



# MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
MADANAPALLE – 517325, ANDRA PRADESH



## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi

NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201 - 300 (Engg.)

NBA Accredited - B.Tech. (CIVIL, CSE, CST, ECE, EEE, MECH), MBA & MCA



A Report on

## Radio Jockey Training Program - 2

Organized by

**MITS RADIO 90.8 COMMUNITY RADIO STATION**

**29.10.2024 (Tuesday)**

**Resource Person : Mr. K. Ramakrishna, Senior Producer of S.V.B.C, TTD, Tirupati**

**Attendance : 50 participants (Internal)**

**Venue : Scaleup Classroom (East Block), MITS**

**Report Submitted by: Dr. B. Rajesh Kumar, Program Coordinator, MITS Radio 90.8 CR**

On 29th October 2024, MITS Community Radio 90.8, in association with the Anchors' Club, conducted a Radio Jockey Training Program for PG and UG students of MITS. The event was led by **Sri Kottakota Ramakrishna, Senior Producer of S.V.B.C., TTD, Tirupati**, along with Sri M. Narasimhacharlu, Program Manager of MITS Radio 90.8, and Mrs. U. Vijaya Lakshmi, Anchors' Club In-Charge and Senior Manager, IRO, MITS.

The primary goal of this program was to train students in radio jockeying, providing participants with an opportunity to practice speaking clearly, connecting with listeners, and conveying messages effectively. Emphasizing local community issues, the resource persons trained students in the fundamentals of interviewing, storytelling, and creating engaging, informative segments to keep the audience interested and informed. In total, 50 students from B.Tech, MBA, and MCA attended the program.



# MITS RADIO 90.8 MHz

## COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
MADANAPALLE – 517325, ANDRA PRADESH



Sri M. Narasimhacharlu, Program Manager of MITS Community Radio 90.8, delivered the welcome speech, offering an overview of MITS Community Radio 90.8 and introducing the profiles of Sri Kottakota Ramakrishna, Senior Producer at S.V.B.C., TTD, Tirupati, and Mrs. U. Vijaya Lakshmi, Senior Manager, IRO, MITS. Following this, Mrs. U. Vijaya Lakshmi took the initiative to deliver the opening remarks, enriched with demos and presentations.



### Key Points Highlighted:

- ✓ Timely inspiration and spontaneity are essential for radio jockeys, as these qualities enable them to connect with listeners in an immediate, relevant, and engaging manner, helping RJs stay fresh and audience-centered. Effective communication fosters listener trust and makes each broadcast moment memorable.



# MITS RADIO 90.8 MHz

## COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
MADANAPALLE – 517325, ANDRA PRADESH



- ✓ By staying attuned to current trends, local events, and social issues, RJs can discuss topics that resonate with their audience, whether it's the latest viral trend, a local news story, or an important societal issue.
- ✓ Observing society allows RJs to appreciate the diversity of their audience, enabling them to connect with listeners across various backgrounds, age groups, and lifestyles.

Radio Nandi Awardee Sri M. Narasimhacharlu performed a dramatic scene to inspire students, demonstrating effective voice modulation and tone-changing techniques. He emphasized the importance of engaging listeners emotionally through skillful content delivery, highlighting strategies to maintain their interest. He guided the RJs on content presentation and corrective techniques, clearly explaining the differences between presenting on radio and performing on stage.



Sri Kottakota Ramakrishna, Senior Program Manager at TTD SVBC, shared valuable insights on effective radio jockeying. He emphasized the importance of voice modulation, stating, "Voice modulation plays a vital role in keeping the show engaging, conveying emotions, and setting the tone for each segment. Listeners respond well to dynamic, expressive voices, so RJs must adjust their pitch, tone, and volume according to the emotions they wish to convey." He also highlighted the importance of clear pronunciation, stating, "Clear speech is essential for RJs to be understood by listeners from diverse backgrounds. Good diction and articulation lend professionalism to the broadcast and help avoid misunderstandings."



# MITS RADIO 90.8 MHz

## COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
MADANAPALLE – 517325, ANDRA PRADESH



Later, Sri Kottakota Ramakrishna provided each student with a script, carefully observing their talents and offering individualized feedback to help them develop essential skills.



### **Training Outcomes:**

- ✓ Trainees learned to control tone, pitch, and pace effectively, enabling them to convey emotions, set the right mood, and keep listeners engaged.
- ✓ They improved their diction, pronunciation, and clarity in speech, giving RJs the confidence to express themselves clearly and professionally.

### **Conclusion:**

Training helps transform RJs into skilled communicators, effective storytellers, and charismatic personalities with a strong understanding of their audience and broadcast dynamics. The program enabled the coordinators to identify hidden talents and build a pool of skilled Radio Jockeys. Program Coordinator Dr. Rajesh Kumar thanked all the resource persons and promised similar programs in the future. These outcomes empower students to host shows that are both professional and engaging, making them invaluable assets to the community radio station.