



Report on 2 Day Educational Visit to Radio City

Date: 31st July, 2025 & 1st August, 2025

Time: 12:00 pm to 2:00 pm

Venue: Radio City Office, Memnagar, Ahmedabad

Faculty Incharge: Aditi Verma (31/7/25) & Adarshkumar Singh (1/8/25)

Participants: BMC and MMC semester 3 students

Introduction

An educational visit to Radio City was organized for students from BMC-3 and MMC semester 3 programs over two consecutive days. The visit aimed to provide students with practical insights into the radio broadcasting industry and its operational mechanisms. This hands-on exposure allowed students to understand the inner workings of radio broadcasting while witnessing live operations.

Objectives

- To understand the operational framework of radio broadcasting
- To learn about different roles and responsibilities in radio production
- To observe live radio programming and production processes
- To interact with industry professionals and gain career insights
- To bridge the gap between theoretical knowledge and practical application
- To explore career opportunities in the radio and broadcasting industry
- Tour Process and Learning Experience

Process

1. Radio Station Infrastructure

Students were given a comprehensive tour of the Radio City office, exploring various departments and understanding the organizational structure. They observed the technical setup, broadcasting equipment, and learned about the workflow from content creation to final broadcast.

2. Professional Interactions

During the visit, students had the opportunity to interact with key personnel including:

Sound Engineer - Students learned about audio production, sound mixing, recording techniques, and technical aspects of radio broadcasting

Radio Jockey (RJ) - Insights were provided into live show hosting, audience engagement, voice modulation, and on-air presentation skills

Copywriter - Students understood content creation, script writing, advertising copy development, and creative writing for radio

3. Live Production Observation

Students witnessed live radio shows being produced and broadcast, gaining real-time understanding of:

- Studio operations and equipment handling
- Live show coordination and timing management

- Audience interaction and call management
- Emergency protocols and technical troubleshooting

4. Behind-the-Scenes Operations

The tour covered various operational aspects including:

- Program scheduling and planning
- Content research and development
- Advertising integration and commercial breaks
- Music selection and playlist curation

Outcomes

Students gained valuable insights into:

- Technical aspects of radio broadcasting and sound engineering
- Creative processes involved in radio content development
- Professional communication and presentation skills required in radio
- Career pathways and opportunities in the broadcasting industry
- Understanding of audience preferences and market dynamics
- Importance of teamwork and coordination in live media production

Conclusion

The two-day Radio City office visit proved to be an extremely insightful and educational experience for BMC semester 3 and MMC semester 3 students. The hands-on exposure to radio broadcasting operations, combined with direct interactions with industry professionals, provided students with practical knowledge that complements their academic learning. The visit successfully bridged the gap between classroom theory and real-world application, offering students valuable career insights and inspiration for their future endeavors in media and communication fields. This practical exposure will undoubtedly enhance their understanding of the broadcasting industry and help them make informed career decisions.

Annexures

<https://www.instagram.com/reel/DM7-6gPt4T/?igsh=MW9vZmtrNXdjdTJhMQ==>

