

MITS RADIO 90.8 CR
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH

Report on

One Day Visit to MITS Radio 90.8 CR

“RED FM 93.5 Team Visit “

Mr A Sridhar,
Cluster Station Head,
KAI Radio Limited,
Nellore & Tirupati

Organised by

Mr T.G.Ravi Kumar, Executive Member in BOG, Mrs. U. Vijaya Lakshmi , International Relations Senior Manager & Dr K.Sathesh , Assoc Professor ECE & CRS Coordinator

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Submitted by : Dr K.Sathesh , Assoc Professor ECE & CRS Coordinator

Mr. A. Sridhar, the Cluster Station Head from RED FM 93.5, Tirupati & Nellore, paid a visit to MITS RADIO 90.8 CR to provide guidance and suggestions on how to improve the station on 22-01-2023 (Sunday).

Mr. Sridhar began the session by introducing himself and his experience in the radio industry. He explained that he had been working as a Station Head for over a decade and had gained a wealth of knowledge and skills in this field. He then shared some valuable insights on how to make the radio programs more engaging and entertaining for the listeners.

During the session, Mr. Sridhar emphasized the importance of understanding the audience and their preferences. He suggested that the station conduct surveys or polls to get feedback from the listeners about their favorite shows and music genres. He also encouraged the station to incorporate listener requests and dedications into the programming, as it would create a strong connection with the audience.

Mr. Sridhar also discussed the importance of quality content and how it can make or break a radio station. He suggested that the station focus on creating original and informative content that is relevant to the local audience. He also suggested that the station should maintain a balance between music and talk shows, as too much of either can turn off the listeners.

In addition, Mr. Sridhar gave some valuable tips on how to improve the overall sound quality of the station. He appreciated the radio station's facilities for recording and broadcasting live shows.

Overall, the visit of Mr. A. Sridhar to MITS RADIO 90.8 CR was very informative and beneficial. His guidance and suggestions on improving the programming, content, and technical aspects of the station will surely help in enhancing the quality of the station and increasing its listenership. The staff along with students RJ's of MITS RADIO 90.8 CR expressed their gratitude to Mr. Sridhar for taking the time to visit and share his expertise.

Photos:









