



richard lyddon

Richard spent a year in the army as an infantry soldier before going to Warwick University where he gained an Honours degree in Comparative American Studies. He then won a place in the highly regarded Centre for Journalism Studies at University College Cardiff where he attained a Postgraduate Diploma.

His broadcasting career now spans 25 years and ranges from local radio to network TV. He is a former senior correspondent for TV-am and Sky News. He has made investigative documentaries and news reports for ITV and Channel 4 news and was part of the team, which exposed the Bristol heart surgery scandal. The former anchorman of ITV West news, he has also presented political and current affairs programmes.

Richard is a winner of numerous journalism awards, including two Royal Television Society (RTS) Awards and is a former RTS judge.

An experienced media trainer, he has trained senior executives from a number of blue chip companies and is currently used by the Metropolitan Police Authority as part of the assessment process (handling the media under pressure) in appointing new Deputy Assistant Commissioners. He also makes DVDs and podcasts for companies and the public sector.

Now a freelance journalist, media consultant and lobbyist, Richard is currently heading up a Parliamentary campaign on behalf of a renewable energy company. He is also one of the presenters in the new audio edition of The Economist magazine and is a regular contributor to Private Eye.

Richard is also much in demand as a Chairman or MC of conferences and awards ceremonies, clients include The Prince of Wales Trust, Institute of Directors, BDO Stoy Hayward and the Chartered Institute of Public Relations.

David Niven Associates are delighted that Richard is available to work with us on the advanced media training course that we offer.