



mastering the press code

Ensure compliance and industry
best practice

fraycollege
of Communications

mastering the **press code**

Duration: 4-6 weeks online eLearning / 1-2 days training facilitated online or in person

Press Council complaints not only cost editors' valuable time and energy to deal with, but can irreparably damage your publication's reputation in audiences' minds. Journalists bear the ultimate responsibility to your audience and to the people who entrust you to tell their stories. While most journalists know what they're allowed to do within the limits of the law, the law is just the minimum standard that your reporting should adhere to.

The South African Press Code is an industry-accepted guideline for solid, ethical reporting grounded in the highest journalistic standards. Join fraycollege in Mastering the Press Code, to ensure your reporting is in line with industry best practice.

OUTCOMES AND GOALS

- Self-regulation and legal options
- Understanding the difference between principles in the press code and media law
- Protecting sources
- Avoiding hate speech and defamation
- Privacy and the public interest
- How to apply the press code

COURSE DESCRIPTION:

The Press Code, as adopted by the Press Council of South Africa, is an industry-regulating code of conduct that guides media practitioners in their behaviour, interactions and the execution of their duties, in the daily practice of gathering and distributing news and opinions. While the country's laws set a minimum standard for journalists to adhere to, the Press Code takes into account both the ethical as well as the legal requirements on journalists in reporting.

Knowledge of the Press Code and media law is fundamental to negotiating your way as a journalist or media practitioner in South Africa. The Press Code offers industry-adopted self-regulatory guidelines that protect media practitioners and uphold and promote the rights of freedom of expression and freedom of the press as enshrined in the Constitution of South Africa.

The Press Code includes regulations and guidelines on the gathering of news and information; media independence and conflict of interests; privacy, dignity and reputation; the protection of personal information; discrimination and hate speech; advocacy; protected comment; reporting on children; violent and graphic content; confidential and anonymous sources; and payment for information. It also covers user-generated content and social media accounts.

fraycollege consulted South Africa's top editors and journalists to help you navigate the Press Code and understand your responsibility as a journalist in South Africa. The course should take you a maximum of six weeks, and features an assignment and a final quiz to test your new-found competencies.

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

FUNDAMENTALS

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

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

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

fraycollege 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



fraycollege 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

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