



The months of waiting over...

New independent radio goes on air this Sunday

AFTER many months of speculation, waiting and for some longing, the Northeast's new legal independent local radio, LMFM goes on air at 1 p.m. this Sunday.

LMFM will have studios in Drogheda (Boyne Centre), Dundalk (Williamsons Mall) and Navan (Navan Shopping Centre), making it accessible to listeners in Louth and Meath.

However the 10,000 watts stereo transmissions from Mount Oriel will cover a much wider area, from Dublin to the Border and beyond and from the coast to the midlands.

Station Chief Executive Gavin Duffy says: "We have a brilliant line-up of programmes. We've mixed the best of the local talent with some national stars." The daytime line up includes local favourites, Richard McCullen (alias Mike Ahern), Ray Stone, Eddie Caffrey (alias Headie Eddie), Dermot Finglas and Derek Flood.

From RTE the station is joined by Philip Cawley who'll present the late night show as he did on 2FM and Gavin Duffy is back to front his popular chat show.

Charles Mitchell makes a welcome return as the main news reader and Eileen Reid presents an American Country show every afternoon. Farmers are catered for by Mairead McGuinness, ex RTE, now with the Farmers Journal. Each morning she'll present the FBD Farm Show.

Weekend highlights include the Green Scene on Saturday mornings and on Sundays Ray Stone's hospital requests, weekly news review and former Government Minister Gemma Hussey swaps studio chairs and asks the questions on a programme called Inside Politics.

Sport will dominate Sunday afternoons. The station has enticed Gerry McDermott to leave his job as a newspaper sports editor and to take up the challenge of developing LMFM's sport department. Shay Breslin and Kevin Mallon will be the station's main sports presenters-commentators, for one 20 minute sports bulletin each evening at 6.30 p.m.

"Primarily it will be a music station, 55% of our airtime will be music. I believe there is a gap

though in the market," says Eddie Caffrey, the man responsible for the station's music policy. "There is far too much talk on RTE radio 1 and far too much disco music on Radio 2FM. I know we'll get a better balance of good music."

The most distinguishing factor about LMFM is that it is the only local radio station planning to exceed its statutory obligation of providing 20% current affairs. "From Day 1 we'll have 30% of news and current affairs, after all that's what local radio is really about, local news," says Gavin Duffy who has worked as a senior journalist and newscaster with RTE.

"We have the largest news team of any local station in the country, seven journalists, we'll do a main lunchtime news bulletin at 1.30 p.m. each day and an hour of news each evening 6 p.m. to 7 p.m. It will be a superb service but rather than talk about it, like the news itself, listeners will just have to wait until it happens. And it all starts happening this Sunday at 1 p.m. on 95.8 FM/VHF.



SOME OF AIR TEAM... (L-R): Gerry Malone, Eddie Caffrey, Derek Flood, Joe McQuaid, Ray Stone, Olivia Carmody, Philip Cawley, Dermot Finglas, Shay Savage, Alan Fennell and Ken Murray.

Programmes you'll want to hear

- 7.00am The Breakfast Show.**
- 7.30am The FBD Farm Show with Mairead McGuinness.** Farm news, views, gossip, music and crafts.
- 8.00 Richie McCullen's Breakfast Show.** News every 30 minutes. Sports at 8.15. And you could win a cooker or dishwasher between 9 and 10 p.m.
- 10.00 Eddie Caffrey's Music While You Work Show.** Each morning Eddie will do his show from a factory playing you the very best oldies.
- 11.30 The Gavin Duffy Show.** Watch out! He has a microphone in one hand but is that a wooden spoon in the other?
- 1.30 The News at 1.30 with Charles Mitchell.**
- 1.40 Country Cruise with Eileen Reid.** Over an hour of the best American Country sounds.
- 3.00 The Ray Stone Show.** Ray has a guest each day and an hour of your favourite requests.
- 6.00 LMFM Tonight.** A 60-minute news show including news, features, sports news, farm news and detailed local weather forecasts. Presenters: Ken Murray, John Keogh and Gerry McDermott.
- 7.00 Dermot Finglas plays Irish Country.**
- 8.00 Derek Flood's Hottest Hits.** Please do not let your teenagers listen to this show.
- 11.00 Philip Cawley Late Night.** Ex Night-Train presenter of 2FM Philip Cawley puts you to bed.
- 2.00 am Closedown.**

WEEKEND HIGHLIGHTS

Saturday 8 a.m.: The Mourne Mouth-piece journalist Peter McKenna presents a news show for listeners in Newry/Mourne.

10.00 a.m. The Greenscene. 3 hours of the best of Irish music.

Sunday: Ray Stone's Easy Like Sunday Mornings.

12 noon: The News This Week.

12.30: Gemma Hussey Inside Politics. Who is your local TD, what does he or she do?

3.00: Sunday Sports with Shay Savage. Each Sunday there'll be four outside broadcasts covering all the major national and local sport. Full details of all your favourite weekend programmes in next weeks Drogheda Independent and Argus.

TUNING INFORMATION...TUNING INFORMATION...TUNING INFORMATION...

THERE are two ways to tune into LMFM over the next few days. The first is to give the radio to the children and ask them to do it for you.

They'll find us on 95.8 FM. The second is to brace yourself and try it yourself.

Now if you're about as interested in AM/FM/SW as watching paint dry then we've come up with a painless way of finding the new station.

Step One: Turn the radio on. Set the selector button to F or if your radio is of German make try UKW or if it's old English design it will read V.H.F.

If at this stage you are suffering from tuning frustration...call in the children. Still with me...

Step Two: Move the selector to the middle of the dial between 95 and 96 and we are somewhere in the middle. You'll know us by our clear strong signal and the good music and interesting news and information.

At this stage you deserve a little reward, so call us and we'll play your favourite tune on one of our music programmes.



PRESENTERS Eileen Reid and Dick McCullen set for new radio launch.

Opening ceremonies

THE Hill of Slane, symbol of a historic new beginning, has been chosen by LMFM 95.8 for the stations official opening. Unlike any other station the first voice will not be one of the presenters but Minister for Communications Ray Burke.

Navan will host the champagne breakfast for some 500 guests at the Ardboyne Hotel. The Minister will fly by helicopter to Slane. There he'll officially launch the station at 1 p.m. At 1.20 the helicopter touches down in Navan. The Minister and party will then fly to Drogheda at 2.15 and Dundalk at 3 p.m.



MINISTER BURKE...To open new station.

team are remaining tight-lipped, expect to hear from some of the world's biggest stars.

LAUNCH DETAILS

- 12.00 p.m.** Champagne Breakfast, Ardboyne Hotel, Navan (invitations only).
- 1.00 p.m.** Station Official Opening by Minister for Communications Ray Burke.
- 2.15** Launch celebrities arrive by helicopter in Bolton Square, Drogheda.
- 3.00 p.m.** Launch celebrities arrive by helicopter at Williamsons Mall car park.

DON'T MISS IT!
TUNE INTO 95.8 FM



CHARLES MITCHELL will present THE NEWS AT 1.30.



GEMMA HUSSEY will present INSIDE POLITICS.



TEAM BEHIND LMFM 95.8 (L-R): Eugene Caulfield (Chairman), Peter Quinn, Eamonn McCartan (General Manager), Eamonn Hiney, Gavin Duffy (Chief Executive), Liam Byrne, Fergus McArdle (Company secretary), Peter Govern.

Opening this Sunday!

95.8

Better Music

LMFM

THE INFORMATION STATION

041-32000

Your new LOCAL RADIO

GRAND OPENING

1pm this Sunday, 3rd September