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**INSTITUTE FOR THE  
ADVANCEMENT OF  
JOURNALISM**

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# **PODCASTING 101**

**Course Outline**

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# INTRODUCTION

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As podcasting surges globally, South Africa's market remains in its early stages, but it's poised for rapid growth in the coming years. Now is the perfect time to get ahead with this hands-on course that covers everything from podcast conceptualisation to recording, scripting, editing, and distribution.

Discover how to engage your target audience in fresh ways by tapping into the power of podcasting. Learn to bring your podcast to life with captivating audio and dynamic scripts.

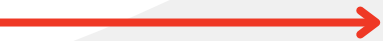


## Course Duration

Five days full time.  
Face-to Face or Online

## Certification

All successful delegates will receive a certificate of completion.



## How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

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## COURSE OUTCOMES

- Conceptualise powerful podcasts and build compelling content strategies
- Understand how to identify and connect with the target audience
- Conduct effective and engaging audio interviews
- Write vivid, conversational scripts
- Use audio effects to bring a story to life
- Use smartphone tools and cost-effective devices to record audio
- Edit audio into a compelling narrative
- Upload and effectively distribute their podcasts



## Who should participate

- Media Practitioners
- Aspiring Podcasters:
- Journalists
- Broadcasters
- Content Creator
- Marketing and Communications Professionals

Group Training: Courses may be designed to clients brief and set objectives

*\*Kindly note the course briefs are IAJ's intellectual property.*