



c103 news reader Sara McMahon at the controls at the radio station.
Photo by Queenan Photography

It's labours of love for Sarah

C103 news reader Sarah McMahon loves her job, and loves her new PR business, and then there's her regular slot as a DJ ...

“WHICH job will I focus on?”, was C103's Sara McMahon's initial response when The Corkman approached her to give a little insight into her day to day life.

Sara is probably best known as a newsreader on local station C103 for the past eight years. In the past 12 months, she has moved from mornings to afternoons, which has had a huge positive effect on her life. “Getting up at 6am for seven years was definitely a lifestyle choice”, says the 30 year old. “But life is taking on some semblance of ‘normality’ these days!”

So what constitutes a normal day for Sara? “The constant is my news shift in C103 from 11am until 6pm. People have a perception that news reading is simply a five minute job but in between bulletins you could be researching a story, making contact with politicians to comment on issues and we work closely with C103's Cork Today programme, too, to ensure content doesn't overlap.

“What I love most about news is that no day is ever the same as the next. We're branching out into Tweeting our main headlines and, now that we have an smart phone app, we're keeping everyone up to date via that medium too. There's hardly a minute to spare!”

Over the past two years Sara has also branched out into PR with her company SmackPR. She has been working with the Racing Home for Easter Festival and various other Mallow businesses including Mallow Chamber.

“I suppose it seems like the next logical move for me. I must have read millions of press releases over the years and now I advise companies on how they can maximise their media exposure and help maintain their company profile by promoting any events or activities that they may be undertaking. It's definitely a challenge but it keeps



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things interesting and hectic! I have to meet any potential clients early in the morning or after work so early starts aren't entirely out of my life yet!”

You'd think that Sara could switch off and relax at the weekends, but every second Saturday she DJs in her home city of Limerick, at the George Boutique Hotel.

“It's something I fell into years ago, to be honest”, says Sara. “I was always fairly lucky to pick up work here and there but I've been at the George regularly for four years now, which is fairly unusual in itself. It can be lots of fun with hen parties and now we're heading into Christmas, which is absolutely crazy!”

It may seem that Sara hasn't a minute to herself but she seems to thrive on the variety of work she's engaged in. “I genuinely love everything that I do, it's been my choice to take on additional work outside of my full time job but I think work only becomes stressful if you don't enjoy it.

“I don't wake up dreading heading to work — there's a great atmosphere in C103 and we all get on very well and that really helps matters.

“There's always been a great work ethic in my house and I guess I'm just following in that tradition”.