

CERTIFICATE IN RADIO BROADCASTING  
(LEVEL 4)

C00601



SCHOOL OF MEDIA ARTS

create your world  
[www.wintec.ac.nz](http://www.wintec.ac.nz)



**Wintec**  
WAIKATO INSTITUTE OF TECHNOLOGY  
Te Kuratini o Waikato



|                           |                                                                       |
|---------------------------|-----------------------------------------------------------------------|
| <b>Duration</b>           | 20 weeks                                                              |
| <b>Where</b>              | City Campus,<br>Hamilton                                              |
| <b>Applications Close</b> | Priority given to<br>applications received<br>by end of January / May |
| <b>Starts</b>             | February / July                                                       |
| <b>Fee Guideline</b>      | Domestic: \$2,573                                                     |

Let your voice be heard and make a start in the exciting and rewarding radio industry. This Level 4 programme has been designed with input from industry professionals to give you the skills and knowledge the radio industry requires. It will also provide an introduction to the world of radio broadcasting.

It is an industry-focused qualification, covering on-air work, journalism, production, advertising, and copy writing. Wintec's dedicated radio station Max-FM 107.1 will play an important part in your programme of study.

#### PROGRAMME CONTENT

You will study:

- Advertising / radio commercials
- Broadcasting law
- Sound systems
- Presenting on air for radio
- Recording and editing for radio broadcasting
- Operating a studio during a live broadcast
- Using automated equipment and voice reports

You must complete the following compulsory core modules:

##### The Broadcast Industry

This module explores the structure, regulatory environment and governance of the radio industry in New Zealand. You will become fluent with the legislative framework, including legal processes and general operational principles that guide the radio industry.

##### Radio Programming

In this module you will gain knowledge of radio programming, announcing, programme delivery and scheduling.

##### Commercial Production and Station Promotion

This module provides you with an understanding of the role of radio industry promotions and marketing across the radio industry. It also provides you with hands-on experience in advertising production, creative conceptualising, campaign planning, and promotion implementation.

##### Work in Industry

This module familiarises students with the demands of industry-based broadcasting first-hand and introduces students to professional practice.

#### GRADUATE OPPORTUNITIES

The Certificate in Radio Broadcasting (Level 4) may lead to employment in an entry level position in the radio industry such as a Radio technician, Announcer, Copy-Writer, Music Programmer, Radio Sales Agent, DJ, or Newsreader.

#### ENTRY CRITERIA

- 12 credits at NCEA Level 1 in English, or
- Equivalent qualification

Special admission may be granted to candidates aged 20 years or over who do not meet the specified entry requirements. These candidates may be required to demonstrate an ability to successfully complete the programme through a process of an interview and / or assessment.

#### SECONDARY SCHOOL STUDENTS

Want to experience radio broadcasting for a day? Talk to your STAR Coordinator or Careers Advisor and do Wintec's Introduction to Radio Taster.

#### ENQUIRIES

To enrol contact our Student Enrolment and Information Centre on 0800 2 wintec (0800 2 946832) or online at [www.wintec.ac.nz/contact](http://www.wintec.ac.nz/contact).