



# the ultimate radio sales course

Master radio sales

**fray**college  
of Communications



# the ultimate **radio sales course**

**Duration: 10 weeks online eLearning**

Advertising is the lifeblood of radio, but selling spots is tricky. Salespeople have to convince potential clients of the value of radio in an increasingly crowded advertising space. Yet, radio remains one of the most effective and impactful ways for you to help businesses establish their brand, connect to diverse audiences and enhance their corporate visibility and reach. And, maximising sales and increasing profitability has never been more necessary for stations. Fraycollege and veteran broadcaster, Stan Katz, have made it getting right easier than ever. This eLearning course is designed to help you boost your earnings and shine in radio sales through this course.

## **OUTCOMES AND GOALS**

- Identifying leads (plus some handy ideas of sectors that are more likely to choose radio)
- Creating an overall solution for potential clients
- Converting leads into clients
- Navigating client relationships and pitches
- Presenting holistic proposals
- Engaging the listeners' imagination
- Getting the advertising message right for your clients
- Working with creatives to produce great scripts
- Wowing clients with award-winning campaigns

## **COURSE DESCRIPTION:**

Radio sales teams might be under pressure, but radio advertising remains one of the leading ways to share information and engage with a broad and diverse audience. Despite new media and emerging audio streaming technologies, radio remains a powerful medium for advertisers, due to its unequivocal reach and geographic relevance.

Few people are as knowledgeable when it comes to radio broadcasting as industry legend Stan Katz. In the late nineties, Katz was one of the driving forces that helped build Primedia into one of South Africa's largest and most successful media houses. He has never shied away from making hard decisions – reinventing, redefining and recalibrating the industry and his role within it.

His experience at all levels of radio broadcasting has set him apart as a coveted strategist, manager, leader and trainer, with a reputation for transforming even the toughest of radio stations. Katz has now also created a new model for profitable radio in Africa, and he wants to share it with you and your team.

In partnership with Fraycollege, Katz has made decades of experience and lessons more accessible, creating 'The Ultimate Radio Sales Course' that embodies latest local and global trends and cutting-edge techniques to help your radio station drive sales and improve profitability. His methods have transformed the way radio sales are done and boosted the earnings of sales teams internationally, across commercial, community and public radio stations.

The course should take you a maximum of 10 weeks to complete and features interactive educational games, resources, videos of the legend himself and a final quiz. A certificate will be awarded to you after completion.

# 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

**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



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**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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