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# Ex-Radio 1 PR supremo joins Taylor Herring

**Jason Deans**  
**Tuesday October 23, 2001**

The former BBC Radio 1 head of press, Polly Ravenscroft, has joined Taylor Herring Communications as senior account director.

Ms Ravenscroft will work closely with the firm's founders, the former Avalon PR managing director, James Herring, and the independent PR consultant, Cath Taylor.

"It's a real coup to have Polly on board," said Ms Taylor.

"Her reputation and track record speak for themselves; she's one of the very best in the media business."

Ms Ravenscroft joined Radio 1 in 1994 as head of press and oversaw the repositioning of the station under the controller, Matthew Bannister.

At that time, the station was plunged into its biggest crisis as Mr Bannister cleared it of ageing DJs, such as Simon Bates and Dave Lee Travis, and hired the tempestuous Chris Evans.

In 1999, Ms Ravenscroft was promoted to head of press and publicity for BBC Production, overseeing programmes ranging from EastEnders to McIntyre Uncovered.

She left the BBC last year on maternity leave before taking voluntary redundancy.

Taylor Herring has secured a number of PR accounts since its launch two months ago.

The outfit is being retained by the independent TV company, At It Productions, and Betty, the outfit set up by the former Channel 4 commissioning editor, Liz Warner, to handle corporate communications.

Taylor Herring is also overseeing programming publicity for TalkBack's Nick Hancock chat show, You Only Live Once; Angel Eye Film and Television's Channel 4 sitcom, The

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Estate Agents; and Optomen Television's Channel 4 fashion series, It's A Girl Thing.

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