



Training Prospectus 2024

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CHRIS JORDAN MEDIA (PTY) LTD 2017/379606/07
ENTERPRISE TYPE: PRIVATE
ENTERPRISE STATUS : IN BUSINESS
www.chrisjordanmedia.net

About Chris Jordan	2
Candidates	2
Training Prospectus	3
Management Training	3
Programming	3
Podcasting	4
Sales and Marketing	4
Project Management (SETA certified assessor and facilitator)	5
Virtual Training	5
Contact Details	5
Radio 1 on 1: 25 of the Most Asked Questions in R adio Broadcasting FREE DOWNLOAD	6

About Chris Jordan

Chris Jordan is an experienced media practitioner. Having over 23 years in the media industry, he has worked for commercial hit radio station 947, produced for international entertainment conglomerate Ryan Seacrest, presented on Harlem, New York's SARFM, and managed at retail station Yebo Radio, as well as a board stakeholder in the conception of South African LGBTQ+ Online station GaySARadio.

He also runs his own media training company, Chris Jordan Media, which has serviced stations like Ekurhuleni FM, Tuks FM, SMU FM, Alex FM, Lesotho's MXXL FM, MCRS FM, and Pheli FM. Training aspiring media professionals for the past 12 years at Boston Media House.

Chris has also been an entertainment journalist/presenter on a local national TV morning show eTV's Morning Live for 4 years, also hosting other lifestyle shows, but also fully producing, scripted, engineering, and directing small-sized television series.

He has had several industry articles featured on Bizcommunity.

Chris also published his academic textbook "A Word on Radio" used for the national syllabi of media colleges for 5 years, and an audiobook "Radio 1 on 1: 25 of the Most Asked Questions in Radio Broadcasting" which has also been used by over 40 community local stations with the Student Radio Network endorsing the value and providing it across their clients.

In 2021 started and ran SA's first-ever Radio Mentorship SETA accredited in Radio Production, New Media, and Information Technology EUC, alongside NQF Level 3 - 5 in Project Management

Adding knowledge assets to my corporate services, I have worked with a variety of companies contracting my facilitation and implementation of project and change management. As I moonlight in the Corporate Training arena. Having a BSc in Computer Science and BComm (Hons) in Informatics, I have diversified training experience from ICT skills to being a Google accredited specialist in G-Suite, Google Cloud Platform, and Applied Digital Platform Skills, to high-end and SETA Accreditation training in Project Management, Corporate Communication, and Leadership skills.

Working as a Cloud Partner at Google for 3 years, I certified and trained new media technologies, as well as focused on change management for Checkers Hyper Gauteng my assigned client.

For more information, podcasts, books and articles visit <http://www.chrisjordanmedia.net>

Candidates

This training is specially designed for adopters who practice radio management, both commercially or in a community environment. The programming training is aimed at on air

staff (presenters, news and sports, production, online producers). Sales and Marketing staff are focused upon separately to strengthen profession outputs.

Training Prospectus

Management Training

1. Corporate governance

- ICASA, BCCSA, and NAB compilation and adherence
- Managing station risk
- The role of board members
- Stations policies and procedures

2. Basic Management Skills

- Creating your Brand
- Connecting with the Audience
- Leadership in Radio
- Evaluating Performance

3. People Management Skills

- Talent management: growing great talent
- Managing People and magnifying the best in their personalities

4. Compiling Business Plan

- Mission vs Vision statement
- Building a station template
- Strategic Focus
- Analysis of typical station listener
- Market competition
- License requisites

Programming

1. Programming Roles

- The on-air personality role in 2023

- Current affairs and sports broadcasting roles
- Content producers vs digital producers
- Bigger picture orientation vs islands of reinvention within the programming team
- Servicing your community

2. Building shows that matter

- Appropriating correct content for the correct audience
- Navigating unlimited content resources
- AIR Methodology (Approach, Ingest, Relay) mindset to show preparation
- Developing a PLAN approach to show content (Perspective, Lay of the Land, Adding Value, New Kind of Normal)
- Executing immaculate interviews
- Pre-Production of show content
- Mandatory show formatics

3. The 4th dimension broadcaster

- New media platforms
- Show presence vs brand presence vs personality presence
- Do's and Don'ts of social media presence
- New Media Content Specifics

Podcasting

- Corporate and New Media podcast strategies
- Within Corporate:
 - Importance of connection between management hierarchies and workers
 - Importance of discussion instead of instruction
 - Who is included in the podcast, what is included and how often is it produced and released?
 - Expected response and interaction via various platforms
- New Media:
 - What is trending as the formats of podcasting?
 - Who is your target audience?
 - What message do you want to convey?
 - When do we create serial content?
 - When do we create consistent lifetime content?
 - Structure of podcasts
 - Duration questionability
 - Story boarding your podcast
 - Pre-production process
 - Editing process
 - Make it public! Digital Marketing strategies

Sales and Marketing

1. Basic Financial Skills

- Financial Management core principles
- Marketing and Selling Advertisements
- Performing SWOT Analysis

2. Rate Cards and Advertising Opportunities

- Reinventing your rate card
- Understanding hot leads vs cold leads
- Live reads vs live promos
- Advertising packages
- In-house production
- Strategic Promotions
- Community Buy In

Project Management (SETA certified assessor and facilitator)

- Project Integration Management
- Project Scope Management
- Project Time Management
- Project Cost Management
- Project Quality Management
- Project Human Resource Management
- Project Communication Management
- Project Risk Management.

Virtual Training

As we have era of online training, Chris Jordan Media offers training virtually as of 2021. This can be booked for group training, one-on-one mentoring, or for feedback retention. All clients of Chris Jordan Media always have post mortem access to Chris to assist with the growth, development and assistance.

Please enquire for rates that vary from face to face training.

Contact Details

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[Radio 1 on 1: 25 of the Most Asked Questions in Radio Broadcasting](#) FREE DOWNLOAD

