend Gig Guide covering everything from a non-alcoholic disco in Ballyferriter to a speed dating event in Caherdavin.  
Red Diary 1500 and 1700 (2min)  
Sport Updates  
Competitions  
Live Reports from GAA games

Music content

Red FM listeners request their favourite songs from the Red FM repertoire. It's a radio show specifically designed for and driven by the Red FM South West listeners. This show is a key way in which we keep up with the changing musical tastes and interest of our audience.

Presentation Style

Youthful and upbeat.

Ratio of speech to music

25% speech. 75% music.

## 1800 TO 1900

### THE BIG RED SPORTS

News Bulletins, length and frequency of broadcast

News bulletin will be broadcast at 1850. This bulletin will last 5mins and will be followed by a sports bulletin duration of which will be 5 minutes in length.

Speech programmes

This is a one hour sports round up and talkback show. The first half hour features a sports round up of results and the second half hour features a phone-in with listeners giving their opinions on the major sports stories of the day. In-studio guests will feature sports personalities and all local sports journalists.

Music content

No music except where used incidentally.

Presentation Style

Upbeat and energetic with a well known sports journalist presenting.

Ratio of speech to music

100% speech.



# The Programme Service



<b>1900 TO 2200</b>	<b>RADIO RAPTURE</b>
News Bulletins, length and frequency of broadcast	Entertainment news bulletins will be broadcast on the hour each hour between 1900 – 2200, and will last for 3 minutes.
Information Features	Following the 2000 news bulletin, Red FM will include a Gig Guide which will feature events both local and national and will last for 2 minutes.
Speech programmes	This show will identify the changing music scene and the desire from listeners to hear a wider range of music styles and eras. This show makes the connection between the best music of today and its roots in the past. The staple music diet will consist of R'n'B and its influence, Rock and its influence and featured genres with a connection to today's music tastes. This show will give us the opportunity to expose young listeners to classic artists including everything from Miles Davis to Joe Strummer and Sam Cooke to Kanye West.
Music content	The music featured will cross many genres with a focus on R'N'B and soul.
Presentation Style	Upbeat and informative.
Ratio of speech to music	20% speech: 80% music.
<b>2200 TO 0100</b>	<b>LUV2DJ</b>
News Bulletins, length and frequency of broadcast	Entertainment News on the hour duration 3min.
Information Features	Following each news bulletin on the hour, Red FM will include: Nightclub guide, These features will collectively amount to 4.5 to 5 minutes.
Speech programmes	Top 5 songs from each county voted by listeners, Guests DJs, Celebrity News, Dance Floor Chart, New releases, Interviews.
Music content	Chart based with a dance flavour including custom mixes produced especially for the show.
Presentation Style	Upbeat and Entertaining.
Ratio of speech to music	20% speech: 80% music.



# The Programme Service



0100 TO 0600

**RED EYE**

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News Bulletins, length and frequency of broadcast	Entertainment News. Each hour on the hour from 0100 to 0600 the duration of which will be 3 minutes.
Information Features	Red FM Movie Minute at 0545.
Speech programmes	Red FM's Diary at 0515 m (2min).
Music content	The music follows the station's main style, focusing on more familiar tracks but not too laid back as many people listening at this time of day do so to stay awake.
Presentation Style	Laid back and relaxing, but not sleepy.
Ratio of speech to music	20% speech: 80% music.

## SUNDAY

0600-1000

**SOUTH WEST WAKE UP**

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News Bulletins, length and frequency of broadcast	As per Monday to Friday news bulletins will be broadcast throughout this show and will last 5 minutes containing international, Irish and local news. Unlike Monday to Friday there will be no on the half hour news bulletins.
Information Features	Following each news bulletin at ten to the hour, Red FM will include Weather news, Entertainment news (2min) Sports News These features will collectively amount to 3.5 to 4 minutes.
Speech programmes	Single of the week/album Weekly Entertainment guest Soap News TV Segments Competitions.
Music content	The music content will reflect the overall station style with an emphasis on the more melodic easy to listen to tracks of the Red FM repertoire.
Presentation Style	Once again the presentation style is young in appeal and upbeat.
Ratio of speech to music	20% speech: 80% music.



# The Programme Service



## 1000 TO 1200

### TOP 40 OIFIGIUL NA HEIREANN

News Bulletins, length and frequency of broadcast

News bulletins will be broadcast at ten to the hour and will last 5 minutes followed by a 5 minute sports bulletin.

Information Features

Irish Top 40 presented solely as Gaelige.

Speech programmes

Up to date news on the artists making it in the South West's Top 40.

Music content

We countdown the 40 top selling records in the country reflecting the buying public's taste.

Presentation Style

The presentation style will be upbeat and excited.

Ratio of speech to music

20% speech: 80% music.

## 1200 TO 1700

### SUNDAY ZONE

News Bulletins, length and frequency of broadcast

News at ten to the hour every hour for a 5 minute duration followed by a 5 minute sports bulletin.

Information Features

The Red FM Net News -the best websites in the region and around the world.  
Red FM Flix. The hottest movie news plus the latest reviews and interviews.  
The South West Rocks. Gig guide for live music and reviews of live acts.  
South West Dances. Club guide and reviews.  
New Releases. Round table discussion on the hottest music release to hit the region.

Speech programmes

The show is all about bringing young people in the region up to date with the latest events in their city.

Music content

Reflects the station format and the music happening in the region during that week.

Presentation Style

Informative, intelligent, laid back.

Ratio of speech to music

30% speech: 70% music.



# The Programme Service



<b>1700 TO 1800</b>	<b>THE BIG RED SPORTS SHOW</b>
News Bulletins, length and frequency of broadcast	1 hour Sports Show.
Information Features	The focus remains on sport there will be no other features planned in this hour.
Speech programmes	This is a one hour sports round up and talkback show. The first half hour features a sports round up of results and the second half hour features a phone-in with listeners giving their opinions on the major sports stories of the day. In-studio guests will feature sports personalities and all local sports journalists.
Music content	100% speech in this hour although incidental use of music may occur.
Presentation Style	The hour will be presented by a professional sports journalist.
Ratio of speech to music	100% speech.
<b>1800 TO 1900</b>	<b>RED ROCKS</b>
News Bulletins, length and frequency of broadcast	INN News at the top of the hour at 1800 hours approximately 4 minutes.
Information Features	This show is dedicated to the edgier side of music focusing progressive rock and upfront new music.
Speech programmes	Interviews. Rock Chart. Album features.
Music content	This show will feature very big commercial rock tunes coupled with the unknown in an MTV style delivery.
Presentation Style	Very upbeat and listener inclusive.
Ratio of speech to music	30% speech: 70% music.



# The Programme Service



<b>1900 TO 2200</b>	<b>GREEN ON RED</b>
News Bulletins, length and frequency of broadcast	Entertainment News at the top of each hour lasting 3 minutes.
Information Features	The focus of this show is on the music, no other information features are planned.
Speech programmes	Green on Red is a three hour show, which specifically features Irish music both past and present. The show will feature interviews with local and national Irish music talent. Reviews of new Irish singles and information and reviews of local music gigs in the region.
Music content	The music featured will be totally Irish with demo sessions and live sessions from local and national Irish acts.
Presentation Style	Upbeat and informative.
Ratio of speech to music	20% speech: 80% music.
<b>2200 TO MIDNIGHT</b>	<b>SOUTH WEST TALKS BACK</b>
News Bulletins, length and frequency of broadcast	There will be news bulletins on the hour, taken from INN duration 4min.
Information Features	The show will be listener interactive, covering keys issues that are important and relevant to the people of the South West. With guest benchmarks and regular lively debate and relevant editorial stories. The main focus on subject matter will be issues of social importance to all in out target reach.
Speech programmes	Samhlaigh – Irish Language Feature. (2min).
Music content	This is a speech intensive show, incidental use of music may be needed.
Presentation Style	Serious journalistic style.
Ratio of speech to music	100% speech.



# The Programme Service



MIDNIGHT TO 6AM	RED EYE
News Bulletins, length and frequency of broadcast	Entertainment News each hour on the hour from Midnight to 6am. (3min).
Information Features	Red FM Movie Minute. Red FM Diary (2min).
Speech programmes	No speech programmes planned for this time.
Music content	An emphasis on the more melodic tracks.
Presentation Style	Laid back and relaxing.
Ratio of speech to music	20% speech: 80% music.

## Conclusion: The Programme Service

The company has demonstrated that Red FM will provide a full programme service which is desired by a substantial and significant proportion of the population. The station will be locally produced and dedicated to serving the particular tastes and interest of a group much sought after by all new media developments. This service will help underpin the importance of radio within a new media age. It will create opportunities for new Irish talent as well as cater for minority tastes and interests in the wider community. It will aim to garner interest in the Irish language by creating a wider understanding of local and national culture.

## Summary:

- A programme service with proven appeal for 15 to 34 year olds: as evident by the fact that Red FM is the most popular used service identified in the JNLR;
- A programme service which is 80 per cent locally originated;
- Full news and information programming delivered with youth appeal - no derogation required;
- Main studio in Limerick. Satellite studios in Ennis, Roscrea, and Tralee;
- 66% of young adults in the South West are already aware of Red FM in Cork, 38 per cent have listened - a great foundation for a new regional station;
- A committment to Irish language programming;
- Opportunities for Irish talent to be promoted.