

2015 COURSE DATES

HONOURS

Radio Journalism (Jun 15 - 26, 2015)

This course offers a practical introduction to the skills needed in radio journalism, covering everything from fast-paced bulletin work to the richness and depth of longer packages – the features of the airwaves. The course includes live broadcasting experience on campus. Full-time over two weeks, followed by requirements for further practical work in students' own time. **(Closing Date: 30-Sept-2014)**

ADVANCED RADIO CERTIFICATE

1) Radio Foundations (Feb 2 - 13, 2015)

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 conducted by Prof Franz Krüger, and is compulsory for students wanting to obtain the Advanced Radio Certificate. **(Closing Date: 15-Dec-2014)**

2) Local Radio Journalism (March 16 - 27, 2015)

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: 24-Feb)**

3) Radio Sales and Marketing (May 11 - 22, 2015)

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: 20-Apr)**

4) Radio Programming and Production (Jul 6 - 17, 2015)

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: 15-May)**

5) New and Social Media for Radio (Aug 17 - 27, 2015)

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: 13-Jun)**

6) Radio Presentation (Sept 7 - 18, 2015)

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: 17-Aug)**

7) Radio Station Management (Oct 19 - 30, 2015)

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: 12-Sept)**