

Expert Lecture

An expert session was conducted by the Mass Communication Department of SLS, PDPU on Understanding Radio Business by Ms. Sarika, a media entrepreneur and expert in radio and Out of Home (OOH) Business. The programme was organized on 20th November, 2018.

In this session, Ms. Sarika has thrown light on the organizational structure and key departments in a radio station, the revenue earning model in a radio business, relevance and role of each department, segments of a radio show, the structure of a radio show, the IT based radio format, role of sound effects in background, and how a RJ conducts a show.

She ended her lecture by listing down the qualifications and eligibility criteria of the job roles in Radio Business, explained the technicalities used, the marketing methods employed and how the content is curated for each radio show. Some students showed interest in taking up internships in Radio business after this successful exposure to the radio industry. The lecture ended with a Question-Answer session.

