

Report on

“How can make our Radio become Interesting”

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Submitted by: Dr. B. Rajesh Kumar, Asst. Professor, MBA, MITS

On April 19th, 2024, R. Sravanthi and M. Siddikhabegum, second-year Computer Science Engineering (Data Science) students at MITS, delivered a captivating session on "How to Make Our Radio More Interesting." Their presentation was not only informative but also provided valuable insights into creating engaging radio content.

Below are the key points discussed:

1. **Know Your Listener:** Understanding the target audience is crucial. Knowing their interests, demographics, and preferences helps in tailoring content that appeals to them.
2. **Make Your Listener Care:** Creating content that resonates with the audience on a personal level is essential. Techniques such as storytelling and discussing relevant topics can foster a sense of connection.
3. **Talk to One Person:** Recognizing that radio listening is often a solitary experience, speakers advised addressing the audience as individuals rather than a group.



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

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



4. **Be in Charge:** Hiring lively and knowledgeable radio hosts who can connect with the audience was emphasized. The personality and energy of the hosts play a significant role in engaging listeners.
5. **Learn the Rules, Then Break Them:** Investing in good sound quality and production values was highlighted. Clear audio and polished content enhance the listener experience and reflect professionalism.
6. **Make the Mic Your Mate:** Speakers encouraged familiarity and comfort with the microphone, as it is the primary tool of communication in radio broadcasting.
7. **Be Yourself and Offer Diverse Content:** To maintain listener interest, it was suggested to be authentic and provide a variety of content.

The session was well-received and left the audience with valuable insights into creating compelling radio content. It highlighted the importance of understanding the audience, creating personal connections, and maintaining professional standards in broadcasting. The outcome of the content presented by R. Sravanthi and M. Siddikhabegum can be summarized as follows:

- **Increased Engagement:** By understanding their audience and creating content that resonates with them, the radio station can expect to see an increase in listener engagement. Personalized content and storytelling can help form a stronger connection with the audience.
- **Improved Listener Experience:** Investing in sound quality and production values can enhance the overall listener experience. Clear audio and polished content reflect professionalism and show respect for the audience's time and attention.
- **Enhanced Host Performance:** Hiring lively and knowledgeable radio hosts who can connect with the audience can lead to improved listener engagement. The personality and energy of the hosts play a crucial role in keeping listeners interested and involved.
- **Diverse Content Offering:** Offering a diverse range of content can help keep listeners interested and engaged. Providing a mix of topics and formats can cater to different listener preferences and ensure a broader appeal.

- **Increased Listener Loyalty:** By following these guidelines, the radio station can build a loyal listener base. Providing content that is relevant, engaging, and tailored to the audience's preferences can help create a strong bond between the station and its listeners.

Overall, implementing the suggestions provided by R. Sravanthi and M. Siddikhabegum have lead to a more interesting and engaging radio experience for listeners, ultimately benefiting the radio station in terms of increased listenership and loyalty.

Photos:

