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## Programme - Wednesday, 5 July 2017

Draft Programme, subject to change. Sessions indicated at the same time run in parallel.

### 09:00 – 09:30

**#RDA17 Welcome:** Join Prof. Tawana Kupe, Vice Principal of the University of the Witwatersrand and Ms. Nadia Bulbulia, Executive Director of the National Association of Broadcasters, at the opening of the 8<sup>th</sup> edition of Radio Days Africa, #futuretuned

### 09:30 – 10:30

**#FUTURETUNED:** Radio has shown continued popularity and relevance delivering a wide variety of content and music to audiences. Prof. Franz Krüger (Director: Wits Radio Academy), Chris Price (Head of Music: BBC Radio 1 & 1Xtra), Pearl Sokhulu (Station Manager: Vuma FM), Khanyisile Kweyama (Interim SABC Board Chair) and Greg Maloka (Managing Director: Kaya FM) will discuss the impact of technology, content models and on-demand audio on the radio broadcasting business.

### 10:35 – 11:15

**Content King:** How do you approach creating daily content that is relevant and engaging? When do you drop content in favour of unplanned events? What does a content plan look like and how do you execute this? JD Mostert (Kaya FM) shares his insight and experience.

**Podcasting for Niche Audiences and Advertisers:** Audio-on-demand, specialised content and highly-engaged audiences are a catalyst for success. What is the best approach to harness this potential? Join Brad Brown (The Podcasting Academy) to learn about this.

**Is Playlisting the Future of Radio?** Music has, and continues to be, a key feature in many successful formats. How real is the on-line threat from streaming services and curated playlists? Wendy Verwey-Bekker from Labs.fm talks about her thoughts in this space.

### 11:15 – 11:35

**Tea**

**11:40 – 12:20**

**Harnessing Digital Footprints:** Connected audiences are incredibly valuable to media companies. Are you making the most of available data to harness the power of your audience? Marco Broccardo (ColonyLive) talks about harnessing digital footprints.

**Maximise Your Music Scheduling:** Music radio is a dominant player in the commercial broadcasting space. What, where and how music is placed is hugely important in the overall programming of a music-based station. Thomas Roth (Music Master, Germany) shares his thoughts into maximising music scheduling.

**Commercial Radio Landscape in Uganda:** Commercial radio assets are booming on the African continent. With growing audiences and financial returns, join James Peterson (Radio Week, Uganda) as he shares insight into commercial radio in Uganda.

**12:25 – 13:05**

**The Art of Producing a Radio Commercial:** Well-crafted radio adverts can delight audiences and clients. Join Herman Tefo and Justin Keats (Radioheads) as they take a step-by-step approach to building a great radio advert.

**Alternative News:** The rise of fake news and the concept of alternative facts is a growing trend. How do you avoid being a victim and ensure accurate reporting in your radio newsroom? Denzil Taylor (Power FM) shares his experience and insight.

**The Case for DRM:** Johannes von Weyssenhoff has been in a local trial for Digital Radio Mondiale. He explains why DRM is the perfect intervention tool for bridging the digital divide in marginalised communities.

**13:05 – 13:55**

**Lunch**

**14:00 – 14:40**

**Powerful Promotions:** Jonathan Lumley (East Coast Radio & Jacaranda FM) looks at examples of powerful radio promotions from across the globe and shares his thoughts on what makes a powerful radio promotion.

**The Sociability of Radio:** Martin Liss (Germany) discusses integrating new media platforms and how best to harness the power of these using radio.

**Best of the Awards:** Lance Rothschild (CEO Liberty Radio Awards) chats about the winning material at the Liberty Radio Awards. He is joined by 2017 award-winner Iman Rappetti (Power FM).

**14:45 – 15:25**

**Moving Billboard:** Jacaranda FM re-launched their brand in 2017. With the payoff "More Music You Love" they embarked on a unique launch campaign that involved a moving billboard. Kevin Fine and Minisha Patel tell us how they did it.

**Programming for Youth Audiences:** Steve Martin (BBC) and Grant Nash (5FM) share their approaches for creating content aimed at youth audiences. From research, planning, development and execution, youth audiences can be challenging to satisfy.

**15:25 – 15:45**

**Tea**

**15:50 – 16:30**

**How to Do 360° On-Air Campaigns:** Alfie Jay (Algoa FM) talks about the Algoa success story regarding building on-air campaigns that engage audiences across multiple platforms, yet still satisfy the overarching role of radio.

**How To Make Better Campus Content:** Campus radio cultivates unique ideas and content offerings. The process of moulding and developing the ideas and talent is crucial in building radio professionals who are #futuretuned. Madikana Matjila (University of Limpopo) shares his formula for success.

**.radio:** Graham Dixon (European Broadcasting Union) shares background into the new web domain .radio, specifically aimed at radio broadcasters and operators.

**16:35 – 16:50**

**Why I Like a Good Package (Part II):** The Kaya FM digital team share their expertise and love for great packages!



## **Programme - Thursday, 6 July 2017**

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**09:00 – 09:40**

**The BBC Radio 1 Challenge:** Chris Price (Music Manager: BBC Radio 1 & 1Xtra) shares the challenges of being a world-leading, music-radio brand in a changing landscape of audience and consumption.

**09:45 – 10:25**

**Ishiwi – My Voice:** Join Matango Maumbi (BBC Media Action, Zambia) as he discusses this innovative project specifically targeted at youth audiences.

**Digital Toolkit:** Martin Liss (Germany) looks at the essential skills and tools needed in the connected world to ensure radio professionals remain relevant and engaged.

**BRC, 1<sup>st</sup> Birthday Party:** The BRC has been aggregating listener data for the last year. The BRC shares some insight into audience numbers and consumption habits within the new measurement structure.

**10:30 – 11:10**

**Building Breakfast:** Join the hosts behind Gauteng's biggest breakfast shows and listen to them discuss their thinking and planning behind their shows. Shows include Kaya FM, Jacaranda FM, YFM, 947 and 5FM. The panel will be chaired by Ashraf Garda (SAfm).

**Content Positive:** A group of teenagers in Lesotho are empowering themselves and those around them by creating weekly radio content relative to their circumstances. Living with HIV, these youth broadcasters are changing the content game, one show at a time. Thabo Motseki and his team tell us more.

**Public Radio Success Story - Ghana:** The public broadcaster in Ghana is a good example of a well-established and well-run public broadcaster. Nana Esi-Parry (Ghana Broadcasting Corporation) shares their formula and best practices.

**11:10 – 11:30**

**Tea**

## **11:35 – 12:15**

**Imagination: The Journey of Small Stories:** Join Michelle Constant (SAfm) as she discusses the power of imagination and creating stories.

**Breaking Barriers - Burundi:** Radio remains a powerful and instant way to communicate news, share knowledge and engage with audiences. When traditional distribution becomes difficult or impossible, new methods of sharing the content emerge. The challenging political landscape in Burundi has created new radio distribution. Bob Rugurika tells us more.

**From Child Patient to Content Warrior:** Dr Gabriel Urgoiti and Noluyolo Ngomani share their experiences working with and training children at the Red Cross Children's Hospital in Cape Town. With their unique radio diaries, they will share the amazing radio journey of these children.

## **12:20 – 13:00**

**The Public Radio Debate:** The last year has been a tumultuous time at the SABC. Looking at best practice from Africa and learnings from Europe, this panel discussion will examine the need for an independent and impartial broadcaster. Panel includes Suna Venter (SABC 8), Nana esi Parry (Ghana Broadcasting Corporation), Graham Dixon (European Broadcasting Union), Mathatha Tsheduo (Wits Journalism), Kate Skinner (Broadcast Researcher) and Solly Phetoe (SABC)

**10 Tips to Manage Your Social Media:** Engaged audiences are active on a variety of platforms and consume media brands outside their traditional footprints. Join Bronwyn Hardick (Showmax) as she shares her ten tips to manage social media platforms.

## **13:00 – 13:55**

### **Lunch**

## **14:00 – 15:30**

**Master Class – Audio Production:** Jan Brückner from Benz Town Branding will demonstrate and create an audio-imaging package live during this master class. Engage with and learn from top audio producers and see them in action!

**Master Class - Podcasting:** Join Brad Brown (The Podcast Academy) as he shares all the essential skills, tips and equipment needed to create your own podcast.

**Master Class – Story Telling:** Brandon Oelofse (RNTC – The Netherlands) shares ways on how to construct and develop memorable stories for on-air use.

## **15:30 – 15:50**

### **Tea**

## **15:55 – 16:35**

**Speed Date the Superstars:** Current radio personalities chat about their careers, their secrets to success and skills needed to grow your career. They are Smash Afrika (YFM) Marian Nyako-Lartey (Metro FM), Nicole da Silva (5FM) and Kgomotso Moeketsi (Radio 2000).

**Mobile-Powered Communities:** Having rolled out several successful projects in Uganda, Chris Csikszentmihalyi shares his mobile phone radio innovation that literally puts the radio station in the hands of the community.

## **17:30 – 18:30**

**Podmeet:** A session dedicated to networking and connecting amongst the podcasting community.



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## Programme - Friday, 7 July 2017

**Draft Programme, subject to change. Sessions indicated at the same time run in parallel.**

**09:00 – 10:00**

**Creating Powerful Radio:** Join international consultant and author, Valerie Geller, as she shares her ideas on creating powerful radio content. This is a session not to be missed.

**10:05 – 10:45**

**Trusting Technology:** Back by popular demand, Arthur Goldstuck speaks about the technology revolution that is changing the world of business, bringing with it massive challenges that highlight a deep flaw in the future: Lack of trust in new technologies.

**Relevance Through Innovation:** To remain relevant, add value to society and maintain its position, radio must embrace technology and trends. Graham Dixon (European Broadcasting Union) shares some insights and examples from Europe.

**Master Class - Formats to Engage:** Brandon Oelofse (RNTC – The Netherlands) offers a Master Class on understanding the ten basic formats and how to use them creatively (session runs until 13:20).

**10:45 – 11:05**

**Tea**

**11:10 – 11:50**

**The Digital Kings** Join a pioneer of the on-line radio spaceDJ Sbu, as they talk about the synergy of going digital.

**C-Tru:** Podcasting for the visually impaired has led to some interesting content pieces and approaches. Join Jacob Kruger (C-Tru) as they share their content and approach to podcasting.

**11:55 – 12:35**

**The All-Seeing Eye:** Jon Savage talks about his on-line venture and tells us why his on-line model rivals others in this space.

**Innovative Formats for Storytelling:** Paul McNally and Elna Schütz create radio documentaries. "Alibi" is a violent and thrilling possible wrongful conviction case and "Crossings" explores the intimate confessions around those influenced by migration. Both are intensely South African, but utilise innovative formats for radio storytelling.

**12:40 – 13:20**

**The New Audio Goldrush:** Francois Retief and Neil Meintjies (Iono.FM) share their insight into on-line content and technical trends proving the case for radio on the 21st century digital frontier

**Streaming Radio Truths:** Shaun Dewberry takes an uncomfortable look at the realities of streaming radio. From set-up to becoming viable, he shares a realistic viewpoint based on his experience.

**13:20 – 14:00**

**Lunch**