

RTÉ lyric fm

RTÉ LYRIC FM ANNOUNCES NEW WEEKDAY BREAKFAST SHOW

On Friday the 27th of August, RTÉ lyric fm announced changes to its weekday schedule. From October lyric's Marty Whelan will present a brand-new breakfast show. Speaking on the day of the announcement, Station Head Aodán Ó Dubhghaill confirmed that from Monday the 4th of October lyric listeners will be waking up to the sound of Marty Whelan and his new show – *Marty in the Morning* – between 7.00 and 10.00am.

Says Aodán Ó Dubhghaill, Head of RTÉ lyric fm: *"Daytime is changing on RTÉ lyric fm. We've been considering the weekday schedule for some time and the goal was to offer a real alternative to the Irish radio audience in the mornings. Listeners have a premier news service in the mornings on Radio 1, and the new 2fm morning schedule is first-rate. Marty in the Morning will offer a real alternative, building on the success of Marty's lunchtime programme. I'm confident that this move will offer listeners a genuine escape. It's all about choice, and I would encourage lovers of great music to make lyric the soundtrack to their day."*

Looking ahead to his new show, Marty Whelan commented: *"I've always loved the buzz of breakfast and I'm thrilled to have been offered the opportunity to start each day in good company – you! The show will offer an enriching, inspiring and refreshing selection of music to set you up for the day."*

In addition to Marty's new show, RTÉ lyric fm also announced the launch of a new mid-day show, *Lunchtime Classics*, which will be presented by regular lyric presenter Liz Nolan, who'll be taking listeners through two-hours of classical repertoire, leading into the acclaimed *John Kelly Ensemble* and the top-rating *Classic Drive* with Niall Carroll.

Says Aodán Ó Dubhghaill: *"I'm also delighted to welcome Liz Nolan to a new weekday show. Liz is a true classical purist and she'll be bringing audiences the best lunchtime choice. Whether you're working hard in the office, taking time out on your lunchtime break or enjoying some well-deserved time off, Liz will be there to help you relax."*

Liz Nolan says: *"Lunchtime Classics is a hugely exciting new venture and I'm thrilled to be part of it. It's a celebration of listener interaction and great classical favourites and we'll also have live concerts, features and competitions, including the ever-popular RTÉ lyric fm Choirs for Christmas. I can't wait!"*

RTÉ lyric fm recently announced a new season of programming, with renewed commitments to specialist programming and features, as well as a new arts strand. More details can be found at www.rte.ie/radio/newseason.

RTÉ lyric fm celebrated 10 years on air last year. The station developed from FM3, which began broadcasting in November 1984. In 1999, RTÉ put in place an additional national FM transmitter network, and RTÉ lyric fm began broadcasting from bases in Limerick and Dublin. RTÉ lyric fm won PPI National Station of the Year for the second time in 2004. The station has seen continued growth at weekends and in Dublin. Niall Carroll's *Classic Drive* remains the station's most-listened-to programme, entertaining over 50,000 listeners daily.

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