

With the world being the way it is we all need a little light-hearted fun and banter, so I have embarked upon a mission to find out more about our UK radio presenters, going deep into their crazy pasts to find who the people behind the voices are.

We like a challenge up here in the North and one man who is taking radio to another level is **Tony Home**, one of the longest serving breakfast show hosts on UK commercial radio and author of 'Homes Down Under' who's kindly taken up the challenge and joined me in the hot seat to share some of his strong views, which have made him the voice at breakfast on 'Metro Radio'.

Thanks for your time Mr. Home so let's get the ball rolling. Being the UK radio marmite king 'your love him or hate him' (part of his shows marketing campaign) what's been your biggest marmite moment?

I'm not in the business of being liked or hated. I'm in the ratings business. All I care is that they and I come back tomorrow. My audiences know me, but don't know what to expect. That's all that matters.

Your listeners are very important and tune in for your views on all sorts of subjects big or small. So if I said the words freebee, DJ and blagging what would be your reply?

I'm not a DJ and I'm not a blagger. The fact that you ask this question shows how many people in radio think like this, placing them on a level just below MPs.

I got into radio to make people laugh and to make people think, not for a signed CD from The Saturdays, whoever they are.

And what would be your reply to the question, what have been your best and worst jobs?

Presenters' jobs are what you make them. You have to define that job and how you brand yourself, both irrespective and mindful of the station/format or neither you nor the station will be successful. Most people don't understand this citing that disgusting word 'stationality'. The fact is that if your morning guy sounds like the rest of the station, you've got a s\*\*t morning show and a s\*\*t station.

On the flip side, generally your unhappiness over the years is defined by idiots who think they know radio but couldn't cut it themselves and certainly were never there at 5:30 am when you wanted an opinion. I exclude specifically Marley, Jackson and Chantler. Every morning guy will tell you this, because in most cases there is little trust and lots of buck-passing between the talent and the pd (failed air talent).

Thanks for being so honest but moving on to something different where and when did it all start for you on radio?

Specifically at Devonair and Plymouth when I did 7 to midnight as a student in

1991 for £30 but on breakfast, Tony Home In The Morning GWR FM 1993. Typically GWR/Dirk in its origins. Here's Cally, she introduces karaoke in Swindon. She's going to do the show with you.' I think she lasted two days. But really, it was Metro around 1998/9, if you are talking big BUT I think I really sussed how to do it only the day after 9/11... that's 8 years after I started. The other stations had swing guys on and were playing non-stop music. I knew people wanted to talk. And I haven't stopped since. Great speech is all that counts at breakfast. Fact.

Over the years Metro Radio has run some big and small competitions but what's your take on this side of radio?

Competitions by and large are hugely irrelevant: too complicated, never big enough to count and normally involving too many client promises/phrases that real people would never say in real life. Celebrity washing machine springs to mind, followed by Celebrity washing line. Already looking forward to Celebrity dry-cleaning.

It's been an eye-opener to get some real strong views about radio and the media so thank you for that, there's only one thing left to do and that's 'the shameless plug', so it's over to you Tony.

I write more than I broadcast. Always have done. I've just published my first book *Homes Down Under*, about a mad family driving a campervan across Australia with disastrous consequences. My wife is writing her version of the same story from her point of view. I'm much more proud of this than anything I have ever done on the radio, and I'm also confident it is a good read....it's not a travel guide, it's a family story set against the magnificent backdrop of Australia. It's also the best piece of advice you can give a pd/morning guy. Walk away for two months, and step out of the bubble. You'll find it on Amazon.

*That was Tony Home and remember if you're a presenter with views wanting to step into the hot seat with me, you can send your contact details to [news@theradiomagazine.co.uk](mailto:news@theradiomagazine.co.uk)*