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Radio Program Directors course to go international

A new professional education initiative from Commercial Radio Australia (CRA) will see the Radio Program Directors (PD) course delivered internationally through a partnership with the International Media Broadcasting Academy (IMBA). The course will begin next month and will be delivered online, making it available to radio professionals anywhere in the world, outside Australia.

The PD course was developed by CRA and has been delivered in Australia by the Australian Film Television and Radio School (AFTRS) for over ten years. It continues to be delivered in Australia by AFTRS.

The IMBA is an Australian broadcast training business with a range of industry training affiliates in India, Afghanistan, South Africa and throughout the Asia Pacific. IMBA is owned and operated by AMT Pty Ltd.

Commercial Radio Australia CEO, Joan Warner, said radio professionals in other countries have been interested in doing this course for many years.

“CRA has decided to partner with IMBA to offer professional training for program directors and managers who want to improve their own career prospects and the success of the radio industry in their country,” Ms Warner said.

“The PD Course has been widely credited with lifting the quality of radio industry management in Australia and the industry believes the time is right to open up the course internationally.

“So many countries want to improve the quality of radio programming and management just as we have done in Australia. We hope this course will help the radio industry in those countries and will offer individuals the same level of personal career success as this course has given to Australian radio industry staff.”

IMBA CEO, Steve Ahern, who was previously Director of Radio at AFTRS when the course was developed, and is a renowned broadcast trainer, said he had enlisted a range of highly respected Australian and international program directors to tutor course participants, including Craig Bruce, Duncan Campbell, Peter Brennan, Dan Bradley and Valerie Geller.

“This course is a path to a career in programming or management. It has helped many professional broadcasters jump to the next level, because it teaches the skills that lie behind successful staff leadership and programming theory,” Mr Ahern said.

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