



THE RADIO ACADEMY

CONSULTANCY - TRAINING - TECHNICAL - PRODUCTION SERVICES TO THE RADIO INDUSTRY

Radio Training Courses 2007

- Radio Presenter Training
- Radio Programmer Training
- Sales Training
- Creative Writer Training
- Team Building
- Coaching and Consultancy
- And more.....

Radio Presentation Course

The broadcasting industry continues to expand rapidly across East Africa. Radio, in particular, continues to grow at an incredible pace. Almost on a monthly basis new F.M. stations are springing up across the region. The radio landscape on a global scale continues to develop with the convergence of digital technology, internet radio, pod casting and 'on demand' programming. The consumer has more choices, and demands more quality than ever before.

The Radio Presentation Course is intensive, demanding and hands-on. You'll be behind the microphone from week one! And in six weeks, we'll have trained you up to give you the very best chance of succeeding in broadcasting. Learn the 'Science' radio presentation. Learn how use studio equipment and software effectively and creatively. Learn about music scheduling, programme formats, programme clocks, the importance of prep and learn the essential disciplines needed to build a career in this exciting and rewarding industry. A Radio Presenter Course at The Radio Academy will give you the skills you need for a career as a radio presenter, anywhere in the world. Radio is a very competitive industry, but this course will give you the edge over applicants with little or no formal training. This course is ideal if:-

You want a career as a radio presenter. You want the skills to work in any marketplace. You are already a radio presenter but want to improve your knowledge and skills



Radio Advertising Creative Writer Course

There is a shortage of good radio practitioners who understand the medium and can take good briefs and turn them into effective radio campaigns. This course will give you the training to do just that and there is the option to take an internationally recognised qualification in Radio Copywriting. There will be practical writing exercises and exercises with real advertisers.

This course is ideal if:- You already have a career as a radio copywriter but want to improve your skills. You would like a career in radio as an advertising copywriter.

Radio Sales Course

Understand radio, understand your clients needs and then you can put together effective advertising campaigns. Effective campaigns are the way to repeat business and repeat business is the key to successful radio sales. On this course you will learn the secrets that successful radio sales people around the world have used to hit targets and get commission! You will also have to opportunity to take a professional qualification in radio sales.

This course is ideal if:- You already have a career in sales but want to get work in a radio station. You want to work in radio sales and you are applying for positions.



You already work at a radio station but want to improve your skills, get bigger orders and be a source of

professional advice for your clients.

Course Information

Most courses are six to eight weeks in duration and require a significant amount of self study and homework. Courses start every two months and start dates for courses are available on request or at the website www.theradioacademy.co.ke. Candidates will receive a certificate of completion and some courses have the option of taking a professional qualification (marked *) at extra cost. Students are expected to attend all sessions and fees are non-refundable. The Radio Academy may, from time to time, use external trainers who meet The Academy's high standards

Radio Stations

The Radio Academy offers a number of bespoke training coaching and mentoring packages for radio stations, working on-site to deliver high quality radio training. The Radio Academy offers training in all RCS Platforms For details send an e-mail to:-

philmatthews@theradioacademy.co.uk

The Course Leaders

Phil Matthews

Phil Matthews is Nairobi's leading programmer and has been responsible for the setting up some of East Africa's leading Radio Stations, Capital F.M. Easy F.M. KFM, Uganda. Phil has over 20 years experience in all areas of programming, presentation and management. Working in U.K. Dubai, New Zealand and East Africa. He has shaped the careers of many of the major radio celebrities in the radio industry in Kenya, with many going on to achieve International status.

Simon Rushton CRMC RMP CPMC CRC MRM

Simon is one of the worlds leading radio advertising specialists. He is qualified in both radio copywriting and radio sales. Simon is responsible for training some of Kenya's leading radio copywriters and has a passion for great radio advertising.

Contact Details

THE RADIO ACADEMY

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**SEE NEXT PAGE
FOR PRINTABLE
APPLICATION
FORM**





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Radio Training Application Form

Select Courses Required

Price

- Presenters Course (6 Weeks) 40,000 Ksh
- Programmes Manager Course (4 Weeks) 75,000 ksh
- Sales Creative Course * (6 weeks) 40,000 ksh
- Creative Writer Course * (6 Weeks) 40,000 ksh
- Advanced Creative Writer * (8 Weeks) 75,000 ksh
- Examination Fees @ 35,000 per exam Ksh

Subtotal: _____
 Tax: _____
 Total: _____

Name _____

Address _____

Phone _____

Email _____

Method of Payment (All course fees are payable in advance and are non-refundable). Please bring your receipt for registration on day one of your course

Check Total Paid..... Date..... Received by..... Sig.....

Cash Total Paid..... Date..... Received by..... Sig.....

OFFICE USE ONLY

Funds Cleared (Date.....)

Course Certificate (Date.....)

Course Completed (Date.....)

External Certificate (Date.....)

For Course start dates contact The Radio Academy

Email philmatthews@theradioacademy.co.ke

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