



MITS RADIO 90.8 MHz
COMMUNITY RADIO STATION
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



A Report on
Radio Jockey Training Program

Organized by

MITS RADIO 90.8 COMMUNITY RADIO STATION

30.08.2024 (Friday)



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Organizing

"Radio Jockey Training Program"

Resource Person : RED FM Team, Tirupathi.

Date : 30/08/2024 (Friday)

Time : 10:00 AM to 04:00 PM

Venue : Seminar Hall - A



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

Resource Person : RED FM Team, Tirupati

Attendance : 120 participants (Internal)

Venue : Seminar Hall – A (South Block), MITS

On 30th August 2024, MITS Community Radio 90.8 hosted a Radio Jockey (RJ) Training Program in collaboration with the team from RED FM 93.5, Tirupati, as the resource persons. The primary objective of the program was to equip engineering students with the necessary skills and knowledge to become effective radio presenters. The training focused on developing the students' abilities to create engaging content that resonates with their target audience. The program saw the enthusiastic participation of 120 students.



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Inaugural Session (10:00 AM to 10.30 AM)

Welcome Address:

Dr. B. Rajesh Kumar, Program Coordinator, MITS Radio 90.8 CR opened the session with a welcome speech, providing an overview of MITS Community Radio 90.8 and its mission. He then introduced the panel of experts, inviting them to give their opening remarks on the RJ Training Program. Dr. C. Yuvaraj, Principal of MITS and Chairperson of MITS Radio 90.8 CR, welcomed Mr. A. Sridhar, Cluster Station Head of KAL Radio Limited (Nellore & Tirupati), with a floral bouquet.



Prayer Song:

Ms. Sandhya, a second-year MBA student, sang a prayer song to create a calm and respectful atmosphere, helping attendees center their thoughts and emotions at the start of the event.



Inaugural Address:

Shri M. Narasimhacharlu, Program Manager of MITS Radio 90.8 CR, highlighted the legacy of renowned figures like SPB (S. P. Balasubrahmanyam) to demonstrate that successful RJs share



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a deep passion for storytelling. He emphasized that whether narrating personal experiences, sharing news updates, or discussing topics of interest, RJs must craft engaging stories that captivate their audience.



Presidential Address:

Dr. C. Yuvaraj provided key insights to the students, noting that:

- ✓ Community radio offers engineering students the opportunity to develop essential communication skills, including public speaking, interviewing, and broadcasting.
- ✓ It serves as a platform for students, faculty, and staff to share news, opinions, and ideas, fostering a more connected campus environment.
- ✓ E-content videos provide flexibility, allowing students to access lectures anytime and anywhere, making learning more accessible.





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About Resource Person:

Mrs. U. Vijaya Lakshmi, Senior Manager of International Relations at MITS, introduced the RED FM Tirupati team (**Mr. Vinay, Mr. Sampath, Mr. Hemanth and Ms. Sarika**) and detailed their respective areas of expertise. She also stressed the importance of creativity in radio, encouraging passionate students to think outside the box and bring unique content ideas to their shows to make them more engaging and distinctive.



Special Address:

Mr. A. Sridhar, Cluster Station Head of KAL Radio Limited (Nellore & Tirupati), spoke on how RJ training helps students develop strong public speaking skills, such as voice modulation, clarity, and articulation, all of which are vital for engineering students. He also pointed out that such training programs provide a platform for students to express their opinions, share ideas, and engage in discussions on relevant topics, empowering them to advocate for social causes and campus issues.





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Address by MITS 90.8 CR Coordinator:

Dr. K. Sathesh, Coordinator of MITS 90.8 CR, elaborated on the role of community radio in addressing local issues, such as health, education, governance, and environmental concerns. He emphasized that community radio can help raise awareness, inform the public, and promote civic engagement, while highlighting the need for proper utilization of this platform.



Dr. B. Rajesh Kumar, Program Coordinator of MITS Radio 90.8 CR, delivered the closing remarks for the inaugural session, following which the training session continued with the resource person from RED FM, Tirupati.





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Session 1 (FN _ 10:30 AM to 1:00 PM)

The RED FM team, comprising Mr. Vinay, Mr. Sampath, Mr. Hemanth, and Ms. Sarika, shared their personal experiences and emphasized key skills essential for Radio Jockeys to ensure effective engagement and presentation.



Key Points Highlighted by the RED FM Team:

Articulate Speaking: RJs must possess a clear, pleasant, and engaging voice. The ability to express themselves fluently, with proper diction, pronunciation, and voice modulation, is vital for keeping the audience captivated.

Conversational Tone: It's important for RJs to maintain a natural, approachable, and conversational tone on air. This helps them connect with listeners and make them feel at ease and engaged.

Entertaining Presence: A witty and humorous style adds entertainment value to an RJ's show, helping create a unique on-air persona that listeners anticipate and enjoy.

Active Listening: Good RJs are also great listeners. Paying attention to guests or callers ensures appropriate responses and helps maintain a smooth, natural flow in conversations.

The team discussed these skills in detail, sharing live examples and recounting success stories from their careers as Radio Jockeys.



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Session 2 (AN _ 02:00 PM to 03:45 PM)

In the afternoon session, the resource persons actively engaged with the students in a highly interactive discussion. They encouraged students to reflect on their inner talents and strengths, helping them identify areas where they excel.



By offering personalized feedback, the resource persons provided valuable insights into each student's unique abilities. They took note of these talents and shared practical suggestions for further development, offering guidance on how to refine their skills and leverage their strengths for future success. The session aimed to motivate students to nurture their potential and enhance their personal and professional growth.

Valedictory (03:45 PM to 04:00 PM)

Mrs. U. Vijaya Lakshmi, Senior Manager of International Relations, provided valuable insights, praised the students, and delivered an inspiring speech. She congratulated the entire RED FM Team for their dedicated efforts. The MIT Community Radio 90.8 FM team also honored the RED FM Team and appreciated their invaluable contributions to making the program a success.

At the conclusion of the event, Dr. E. Aravindraj, Technical Coordinator of MITS Radio 90.8 CR, expressed heartfelt gratitude in his Vote of Thanks. He acknowledged the efforts of the speakers, organizers, participants, and everyone who contributed to the event's success, and expressed appreciation for the collective contributions that ensured the program's success.



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Outcomes of the Program:

- ❖ Enhanced ability to speak clearly, confidently, and engagingly on air.
- ❖ Development of a distinctive voice and style suited for radio.
- ❖ Training in storytelling, interviewing, and improvisation techniques.

Conclusion:

The RJ training program concluded by highlighting the key learnings, expressing gratitude, and inspiring participants to utilize their newly acquired skills. We extend our sincere thanks to the trainers, mentors, and all those who contributed to the success of this program.

NEWS Clips:



భాషపై పట్టుంటే రేడియో జాకీలుగా రాణింపు

అంగళ్లు (కురబలకోట), న్యూస్టుడే : మంచి స్వరం, భాషపై పట్టు, ఉచ్చారణ భాగంబీ రేడియో జాకీలో రాణిస్తారని, ఈ రంగంలోకి వెళ్లేందుకు తగిన కృషి చేయాల్సిన అవసరం ఉందని తిరుపతి-నెల్లూరు రెడ్ ఎఫ్ఎం రిజినల్ హెడ్ శ్రీధర్ అన్నారు. అంగళ్లులోని మిట్స్ కళాశాలలో కమ్యూనిటీ రేడియోపై ఇంజనీరింగ్ విద్యార్థులకు శిక్షణ కార్యక్రమాన్ని మంగళవారం ఏర్పాటు చేశారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ... రేడియో జాకీలు ఇటీవల కాలంలో ప్రజాదరణ పొందుతున్న విభాగమని యువత రేడియో జాకీగా ఉత్తేజకరమైన భవిష్యత్తుకు నాంది కాగలరని పేర్కొన్నారు. రేడియో జాకీలు ఆనాస్లో, సంగీతాన్ని

ఫ్లే చేయడం, మాట్లాడటం, వివిధ సామాజిక, రాజకీయ సమస్యల్ని పరిష్కరించడం, శ్రేణిల సమాచారం, న్యూస్ రీడర్, ఆన్-ఎయిర్ పర్ఫానాంటీలు, ప్రొడక్షన్ డైరెక్టర్, స్టేషన్ మేనేజర్ లాంటి అంశాలన్నీ చేయగలిగే పాత్రలని తెలిపారు. మిట్స్ కళాశాల ప్రిన్సిపల్ డాక్టర్ సి.యువరాజ్ మాట్లాడుతూ రేడియో జాకీ రంగంలో అద్భుతమైన సంభాషణ, వైపువ్యాసను కలిగి ఉండాలని, భాషపై పట్టు సాధించాలని అన్నారు. కార్యక్రమంలో ఇంటర్నేషనల్ రిలేషన్స్ సీనియర్ మేనేజర్ విజయలక్ష్మి, ప్రోగ్రాం మేనేజర్ నలసంపాచారి, డాక్టర్ సతీష్, కోఆర్డినేటర్ డాక్టర్ అరవిందరాజ్, డాక్టర్ బి.రాజేష్ కుమార్, పవన్, సిబ్బంది, విద్యార్థులు, అధ్యాపకులు పాల్గొన్నారు.



మాట్లాడుతున్న రెడ్ ఎఫ్ఎం రిజినల్ హెడ్ శ్రీధర్, పక్కన ప్రిన్సిపల్ యువరాజ్, అధ్యాపకులు

Date : 04/09/2024 EditionName : ANDHRA PRADESH (ANNAMAYYA) PageNo :



Training programme on radio jockeying held at MITS

HANS NEWS SERVICE
MADANAPALLE

MITS Community Radio 90.8 FM in collaboration with Tirupati Red FM, conducted a training programme on radio jockeying at Madanapalle Institute of Technology and Science (MITS) here on Tuesday. Sridhar, Regional Head of Tirupati & Nellore RedFM, emphasised the growing appeal of radio jockeying as a



career and highlighted the skills required for success. Dr C Yuvaraj, Principal of MITS, praised the students' enthusiasm and noted the importance of strong verbal communication in the field. The event was well-attended and provided valuable insights into the world of radio.