



JOURNALISM

OCCUPATIONAL CERTIFICATE

fraycollege
of Communications

journalism

OCCUPATIONAL CERTIFICATE

Journalism has changed almost beyond recognition in the past 10 years, with changes accelerating as a result of the current global pandemic. Previously, newsrooms were busy but relatively ordered. Now, with the need to produce multimedia content and the 24-hour news cycle, the skills required are very different from what they were.

Many graduates seeking to be journalists join the workforce with few of the practical skills needed by newsrooms. And the skills have grown exponentially. Journalists who are not adequately prepared are prone to burn out and are not able to do the job or accurate and timely reporting. The skills that are lacking, are both technical and personal in nature.

In realisation of this, the South African National Editors' Forum (SANEF) developed a new occupational certificate for journalism. This means that the qualification was developed by those responsible for hiring journalists.

An occupational certificate is a different approach to education. It is not a piece of paper that indicates that you can pass exams, rather it is a combination of learning the knowledge and practical skills. This also means you acquire the work experience needed to immediately enter the job market.



What you will learn

- Introduction to journalism
- Media law and ethics
- How government and democracy work
- How to develop and pitch great story ideas
- How to collect information for stories
- How to tell stories in written, video and audio forms
- How to work in the newsroom

COURSE DETAILS

 **Duration: 1 year**

 **Time Commitment: ? hours/week**

 **Cost: R40 000** (plus R500 registration fee)

 **Application requirements:** A National Senior Certificate (NSC)

 **Learning type:** The certificate is a blended learning experience with both face-to-face and online sessions

 **Qualification Type:** Upon successful completion of this learning programme, you will receive a certificate authenticated and issued by the Quality Council for Trades and Occupations (QCTO).

 **Additional Information:**

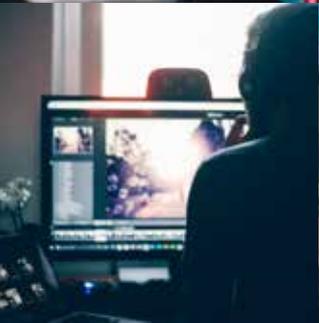
- **NQF Level 5**
- **120 Credits**
- **QCTO Qualification Number: 101872.**

journalism

OCCUPATIONAL CERTIFICATE

THE JOURNALISM OCCUPATIONAL CERTIFICATE IS FUNDAMENTAL FOR:

- Authors
- Beat or specialist reporters / bloggers,
- Brand specialists or in marketing
- Communicators in a range of industries
- Copy editors
- Copy writers
- Editors
- Graphics designers
- Investigative journalists
- Magazine journalists
- Multimedia producers
- News anchors or hosts of chat shows
- News directors
- News editors
- Newspaper reporters
- Non-profit staff
- Online content producers
- Online journalists
- Product writers
- Proof-readers
- Publishers
- Radio producers
- Researchers
- Social media managers
- Sub-editors
- Technical writers



OUTCOMES

The top journalists, editors and trainers identified just what you will need to be a part of the next generation of award-winning journalists. This qualification is structured around these crucial skills.

1

ORIGINATE AND PITCH CONTENT IDEAS

Great journalism is all about ideas, this course will have you creating and pitching the best. You will learn how to:

- Produce the best story ideas through using tools and source mining
- Tailor story ideas for your organisation, resources and platform
- Understand how story ideas fit with an organisation and will work on a platform (including social media, websites, print, video and audio)
- Build your reputation by testing ideas against legal and ethical standards before publishing
- Pitch your ideas like a pro to convince editors
- Be flexible and change ideas based on feedback

2

REPORT BY GATHERING INFORMATION

But the best idea needs proper prep. Prep for a great story by learning to:

- Turn your pitch or brief into an actionable plan to produce your story
- Customise your story based on length/duration, placement, treatment, focus, angle, resources and deadlines.
- Ask the right questions to guide your research
- Sift through your research to make sure all the critical elements are there and none of the fluff, so your package can grip your audience from beginning to end
- Prepare to nail those interviews, with solid techniques and flexibility

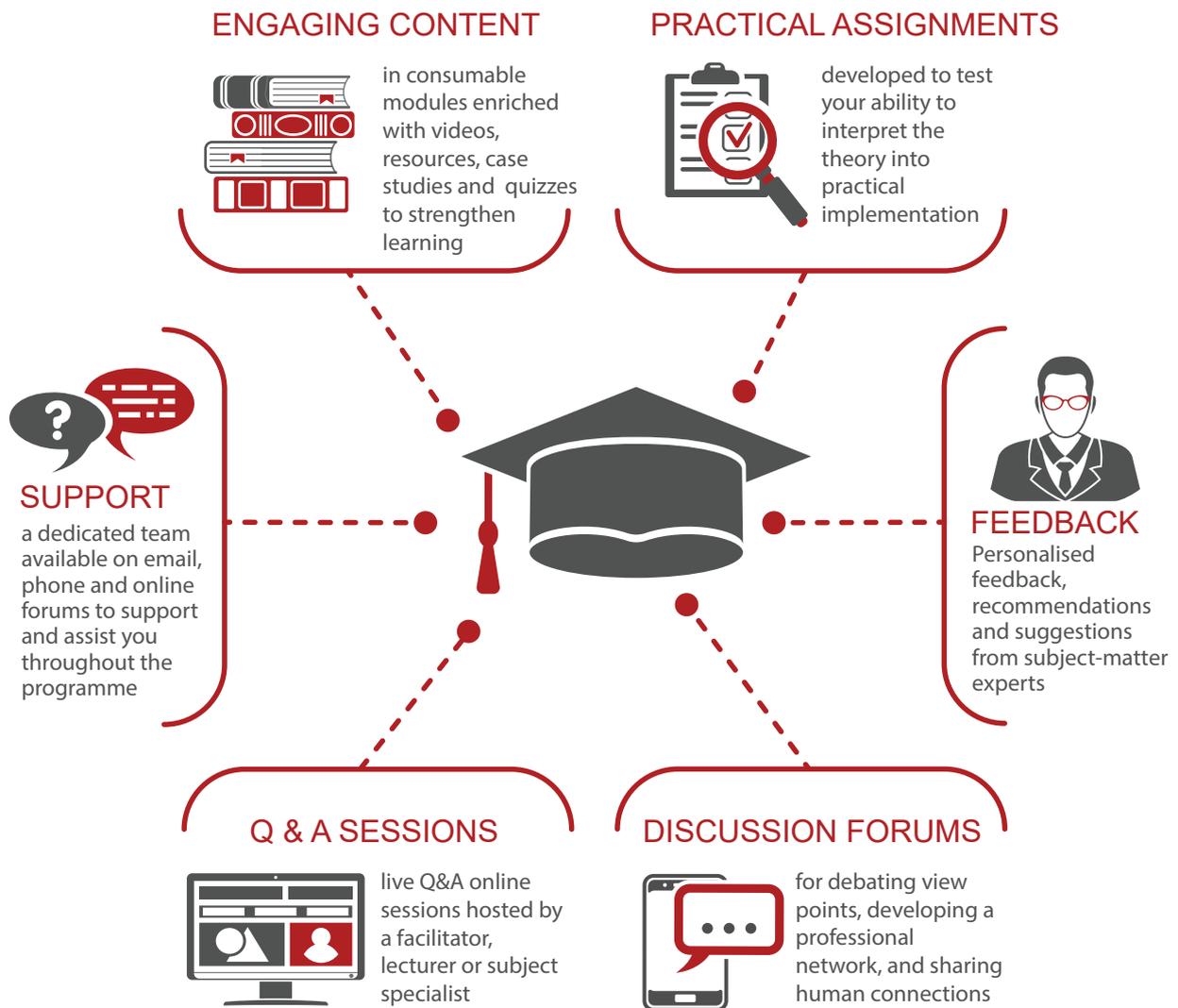
3

CREATE PUBLISHABLE CONTENT

Create amazing video, audible, written and social media content by learning to:

- Create a great first draft or cut according to requirements
- Make it even better with reviewing and editing
- Nail that intro or framing content
- Create absorbing content in telling your story, with all the necessary and additional elements
- Get your content signed off for all platforms and see the results of your hard work

LEARNING TOOLS



As part of the occupational certificate, you won't only learn the theory. You will learn how to implement by practicing all your skills, including personal skills and develop a portfolio that demonstrates your work. Developing a portfolio and passing a final written exam are required to get your certificate.

Calendar Details

Academic Activity	Date
Applications Opens	1 October 2021
Applications Close	16 December 2021
Late Applications Close	21 January 2022
Registration (Online)	17 - 21 January 2022
Induction and Orientation	24 - 28 January 2022
Course Start Date	1 February 2022
Semester 1	14 Feb – 24 July 2022
Assessments	28 - 31 March 2022
Mid-semester Recess (First Semester). This recess period may be used to catch up on academic activities	15 - 18 April 2022
First Semester Final Assessments	13 - 24 June 2022
Winter Vacation	25 June - 17 July 2022
Semester 2	18 July - 14 December 2022
Mid-semester Recess (Second Semester)	12 -18 September 2022
Second Semester Final Assessments	21 November – 2 December 2022
Course Finish Date	31 January 2023

Public Holidays

New Year's Day	1 January
Human Rights Day	21 March
Good Friday	15 April
Family Day	18 April
Freedom Day	27 April
Workers' Day	1 May
Public Holiday due to Workers' Day on Sunday	2 May
Youth Day	16 June
National Women's Day	9 August
Heritage Day	24 September
Day of Reconciliation	16 December
Christmas Day	25 December
Day of Goodwill	26 December

OUR APPLICATION, ADMISSION & REGISTRATION PROCESS

1. *Step 1: Sign up and secure your place*

Visit www.fraycollege.com to sign up

2. *Step 2: Apply*

Click on the Apply button, complete the application form and pay the non-refundable application fee of R100. Via email we will send you your Application Confirmation Letter, you will need to send us the required documentation.

3. *Step 3: Accept Offer*

Upon review of your documentation, you will receive an *Offer to Study* letter. A R5000 non-refundable registration fee is due upon acceptance of the offer.

4. *Step 4: Register*

Register and pay your registration fee

HAVE QUESTIONS?

Give us a call at +27 84 900 0344 / +27 11 888 0140
or send us an email info@fraycollege.com





ABOUT **fraycollege**

Accredited media and communications training delivered by industry-leading professionals.

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 fraycollege 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 fraycollege 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.

fraycollege is registered as a Level One BEE company and is accredited by both the Sector Education and Training Authorities (SETAs) and the Quality Council of Trade and Occupations (QCTO).



FACILITATORS & ACADEMIC TEAM



Paula Fray
CEO & FACILITATOR

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 **fray**intermedia, 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 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.

Dr Roberts 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.



fraycollege
of Communications

✉ info@fraycollege.com 📱 +27 84 900 0344 📞 +27 11 888 0140 🌐 www.fraycollege.com

[in](#) [▶](#) [🐦](#) [f](#) [📷](#) Follow us @fraycollege