An eye for life in the fast lane

CLAUDIA-LIZA Armah has a different challenge to her fellow presenters in the launch line-up for London Live. The snappy, fast-paced reporting style of the channel's news and current affairs output will require most of them to be more concise and to the point than they are used to – but by contrast, Claudia-Liza, 34, will need to be more expansive.

That's because he's last gig before London Live saw her presenting the hourly 60 Seconds news bulletin on BBC1. That meant devoting nine, perhaps 10 seconds and three sentences per story. Plus, of course, there was the challenge of choosing the image that best told the same story.

It's Tomlinson, Louis Tomlinson

"I absolutely had to know why your audience was going to watch that show," she says. "Because it was the BBC, we had so much research available to us – for example, the audience really cared about China. But we very rarely got feedback. The only time I can remember is when I got Louis Tomlinson's name wrong and I had the One Directions wanting to kill me."

It's the opportunity for audience interaction, and the chance to have viewers help shape the show, that were among London Live's chief attractions. Claudia-Liza will be the main presenter on the lunchtime Headline London show and also work on London Go, the evening entertainment programme. She relishes the opportunity for viewers to be able to join in the debate via the show's social media and question her panel guests live, including via Skype.

"We're genuinely moving with the way people consume media and connect," she says. "There's nothing really on television that reflects the way people consume the Internet. People's tastes are so varied today. They want both light and shade. They resist stereotyping. And I mean young, old, black, Asian, whatever — they want both fun and serious stories. And I want to have fun with the audience, and still be able to present the news."

From Romford to Norwich

That's a theme that runs throughout Claudia-Liza's life and career. Raised on a West Kensington housing estate, she always wanted "cleaning down" at school, where she was "class entertainer". She got a taste for journalism at Queen Mary's College but wanted to get into print. Her first real presenting break at Romford's Time Times FM radio station changed all that.

She began "hounding" the BBC, ITV and CNN for work experience. It eventually paid off. Her first job was as an assistant to the news editor at ITV News London, where Alastair Stewart was presenter. "It was a very tough newsroom, where I learned so much."

Next, Claudia-Liza taught herself multi-media skills at the Press Association, writing, editing and cutting "all by myself, which I loved", before landing a first TV presenting role at Vox Africa. All the while she balanced this with being a mother to her young daughter, Nathalia, "it's left her passionate about the problems working mothers face, and also forced her to put her fierce work ethic into practice."

That personal drive took her to work in Cambridge and BBG Look East, where she went to lightweight and ended up staying two years, working in Norwich too. She also continues to share her experiences, skills and knowledge with others from a similar background through mentoring at her local church community.

"I'm really proud that London Live will reflect London's multiculturalism, but it's a shame that it's still a deal," Claudia-Liza says. "Just look out of the window. We want to be the voice of so many people. That's reflected in our whole team. We are listening to everyone's ideas. It's so rare in TV."

"There's so much going on in the city, and television is really letting London down," she says, with passion. "We're missing so much due to pressures of time in local TV or a fear of being London-centric on national TV. And then, the stories that are chosen, they're often so sad."

"London Live has really opened my eyes to the opportunities."

### Presenter

**Richard Bacon:**

Right, because he is such a good listener and is very natural. It's like he's talking to me.

**Twitter:**

@lsliveTV

**Twitter:**

@steffonowhat

**Website:**

steffonowhatlondonlive.co.uk

### London Live

**Live:**

Fulham

**Restaurant:**

Gavin & Stace

**Pub:**

The Sandes End, Fulham. Great pub food and atmosphere. Just the ideal local.

**Secret place:**

Lowry & Baker, Portobello Road. Probably the best (and smallest) place for breakfast and lunch. Get there for about 9am to make sure you get a seat, the place is tiny.

**Gig:**

Gig

**Live show:**

Othello at the National Theatre, with RORY KINовар and Adrian Lester, was really awesome.

**Walk:**

Any walk around Parsons Green is a treat — although there is a new breed of wealth there now.

### Sporting venue

Lindford Christie Athletics Track, White City. There are so few decent athletics tracks, I used to run there and now I take my daughter.

**Twitter:**

@londonlive

**Website:**

londonlive.co.uk

**Facebook:**

LondonLive. We'll try to publish the best comments.

You can already watch London Live... well, almost!

THERE are only two weeks to go but many of you can taste a little flavour of the new channel ahead of its launch on March 31. If you have both Freeview and a relatively new digital television then it may already have appeared on Channel 8 between BBC Three and BBC Four.

If you have Freeview and it hasn't appeared automatically, then you will have to return your TV or box, it's incredibly easy but if you think you need help then go to digitalkit.co.uk or call the Freeview advice line on 08456 50 5000. If you have Sky or Virgin, then you will have to wait a little longer but you could always go to our temporary londonlive.co.uk website to check us out.