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VOICE WITH POISE



The growing popularity of radio as a medium of mass communication and the coming of a number of radio stations in India has made radio jockeying an attractive career option for many.

RJ Malishka (93.5 Red FM), who chose her passion over corporate life feels, "You either have a flare for it or you don't. You can then learn a lot more; however, no one can teach you if you do not have the raw materials."

So apart from having good communication skills, a command over the language, spontaneity, sense of humour and a well modulated voice, what are the qualities that make a good RJ? "It's important to be real

and natural while entertaining your audience. You must speak from your heart," says the vivacious RJ.

However according to Sonal Tirthani, outdoor broadcast jockey for Big 92.7 FM, "I loved to talk and communicate to a large audience. So people would jokingly suggest I take it up as a career. When I went for formal training, I realised that there was so much more than just an RJ and music which went behind a radio show!"

For formal training, you can enrol in institutes like Xavier Institute of Communication and **EMDI Institute of Media and Communication** and learn the know-how's of this field. When it comes to returns, beginners can start off with a salary of Rs10, 000 -

Rs 15,000 a month. However, as you become a popular voice, your package gets fatter!

"Today radio in India is in its nascent stages. The industry is likely to grow rapidly paving the way for more radio stations, thus increasing the demand for RJs. Moreover, the scope of work within this industry is getting broader," says Malishka

"Individuals who are passionate about taking up RJing as a career must do their homework before they step into the industry. It's not just about the glamour and money," adds Malishka. For all those knocking on the industry doors, Malishka suggest, "Please come in with a breathe of fresh air and originality!"