

2024 ADVANCED RADIO CERTIFICATE COURSE DATES

The programme will run in-person for two weeks, Monday to Friday, for the whole day.

1. Radio Foundations (April 1 – April 12, 2024) 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.

2. Radio Presentation (June 3 – 14, 2024) 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.

3. Local Radio Journalism (July 1 - 12, 2024) 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.

4. Radio Programming and Production (August 5 - 16, 2024) 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.

5. New and Social Media for Radio (September 2 - 13, 2024) 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.

6. Radio Sales and Marketing (October 7 - 18, 2024) 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**

7. Radio Station Management (November 4 – 15, 2024) 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 .

For further information and application forms, please visit <http://wits.journalism.co.za/wits-radio-academy/courses/>, or contact us via radio@journalism.co.za

NOTE: Closing date for applications is 31 October 2023.