



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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### COURSE BROCHURE

# Radio Station Music Selection And Programming Training

Communication Studies and Language / Communication Studies

Unit Standard 117540 · NQF Level 5 · 15 Credits · 12 Days

## COURSE OVERVIEW

This course equips learners with the skills to select, schedule, and manage music playlists for radio stations. It covers the principles of music programming, audience analysis, and legal compliance to ensure engaging and compliant broadcast content.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Communication Studies and Language         |
| Subfield        | Communication Studies                      |
| Unit Standard   | 117540                                     |
| Accreditation   | SAQA Accredited · NQF Level 5 · 15 Credits |
| Duration        | 12 days                                    |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply music selection criteria to align with station format and target audience preferences.
- Analyze audience demographics and listening habits to inform programming decisions.
- Design a music schedule that balances rotation, variety, and promotional requirements.
- Implement playlist management software and systems to automate scheduling.
- Evaluate the impact of music programming on listener engagement and station ratings.
- Demonstrate compliance with copyright laws, broadcasting regulations, and industry codes.

## WHO SHOULD ATTEND

- Radio station staff, music directors, DJs, and aspiring broadcasters who are responsible for or interested in music selection and programming.

## COURSE OUTLINE

### Day 1: Introduction to Music Programming and the South African Radio Landscape

- Overview of radio station types (public, commercial, community).
- The music programmer's role in the station ecosystem.
- Understanding the target audience and listener demographics.
- Introduction to the SAQA unit standard 117540.
- Key terminology: rotation, playlist, format, genre.

### Day 2: Music Genres, Formats, and Station Identity

- Major genres: pop, rock, kwaito, house, gospel, jazz, Afro-pop.
- Radio formats: CHR, Urban, Adult Contemporary, Talk.
- Matching format to target audience.
- Case studies of SA stations and their formats.
- Activity: Identify format of given stations.

### Day 3: Music Scheduling Principles and Rotation Systems

- The music scheduling clock.
- Dayparting: morning drive, midday, afternoon drive, evening.
- Rotation categories: Heavy, Medium, Light, Recurrent, Gold.
- Avoiding overplay and burn-out.
- Practical: Create a simple rotation schedule.

### Day 4: Music Research and Data Analysis

- Call-out research, auditorium testing, online surveys.
- Interpreting listener preference data.
- Using metrics: spins, time of day, listener requests.
- Introduction to music scheduling software (e.g., MusicMaster, Selector).
- Activity: Analyse sample research data.

### Day 5: Charting and New Music Introduction

- SA and international charts (e.g., SA Top 40, Apple Music).
- New music policies: hooks, test spins, charting.
- Balancing new music with established hits.
- Relationship with record labels and promoters.
- Practical: Evaluate three new songs for playlist.

### Day 6: Legal and Ethical Considerations in Music Programming

- Copyright, publishing, and performance rights.
- ICASA regulations: South African content quotas, local music percentage.
- SAMRO and SAMPRO reporting.
- Ethical issues: payola, conflicts of interest.
- Case study: Compliance in a SA station.

### Day 7: Playlist Management and Curation

- Playlist structure: core, recurrent, gold.
- Curation for different dayparts.
- Managing playlist size and turnover.
- Using software to update playlists.

- Activity: Build a one-day playlist for a given format.

#### **Day 8: Advanced Scheduling: Clocks, Tempo, and Energy**

- Music clock components: intro, high-energy, low-energy.
- Tempo mapping: BPM and energy levels.
- Transition techniques: segues, crossfades, jingles.
- Practical: Create a music clock for morning drive.
- Software demonstration of clock building.

#### **Day 9: Integrating Music with Station Content and Imaging**

- Music and talk balance: stop sets, talk breaks.
- Imaging elements: intros, promos, IDs.
- Working with presenters: music logs and cues.
- Activity: Plan a 2-hour show with music and content.

#### **Day 10: Audience Engagement and Listener Feedback**

- Listener request lines and dedications.
- Social media integration: polls, song suggestions.
- Live events and station promotions.
- Analysing listener feedback for playlist changes.
- Case study: Successful audience engagement campaigns.

#### **Day 11: Trends, Innovations, and Future of Radio Music Programming**

- Streaming services and their influence on radio.
- Podcasting and on-demand music.
- Data-driven programming: AI and analytics.
- Future of radio: HD radio, internet radio.
- Discussion: How SA radio can innovate.

#### **Day 12: Capstone Project and Practical Assessment**

- Capstone project: design a week's music schedule for a given station.
- Present rationale for format, rotation, and playlist.
- Peer and trainer feedback.
- Final assessment and certification.
- Course wrap-up and Q&A.

## **ASSESSMENT & CERTIFICATION**

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 43,000.00        | R 43,000.00 |
| 1         | In-House             | R 56,000.00        | R 56,000.00 |
| 1         | On-Campus (Pretoria) | R 64,600.00        | R 64,600.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 25 Aug 2026 | On-Campus | Durban, South Africa    |
| 10 Aug 2026 | 25 Aug 2026 | On-Campus | Mauritius               |
| 11 Aug 2026 | 26 Aug 2026 | On-Campus | Cape Town, South Africa |
| 12 Aug 2026 | 27 Aug 2026 | On-Campus | Dubai, UAE              |
| 13 Aug 2026 | 28 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 14 Aug 2026 | 31 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 17 Aug 2026 | 01 Sep 2026 | On-Campus | Shenzhen, China         |
| 18 Aug 2026 | 02 Sep 2026 | On-Campus | Dubai, UAE              |

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

## HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard 117540) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to [apply@aaticd.co.za](mailto:apply@aaticd.co.za) – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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