



# FUTURE-PROOF COMMUNICATION SKILLS

Learn to communicate effectively, improve productivity, and build strong professional relationships.

# CONTENTS

About <i>fray</i> college	3
<i>fray</i> college Team	4
Clients and Testimonials	5
Communication Skills	6
Customised Learning Programmes	6
Corporate Communication	7
Media Courses	8
Communication Courses	8
Occupational Certificate	9
Accredited Training Programmes	12
Key Programmes	14



# 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. Since the launch of our sister organisation, pan-African impact communications firm **frayintermedia** two decades ago, 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.

Our dynamic training courses are offered e-learning self-directed courses, online workshops and in person, in person facilitation, based on the latest learning trends and developments within the global training sphere.

The **fraycollege** trainers and facilitators have worked with groups and individuals for more than a decade across African, Middle East and South East Asian 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**  
Founder

Paula, a leading leadership and communications coach, is the founder of fraycollege a pan-African accredited media training organisation 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. In 2023, she co-founded the fraymedia Foundation which seeks to support women in media across the African continent.

She is President of The New Humanitarian, a Geneva-based news agency and a former board member of Africa Check and 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. 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**  
CEO

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



**Desmond Latham**  
Facilitator

Des, former Editor-in-Chief at the GCIS, drives operations. An acclaimed podcaster, Des has extensive experience in media. A former news editor at Business Day TV, he also served as Online Editor at Business Day & Financial Mail.

His entrepreneurial experience was honed as CEO of a phone applications development company called Mobile Active Digital PTY, which built mobile apps and served content to people through African telecoms companies.

Des has also been a senior reporter at Radio 702, Head of Journalism at Allenby Campus, News Editor at Classic FM, Head of Radio at African Business Channel.

He was a Knight Fellow at Stanford University, Palo Alto in California (1993/94) and has a B.Journalism degree from Rhodes University (1983/85).



**Mbali Nhlengethwa**  
Finance Manager

Mbali joined fraycollege's sister organisation frayintermedia in 2018, as Finance and Administration support.

Today, she oversees the team responsible for supporting the implementation of long-term and short-term projects, with a specific focus on financial reporting within the donor requirements.

Mbali has extensive financial experience, with more than 10 years working experience in the accounting field, having previously worked in an accounting firm. Throughout her working experience, she has developed her abilities in key areas such as bookkeeping, financial and tax calculation.

She holds a National Diploma in Internal Auditing from Vaal University of Technology.

# 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

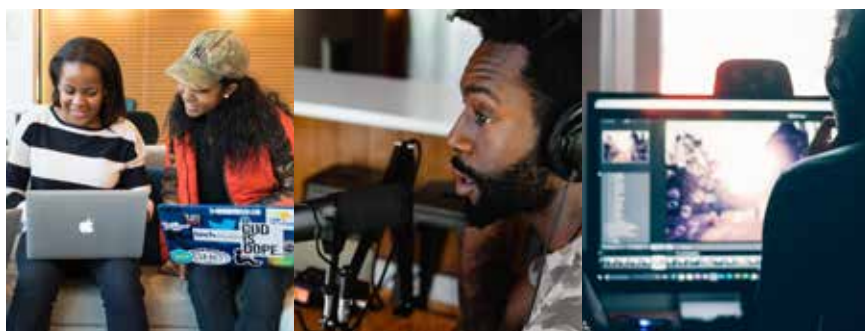
Proposals are crucial to get funding and work in many contexts. Whether a project or story proposal, you need to be able to sell story ideas. This course will help you formulate a proposal, to sell your idea and show how it can be impactful.

### 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**

 **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

**accredited**

**Training  
Programmes**

# Accredited Training Programmes

Accredited training delivered by industry-leading professionals

fraycollege offers a range of accredited training programmes designed to equip learners with practical, workplace-ready skills across media, leadership, entrepreneurship, and governance. Our programmes respond to the skills demands of a rapidly changing professional environment, supporting career development, ethical practice, and effective leadership.

The training combines theoretical grounding with hands-on application, ensuring that learners not only understand key concepts but can apply them confidently in real-world contexts. Our accredited courses support employability, professional growth, and community impact, while meeting industry and regulatory standards.

## Accredited Programmes offered by fraycollege



### Entrepreneurship & Finance

- Business Planning for Entrepreneurs
- Financial & Marketing Management
- Legal Compliance & Customer Relations
- Marketing Communications
- Innovation

### Governance & community leadership

- Ethical leadership in public sector
- Understanding the work of national and local government
- Mobilising and motivating communities

### Leadership & Management

- Leadership & Team Management
- Communication & Conflict Management
- Project & Operations Management
- Emotional Intelligence for Leaders

### Personal Development

- Time management
- Stress management
- Teamwork
- Conflict management
- Innovation

### Media & Journalism

- Writing for news
- Digital Journalism
- Media Ethics & Professional Practice
- Digital Design & Multimedia Storytelling
- Research for journalism
- Conducting interviews (on-camera and off-camera)

## ACCREDITED BY



**communication**



**co media**

**co** key programmes

# GENDER SENSITIVITY & REPORTING ON GBV

## An E-Course for Newsrooms and Journalism Schools

Formats of delivery: Self-paced e-course



Across Africa, gender-based violence (GBV) continues to devastate lives, communities, and generations. From femicide and rape to child marriage and harmful traditional practices, the scale of violence against women is staggering. Too often, the stories we tell about this violence become part of the problem. To help address this gap, fraycollege has developed a Gender Sensitivity and GBV Reporting E-Course targeted at journalists and journalism students. This course will be free to use and will support newsrooms to institutionalise gender sensitivity and to report on GBV with empathy, accuracy, and awareness of its systemic roots.

This course was developed to support journalists, editors, HR personnel, and media managers in building inclusive, ethical, and legally informed newsroom cultures. It combines theoretical grounding with practical application, encouraging participants to reflect on both their reporting practices and newsroom cultures. The course will provide practical tools needed to foster gender-equitable workplaces and report on GBV responsibly. Whether you are an early-career reporter, a senior editor, or part of the HR team shaping institutional culture, this course is for you

## TOPIC COVERED

- **Module 1:** Gender, Culture and the Media introduces essential gender concepts, feminist media critique, and intersectionality. You'll explore how media and culture interact, and how to integrate gender equity into your reporting, regardless of beat or platform.
- **Module 2:** Legal and Normative Frameworks highlights why journalists must understand gender laws and GBV legislation. You'll be introduced to key regional and international frameworks like CEDAW, the SADC Gender Protocol, and South Africa's Employment Equity Act, with practical tools to navigate police, courts, and the National Council on GBVF.
- **Module 3:** Reporting GBV and Digital Harassment focuses on responsible, survivor-centred journalism. It offers real-world reporting checklists, discusses ethical pitfalls like revictimisation, and unpacks the rising issue of online harassment, especially targeting women journalists.
- **Module 4:** Building Gender-Sensitive Newsrooms and Becoming Change Agents turns the lens inward. You'll examine workplace conduct, gender-sensitive HR and editorial policies, leadership responsibility, and safe reporting mechanisms. By the end, you'll draft your own personal gender-sensitivity checklist and commitment statement.

## OUTCOMES AND GOALS

- Apply key gender concepts and intersectional analysis in media contexts.
- Understand how gender, culture and power shape media narratives and newsroom practices.
- Report ethically and sensitively on gender-based violence and digital harassment.
- Navigate laws and frameworks that support responsible gender reporting.
- Promote gender equity and accountability in the workplace.
- Commit to ongoing growth as advocates for inclusive, gender-sensitive journalism.

## Throughout the course, there are:

- **Video explainers**, slide decks, and downloadable resources such as editorial guides and audit tools.
- **Case studies** of best practice reporting and institutional change.
- **Gamified quizzes** to test understanding.
- And **discussion prompts** to reflect on how to make a difference in the newsroom.

# 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 has previously been presented in Arabic, Khmer and Vietnamese can be modified and translate for specific in country needs.

# MEDIA MANAGEMENT: **FINANCIAL SUSTAINABILITY**

## Develop skills for newsroom revenue generation

**6 weeks online eLearning**



### **Outcomes and Goals**

- Understanding principles and strategies of sustainable revenue generation
- Understanding audience engagement
- Monetising content
- Building communities
- Developing plans for financial viability and resilience
- Navigating modern media landscape

Covid-19 and the increase in digital media have had a huge impact on the sustainability of news media. Traditional revenue generation methods are no longer enough, and newsrooms are struggling to monetise their digital platforms. .

In Africa this has been made worse by struggling economies and lack of adequate infrastructure. To keep their doors open, newsrooms now have to create sustainable revenue streams by reimagining the relationship between news and their audiences

The course was developed through the support of UNESCO and Wits University. It offers insights into revenue generation for African newsrooms by going through theoretical concepts and practical examples of cases studies from different newsrooms from across the African continent. It guides participants through a journey of strategic thinking and practical insights to empower them to navigate the complexities of the modern media landscape.

Through this course, participants will be able to:

- Understand the current media landscape in Africa and globally, including key trends, challenges, and opportunities.
- Explore the principles and strategies behind creating sustainable newsroom revenue streams, focusing on audience-centric approaches.
- Learn how to identify and leverage various revenue sources, including advertising, subscriptions, events, and diversified income streams.
- Develop skills in audience engagement, community building, and content monetisation through case studies, practical exercises, and real-world examples.

# LEAD THE SHIFT: ADVOCACY FOR AFRICAN DEVELOPMENT

Making impactful advocacy in Africa during times of change.

Formats of delivery: 6 weeks e-course\ 2 Days in-person and online



## OUTCOMES AND GOALS:

- Gain a strategic understanding of advocacy within development, including tools, frameworks, and entry points for influencing change. Understand development advocacy,
- the communication strategies that support it, and how to effectively use existing communication tools in advancing development goals.
- Have an outline of an advocacy strategy and the skills to start using the tactics.

The course, “Lead the Shift: Advocacy for African Development”, responds to the urgent need for strategic advocacy skills in Sub-Saharan Africa, where persistent poverty, inequality, and political instability, coupled with shifting global aid priorities and limited resources, demand that development leaders, programme managers, and communication specialists lead the shift toward internally driven, impactful, and sustainable change.

It helps equip development leaders, programme managers, and communication specialists with the strategic skills and frameworks they need for effective advocacy across sectors like health, education, climate, and gender. The course focuses on the unique African context and empowers participants to influence policy, engage communities, and drive systems change on the continent. The course is available online, making it easily accessible and adaptable to different schedules. The course grounds participants in both theory and practice, from power analysis and coalition-building to ethical storytelling and media strategy.

This course introduces development advocacy as a tool for systems change and public engagement, clarifying key distinctions between advocacy and communication, and between policy and social advocacy. It covers essential frameworks, tools and tactics, including theory of change, stakeholder mapping, strategic messaging, coalition-building, and the use of media and digital platforms, while emphasising ethical storytelling, evidence-based narratives, and practical approaches to planning, managing risk, and turning knowledge into action.

# 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

# 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

# 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.

**fray**college'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 **fray**college 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



# TIKTOK FOR STORYTELLING AND PUBLIC COMMUNICATION

## COURSE OVERVIEW

This practical, one-day training equips participants with the skills to use TikTok effectively for storytelling, advocacy, and public communication. The course focuses on building credible, engaging, and consistent TikTok content that supports organisational goals or individual brand growth, while prioritising accuracy, ethics, and audience trust.

## COURSE OUTLINE

- Understanding TikTok as a communication and storytelling platform
- Organisation brands vs individual brands on TikTok
- How the TikTok algorithm works
- TikTok tools for filming, editing, and publishing short-form video
- Content planning and scripting for short-form video
- Strategies for consistent content production
- Translating complex information into clear, accessible video
- Ethical storytelling and managing misinformation
- Measuring reach, engagement, and impact



## COURSE OUTPUTS

By the end of the training, participants will:

- Understand how TikTok functions as a communication and influence platform
- Have a clear TikTok content framework aligned to their organisation or personal brand
- Be able to plan, script, and produce short-form video content
- Have practical strategies for consistent and sustainable content production
- Be equipped to communicate accurately and ethically on TikTok

## WHO THE COURSE IS FOR:

- Communication and media professionals
- Advocacy and development practitioners
- Journalists and storytellers
- Social media and digital communication teams
- NGO and civil society communicators
- Individual creators using TikTok for public communication

# YOUTH LEADERSHIP DEVELOPMENT TRAINING

Supporting young people to enter work with confidence and purpose



## OUTCOMES AND GOALS

By the end of the training, participants will:

- Demonstrate improved self-awareness and leadership confidence
- Apply critical thinking and problem-solving skills in real-life situations
- Communicate more effectively in professional and community settings
- Manage time, stress, and conflict more constructively
- Understand ethical leadership and personal responsibility
- Be better prepared for workplace expectations and career pathways

The Youth Leadership Training equips young people with essential personal and leadership skills to succeed in the workplace and contribute meaningfully to their communities, addressing challenges such as unemployment, inequality, and limited access to opportunities. Through a blend of practical and theoretical learning, participants build communication, critical thinking, self-awareness, and ethical leadership skills in a supportive environment that encourages confidence and real-world application. Offered by fraycollege, the programme includes accredited and non-accredited options, including Work-Integrated Learning (WIL), ensuring young people are not only trained but prepared for professional growth and active community engagement.

## OUTLINE AND FOCUS AREAS

- **Critical Thinking**

Developing the ability to analyse information, solve problems, and make informed decisions in personal and professional contexts.

- **Stress Management**

Building tools to manage pressure, maintain wellbeing, and remain productive in demanding environments.

- **Time Management**

Learning practical techniques to prioritise tasks, meet deadlines, and balance multiple responsibilities.

- **Conflict Management**

Understanding conflict dynamics and developing skills to manage disagreements constructively and respectfully.

- **Interpersonal Skills**

Strengthening self-awareness, empathy, and relationship-building skills for effective interaction in diverse settings.

- **Communication Skills**

Enhancing verbal, non-verbal, and written communication skills for clarity, confidence, and impact.

- **Teamwork**

Building collaboration, accountability, and cooperation skills essential for workplace and community success.

- **Justice and Integrity**

Exploring ethical values, accountability, and responsible decision-making in leadership and daily life.

- **Leadership Styles**

Understanding different leadership approaches and identifying personal leadership strengths and styles.

**fraycollege**  
of Communications

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