

Female Presenter of the Year

Kerry Cobb – Presenter of “Good Morning St Albans” Lockdown Breakfast Show on Radio Verulam

“Good Morning St Albans” is Radio Verulam’s flagship Breakfast programme which Kerry Cobb has continued to present from her home five days a week since March through Lockdown to emphasise that Radio Verulam is still on air and very much still part of our local community in and around St Albans.

Four years ago in March 2016 Kerry—an experienced radio presenter for various local commercial radio stations—came to present a one-off Breakfast Show to mark International Women’s Day. She loved it—and never left. She went on to present the newly launched “Good Morning St Albans” breakfast show from 6 to 9 am five days a week combining pre-recorded and live segments.

She is a Mum to two teenage girls so aims the show particularly at Mums on the school runs and has fully engaged her audience through Social Media as well as on air. Kerry says “I love where I live and spread that through my show with positivity and fun. I created the characters of Lady Jen (Jenny Hames) and Dandy Dan the News Man (Daniel Bury) who feature in the show covering traffic information, local news and items such as National Days.”

Throughout the past four years she has closely involved and engaged local businesses to support Radio Verulam through sales of advertising and sponsorships and, as a result, many have provided us with great content through the Lockdown as they wanted to continue to speak to their customers while in many cases their businesses were closed.

Kerry is passionate about radio. But after four years of presenting the show five days a week, she spent several weeks at the beginning of the year helping to train and bring on four new women presenters to join the GMSA team. The plan was for each to work on different days so she only did one day a week in future. However, within a few weeks of starting this new schedule, the Lockdown forced us to close our studios. Once the decision was made to close the studios Kerry, as the only Breakfast presenter able to broadcast from her home, immediately took on the challenge of daily broadcasting and rapidly put together a modified format suitable for home broadcasting for starting on the following Monday..

Kerry has continued to present Good Morning St Albans five days a week from home through lockdown with interviews and local information every day.

Despite the situation Kerry has managed to stay bright, cheerful & positive on air to brighten up listener's mornings.

She has brought in contributions from wide range of local residents and businesses plus other Radio Verulam presenters unable to be on air at the moment. These include the four new female presenters who had joined the Good Morning St Albans team as presenters who are now providing pre-recorded features for shows. The show continues to have considerable favourable feedback on Social Media including on local FaceBook groups which have many thousands of members.

Kerry has continued to do this throughout the three months of Lockdown and has promised to do so until we can start to use the studios again.

Kerry is also a Director of Radio Verulam and a successful Salesperson bringing much needed advertisers and sponsors to the station.

She is a truly remarkable person, passionate, committed and determined to help in every way she can to support her local community which she loves. No-one deserves recognition more than Kerry.