

2022 ADVANCED RADIO CERTIFICATE COURSE DATES

A note on Covid: Please note that the details below are provided on the assumption that circumstances will permit normal, face-to-face teaching, through or usual block-release courses. This means they will run full time for two weeks, Monday to Friday, for the whole day. If Covid makes this impossible, the courses will still start on the date indicated, but will take place on a remote learning basis, spread out over six weeks.

- 1. Radio Foundations (Feb 21 – March 4, 2022)** This course provides an introduction to radio as a medium and an industry, including history, technology, regulation, law, formats, business models, audience measurement systems, typical jobs and other aspects. It is compulsory for students wanting to obtain the Advanced Radio Certificate. **(Closing Date: 28 Jan 2022)**
- 2. Radio Presentation (March 14 – 25, 2022)** The course will develop competence in radio presentation skills, with a particular focus on local and community radio. Areas to be covered will include the presentation of radio programmes in various formats, reading news bulletins, commercials and others; writing of scripts, preparing and conducting interviews, operating a basic studio desk, following studio discipline and devising and following station style. **(Closing Date: March 4)**
- 3. Local Radio Journalism (May 9 - 20, 2022)** Students will be given the basic skills necessary for reporting for radio, with a particular focus on the needs of local and community radio. Areas to be covered will include generating story ideas, research, use of field recorders, on-screen editing, use of sound, writing for radio, updating stories and related issues. **(Closing Date: April 22)**
- 4. New and Social Media for Radio (June 20 - July 1, 2022)** The course will develop an understanding of the different ways in which radio is making use of online possibilities, and the ways in which audiences are using audio and other radio offerings online. Areas to be covered will include an introduction to online journalism; different ways of using the web, basic website training; podcasting; how to create podcasting shows; digital audio production; Web radio; audio streaming; and a brief study of the online audience **(Closing Date: June 3)**
- 5. Radio Programming and Production (Aug 1 - 12, 2022)** The course will develop competence in radio programming and production, with a particular focus on local and community radio. Areas to be covered will include programming for various audiences, talk, music and other formats, show preparation, the technical skills needed for operating a studio, packaging and the use of sound and related issues. **(Closing Date: July 15)**
- 6. Radio Sales and Marketing (Sept 12 - 23, 2022)** Students will be given an introduction to radio marketing and sales. Areas to be covered include: strategic marketing services, national sales and direct sales. The course is run in conjunction with senior staff of the sales house **MediaMark (Closing Date: August 26)**
- 7. Radio Station Management (Oct 24 – Nov 4, 2022)** The course covers the basic principles and theory of management, strategy and leadership; the radio industry, globally and locally, including the regulatory and policy environment and the institutions of the industry; the structure and operations of a radio station and the role of different managers within it; basic business planning and budgeting, radio programming, the structure of radio sales, radio technology and marketing for radio. **(Closing Date: Oct 7)**

Further information and application forms at <http://wits.journalism.co.za/wits-radio-academy/courses/>, or via radio@journalism.co.za