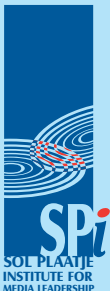




RHODES UNIVERSITY
Where leaders learn

Essentials of Broadcast Management



Presented by the Sol Plaatje Institute for
Media Leadership, Rhodes University,
Grahamstown

Rhodes University's Sol Plaatje Institute for Media Leadership invites managers of radio stations and television channels to participate in a five-day seminar focusing on integrated strategies for managing key elements in broadcasting.

The Director of the Sol Plaatje Institute for Media Leadership, Francis Mdlongwa, will lead the course, which will also involve specialists in the areas of finance, advertising and regulatory issues.

The seminar is intended for broadcast managers - new, not-so-new and aspirants - who are willing to invest a week of their time to take a critical look at themselves and their jobs. The course will not seek to turn the broadcast manager into a Jack-of-all-trades but will put each participant into the shoes of his or her departmental chiefs. In other words, to have a chance to learn what makes their colleagues and subordinates tick.

Case studies will be employed to demonstrate and examine the flaws and foibles of our contemporaries in this challenging business of managing various segments of radio and television.

The course will provide participants with insights and practical skills to help them make direct interventions in their respective radio stations and television channels, and will cover the following key areas:

LEADERSHIP AND MANAGEMENT

What are the characteristics of good leaders? You will get involved in discovering more about leadership and management. We will explore to find out what works and what doesn't and learn a bit about ourselves in the process.

PROGRAMME MANAGEMENT

Programmes are the *raison d'être* of all broadcasting. Scheduling and commissioning - get them right and bank on success. But planning, research and costings are the keys. And we shall not ignore the critical role of news and current affairs.

MANAGING THE BUDGET

A guest lecturer from the Rhodes University's Department of Management shows you how to create a realistic budget and ensure its success through regular scrutiny and analysis. We also focus on the important areas of credit control, bad debts and other key areas for effective financial control.

ADVERTISING & MARKETING

Whether you come from commercial, community or pbs, maximizing advertising and sponsorship revenue is the heart of the matter. Some useful insights and golden rules to get results from an industry expert.

HUMAN RESOURCE MANAGEMENT

The people who make and present the programmes are arguably the most important resource. But we take a holistic view and look at recruitment, training, assessment, incentives, discipline and redundancy. The key is to make the right appointments and we consider some useful pointers.

NEW REGULATORY ENVIRONMENT

Your licence conditions could be a minefield. Local content, music format, language, cross media ownership and a good deal more. It helps to stay on the right side. An industry expert walks you through the complexities of South Africa's broadcasting regulatory environment.

EDITORIAL INDEPENDENCE & ETHICS

An independent and credible news service is at the core of most media outlets' survival. But there are pressures every day from many quarters. The best guarantor for independence is sound ethical principles. We traverse the complex terrain of making good ethical decisions.

Participants taking part in this course will receive a Rhodes University certificate in the Essentials of Broadcast Management.

COURSE COSTS

The five-day course will run at the Sol Plaatje Institute for Media Leadership at Rhodes University in Grahamstown.

The course will cost **R6 500.00** including all lunches, teas and a working dinner. Airport transfers between Port Elizabeth and Grahamstown are not included in the course costs. However these can be arranged on request.

Accommodation can be booked at bed and breakfast establishments in Grahamstown from approximately R300.00 per person per day.

Interested candidates may email or call the workshop coordinator at **spi@ru.ac.za** or **046-6038782** for registration, more details and accommodation requirements. You can also visit our website **www.spiml.co.za** for more information.

The number of participants is limited. Registration will not be confirmed without payment at least ten days before the course commences.

Please make payments by direct transfer to the Rhodes University Bank Account:
First National Bank, Grahamstown
Branch code: 210717
Account code: 621 4550 3076
Ref: Broadcast Management Essentials
(Please do not forget this reference)

Please fax the deposit slip or Internet transfer printout to **046-6229591**.

Cancellations received later than 7 days before the programme commences will be liable for 50% of the fee and non-arrivals will be charged the full fee.

The Sol Plaatje Institute for Media Leadership



Established in 2002, the Sol Plaatje Institute for Media Leadership is associated with Rhodes University's School of Journalism and Media Studies. The Institute is a pioneering initiative that provides courses for present and future media leaders to improve their editorial and business skills. The Institute offers high-level editorial and business management courses that attract participants from South Africa as well as the African continent.

The Institute is named after Solomon T Plaatje (1876 - 1932), one of the most remarkable South Africans of his generation. Plaatje was an outstanding political leader, prolific writer and journalist. He was one of the founders of the African National Congress and became the party's first general secretary. His political book "Native Life in South Africa" is a classic while his historical novel "Mhudi" was the first novel in English to have been written by a black South African. Plaatje also edited two Setswana-language newspapers.

Course Presenters



FRANCIS MDLONGWA

Francis Mdlongwa distinguished himself as an international desk editor, bureau chief and roving correspondent of Reuters, the world's leading news agency, which employed him in several world capitals, including London, Nairobi and Harare, in the 1980s and 1990s.

He broke the story of the 1991 overthrow of Soviet President Mikhail Gorbachev, covered Africa's civil wars and peace in diverse countries, and reported on South Africa's landmark elections in 1994. Mdlongwa was Group Editor-in-Chief of Associated Newspapers of Zimbabwe, publishers of the country's leading daily, The Daily News, until the group's forcible closure by the government in 2003. He has headed several other African media organizations, including being Head of News and Current Affairs at Channel Africa, the Johannesburg-based external news service of the SABC. He has been Editor-in-Chief of the Financial Gazette, a leading Zimbabwean business, financial and political newspaper noted for its authoritative and wide-ranging coverage of Southern Africa.

He is an international media consultant who has run journalism training programmes in Europe's former Eastern Bloc countries such as Serbia and Montenegro and in several African countries, including Kenya, South Africa and Zimbabwe. Francis, the current director of the Sol Plaatje Institute for Media Leadership also teaches, on a part-time basis, MA journalism courses at the Addis Ababa University's Graduate School of Journalism and Communication.



PETER DU TOIT

Peter is a partner in the Media Education and Training Agency, which specialises in providing training in media management, conflict reporting, election reporting and media and democracy. He has run courses in South Africa, Rwanda, Nigeria, Uganda, Sierra Leone, Liberia, Zambia, Ghana, Indonesia and East Timor. He has worked with the Times Media Ltd stable of papers in Port Elizabeth and served as news editor for the Development Media Agency in Grahamstown.