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It's not often I get asked to cover a change in presenters or to announce a change in presenter, but that's what today's column is all about, my old pal and hot seat guest Mr Craig Beak sent me a little heads up that there was a sudden change in coffee in their new posh filter espresso machine (the old one tasted like coffee mixed with anchovies, a very acquired taste) and by the way, we've changed breakfast presenters, Kev's out and Adam's in. Well never one to miss out on a good cup of coffee and a bit of gossip, I got straight down to Wire FM to find out more about their new breakfast presenter

Adam Alcock

For this interview I did something I haven't done before, I've researched my victim, so you may see some quite intelligent questions this week, but don't get used to it! Nice to meet you Adam and well done on the new coffee machine, looking back into your past I see you were a hamster trainer in Baghdad! What was that like (he looks at me quite strangely and I chuck all research out the window and wing it like usual). You did a lot of your early training in student radio, what was it like back then?

Those days were great fun. It started in 2002 when I did media studies at Accrington and Rossendale College. I helped set up the student radio station there, and I did the lunchtime show there playing mainly to dinner



ladies! I later went to the University of Salford to study Television and Radio Production and during the three years I hosted the breakfast show and Saturday afternoon sports show and did three RSL's which were great fun.

2002! God I feel old, I was doing my last tour with GMTV in 2002, mind I never got nominated for an award, but you did. You were nominated in 2005 for your student radio work, what was it like being nominated and what happened, did you get to meet any big names through this?

I was nominated for my Saturday afternoon sports show. It was a great feeling to be nominated for such a prestigious award, however I didn't win. I saw some big names in the room - but they were too busy to speak to me (we best not say who they are!)

You got your first paid job in radio presenting on the 107 The Bee in

Blackburn which saw you move up the ranks and presenting across the different air time, what was your time like there and do you have any good stories about stars you met, mistakes you made, any stalkers that tuned in?

It was brilliant because it was my first break into commercial paid radio. It was great broadcasting to my home town. Highlights include my April fools wind up in 2010 which also fooled a national newspaper (I joked that I got through to the live stages of Britain's Got Talent and Amanda Holden was so impressed by my skill of using five turntables at once she asked me to perform at her summer BBQ that year). The Sun newspaper printed this as fact!

Is that true? Wait are you just fooling me? (There's a little red twinkle in his eyes and I quickly get off the subject) I hear you're a big sports fan and even worked as a pitch-side announcer at Preston North End (I should really ask who Preston North End is at this point, but I don't want to start one of those types of conversations). What's it like announcing and what makes you want to support your team Preston North End?

It's great to be pitch-side announcer at the club I have supported since I was a kid. I'm lucky enough to be sat in between the two club benches - never forget the day sitting next to Fernando Torres, there wasn't enough

space on the Liverpool bench so he had to sit next to me. Asked him a million questions! Derby days with Burnley and Blackpool it was a great feeling to be reading out the teams, atmosphere and banter with opposition fans are big highlights.

After 4 years at the Bee (he had a buzzing time, come on what else was I going to do, it was all ready half done for me!), you made your way to Wire FM, why did you decide to leave and move across to Wire FM and what did you do on the mid-morning show?

I felt it was the right time to move on as I felt I had taken my position as drive time presenter at The Bee as far as I could. I felt I needed a new challenge that matched my ambitions. I jumped at the chance to move to Wire when it was offered to me. I felt that I have made the mid morning show my own, I have put my own stamp on it and despite being on the show less than a year it has been really good fun with some brilliant listeners.

So down to my Jeremy Packsman style question that may shock and disturb some readers into thinking I actually have got my Journalistic diploma. Kev Seed has left the breakfast show and you have been made the new breakfast show host, how do you feel about sudden change and taking over with Kev leaving quite quickly?

It has all happened very quickly and Kev leaving was a shock for everyone. I am obviously delighted to be offered the chance to have my own breakfast show but it is of course sad to see Kev, who was well known and liked, depart.

And what are you going to do to bring your own mark to breakfast and are you going to have a team helping you out, or will it be a clean clear out of all things old and bring it on with the new?

I have got plenty of ideas planned for the show which I am sure will have the people of Wigan and St Helens talking about! I have got a great team of producers in Craig Beck and Simon Green and newsreader Louisa King and I am sure we will make a great team and make some stand out radio.

With all this burning ambition where would you like to go next (Radio 1 etc) and if so what type of slot and show would you like to do and why?

Hopefully make Wish FM breakfast work first and foremost - which I am sure I can do with my ability and team around me. I would love my next move to be either Rock FM or Key 103!

Great choice both of them and I am sure with my old bud Mr Beck the Hannibal of radio, he will just love it

When the plan comes together (from
A team for anyone not around in
80's)! So come on then tell me 5
things that we don't know about you
5 things about and Mr Beck.

I don't cook (but I do clean the
kitchen), I don't like Blackpool FC and
Manchester City FC and, I love cool retro
cars, I went to university with
John Manford, I love Coronation
tea.

My boss: he is learning Greek, he
loves football, he drives a hairdresser's
car (sorry!), he likes coffee in the
morning (a bit of milk, no sugar in his
mum's mug), and he often goes judo

when he's bothered.

See, I still don't now why this column
hasn't won an award for such
intellectual and world changing
journalism (and he has got a
hairdresser car, that's no April fools).
Look I wish you all the best and like I
say, you have a great boss (mind you
he's never given me a job yet, so he
must know what he's doing he, he.)
So to help get you a couple more
people tuning in give me a great plug
in a great breakfast show style

You can tune in Monday to Friday
6am to 10am, and Saturdays 10am to
2pm, check out our website to listen

back to the best bits of the show
to listen online at wishfm.net. Search
for 102.4 Wish Fm to like our official
page.

If you listen carefully, you could almost
hear music fading in at the end of
that, just like a seamless link. A big
thanks to Adam Alcock (I know you
all thought I was going to make some
kind of crude joke about his name
but I just couldn't think of any thing
fun to go with Adam!) and we all
wish him well. If you are reading this
at Key or Rock, just give him some
time first before you go poaching!!
See you all next week.