

Section 3

Answer question 6 or 7

6. Read the article adapted from the *Irish Independent* and answer the questions that follow.

Battle Stations

Newstalk 106 has gone national and is fighting with RTÉ for listeners.

Four months ago the Dublin local radio station Newstalk 106 was awarded a licence to go national and challenge RTÉ for listeners all over the country. Talk Radio does not come cheap and at that time investors had ploughed €14 million into Newstalk. Meanwhile, RTÉ 1 had money from advertising and the licence fee.

Yesterday morning Newstalk 106 kicked off its first day as a National Radio Station 30 minutes ahead of RTÉ's "Morning Ireland" at 06.30am. The first programme was The Breakfast Show hosted by Claire Byrne and Ger Gilroy. The station brought on some of its 'big names' e.g. George Hook, John Giles and Liam Brady. Communications Minister Noel Dempsey dropped in to wish the station well.



- (a) Name the radio station that is hoping to take listeners from RTÉ Radio. (2 marks)

Newstalk 106

- (b) How does RTÉ radio make its money? (2 marks)

They make their money through advertising and the licencing fee.

- (c) Do you think 'Battle Stations' is a good headline for this article? Give a reason for your answer. (6 marks)

Yes I do think it is a good headline. It sounds very dramatic. It conveys the conflict and
competition between the two radio stations. It also sounds a bit sci-fi thus enhancing the
drama of the headline. It is a very enticing headline. It performs its function perfectly as it
intrigues the reader and makes the reader want to read on.

- (d) The article states that the station brought on some of its 'big names'. How would celebrities help a radio station attract listeners? (6 marks)

Celebrities would help the radio station attract listeners because they are famous they will
bring with them their own fanbase. They will have fans who will want to tune in and
listen to them because they are George Hook or whoever. People will be enticed to tune in
because their idol is hosting a radio show. They will want to listen to them and hear
what they have to say.

- (e) Imagine you are a host on 'The Breakfast Show'. You are interviewing your favourite celebrity. Write out **three** questions you would ask him/her and **three** answers he/she might give. (14 marks)

Hi my name is Lorna Burke,
And you're listening to Newstalk 106. I'm joined in studio today by my guest and idol Mr
Martin Mone, Youtube singer/songwriter sensation of 'Hit the Diff'. You're very welcome
in studio today Martin and can I tell you before we begin what an absolute pleasure this is
for me to be interviewing you. I absolutely love 'Hit the Diff'.
Question 1:
So tell me Martin, where did you ever find the inspiration behind those quirky lyrics?
Martin's reply
Question 2:
So I can only imagine all the furore that has arisen in the past few weeks for you with all
the new media interest. How are you dealing with it?
Martin's reply
Question 3
Well now Martin, we're coming to the end of our interview. I suppose in many ways now
you're facing your hardest challenge. Now you've have your first taste of real success with
'Hit the Diff', how are you going to follow it up? Or will this be another one hit-wonder?
Martin's Reply