



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 Programme Content Development And Proposal Writing Training

Communication Studies and Language / Communication Studies

Unit Standard 117560 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to develop compelling radio programme content and write effective proposals for broadcast. Participants will learn to conceptualise, structure, and script content that engages target audiences while adhering to industry standards. The training also covers proposal writing techniques to secure funding or approval for radio projects.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117560
Accreditation	SAQA Accredited · NQF Level 5 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of radio programme content development to create audience-focused segments.
- Analyse target audience needs and preferences to inform content design.
- Design a complete radio programme outline including structure, timing, and key elements.
- Write a professional proposal for a radio programme, including budget, resources, and objectives.
- Demonstrate the ability to script engaging content for different radio formats.
- Evaluate existing radio content and proposals against industry best practices.

WHO SHOULD ATTEND

- Radio producers, content creators, journalists, and media professionals seeking to enhance their ability to develop radio programme content and write persuasive proposals.
- Also suitable for aspiring broadcasters and communication students.

COURSE OUTLINE

Day 1: Foundations of Radio Programme Content Development

- Introduction to radio programme content development.
- Understanding audience demographics and psychographics.
- Overview of radio programme formats: talk shows, music shows, documentaries, etc.
- Elements of a successful radio programme: structure, pacing, and flow.
- Research methods for content development.
- Case study analysis of popular South African radio programmes.
- Practical exercise: Audience analysis and programme format selection.

Day 2: Proposal Writing for Radio Programmes

- Components of a radio programme proposal: executive summary, objectives, target audience, content outline.
- Writing programme objectives aligned with station goals.
- Budgeting basics for radio programmes.
- Timeline planning and milestone setting.
- The art of persuasion: writing a compelling value proposition.
- Proposal presentation techniques.
- Practical exercise: Draft a proposal for a 30-minute radio programme.

Day 3: Advanced Integration and Practical Application

- Review and critique of Day 2 proposals.
- Incorporating feedback and making revisions.
- Quality assurance: aligning content with SAQA unit standards and regulatory requirements.
- Evaluation metrics for programme success.
- Finalising the programme proposal document.
- Simulated pitch session: presenting proposals to a mock commissioning panel.
- Peer and facilitator feedback.
- Wrap-up and action plan for implementation.

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 **6 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 18,800.00	R 18,800.00
1	In-House	R 24,500.00	R 24,500.00
1	On-Campus (Pretoria)	R 28,100.00	R 28,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 Aug 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, open the page for this course (Unit Standard 117560) 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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