

## PRESS RELEASE

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### **GOVT PLANS TO EXPAND RADIO BROADCAST IN STATE**

The Central Government is planning to bring more private and public broadcasters into Odisha and expand radio broadcast across the country over the next two years. As a result, more radio stations will be set up in the State, informed senior senior RJ and BBC correspondent Subrat Pati here on Saturday.

Speaking at a seminar on 'FM Radio: Growth and Development in Odisha' organised by city-based college Institute of Media Studies (IMS), Pati said there are three existing private FM radio stations in Bhubaneswar and two in Rourkela. However, three new private stations will be opened soon in the State including one in Bhubaneswar and two in Rourkela. While Sarthak Films will open new stations in Capital City and Rourkela with 91.9 FM, Odisha Television Limited (OTV) to run a FM station in Rourkela, he added.

Similarly, 15 more new stations will be set up in Odisha. These stations will function in Puri, Balasore, Baripada, Berhampur and Sambalpur. While the future and potential of the industry are bright, huge manpower will be required once the Centre gives go-ahead to broadcast news through FM, the popular Odia RJ said.

Attending the seminar RJ Smita of Red FM stressed on the skills required to be a radio jockey. She said command over language and communication, well pitched voice, general knowledge and seeking spirit are needed to pursue career in the industry. With changing times, the private FM stations have become the consistent profit making and glamorous entertainment industry, Smita added.

Among others, director of IMS Prof Upendra Padhi, faculties and students were present.