



OCCUPATIONAL CERTIFICATE JOURNALIST

ACCREDITED BY QTCO

fraycollege
of Communications

DEVELOPED IN COLLABORATION WITH



journalist

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: Full Time**

 **Cost: R48 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.

journalist

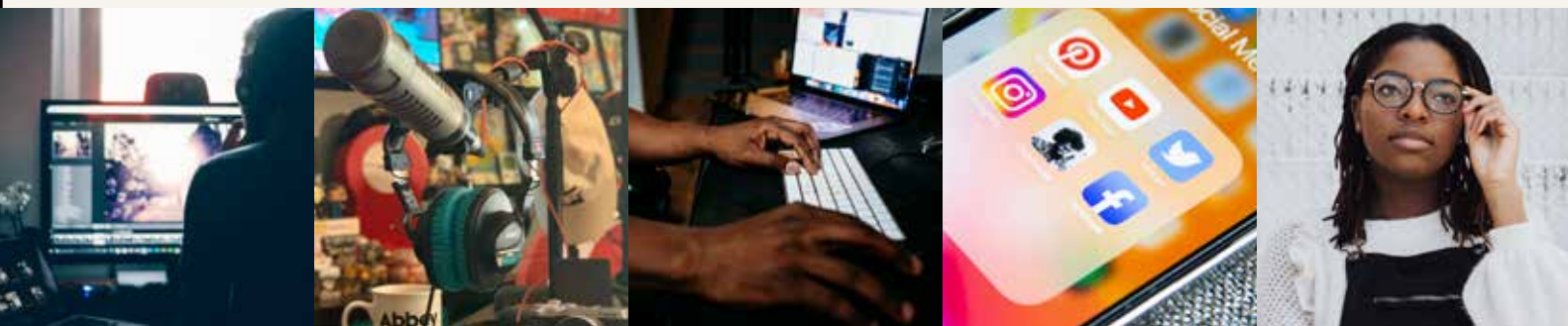
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WHAT YOU WILL LEARN:

- Online journalism
- Multimedia journalism
- Social media storytelling
- Social media management
- How to conduct interviews
- Research for journalists
- Video and audio storytelling
- Photography
- Writing news stories
- Writing opinion pieces
- Writing for broadcast
- Solutions journalism
- Court reporting
- Ethical reporting
- How to report on marginalised groups
- How to find news stories
- How to pitch
- How to research a news story
- Critical thinking
- Stress management
- Time management
- Conflict management
- Teamwork
- Newsroom leadership

CAREER OPPORTUNITIES:

- 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

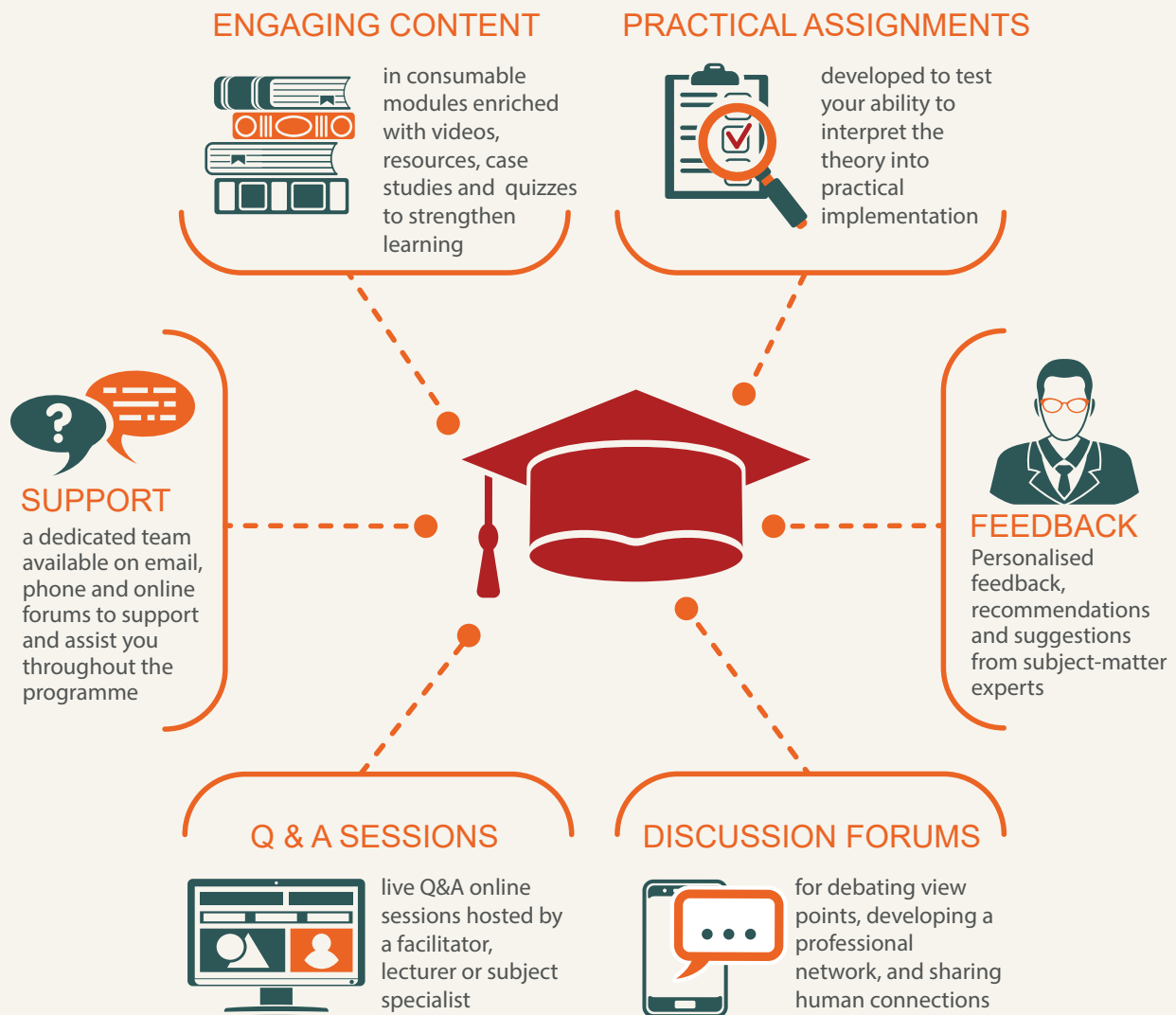
3 CREATE PUBLISHABLE CONTENT

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 Open	1 July 2022
Applications Close	15 December 2022
Late Applications Close	27 January 2023
Registration	23 Jan 2023 - 10 Feb 2023
Induction and Orientation	13 - 17 February 2023
Course Start Date	20 February 2023
Semester 1	13 Feb – 21 July 2023
Assessments	29 - 31 March 2023
Mid-semester Break (First Semester) This period may be used to catch up on academic activities.	5 - 17 April 2023
First Semester Final Assessments	12 - 23 June 2023
Winter Vacation	26 June - 14 July 2023
Semester 2	17 July - 8 December 2023
Mid-semester Break (Second Semester)	9 -13 September 2023
Second Semester Final Assessments	20 November – 1 December 2023
Course Finish Date	15 December 2023

Public Holidays

New Year's Day	1 January
Human Rights Day	21 March
Good Friday	7 April
Family Day	10 April
Freedom Day	27 April
Workers' Day	1 May
Youth Day	16 June
National Women's Day	9 August
Heritage Day	24 September
Public Holiday due to Heritage Day on Sunday	25 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 R200. Via email we will send you your Application Confirmation Letter, you will need to send us the required documentation. A R400 application fee will apply for late applications.

3. Step 3: Accept Offer

Upon review of your documentation, you will receive an *Offer to Study* letter. A R9000 non-refundable registration fee is due upon acceptance of the offer. The registration fee will go towards the tuition fees.

4. Step 4: Register

Register and pay your registration fee



SCAN ME FOR THE APPLICATION FORM

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

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 Motsai

Facilitator

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

Motsai 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

Non-Accredited Programmes Co-ordinator

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.

Wort 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.

Before joining **fraycollege**, Tamsin worked in the media and advocacy space, as the Intersex Programme Communications Manager at Iranti.

The logo for Fray College of Communications features the word "fray" in a bold, red, lowercase sans-serif font, followed by "college" in a grey, lowercase sans-serif font. Below this, the words "of Communications" are written in a smaller, grey, lowercase sans-serif font. The text is enclosed within a grey rectangular frame that is open on the right side.

fraycollege
of Communications

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 www.fraycollege.com

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