

**Kamla Bhatt,**  
[www.kamlabhattshow.com](http://www.kamlabhattshow.com)

For the last 10 years, I have written for various publications on business, technology and the Indian-American community, mostly in the San Francisco Bay Area. I now divide my time between both coasts of the US and India, following subjects that fascinate me, like India Rising, the Indian Diaspora, Bollywood, regional films, Indian writing, etc.

More recently, I have launched my own radio show, The Kamla Bhatt Show, available online and for broadcast syndication. Besides producing the show, I also update my blog  
[www.kamlabhatt.wordpress.com](http://www.kamlabhatt.wordpress.com).

My show is about life, people and ideas and these strands connecting the Indian Diaspora across the world. Nothing brings me greater joy and satisfaction than watching their interplay. The show helps me convey the nuances and complexities of their interactions. This is not just about the mechanics of radio. A great interview is more like a conversation among friends in familiar surroundings.

What makes a radio show on the Internet different is, content is available anytime, anywhere, to the user. This lets me focus on compelling, cutting-edge content that regular radio shows may miss out on or may incorrectly perceive as not being viable.

Radio was never a choice. It is what I always wanted to do. Much of what I have done all these years almost seems like a preparation for what I am doing now. And, radio is a great means to get across what is happening in India and the Indian community across the world.



**“My goal is to appeal to the inquisitive, thinking Indian or Indophile who enjoys a good conversation. Where s/he lives does not matter — India, UK, Australia, Singapore or USA. The important thing is, the radio experience is relevant, whether delivered through Plain Old Airwaves (POA), the satellite or the Net.”**

The biggest on-the-job challenge is there are many subjects and topics to cover. I have to focus and pick on what is newsworthy. I produce two-three interviews a week. That takes a lot of time and work. I produce the show end-to-end, from selecting the topic, conducting the interview, editing the sound files and uploading them on the site. It is a one-woman show and takes a lot of time, but keeps me busy for long hours.

**An RJ has the aptitude to draw out people, a natural radio voice, and some technical knowledge.**

I am not an RJ in the traditional sense. But, yes, my advice to any RJ would be to find their groove, their natural style and zone.



**Shubhangi Vingle,**  
**FM Gold 100.7**

She hosts Kitty Party airing 12 pm every day; Oldie Goldie, airing 4 pm to 5 pm; Moods and Melody, airing 5 pm to 6 pm every day. Shubhangi says: “You must have a thorough knowledge of music (my shows are all on film music). You must be fluent in the language you speak (my shows are in Hindi and Marathi); your speech must be clear. “Don’t be rude; don’t be moody. You are there to lift people’s spirits with words and music. “Research thoroughly when you interview celebrities. This way, you will not beat about the bush. Brief them about your channel, your show, your target audience, what exactly you want to speak about, so you don’t lose focus and they speak accordingly.”

## Skills on the job

- A clear and pleasant voice
- Good vocabulary
- Good knowledge of music
- An ear for music
- Spontaneity
- An ability to connect with the listener
- Confidence