

## **Education and Training – Overview 2010**

Commercial Radio Australia offer a comprehensive range of training and professional development opportunities for employees of the commercial radio industry and those interested in careers in commercial radio.

1. Commercial Radio Australia in partnership with the Australian Film, Television and Radio School offer the following formal training programs to industry personnel.

### **Graduate Diploma in Commercial Radio Broadcasting - 1 year**

This full-time one year course focuses on the skills of the announcer or presenter by offering indepth theoretical and practical elements of vocal development and presentation. In addition, the course offers training in the technical, operational and production aspects of radio broadcasting, as well as music programming, marketing and management.

Modules include:

- Management and programming
- Announcing and presentation
- Radio production
- Sales, marketing and promotions
- Copywriting
- News
- Regional radio
- Practical modules
- Employment

### **Commercial Radio Program Directing course - 1 year / external - CRA partnership**

This part-time one year course provides participants with theoretical and practical knowledge in commercial radio programming. It is conducted by distance education and includes a compulsory three day residential workshop.

Modules include:

- Leadership and management module
- Brand management module
- Mechanics module

## **Creative Art of Copywriting**

- 12 week / external

- CRA partnership

This program is offered through distance education. It provides students with practical knowledge and skills in writing creative copy.

Modules include:

- Marketing and advertising
- Ideas generation
- The copywriting brief
- Writing the advertisement
- Giving and receiving feedback and
- Putting it all together

## **Sales and Marketing Package of Training**

- 3 modules or 12 week duration

- external

- CRA partnership

Each of the following programs is conducted by distance education. A paper based training manual including CD Rom resources is provided to students along with email support and audio and visual files to bring the training to life.

- **Introduction to Radio Sales Skills.** - Aimed at industry employees within their first 12 months in radio or those who are making the move from another radio function to sales. This course is a valuable introduction to the industry for new sales and marketing professionals and will equip participants with the basic skills and techniques needed to successfully sell radio to clients.
- **Strategic Radio Sales.** - Aimed at those industry employees who have at least 1-2 years experience. This course develops upon the skills and techniques contained in Introduction to Radio Sales Skills. Strategic Radio Sales provides participants with an insight into radio's place with the consumer and within the media generally, to buyer behaviour and client management, to brand and product management and much more.
- **Radio Sales Management.** - Crucial for any radio sales professional with people management and budget responsibilities. This course will introduce participants to recruitment and selection techniques, performance reviews and development plans, managing budgets and leading sales teams.

## **2. AFTRS industry short courses**

Australian Film Television and Radio School offer a number of specialised radio courses.

- **Duration & course environment vary**
- **Frequency based on demand**

### **Radio Interviewing, Talkback and Current Affairs**

This short course is run over ten evenings. It covers radio interviewing techniques and talkback radio production skills, plus the researching and production skills necessary to produce radio current affairs programs.

### **Radio Music Director's Course**

This two day course encourages those who have some music programming experience to expand their skills and learn to operate one of the industry's most used music rotation systems - Selector.

### **Radio Announcing and Presentation**

This short course is run over ten evenings. It covers selecting and preparing radio content, studio operation (including on air computers and automation) and presentation techniques.

### **Radio Voiceover**

This two day weekend course has been designed to teach the skills required for a commercial voiceover artist.

### **Radio Writing - Scripts, Commercials and Ad Libs**

This short course covers radio announcements, commercials, interviews, live scripts and other spoken content. Participants will learn to convey their ideas effectively for the ear and understand the processes involved in audio communication.

### **Radio News**

This short course is run over ten evenings and covers the gathering, writing and presentation of the radio news bulletin. Sessions include an introduction to a news computer system, the special assets of qualities of radio news, the newsroom and its place in the radio station, making the news and the essentials of writing and presenting a news story for radio.

### **Radio Panel Operating and Playout Automation Systems (Prod 1)**

This short course is run over ten evenings and is designed to teach radio panelling skills to broadcasters who may have been doing a program for some time, but who have not had formal panel training. It covers advanced techniques for operating a panel, presentation and microphone usage.

### **Audio Engineering and Digital Multitrack Prod for Radio (Prod 2)**

This short course is run over ten evenings and covers recording voice

in a professional production studio using Pro Tools, editing, mixing beds with voice and the use of effects. Listening sessions will include examples of high quality radio production pieces. Sessions will also cover sound theory, creating theatre of the mind and recording a small band.

### **Intro to Radio**

This ten week course is run in conjunction with the Melbourne Radio School and offers an introduction to radio broadcasting. Participants will gain a basic grounding in all aspects of radio, including the techniques of the on-air presenter.

### **Radio Weekend Workshops**

Skill upgrade weekends are offered to staff in regional radio. The following Courses may be commissioned:

- Radio Announcing and Presentation Weekend Workshop
- Radio Production Weekend Workshop
- Radio Interviewing and Talkback Weekend Workshop
- Radio Interviewing and Talkback Workshop
- Radio Voiceover Weekend Workshop

3. Commercial Radio Australia work with tertiary institutions to ensure that graduates are equipped with the skills necessary to secure employment and contribute to the future of the commercial radio industry.

### **Bachelor of Arts (Communication – Commercial Radio) at Charles Sturt University**

#### **- CRA assistance**

Three years of full time study is targeted at gaining sales, marketing, promotion and copywriting skills. Includes 3 month intern placement at end of course. CRA co-ordinates.

### **Bachelor of Arts (Broadcasting) at Western Australian Academy of Performing Arts**

Three years of full time study produces qualified radio presenters, producers and journalists.

### **Graduate Diploma of Arts in Commercial Radio at Swinburne University of Technology**

One year of full time study has particular emphasis on announcing and news presentation.

### **3. Radio events and specialised training**

Commercial Radio Australia responds to industry training needs on an as needed basis. Some of these initiatives have included:

#### **National Commercial Radio Conference**

The National Radio Conference is part of a series of annual events celebrating commercial radio in Australia. It is held as a one day event and exhibit, followed on that same evening by a New Artist To Radio Showcase of six-eight new Australian music performers and gala Awards Night on Saturday night. Each year, we aim to secure high profile speakers with cutting edge insights into the critical business issues of the day to deliver the Keynote speech and then the Conference breaks into 4 streams for workshops – Sales/Marketing; Programming; Technical/Engineering and Management.

#### **Siren Creative Masterclasses**

Half day seminars in creative copywriting.

#### **Regional Radio Boot Camp - TBC**

An intensive two day residential program to build the skills of managers (and potential managers) in regional radio.

#### **Induction training for industry employees - TBC**

A two hour information program to familiarise new employees to the commercial radio industry.

#### **Executive Development for Radio Broadcasters - TBC**

This intensive four day residential program delivered by Georgetown University provided students with improved managerial effectiveness.

**For more information, please contact David Fuller @ Commercial Radio Aust.**