



section 5

the programming service

The Programming Service

5.1 Programming Strategies

(i)

Programme Research

The promoters of ROCK RADIO 100.3 have the skill and experience of creating and maintaining a niche radio station. We have the support and guidance of noted radio professionals, music producers and promoters and we understand the special challenges of such a start-up project. In terms of programme research, it is envisaged that we will use our unique experience in this market to tailor a Classic Rock service that will excite the Dublin audience. Our extensive knowledge of broadcasting a focussed rock service will give ROCK RADIO 100.3 the edge in providing Dublin with the best in Classic Rock. We also intend to employ a variety of methods for ongoing research. They are:

Listener feedback via:

- Direct contact on telephone
- Text messages (SMS)
- Web-based listener feedback forms & surveys
- Web-based comments page
- Documenting and charting listener requests

Industry feedback via:

- Direct contact with bands, labels and management
- Mailing lists
- Awards – PPI Radio Awards, X-Trax presenter awards
- Media articles (Hot Press magazine, National Newspapers, Event Guide magazine, Business & Finance Magazine, Marketing magazine)
- Event Media Partnerships

ROCK RADIO 100.3 will also include in its research strategies:

- Engagement in regular, ongoing market research and focus group studies. This will include perceptual studies as well as regular auditorium research and one to one interviews examining music, programming and the image of the station.
- A Subscription to JNLR

Individual Programme Research

The promoters of ROCK RADIO 100.3 maintain that presenters who are passionate about music make the best and most engaging programmes. The Classic Rock genre is unique as it combines both new and “die hard” fans and in this sense while music knowledge is essential, it is equally important that there is a true understanding of the creation of quality radio programmes.

The people behind ROCK RADIO 100.3 are passionate about Classic Rock and crucially have many years of experience in the field from programming radio stations through to promoting and producing successful Classic Rock artists and events.

News, sports, traffic, features and other spoken word programmes will be researched by our full and part-time journalists and researchers. They will be aware of, and conform to, policies regarding fair comment and impartial presentation and will devote equal time to all opinions regarding a subject, public controversy or debate.

A Programme Controller will be responsible for the creation and maintenance of the broadcast schedule as well as all on-air activities. The Programme Controller will also hold responsibility for quality control and staff training.

Programme Production

Programme production will be monitored directly by the Programme Controller and the Production Manager.

All members of staff will be trained to the highest level of broadcasting skills and will be directly answerable to the Programme Controller.

Broadcasting policies will be created to govern the content and nature of all spoken word programming. Music policies will be put in place to govern the airing of songs with potentially offensive content. Policies will be initiated regarding on-air guests and controls will be put in place to ensure quality of broadcasts. All programmers will be made aware of, and adhere to, these policies.

Quality Control

The Production Manager will be responsible for the technical production and quality control of all pre-recorded broadcasts.

The Programme Controller will ensure quality control by effective monitoring of broadcasts.

Individual programmes will be reviewed regularly by means of automated computer air-check recordings.

The Programme Controller and broadcasters will review these recordings on an ongoing

basis and broadcasters and management will have group discussions and brainstorming to develop ideas and programmes.

Team meetings will also be held on a regular basis to ensure that the station style is adhered to and developed and the station's output is at all times unified and enthusiastic.

Compliance

Logger recordings of all broadcasts will be made and kept.

Written programme logs will be created and maintained by the Programme Controller, regulating all on-air commitments.

We will ensure that the news and current affairs requirements plus all other contractual obligations are fulfilled.

(ii)

It is understood that the JNLR survey is the benchmark for advertisers but there are a number of additional factors that determine the success of programming. We will be engaged in research through the use of focus groups that represent those that are both familiar and unfamiliar with the station.

Listener feedback will always be a key method of gauging audience satisfaction. Our primary methods will be via SMS messaging which has proven to be a very effective way of gauging audience opinion. It also gives us data on original numbers versus the repeat number of people who text message in to the station. We will also chart overall text activity.

ROCK RADIO 100.3 intends to create a database of subscribers to a newsletter service as it has shown itself to be an effective method of maintaining dialogue with listeners. We have also found from previous research that listeners have shown a great interest in becoming involved with marketing activities and opinion polls. Listeners will also be encouraged to register to the ROCK RADIO 100.3 website for exclusive contests and news.

Finally, ROCK RADIO 100.3 will be a very "hands on" station which will encourage a large listener interaction. The amount of participation to our on air contests and listener features will be crucial in establishing the station's success.

5.2 Programme Policy Statement

5.2.1 Broadcasting Philosophy

RADIO ROCK 100.3 will provide Dublin with a superb quality Classic Rock radio station which will have a strong appeal to wide age group. RADIO ROCK 100.3 will be a service that will resonate with the common consciousness, will be easy to recognise and will deliver an electrifying variety of music. It will produce music that is familiar to the general public yet absent on the current airwaves. RADIO ROCK 100.3 will surprise you with forgotten gems that can only be delivered by people who are passionate and knowledgeable about Classic Rock.

Dublin needs and wants Classic Rock. The promoters of RADIO ROCK 100.3 have the expertise to deliver a uniquely Irish service with the enthusiasm that only comes from the experience of professionals working in the world of niche market radio.

In no means will this be 'an oldies station' – the songs, whatever their age, will be presented with the same sharp energy as if they had come out last week. Professional, well versed presenters will inject energy to the station armed with enough information to always keep things interesting without running the risk of overloading listeners with superfluous amounts of trivia or statistics.

ROCK RADIO 100.3 will not be a 'nostalgia station'. It is clearly envisaged that it will be a music station with news and current affairs content that truly reflects the interests, concerns and lifestyles of an audience living in the modern world.

ROCK RADIO 100.3 will offer opportunities to new-comers to the commercial radio industry. The project's promoters have established effective in-house training programs and are fervent supporters of initiatives like Learning Waves. ROCK RADIO 100.3 will offer equal opportunities to all that show talent in every aspect of broadcast radio and we will give young people the coaching and encouragement to strive further.

Let us introduce you to the vibrant, new station with a familiar feel, ROCK RADIO 100.3.

5.2.2 Target Audience

ROCK RADIO 100.3 intends to serve an audience aged 25 and above. Our extensive market research has found that the station will enjoy particular support in the over 35 age group. Classic Rock by definition has a wide appeal. It will comprise older, well-known tracks that are enjoyed by those who experienced them the first time around, those who were introduced to them by older brothers and sisters and those who are just re-discovering them as they become old enough to explore music outside mainstream pop. Classic Rock has withstood the test of time and endures when the 'pop of the day' has long since faded away.

5.2.3 Broadcasting day

5.2.3.1 Total number of broadcasting hours per day

ROCK RADIO 100.3 will provide a twenty-four hour service.

5.2.3.2 The hours of live programming per day

Live programming will commence at 05:30 from Monday to Friday and will continue until 01:00 the following day with the exception of Nights with Alice Cooper (19:30-22:30) which is pre-recorded. On weekends live programming will commence at 08:30 and will continue until 02:00 the next day with the exception of The Rock Doc (Saturday 21:30-22:30).

5.2.3.3 The hours of automated programming

Automated programming will commence at 01:00 from Monday to Friday and will conclude at 05:30. On weekends automated programming will start at 02:00 and will conclude at 08:30.

5.2.3.4 The percentage of broadcasting hours dedicated to:

Music programming:	ROCK RADIO 100.3 will present up to 60% music between 07:00-19:00 and 65% of the total broadcast day.
Speech-based content:	ROCK RADIO 100.3 will broadcast approximately 10% speech-based content between 07:00-19:00 and 10% for the entire broadcast day.
News and current affairs:	ROCK RADIO 100.3 will broadcast 20% news and current affairs between 07:00-19:00 and 15% for the entire broadcast day (or 20% if derogation is not granted).
Advertisements:	ROCK RADIO 100.3's advertising will initially make up six minutes per hour for a total of (10%) between 07:00-19:00. The cumulative total for the day will be 10%.

5.2.4 News

Types of news to be broadcast:

Our research as well as our experience has shown us that listeners are both concerned and interested about what is going on in the world and want coverage of stories that are relevant to them. Our aim is to provide the most up-to-date, informative news coverage of breaking news and current events in Ireland and abroad. The target audience for this service is aware of world events and the political climate we live in and demands to be kept up to date on all major news stories from Ireland and around the world as well as stories of cultural interest. It will also cover stories that may not have been reported on by other Irish stations, and include specialised news of interest to our audience. As audiences mature, their desire to hear news increases and through our market research we have found this to be the case for the potential audience for ROCK RADIO 100.3.

ROCK RADIO 100.3 has undertaken an initial agreement with Independent Network News (INN) for the provision of News and Sports content and will undertake agreements with other news providers as required. The station will place great value on its in-house news staff to deliver news that matters to its audience.

The sourcing of various types of news:

News will be sourced primarily by our team of in-house journalists using INN and IRN wires as well as Reuters and other subscription services. This is in addition to the daily work of contacting agencies, following up stories, checking in with contacts and all the other work that goes towards producing great radio news.

The number and duration of news bulletins and programmes:

News bulletins will be broadcast throughout the day on ROCK RADIO 100.3 on an hourly basis. Bulletins will generally be 4-5 minutes in duration. Longer bulletins will be broadcast at peak times. At night, ROCK RADIO 100.3 will take INN syndicated news.

5.2.5 Sport

5.2.5.1 The types of sports to be covered and their relevance. Sports coverage is of interest to our audience but not to the detriment of the music. Sports bulletins will feature throughout the day on Rock 100.3 and extra coverage will be provided at weekends and on weekday evenings.

5.2.5.2 Sports news will be carried as part of News bulletins throughout the day and evening and additional sports coverage will be broadcast at weekends and during Rock Talk at night.

5.2.6 Current Affairs Programming

5.2.6.1 The Format

ROCK RADIO 100.3 has the unique experience in the Dublin franchise area to create specialised current affairs programming for a niche market audience. The content will be aimed at matching the station's format and style to ensure that people are continuously engaged.

Rock Talk (2 Hours) – The mic is yours on Rock Talk – the call-in show which pursues real topics for real people five nights a week. This is a programme that will cover frank, open and adult topics without falling into the realm of hype and sensationalism. It will cover topics like sexuality, relationships, social issues, social tolerance, and anything that affects the general public on a day to day basis. (Nightly Monday to Thursday and Sunday between 23:30 and 01:00 the following day.)

Best Of (1½ Hours) – This show on weekend mornings will give early risers the chance to catch a recap of the best of ROCK RADIO 100.3's late night discussions and interviews. This edited compilation will cover the highlights of the previous week on ROCK RADIO 100.3. Weekends from 07:00-08:30.

In addition, we have determined from market research that carefully constructed features attract sponsorship which allows a station to maintain profitability. We propose a number of 1 to 7 minute Rock Features which will focus on culture and history. These are designed to air at staggered times across the week for maximum reach. These are some of the proposed Rock Features:

10 @ 10 (25 minutes) – Ten tracks from a specified year covers the music of an era. We will also include the history and spotlight the culture and politics of the time focusing on the Irish perspective. Weekdays at 10:00.

One On One (3-4 Minutes) – A daily spotlight of a classic rock track is emphasized with the band's history. Weekdays at 13:00.

Lost & Found (3-4 Minutes) – This is for everyone who has the name of a band or song on the tip of their tongue. Listeners can hum, sing or describe a track and we will find it and supply all the relevant information on it. Weekdays.

Local Licks (6-7 Minutes) – Dublin's rock talent gets the star treatment as we spotlight the city's best rockers. This feature will include interviews and specially recorded sessions. Three times daily.

Grrl's Rule (10 Minutes) – Ladies take a bow as we focus on the music and background of the females of rock. Twice daily.

Artist Of The Week (3-4 Minutes) – We feature a special look at a classic artist, their music, their legacy and their life. Twice daily.

Rock The Alphabet (60 Minutes) – Everyday we hit the ABC's of rock. We will take an hour to play songs and bands for each letter of the alphabet and spice it up with fascinating facts and history. Weekdays.

Five Alive (9-12 Minutes) – At 5PM we hit the stage with live tracks complete with trivia. Weekdays at 17:00.

Write On (5 Minutes) – The culture of an era can be defined by its music and its literature. ROCK RADIO 100.3 will examine the books that defined a time and place in history. Twice Daily.

Life Through A Lens (5 Minutes) – Who can forget the films that inspired a generation. Quadraphenia, The Rocky Horror Picture Show, The Graduate and Breakfast Club all successfully mixed music and culture to become landmark movies. We will examine the history and making of these landmark pictures and the music which made them the success they are today. Twice daily.

Biophonic (3 Minutes) – An in depth look at the life and times of rock's superstars, forgotten heroes and those who worked in the background. Twice Daily.

Re-Issue (4-5 Minutes) – Classic albums often get the re-release treatment with bonus tracks and added features but in Re-Issue we will examine classic rock albums to determine whether they are worth the investment. Twice daily.

The Collector (2 Minutes) – Have you had the vinyl equivalent of a Caravaggio in your attic? The Collector will inspect valuable records, posters, tickets and other nostalgic collectables to assess their worth. Twice daily.

5.2.6.2

ROCK RADIO 100.3 has established many successful formulae to create engaging programming aimed at a niche market. Our features, spoken word and current affairs programmes are designed specifically to fit in with the pace, style, tone and intensity of a Classic Rock format. We have carefully considered topics that are both relevant to the service and to the intended audience which includes history, Irish and international culture and in depth examinations of real life issues.

5.2.7 Speech Programming

5.2.7.1 The format

ROCK RADIO 100.3 will create quality speech based programmes that are relevant, educational and exciting to our intended audience. They are as follows:

Classic Album Archive (Sundays 21:30-22:30) – A weekly documentary which examines a classic rock album in terms of its music, its creation and the cultural climate at the time surrounding its release.

The Rock Doc (Saturdays 21:30-22:30) – This weekly slot is reserved for a documentary series which will focus on the history and culture of rock music. ROCK RADIO 100.3 has intentions of bringing the best of the world's radio to Dublin along with quality indigenous produced programming from independent producers such as Tinpot Productions, Outloud Production and Julien Clancy who has been awarded funding from Sound & Vision for several years running.

5.2.7.2 In the case of special series, it is envisaged that the station will broadcast at least two special series each year.

5.2.7.3 Relevance of programmes to audience

Radio is a source of information and entertainment. Through research both pre the stations launch and after the station comes on air, the promoters will ensure that all the programming on Rock Radio 100.3 will be relevant to its target audience at all time.

5.2.8 Irish language programming

ROCK RADIO 100.3 will broadcast a minimum of one hour of Irish language programming in the form of I-Rock, a music driven programme which concentrates of Classic Irish rock and its influence of rock around the world.

I-Rock

Sunday mornings will kick off with an hour dedicated to rock and the Irish language as I-Rock plays top quality Classic Rock featuring a healthy cross-cut of famous and forgotten Irish rock. The programme will also look at Ireland's influence on rock around the world.

5.2.9 Music Policy

Virtually every available dictionary definition of the word classic includes a key test. The most telling aspect of the adjective is that it describes something about which the same opinion has stood over a long period of time. (With regard to Classic Rock), people listen to it, and feel the same way about it today as they did when it was first recorded. (Source: About.com)

Of enduring interest, quality, or style: a classic design; classic clothes (Source: Dictionary.com)

The promoters of RADIO ROCKR 100.3 have unrivalled expertise in the area of quality rock broadcasting and in matching that music with the needs of its listeners. This expertise along with our major market research project for this application, perceptual studies, ongoing auditorium, callout and focus group research will ensure that the stations musical output stays relevant to its discerning audience at all times.

Genres:

We have defined a number of genres within the umbrella term "Classic Rock".

AOR: 37-42%

AOR originally stood for Album-Oriented Rock, an American FM radio format focusing on album tracks by rock music artists rather than singles releases. In some markets the term AOR was later re-positioned as "Adult Oriented Rock" as the concept of "albums" was seen as obsolete in the compact disc era (Source: Webster's Dictionary), and even more today with the proliferation of digital media. We define AOR artists as those artists who achieved their greatest success through airplay on radio stations with the AOR format. Examples include:

Fleetwood Mac, Billy Joel, Elton John, Eric Clapton, Bob Seger, Paul Simon, Bruce Springsteen, Heart, Steely Dan, Meatloaf, Neil Young, Bob Dylan, Rod Stewart

Stadium Rock: 27-32%

Sometimes referred to as "Arena Rock", we define this genre of Classic Rock as a more commercial variation on the typical "hard rock" of the 70's and 80's, with polished production and anthemic choruses, both on fast-tempo rock numbers and power-ballads. According to Blogcritics Magazine: "Arena rock is not only defined by its sound, it is also defined by its concerts. It is music designed to be performed live in stadiums and arenas". Examples include:

Rolling Stones, AC/DC, Aerosmith, Def Leppard, GNR, Led Zeppelin, Queen, Thin Lizzy, Van Halen, The Who, Nirvana, Pearl Jam.

Punk/New Wave: 13-18%

Punk rock was conceived as a reaction against the perceived excesses and social irrelevance of mainstream 1970's rock and the notion of the "superstar". Punk rock is defined as fast, guitar-based music, typically with short songs and stripped-down instrumentation. Punk Rock lyrics generally concern themselves with themes relevant to youth culture, sometimes with political subject matter. New Wave can be defined as a more "refined", version of Punk Rock, with more complex lyrical themes, a more accessible, "poppier" sound and slicker production values. Examples of Punk/New Wave acts include:

The Clash, Elvis Costello, Blondie, Talking Heads, Ramones, Sex Pistols, Stiff Little Fingers, Boomtown Rats, The Cure

Psychedelic/Progressive Rock: 8-12%

Psychedelic Rock has its origins in the studio wizardry pioneered by The Beatles in the mid-to-late sixties, particularly on the “Revolver” (1966) and “Sgt. Pepper’s Lonely Hearts Club Band” (1967) albums. The internet site Wikipedia characterises Psychedelic Rock as featuring: “...elaborate studio effects - backwards taping, (stereo) panning, phasing, long delay loops and extreme reverb... exotic instrumentation,...A strong keyboard presence... and surreal, esoterically inspired or whimsical lyrics” with the overall sound acting as a sonic representation of a dreamlike state. Progressive Rock (often known simply as Prog-Rock) evolved from Psychedelic Rock. Prog-Rock can be defined by songs of often lengthy duration, sometimes in a number of movements, regularly encompassing complicated time signatures, with lyrics based in fantasy, often performed by virtuoso musicians. Some examples of Psychedelic/Progressive Rock acts are:

Iggy & The Stooges, The Velvet Underground, Late-period (1966-1969) Beatles, Jimi Hendrix, The Doors, Genesis, Pink Floyd, ELO

Country/Southern Rock: 3-7%

Country Rock first came to the fore in the late 1960’s, when rock artists began to create records influenced strongly by the country music pioneers of the previous decades. Southern Rock is so named as it was initially created those living in the Southern States of the USA. However, Southern Rock today is more defined by the sound of the music rather than the domicile of those creating it. Musically, there is strong correlation between the sound of Country Rock and Southern Rock, and we believe them to be two sides of the same coin. The music is typified by a mellow sound, often using acoustic instruments, incorporating elements of Country Music, Rock N Roll, and Blues. Examples of Country & Southern Rock artists include:

Eagles, Leonard Cohen, Van Morrison, Tom Petty, ZZ Top, The Band, Simon & Garfunkel.

Glam Rock: 2-5%

Glam Rock has its origins in the Phil Spector-created “Wall of Sound” bubblegum-pop hits of the mid-sixties, and the hippie movement of the late 1960s. Glam rock hit its peak in the early-to-mid 1970s. Musically, “stomping” drum rhythms, catchy musical hooks and lightweight lyrics, with the electric guitar the main instrument in the presentation of the musical melody, typify the genre. Glam Rock was as much about the visual aspect of the performance as it was about the music created. Typically, Glam rock artists wore bright, glittery costumes, platform boots and striking makeup, and sported long hair. Glam Rock was very much a musical movement of its time, albeit a hugely popular one, and the main acts associated with the Glam Rock either faded away with the genre (e.g.

Mud, The Sweet), or adjusted their sound to incorporate other Rock stylings (e.g. David Bowie, Elton John, Queen). Some examples of Glam-Rock artists include:

T.Rex, early David Bowie, Mott The Hoople, Slade, Roxy Music, The New York Dolls, The Sweet, some Elton John

Time Frame:

Having undertaken lengthy considerations as to how best determine a breakdown of the time periods for the music provided, we have decided that the following two distinct timeframes will offer optimum output:

1. 1965 – Last Twenty Years

refer to (appendix 8)

We take 1965 as our starting point as that was the year when the first of the genre’s pivotal albums were released, including The Beatles’ Rubber Soul, Bob Dylan’s Highway 61 Revisited and The Who’s My Generation.

According to our market research (see Appendix 9), It would appear that those with an appetite for Classic Rock in 2008 are primarily Male, aged 40-49. Given this data, the earliest year of birth for this range is 1959, with those aged 40-49 growing up in the 1970s and 1980s. We have therefore arrived at the conclusion that the majority of output will comprise music created during the 1970s and 1980s. This is also the era in which many of the artists in the genres outlined above hit their highest commercial and artistic peak.

As time goes on, more and more tracks will fall into this category, and we believe that allowing music over twenty years old to account for 80% of our output will allow us to successfully showcase Rock’s back catalogue.

2. Last Twenty Year 20-30 % (one-third to comprise music of the last five years)

In 2008, magazines such as Future Publishing’s “Classic Rock” continue to enjoy increases in circulation (Source: Audit Bureau of Circulations, Feb 2008), and stations such as the UK’s Planet Rock boast 563,000 weekly listeners (Source: RAJAR Jan 2008) on DAB alone.

These media outlets concentrate primarily on the music created in the 1970s, 1980s and to a lesser extent 1990s, but they do not concern themselves solely with the music of the past. Classic Rock Magazine reports extensively on current music by Classic Artists, as well as new artists who produce music with a “Classic Rock” sound. Planet Rock Radio has a four-hour week-nightly show presented by Nicky Horne dedicated to highlighting the latest rock releases. It is clear that those who enjoy Classic Rock are interested in new music also.

We have therefore set aside 20% of our Music Output to concentrate on the more recent artistic endeavours produced under the mantle of Classic Rock, with one-third of our

total output devoted to music released in the last five years.

The following is a further breakdown of the two timelines described above.

Category 1: 1965 – Last Twenty Years (Rolling):

Sub-genre	Average % dedicated to genre	Average % of total output
AOR	40%	32%
Stadium Rock	29%	23%
Punk/New Wave	15%	12%
Psychedelic/Progressive Rock	3.5%	3%
Country/Southern Rock	7.5%	6%
Glam rock	5%	4%
Total	100%	80%

Category 2: Last Twenty Years (Rolling e.g. 1988-2008):

Sub-genre	Average % dedicated to genre	Average % of total output
AOR	40%	8%
Stadium Rock	35%	7%
Punk/New Wave	15%	3%
Psychedelic/Progressive Rock	5%	1%
Country/Southern Rock	5%	1%
Glam rock	0%	0%
Total	100%	20%

The above percentages will be identical for both 7am-7pm and the total broadcast day.

5.2.10 Irish Music Policy

For a piece of music to be categorised as Irish, it must meet at least 2 of the following criteria:

- 1. Lyrics** – The lyrics were written by an Irish citizen.
- 2. Artist** – The artist or more than 50% of the group are Irish.
- 3. Music** – The composer must be an Irish citizen.
- 4. Production** – The single or album was recorded in a recording studio situated in Ireland.

The total amount of Irish content to be played will be no less than 20% of the station's

general output between the hours of 07:00-19:00 and no less than 30% as the cumulative total for the entire broadcast day.”

5.2.11 New Opportunities for Irish Talent

Dublin Rock Radio Ltd has shown itself to be an environment that welcomes and nurtures new talent to the radio industry. ROCK RADIO 100.3 will employ the same tradition of opening doors to young people who have an interest in broadcasting, production, research and radio administration. ROCK RADIO 100.3 will full advantage of initiatives such as Learning Waves to provide new staff with training opportunities along with our own internal training expertise.

5.2.12 Purchase of sale of broadcast material

ROCK RADIO 100.3 will seek to purchase some carefully selected programming. We have negotiated an agreement securing Alice Cooper's syndicated programme, Night's with Alice Cooper. We intend to secure live concert recordings from agencies such as the BBC which has an extensive collection. There are a number of agencies in America that provide similar live recordings. In addition to this, we also intend to air rock specials and rock history documentaries on a regular basis.

5.2.13 Other programming proposals

ROCK RADIO 100.3 will, from time to time, be considering programming alterations in line with the current programme research.

5.3 The Programme Schedule:

ROCK RADIO 100.3 – Monday to Friday Schedule

06:00-09:30hrs

CRACK OF DAWN

Style and Presentation:

Mornings start early on ROCK RADIO 100.3 for all the hard working people of Dublin. Four hours of energy packed Classic Rock favourites are mixed with the early news, sport, traffic and weather. The Crack will feature conversation inspiring topics, resting comfortably between the morning's soundtrack. Two presenters will keep it current, fresh and entertaining while encouraging listener interaction with clever quizzes and cool rock trivia. The Crack also features a healthy smattering of the features included on the Rock Radio 100.3 schedule plus a conversation our morning no-star; someone who is either known for not being famous (the 'Powercity man' from the ads) or someone who is bonkers about something unusual (donkeys, Renault IV's, carpets). We will also feature

Lost & Found, listeners looking for a song can sing, hum or even describe it and we'll hunt it down!

09:30-12:30hrs

MIDMORNING ROCK

Style and Presentation:

ROCK RADIO 100.3 shifts down a gear as we play quality soft classic rock for the office, shop or taking care of business at home. Smooth and strong classics are balanced with a variety of ROCK RADIO 100.3 features including Ten @ Ten which plays ten top tracks from a particular year.

12:30-15:30hrs

ROCKBOX

Style and Presentation:

It's lunch-time to ROCK RADIO 100.3 and the tunes are cookin'. The programme will serve up requests and also feature One On One, a number one hit from the past at 1PM. Led @ Lunch gives you a triple play of rock gods Led Zeppelin every weekday. We'll also be presenting the ACDC to the ZZ TOP of rock with the Rock 'n' Roll Alphabet, a track or band for each letter.

15:30-19:30hrs

CRUISIN'

Style and Presentation:

Time has come for the trip home and ROCK RADIO 100.3 pulls out the big guns of Classic Rock. Cruisin' will have you singing in your car, its fair share of ROCK RADIO 100.3 features and Five Alive blasting out live cuts at 5PM plus playing air guitar on Grafton Street. Cruisin' will have all the traffic needed to get through the grind.

19:30-22:30hrs

NIGHTS WITH ALICE COOPER

Style and Presentation:

Hosted by shock rock pioneer Alice Cooper, Nights With Alice Cooper is a moody presentation of his favourite songs along with interviews from classic rockers Joe Perry of Aerosmith, Brian Johnson of AC/DC, Ozzy Osbourne, Meat Loaf, Rob Zombie, Glenn Danzig and Def Leppard to name a few. Alice Cooper is a legend in rock and Nights with Alice Cooper will be legendary in Dublin.

22:30-01:00hrs

ROCK TALK (Mon – Thurs)

Style and Presentation:

The mic is yours on Rock Talk, the call in show which pursues real topics for real people five nights a week. This is a programme that covers frank, open and adult topics without hype and sensationalism.

22:30-01:00hrs

PARTY ON (Fri)

Style and Presentation:

At ROCK RADIO 100.3, we live for Friday and PARTY ON provides the chance to cut loose with the best rock tracks until late into the night. As with a great party, expect the unexpected! Wild rock and a wild host keep it pounding until you can't take it anymore.

ROCK RADIO 100.3 – Saturday Schedule

07:00-08:30hrs

BEST OF

Style and Presentation:

Weekend mornings will give early risers the chance to catch a recap of ROCK RADIO 100.3's late night discussions and interviews. This edited compilation will cover the week that was on ROCK RADIO 100.3.

08:30-11:30hrs

HERE COMES THE WEEKEND

Style and Presentation:

Saturday morning starts gently and revs up to full RPM to get the day started right. Naturally mornings will also include the Rock Features and entertainment spotlights.

11:30-18:30hrs

SEVENTIES SPECTRUM

Style and Presentation:

If you like your Classic Rock in leather, then enter the Spectrum as ROCK RADIO 100.3 plays classic seventies rock all day featuring Bowie, Deep Purple Kansas, Neil Young, Pink Floyd and The Steve Millar Band. From Glam to Art rock, Metal to Country Rock, Seventies Spectrum covers the kaleidoscope.

18:30-19:30hrs**SINGER MACHINE**

Style and Presentation:

ROCK RADIO 100.3 cools down with an hour of singer/songwriters featuring classic artists like Joan Biaz, Jim Croce, Cat Stevens, Janis Ian and a spotlight of Dublin's best singers, live.

19:30-21:30hrs**CITY ROLLER**

Style and presentation:

Two hours of softer rock mellows your Saturday evening on Rock Radio 100.3.

21:30-22:30hrs**ROCK RADIO**

Style and presentation:

The Rock Doc is a mixture of acclaimed and home produced documentaries on rock history, personalities and events. ROCK RADIO 100.3 intends to utilize initiatives such as Sound & Vision and New Adventures in Broadcasting to create original serials while constantly searching for other quality locally produced material.

22:30-01:30hrs**PARTY ON!**

Style and Presentation:

S.A.T.U.R.D.A.Y! Time to go bananas with the best rock tracks until late. Just like with a great party, expect the unexpected! Wild rock and a wild host keep it pounding until you can't take anymore.

ROCK RADIO 100.3 – Sunday Schedule**07:00-08:30hrs****BEST OF**

Style and Presentation:

Weekend mornings give early risers the chance to catch a recap of Rock Radio 100.3's late night discussions and interviews. This edited compilation will cover the week that was on Rock Radio 100.3.

08:30-09:30hrs**I-ROCK**

Style and Presentation:

Sunday mornings will kick off with an hour dedicated to rock and the Irish language as I-Rock plays top quality Classic Rock featuring a healthy cross-cut of famous and forgotten Irish rock. The programme will also look at Ireland's influence on rock around the world.

09:30-11:30hrs**HERE COMES THE WEEKEND**

Style and Presentation:

Sunday morning starts gently and revs up to full RPM to get the day started right. Naturally mornings will also include the Rock Features and entertainment spotlights as well.

11:30-18:30hrs**SUNDAY OF LOVE**

Style and Presentation:

Rain or shine, the Summer of Love lives on ROCK RADIO 100.3 all day with quality Classic Rock from the sixties. The Beatles, Byrds and Stones will share the airwaves with Janis Joplin, Jimi Hendrix and Jan & Dean. Sundays on ROCK RADIO 100.3 will be a bit psychedelic, a bit surf but always fun and we'll throw in some classic folk and blues rock for good measure.

18:30-20:30hrs**ROADTRIP**

Style and Presentation:

As the weekend drives to a close, people are driving back to Dublin. Rock Radio 100.3 supplies the driving rock to get 'em home. Classic car tunes fuel the fire, requests are at the wheel, and the blues are left far behind. Roadtrip with Rock Radio 100.3.

20:30-21:30hrs**SUNDAY CONCERT**

Style and Presentation:

There's no need to dress up for ROCK RADIO 100.3's Sunday Concert when we air the greatest shows on Earth by rock's biggest heroes. An entire concert interrupted only for fascinating background trivia and information.

21:30-22:30hrs**CLASSIC ALBUM ARCHIVE**

Style and Presentation:

Each week we spotlight a groundbreaking Classic Rock album, exploring its making and its impact on modern music. Hear live versions, b-sides, and plenty of fascinating facts in an hour of compelling radio.

22:30-01:00hrs**ROCK TALK**

Style and Presentation:

The mic is yours on Rock Talk, the call in show which pursues real topics for real people five nights a week. This is a programme that covers frank, open and adult topics without hype and sensationalism.

ROCK RADIO 100.3's Summary Live Schedule**Weekdays:**

Time	Programme
05:30-09:30hrs	The Crack Of Dawn
09:30-12:30hrs	Midmorning Rock
12:30-15:30hrs	Rockbox
15:30-19:30hrs	Cruisin'
19:30-22:30hrs	Nights with Alice Cooper
22:30-01:00hrs	Rock Talk
22:30-02:00hrs (Friday)	Party On

Saturday:

Time	Programme
07:00-08:30hrs	Best Of
08:30-11:30hrs	Here Comes The Weekend
11:30-18:30hrs	Seventies Spectrum
18:30-19:30hrs	Singer Machine
19:30-21:30hrs	City Roller
21:30-22:30hrs	The Rock Doc
22:30-02:00hrs	Party On

Sunday:

Time	Programme
07:00-08:30hrs	Best Of
08:30-09:30hrs	I-Rock
09:30-11:30hrs	Here Comes The Weekend
11:30-18:30hrs	Sunday Of Love
18:30-20:30hrs	Roadtrip
20:30-21:30hrs	Sunday Concert
21:30-22:30hrs	Classic Album Archive
22:30-01:00hrs	Rock Talk