



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

Licensing And Sourcing Music For Radio Broadcasting Training

Communication Studies and Language / Communication Studies

Unit Standard 117544 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips radio broadcasters, producers, and station managers with the legal and practical knowledge required to license and source music for radio broadcasting in South Africa. Participants will learn about copyright law, royalty collection agencies, licensing agreements, and ethical sourcing to ensure compliance with SAQA unit standard 117544.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117544
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 the principles of South African copyright law to music broadcasting.
- Analyze the roles of copyright collection societies (e.g., SAMRO, SAMPRA, CAPASSO) in music licensing.
- Evaluate different types of music licenses and their applicability to radio stations.
- Implement procedures for sourcing music from legitimate and ethical sources.
- Demonstrate compliance with broadcasting regulations regarding music usage.
- Design a music sourcing and licensing workflow for a radio station.

WHO SHOULD ATTEND

- Radio broadcasters, music programmers, producers, and station managers who are responsible for selecting, licensing, and playing music on air.

COURSE OUTLINE

Day 1: Introduction to Music Licensing and Copyright Law

- Overview of South African Copyright Act.
- Definitions: copyright, neighbouring rights, moral rights.
- Types of music rights: mechanical, performance, synchronisation.
- Introduction to collective management organisations.
- Consequences of copyright infringement.
- Case studies of licensing breaches in radio.
- Role of the Copyright Tribunal.
- Q&A; session on foundational concepts.

Day 2: Types of Music Licenses for Radio Broadcasting

- Breakdown of blanket licence agreements.
- Per-programme licensing and reporting.
- Needle-time royalties and their calculation.
- Licensing for streaming and podcasting.
- Licence terms for promotional use.
- Comparison with UK and US licensing frameworks.
- Practical examples of licence types.
- Group exercise: matching licence types to scenarios.

Day 3: Role of Collecting Societies in South Africa

- SAMRO: composition and publishing royalties.
- SAMPRA: sound recording royalties (needle-time).
- CAPASSO: mechanical reproduction licences.
- Registration procedures for radio stations.
- Playlist reporting and royalty statements.
- Dispute resolution mechanisms.
- Recent developments in collective management.
- Guest speaker from a collecting society (if available).

Day 4: Music Rights Clearance and Due Diligence

- Step-by-step clearance process.
- Dealing with samples and interpolations.
- Public domain and creative commons music.
- Cue sheets: purpose and best practices.
- Contracts and letters of authorisation.
- Common pitfalls in rights clearance.
- Workshop: clearing a sample track.
- Template for a clearance request letter.

Day 5: Negotiating Licensing Agreements with Rights Holders

- Anatomy of a licensing agreement.
- Negotiation tactics for broadcasters.
- Fee models: flat fee, per-play, revenue share.
- Territory and exclusivity considerations.
- Indemnification and liability clauses.

- Termination and renewal terms.
- Role-play negotiation exercise.
- Checklist for reviewing a licence contract.

Day 6: Digital Rights Management and Online Broadcasting

- DRM basics and limitations.
- Licences for webcasting and simulcasting.
- Royalty rates for digital broadcasts (e.g., SoundExchange).
- Geo-blocking compliance.
- Licensing for podcasts and on-demand content.
- Mobile app and smart speaker considerations.
- Case study: a station expanding to digital.
- Interactive session: digital licence audit.

Day 7: Music Cue Sheets and Reporting Requirements

- Cue sheet components: title, composer, duration, usage.
- Reporting deadlines and submission portals.
- Common mistakes in cue sheets.
- Automated cue sheet generation tools.
- Cross-referencing with playlists.
- Audit procedures and penalties.
- Practical exercise: filling out a cue sheet.
- Review of sample cue sheets.

Day 8: Managing Music Libraries and Playlists

- Metadata standards (ID3 tags, ISRC codes).
- Database structures for licence tracking.
- Playlist scheduling and compliance checks.
- Software for music library management.
- Workflow for adding new music.
- Handling licence expirations.
- Workshop: building a library database.
- Best practices for metadata entry.

Day 9: Copyright Infringement and Dispute Resolution

- Types of infringement: direct, contributory, vicarious.
- Statutory damages and injunctions.
- Preventative strategies: training, audits.
- Responding to infringement claims.
- Mediation and arbitration processes.
- Role of the Copyright Tribunal.
- Case study: a real infringement case.
- Drafting a copyright compliance policy.

Day 10: Ethical Considerations in Music Sourcing

- Ethical sourcing principles.
- Supporting South African artists and composers.
- Fair compensation for creators.

- Transparency in playlist curation.
- Avoiding payola and undisclosed incentives.
- Diversity quotas and representation.
- Discussion: ethics vs. business.
- Developing an ethical sourcing policy.

Day 11: Practical Workshop: Licensing a Radio Station

- Scenario: setting up a new community radio station.
- Step 1: audit current music usage.
- Step 2: identify required licences.
- Step 3: negotiate with collecting societies.
- Step 4: design cue sheet and reporting system.
- Step 5: create a music sourcing policy.
- Group presentations and peer review.
- Feedback from facilitator.

Day 12: Assessment, Integration, and Future Trends

- Written assessment covering all days.
- Practical exercise: resolve a licensing scenario.
- Future trends: blockchain, AI, and micro-licensing.
- Integration with station management systems.
- Creating a licensing manual.
- Resources for ongoing learning.
- Guest panel: industry experts.
- Course evaluation and certification.

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
07 Aug 2026	24 Aug 2026	On-Campus	Mauritius
10 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Mauritius
14 Aug 2026	31 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	01 Sep 2026	On-Campus	Pretoria, South Africa

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, open the page for this course (Unit Standard 117544) 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 – 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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