



JOURNALISM SKILLS FOR THE FUTURE

Creating Tomorrow's Newsroom Leaders Today

fraycollege
of Communications

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ABOUT **fraycollege**

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.



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.



SKILLS PROGRAMMES & LEARNERSHIPS

fraycollege offers work-based learning programmes, combining practical and theory. Learnerships are accredited by the relevant SETA bodies and aimed at preparing learners for the workplace.



WORKPLACE SKILLS TRAINING

fraycollege offers skills programmes to delivering high quality education in a short space of time. Enrol your staff to industry aligned programmes, Seta accredited courses, customised masterclasses and online short programmes to best upskill their staff.



ONLINE COURSES

fraycollege provides online courses of the highest calibre, based on case studies from the real world. Our offerings range from courses for people upskilling, changing fields, as well as seeking to explore new interests.



CUSTOMISED COURSE PROGRAMS

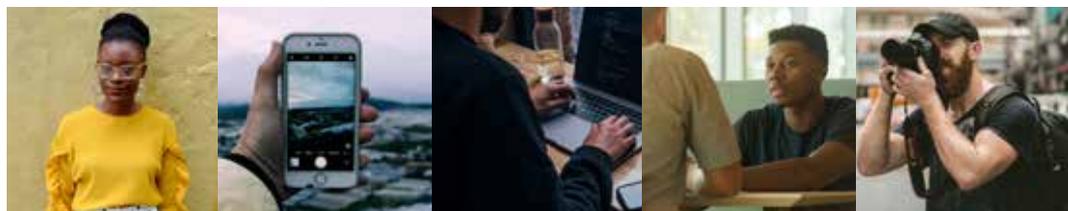
We know your organisation is unique, and that means your training should be too! At **fraycollege** we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



GROUP DISCOUNTS

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.

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).



fraycollege TEAM



Paula Fray

CEO

Paula Fray is the founding CEO of **fraycollege** – a pan-African accredited media training organization which focuses on providing practical workplace skills for journalists, communicators and business leaders.

The first female editor of the Saturday Star newspaper in South Africa, Fray was the Regional Director: Africa for Inter Press Service overseeing a regional news agency publishing in English, French, Portuguese, Swahili and Arabic.

In 2005 she launched **frayintermedia**, a content creation agency that specialises in communication strategy development and implementation including the production of development content across platforms.

She is President of The New Humanitarian, a Geneva-based news agency, a board member of Africa Check and founding member of Accountability Lab SA. She serves on the board of the Aurum Institute and chairs the board of Youth Health Africa.

fray is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

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



Mamaponya Motsa

Facilitator

Mamaponya has worked in the media industry for nearly ten years working as a journalist, producer, media trainer and documentary maker. Some of the newsrooms she has worked for include SABC, Citizen Newspaper and City Press. Her documentary, *Ennie*, was an official selection for the 2020 international Encounters Film Festival.

More recently, Mamaponya was working as a media trainer at Internews, training journalists from different SADC countries.

Mamaponya has a BA honours degree in journalism from Wits university, an MA in documentary film from the University College of London.



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.



Tamsin Wort

Facilitator

Tamsin Wort, **fraycollege** Non-Accredited Training Co-ordinator, is an experienced journalist and social media specialist who has worked in the traditional and digital media space for over ten years.

Tamsin studied Journalism at Cape Peninsula University of Technology and started out at Women24 before joining Eyewitness News in 2011.

At EWN, she worked various beats, covering stories ranging from protests to politics for several years, and worked as a social media community manager for Talk Radio 702 part time, before joining the corporate world as a digital content and community manager. In 2020, she started her content and social media company, creating social media content and providing digital media training for small businesses and start-up companies.

In the last two years, Tamsin has worked in the media and advocacy space, as the Intersex Programme Communications Manager at Iranti, and has recently joined **fraycollege** as the Non-Accredited Programmes Co-ordinator.

CLIENTS



TESTIMONIALS

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 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 training conducted by **fraycollege** was exceptionally well conducted. Their knowledge of media, social media and digital communication combined with **fraycollege's** ability to make it practical for the participants, elevated the training substantially. The training was engaging and effective in achieving the learning objectives we had aimed for.

Annerie Pretorius
Senior Communication Manager
AFROSAI-E



COMMUNICATION SKILLS

FOR COMMUNICATORS AND NON-COMMUNICATORS

Communication has become the single biggest challenge in a post-COVID world. Whether it is adapting to hybrid or remote working, or communicating with clients whom you no longer see, communication skills are now central to business success.

fraycollege has developed and refined a range of courses to improve productivity company wide, with a central focus on the real environment people must work and communicate in:

Business writing

From emails to reports, business writing is a reflection of your professionalism and a demonstration of expertise. Getting it right translates to business success, getting it wrong will relegate you to the pile of 'also ran'.

Workplace communication and learning

Maximise adaptability of your organisation through developing peoples' potential to optimise practices in a constantly changing work environment through effective on-the-job learning.

Business administration

Get the basics right, to boost company performance.

Finances for non-financial managers

Learn how to have the numbers speak to you about the welfare of your organisation, and proactively plan to improve business practices and processes.

Skills for the modern workplace

Even in narrowly defined positions, staffers increasingly need to think and act creatively, and independently, in the work environment.

Tendering for new business

There are many opportunities available for businesses of all sizes but let's face it, the best pricing and products/services don't always result in tenders. Learn to do it right with this course.

Proposal writing

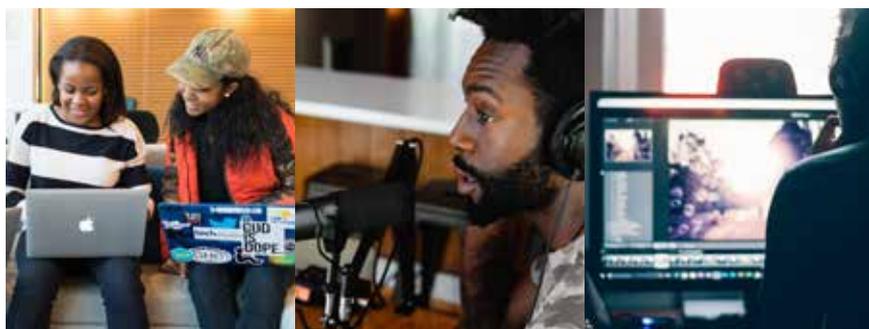
Proposals are crucial to get funding and work in many contexts. Whether a project or story proposal, you need to be able to sell story ideas. This course will help you formulate a proposal, to sell your idea and show how it can be impactful.

Working in a team

Whether a manager or a team member, optimising teams for performance and productivity requires a particular skillset. Ensure all your teams are achieving their targets and making their deadlines.

CUSTOMISED LEARNING PROGRAMMES

fraycollege has created customised skills plan for a leading radio station to ensure that employees across the business had a shared understanding of the vision, values, and goals of the company. The customised programme covered the **basics of radio production, how to present story ideas, research for journalists and team engagement.** To demonstrate key learnings teams were required to conceptualise, create and develop podcasts.



CORPORATE COMMUNICATION

Getting your corporate communications right in a multi-media environment requires more skills and flexibility than before. **fraycollege** has developed a range of courses with top communications professionals, to get communications professionals to work and think in different media – video, audio and written.

- 1 Copywriting**
This course, created with both digital and print copy in mind, ensures that your copy is tight and clear –and sells!

- 2 Content writing**
Content is credibility in the modern work environment. Write great content that showcases your expertise and experience.

- 3 Understanding news**
With even greater demand for user-generated content, press releases can get great traction. This course covers strategies for ensuring your media releases get published.

- 4 Website basics**
All organisations need a website, and having one is a more affordable if you're able to do it yourself. Understand the fundamentals of good website practices, both in your text, images and design.

- 5 Marketing basics**
All business people need to understand the basics of marketing to attract and retain clients. This primer takes you through fundamental principles and practical applications.

- 6 Write audio scripts**
Script writing differs dramatically from writing for reading – whether it is for a podcast or an ad. Make sure your audio content is compelling with this course. *Also available script writing for TV.*

- 7 Audio & video interviews**
Whether you intend to distribute as a whole, or edit down to a few seconds, asking the right questions in the right way, and in the right order, will get the best soundbites. This course covers interviewing skills, on or off camera, with real simulations.

- 8 Filming basics**
A selfie lamp – check; a cellphone – check, the bare essentials for filming are more easily available than ever! But not everything can be corrected in-post. Create the best possible video with the right ingredients with this course.

- 9 Audio-visual editing**
Audio or visual content should tell stories. This course offers the opportunity to focus on audio or visual content to ensure that your stories are memorable and make an impact.


Pair any of these courses with **social media** for communicators or **media training** to make sure your coms are on point.

Pair any or all of these courses with our **podcasting** course to improve the quality and reach of your audio content.

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

COMMUNICATION COURSES

Learn practical communication tools, strategies and tips that will help you and your team communicate more effectively, improve productivity, and build strong relationships.

LEADERSHIP

- Strategic Communications

EXTERNAL COMMUNICATIONS

- Media (On-camera) Training
- Social Media Bootcamp
- Column Writing
- Introduction to Podcasting

WRITING

- Writing Winning Proposals
- Business Writing
- Report Writing

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

Our courses are available as accredited and non-accredited options

journalist

**OCCUPATIONAL
CERTIFICATE**

journalist

OCCUPATIONAL CERTIFICATE

ACCREDITED BY QCTO



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.



Topics Covered:

- 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: Full Time**

 **Cost: R40 000** (application and registration costs apply)

 **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.

OCCUPATIONAL CERTIFICATE JOURNALIST

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.

OUTCOME 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

OUTCOME 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

OUTCOME 3: CREATE PUBLISHABLE CONTENT

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

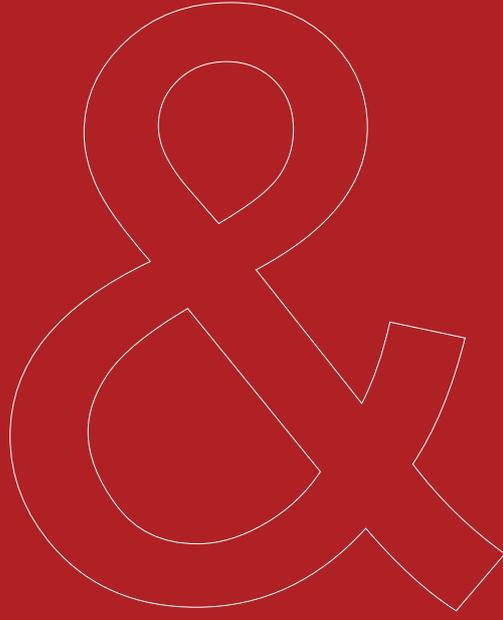
- Create a great first draft or cut according to requirements
- Make it even better with reviewing and editing
- Nail that intro or framing content
- Create absorbing content in telling your story, with all the necessary and additional elements
- Get your content signed off for all platforms and see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

FUNDAMENTAL FOR:

- 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
- 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



munication



co media

co key programmes

MEDIA MANAGEMENT

Breaking the glass ceiling and achieving media management excellence

6 weeks online eLearning



Outcomes and Goals

- Managing vs. leading
- Managing change to retain staff and motivation
- Understanding and capitalising on your role in the organisation
- Interpreting financial reports
- Seeing the various departments as a whole
- Understanding and capitalising on your strengths and addressing shortcomings
- Strategic and practical human resource management

More and more studies are finding that women-owned and run organisations have an edge when it comes to innovation, and that women's organisational participation leads to better business decisions. This innovative driving force is needed now more than ever before, and the media industry is no exception. Yet, despite global strides towards organisational transformation, most newsrooms are still dominated by men, with women still under-represented in the ranks of editors, managers, board members and decision-makers. Join us and learn from the real-world experience of women who have shattered the glass ceiling to lead the industry, well able to rise to the challenges of the current media environment.

Being an excellent media practitioner isn't enough if you want to rise through the ranks and implement real policy change and transformation in your newsroom or organisation. As a manager, you must be able to supervise and motivate employees, managing your human resources while still operating with sound business sense to reduce costs and increase the profits of your organisation. As a manager, you don't just bridge the gap between operations and business; you apply general principles of management to the unique context of a media-specific business.

This means honing your skills in a way that serves your end goal, focusing on planning, organisation, and control – all within the framework of journalistic best practice and ethical media operations, from content gathering, creation, production and distribution. The media industry is constantly changing, and as a manager you need to adapt and evolve, growing as the sector and its audience does.

You will need strong business, managerial and strategic skills to lead your team to success, and at **fraycollege** we want to help you become the best manager that you can be.

This course, developed with the World Association of Newspaper's (WAN-IFRA) Women in News programme, draws on the experience of women newsroom leaders from across the continent and the world to hone your skills and implement solutions to advance yourself, your team and your workplace. Our case studies and hands-on training and mentorship will put you on track to transforming the newsroom and the media industry.

Media practitioners from across Africa and into Asia have benefited from this training as they step up to become the best leaders they can be. The course material is also available in Arabic, Khmer and Vietnamese.

journalism fundamentals

PRESENTING STORY IDEAS

4 weeks online eLearning / 2 days training facilitated online or in person

Pitching story ideas is a core skill for any journalist or content producer. Regardless of how good you are as a writer or a producer, your skills don't mean much unless you can convince the people who commission your work to buy into your idea. You only get one chance at a first impression, so make sure it counts!

Outcomes and goals

- Sharpening your nose for news
- What makes a good story?
- Collecting the necessary information you need to pitch
- Developing your source network
- Collecting everything together for your pitch
- Appropriate pitching formats
- Tools for supporting your pitch
- Verbal communication basics and how to be convincing
- Incorporating feedback and revision

MASTERING THE PRESS CODE

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. The South African Press Code is an industry-accepted guideline for solid, ethical reporting grounded in the highest journalistic standards.

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

RESEARCH FOR JOURNALISTS

4 weeks online eLearning

For individual reporters, research skills are the difference between a successful career and good reputation. Join award-winning journalist Paula Fray as she shows you the tools you need to conduct research like a media pro and help you to ensure you're trading in fact and not fiction.

Outcomes and goals

- A fail-safe method to get your research right
- Planning and research time management
- Accessing the necessary information
- Time conscious fact-checking strategies
- Using different forms of sources – documents, experts etc.
- Understanding numbers and technical data
- Gathering and compiling information
- Sifting and selecting information for your story
- Building a story from the information
- Record keeping
- Cutting down the research time

WRITING FOR JOURNALISTS

5 weeks online eLearning

Are you an experienced writer looking to refresh your basic journalism techniques? Are you a young journalist looking to hone your skills and further your career? Or have you always wanted to put pen to paper but been intimidated by the thought of writing professionally? Regardless of your experience level, our **fraycollege** Journalistic Writing course is for you!

Outcomes and goals

- The writing process
- Preparing to write a story
- Understanding and choosing relevant story structures
- Writing an introduction to lure your readers in
- Basic grammar and syntax
- Understanding and implementing elements of good stories
- Ensuring logical flow while retaining readers' attention
- Making your story relevant to the reader
- Learning to constantly improve your writing
- Self-editing

SOCIAL MEDIA FOR JOURNALISTS

Tap into the power of social media

6 weeks online eLearning



Outcomes and Goals

- Understanding social media
- Using social media as a strategic tool
- Creating a social media strategy
- Developing your eye for design and visuals
- Basic multimedia editing
- Writing for social media
- Building a content plan, scheduling and boosting posts
- Managing criticism on social media
- Developing social media content in line with your brand
- Expressing and refining your social media voice and key messages
- Optimising content for various platforms
- Copyright and media law
- Finding and using free and paid-for-content

Social media is one of the most powerful tools to connect to your clients and expand your personal and professional influence. But, excellent social media requires a combination of skills: brilliant writing, an eye for design and visuals, the capacity to create relevant multimedia materials, tactics to set the conversation and continue engagement as well as the capacity to plan and execute. This course draws on the latest digital developments and online trends globally, ensuring you gain, not only the skills to participate in the conversation, but the practical tools to thrive as a master storyteller across various online platforms.

Social media allows you to engage directly with your audience and clients, making it potentially your most valuable asset, whether you want to grow your business, communicate with clients or expand your influence. But social media trends and practices are constantly changing, as are the algorithms, rules that govern user behaviour and user engagement practices. What worked on social media last year will not work now.

We want to make sure that you stay up-to-speed with the latest trends and to get the best return on your social media investment. Our experience-informed, intensive social media course is developed to give you the theoretical and practical knowledge to create, maintain and grow your presence and influence across social media platforms like Facebook, Twitter, Instagram, LinkedIn and more.

After this training you will understand how and why to use the various platforms, and how to ensure your content

evolves as the platforms do. Changes to the social media landscape and their audiences must shape your digital strategies, and we want to help you make sure that your online engagements remain impactful, relevant and targeted towards your goals and objectives.

The training is topical, comprehensive and interactive, and will equip you with the knowledge and tools you need to engage with your audience effectively across the social media platforms. Practical sessions ensure that you get to put your theoretical knowledge to the test and build up a portfolio of top-notch multimedia social media content.

This course has been designed around your schedule and can be attended as a practical two-day workshop or run over six weeks, with two-hour long sessions held in the evenings to accommodate working participants. The course modules can also be taken as stand-alone units.

law and ethics

INTRODUCTION TO MEDIA LAW 8 weeks online eLearning / 2 day training facilitated online or in person

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
- Incorporating feedback and revision

ONLINE ETHICS FOR JOURNALISTS 5 weeks online eLearning / 1 day training facilitated online or in person

The media landscape has undergone drastic changes and more audiences are migrating to consume news on online platforms. This brings the industry many opportunities, but also comes with a unique set of challenges. Good journalism underpinned by solid ethics is still one thing that sets media practitioners apart from bloggers and casual content creators.

Outcomes and goals

- Theories of ethics
- Applying ethics in daily journalistic practice
- Balancing speed and ethics
- Understanding the difference between legal and ethical principles
- The public interest and the good of one versus the many
- Protecting sources and considering outcomes of your decisions
- Navigating ethical dilemmas
- Newsroom ethics case studies

reporting

COURT REPORTING (SOUTHERN AFRICA) 5 weeks online eLearning / 1-2 days training facilitated online or in person

Mistakes made when reporting from court will cost you and your company, potentially leading to lawsuits, press code complaints, fines and even imprisonment. But you don't have to learn these lessons the hard way. Tap into the experience of veteran court reporter, Carmel Rickard, to equip yourself with everything you need to know to tackle reporting on court proceedings.

Outcomes and goals

- How the legal system fits into government
- Understanding what makes it to court and what other solutions are possible
- Behaving in line with court conventions
- Distinguishing what is allowed and not allowed when covering court cases
- Applying for media access to the courts
- Following legal process from complaint to sentencing and appeals
- Jurisdiction and understanding how the courts work together
- Public interest, precedence and case law
- Access and reporting restrictions
- Beyond the courtroom – finding bigger stories

SPECIALIST REPORTING 2 days training facilitated online or in person

Beat journalism is one way to distinguish yourself professionally, both as part of a newsroom and as a freelancer. Each beat offers journalists the opportunity to make sure that they report effectively and comprehensively on the subject at hand. **fraycollege's** Specialist Reporting training will lay the groundwork and equip you with the tools you need to master your beat with integrity and professionalism.

Outcomes and goals

- Meeting different expectations for beat journalism
- Identifying key individual and corporate players in your beat
- Speaking the speak (and making it clear for non-specialist audiences)
- Respecting protocols and industry conventions
- Balancing understandability and nuance when reporting on technical subjects
- Applying basic grammar and syntax
- Writing in an accessible and reader-friendly manner

THE ULTIMATE **RADIO SALES COURSE**

Master radio sales with broadcast legend, Stan Katz

10 weeks online eLearning



Outcomes and Goals

- Identifying leads
- 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

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. This eLearning course is designed to help you boost your earnings and shine in radio sales through this course.

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.

INTRODUCTION TO PODCASTING

Join industry conversations with “addictive” podcaster Des Latham

4 weeks online eLearning



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

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.

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.

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.

STRATEGIC COMMUNICATIONS

Impact communication to help further your vision

2 days training facilitated online or in person



Outcomes and Goals

- Understanding the role of internal and external communication
- Identifying your company's communication needs
- Crafting a communications strategy
- Communicating to connect with internal and external stakeholders
- Promoting organisational and team effectiveness through communication practices
- Important interpersonal communication skills for a professional setting
- Motivating others through communication practices
- Communication tactics for forming and deepening relationships
- Communicating to mitigate and manage crises Developing team and organisational culture
- Essential crisis and risk communication methods

We all communicate, but do you communicate strategically? At **fraycollege** we can help you master the art of impactful and tactical engagement to help you, your company and your brand further your objectives and reach your goals. Whether you are communicating within your organisation or with outside stakeholders, we will help you focus your key messaging and drive your corporate message home, regardless of the audience or platform.

Communication is a business necessity, but are your internal and external messages aligned to your vision, your mission, your values and your brand? Effective communication can be a driving force for success, but poor communication can undermine your best marketing efforts and destroy productivity. We want to help you communicate aptly and artfully. Within your organisation, we would like to help you communicate strategically, ensuring that each work and gesture drives your message home and brings you one step closer to your goals.

This course draws from public relations, advertising and marketing and communicates and provides a basis in tactics to communicate with all stakeholders, to build and protect corporate reputations and promote organisational values.

fraycollege's course will help you and your organisation identify different target audiences and advance company leadership, build and protect your corporate reputation and establish sound communication practices for

communicating with your employees, team, the public, investors and other stakeholders.

This training will help you take the theoretical knowledge to a practical level, building and implementing a bespoke strategy for your company's unique needs. The techniques gained will assist you in building a wide range of valuable skills, and use them to explore new opportunities within your intended audience, in both an online and in-person context.

We'll help you develop easy-to-use templates for daily, weekly and monthly strategic engagements in line with national and international law and best practice to help your organisation meet its short-, medium and long-term goals.

This course is customisable according to organisational needs and can include strategies for improving productivity in remote working teams.

MEDIA (ON-CAMERA) TRAINING

Make the news in the best way!

1-2 days / sprint session of 2 hours for busy executives



Outcomes and Goals

- Understanding the media landscape
- Developing key messages
- Best practices for interviews on every platform
- On-camera etiquette
- Appearing confident
- Getting your message across and good verbal articulation
- Emphasising your key messages
- Preparing for a hostile interview
- Keeping cool under pressure

A media interview can be daunting for even the most seasoned spokesperson or corporate executive, and if handled incorrectly can have devastating consequences for a company or brand. Media interactions carry high risks, but can also offer high rewards. Our On-Camera/Media Training will get you camera-ready with all the skills to confidently manage online and in-person interviews, whether you're sharing your expertise, showcasing your work or fending off a hostile interviewer.

Many companies and professionals know first-hand how damaging a bad interview can be. On the flip side, however, effective media engagement can boost brands, increase consumer engagement and cement faith and loyalty from all your corporate stakeholders. Good communicators are often called upon for repeat interviews, increasing your professional and corporate influence.

Your engagements with the media carry more weight today than ever before. In an increasingly digital world, a bad (or good) interview is never more than a click away, and your media appearances are archived for future searches.

As an expert or executive, we know you have extensive knowledge in your field, but we also know that it's not always easy to put that information across in a way that is coherent, concise and accessible – especially when put on the spot by a probing journalist during a live interview.

fraycollege's on-camera training will give you the theoretical knowledge and practical skills to manage media interactions and control the interview process, ensuring your message is clear and on-brand. As part of the course, you will put training to the test during an on-camera, simulated interview with a professional journalist.

Our trainers are seasoned media practitioners with decades of experience. They combine extensive knowledge of the ever-changing global media landscape with real journalistic experience in practical sessions, ensuring you're ready to confidently step into the spotlight, and take your brand along with you.

We tailor our training to your specific needs, catering to groups and individuals regardless of previous experience.

SOCIAL MEDIA BOOTCAMP

Go from amateur to influencer

6 weeks online eLearning / 2 days training facilitated



Outcomes and Goals

- Understanding the social media landscape
- Using social media as a strategic tool
- Creating/implementing your social media strategy
- Developing your eye for design and visuals
- Basic multimedia editing
- Writing for social media
- Building a content plan and scheduling and boosting posts
- Managing criticism on social media
- Developing social media content in line with your brand
- Expressing and refining your social media voice and key messages
- Optimising content for various platforms
- Copyright and media law
- Finding and using free and paid-for content

Social media is one of the most powerful tools to connect to your clients and expand your personal and professional influence. But, excellent social media requires a combination of skills: brilliant writing, an eye for design and visuals, the capacity to create relevant multimedia materials, tactics to set the conversation and continue engagement as well as the capacity to plan and execute. The digital landscape is also constantly changing; if you don't keep up, you and your brand will be left behind. Our Social Media Bootcamp draws on the latest digital developments and online trends globally, ensuring you gain, not only the skills to participate in the conversation, but the practical tools to thrive as a master storyteller across various online platforms.

Social media allows you to engage directly with your audience and clients, making it potentially your most valuable asset, whether you want to grow your business, communicate with clients or expand your influence. But social media trends and practices are constantly changing, as are the algorithms, rules that govern user behaviour and user engagement practices. What worked on social media last year will not work now.

We want to make sure that you stay up-to-speed with the latest trends and get the best return on your social media investment. Our experience-informed, intensive social media course is developed to give you the practical skills to create, maintain and grow your presence and influence across social media platforms like Facebook, Twitter, Instagram, LinkedIn and more.

After this training you will understand how and why to use the various platforms, and how to ensure your content

evolves as the platforms do. Changes to the social media landscape and their audiences must shape your digital strategies, and we want to help you make sure that your online engagements remain impactful, relevant and targeted towards your goals and objectives.

The training is topical, comprehensive and interactive, and will equip you with the knowledge and tools you need to engage with your audience effectively across the social media platforms. Practical sessions ensure that you get to put your theoretical knowledge to the test and build up top-notch multimedia social media content.

This course has been designed around your schedule and can be attended as a practical two-day workshop or run over six weeks, with two-hour long sessions held in the evenings to accommodate working participants.

COLUMN WRITING

Create good arguments to shift public dialogue

4 weeks online e-learning / 1-2 days training



Outcomes and Goals

- Recognising distinctions between technical and media writing
- Differentiating between technical/corporate writing and writing for the media
- Understanding and navigating modes of communication
- Clarifying your thinking on an issue
- Techniques for planning a column
- Tricks and tips for building your argument
- Structuring your article
- Understanding and applying evidence in support of your article
- Applying basic grammar and syntax
- Writing in an accessible and reader-friendly manner
- Self-editing
- Getting published
- Building relationships and a reputation around your writing

Writing for the media remains a highly effective way to communicate the opinions and perspectives of your organisation. Column writing is one way to present and develop support for your views, shift public dialogue and cement your brand as a changemaker and thought leader – but there is a difference between technical reports and great articles. This online workshop will hone the writing skills you already possess and allow you to polish your technical and corporate written works for mass media consumption. Let's turn your content into publishable articles!

As a researcher, expert or developmental practitioner, we know you're doing great work, and we want to help you reach more people. Writing for public consumption is one way to make sure your work is noticed and your message is heard.

Column writing is a powerful way to transmit ideas, contribute to and shape the public dialogue about everything from the economy, society, politics, arts and more. There is an increasing demand for quality news, and the column section is often the most-read section of any news website.

Our **fraycollege** training helps experts and executives, like yourself, hone your skills and take your key messages to the public in a clear, effective and conversational manner. Good column writing allows you to put forward unique arguments and help drive national, regional and global discourses.

Our facilitators have written, edited and published hundreds of articles. Over the past 15 years they have worked with countless executives and experts to polish technical and corporate copy, transforming it into prose suitable for publication in mainstream national publications.

We want to help you to get your message out there, and this course, available online or in-person, will help you to turn even the most technical writing into a publishable article. Our experienced coaches work closely with you as you write your first article, offering solid writing tips and constructive advice. We know, however, that an unpublished article carries no weight, which is why getting your column published and seeing your name and narrative in print is such an important component of this course.

This course can be taken by groups of people in an organisation or association to build a campaign on an issue. Take this course alone or pair it with our online social media training or eight months of online writing coaching.

writing for business

WRITING WINNING PROPOSALS 4 weeks online eLearning / 2 days training facilitated online or in person

A professional, compelling proposal is all that stands between you and the financial support your project needs to make a real impact. Businesses, NGOs, journalists all need these skills to communicate both internally and with external stakeholders. Join media legend and renowned impact communicator Paula Fray and learn how to write a winning proposal that your donors and funders won't be able to turn down.

Outcomes and goals

- Planning the proposed project
- Defining deliverables
- Assessing the resources required your project
- Including indicators for success
- Making your proposal stand out
- Using appropriate language
- Identifying and addressing weaknesses for submission
- Ensuring administrative compliance
- Applying a proposal template

BUSINESS WRITING 1-3 days training facilitated online or in person

Good writing skills are the basis of business success, but just because it's formal doesn't mean it has to be dull! Emails, business reports, memos and online communications say a lot about you and your business, and the written word is often a client or investor's first point of contact with your organisation. Within a company, effective written communication can save time and money, assisting with client retention and averting potential business risks. Our Business Writing training will help you communicate clearly and effectively, ensuring that your staff's writing is relevant and engaging.

Outcomes and goals

- Structuring communications
- Using emoticons appropriately
- Adopting a suitable tone for the writing's purpose
- Writing in an engaging way
- Confirming verbal communications in writing
- Using appropriate styles for writing
- Writing for clarity
- Using grammar correctly
- Harnessing a computer's spellcheck and other functionality for clear and professional communication
- Deciding when (and what) to write and when/what to speak
- Professional use of direct messaging and groups

REPORT WRITING 2 days training facilitated online or in person

Reports are a mainstay of corporate communication, but can be tricky to get right. You need to know just where to start, what to include and what to leave out. What is the perfect report length, and how do you make the really important information pop? This course will enable you to enhance your vocabulary, articulate clearly and communicate professionally and effectively when writing your reports.

Outcomes and goals

- Understanding the intention of the report
- Writing for your audience
- Collecting and analysing information for the report
- Structuring and organising content
- Using graphics, images and infographics
- Explaining results
- Taking your reader through the information
- Streamlining your reporting
- Using the language of your audience



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