



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Radio Script Writing For Broadcast Media Training

Communication Studies and Language / Communication Studies

Unit Standard 117564 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to write effective radio scripts for broadcast media, covering structure, style, and technical requirements. Participants will learn to craft scripts that engage listeners and meet industry standards.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117564
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of radio scriptwriting to create clear and engaging content.
- Analyze target audiences and tailor scripts for specific listener demographics.
- Evaluate existing radio scripts for effectiveness and adherence to broadcast standards.
- Design scripts incorporating sound effects, music, and pacing for audio storytelling.
- Implement technical formatting and timing requirements for radio broadcast scripts.
- Demonstrate ability to write scripts for various radio formats (news, interviews, ads).

WHO SHOULD ATTEND

- Aspiring radio scriptwriters, broadcast journalists, content creators, and communication professionals seeking to enhance their scriptwriting skills for radio.

COURSE OUTLINE

Day 1: Foundations of Radio Script Writing

- Introduction to radio broadcasting and scriptwriting.
- Overview of radio script formats (e.g., two-column, narrative).
- Key script components: cues, timing, sound effects, music.
- Writing for the ear vs. writing for the eye.
- Analyzing sample scripts from South African radio stations.
- Basic grammar and style for radio writing.
- Practical exercise: rewriting a print article as a radio script.

Day 2: Crafting Compelling Content

- The art of the hook: writing strong leads.
- Narrative structure: beginning, middle, end.
- Descriptive language and sensory details.
- Using sound effects and music notation in scripts.
- Writing for different genres: news bulletins, interviews, features.
- Practical exercise: writing a short feature script with sound cues.

Day 3: Writing for Commercials and Promotions

- Anatomy of a radio commercial: problem, solution, call-to-action.
- Writing for different ad lengths (15, 30, 60 seconds).
- Using voice, music, and sound effects effectively.
- Adapting copy for different demographics.
- Promo scripts: teasers, station IDs, and contests.
- Practical exercise: writing a 30-second commercial for a fictional product.

Day 4: Script Editing, Timing, and Compliance

- Self-editing techniques: cutting words without losing meaning.
- Timing scripts: reading pace, pauses, and pacing.
- Understanding broadcast standards and compliance.
- Handling sensitive topics: language, stereotypes, and ethics.
- Working with production teams: feedback and revisions.
- Practical exercise: editing and timing a sample script.

Day 5: Advanced Applications and Portfolio Building

- Writing for radio drama: dialogue, character, and scene transitions.
- Live reads and ad-libbing: scripts for presenters.
- Adapting scripts for podcasting and online audio.
- Building a scriptwriting portfolio.
- Final project: writing a complete radio segment (e.g., 5-minute magazine piece).
- Peer review and trainer feedback session.
- Course wrap-up and certification guidance.

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 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 117564) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aatid.co.za · www.aatid.co.za