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## DJ Jeff Cooper Moves Up a Gear!

23 January 2009



In these days of 'Celebrity Culture' some of us might look to the media for those glamorous jobs. But for veteran radio DJ Jeff Cooper, it was the other way round. As a youngster, he had two ambitions: to be a radio DJ - and to drive a bus!

The first was realised early on when BBC Radios 1 & 2 offered him a job as an announcer and newsreader and then a show of his own. That was at the tender age of 22. It's taken a bit longer to achieve the second. But there is a connection.

"One of the regular callers on my Smooth Radio show last year was a bus driver. During the many chats we had, I mentioned that when I was young, driving a bus was the other thing I always wanted to do. Eventually, he challenged me to try it."

This is where Stagecoach Yorkshire entered the picture, we offered to put Jeff through a two-week "crash course!" ending with a full Bus Driver's (PCV) driving test.

"It normally takes several weeks but I only had two weeks available, so it was an intensive regime of 7am starts, induction, and instruction on an enormous 40-foot, 11-tonne bus. It was terrifying at first.

"I was thrown in at the deep end with all the other beginners who discovered that if you don't pass either first or second time, you're out"

So how did he get on? Our Managing Director Paul Lynch says he was impressed: "Jeff really responded to the challenge. Swapping a radio studio for a bus driver's cab must have been a shock but he threw himself into it! After some pretty intensive instruction, he passed the test first time and he's now intimately acquainted with many of our South Yorkshire bus routes."

But being a radio presenter, how did they manage to keep him quiet? "When it came to the oral and practical tests, I'm pleased to say that he knew all the answers - it was more a question of how to shut him up!"

For more information on Jeff and his radio shows, please go to

<http://www.jeffCooper.co.uk>

<http://www.radio2XS.com>.

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