



# introduction to podcasting

Boost your professional reputation  
and join industry conversations

**fray**college  
of Communications

# introduction to **podcasting**

**Duration: 10 weeks online eLearning**

Join the growing number of people and companies that have put their professional expertise on the map. Podcasting is fast becoming the preferred medium for content consumption globally. There has never been a better time to make your voice heard – and it's never been easier to do so! Experienced podcaster Desmond Latham wants to share his skills and successes, helping you to generate, record and upload your podcasts, while distributing and marketing your products to national and international audiences.

## **OUTCOMES AND GOALS**

- Choosing a good podcasting format for your content
- Spending wisely on equipment
- Scripting your podcasts and preparing for interviews
- Tips for professional recording
- Editing your podcast
- Distributing your podcast
- Marketing for success
- Monetising your podcast

## **COURSE DESCRIPTION:**

Podcasting is the latest buzzword when it comes to evolving content consumption and new media trends, but mastering the art of online audio storytelling (and making it profitable) takes more than just an opinion and a fancy microphone.

You may be motivated to start a podcast for a number of reasons – to expand your footprint and audience as an audio content producer, to stir interest in passion project, the increase organisational visibility and help further your brand, to cultivate a community of like-minded listeners or to put forward your ideological ideas to a larger audience. Whatever your reason for starting a podcast, this course is for you!

Good podcasting takes storytelling and technical skills, as well as commitment and scheduling to ensure regular audio uploads of the highest quality.

Desmond Latham knows what it takes to run a successful, sustainable podcast and he wants to share his process with you. During the course of this training, he will show you how to conceptualise a winning idea, get started with production and post-production and sustain the process over time. At fraycollege we know that for your stories to have impact, they need to be heard. That is why this course will also show you how to generate global interest in your content, while monetising the work you produce.

By the end of this training you will have a sound understanding of the technical skills needed to ensure good quality audio and audio storytelling techniques, as well as post-production tips and tricks for a flawless listening experience. You will also learn how to strategically focus your podcast distribution and marketing in this age of social media, crowdsourcing and online payment options.

Advanced technical podcast training is also available.

*\*\* This course is aligned to Unit Standard 115081 Write technical text within a specific field, which will earn you 10 credits should you choose the accredited option. You will receive a statement of results for this from the Media, Information and Communication Technologies Sector Education and Training Authority (MICT Seta).*

# media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

## LEADERSHIP

- Media Management

## WRITING

- Writing Winning Proposals
- Column Writing

## LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

## FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

## REPORTING

- Court Reporting (South Africa)
- Specialist reporting

## AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



### CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At fraycollege we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



### SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



### GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class fraycollege training programmes.

# about **fray**college

**fray**college provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

## our **team**



### **Paula Fray**

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

### **Dr Sandra Roberts**

Academic Head



Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

# our clients



CAXTON



OLDMUTUAL



**fray**college has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke  
Head: Media24 Academy  
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang  
Chief Executive Officer  
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner  
Executive Director  
SANEF

The logo for Fray College of Communications features the word "fraycollege" in a bold, lowercase, sans-serif font, with "of Communications" in a smaller, lowercase, sans-serif font below it. The text is enclosed in a white rectangular frame that is open on the top and right sides.

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of Communications



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