



Report on Educational Visit of MYFM Radio Station

Date of Visit: 8th February 2025

Time: 14:00 to 15:30

Venue: MYFM Radio Station, Makarba, 380055

Introduction:

On 8th February 2025, students from LJ Institute of Media & Communications (LJIMC) visited MYFM Radio Station as part of their academic learning experience. The visit aimed to provide students with practical exposure to the functioning of a commercial radio station. The visit was conducted for the students of Bachelor of Media and Communication semester 2. The session was led by Mr. Tushar Chauhan, Programming Head at MYFM, who guided the students through various aspects of radio broadcasting.

Objectives:

- To understand the operational structure of a commercial radio station.
- To learn about the roles and responsibilities of radio professionals.
- To explore the technical aspects of radio broadcasting.
- To gain insights into content programming and audience engagement strategies.

Process:

- The visit began with an introduction to the radio station, its history, and its reach.
- Mr. Tushar Chauhan took the students on a tour of the radio studio, explaining its key components, including the recording booth, editing suite, and transmission setup.
- He provided an overview of how radio programs are conceptualized, scripted, and broadcasted.
- Students also observed live radio operations, including real-time RJ (Radio Jockey) interactions, music scheduling, and advertisement placements.
- The importance of sound editing, voice modulation, and engaging storytelling techniques in radio broadcasting was also discussed.
- Mr. Chauhan elaborated on the business model of commercial radio, emphasizing revenue generation through advertisements and sponsorships.

Conclusion:

The visit to MYFM Radio Station was an enriching experience for LJIMC students. It helped them bridge the gap between theoretical knowledge and practical implementation. The session provided valuable insights into the dynamic world of radio broadcasting and the evolving trends in the industry.

Outcome of the Cineverse Film Screening Event:

- Students gained firsthand experience of radio studio operations.
- Enhanced understanding of the workflow of a commercial radio station.
- Exposure to career opportunities in the radio industry.
- Improved awareness of content curation and audience engagement strategies.
- Strengthened understanding of the technical and business aspects of radio broadcasting.

The visit successfully contributed to the academic and professional growth of LJIMC students, equipping them with knowledge essential for a career in media and communications.

Links:

Instagram: <https://www.instagram.com/share/BAFdheWA8I>

