

SECTION 5

The Programme Service



SECTION 5 – THE PROGRAMME SERVICE

5.1 Programme Strategy

5.1.1. Implementation of:

(a) Programme Research

Yes Radio has invested significant time and resources in market research to ascertain the demand for our proposals. We will be continuing regular market research through questionnaire, focus groups and listener panels to ensure we are maintaining this focus and keeping track with new trends and needs. We'll also be using our website to gather research information such as feedback on music, listener polls and programme feedback.

Furthermore, we also propose to set up and monitor several other methods of listener interaction to glean valuable information as to the effectiveness of our broadcasts. As well as traditional methods of communication such as post and telephone, we would also endeavour to make the most of email, internet message boards/forums, chat rooms and text messaging to maximise communication with our listener base. Outside broadcasts/events are also an important part of our information gathering as staff meet listeners face to face to explore listener needs and collect feedback and new programming ideas.

We believe that through this process of research and listener feedback we will be able to maintain a service that is also relevant to the Religious and Christian community from right across the denominational divides by focussing on subjects and themes which are broadly held in common by Christians from a variety of backgrounds.

(b) Programme Production

Yes Radio's strategy for programme production has two aspects. Firstly, we want to make this service successful by making use of some of the policies, techniques and practices used in successful stations around the world, making this station truly "world class". However, we also realise that a big part of the success of this station will come down to making sure that the station is tailor-made for our country, not by simple "blind duplication" of formats that have worked elsewhere but always making sure that our station remains uniquely focussed to the Irish market.

Often "specialist" stations in their quest to provide a unique service can become patchy and erratic. We believe that consistency is a key part of producing a successful radio station. The process of people becoming regular listeners to any station is rarely an instant "conversion". Often individuals will listen on a number of occasions to sample a station before listening on a regular basis. For this reason, a level of consistency in content, quality and style is vitally important both within station day parts and across the broadcast day. For this reason Yes Radio will be adopting established practices to help ensure this. For example we will be setting up a core play list of music, using standard

station imaging/jingles across the day. We will be setting up formats for each programme to ensure that listeners who tune in on multiple occasions (e.g. Breakfast each day or Breakfast and Drive on two or three days per week) can find a consistent level of quality and style. Our news output will be set up to provide regular hourly news bulletins throughout the day on an hourly basis. We will also produce some strands of programming that run through the entire broadcast day.

These will be short format (less than two minutes) radio “spots” on subjects relevant to our audiences. We also intend to set up consistent pattern of cross promotion of the station throughout the day through pre-recorded promos as well as presenter announcements. As well as encouraging the listener to tune in at other times the format of the promotions will themselves provide consistency in the format.

Whilst the principle of consistency in our programming is important to us, we realise that a certain degree of flexibility is also necessary in order to meet the needs of our audience. We are well aware of the accusation levelled at some stations who have taken the principle of consistency to the extreme and produced uniform mediocrity. Because of this Yes Radio will be following certain principles of flexibility.

The Role of the Presenter

Contrary to some radio philosophies which limit presenter input to meaningless quips and song announcements Yes Radio believes that some of the best radio is produced when the presenters/producers of individual shows have a strong role in programming. In conjunction with the Program Director, the presenters/producers of each show will be responsible for the vast majority of the format and speech content of their programme.

Whilst in some stations programmes and features are tightly controlled and centrally scheduled with features “bought in” from external sources we believe that this is the best way to fully release the creative potential of the broadcast team. The fact that presenters truly “own” their programmes makes a number of differences. It is possible to play to a presenter’s strengths increasing the quality of the type of features that are aired. Shows become more dynamic as the presenter is able to demonstrate real personal interest in the areas covered. Again whilst the majority of music in shows will be formulated from a play list, significant leeway will be given to each presenter to add songs (one or two an hour) which specifically relate to topical subjects being covered in the show or form music features.

Appropriate Content for Day-part

We believe that there is no “one size fits all” model. For example the needs of our listeners will vary through the day effecting both our music and speech content. For example the need for information on traffic/travel/weather etc is great in Breakfast and Drive. Shorter listening times in the morning mean that features need to be short and pacy. Whilst in the afternoon the need for such information is less and the opportunity for longer interviews is present.

Specialist Programming

Whilst peak-time listening (Mon-Fri 7am-7pm) requires a greater level of consistency, off-peak periods can often afford opportunities to reach a different audience with more specialist programming. For example, whilst religious and Christian teaching programmes do not fit into our peak time broadcast there is considerable demand from certain sections of these communities. For this reason we are proposing to air limited amounts of religious and Christian teaching in the evening. Whilst large audiences may not be present during these peak-time TV slots there is still an opportunity to build up strong listenership within certain groups during this time.

(c) Quality Control

The responsibility for the quality of the broadcasts rests primarily with the Program Director. He will liaise with other members of the management team where appropriate to ensure quality output at the station. Quality will be discussed as part of our weekly management meetings in order that problems and solutions can be discussed with all the relevant team members present.

Further meetings will take place between the Program Director and other staff members to discuss these matters in further depth. The Program Director will meet with the CEO to discuss implications of the general strategy of the station on quality. He will also be in regular contact with the Technical Services Director in regard to issues relating to quality (e.g. the quality of transmission, the correct functioning of equipment, implementation of new solutions to solve problems etc.) Other such regular key contacts include meetings with the Marketing Director to discuss quality related feedback from audience research etc. liaison with internal producers and external production houses to check quality of commercials and programme elements.

Discussion of issues and implementation of procedures related to quality will also take place in meetings with our programming team. These meetings will take place on several levels. Firstly, there will be weekly production meetings that involve the entire broadcast team. Regular meetings will take place with each team/presenter that is responsible for the production of a programme. These meetings will take place at least once a fortnightly basis, with meetings with key programmes such as the News Team or Breakfast Team taking place on a weekly basis.

Yes Radio will also produce a procedure for dealing with complaints that will be published as part of the station's policies and procedures. This will help to ensure that any issues relating to the quality of our content are dealt with fairly and appropriately. As mentioned elsewhere in this application our regular market research will also be a key part of maintaining and improving the quality of our broadcasts as we listen to the views of our audience. Finally, we will also be closely monitoring our audience figures through the day. Whilst not an absolute gauge of programme quality they will provide us with key indicators of how each programme is being received.

(d) Compliance

Yes Radio will fully comply with the statutory requirements, standards, codes as set out by the BCI and also with the quota requirements for content/news/music etc as detailed by the Programme Policy Statement.

The ultimate responsibility for compliance will rest with the CEO of Yes Radio. The CEO will correspond with the BCI, ensure that staff members are updated with new codes, initiative and procedures and that they have the relevant training, experience and skills to remain within the regulatory requirements. The CEO will do this by working with his management team and ensuring that each member of the management team is achieving regulatory compliance within their department. As part of our weekly management meetings time will be devoted to issues relating to compliance to ensure that a consistent approach is maintained across the organisation with up to date records being maintained by the relevant managers concerning this matter.

The Program Director will inevitably have the bulk of this responsibility but where relevant other managers will also have roles within their department e.g. compliance in the area of technical matters or advertisement sales. Each person working within these departments will receive in-depth training on relevant regulatory compliance as part of their induction. Details of these contractual and statutory requirements will be published as a section in the staff policies and procedures which will be made available to all staff and updated on a monthly basis, to reflect any changes which have occurred.

5.1.2 Programming Assessment

As with any radio station, a key part of judging success will be JNLR audience figures. After all, if no one is listening to the service we are providing, that can hardly be described as a success. However, the unique nature of this service that we will provide means that it's success can not be assessed by listening figures alone. As described elsewhere in this application, much of our programming will be focussed on lifestyle issues, looking to explore answers to everyday issues.

Thus, part of gauging success will involve monitoring feedback to the station to ascertain whether the service we are providing is meeting these needs. Again, as mentioned elsewhere in this application, some of this information will come from market research and some from correspondence received by the station.

5.2 Programme Policy Statement

5.2.1 Broadcasting Philosophy

The positive contribution made to Irish society by religion can not be underestimated. All around the world religious figures have made huge contributions to the advancement of important areas of society such as healthcare, social welfare and education. Ireland is no exception to this. Through the years religious figures have made a huge positive contribution at home and abroad and this continues through individuals in the present day. At the heart of Yes Radio broadcasting philosophy is the desire to continue that work through national radio. Ireland has a rich religious and Christian heritage and still the vast majority of the population see themselves as belonging to this group and so it makes sense to produce such a station that is Christian in its ethos and character. Historically, religious figures, motivated by their faith, have sought to make a real difference by meeting the needs of those around them. Yes Radio hopes that its service will begin to perform a similar role in a number of ways.

Firstly we would recognise that people listening to any radio station share basic needs that need to be met including the need for information and being kept up to date with news and current affairs, weather, travel etc. Also, there is the need for entertainment, to have content which gives positive enjoyment and “lights up” the day. Yes Radio recognises the importance of these factors, however we want to do this in a way which stands out from the crowd and fits our ethos as a station.

Secondly, we recognise the need for answers to serious issues facing Ireland today. We want to provide programming which explores answers to the social problems which are being encountered and encourages social cohesion by promoting values such as personal responsibility and community awareness. These issues are often at the heart of Christian and religious belief and we feel that there are big contributions to be made in this area.

Thirdly, we would hope, through our programming and related activities to encourage and empower those in our country who share that core desire to see positive change within Ireland today. There is already a huge amount of good work going on in Churches and community groups throughout the nation and we want to help, encourage and energise those groups through promotion, publicity, and the sharing of information and also to encourage more people to get involved in this kind of community transforming activity.

Fourthly, we wish to address the spiritual need perceived in Ireland today. We are aware that there is a demand for coverage of spiritual matters such as theological material and teaching. Yes Radio recognises the importance of meeting these needs in its programming, but we want to cover these issues in a way which is focussed on real life. Our main focus in these areas will be on people, their lifestyles and experiences rather than getting bogged down in pure theological debate and argument. Focussing on the real needs in the everyday lives of people and how that relates to matters of faith rather than concentrating on an assumed spiritual need which has been “perceived” by the broadcaster.

Furthermore, a big part of our philosophy is the desire to be as inclusive as possible. A criticism often levelled at the Church and at religious and Christian media is that it is isolated, introspective and irrelevant in its methods of communication and thus turns away those from outside the this community. Yes Radio realises that to be truly effective in our broadcasting philosophy we need to reach as wide an audience as possible.

We will therefore endeavour to produce a service that is as inclusive as possible in its content and broadcasting style reaching out not only to Church goers and adherents to a variety of faith traditions but also to those who do not attend any religious services and would not see themselves as belonging to any faith.

We hope that by adopting this philosophy in our programming we will encourage religious and Christians to relate to others in a more effective way. By modelling this philosophy of creative communication and excellence we believe that this will help religious and Christians to communicate better building relationships between these communities and the wider community and enabling them to have a more positive effect on society.

Finally, our context for all of our broadcasting philosophy is the family. The well being of the family has occupied a central place in religious and Christian thought and teaching over the centuries as it does in most other faith communities. Many of the issues that Ireland faces today relate directly to family life. It is a common denominator that almost every person in Ireland today can relate to in some way. Because of these and other factors, we believe that the Family provides a great perspective from which to approach our programming.

5.2.2 Target Audience

Our core target audience is all adults aged 15+ who have an interest in Religious and Christian programming, however we intend targeting all individuals in the state who may be able to relate to our positive family orientated output.

5.2.2.1 Range of Main Focus Group

The main focus of our service will be Christian individuals and groups however our service will include opportunities for representation for those of all other faiths. The station will serve listeners from the age of 15+ and will have as its core focus adults between the ages of 25-45.

5.2.2.2 Relevance to Target Audience

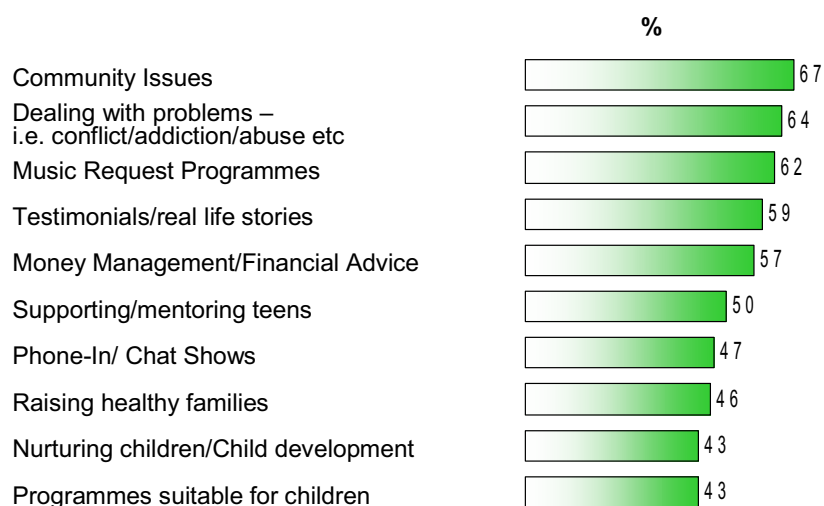
In order to ensure that our broadcasts are relevant to our target audience Yes Radio is committed to providing programming that meets their needs. We believe a key part of that is the Christian ethos of the station. With the overwhelming majority of the country citing Christianity as their faith we believe that our emphasis on this area is a key part of meeting the needs of our audience.

Furthermore, our research so far has shown has revealed key areas of concern and interest for this group which we will use to design and monitor our programming content. The findings revealed a real lack of provision of a radio service that makes a positive contribution to everyday life in 21st century Ireland and highlighted many of the subjects that we will cover through our service.

The issues of greatest interest are below, and the absence of a service dealing with such issues as we are proposing follows it.

Issues of Interest for New Radio Station – % Very/Somewhat Interested

Base: All Possible Listeners



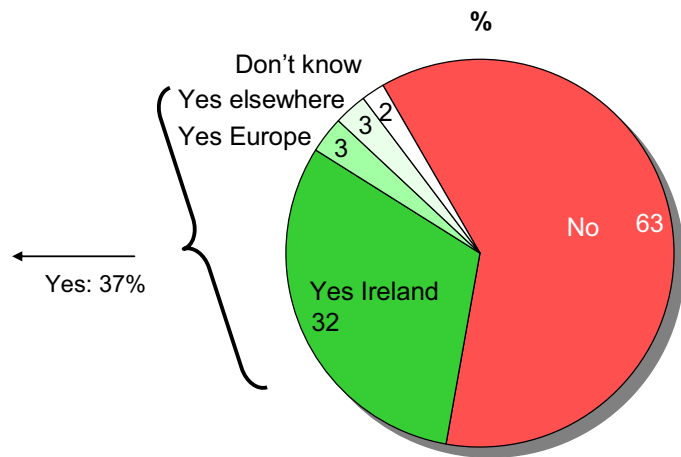
Q. Which of the following would you be most interested in having included on the new station?



Awareness of Any Similar Stations

Base: All respondents

Where heard*:	%
RTE Radio 1	10
2fm	5
Today fm	5
96 fm	2
FM 104	2
Newstalk 106fm	2
Beat fm	2
98 fm	2



*note: answers under 2% not shown

Q. Are you aware of any Station anywhere, like the one we have described in the previous 4 questions?

COMMISSION MEDIA/RADIO LICENCE SURVEY



Millward Brown IMS

We are committed to continue our regular market research through the traditional research methods mentioned above but also through careful monitoring of listener feedback and use of technology such as text messaging and website facilities.

5.2.3 Presentation Style

The fact that Yes Radio will be a religious radio station itself will differentiate this station from others currently broadcasting in Ireland. However, Christian and religious broadcasting, in general, has received criticism over the years in a number of ways. One of the main problems cited has been the observation that programming focus has become bogged down in theological issues that seem to have little relevance to daily life and yet still manage to divide Churches and communities.

Yes Radio acknowledges that some of this criticism has been valid. For this reason Yes Radio will be adopting a new approach which is not only different from current stations in Ireland but also is different from established Christian and religious broadcasters.

At the heart of Yes Radio's approach to programming will be the family. Historically, the family has been an important theme in Christian thinking occupying a central place in Christian theology, writings and practice. 91% of the people surveyed come from a background whose roots and heritage are Christian. Thus, our programming ethos will help to meet the needs of and strengthen our common family values and Christian faith. Furthermore the well-being of the family is a hot topic in wider society in Ireland, and the issues that 21st century society throws up for families are faced by religious and non religious alike. It's widely recognised that many of the social problems faced by Ireland today can be linked back to the family unit.

We will develop a "family" based broadcast service which will focus on the needs of people across the country. All members of our society belong to a family unit, and as such, our service will be cross cultural and cross community, having the common interest of being family based. As mentioned above, 91% of the people in Ireland come from a background whose roots and heritage are Christian. Thus, our programming ethos will help to meet the needs of and strengthen those common family values and Christian faith.

This family emphasis will flow through all our programming. There are some specific areas of which relate directly to family life such as marriage, parenting, education, community matters, caring for the aged etc. which we can address directly through our programming. Other subject areas, which perhaps don't relate specifically to the family, such as finance, faith, social events, will be approached from a family perspective. Our news and current affairs output will also reflect this approach. Whilst remaining impartial, this emphasis will be an important factor in deciding the priority, angle and depth of coverage given to any story. This will also be true of our coverage of sports. More information relating to our news, current affairs and sports coverage can be found in the relevant sections of this document.

Our music will also be markedly different from the approach of other stations. We will give prominence to music by Christian artists and Irish Christian music. Although these artists and songs are often well known by members of the Christian community they are rarely played by existing media outlets. Again more information is available on the relevant sections for music later in the application.

Many of the needs of our listeners will be similar to those of other people in the state. The need for programmes and features which are informative and entertaining is almost universal. However, Yes Radio believes that even when the information provided by these types of features is broadly the same as other stations they can be approached differently in light of the Christian Ethos of the station. For example, Yes Radio will be seeking to avoid some of the aspects of mainstream radio services often criticised by those in the Christian and Religious community (and indeed listeners in general) such as inappropriate humour and personally aggressive interview styles. Yes Radio will be endeavouring to follow a positive approach in all its programming regardless of whether it is seen as having a moral or religious context.

Undoubtedly Yes Radio will be seen as a voice for the Christian and religious community in Ireland. Therefore, whilst remaining impartial, the agenda of subjects covered by Yes Radio will inevitably be influenced by the views of Christian groups and individuals. However, to truly be a voice for the Christian and religious community does not simply involve broadcasting to that community. On the contrary to effectively be such a voice the station needs to reach out to the wider population of Ireland.

This means broadcasting in a way which is relevant to the 50% of people who do not regularly attend any Church. Many of these people whilst still describing themselves as Christian have previously attended Churches but have stopped attending. Whilst Yes Radio will be featuring limited Christian teaching programmes, communicating only in ways that sound religious and preachy will not be appropriate; after all if that form of communication had worked then these people would still be attending Church. Furthermore, to use such methods would inevitably mean using religious expressions which are related to a particular denomination or faith group. As explained elsewhere in this application, this is something that we would wish to avoid.

Finally, it's worth noting here that our approach to funding the station (as outlined in the business plan) will itself have implications for the sound of the station that will set us apart from existing Christian broadcasting organisations. The station will be largely funded by advertising revenue.

This will have two effects. Firstly it means that Yes Radio will not be broadcasting large scale funding appeals which have become notorious within the Christian and Religious broadcasting arena. Secondly, it will remove the need for another common fundraising device in Christian and religious broadcasting, the widespread sale of air-time to programme makers; a practice which changes the focus of programming away from the programming needs of the listener to the financial needs of the station.

We feel that this strategy for presentation style will give us the best of both worlds; a station which adds a new dynamic to the broadcast environment whilst avoiding some of the negative aspects of religious broadcasting.

5.2.4 Broadcasting Day

5.2.4.1 Total Number of Broadcasting Hours Per Day

Yes Radio will broadcast 24 hours a day, 7 days a week.

5.2.4.2 Hours of Live Broadcasting

Live programming will take place from 6am to 1am Monday to Friday and 7am to midnight on Saturday and Sunday.

5.2.4.3 Hours of Automated Programming

Monday – Friday 1am-6am
Saturday and Sunday – Midnight – 7am

5.2.4.4 Percentage of Broadcasting Hours Dedicated to:

	7am-7pm	All Day
News and Current Affairs	20-25%	20-25%
Other Speech	10-20%	10-20%
Advertisements	10-17%	10-20%
Music	38-60%	35-60%

5.2.5 News

Approach to News

News will be important to our target audience and so we will be recognising this by producing hourly bulletins for the vast majority of the time with additional half hourly bulletins during Breakfast and Drive.

We believe that our Christian ethos and 'family' focus should flow through every part of our programme and our news output is no exception to that. In order to achieve this we will tailor our news service to the needs of our target audience whilst remaining impartial. When covering news items we will look for angles on our main stories that relate to that audience. We will also give more time and prominence to news items of particular interest to the Christian and religious community for example, issues relating to religious freedom or the well-being of families. We believe that a Christian ethos should be one that is fair and factual. Thus, as with the rest of our programming, we will avoid tabloid style news coverage that depends on gossip and rumours particularly in reference to people's personal lives.

5.2.5.1 Types and Relevance to Target Audience

We intend our news service to be primarily made of up national news covering international news and local/regional news when it is of significant importance to our audience. Other news features broadcast will include weather, traffic and travel, music and entertainment, health, education, sports, business and agriculture.

5.2.5.2 Sourcing

Yes Radio's unique approach to news will require a specialist staff and so we will employ a core team of journalists to compile news bulletins and source certain stories through the day. Other sources of news will come from the following sources:

Freelance reporters/contacts- Yes Radio's association with various networks associated with the Christian and religious community in Ireland and around the world provides a range of quality contacts for news information providing us with on the spot information for many stories.

INN - Yes Radio will be subscribing to the Independent Network News service to make full use of their comprehensive news packages. We will also be making use of analysis provided by their extensive team expert correspondents.

Newstalk - Yes Radio will be subscribing to the Newstalk service to make full use of their comprehensive news packages. We will also be making use of analysis provided by their extensive team expert correspondents

Further sources - To cover international stories with more depth it's likely that Yes Radio will subscribe to a further audio and/or text service. This is mostly to be Sky Radio News/GRN, IRN or PA Ireland. All of these services have London offices who operate 24 hour newsrooms covering stories with hundreds of independent reporters around the world.

5.2.5.3 Number and Duration of Bulletins

Yes Radio will be providing a regular bulletin service through the day on the hour. This will be supplemented at Breakfast and Drive time by shorter two minute summaries on the half hour mark. Over night bulletins will be shorter summaries detailing the day's events and previewing potential stories for the next day.

	Weekdays		Weekends	
	Hourly News/Sports Bulletin	Half Hour News/Sport Summary	Hourly News/Sports Bulletin	Half Hour News/Sport Summary
6-7am	04:00		04:00	
7-8am	04:00	02:00	04:00	
8-9am	04:00	02:00	04:00	
9-10am	04:00		04:00	02:00
10-11am	04:00		04:00	02:00
11am-12pm	04:00		04:00	02:00
12pm-1pm	04:00	02:00	04:00	
1-2pm	04:00	02:00	04:00	
2-3pm	04:00		04:00	
3-4pm	04:00		04:00	02:00
4-5pm	04:00	02:00	04:00	02:00
5-6pm	04:00	02:00	04:00	02:00
6-7pm	04:00	02:00	04:00	
7-8pm	04:00		04:00	
8-9pm	04:00		04:00	
9-10pm	04:00		04:00	
10-11pm	04:00		04:00	
11pm-12am	04:00		04:00	
12-1am	02:00		02:00	
1-2am	02:00		02:00	
2-3am	02:00		02:00	
3-4am	02:00		02:00	
4-5am	02:00		02:00	
5-6am	02:00		02:00	

Weekdays

For a typical weekday our news bulletins together with other news information such as travel, traffic and weather will total up to just over two hours and twominutes each day with just over one hour 20 minutes of that in the peak 7am-7pm period.

Our lunchtime programme, 21st Century Ireland will be the main vehicle for more in depth coverage of the issues of the day. This will be aired between 12pm-2pm each weekday and will contain at least 60 minutes of news and current affairs content. The show will be repackaged and replayed to make it available for a different audience between the hours of 12am-2am, providing a further two hours of current affairs content.

Added to that will be regular features of our programmes on specific areas of current affairs such as health, finance, sports and entertainment news plus newspaper reviews and previews. We plan to air 14 of these features (five minutes average) through out the day providing a further 70 minutes of coverage, 41 of which will be during peak time.

This provides a minimum total airtime (as shown in table below) for news and current affairs material of four hours and 50 minutes through the broadcast day with two hours and 48 minutes of that being during peak time 7am-7pm. This is a minimum figure as other features within day time shows will add to this amount. We have, nevertheless “built-in” enough content into the schedule to meet the minimum requirement which demonstrates our commitment to ensuring compliance with the current affairs requirement.

Weekday Current Affairs Content:

(Format of times is Hours:Mins:Secs)

	News Bulletins	21st Century Ireland	Specialist News Features	Grand Totals
Total: All Hours	1:38:00	2:00:00	1:10:00	4:48:00
Total: 7am-7pm	1:02:00	1:00:00	0:41:00	2:43:00

Weekends

Our weekend news bulletin service will be similar to our weekday service although there may be a greater emphasis on sports as results and team/venue news comes in through the day. Again the bulletins total up to one hour and 38 minutes each day with just over one hour and two minutes of that in the peak 7am-7pm period.

On Saturdays at lunchtime 21st Century Highlights will provide a chance to catch up on the weeks events with some of the major stories featured in our 21st Century Ireland programme. This will be aired between 1pm and 4pm and will again contain at least 60 minutes of news and current affairs content.

On Sunday we plan to air a news and current affairs programme ‘Next Week’s News’ previewing the major stories ahead of us during the next seven days and a regional news round-up profiling what’s been going on in various areas of the country. Both of these programmes will contain at least 30 minutes of News and Current Affairs content.

These programmes will again be repackaged and replayed in order to make them available for a different audience, this time from 1am. Thus, for our weekend schedule this again provides a further two hours of current affairs content per day, one of which is during peak time.

We also plan to continue our threads of programmes on specific areas of current affairs. At weekends we plan to cover the areas of technology/it, sports and entertainment plus weekend newspaper reviews and previews.

We plan to air 12 of these features (five minutes average) throughout the day. Including a further 10 minutes per day spent on weekend newspaper round-ups and previews, this provides 70 minutes of coverage, 51 of which will be during peak time.

This provides a minimum total airtime (as shown in table below) for weekend news and current affairs material of 4 hours and 48 minutes through the broadcast day with 2 hours and 53 minutes of that being during peak time 7am-7pm. Once again, this is a minimum figure as other features within day time shows will add to this amount.

We have, nevertheless “built-in” enough content into the schedule to meet the minimum requirement which demonstrates our commitment to ensuring compliance with the current affairs requirement.

Weekend News and Current Affairs Content:
(Format of times is Hours:Mins:Secs)

	News Bulletins	21st Cent. Highlights/ Next week’s News/ Regional Reports	Specialist News Features	Grand Totals
Total: All Hours	1:36:00	2:00:00	1:15:00	4:51:00
Total: 7am-7pm	1:00:00	1:00:00	0:56:00	2:56:00

5.2.6 Current Affairs Programming

News and current affairs are an integral part of our stations approach rather than an addition to it. Whilst remaining impartial we want to tailor our output in this area to our target audience adopting a news agenda that reflects our Christian ethos as a station. Thus we will adopt the same policy and approach explained in the section 5.2.4 to the rest of our current affairs output.

5.2.6.1 Format, Duration and Frequency of Programmes

21st Century Ireland Weekday 12-2pm

Our main vehicle, on weekdays, for covering current affairs in depth will be our lunchtime programme 21st Century Ireland. This show will be repackaged and broadcast again at midnight to make this content available for those with different lifestyle patterns e.g. working shifts. The show will consist of a mix of music and talk (Around 80% talk, 20% music).

In addition to our normal news bulletins there will be, on average, an extra 30 minutes of news and current affairs content in each hour. This content will be divided into several smaller sections separated by music, commercials or news/information features.

The show will be driven by the news of the day with items covered relating to current events. It will be interactive in nature with strong elements of audience feedback involved which will be used to guide interview questions and set the agenda. Contributions will be taken from our audience by phone, text, e-mail and web site feedback.

We intend to adopt a “team” approach to the show. Our main presenter will be assisted by the news team in the production and presentation of the programme. Together with expert input this mix of reaction and interaction from guests and contributors will make this a lively, informative and challenging look at today’s news from an alternative perspective.

21st Century Highlights: Saturdays 1pm

Saturday lunchtimes provides an opportunity to catch up on the events of the week with some of the major stories taken from our 21st Century Ireland programme. This will be aired between 1pm and 4pm and will again contain at least 60 minutes of news and current affairs content. This content will be spread over three hours to reflect a slightly slower pace for weekend programming with more music making up the remainder of the programme. Again this programme will be repackaged for airing during the overnight period to give a different audience an opportunity to listen to the highlights of this programme.

Next Weeks News - Saturday 1pm

A look ahead to some of the events happening over the next seven days with coverage of some of the key issues that may be hitting the news. Expert opinion, analysis and comment coupled with listener feedback will provide the ultimate “roadmap” for next weeks current affairs agenda for the news hungry listener who needs to find out about news before it happens. Once again this programme will be repackaged and rebroadcast during the overnight period (1am) to make the content available to a different audience.

Regional News Roundup – Sunday 2pm-3pm

Working together with Yes Radio's contacts around the country the idea of this programme is to cover regional and local items in a greater depth and perhaps give the opportunity to hear important stories that might not make it to national news bulletins. The programme will build up a picture nationally of the various issues locally and hopefully help listeners different areas of the country to stay informed and understand the issues faced by those in other areas. We feel that this material needs to be made available to different audiences and so it will be re-packaged and aired again on the next day at 1am.

Short Features on Specialist News Areas

As well as our news bulletins and main current affairs programme we also plan to run shorter (around four minutes) features in certain key subject areas through the day. These will include features on health, family matters, entertainment, finance, sports and newspaper round-ups. Both Breakfast and Drive will have short features on each of these areas and the material from these features will also be aired during the overnight period to make this information available to different audiences.

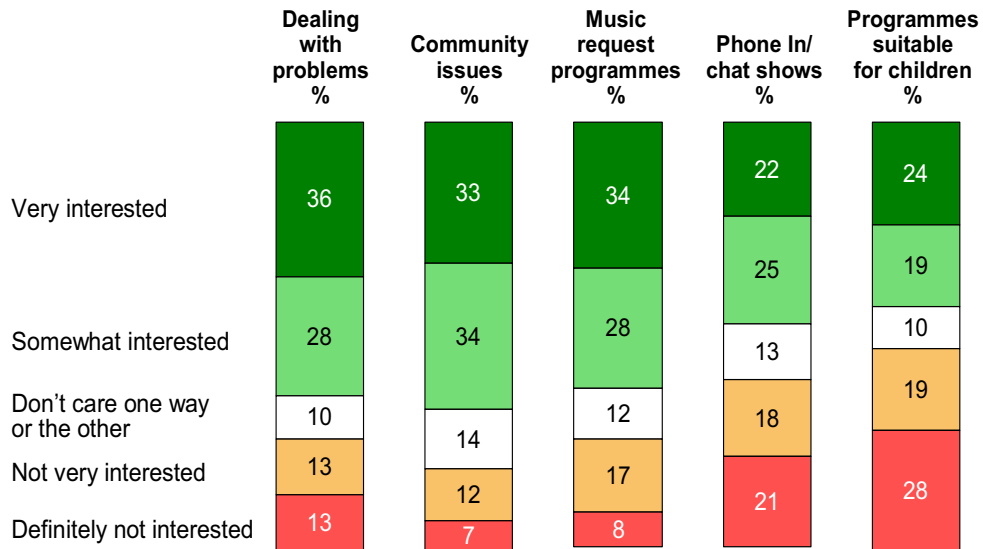
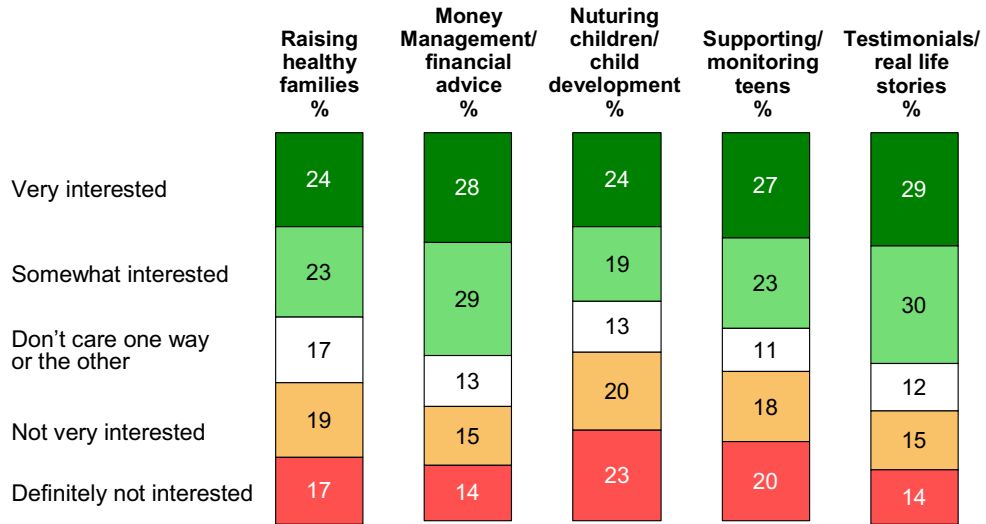
Where appropriate the features in 'Get up and Go Breakfast Show' will look ahead to stories coming up in the day and 'Head for Home Drive Show' will sum up developments which have taken place. These features might be a short round-ups of various stories of the day but will in general concentrate on just one story using expert input to explain the issue in more depth.

5.2.6.2 Relevance to Different Target Groups

Yes Radio is committed to listening to its audience through a variety of methods of market research and listener interaction to ensure that we stay on track in providing an approach to current affairs that stays in touch with the needs of our target audience.

Issues of Interest for Potential Yes Radio Audience

Base: All Possible Listeners



Q. Which of the following would you be most interested in having included on the new station?



5.2.7 Sport

Yes Radio recognises the huge importance of sport to Irish society and therefore wishes to reflect that in its programming. Furthermore, with our emphasis on programming relevant to families, sports will play a big role. Sports activities can be a key part of a healthy family life and Yes Radio will reflect this in its programming.

5.2.7.1 Types and Relevance to Target Audience

In order to be relevant to our target audience Yes Radio will inevitably have to give them prominence according to their popularity. Consequently the most popular sports in Ireland, (G.A.A., rugby, soccer, athletics, golf, etc.) will inevitably receive the most coverage. However, wherever Irish sportsmen and women achieve significant success Yes Radio will attempt to give coverage to that even when those activities are seen as minority sports. Involvement in sports has many positive social and health benefits and promotion of minority sports should increase the total number of people engaging in sports activity in the country as people who perhaps have no such interest discover new activities that suit them. For this reason Yes Radio will seek to give publicity to initiatives by minority sports such as recruitment drives and “try-out” sessions wherever possible. The manner in which these sports are covered is also a significant factor. Again with our broadcast philosophy will help determine this. For example, because of our religious and Christian Ethos we want to include, in our sports coverage, interviews with sportsmen and women whose faith is of particular importance to them. Such interviews might include questions about their faith as well as other information about their life and career. Another example might be featuring sports activities where families can get involved together or publicising coaching schemes for children.

We feel that this approach will be also relevant to our target audience because research so far has shown a real need to tackle issues from a family perspective and so sport can easily be included in this approach. We will continue to monitor feedback through correspondence and audience research to gauge whether the sport we are covering and the extent and nature of the audience is appropriate.

5.2.7.2 Format, Duration and Frequency of Coverage

Yes Radio is proposing regular sports news features throughout the week in addition to sports coverage that is included in general news bulletins. The content of these will vary according to when they are aired. Features in the morning are likely to preview action later in the day or unpack off-field stories. Conversely in the evening or weekends they may include summaries of matches and latest scores as appropriate. These sports bulletins will be scheduled on weekdays in the following hours:-

Weekdays	Weekends
3:45am	4:45am
7:45am	8:45am
4:45pm	11:45am
	5:45pm

The scheduling of this within the hour may vary but it is most likely to be at 15 minutes to the hour as shown. Feature lengths will be at least 5 minutes with the weekend bulletin being ten minutes to summarise results from the day.

This is the minimum amount of sports coverage that will be featured on Yes Radio. Sports news will also feature as part of our news bulletin service. Further coverage will come from interviews and features outside of our dedicated output. The two examples (coaching schemes and interviews with Christian sportsmen/women) would probably be part of a more general interview feature elsewhere in the schedule.

5.2.8 General Speech Programming

5.2.8.1 Format, Content and Frequency of Programming

Weather/Travel

Yes Radio proposes to provide an information service relating to travel and weather to ensure our listeners have all the information they need for their day. Travel bulletins will feature during Breakfast and Drive Shifts through the week. Weather will feature each hour on the station with half hour weather spots during Breakfast and Drive.

Short Format Features Throughout the Day

We intend to have threads of short programming that run through the entire day. These will be around 60-90 seconds long and cover family themes such as education, childcare, family welfare but also short inspiration features such as "Thought for the day" type slots. One or two of these will be aired each hour depending on the time of day.

Artist Spotlight

Frequency	Weekly, Saturday 7pm (Repeated Sunday Night at Midnight)
Duration	1 hour
Speech Proportion	60%

One of our aims as a station is to give prominence to music by Christian artists, many of which are relatively unknown, despite the high quality of their work. Profile special is the opportunity to find out about the artist behind the music, playing tracks from their albums and hearing the real stories behind the songs. These hour long programmes will be predominantly speech based containing over 50 percent speech.

Word in Your Ear

Frequency	Monday to Thursday Evenings
Duration	2 ½ Hours
Speech Proportion	75%

Yes Radios approach to Christian and religious radio is, in general, based around people and issues rather producing programming which is only orientated around theological or religious topics. However, we also recognise that there is a need for a time where spiritual and Christian faith issues can be discussed more directly, particularly for areas which are important for our listeners but perhaps don't appear in issues related to the current affairs agenda.

Word in Your Ear is where we intend to do this. The programme will feature input from Christian and religious leaders from a variety of traditions. Whilst having a slight change in emphasis this programming will remain consistent with the "people" based and topical emphasis in the rest of the station's output as contributors will be encouraged to relate principles discussed back to real life situations.

A different contributor will be featured each evening and these guests will be based in Ireland although, on occasions, internationally recognised Christian leaders will feature where there is relevance to our target audience (e.g. they are planning public appearances in the country). As with many of Yes Radio's programmes the programme will also feature audience interaction through text, phone calls, email, web site message board and chat room to enhance the quality of the discussion.

Family Focus Time

Frequency	Weekdays 9:30am
Duration	½ Hour
Speech Proportion	75%

Half an hour devoted to issues specifically relating to the family. From diet to dating, money to marriage and education to ethics the show will featuring expert input and studio debate. It will be something to get everyone thinking and talking in the family.

My Music, My Story

Frequency	Saturday and Sundays 6am (Repeated Sundays at 12am and 7pm)
Duration	1 Hour
Speech Proportion	75%

An interview based programme in which Studio guests share their story accompanied by music that was the "soundtrack" to their life. Guests might include Christian and religious leaders, music artists or other prominent Christian and religious figures from public life and ordinary people. The programme hopes to bring out how faith has effected their lives and what it means to them now.

5.2.8.2 Relevance to Target Audience

This mix of programmes will provide our audience with a combination of values based and real life issues Programming which they are looking for, as identified in the market research.

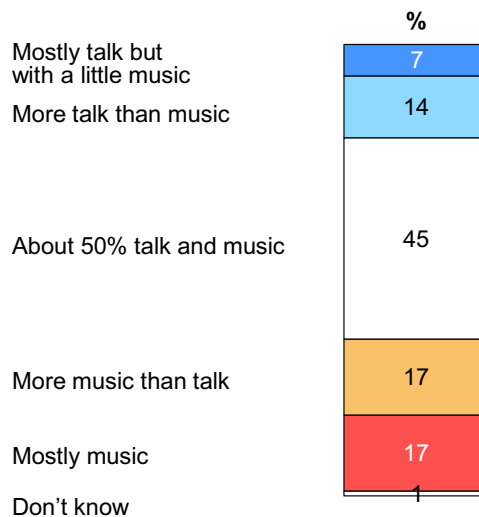
5.2.9 General Music Policy

Music is important to our listeners and our research has revealed a real demand for a station with an even mixture of talk and speech. Yes Radio has tried to maintain this balance through the week as a whole.

Yes Radio wants to implement what we believe is a unique approach to music programming. As this is a station with a religious and Christian ethos it makes sense to play songs that have these themes and give prominence to songs performed by Christian and religious Artists. Market research has shown us, however, that “familiarity with the music” is a factor that would cause people to continue listening to the station. We propose to put together a play list of music that meets both of these criteria.

Type of Programming Preferred

Base: All Possible Listeners



Yes Radio is proposing to play music pre-dominantly by Christian artists. However, we will ensure that a certain degree of familiarity is built into this by playing Christian and religious artists who have had significant mainstream success. Recent years have seen a huge increase in the popularity of Christian music in the mainstream with artists like Daniel Bedingfield, Corinne Bailey-Rae, Stacey Orrico, Sixpence None the Richer, Delirious, Mary Mary and Natasha Bedingfield building on success in the Christian music scene with hits in the mainstream charts.

Furthermore, mainstream artists such as Brian Littrell (Back Street Boys), Máire Brennan of Clannad and Shane Lynch (Boyzone) have album releases specifically aimed at the Christian market. Add to this older established Christian artists such as Cliff Richard and Candi Staton and you can see that we will be playing a significant core of well known music.

Furthermore, familiarity can also be familiarity with the song rather than the artist. There are many quality versions of mainstream songs which have been performed by Christian artists which we will be featuring as part of our play list. Also, we will be planning to play new versions of well known Christian songs to achieve this. For example, the Hymn, "Be thou my vision" or versions of the "Londonderry Air" are broadly recognised.

Whilst we want to give prominence to Christian artists there will be times when selected mainstream tracks will be played, perhaps to illustrate a particular programme item or feature or as an introduction to a certain theme being tackled. Use of tracks in this way will also provide new listeners with a degree of familiarity.

Music Style and Age

We propose to create a general play list for use throughout the day which will be adjusted according to day part with more lively music during Breakfast and Drive and more a more relaxing mix at other times. This will broadly consist of Majority of play list will consist of an equal mix of adult contemporary, soft rock, light pop, easy listening, and gospel music.

Music will also be break down into the following categories according to age:-

- New and Recent Music – up to 12 months - 30-40%
- Recurrent Music (Last three years) 30-40%
- Gold Music (Over three years) 20-30%

Some examples of how songs would fit into the three categories are as follows:-

New/Recent Music

Corinne Bailey-Rae - Put Your Records On

Brian Littrell - My Answer is You

Máire Brennan - Purple Haze

Brian Houston - Childish Things

Duke Special - Last Night I Nearly Died

Barlow Girl - Never Alone

Aaron Shust - My Saviour My God

TBC - When I Get To Heaven

Leeland - Sound of Melodies

Jimmy Needham - Lost at Sea

Ayiesha Woods - Happy

Recurrent

Natasha Bedingfield - Unwritten

Eoghan Heaslip - Arise King of Kings

Mary Mary - Heaven

Daniel Bedingfield - If You're Not the One

Andy Flanagan - Open Arms

Selah - You Raise Me Up

Matt Redman - Blessed Be the Name

Tim Hughes - Beautiful One

Stacey Orrico - (There's Gotta Be) More to Life

Kirk Franklin - Looking for You

Mercy Me - I Can Only Imagine

Gold

Amy Grant - Baby Baby

Kiss Me - Sixpence None The Richer

Millenium Prayer - Cliff Richard

Candy Staten - Love Lifted Me

Larry Norman - I Wish We'd All Been Ready

Robin Mark - Days of Elijah

Nichole Nordeman - Wide Eyed

Super Chick - Let it Be

Keith Green - Asleep in the Light

Michael W. Smith - Friends

Sara Groves - All right here

Wayne Drain - Be Thou My Vision

Steven Curtis Chapman - Let us Pray

An example of how a full hour of music might look based on these lists is as follows.

Corinne Bailey- Rae - Put Your Records On

Natasha Bedingfield - Unwritten

Amy Grant - Baby Baby

Daniel Bedingfield - If You're Not the One

Kiss Me - Sixpence None The Richer

Máire Brennan - Purple Haze

Eoghan Heaslip - Arise King of Kings

Ayiesha Woods - Happy

Selah - You Raise Me Up

Michael W. Smith – Friends

5.2.10 Specialist Music Policy

Yes Revolution

Frequency: Weekly, Friday nights, 9pm-12am

In order to cater for listeners between the 15-25 age group bracket, Yes Radio is proposing to air a “youth” programme on a Friday evening between nine and midnight. As well as features and interviews aimed at a lifestyle of that age group we will be changing our music output. Whilst the music policy will remain the same, in terms of prominence given to Christian music artists, the styles of music will be much more lively and energetic. A mix of rock, pop, dance and urban will provide a supercharged start to the weekend.

Global Beats

Frequency: Weekly, Sundays, 8pm.

A common denominator throughout the global Christian church is the creative expression of music. This programme intends to bring out some of the finest music from around the world featuring the eclectic mix styles which has become known as “World Music”.

Yes Country

Frequency: Weekly, Saturday 8pm-10pm

The popularity of country music remains high in Ireland and the Christian music genre has always had a thriving country scene. This show will bring the best contemporary country music from Ireland and around the world.

Worship Now

Frequency: Saturdays 10pm-12am

Music intended for worship has always been a key part of Christian culture. Whilst traditional forms of worship have not always made the transfer to radio well there is a growing movement of contemporary songs intended for worship which is hugely popular around the world with Irish artists such as Eoghan Heaslip, Robin Mark and Brian Houston at the cutting edge. This programme aims to showcase the best from around the world to give our listeners a true contemporary worship experience.

Yes Chart Show

Frequency: Sundays 3pm (repeated Sundays at 2am)

Based on feedback from our listeners and resulting airplay we will be compiling a weekly ‘Top Ten’ of artists played on our station to give our listeners an idea of who is making the biggest impression on our audience this week.

5.2.11 Irish Music Policy

Yes Radio's definition of Irish Music is any piece of music or song that would meet one or more of the criteria below:

- Music composed or performed by an Irish artist or band with an Irish member
- Music recorded in Ireland
- Music released on an Irish record label
- Music containing elements reflecting Irish political, cultural or social life
- Music based on or inspired by a traditional Irish air or melody

Proportion of music output.

Yes Radio is committed to the development of Irish Christian music. As well as featuring more of it on our play list as the industry grows we aim to promote it through "unsigned" band slots, new music features and live studio sessions. The Irish contemporary Christian music industry is relatively small and so our ability to play list it as part of our unique music policy is restricted. However, we still aim to ensure that at least 15% of our music output is Irish. This will apply across the broadcast day.

5.2.12 Multi Denominational Programming

Our Approach to faiths other than Christianity

Yes Radio plans to provide a service which is broadly Christian in its character and ethos. However, Yes Radio will broadcast in a way that would be as inclusive as possible, where appropriate.

While the licence is to be awarded for the purposes of a "Christian and religious" station, the vast majority of the Irish religious community (91%) regard themselves as Christian.

Multi-faith programming (religious programmes/stations which do not have a primary focus on one faith group) has not been successful in other markets. The fact that no such specifically religious, multi-faith terrestrial station exists, anywhere in the world is, itself, significant evidence that such an approach would not be viable.

The generally accepted thinking within the Christian broadcast industry for this is that there is little evidence of demand for such a service. Whilst devotees of a particular faith may be exceedingly tolerant of the belief systems of others, there is little demand from individuals for programming content which is orientated around religions other than their own.

Thus, in order to do justice to the needs of the Christian and religious community in Ireland, we believe that the station must have the needs of that community as its primary focus.

There are important areas of common ground between members of differing faith communities. Yes Radio would build on these areas in order to give representation to other religious groups in Ireland.

We believe this would also promote mutual understanding and goodwill between the various religious groups. For example, common factors in several of the main world religions include the well being of the family unit, religious liberty, freedom of expression, taste/decency and basic moral conduct. These matters provide opportunity for contributions from members of other faith communities as part of the ongoing impartial debate without adversely affecting the core Christian ethos of the station.

Yes Radio's non-denominational approach

Yes Radio recognises that even within the Christian and religious community there are significant differences between the various sections. Furthermore, the make up of the Christian Church is changing. Therefore, to produce programming for the whole Christian and Religious constituency requires careful thought and forward planning.

As opposed to a "denominational" (only representing one denomination) or "multi-denominational" approach (accommodating different denominations at different times) Yes Radio will have a **non-denominational** approach whereby we will concentrate on the **common denominators** between the differing Christian faith groups and denominations. Stemming from these **shared beliefs** are the **shared values** of the Christian and Religious community which will be explored in our programming.

Practical Implications

The practical implications of this approach are as follows:-

Use of Language – Yes Radio will monitor language and terminology used by presenters and guests. We will try to take great care in the use of phrases or "technical terms" which are particularly associated with one particular tradition or religious group. We will avoid the use of such phrases and look for "neutral" alternatives that will be acceptable across the spectrum of religious groups and beyond. Where this is not possible the terms will be explained as fully as possible at the time.

Use of Formats – A common feature in Christian broadcasting that Yes Radio will seek to avoid is the practice of using the format of Church service as a radio programme format. This results in some programming sounding like a "Church on the air", (e.g. using worship music, liturgy, preaching etc in the format of a typical Sunday service) Such programming inevitably follows the "worship" of one particular group or tradition and therefore excludes others. Our aim is not to compete with the churches, but rather to encourage, assist and strengthen church and parish life. Therefore our programme format will concentrate on mainstream radio programming formats (interviews, magazine, music formats, phone-ins, discussion) which will be as inclusive as possible.

Approach to Content – In order to focus on the common ground of the various Christian and religious faith groups in Ireland our programming will be approached on a "real life" topical basis. We feel a better approach is firstly not to tackle such a subject in isolation but to approach it when it is raised in public agenda (i.e. by being in the news, tackled by the publication of a book, featured by other media).

This way the content of our programming is not set by any one faith group. Secondly, to start looking at the issue from the personal perspective first, e.g. to concentrate on the social, practical and emotional issues surrounding the issue of marital break down (effect on husband/wife, effect on children, wider social effects, financial implications etc) and then relating these issues back to the shared values of the Christian and Religious community in Ireland.

5.2.13 Language Programming

Programming in the Irish Language

As mentioned above, consistency is an important part of our presentation style and so we want to include Irish language programming that is consistent with that. As well as support for events and information related to 'Seachtain Na Gaeilge' Yes Radio will adopt policies all year round to promote use of the Irish Language such as encouraging presenters to use Irish phrases and statements in their programmes.

For this reason Yes Radio will have broadcast some of its short format programming (less than two minutes) in Irish at regular intervals (four or five times) each day.

Programming in Languages other than Irish or English

Global Connection

Frequency:	Sunday Evening, 9pm-Midnight
Speech Proportion:	50%

Yes Radio recognises that the population in Ireland is changing, particularly with the recent movement of workers from Eastern Europe. Like other significant minorities in the country (such as Portuguese or Brazilian nationals) many of these newest members of Irish society have a background which has a strong Christian tradition.

We feel that it's important to provide programming for these groups in our station and so we are aiming to cater for this group during our Sunday evening programme. Whilst we don't intend to include extensive foreign language programming, this programme will inevitably include elements of this, on occasion, as we target programming at specific groups and so, for this reason, have included it in this section.

We also aim to link this feature with foreign language based content our website and also produce live link ups with other radio stations around the world, in particular Europe, as we gather news from those countries and link up families and friends around the Globe.

This will be a truly global programme reflecting not only the prominence of Ireland as a destination for foreign nationals but the influence of our country as we link up with those who consider themselves Irish around the world.

5.2.14 New Opportunities for Irish Talent

Yes Radio will have a radically different approach to any existing station. This new breed of radio station will also require a new breed of broadcaster and so whilst there will be some radio professionals who join us the nature of the project means that inevitably, new opportunities for Irish talent will arise. In order to facilitate this we will be adopting a number of initiatives:-

- Yes Radio has contacts across Ireland in Churches and related organisations who through its Foundation Network. We will be making use of these relationships to promote programming opportunities at Yes Radio.
- Yes Radio has already forged links with the emerging Community Radio network in Ireland and will be working with these stations to incorporate their material into our programme, while maintaining editorial control. This will include live link ups with community station presenters/reporters for local/regional news reports or use of pre-recorded material made by their production departments. This will assist in their training programmes but also provide a unique perspective of local/regional events to a national stage. This will allow us to develop a national radio station with a regional feel.
- We will also look to our listeners themselves for new talent. We intend to run competitions for radio “wannabees” in all areas of the station, (e.g. creative writing, news reading, presenting etc) to find ‘hidden’ talents amongst our audience.
- We will also be looking to set up an internship scheme in year three of the station to create placement schemes for those who wish to receive training on a medium term basis.
- Outside of the broadcast arena Yes Radio also believes it has a role to play in promoting talent. We’ll feature regular “demo” slots for up and coming musicians who reflect the nature of the station and hope eventually to be able to offer recording studio facilities to emerging bands and artists. We will also be running programming initiatives such as competitions and interviews aimed at identifying other areas of creative talents.

5.2.15 Purchase and Sale of Broadcast Material

Yes Radio already has links with Christian broadcasters around the country. We also have links with some of the most successful Christian broadcasters around the world. Whilst the vast majority of our programming will be produced “in house”, from time to time, we will be making use of this network to commission programmes from independent broadcasters and other stations.

When this occurs we will adhere to the following policy:

- Yes Radio will remain in total editorial control of programmes commissioned
- When programmes are offered to the station they will only be broadcast if programme material is relevant and fitting to our audience
- Yes Radio will insist on programmes producers fully complying with all regulatory requirements set out by the BCI

We will be making use of local production houses for our daily programme “Family Focus”. Studio 18 has made a proposal to provide Yes Radio with this programme. We are committed to supporting independent producers and intend to put out some weekend programmes out to pitch such as My Music, My Story and Artist Spotlight.

Sale of Broadcast Material

We feel that Yes Radio will truly be a “world class station”. As such we feel that it will be an ambassador for Irish broadcasting around the world, particularly in the Christian broadcasting arena, and we expect that we will be approached by organisations to partner with them by providing programmes. The station intends to remain open to such requests as we feel that it will be hugely beneficial for Irish programming to be heard elsewhere, possibly on the world stage. We will implement the following policy:

- The primary focus of Yes Radio’s programming remains within the Irish state and so programme content will not be compromised to make it more acceptable to other markets. Where changes are required they will be done “post-broadcast”.
- Any syndication of programmes will not be allowed to affect the quality of service provided on our station. Thus any extra work required to supply such programmes will be financed by charges made for the provision of programmes or payments in kind.
- Any copies of programmes made available to listeners will be done with the permission of participants and relevant performing rights issues will be resolved.

5.2.16 Other Programme Proposals

As a Christian and religious radio station we intend to reflect the importance of Christmas and Easter in our programming. Thus programme schedules will be tailored during these times in terms of content, both in the music and speech content to reflect this. For example, during the Christmas period our music will be changed to reflect the Christmas theme. Whilst this will broadly stay the same in terms of musical style the addition of music relevant to the season will inevitably change the style according to the music available. Additional speech features relevant to the season will also be scheduled.

We also recognise that on certain days of the year, such as public holidays, listening patterns will change considerably as people potentially have more time to listen for longer. This will also be reflected in our programming and we will take these opportunities to air programmes which make use of these changed listening patterns. One example of this might be compiling a “Top 40” Christian chart of the year for use on New Years day or longer documentary type programmes.

5.3 Programme Schedule

Weekday Schedule

Time	Programme Title	Presenter(s)	Music/Speech Ratio %
6am-9:30am	Get up and Go	2 x Presenters	60/40
9:30am-10am	Family Focus Time	Outsourced	25/75
10am-12pm	Brunch to Lunch	1 Presenter	80/20
12pm-2pm	21st Century Ireland	1 Presenter	20/80
2pm-4pm	Yes – Afternoons	1 Presenter	70/30
4pm-7pm	Head for Home	2 x Presenters	55/45
7pm-7:30pm	Family Focus Time (Repeat)	Outsourced	25/75
7:30pm-9pm	Word in Your Ear	1 x Presenter	75/25
9pm-12am (Mon-Thu)	Night Life	1 x Presenter	60/40
9pm-12am (Fri)	Yes Revolution	1 x Presenter	85/15
12am-2am	21st Century Replay	Repeat (of 12pm)	20/80
2am-6am	Best of Yes	Repeat of Best of the day	60/40

Saturday Schedule

Time	Programme Title	Presenter(s)	Music/Speech Ratio % Approx
6am-7am	My Music My Story	Outsourced	25/75
7am-10am	Saturday Breakfast	1 x Presenter	60/40
10am-1pm	10-2-1 Show	1 x Presenter	70/30
1pm-4pm	21st Century Highlights	1 x Presenter	45/55
4pm-7pm	The Saturday Sequence	1 x Presenter	70/30
7pm-8pm	Artist Spotlight	Outsourced	60/40
8pm-10pm	Yes Country	1 x Presenter	85/15
10pm-12am	Worship Now	1 x Presenter	90/10
12am-1am	My Music My Story	Outsourced	25/75
1am-4am	21st Century Highlights Replay	1 x Presenter	45/55
4am-6am	Over The Edge	1 x Presenter	90/10

Sunday Schedule

Time	Programme Title	Presenter(s)	Music/Speech Ratio % Approx
6am-7am	My Music, My Story	Outsourced	25/75
7am-10am	Sunday Breakfast	1 x Presenter	60/40
10am-1pm	10-2-1 Show	1 x Presenter	70/30
1pm-2pm	Next Weeks News	1 x Presenter	20/80
2pm-3pm	Regional Roundup	1 x Presenter	20/80
3pm-4pm	Yes Chart Show	1 x Presenter	90/10
4pm-7pm	The Sunday Sequence	1 x Presenter	70/30
7pm-8pm	My Music, My Story	1 x Presenter	25/75
8pm-9pm	Global Beats	1 x Presenter	85/15
9pm-12am	Global Connection	1 x Presenter	50/50
12am-1am	Next Weeks News Again	1 x Presenter	20/80
1am-2am	Regional Round-Up Replay	1 x Presenter	20/80
2am-3am	Yes Chart Show (Repeat)	1 x Presenter	90/10
3am-6am	Best of Yes	1 x Presenter	90/10

Programme Descriptions

Weekdays

Programme Title: Get up and Go
Time Slot: 6am-9:30am
Suggested Presenter(s): 2 x Presenters
Music/Speech Ratio %: 60/40
Description:

Yes Radio's solution to mornings! The programme will offer a light and bright energetic start to the day. It will look ahead to the issues on the daily agenda, check out the morning newspapers and bring lifestyle and news features on health, sports, entertainment and finance. Travel, weather, information and topical features coupled with inspirational thoughts and the right blend of music to get the day off on the right foot.

Programme Title: Family Focus Time
Time Slot: 9:30am-10am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 0/100
Description:

Half an hour devoted to issues specifically relating to the family. From diet to dating, money to marriage and education to ethics, the show will feature expert input and studio debate. Something to get everyone thinking and talking in the family.

Programme Title: Brunch to Lunch
Time Slot: 10am-12pm
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 80/30
Description:

A music based programme with audience with conversational interaction through text, email and the web. The chance to hear your choice of music on the radio while you work at home or in the workplace. It will offer a mix of short informative and spiritual features to engage and inspire.

Programme Title: 21st Century Ireland
Time Slot: 12pm-2pm
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 20/80
Description:

Our main vehicle on weekdays for covering current affairs in depth will be our lunchtime programme 21st Century Ireland. This show will be repackaged and broadcast again at midnight to make this content available for those with different lifestyle patterns e.g. working shifts. The show will consist of a mix of music and talk, around 80% talk and 20% music.

In addition to our normal news bulletins, there will be, on average, an extra 30 minutes of news and current affairs content in each hour. This content will be divided into several smaller sections separated by music, commercials or news/information features.

The show will be driven by the news of the day with items covered relating to current events. It will be interactive in nature with strong elements of audience feedback involved which will be used to guide interview questions and set the agenda. Contributions will be taken from our audience by phone, text, e-mail and web site feedback.

We intend to adopt a "team" approach to the show. Our main presenter will be assisted by the news team in the production and presentation of the programme. Together with expert input this mix of reaction and interaction from guests and contributors will make this a lively, informative and challenging look at today's news from an alternative perspective.

Programme Title: Yes Afternoons
Time Slot: 2pm-4pm
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 70/30
Description

Slightly more speech to give the opportunity for more depth in interviews and features, both informative and spiritual. The chance for studio guests to share their stories of how faith has changed their life and even take questions from listeners.

Programme Title: Head for Home
Time Slot: 4pm-7pm
Suggested Presenter(s): 2 x Presenters
Music/Speech Ratio %: 55/45
Description:

Stepping up a gear with our music and tempo to bring this light but pacy look at the issues of the day. We will also look ahead to the evening and tomorrow. Inspiring and thought provoking features aim will give a 'lift for the evening ahead. Coupled with information and news including health, finance, sports and entertainment this is a great way to finish your working day.

Programme Title: Family Focus Time (Repeat)
Time Slot: 7:00pm-7:30pm
Suggested Presenter(s): Outsourced
Music/Speech Ratio %: 25/75
Description:

Half an hour devoted to issues specifically relating to the family. From diet to dating, money to marriage and education to ethics, the show will feature expert input and studio debate. Something to get everyone thinking and talking in the family.

Programme Title: Word in Your Ear
Time Slot: 7:30pm-9pm
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 75/25
Description:

Yes Radios approach to Christian and religious radio is, in general, based around people and issues rather producing programming which is only orientated around theological or religious topics. However, we also recognise that there is a need for a time where spiritual and Christian faith issues can be discussed more directly, particularly for areas which are important for our listeners but perhaps don't appear in issues related to the current affairs agenda.

Word in Your Ear is where we intend to do this. The programme will feature input from Christian and Religious leaders from a variety of traditions. Whilst having a slight change in emphasis this programming will remain consistent with the "people" based and topical emphasis in the rest of the station's output as contributors will be encouraged to relate principles discussed back to real life situations.

A different contributor will be featured each evening and these guests will be based in Ireland although, on occasions, internationally recognised Christian leaders will feature where there is relevance to our target audience (e.g. they are planning public appearances in the country). As with many of Yes Radio's programmes the programme will also feature audience interaction through text, phone calls, email, web site message board and chat room to enhance the quality of the discussion.

Programme Title: Night Life
Time Slot: Monday to Thursday 9pm-12am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 60/40
Description:

Music to relax and consider life's more serious moments, threaded through with hope. The show will also provide opportunities for audience interaction. In addition, it will broadcast features on life and spiritual topics to contemplate at bed time along with the right blend of music for those winding up for the evening.

Programme Title: Yes Revolution
Time Slot: Friday 9pm-12am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 85/15
Description:

In order to cater for listeners between the 15-25 age group bracket Yes Radio is proposing to air a "Youth" programme on a Friday evening between nine and midnight. As well as features and interviews aimed at a lifestyle of that age group we will be changing our music output. Whilst the music policy will remain the same, in terms of prominence given to Christian music artists, the styles of music will be much more lively and energetic. A mix of rock, pop, dance and urban will provide a supercharged start to the weekend.

Programme Title: 21st Century Replay
Time Slot: 12am-2am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 45/45
Description:

An edited version of our flagship current affairs programme for listeners who may not have heard the daytime edition.

Programme Title: Best of Yes
Time Slot: 2am-6am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 60/40
Description:

This is the best of the station output from the day

Saturday Schedule

Programme Title: My Music - My Story
Time Slot: 6am-7am
Suggested Presenter(s): Outsourced
Music/Speech Ratio %: 25 / 75
Description:

An interview based programme in which studio guests share their story accompanied by music that was the “soundtrack” to their life. Guests might include Christian and religious leaders, music artists or other prominent Christian and religious figures from public life and ordinary people. The programme hopes to bring out how faith has effected their lives and what it means to them now.

Programme Title: Saturday Breakfast
Time Slot: 7am-10am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 60/40
Description:

A slightly lighter feel in the music and pace than our weekday show with all the information needed for those heading out for work or pleasure. There will be our unique blend of thoughtful features and lifestyle news/information covering technology, sports and entertainment plus previews of what’s happening in the day ahead.

Programme Title: 10-2-1 Show
Time Slot: 10am-1pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 70/30
Description:

Almost a second sitting of the breakfast show but taking it at a little easier pace at the start of Saturday or Sunday. There’s more technology, sports and entertainment news with information about the day ahead. Plus material designed to provoke thought and inform people as they start their day.

Programme Title: 21st Century Highlights
Time Slot: 1pm-4pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 45/55
Description:

Saturday lunchtimes provides an opportunity to catch up on the week’s events with some of the major stories taken from our 21st Century Ireland programme. This will be aired between 1pm and 4pm and will again contain at least 60 minutes of news and current affairs content. This content will be spread over three hours to reflect a slightly slower pace for weekend programming with more music making up the remainder of the programme. Again this programme will be repackaged for airing during the overnight period to give a different audience an opportunity to listen to the highlights of this programme.

Programme Title: The Saturday Sequence
Time Slot: 4pm-7pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 70/30
Description:

Whatever you are doing on Saturday afternoons, you will enjoy The Saturday Sequence which offers a mix of uplifting Christian music combined with lifestyle news features picking up on issues raised earlier that morning. With regular sports updates in our news bulletins this show presents a real option for those who want to stay in touch and stay inspired. There will also be opportunities for studio guests to share their stories and also an opportunity for listener interaction.

Programme Title: Artist Spotlight
Time Slot: 7pm-8pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 60/40
Description:

One of our aims as a station is to give prominence to music by Christian artists, many of which are relatively unknown, despite the high quality of their work. Profile special is the opportunity to find out about the artist behind the music, playing tracks from their albums and hearing the real stories behind the songs. These hour long programmes will be predominantly speech based containing over 50 percent speech.

Programme Title: Yes Country
Time Slot: 8pm-10pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 85/15
Description:

The popularity of country music remains high in Ireland and the Christian music genre has always had a thriving country scene. This show will bring the best contemporary country music from Ireland and around the world.

Programme Title: Worship Now
Time Slot: 10pm-12am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 90/10
Description:

Music intended for worship has always been a key part of Christian culture. Whilst traditional forms of worship have not always made the transfer to radio well there is a growing movement of contemporary songs intended for worship which is hugely popular around the world with Irish artists such as Eoghan Heaslip, Robin Mark and Brian Houston at the cutting edge. This programme aims to showcase the best from around the world to give our listeners a true contemporary worship experience.

Programme Title: My Music – My Story
Time Slot: 12am-1am
Suggested Presenter(s): Outsourced
Music/Speech Ratio %: 25 / 75
Description:

An interview based programme in which studio guests share their story accompanied by music that was the “soundtrack” to their life. Guests might include Christian and religious leaders, music artists or other prominent Christian and religious figures from public life and ordinary people.

Programme Title: 21st Century Highlights Replay
Time Slot: 1am-4am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 45/55
Description:

A replay of our Saturday lunchtime programme offering the opportunity to catch up on the weeks events with some of the major stories taken from our 21st Century Ireland programme. This will be aired between 1pm and 4pm and will again contain at least 60 minutes of news and current affairs content. This content will be spread over three hours to reflect a slightly slower pace for weekend programming with more music making up the remainder of the programme. Again this programme will be repackaged for airing during the overnight period to give a different audience an opportunity to listen to the highlights of this programme.

Programme Title: Best of Yes
Time Slot: 4am – 6am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 60/40
Description:

A shorter version of our weekday Over the Edge programme with selected features from the day just gone and music to inspire and uplift all the way through the night.

Sunday Schedule

Programme Title: My Music, My Story
Time Slot: 6am-7am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 25/75
Description:

An interview based programme in which studio guests share their story accompanied by music that was the “soundtrack” to their life. Guests might include Christian and Religious leaders, music artists or other prominent Christian and religious figures from public life and ordinary people.

Programme Title: Sunday Breakfast
Time Slot: 7am-10am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 60/40
Description:

The best way to start Sunday with our trademark blend of lifestyle, news and faith content. There will be a chance to hear the best of this weeks week day breakfast show featuring some of the best interviews and features from the week.

Programme Title: 10-2-1 Show
Time Slot: 10am-1pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 70/30
Description:

Almost a second sitting of the breakfast show but taking it at little easier at the start of Saturday or Sunday. There’s more technology, sports and entertainment news with information about the day ahead. Plus material designed to provoke thought and inform people as they start their day.

Programme Title: Next Weeks News
Time Slot: 1pm-2pm
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 20/80
Description:

A look ahead to some of the events happening over the next seven days with coverage of some of the key issues that may be hitting the news. Expert opinion, analysis and comment coupled with listener feedback will provide the ultimate “roadmap” for next weeks current affairs agenda for the news hungry listener who needs to find out about news before it happens. Once again this programme will be repackaged and rebroadcast during the overnight period (1am) to make the content available to a different audience.

Programme Title: Regional Round Up
Time Slot: 2pm-3pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 20/80
Description:

Working together with Yes Radio's contacts around the country this idea of this programme is to cover regional and local items in a greater depth and perhaps give the opportunity to hear important stories that might not make it to national news bulletins. The programme will build up a picture nationally of the various issues locally and hopefully help listeners different areas of the country to stay informed and understand the issues faced by those in other areas. We feel that this material needs to be made available to different audiences and so it will be re-packaged and aired again on the next day at 1am.

Programme Title: Yes Chart Show
Time Slot: 3pm-4pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 90/10
Description:

Based on feedback from our listeners and resulting airplay we will be compiling a weekly 'Top Ten' of artists played on our radio station to give our listeners an idea of who is making the biggest impression on our audience this week.

Programme Title: The Sunday Sequence
Time Slot: 4pm-7pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 70/30
Description:

Whatever you are doing on Sunday afternoons, you will enjoy The Sunday Sequence which offers a mix of uplifting Christian music combined with lifestyle news features picking up on issues raised earlier that morning. With regular sports updates in our news bulletins this show presents a real option for those who want to stay in touch and stay inspired. There will also be opportunities for studio guests to share their stories and also an opportunity for listener interaction.

Programme Title: My Music, My Story (Repeat)
Time Slot: 7pm-8pm
Suggested Presenter(s): Outsourced
Music/Speech Ratio %: 25/75
Description:

An interview based programme in which Studio guests share their story accompanied by music that was the "soundtrack" to their life. Guests might include Christian and religious leaders, music artists or other prominent Christian and religious figures from public life and ordinary people.

Programme Title: Global Beats
Time Slot: 8pm-9pm
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 85/15

A common denominator throughout the global Christian church is the creative expression of music. This programme intends to bring out some of finest music from around the world featuring the eclectic mix styles which has become known as "World Music".

Programme Title: Global Connection
Time Slot: 9pm-12am
Suggested Presenter(s): 1 x Presenter
Music/Speech Ratio %: 50/50
Description:

Yes Radio recognises that the population in Ireland is changing, particularly with the recent movement of workers from Eastern Europe. Like other significant minorities in the country (such as Portuguese or Brazilian nationals) many of these newest members of Irish society have a background which has a strong Christian tradition.

We feel that it's important to provide programming for these groups in our station and so we are aiming to cater for this group during our Sunday evening programme. Whilst we don't intend to include extensive foreign language programming, this programme will inevitably include elements of this, on occasion, as we target programming at specific groups and so, for this reason, have included it in this section.

We also aim to link this feature with foreign language based content our website and also produce live link ups with other radio stations around the world, in particular Europe, as we gather news from those countries and link up families and friends around the Globe.

This will be a truly Global programme reflecting not only the prominence of Ireland as a destination for foreign nationals but the influence of our country as we link up with those who consider themselves Irish around the world.

Programme Title: Next Week's News Again
Time Slot: 12am-1am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 20/80
Description:

A look ahead to some of the events happening over the next seven days with coverage of some of the key issues that may be hitting the news. Expert opinion, analysis and comment coupled with listener feedback will provide the ultimate "roadmap" for next weeks current affairs agenda for the news hungry listener who needs to find out about news before it happens. Once again this programme will be repackaged and rebroadcast during the overnight period (1am) to make the content available to a different audience.

Programme Title: Regional Round Up Replay
Time Slot: 1am-2am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 20/80
Description:

Working together with Yes Radio's contacts around the country this idea of this programme is to cover regional and local items in a greater depth and perhaps give the opportunity to hear important stories that might not make it to national news bulletins. The programme will build up a picture nationally of the various issues locally and hopefully help listeners different areas of the country to stay informed and understand the issues faced by those in other areas. We feel that this material needs to be made available to different audiences and so it will be re-packaged and aired again on the next day at 1am.

Programme Title: Yes Chart Show (Repeat)
Time Slot: 2am-3am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 90/10
Description:

Based on feedback from our listeners and resulting airplay we will be compiling a weekly 'Top Ten' of artists played on our station to give our listeners an idea of who is making the biggest impression on our audience this week.

Programme Title: Best of Yes
Time Slot: 3am-6am
Suggested Presenter(s): 1 Presenter
Music/Speech Ratio %: 90/10
Description:

A shorter version of our weekday Over the Edge programme with selected features from the day just gone and music to inspire and uplift all the way through the night.

