

PRESS RELEASE! PRESS RELEASE! PRESS RELEASE!

CRC BROADCASTING STUDENT WINS VALENTINE'S DAY RADIO COMPETITION

11 February 2010

A radio broadcasting student from Cambridge Regional College has won a competition to script a radio advertisement to raise awareness of drink driving amongst young people around Valentine's Day.

Star Radio, in association with Cambridgeshire Road Safety Partnership, ran a competition for young people to produce a script for a radio advert using the words 'for my girlfriend' to be broadcast on the station. Jessica Yerrell, 17, a first year student on the Radio Broadcasting course, beat dozens of entries to win the honour of having her advert made and helping to keep Cambridgeshire's roads safer.

Phil Rennie from Cambridgeshire County Council, who set up the competition, said he was very pleased with Jessica's work.

"As a Road Safety Publicity Officer, I was incredibly impressed by Jessica's winning advert. Many of the entries were of high quality but the CRC entries stood out, in particular Jessica's. I hope she is proud of the airing of her advert on commercial radio, and of the knowledge that this advert could actually save lives on the roads.

"Well done Jessica. And remember, please take care on the roads, as a driver, rider, passenger, pedestrian or cyclist, and tell others – Don't Hurt The One You Love."

Jessica, a former pupil at the City of Ely Community College, was delighted with her win.

"I was thrilled to be chosen as the winner, not for the prizes but the fact that something I wrote might be saving lives," she said.

Lina Anagnostou, Jessica's lecturer on the broadcasting course, was pleased with the whole group's efforts. "All students worked hard to address the live brief through this enrichment activity and demonstrated sound scriptwriting skills which they have been learning on the course. We are very pleased for Jess."

Jessica is studying the BTec National Diploma in Radio Broadcasting and Journalism which allows students to gain the theoretical knowledge and practical skills required to enter the world of media. The two-year course is the equivalent of three A Levels. Previous students from the course have gone on to work at BBC Radio One and many other stations across the UK.

The College is now taking applications for entry in September 2010. Visit www.camre.ac.uk for more details or come along to the next Open Day on Saturday, 13 March.

- ENDS -

MEDIA ENQUIRIES:

For more information, please contact Phil Pethybridge, Media Lecturer, on ppethybridge@camre.ac.uk or 07817 794342, or Lynn O'Shea, PR & Events Co-ordinator, on 01223 418773 or email loshea@camre.ac.uk

NOTES TO EDITORS

Cambridge Regional College is the second largest provider of full-time education for 16 to 19 year-olds in the Eastern Region. The College has around 3,500 full-time and around 6,000 part-time students. Students come in from a 40-mile radius, covering Cambridge and its surrounding villages, eastern Bedfordshire, northern Essex and western Suffolk.

Over 80 per cent of full-time students are aged 16 to 18 years old and come to the College after secondary school; the rest are mature students, studying on a range of Access to Higher Education and vocational programmes.

The College offers the largest and most comprehensive range of vocational courses in Cambridgeshire, and has one of the largest Train to Gain contracts in the Eastern Region. It has the largest apprenticeship contract in Cambridgeshire, working with around 400 employers.