Education and Training – Overview 2016

There is a comprehensive range of educational, training and professional development opportunities for employees of the commercial radio industry or for those interested in career in commercial radio.

We have highlighted many of the courses and programs available in this document. Our list is by no means fully comprehensive and there are other courses available in broadcasting, media and communications being provided by various universities and other training organisations.

For further details regarding any of the courses enclosed, please go to the contact details or links provided on our CRA website. Alternatively you may wish to contact the organisation directly.

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BACHELOR DEGREE COURSES

B Communications (Radio) - Charles Sturt Uni, NSW

- 3 year full time on campus
- CRA work experience placement 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, which is co-ordinated with CRA. This degree qualification is well regarded by the industry, resulting in significant employment opportunities for successful graduates.

B Communications (Broadcasting) – Edith Cowan University, WA

- 3 year full time on campus

Taught at the Mt Lawley campus, the Bachelor of Communications (Broadcasting) is the only Broadcast major in the country. Graduates are employed in radio and television stations around Australia. The course builds the skills required to work in commercial radio, focussing on hands-on practical experience, including making radio programs.

Coursework includes production, presentation and technical skills and creates an understanding about target audience and construction of shows for a commercial audience.

The Broadcasting major also offers units in sports journalism and broadcasting, with specialist lecturers who work in the field of sports commentary and broadcast journalism. All lecturers and tutors are experienced, practising broadcasters and ECU has outstanding facilities with new radio studios and two television studios.

The course, which was established in 2008, is recommended as ideal preparation for the one-year intensive training Graduate Diploma of Broadcasting.

Bachelor of Applied Media – University of Southern Queensland

- 3 year full time on campus

This 3 year degree courses gives students training and knowledge around , radio and audio production, documentary and television program production.

Now in its sixth year, the program continues to grow and develop based on the Springfield Campus. Graduates are able to move comfortably from university into working life because of the applied nature of the degree. Students work in state-of-the-art radio and television studios.
Graduate Diploma in Radio - Australian Film, Television and Radio School (AFTRS) (re-introduced in 2016)

✓ Fee assist is available
✓ 1 year duration

This full-time one year course focuses on the skills of the announcer or presenter by offering in depth 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

Graduate Diploma of Broadcasting – Edith Cowan University:

✓ 1 year full time
✓ Formerly WAAPA Broadcasting

ECU's Graduate Diploma of Broadcasting is a one-year, high-level vocational training course for broadcasters. Applicants must have a degree (in any discipline) and entry is via audition and interview. All lecturers and tutors are practicing broadcasters and our aim is to make graduates 'job ready' for the radio, television and on-line industry. Graduate employment rate into the broadcast industry is above 90% within 3 months of graduation.

This course is full-time, four days a week and students are encouraged to do extensive work placements as part of the course. The broadcast industry offers 5 paid internships on graduation (award wages or above) — 2 in Perth and 3 in Sydney. Students 'learn by doing' with hands-on relevant experience on a daily basis. The Graduate Diploma of Broadcasting is strongly supported by industry.
DIPLOMA COURSES

Advanced Diploma in Radio Essentials - AFTRS (NEW in 2016)

Course duration: 32 weeks  
Delivery mode: 100% Online

In this highly practical and intensive course you will develop your ability to create and deliver content for radio and other digital platforms. Working individually and in teams, you will learn the craft of radio in state-of-the-art digital studios to build foundational skills in radio broadcasting.

Gain the essential skills required for a variety of roles in the public and commercial radio sector.  
This course is part-time on campus for 32 weeks. FEE-HELP Approved

To complete the course you will need access to:
• A computer with internet
• A smart phone.

Diploma in Digital Content - AFTRS

Course duration: 120 hours / 16 weeks (Semester 1, 2015)  
Delivery mode: 100% Online

Aquire the skills to become an innovative and visionary digital content producer. If you are a practitioner who is interested in the fastest growing area of radio this course will give you the technical and creative skills to produce engaging and shareable digital content that meets the demands of the ever-changing radio market.

By the end of the course you will be industry ready with transferable skills across multimedia platforms.
AFTRS INDUSTRY COURSES

Commercial Radio Program Directing : AFTRS

- Part time 1 year duration
- Delivered externally
- 1 residential weekend

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

Copywriting : AFTRS

- 12 week duration
- Delivered externally

This program is offered through on-line 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
AFTRS ONLINE SHORT COURSES

AFTRS offer a number of specialised radio courses.

- Duration & course delivery environment vary
- Course fees vary (approx $600 – 1200) need to confirm actual with AFTRS
- Frequency based on demand

Core Radio Skills
If you are interested in a career in radio but don’t know how to get started or would like to build on the skills you already have, this is the course for you.
- Learn about the radio industry and the needs of the radio audience.
- Learn how to write for radio and how to develop your voice.
- Discover interview techniques that work.
- Gain skills in preparing, producing and presenting radio programs.

Core Radio Skills will improve your skills if you are already on air, or it will help you to apply for award courses in Radio at AFTRS.

Course duration: 30 hours / 6 weeks

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)
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 TRAINING INSTITUTE (formerly Melbourne Radio School)

Advance Radio Course

The course is specifically designed to meet the needs of the Australian radio industry, with emphasis on the commercial and national broadcasting industry segments.

The curriculum combines practical skills development with theoretical information that equips students with a thorough understanding of the place of radio in the contemporary media business environment.

Students will also have the opportunity of work attachment in working radio stations and to experience a major live broadcast simulation during the course.

By the end of the course, students will be comfortable with the operational aspects of their craft and able to adapt their skills to any working environment.

COURSE CONTENT (includes)

- Announcing
- Audio Engineering
- Copywriting
- Producing Promos
- Broadcast Laws
- Regulations, Codes and Compliance
- Formats
- Music Scheduling
- Programming
- Writing Advertisements
- Recording Commercial Voiceovers
- Editing and Mixing Advertisements
- Sales
- Writing and Editing News Bulletins
- Reading News
- Interviews
- Location Recordings
- Website Content
- Podcasts
- Social Media
- Radio Demo

Radio Training Institute also delivers a range of other highly regarded industry courses, including:

- Introduction to radio
- Voice Over
- Sports Broadcasting
- Creative Writing for TV & Radio
- Writing & Presenting News

For more details on these courses contact Radio Training Institute in Melbourne.
AUSTRALIAN RADIO SCHOOL - Adelaide

Australian Radio School has been established in Adelaide for over 10 years and is run by TripleM’s Sean Craig Murphy. In that time, over 400 people have graduated to jobs in radio and TV all over Australia. We offer a range of courses: Introduction to Radio, Master Class radio training, and weekend workshops on voiceover techniques and copywriting. Australian Radio School runs a number of courses:

**Introduction to Radio**
This part time course (over 12 weeks) is an introduction to every aspect of radio with a focus on announcing. It covers:
- Career options in radio. One-on-one announcing.
- Using your voice effectively and the power of creativity.
- Interviewing skills: Theory and practice.
- Show producing and breakfast radio.
- Copywriting and copy reading.
- Production (at hit107).
- Promotions and PR.
- Practicing in studio and programming.
- Online, new media and social media.
- Newsreading.
- Finding a job and keeping it. The codes.

**Master Class Radio Training**
Master Class Radio Training is an extension to the Introduction to Radio course and focuses on advanced training in announcing, programming, breakfast radio, creative and copywriting.

- **WEEK 1**
  - Advanced show preparation
  - Show producing
  - Working as a team (theory)

- **WEEK 2**
  - Advanced announcing (theory)
  - Advanced panelling (practical)

- **WEEK 3**
  - Advanced creativity
  - Advanced announcing (practical)

- **WEEK 4**
  - Getting the most out of your voice
  - Working as a team (practical)
  - Recording of live team demos

**Voiceover workshop (weekend)**

The Voiceover workshop provides training in the art of voiceovers – putting your voice to advertising. Discover what it takes to become great voiceover talent. Find out what your specialty is and have a professional recorded demo showcasing your unique voice.

**Copywriting Workshop (weekend)**

The Radio Copywriting Workshop will give you the tools you need to write great radio commercials. It will help you talk the talk and walk the walk when applying for a copywriting job in Australian radio stations.

For further information you can jump on our [website](#) or [Facebook](#) page
CRA 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 steams for workshops – Sales/Marketing; Programming; Technical/Engineering and Management.

Siren Creative Master classes
Half day seminars in creative copywriting.

Regional Radio Boot Camp
An intensive one or two day residential program to build the skills & knowledge of managers (and potential managers) in regional radio stations. This workshop is typically run every 2 – 3 years, subject to industry demand. A variety of industry speakers present on a wide range of subjects that are critical station management performance, including:

✓ Sales management
✓ Programming
✓ Advertising codes and compliance
✓ Selection & recruitment
✓ Employment law
✓ Station profitability
✓ Creative copywriting
✓ Defamation and legal issues
✓ Industry trends

Industry or topic specific programs – available on request

CRA is available to conduct specialised training course to CRA members on a variety of topics, including:

✓ Employment relations, industrial relations legislation & awards
✓ Performance management
✓ Anti-discrimination
✓ Work health & safety
✓ Recruitment
✓ Industry codes of practice

For more information, it is recommended that you contact the relevant training organisation or you may wish to contact David Fuller @ Commercial Radio Aust.
OTHER COURSE PROVIDERS

The following schools are private educational training providers of radio broadcasting courses.

For details on the range of courses offered, please contact these providers directly.

Ian McCrae School of Radio – offers a 10 week Radio Broadcasting Certificate course