



**THE BISHOP'S CO-ED SCHOOL, UNDRI
JUNIOR COLLEGE**

Radio, the Wonder Invention to Reach Millions

A Visit to 94.3 Radio One

On 13th and 17th July 2023, the Mass Media and Communication students of Class XII were taken to 94.3 Radio One FM station in M.G. Road, Camp. It was an engaging and enlightening experience that provided an insight into the 'behind the scenes' action of radio broadcasting.

Upon arrival at the Radio Station the students were greeted by the Production Head- RJ Ayush and the other staff members. Thereafter, they were given a brief introduction to Radio and an overview of various departments like Sales, IT, Music, Production, Admin and Inventory. The energy and enthusiasm exuded by RJ Ayush while explaining the radio operations mesmerized the students. This was followed by a comprehensive tour of the On AIR studios, a studio for photo shoot and advertisement recording studio with, an in-depth analysis of the sound equipment, control panels and microphones.

The ease with which the RJ communicated with the students and the impromptu demonstrations with sound effects, fascinated the students. On the first day the station head also addressed the students and spoke about the Radio as a medium to reach and teach millions.

The visit deepened the students' appreciation for the power and influence of radio broadcasting. It brought to light the efforts that go into producing captivating radio content. The students were inspired to opt for internships and gain better understanding of the Radio Industry. As a token of appreciation the students presented a bouquet and a hand-made card, to the staff of the radio station.



Dr. Satarupa Roy



Introductory Session



In Ad Recording Studio



ON AIR (LIVE) Studio



Discussion on Technical Knowhow



Introduction to Various Departments



A feel of the Professional World



With the Mentors



A Token of Gratitude
