



So you're 8 or 9 years old and you don't like 'Blue Peter' but still have loads of washing up bottles and sticky back tape to use up so what do you do? You hide in your bedroom and do your own television show to your toys and the family dog, in this weeks guests case the show was called

Making with Myrna and the dog was a German Shepherd! During the years her audience came and went as new toys moved in and old toys shipped out until one day all the toys left and people moved in, today she's one of the most wanted voice over artists and presenters in the UK. It just goes to show that playing by yourself in your room isn't all that bad for you!

Please welcome this weeks guest
Myrna Seldon from KMfm.

(I know from my first sight that Myrna is not a lady to take lightly, her girl next door looks hide a very strong and hard working woman, so I'm going to hit hard and move quickly with this weeks questions)
Your radio work has seen you move into a position as a highly sought

after voice over artist, what's that side of the business like?

Voiceovers are brilliant – it's a great thing to be able to do. Variation is the key though - a little bit of everything keeps it and you, interested and interesting. I do everything from in-store radio to lifestyle documentaries to alarm systems to e-learning – I have many 'unofficial' qualifications as a result. At the moment, you'll hear me in the Co-op and Boots in the UK, and across various TV and radio stations in Europe and South East Asia. I do motorsport TV for Sky and ESPN in the states as well so I get about for a lass in local radio!

(Lass, is there a bit of a northerner coming out or am I just rubbing off on her, coops better stop that before she calls the police) Talking about your in store radio and adverts what's it like shopping for a new tooth brush and hearing your self

I was in a shop last week, paying at

the till with my mum, when I came on gabbing about shampoo or something and she decided to tell the cashier! I have never seen someone look less impressed - but my mum was exclaiming somewhat demonically: "it's her!" and pointing at me, so I think he was just frightened, poor guy.

So we know about your early TV work, what about the radio side of it?

I started out at Liberty Radio in 2001, on the evening show, which was a brilliant platform for a first break. I cut my teeth and had a fantastic time – sounds cheesy, but I felt so at home (can I call it 'safe'?) in a radio studio and moved to daytimes within a year. I then went to Invicta in Kent and on to work for the KM Group, who was launching a brand new local station to add to their group of six. I moved to become Regional PC and continued on air. I've got a degree from Leeds University in English and Philosophy and a Post Grad. Diploma in Journalism: media law has come in pretty useful over the years!

(See told you to watch this one, Journalist she'll be interviewing me soon) You're also into management, in today's world WHY?

Well, we're all passionate about what we do, aren't we? Programming allows you to manifest those passions to a greater degree – to me it's another facet to explore. I'm always up for a new challenge and learning about different parts of the business: it keeps you fresh and allows you to see things from a different perspective – never a bad thing.

(I can understand that, I remember when I had to change from Donna to chicken kebabs, now that was a real challenge.) So what's your radio philosophy?

Well, I've learnt three things if that helps, Radio is the only medium that relies solely on the fragile but intense human emotion that is loyalty, hard to win, easy to lose. I love the simplicity of that; when I'm on air I am able to be totally myself; Complacency frustrates me.

What goal do you still want to achieve in your radio career?

I've been doing this for ten years and still love it – in fact, even more now because there are so many changes happening and it's even more exciting and much harder to come out on top. The industry is being polarised, which is making it easier in some ways and harder in others – it's about constantly adapting to change but also staying true to what your audience wants. So, really, I just want to keep doing it - I'll be happy, on or off air as long as I am in a radio station. It's just where I am most happy! I picture myself in 40 years time, rocking in a chair, murmuring about radio – my German shepherd will most likely be back.

What a great answer - I'll keep my fingers crossed for you that it all works out, mind you they always say that you should have a back up plan and you do have a couple of them, just like the tutoring and helping new presenters?

It's very rewarding developing people on a one-to-one basis - I have some training in teaching and counseling, so that comes in useful - for me, maybe not for them!

So if some one asked you to write down what strong point you could bring to radio what would it be?

Ummm, how about: I take what I do seriously, but not who I am...?! Tough question.

(Woo could I have stomped her with one of my questions, quick it's time to sign off and get out of here, plus she wanted to show me how to make little silver flowers out of some old milk bottle tops and a drinking straw. I hated 'Blue Peter' too, now 'Why don't you?', that was another story – it's very kind of her but the footies on tonight and the pizza shop shuts in 10 minutes, so better get in a quick shameless plug and do a runner as they say.)

Please Myrna where can we catch you in action?

At my Website: www.myrna.co.uk, you can hear me weekdays from 10am on the kmfm network: www.kmfm.co.uk

Well it's coming up to a year of the hot seat soon and we would love to hear some feed back for a special edition coming up soon, so if you have a comment on one of our guests or interviews and would like to share it please send it to editor@theradiomagazine.co.uk