

92.5 Phoenix FM

Community Radio for Dublin 15

The Blanchardstown Centre, Dublin 15 info@phoenixfm.ie www.phoenixfm.ie
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Welcome to the Summer issue of the Phoenix FM Newsletter!

During recent weeks we've had excellent news from RedC, who carried out comprehensive research on community radio listenership, we've won prestigious radio awards, introduced new programmes to our schedule, completed Fetac Level 4 training of community groups, gained 43 new volunteers and initiated new volunteer induction - we're working on some new exciting projects to directly engage community groups to use our facilities to broadcast their message. Let us know what you think! We welcome feedback! You'll find contact details above. We are looking forward to hear from you!

*Yours,
Phoenix FM Team*

COOLMINE THERAPEUTIC COMMUNITY PROGRAMME WINS TOP BROADCASTING AWARD!



At the Craol Achievement Awards held in Athlone, Coolmine Therapeutic Community's weekly Phoenix FM programme was presented with a **Distinction Award** by Broadcasting Authority of Ireland Chief Executive, Michael O'Keefe. The therapeutic community model is a treatment and rehabilitation approach where clients live in small structured drug-free communities. The goal is to encourage psychological and lifestyle changes to enable people to maintain a drug-free existence.

The treatment approach is based on peer support, and participants are expected to contribute to the general running of the community, and to their own recovery, by actively participating in educational activities and in group and individual therapy. This approach is featured in their weekly radio programmes at **11.30am every Friday** on Phoenix 92.5FM, produced and presented by James who was delighted with the Judges' comments: "A Perfect example of a programme that is well researched and shows how

Radio can reach out to the public by explaining how people work their way through life, getting on with their life and showing the kind of support that is out there and the great work that organisations like Coolmine do".

Two other Phoenix FM programmes received Merit Awards from the BAI CEO at the same event. One of Phoenix FM's longest running programmes "On Line on Air", presented by Carol O'Dwyer. The judges said "A hugely comprehensive and accessible IT show, interesting for geeks and newbies alike! The other programme is "Young at Heart" about Blanchardstown Active Retired is yet to be broadcast and the judges said "A pleasant well produced documentary".



"Young at Heart" - Blanchardstown Active retirement group. Photographer - Phoenix FM's David Murtagh

PHENOMENAL COMMUNITY INVOLVEMENT BY 900 GROUPS!

At Phoenix FM's recent AGM, Secretary Sarah Devitt said "we have interviewed 900 community groups and individuals on Phoenix FM in the last 12 months. This is in line with our policy of access and participation". Phoenix FM aims to increase that involvement in the coming 12 months.

PHOENIX FM AGREEMENT WITH THE DISABILITY FEDERATION OF IRELAND

"Access All Areas" is presented by the Blanchardstown Centre for Independent Living (BCIL) and is our programme for the disability community. It airs on Thursdays at 11.30am. In a historic agreement for community radio, "Access All Areas" and Phoenix FM have teamed up with the Disability Federation of Ireland (DFI) and DFI now carry the podcast of our show on their website. "This endorsement of our programme is recognition that the range of issues we carry on the show has a national appeal. The show includes people with disabilities in every aspect of the show so that we live up to the motto of "Nothing About Us Without Us", said programme producer Michael Ryan.

D15 TODAY HAS HUGE IMPACT!

Hundreds of local news items have now been covered on our flagship daytime programme "D15 Today" which goes out daily from 10am to 11.30am. Jam packed with interviews and features on local and national news, recent interviews featured cases from the Blanchardstown Court, interviews with Minister Joan Burton TD, Minister Leo Varadkar and Deputy Joe Higgins from the Dáil, continuing developments at Connolly Hospital, Catherine Flanagan Career guidance Mount Sackville, profiles of all local councillors, St Francis Hospice Kaleidoscopes Conference, visit to Mulhuddart Primary Care Team, Principal/Teacher/Pupils from eight D15 Primary Schools, Staff and Patients at SFH Blanchardstown Hospice Day Care, four D15 Schools participating in Young Scientist Exhibition. See **recently interviewed** below.

RECENTLY INTERVIEWED ON PHOENIX FM.....

Mary Walsh, General Manager Connolly Hospital, President Michael D Higgins, Enid Babington Blanchardstown Library, Catherine Flanagan Career guidance Mount Sackville, Michaela Banassi Citizens Information Centre, Baroness Nuala O'Loan, Lilian Whelan Blanchardstown Library, Gerry Ryan Tolka River Project, Minister Róisín Shorthall, Mick Egan Recovery through Art Drama Education, Austin Blanch/Mulhuddart CDT, Cathy "wish granter" Make a Wish Foundation, Rowan Hamilton Mathematician Dunsink, Rachel Freeman ITB, genesis Counselling Service Corduff, Mark Dowling Deputy Principal Coláiste Pobail Setanta Phibblestown, Mick Hanley Singer, Stephen Peppard Fingal Co. Council, Eleanor Shanley Singer Songwriter, Eimear Morrissey Fair City Actor and Draiocht Youth Theatre, Phil McAndrew Corduff based musician, Peter Kavanagh Secretary of Active Age Ireland, Mulhuddart and Castleknock Ward councillors, Hamilton Niculescu Actualitatea irl RomanianTV show, Joe Chester musician & producer, Minister Joan Burton TD, Deputy Patrick Nulty, Community Garda Sgt Nicola Brady, Joe Higgins TD, Des Jennings Psychotherapist, Blanchardstown Sergeant Vincent Connolly, Mark Brennock of Referendum Commission, Clinton Maher Parish Worker Hunstown, Philip Jennings, Breffni O'Rourke Blanchardstown Safety Forum, Sheila Marshall HSE - Primary Care Budget Dublin 15, Alan Halford Castleknock Lions Club, Joe Laird Irish Woodturning Guild, Ann Smith Corduff Health Action Group, Salim from Clonskeagh Islamic Centre, DSPCA, Food Safety Ireland, Dr Daithi O'Murchu, Ladyswell NS, Michael Downes Mountview SNS, Dr Marie Griffin CEO, Co. Dublin VEC, Gary O'Brien, Area Manager Fingal Co. Council, Cllr. Gerry Maguire Fingal Mayor, Ciaran Staunton Fingal Co. Development Board, Dr Gillie Bolton, Writer - Reflective Practice Writing, Dr. Liam Lysaght of The Biodiversity Project

PHOENIX HONOURS ITS LATEST GRADUATES

Susan King is Phoenix FM's lead trainer in the **FETAC Level 4 course "Introduction to Community Radio"**? Phoenix FM was delighted to present Certificates to our latest graduates.



FETAC students who were invited to receive their Certificates were: Aimee Mannering, Donal O'Sullivan, Jacqueline Millman, Michael Ryan, Natasha Lynch, Paul McCormack, Paul Sinclair, Samanta Stochla, Nicola Yau, Femi Atoyebi, Conor Fallon and Ciara McGlynn, David Murtagh, Lilita Dambrova, Ray Byrne, Sowjanya Belur, Yue Jin, Graham Morrissey, Olusola Ayanwale, Hamilton Niculescu, Adilita Montero, Adam McGuirk, Pauline Keegan, Madonna Nkala and Wunmi Ategie.



The training was supported by the Fingal Integration funding Scheme. Several of the graduates are now broadcasting on Phoenix FM. A Big Well Done to all of our new Graduates!

In the last year, we have provided Fetac Level 4 training to members of The Carers Association, The Tolka River Project, Blanchardstown Traveller Development Group, The Migrant Group (Crosscare) and Castleknock Community College TY. Two other local secondary schools will begin their courses shortly.

REDC POLL SAYS 34% LISTENED LAST WEEK – 22% LISTENED YESTERDAY!

504 Face to face interviews of 20 minutes duration were conducted by redC across 23 sample points in Ireland where Community Radio is available – each sample point representing the catchment area of the Community Radio station in that locality.

Some points from the survey:

- The survey identified that there is a potential audience of 904,310 Adults 18+
- Community Radio (CR) in the Republic of Ireland has a collective weekly reach of 307,465 (34%)
This is greater than the combined population of counties Waterford, Kilkenny, Carlow, Longford
- 22% listened yesterday
- 34% listened in the past week
- 83% of those who ever listened to community radio tuned in “last week” relative to the day surveyed.
- 67% of all adults surveyed are aware that a CR station exists in their area.
- 56% were aware that CR radio is “managed by representatives of the community”
- The car is the primary location of listening to the radio, say just under 60% of all who listen

Reasons for listening

- 37% stated that their reason was that it featured “local voices/local people”
- 30% stated it helped them “feel more connected to their community”
- Diversity and choice were also drivers of listening with 22% citing “I hear something I don’t hear anywhere else”

The survey is based on sample points in the franchise areas of 23 stations in the Republic of Ireland (6 in Dublin, 2 in the rest of Leinster, 2 in Ulster, 5 in Connaught, and 5 in Munster. “This is brilliant news for all of us involved in community radio! The big headline for us here in Dublin 15 is that CR has a collective weekly reach of 307,465 (34%)” said Phoenix FM Chairman, Alan Connolly. “It’s also worth noting that activity on the station’s textline **085 105 0181**, our website, Facebook pages and twitter accounts have significantly increased and this proves greater connection with community interests”, said Alan. **See more details on redC survey on www.craol.ie or www.phoenixfm.ie**

REACH FOR THE STARS!

Pupils from Ladyswell National School in Mulhuddart were recently involved in the making of a three-part documentary broadcast on Phoenix FM, entitled '**Reach for the Stars**'. The project involved 4th class children from the school going to Dunsink Observatory and taking part in three interactive workshops on astronomy with artist and astronomer Deirdre Kelleghan. The students produced wonderful pastel drawings of their favourite space objects which were on exhibition in Blanchardstown Library for two weeks and later exhibited at the American Association for the Advancement of Science (AAAS) annual conference in Vancouver! When asked one of the students pronounced the experience as 'deadly'. The series was produced by Susan King and made with the support of the Broadcasting Authority of Ireland.



OUTSIDE BROADCASTS BY THE PHOENIX FM TEAM



Rachel Nolan Speaks to Allison O'Connor at the Fingal Film Festival

Some outside broadcast events covered by Phoenix FM recently were :

Fingal Film Festival, **Fingal Student Enterprise Awards** in the Crowne Plaza where eventual Winners were Blakestown Community School, **Household Charge Protest** at the National Stadium, **Powerstown Educate Together** school in Tyrellstown, the opening of **Coláiste Pobail Setanta**, **Phibblestown Community Centre** and **Scoil Ghráinne**, the **Art in Action Festival** in Farmleigh, **Volunteer Expo** in the Blanchardstown Centre

OUR COMMUNITY! OUR STATION!

Our **Down Your Street** programme is presented by Susan King and Gerry Lynam. "Whether it's about a fundraiser for your club, your problems with management companies, or local community events or celebrations, we'll broadcast it!" says Susan King. Gerry Lynam said "The programme is open to everyone. So come in and have a chat. Here you will have the time and opportunity to tell the full story in your own words - no hype, no angle and no ten second sound bites. We both live locally, so what affects you, affects us!" To feature news and events about your local group, email info@phoenixfm.ie.

RECENT NEW PROGRAMMES!

THE ROMANIAN SHOW (ACTUALITATEA IRL)

30-minute programme broadcast in the Romanian language, produced by Hamilton Viorel Niculescu who also presents the programme alongside Raluca Caranfil. The programme aims to provide Romanian and Moldovan nationals with useful information related to social and legal aspects of life in Dublin 15 and Ireland. Actualitatea irl also aims to keep the listeners updated with news, facts, and entertainment up dates from Romania and Moldova. Listen to Actualitatea irl on 92.5 Phoenix FM on Wednesdays at 11.30am. Dublin South FM re-broadcast this programme on Friday evenings at 6.30pm.

RAMBLES IN DUBLIN WEST

Join Jim Lacey on Tuesdays at 11.30 for 30 minutes as he Rambles in Dublin West taking in the local soundings, whilst sharing historical facts and antidotes as well as some facts on nature in the locality.

THE HALF HOUR SHOW

Presented by Graham Morrissey, our only comedy programme, featuring a satirical look on news, celebrity gossip and entertainment, as well as a selection of alternative music. Friday's at 9.30.pm.

LIVE MASS

Every Sunday Phoenix FM broadcasts 10am Mass live from St. Brigid's Church in Blanchardstown, allowing access to people that are unable to attend Mass for health, mobility, or personal reasons.

BRINGING UP KIDS WITHOUT TEARING THEM DOWN

Phoenix FM is now broadcasting a series which focusses on the family on Mondays 11.30am. The concept for this series came from the bestselling book by Dr. Kevin Leman. The series provides advice and tools for parents on marriage, managing money and raising children. The programme is presented by Stephen Cardy, Heather Walsh, and Vincent Hughes.

URBAN STEREO

Presented by Adam Grant. Genre: Rap. Dub-Step and drum and Bass

PRE-DRINKS

Presented by Rick Nash. Genre: Dance

43 NEW VOLUNTEERS!

Volunteer Expo in the Blanchardstown Centre was recently hosted by Fingal Volunteer Centre and featured 14 local organisations including Special Olympics Ireland, St Peregrines GAA – to name but a few. Phoenix FM took part and received 20 volunteer applications. Another 23 arrived through the website. The first 24 have now attended our induction training in the Blanchardstown Library.

PHOENIX FM TO FEATURE IN NATIONALLY BROADCAST RADIO SERIES

"The first thing that I got from community radio was that it gave me access to something that I never thought I could get access for" Evans Shirihuru - Community Radio Volunteer. These are the opening words of **"A Voice for Communities"**, a new 6 part documentary series that explores the ideas behind and the impact of Community Radio in Ireland. **Phoenix FM** features prominently in the series which was launched by the Chief Executive of the Broadcasting Authority Michael O'Keeffe on May 26th at the Annual Craol Community Radio Féile in Athlone. The series will be broadcast across Ireland on over 25 Community Radio Stations.

TECH TIPS FOR VOLUNTEERS

- 🎧 Every show must have a running order. Make sure the Artist and the track you ACTUALLY play are on it
- 🎧 Always have something extra prepared. That guy you thought would talk to you for ten minutes won't answer his phone! Have you something else on standby to fill those ten minutes.
- 🎧 Always have a track lined up in the CD player, just in case... Computers do crash!
- 🎧 Don't shuffle your papers. It's always heard!
- 🎧 Record at least one generic back-up show that can be played if you can't make the show.
- 🎧 Leave the talk studio and control room as you would like to find it.

TECH TIPS FOR USING PORTABLE RECORDERS

- 🎧 Always record something BEFORE you leave the station, to check it's working properly.
- 🎧 Always use headphones. Your brain automatically filters out noise, the microphone can't.
- 🎧 Make sure you plug the external mic into the Left Channel that's labeled "mono" on the back of the recorder.
- 🎧 When you are finished recording an interview, play some of it back, to make sure it recorded

OUR TEXT LINE 085 10 50 181

Our new text message system is now in place in order to provide easier access to listener's feedback and keep track of stats on listeners' feedback. Messages go directly to the PC in the studio. Phoenix FM's Alan Maxwell will be happy to answer any questions and help you to get more familiar with the system.

NEW BOARD MEMBERS FOR PHOENIX 92.5FM

Following the recent AGM of Dublin 15 Community Broadcasting Cooperative Society, three new members were elected to the Board. They were Daniel Pitcher from Carpenterstown, Dermot Day of Clonee - elected as a representative of the Phoenix FM volunteers at the volunteer meeting, and Angela Rogers of Coolmine who was nominated by the Dublin 15 Community Council as their representative on the Board.

At the AGM, Sarah Devitt Secretary, proposing that the audited accounts be accepted, said "I want to confirm to the AGM that we are up to date on all our returns to Revenue, Pobal and the BAI". She complimented staff for their commitment to the station. Gratitude was expressed to retiring board members Irene Martin, Gerry Farrell and Clodagh O'Donovan who made significant contributions to Phoenix FM. Sarah referred to achievements during the year, such as, Pobal confirmation of funding until December 2013, hosting the 10th Annual two day Craol Féile in Blancharstown in May with 120 delegates from Ireland and EU countries, Phoenix FM received several CRAOL Achievement Awards, increased our broadcasting hours by an additional 21 hours per week, relocated our aerial, developed our training capacity at Fetac Level Four. Special thanks were given to the management of the Blanchardstown Centre for their outstanding support to Phoenix FM.

NEW VICE-CHAIR!

At the subsequent Board meeting, Mairéad Murphy was elected as Vice-Chair. Alan Connolly was returned as Chairman and Sarah Devitt as Secretary.

WANT TO HOST OR RESEARCH YOUR OWN PROGRAMME?!

Volunteering at Phoenix FM is great fun. We are always looking for people to go out into the community to record interviews and produce features. Topics can include anything from consumer affairs, local bands, to activities in community centres, protest on the street or the environment. There are endless ways to get involved. Here are a few ideas:

You can research, interview interesting people, carry out vox-pops, act as presenter, producer, news reader, technician. You could act as a community watchdog, become our political/health/consumer/environment/etc correspondent, report on local government, theatre, art, history, current affairs. We always need help with promotion, marketing, fundraising, advertising, listener research, writing newsletters, managing promotional campaigns, training. You could become a trainer!

Got ideas yourself? The possibilities are endless.

Currently, we have 75 volunteers producing and presenting 50 hours of programming every week. We need a constant flow of new volunteers. Interested? We'll provide training. You can email annemarie@phoenixfm.ie or download a form from www.phoenixfm.ie

LISTEN ABROAD!

When we broadcast a recent football game, we had listeners in London, York, Massachusetts, Pennsylvania, Sydney, and Bermuda! Yes, if you go to our website and click on "Listen Live" button - we can be heard worldwide!

CRAOL NATIONWIDE POLL OF 1000+ ADULTS YIELDS SURPRISING RESULTS

The first part of the Craol audience research has been published. The Red-C poll of 1000+ adults nationwide including the many not yet served by a Community Radio station found that:

- Nearly 80% of all adults in the Republic of Ireland agree that news and current affairs is sometimes biased towards the views of its owners
- 3 in 4 adults worry that individual people or businesses have too much ownership of the media.
- 84% feel that community radio would add to the diversity of content available to them as listeners
- When community radio was explained to them, over 90% of Irish adults feel community radio would bring/brings a social benefit to the community served

For the whole story including the full poll results go to: <http://bit.ly/AdBvyR>

FOCUS ON VOLUNTEERS

Chris Hitchcock



"I've been presenting 'Nice'n' Easy' for 10 years every Sunday at 9pm. I've been involved with various programmes, including 'Phoenix Film', Thursdays 8pm. I have also presented *Phoenix Rising* Mondays 9am and I occasionally present D 15 Today 10am. I've just completed a 4 part documentary called 'Young at Heart'", about the Active Retired group in Blanchardstown Village. I love outside broadcasts where you're challenged to think on your feet".

Deirdre McGuirk



Deirdre has presented 'Phoenix Unplugged', Mondays 10pm, since 2003.

"I have gone to live gigs since I hit my teens and have attended many concerts in Ireland and abroad. I have a real passion about Irish music. On the programme every Monday night we have live bands / solo musicians performing acoustic sets and chat to them about their music & gigs etc. We've featured great acts from D15 and beyond, live and recorded, on 'Unplugged'".

JOB: PROMOTION AND DEVELOPMENT OFFICER AT PHOENIX FM

Phoenix FM has an upcoming job opportunity for a Promotion and Development Officer. This full-time role will have a particular focus on income generation, raising the station's profile in the community and contributing to developing programming in line with the station's objectives. Full details will be posted on craol.ie and phoenixfm.ie. Email jobs@phoenixfm.ie for further enquiries.

OUR BROADCASTING HOURS

Mon to Fri 9.00 – 13.00 and 19.30 – 23.00
Sat 15.00 – 23.00
Sun 10.00 – 11.00 and 15.30 – 23.00

Send news to info@phoenixfm.ie

Phoenix FM Textline - 085 10 50 181

"A community radio station is characterised by its ownership and programming and the community it is authorised to serve. It is owned and controlled by a not for-profit organisation whose structure provides for membership, management, operation and programming primarily by members of the community at large. Its programming should be based on community access and should reflect the special interests and needs of the listenership it is licensed to serve." BAI Community Radio Policy

SOME MEDIA NEWS

MARS (Media Against Racism in Sport) Dublin

Susan King and Alan Connolly attended this unique workshop to explore practical approaches to issues of race and diversity in media coverage in Dublin on the 25th April. The 4-day encounter was organised, on behalf of Craol, by West Dublin Access Radio in conjunction with the Community Media Forum of Europe, & the Council of Europe. Over four days, participants worked together to produce pieces, audio, video or print, which examined the issue of racism in sport. MARS is now looking for community media journalists to take part in a work exchange with a colleague in Europe. Please contact us at info@phoenixfm.ie if you want more information on how to get involved.

Job mobility project

Alan Connolly a board member of Craol, participated in a Leonardo da Vinci/ Léargas project in Sweden in May, with representatives from Ireland, Sweden, France, Romania and UK. The objective was to agree EU-wide job specifications for station manager/presenter/technician jobs. Following that, to develop an EU-wide reference framework of job skills and a training standard for these jobs so that CR employees have the opportunity for job mobility in all EU member states - in community, public sector, commercial radio/tv, media, PR etc

AMARC Europe Newsletter Issue 2 Published

Issue 2 of the Amarc Europe monthly Newsletter has been published. AMARC is the World Association of Community Radio Broadcasters. The newsletter can be downloaded here: <http://bit.ly/HUoVLq>

New Irish Language page on the Craol Website

There's a new page on the Craol Website dedicated to Craol Irish Language Development. Check it out under the "about" tab (Irish Language Development) or by clicking <http://t.co/QDZhTiNv>

UNESCO Publish Community Media Handbook Free Online

Among its activities to mark World Radio Day 2012, UNESCO has launched a new good practice handbook with case studies of community media from around the world. "Community Media: A Good Practice Handbook" is compiled and edited by Steve Buckley former president of AMARC and is published by UNESCO.

It is available free online at: <http://bit.ly/HOGEIb>

July 2012

Dublin 15 Community Broadcasting Cooperative Society

Alan Connolly (Chairman), Sarah Devitt (Secretary), Garvan Browne, Chris Hitchcock, David Hughes, Mairéad Murphy, Dermot Day, Daniel Pitcher, Angela Rogers. *Station Manager* Irina Douziech

www.phoenixfm.ie E info@phoenixfm.ie FB <http://www.facebook.com/PhoenixFM.Dublin> Twitter: 925_PhoenixFM

Phoenix FM is member of www.craol.ie