

It's been a great thrill talking to all the best UK presenters, asking them how they got where they are today and pinching their ideas! Then it dawned on me this would be a great job for me to do,

Well I am known as 'Rent a gob!' So I've already done the community radio and hospital radio stations but what other ways are there into the land of the early mornings or late nights? Radio training courses, So grabbing my satchel with my Spiderman lunch box I head back off to school to learn from a presenter and co founder of Yellow Media, Chris Brooks.

Please sir (putting my hand up) can I ask you a question? Will you tell me about yourself and the yellow media idea to teaching?

OK well, I'm Chris Brooks, I have been on radio for about 15 years, having worked on formats like Galaxy, Metro, GWR and for the last 8 years 95.8 Capital FM. I started Yellow Media to help people new to the industry to progress with training, and also for those who are hovering between Hospital and community stations that might just need a little tweaking to get them to the next level. Sarah Darnley is a co director and comes from a producing background, working on shows from Capital Breakfast and Drive and working with new talent at Capital.

Do you think community radio & hospital radio stations are a great way to get a feel for radio and as another way of getting hands on training?

Really valuable, hospital radio and student radio has always been the main way of getting experience in the industry, and now with community stations cropping up everywhere it makes a massive difference. People always say that with networking comes fewer jobs, whilst that's the case for some of the bigger stations there are so many more smaller T5A stations than there have ever been. For example in 2001 I started at Essex FM and that was the only commercial station in the area, now you have Southend Radio and Chelmsford Radio, and in Kent with KMFM stations, in fact in most places there are more stations than there have ever been.

Being a gadget and computer nerd as I like to describe myself at times, do you think new media or social sites are good ways for stations to earn more listeners?

I think social media is of huge importance to radio presenters, it allows the listener to really feel like they know you, and can follow you when you're not on air. Radio is all about the 1-2-1 connection, so these forms of engagement are really powerful. If you look at Richard Bacon on Twitter, he has over a million followers, there are very few

radio shows in this country that can say that. If you read the people that have replied to his posts, they all post like they know him!

(I am thinking to myself at this point that I hope he's not going to set any exams) So do you think there is any hope for me, if I pass your course would my name be up in lights as they say and have ex-pupils gone on to working in radio?

We have had quite a few, Christian Nash is now on XFM in London, a guy called Dan who co presents with Alex Zane on NME Radio, Alex James on Sun FM, Anthea Ayache now working on a station in Dubai and presenters who after leaving our course have gone onto make demos for iXtra Galaxy and Capital. Most these presenters had something you can spot when you're training, a lot of it is confidence, and it goes a long way in radio.

What are the three key points to teach a new presenter who wants to make it in the harsh world of radio and the media?

Getting on air as much as you can – whether that be in Hospital student or community radio, the more you do it the more natural you will become, Music Passion Music Passion and Music Passion!! It's amazing how many

demos we get sent here for representation, and the one thing missing is Music sells. If you want to work on a Hit music or AC station that primarily plays music, you need to be able to sell the music... and making sure everything you do is prepped and rehearsed before you do it On Air:

Great advice (mental note remember that if it comes up in the final test), so if you could have any three presenters to come in and teach students at yellow media - who would it be and why?

The Bassman at Capital he actually does come and teach! He has a great understanding of music sells, how to make a song sound great by the way you sell it. Hirsty on Galaxy – A great presenter who really understands Breakfast shows and he was great on Hit40UK. Simon ring me come and train!! Foxy – Just one of the best presenters I have ever heard, his ability to just put up the mic and sound so confident, energetic and engaging every time is a true art!

You named some great presenters with big shows but what do you think about "star names" getting radio jobs just because of their "star name" taking jobs away from established and trained new radio talent?

It's a tricky one, if you take someone like Jonny Vaughan, he came from a TV background, but the Big Breakfast format was similar to a breakfast radio format, so it was a great move to bring him to Capital where he has done amazing things with that breakfast show.

Well this has been a real learning curve and I think I'm ready to take your test, but just before you put the paper down in front of me and start the stop watch can I bribe you with a little shameless plug for extra marks? No, okay! I understand, lets have the plug.

We are running weekend courses at Yellow Media, using highly experienced tutors from programme directors, producers and presenters. It's an intensive course so we get as much packed in to the weekend as we can. Full details on our website www.yellow-media.co.uk or call 01702 352009.

Well it's been a blast from the past going back to school and if you think you can teach me a thing or two why not come and join me in the hot seat by sending your details direct to editor@theradiomagazine.co.uk and we'll speak soon.