



introduction to media law

Master the basics of media law

fraycollege
of Communications

introduction to **media law**

Duration: 8 weeks online eLearning / 2 day training facilitated online or in person

Online content is subject to both national and international laws and conventions that producers need to understand and abide by. As a company, noncompliance can be costly in terms of time, money and reputation loss. As a media practitioner, it is essential that you have knowledge of the laws that dictate your conduct and a sound understanding of how to practically implement this knowledge in your everyday news-gathering, content creation and distribution. Join us for this Introduction to Media Law and let seasoned journalist, Desmond Latham, help you navigate the legal landscape as it pertains to South Africa's media.

OUTCOMES AND GOALS

- Copyright law and plagiarism
- The principles of freedom of expression and the media
- Hate speech and incitement to violence
- The National Keypoints Act, national security and the public interest
- Using the Promotion of Access to Information Act in reporting and filing an access to information request
- Avoiding defamation
- When to escalate legal queries
- Protecting Sources

COURSE DESCRIPTION:

The laws that regulate broadcasting and publishing aren't just there to protect the public or your sources, some who may be particularly vulnerable. They're also there to protect you and your colleagues – whether you're a journalist, content producer, editor or media manager. These regulations have been specifically developed to also protect press freedom and the role of the media as a core pillar of democracy.

When journalists step outside the confines of the law, the reputation, integrity and credibility of the entire industry suffers. One misstep can add fuel to the fire of media critics and propaganda machines and negatively affect public trust in news reporting and media coverage, both nationally and globally.

Our fraycollege training will introduce you to the various laws that regulate the media industry in and around South Africa. Veteran journalist, Des Latham, will shed light on the legal limitations, but also the subsequent opportunities, when reporting on a wide variety of stories and beats.

Join us to navigate defamation and privacy laws, hate speech and national security regulations, contempt of court and sub judice. The training will also provide you with practical guidelines for accessing legal information, protecting your sources and engaging media law institutions in and around the country.

The course consists of eight modules, one test and one assignment.

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



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

fraycollege
of Communications



+27 84 900 0344



+27 11 888 0140



info@fraycollege.com



www.fraycollege.com