

## **Young Person of the Year (under 25) – Amy Radford, Radio Verulam**

Amy is our youngest presenter and was trained in presentation – both style and technical self-operation – at Radio Verulam after volunteering at BBC 3 Counties Radio where she assisted on the BBC Introducing series giving opportunities to new and upcoming singers. Her love of music led her to start presenting a live show on Radio Verulam in January 2019 at the age of 18.

The show she presents, Sunday Playlist, is on Sunday afternoons. She features the latest music and talks knowledgeably about the music, the artists and about herself and her life. Her funny anecdotes brighten our listeners' Sundays.

Her passion for music is undoubtable and captivating. She is a natural radio presenter and helps Radio Verulam attract a younger audience.

After only a year of presenting the programme Amy is already an accomplished radio presenter, well able to present studio based programmes but also to turn her hand to live outside events and interview anyone in a professional manner.

She is also an excellent presenter at outside events for which she started volunteering for in the Summer of 2019. This includes reporting from the annual Hertfordshire County Show (the largest annual event in the County with over 30,000 visitors) where she interviewed farmers, performers and businesspeople. And a falcon which was sitting on her arm at the time!

She also did a two hour live version of her show from two Christmas events in 2019 – one in the Museum in St Albans and the other in the Methodist Church in Harpenden. In both cases she did a range of interviews with participants and members of the public attending these events and gave a live commentary as the Christmas lights were switched on to crowds of over 20,000 people.

The impact of seeing our live broadcasts presented by a young person like Amy undoubtedly provided us with a very positive image to the thousands of people present in each case.

To be able to do this at the age of 19 going on 20 is exceptional.

In addition Amy has been a guest on several editions of the Generation Gap programme on Radio Verulam. Baby Boomer Clive Glover and young Millennial Amy have discussed subjects including International Women's Day, Vegetarianism and whether young people worry about their online privacy. The latter programme and its PodCast received significant listener feedback on this serious topic as they challenged one another to find out everything they could about the other person from the Internet. They were both genuinely shocked at how much they uncovered about each other. Amy's responses in this serious programme displayed a considerable maturity for someone only 19 years old.

Many of our volunteers are comfortable presenting programmes from our studios but are less comfortable and reluctant to do so from outside events. Amy is willing to go outside of her comfort zone and try new radio experiences. Because of her confidence she is also exceptional at these.

Amy combines her volunteering at Radio Verulam with a full time job in London working in the thriving big screen movie VFX industry where she has already got her name into the credits of a major Hollywood blockbuster!

Amy has the potential to become a successful and nationally known radio presenter over the next few years and who knows where after that.