

GDRP

Graduate Diploma in
Radio and Podcasting

Course Guide 2026

AFTRS

Lead the Next Generation
of Content Creators

Table of Contents

Section 1: Key Information.....2

Overview of this Course Guide2

Other Key Documents2

Key Course Information.....3

Graduate Capabilities3

Course Completion Requirements.....3

Credit Point Structure5

Section 2: Structure & Content6

Course Rationale6

Links with Industry6

Leadership and Collaboration Skills7

Statement of Commitment: AFTRS First Nations Strategy7

Electives: Collaborative Broadcasts & Real-World Exposure8

Electives: Personalise your Subjects.....9

Mentoring & Feedback9

Inherent Requirements9

Mandatory Online Training9

Section 3: Teaching & Assessment.....10

Overview10

Learning Formats11

Assessment Strategy11

Types of Assessment.....11

Learning Outcomes & Marking Criteria12

Assessment Structure12

Assessment Moderation12

Section 4: Core & Elective Subjects.....13

Core Subjects13

Subject: Concepts of Radio and Podcasting.....14

Subject: Engaging Audio Audiences Across Multiple Platforms.....15

Subject: Audio Content: Reach and Relevance.....16

Subject: The Innovative Business of Audio17

Elective Subjects18

Subject: Collaborative Broadcast – Show Radio19

Subject: Collaborative Broadcast – 2NRS.....20

Subject: Collaborative Broadcast – AFTRS FM.....21

Subject: Collaborative Broadcast – NEXT.....22

Subject: News and Current Affairs.....23

Subject: Creative Business and Practice24

Subject: Advanced Audio Production.....25

Subject: Emergency Broadcasting & Coverage26

Subject: Court Reporting27

Subject: Music Programming and Operations28

Subject: Partnerships and Integration.....29

Subject: Audio Fiction.....30

Section 1: Key Information

Overview of this Course Guide

This Course Guide is structured in three sections and is intended to cover all aspects of the Graduate Diploma in Radio and Podcasting (GDRADIPC). The guide provides transparency on the structure of the course, expectations of students and staff and support through to graduation and employability in the industry.

Section 1 provides key information on the structure and expectations of the course, such as time commitment and learning responsibilities.

Section 2 focuses on the structure and content of the postgraduate degree program. Here you will be able to gain a clear understanding of the degree, and how and why we teach the way we do.

Section 3 covers the AFTRS approach to Teaching and Assessment is covered. Here, there is a detailed explanation of AFTRS' assessment strategy, policy and process.

Section 4 provides overviews of all core and elective subjects.

Other Key Documents

This Course Guide is designed to complement several other documents that are also important to familiarise yourself with. In addition to [Student Policies and Forms](#), all students should familiarise themselves with;

Student Handbook: This document sets out the course study rules for all students. It is your responsibility to read and be familiar with the information outlined in the Student Handbook. Topics include: Student Code of Conduct; Progress Rules; Managing your Course; Academic Support; Referencing; Complaints; and Academic Policies.

Fees Schedule: This document identifies the tuition fees and associated information (study periods, census dates, credit points and EFTSL values) for subjects undertaken in courses of study at AFTRS.

Subject Outlines: These outlines are produced for each semester of the course and include details of your subjects, including session titles, assessment tasks, deadlines and reading lists.

Key Course Information

Award	Graduate Diploma in Radio and Podcasting
Course Code	GDRADIPC
AQF Level	Level 8 - Graduate Diploma
Total Credit Points	48
Standard Full-time Duration	2 semesters (1 year)
Maximum Duration (Candidature Period)	6 years
Minimum Credit Points per semester	6 credit points (1 subject)
Maximum Credit Points per semester	24 credit points (4 subjects)
Mode of Delivery	Multi modal and Fully online

Graduate Capabilities

Graduates of AFTRS are:

1. Storytellers who possess the courage and integrity to embrace and reflect Australian perspectives
2. Practitioners skilled for the screen and audio industries
3. Creators who can effectively communicate ideas, problem-solve and collaborate inclusively
4. Cultural-leaders able to apply positionality and ethics in their practice

Course Learning Outcomes

By the end of this course, students will be able to:

- Research, analyse and evaluate radio, podcast and multiplatform industries locally, nationally and globally
- Apply advanced technical and creative skills in radio and podcasting to produce compelling, high quality live and pre-produced content for broadcast online and audio-on-demand
- Initiate and implement programming and project management strategies to create innovative multimedia content for multiplatform delivery
- Work effectively, positively and collaboratively in line with current industry practices and standards.
- Identify future radio, podcasting and audio-on-demand programming and revenue opportunities for a variety of audiences and markets

Course Completion Requirements

Students are expected to actively engage in their learning in a positive and respectful manner by attending all scheduled sessions, completing coursework, assessments, and projects in good time.

Students must attempt all submission tasks in each subject, noting here that some assessments are split into multiple tasks. For avoidance of all doubt, students cannot skip or ignore a task; each task for each assessment must be attempted. Students must achieve a passing grade (50% and above) in all subjects in one academic semester to be eligible for completion.

Refer to the Student Handbook for progression rules and assessment regulations.

Alternate Exit Qualifications

Advice on alternative exit qualifications can be found in the Student Handbook.

The following are the alternate exit qualifications in this course:

Upon successful completion of four subjects (24 credit points), you may exit with a Graduate Certificate Radio and Podcasting.

Course Rules

The GDRADIPC is recommended to be completed as a one-year full-time course, however, students can select their own volume of study, from a minimum of one, up to a maximum of four subjects per semester. Variations to study load may be arranged under special circumstances, and through consultation and approval with Faculty and the Student Centre.

- RADI1013 Concepts of Radio and Podcasting (core) must be undertaken in the commencing semester of the course.
- One of the Collaborative Broadcast electives must be undertaken.

All other subjects can be undertaken in any order, but are subject to scheduling.

Electives will only be delivered if minimum numbers are reached.

Credit Point Structure

*Delivery of any elective will be dependent on sufficient enrolment numbers.

Subject Code	Subject Name	Mode of Delivery 1	Mode of Delivery 2	Type	Credit Points	Total hours	Directed hours	Self-directed hours
RADI1013	Concepts of Radio and Podcasting	Internal	External	Core	6	144	60	84
RADI1015	Engaging Audio Audiences Across Multiple Platforms	Internal	External	Core	6	144	60	84
RADI1017	Audio Content: Reach and Relevance	Internal	External	Core	6	144	60	84
RADI1019	The Innovative Business of Audio	Internal	External	Core	6	144	60	84
Core Subjects					24	576	240	336

RADI1014	Collaborative Broadcast - Show Radio	Internal	Multi modal	Elective	6	144	60	84
RADI1016	Collaborative Broadcast - 2NRS	Multi modal	External	Elective	6	144	60	84
RADI1020	Collaborative Broadcast - NEXT	Multi modal	External	Elective	6	144	60	84
RADI1018	Collaborative Broadcast - AFTRS FM	Multi modal	External	Elective	6	144	60	84
RADI1025	Court Reporting	External	n/a	Elective	6	144	60	84
RADI1026	Music Programming and Operations	External	n/a	Elective	6	144	60	84
RADI1028	Audio Fiction	External	n/a	Elective	6	144	60	84
RADI1027	Partnerships and Integration	External	n/a	Elective	6	144	60	84
RADI1023	Advanced Audio Production	External	n/a	Elective	6	144	60	84
RADI1024	Emergency Broadcast and Coverage	External	n/a	Elective	6	144	60	84
RADI1021	News and Current Affairs	External	n/a	Elective	6	144	60	84
RADI1022	Creative Business and Practice	External	n/a	Elective	6	144	60	84
Elective Subjects					24	576	240	336

Electives Total	24	576	240	336
Core Subjects Total	24	576	240	336
Course Total	48	1152	480	672

Recommended Full-time study plan

Study Plan Table				
Subject Code	Subject Name	Type	Domestic Onshore	Semester
RADI1013	Concepts of Radio and Podcasting	Core	Either mode	1
RADI1015	Engaging Audio Audiences Across Multiple Platforms	Core	Either mode	
RADI1014	Collaborative Broadcast - Show Radio	Elective	Choose two (RADI1014 recommended)	
RADI1016	Collaborative Broadcast - 2NRS	Elective		
RADI1021	News and Current Affairs	Elective		
RADI1022	Creative Business and Practice	Elective		
RADI1025	Court Reporting	Elective		
RADI1026	Music Programming and Operations	Elective		
RADI1017	Audio Content: Reach and Relevance	Core	Either mode	2
RADI1019	The Innovative Business of Audio	Core	Either mode	
RADI1018	Collaborative Broadcast - AFTRS FM	Elective	Choose two	
RADI1020	Collaborative Broadcast - NEXT	Elective		
RADI1023	Advanced Audio Production	Elective		
RADI1024	Emergency Broadcasting and Coverage	Elective		
RADI1027	Partnerships and Integration	Elective		
RADI1028	Audio Fiction	Elective		

Section 2:

Structure & Content

Course Rationale

AFTRS' Graduate Diploma in Radio and Podcasting is designed specifically to meet the needs of the Australian radio and podcast industry and is firmly based in practical craft development. The course is structured around analysis of broadcast, audio-on-demand including podcasts, and online and multi-platform theory. You will learn about current industry practices and future trends in radio and podcasting, and graduate qualified to work in a variety of roles within the commercial or public radio and podcast sector.

The aims of this course are to give students:

- Preparation for careers as radio, podcast and multi-platform professionals
- Practical craft development balanced with theoretical frameworks
- Critical thinking skills to evaluate complex problems in order to connect with audiences
- Core knowledge and skills in collaboration, content development, broadcast, new and emerging platforms

Links with Industry

The GDRADIPC is developed in collaboration with industry leaders in Radio and Podcasting, Tertiary Education specialists, The Program Convenor, The Head of Curriculum, The Discipline Lead of Radio and Podcasting, the Radio and Podcasting teaching team, AFTRS Industry Advisory Groups and key industry bodies.

The content of our courses changes each year to align with industry and the anticipated needs of the future. We work with and consult industry leaders, to ensure what we are teaching is setting our students up for existing and future employment opportunities. As a result, the content of the course changes each year slightly, to hit these opportunities.

Teaching and mentoring is undertaken by radio and podcast industry professionals, drawing from the latest industry practices and placing emphasis on emerging opportunities. In addition to your Program Convenor, and Radio and Podcasting teaching team, a variety of specialist guest lecturers and speakers will share their expertise with you, through workshops, specialist classes and Q&A sessions throughout the program.

As a result, the curriculum aligns with current industry practice and the learning outcomes are aligned with industry best-practice across the screen and broadcast sectors. The course content is also reviewed regularly by AFTRS' Industry Advisory Groups to ensure that it remains at the forefront of innovative industry practice. As such, during the course of the program, students are able to participate in a professional placement in their discipline to gain real-world experience and understanding of their chosen craft.

Leadership and Collaboration Skills

Building a sustainable career in the creative industries requires more than conceptual grounding and craft skills. A crucial part of professional practice is the development of broad and adaptable skillsets. These are a core set of leadership skills which transcend specific job roles.

We break down these professional leadership skills into the following categories:

- Advanced decision-making skills to resolve complex issues, taking into account a range of creative, professional, and ethical considerations
- The ability to act with autonomy, resilience and vision in planning and realising tasks at a professional level
- Synthesis and critical evaluation of leadership strategies and individual core values and vision to inspire and empower collaborators

Statement of Commitment: AFTRS First Nations Strategy

1. We recognise First Nations people's sovereignty and self-determination as dynamic, diverse and place-based.
2. We recognise the ethics, values, and knowledges of First Nations communities.
3. We honour and uphold the commitment to First Nations education and media training.
4. We respect, value, and apply First Nations knowledges, knowledge systems, technologies, and the development of culturally responsive pedagogies and practices.
5. We are committed to efforts and initiatives that build intercultural relationships, ethical relationality, and the collective approach to prioritise First Nations community governance.
6. We are committed to ongoing mutual learning and growth and understanding that this living process will have no 'finish' or 'end' date.
7. We acknowledge that First Nations knowledge systems are dynamic, living, and undergo constant processes of renewal.
8. We will use project-based approaches to explore engagements between Eurocentric and First Nations Knowledges to create, inspire and generate awareness and appreciation across knowledge systems.
9. We recognise the centrality of relationships of First Nations kinship systems, extending into the biosphere, known as 'kincentric ecologies'.

Electives: Collaborative Broadcasts & Real-World Exposure

The GDRADIPC is a practice-based coursework program with numerous opportunities for students to collaborate on high-level broadcasts, through unique pop-up stations, airing nationally throughout the program.

During the course you will have the option to select up to four collaborative broadcast subjects as electives. At least one must be completed. This provides the opportunity to experiment with and realise ideas in a variety of formats, including live-to-air content, audio on demand, and audio and visual content for online. You'll develop specific, individual, advanced craft practices, in audio production, program producing, podcasting, announcing, writing, news, online and digital content for social media.

Each pop-up station has a different format and target audience, providing a unique industry aligned, learning experience.

Collaborative Broadcast – Show Radio The official radio station of The Sydney Royal Easter Show. Country music format with a focus on rural, regional, agriculture and farming. A real-world experience from the largest easter event in the southern hemisphere, within a safe learning environment where students receive extensive mentoring and feedback throughout.

Collaborative Broadcast – 2NRS A regional simulation. A commercial adult contemporary format with a focus on regional Australia. This subject explores the role radio and podcasting plays in regional radio markets in Australia. Combining knowledge of regional market programming theory, audience research and innovative content creation and delivery, students will work with industry mentors and conceptualise a station for a regional audience.

Collaborative Broadcast – AFTRS FM A talk, news and current affairs format. This subject challenges students to utilise the creative ideas and advanced craft skills of their team to collaboratively research, design and deliver unique talk-based audio content. The teams focus on delivering fact-based, informative storytelling. The major emphasis is on news, talk and current affairs content and students will be required to consider audience needs both on air and online.

Collaborative Broadcast – NEXT A podcast series, with the format designed by students. Identifying a gap in the market, students will conceptualise a commercially viable podcast series or other audio format, and apply their professional content skills and ideas with knowledge of the audio industry. Designing, producing and publishing a concept from the initial idea to promoting the final work, students work with extra autonomy in preparation for the transitioning to industry.

Your learning and practice can go well beyond the school environment, with professionals from all sectors of radio and podcasting taking part in instruction and practice, passing on their knowledge and experience and networking opportunities. You may also undertake work attachments and mentorships, applying your new learning.

The importance of professional practice and adherence to policy, process and guidelines are prioritised throughout AFTRS GDRADIPC productions. While the end goal of is to work together to create great audio stories, and become industry ready, it is important to note that the productions themselves are primarily learning experiences. Students are encouraged to see themselves – rather than their productions – as the ultimate artefact that they are crafting. Students can often at times put themselves under pressure to produce perfect content, which in turn, stifles creativity. AFTRS provides the perfect opportunity to take creative risks and make mistakes as, ultimately, it is the student who learns the most rather than creates the best content, who will succeed.

Electives: Personalise your Subjects

In order to provide flexibility and choice – especially for those studying remotely or outside of Sydney – the GDRADIPC offers a suite of electives. Delivery of any elective will be dependent on sufficient enrolment numbers. You will select your electives on a per-semester basis.

Mentoring & Feedback

Throughout the course you will be allocated time for course related practice and additional mentoring. You are expected to manage your mentoring hours and we recommend that your first mentoring meeting consists of a schedule and agreed plan for mentoring for the relevant semester. We also expect that you will apply feedback to your practice and work at the next available opportunity. Students undertaking asynchronous electives will still have access to mentoring and networking opportunities.

Inherent Requirements

An Inherent Requirement is an academic or non-academic requirement that is essential for students to demonstrate in order to successfully complete their course. Inherent Requirements refer to the abilities, knowledge and skills required to achieve the core learning outcomes of the course, while preserving the academic integrity of the school's learning, assessment and accreditation processes.

For this course you are required to be able to undertake:

Communication tasks

- Presentations to peers, academics and industry representatives
- Understand and respond to verbal and written communication at a high level
- Respectfully communicate with diverse cohorts on diverse topics

Reflective/creative tasks

- Create and reflect upon a range of practical creative projects
- Originate ideas and actualise artefacts within disciplinary contexts

Physical tasks

- Attend 80% of classes
- Undertake live broadcast shifts (of up to 8 hours each day)
- Comply with all WH&S requirements for production activities
- Complete mandatory inductions
- Take responsibility for the hire and return of gear

Intellectual tasks

- Organise and collect information
- Synthesise theory and practice
- Accurately recall information
- Demonstrate appropriate time management in the delivery of tasks

Interpersonal tasks

- Comply with the AFTRS Charter of Conduct
- Demonstrate respectful and safe behaviour at all times
- Manage conflict and moderate emotions
- Contribute to a positive learning culture

Technological tasks

- Engage with school technological platforms as required
- Check student email account regularly
- Complete all required online orientation modules

Students living with a disability or a chronic health condition may be able to have reasonable adjustments made to enable them to meet these requirements. These adjustments must be formalised through a Learning Access Plan (LAP), which is facilitated by Student Centre.

Mandatory Online Training

All students are required to undertake specific learning modules as part of their course. The online modules are to be completed as a condition of your enrolment.

All AFTRS students must complete:

- An Introduction to Indigenous Media Ethics and Aesthetics
- Academic Integrity Module

GDRADIPC students must complete:

- WHS Regulatory Framework
- Site Inductions
- Radio and Podcast Studio inductions

Section 3:

Teaching & Assessment

Overview

This section details the importance of students developing a deep critical and conceptual understanding of their own creative practice and processes in order to become a leader in their disciplinary field in an ever changing and demanding screen and broadcast sector.

Following the Kolb Cycle of Experiential Learning, we believe that the best way of developing skills, knowledge and understanding is through practice-based learning. At the heart of practice-based learning is the idea that theories (in our context, concepts) are best learnt through testing and experimenting.

The course utilises one particular model of practice-based learning, Kolb's experiential learning cycle (1984), as the foundation of its teaching and learning strategy. Experiential learning comprises of a reflective cycle involving a Concrete Experience, Reflective Observation, Abstract Conceptualisation and Active Experimentation. This approach is fostered by both the subject design and industry-based teaching staff and is embedded into the structure of the course

This process of experience, reflective observation, conceptualisation and experimentation form learning cycles through the course, linking one concept to another, scaffolding learning and developing the ability to adapt key principles and theories in different ways. This approach also means that there is never a choice between teaching theory or craft skills, because each constantly reinforces the other.

Central to the GDRADIPC course is the Student Learning Plan that is a bespoke learning agreement between the student and their Program Convenor to track student learning and foster the reflective learning process.

Kolb Cycle of Experiential Learning

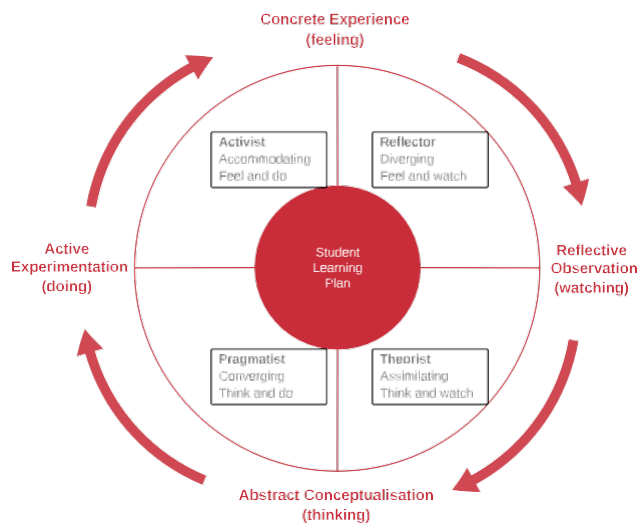


Illustration modified from Kolb's learning cycle (Dennison and Kirk, 1990)

Learning Formats

Lecture: A lecture is a presentation by an expert in your subject. This may be a formal presentation or another format appropriate to the material and presenter, such as a question-and-answer session.

Class: A class combines discipline theory and practice, delivered in hands-on, practice-based learning modes designed to give students opportunities to test and experiment with concepts from the lecture as well as generate new ideas. Activities may include research, analysis, generating ideas or making content.

Directed Learning (DL): Directed means that students are working to a set task with minimal supervision, preparing for class time, testing technical and intellectual ability, and encouraging students to apply or extend learning.

This work is structured and will guide students to develop understanding, skills and mastery of craft.

Course-Related Practice (CRP): Course-related practice is a crucial component of AFTRS studies and skills development. Students are expected to work independently, but are encouraged to schedule regular one-on-one meetings with a lecturer to support their work. CRP should include the following three elements: reviewing learning materials, working towards assessments and practicing craft skills. CRP may include making creative work, building industry connections or collaborative tasks.

Assessment Strategy

Assessments are designed to ensure that students are able to demonstrate that they have met the course learning outcomes. Good assessments, however, also form part of the teaching and learning experience as well as provide feedback that aids your continued development.

While assessment and specific grades are important, the ultimate objective is to further learning. It is not unusual for students to receive a lower mark than another student, but to have learnt more than them as a result of challenging themselves and taking risks. This should be celebrated and is one of the important reasons AFTRS places so much emphasis on the reflective elements of assessment.

It is also worth noting that while your career objective may be to master your craft, your objective at the school is to learn how to master your craft. This is a subtle and important difference which often demonstrates itself by giving equal consideration to all of your subjects and assessments.

Types of Assessment

There are two main forms of assessment that are used in the course:

Formative: Ongoing formative assessment is designed to help monitor student learning throughout the subject and provide feedback that enables students to improve their learning. It can occur at any stage of an exercise or project to help identify strengths and weaknesses and address problems. Examples of formative assessment on the course are: Collaborative Broadcasts; Pitch presentations and Mentoring.

Summative: Summative assessment is designed to evaluate student learning at the end of a subject by comparing it against a defined benchmark, such as the Subject Learning Outcomes. It is used to measure student progress at each level and it contributes towards the final grade for the course. Examples of summative assessment on the course are: Audio Portfolio; Feature and Content Pitch

Learning Outcomes & Marking Criteria

Assessments should be viewed as targeted exercises and tutors are primarily looking at how students demonstrate the subject learning outcomes. The way in which students are asked to demonstrate the learning outcomes for that particular assessment are described in the marking criteria and the rubrics that are supplied in the semester outlines.

Because of this, it is important that students familiarise themselves with the marking criteria and rubrics. A piece of work may be excellent, but if it is not demonstrating the learning required, as outlined in the briefs, then it will not receive a good mark.

Learning outcomes and marking criteria are often densely written in order to convey complex concepts and levels of learning. It is important to note that the process of understanding the learning outcomes and marking criteria cannot be separated from the process of learning itself.

If you are unsure about the meaning of learning outcomes and marking criteria, it is your responsibility to discuss with your lecturer to help you “unpack” them.

Assessment Structure

Scaffolding

Assessments are scaffolded, with the intention that learning from one assessment will impact the next. To this end, it is important that assessments are undertaken in the order designed.

Weighting

Assessments across each subject are weighted (that is, they are allocated a proportionate percentage value of the overall total). The weightings for assessments are not typically split evenly, rather, weighting is based on the perceived importance of each assessment and how it relates to the associated assessments.

Assessment Moderation

Moderation

Moderation meetings take place prior to the marking your work and is attended by the assessing lecturer, a representative from the Teaching & Learning team and convened by the Subject Leader. The function of this meeting is to discuss how to grade against the rubric and set expectations of what constitutes a high distinction, distinction, etc.

A further moderation takes place once the marking is complete, where the Subject Leader typically selects three assessments from each assessing tutor and reviews the work, mark and feedback to ensure a level of consistency across the assessors.

Alternative Assessments

AFTRS recognise that students have different learning requirements. Where you believe that any of the *Inherent Requirements* may create a barrier for your success, you may seek reasonable adjustments via a Learning Access Plan (LAP). AFTRS can then work *with* you to ensure that your learning is assessed in the most appropriate way for your own circumstances. This may include the provision of alternative assessment tasks.

AFTRS cannot guarantee this option without due process and preparation, so it is important for students to seek reasonable adjustments when they commence their course, or as soon as the need arises.

Section 4:

Core & Elective Subjects

Core Subjects

Subject: Concepts of Radio and Podcasting

Subject code	RADI1013
Credit Points	6
Mode of Delivery	Face-to-face or fully online

Subject Overview

This subject introduces students to conceptual foundations of the Australian and global media on-air and online space as well as programming and formats, and the laws and ethical standards of Australian broadcasting and podcasting. Additionally, students will explore the theory of communication, the role of the program maker and the craft of delivering content to audiences.

Subject Aims

The aims of this subject are to:

- Introduce students to conceptual foundations of Australian and global audio media practices, formats and genres.
- Introduce students to the laws and ethical standards of Australian broadcasting and podcasting.
- Explore the practice of communication, the role of the program maker and the craft of delivering content to audiences.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Research and appraise history, current practices and trends in the Australian audio landscape.
2. Identify and evaluate current and future issues facing the Australian and global media landscape.
3. Research and apply the laws governing Australian broadcasters and the standards and ethical expectations of the Australian radio and podcast industry.
4. Identify and evaluate current formats, practices and trends in Australian radio and podcast markets.
5. Demonstrate developing audio craft skills including writing, presenting, recording and editing.

Subject: Engaging Audio Audiences Across Multiple Platforms

Subject code	RADI1015
Credit Points	6
Mode of Delivery	Face-to-face or fully online

Subject Overview

This subject explores how audiences are segmented and engaged through varied programming in Australian radio, podcast, and online content. Students will investigate real-world stories and content and the various ways audiences are engaging with them. They are challenged to find ways to meaningfully embed multimedia and multiplatform storytelling as part of their content strategy, in order to better connect with their audiences.

Subject Aims

The aims of this subject are to:

- Explore audience segmentation and varied programming and content in Australia
- Investigate real-world stories and content and how audiences are engaging with them
- Meaningfully embed multimedia content and delivery into audio content strategy

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse audience research in programming and formats.
2. Research and appraise the radio and podcast industry's use of multiplatform media and the online space and identify opportunities for value added visual components to support on-air content.
3. Research and apply advanced writing, audio engineering and visual content creation skills for pre-packaged on-air and online content.
4. Research, design and produce a multimedia feature or podcast episode using audio and visual components for delivery on-air and online.

Subject: Audio Content: Reach and Relevance

Subject code	RADI1017
Credit Points	6
Mode of Delivery	Face-to-face or fully online

Subject Overview

This subject builds on fundamental radio and podcasting skills and knowledge to focus on creating high quality content as the foundation of connecting with and building audiences. It supports students to produce rich and relevant content which is accessible to audiences across multiple platforms, and with a particular focus on news, current affairs and chat content.

Subject Aims

The aims of this subject are to:

- Create high quality content as the foundation of connecting with and building audiences.
- Produce rich and relevant talk content to Australian audiences, with a particular focus on news, current affairs and chat content.
- Develop the craft skills that underpin quality talk content, including research, fact checking, interviewing, scripting, editing and distribution.

Subject Learning Outcomes

- On successful completion of this subject, students should be able to:
1. Research, write and deliver news, current affairs, and chat content.
 2. Research, analyse and correctly apply ethics and legalities of news, current affairs and other audio content.
 3. Apply advanced audio creation techniques to live and recorded content including research, fact checking, interviewing, scripting, editing and distribution.

Subject: The Innovative Business of Audio

Subject code	RADI1019
Credit Points	6
Mode of Delivery	Face-to-face or fully online

Subject Overview

This subject designed to address the financial, marketing, and promotional aspects of the radio business and the relationship between revenue demands and formats and programming. Students will undertake a community and market analysis to identify opportunities for new audio products, formats and revenue sources. In this subject they will also explore online communities, new formats, as well as exploring career opportunities within this market. Students will go on a professional work placement in the radio and podcasting industry.

Subject Aims

The aims of this subject are to:

- Address managerial, financial, marketing, and promotional aspects of the radio business and the relationship between revenue demands and formats and programming.
- Explore current and future opportunities for building a brand, reaching audiences and generating revenue.
- Undertake detailed community and competitor analysis in order to understand a segment of the national audio landscape.
- Undertake a professional work placement in the radio, podcasting or related industry.

Subject Learning Outcomes

- On successful completion of this subject, students should be able to:
1. Analyse and evaluate the relationship between branding, programming, sales, marketing, promotions, and integration in the Australian radio and podcasting landscape.
 2. Research and analyse areas of current radio or podcasting revenue and identify future revenue opportunities.
 3. Devise, collect and utilise data to develop new formats and to program and build a new audio product.
 4. Work individually and collaboratively in a professional capacity

Elective Subjects

Subject: Collaborative Broadcast – Show Radio

Subject code	RADI1014
Credit Points	6
Mode of Delivery	Face-to-face or multi modal

Subject Overview

This subject aims to enable students to develop the specific skills and techniques to deliver content to radio, podcast and online audiences. This subject equips students with the craft and technical skills in planning and preparation; writing for on-air and online; live and pre-recorded interviewing; announcing and presentation; studio operation; digital and social publishing. Students collaboratively undertake a collaborative broadcast and participate in a debrief post broadcast, to review and analyse personal and professional growth, success, and challenges.

Subject Aims

The aims of this subject are to:

- Develop skills and techniques to deliver content to radio, podcast, and online audiences.
- Develop audio craft and technical skills in show preparation; writing for on-air and online; live and pre-recorded interviewing; announcing and presentation; studio operation; uploading online content and utilising social media.
- Develop skills to work collaboratively and autonomously to participate effectively in the broadcast.
- Participate in a debrief to review and analyse personal and professional growth, successes, and challenges.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply research skills to develop a deep understanding of a station’s audience, stakeholders and format to inform editorial judgment and content creation.
2. Evaluate the relationship between on-air and online content, and identify opportunities for visual components to support on-air content.
3. Collaboratively produce a broadcast applying audio craft skills in producing and presenting, editorial judgement, storytelling, audio hardware and software operation, and creating digital content.
4. Develop skills to support effective collaboration, including the ability to evaluate personal and professional growth, successes, and challenges in the preparation and delivery of a collaborative broadcast

Subject: Collaborative Broadcast – 2NRS

Subject code	RADI1016
Credit Points	6
Mode of Delivery	Multi modal or fully online

Subject Overview

This subject explores the role radio and podcasting plays in regional radio markets in Australia. Combining knowledge of regional market programming theory, audience research and innovative content creation and delivery, students will create a local radio broadcast for a specified regional audience. Students focus on the regional audience and how program makers undertake and work with research to build programs and content that is engaging, entertaining and relevant to their audience. It focuses on localism and music programming and the value this plays in engagement of and relationship with the audience. Students will collaboratively undertake a collaborative broadcast, and participate in a debrief post-broadcast to review and analyse personal and professional growth, success, and challenges.

Subject Aims

The aims of this subject are to:

- Explore the role of radio and podcasting in regional radio markets in Australia.
- Combine knowledge of regional market programming theory, audience research and innovative content creation and delivery to create a local radio broadcast for a specified regional audience.
- Focus on localism and music programming and the value this plays in relationship with audience.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Gather and collate audience research to identify and describe a target audience.
2. Create suitable engaging, relevant, local and entertaining content for specific audiences, including clocks and logs, commercials and imaging.
3. Collaboratively produce a broadcast applying audio craft skills in producing and presenting, editorial judgement, storytelling, audio hardware and software operation, and creating digital content.
4. Develop skills to support effective collaboration, including the ability to evaluate personal and professional growth, successes, and challenges in relation to the preparation and delivery of a collaborative broadcast.

Subject: Collaborative Broadcast – AFTRS FM

Subject code	RADI1018
Credit Points	6
Mode of Delivery	Multi modal or fully online

Subject Overview

This subject challenges students to utilise the creative ideas and advanced craft skills of their team to collaboratively research, design and deliver a news and current affairs broadcast. Students are required to consider programming content, overall sound and delivery, as well as the broadcast laws and ethical standards relevant to Australian radio and podcasting. Students will collaboratively design and deliver a collaborative broadcast. They will also participate in a debrief post broadcast to review and analyse personal and professional growth, success, and challenges.

Subject Aims

The aims of this subject are to:

- Collaboratively research, design and deliver audio content for on-air and online.
- Develop editorial judgement based on understanding of audience, media laws and ethical considerations in the Australian media landscape.
- Emphasise news and current affairs programming and delivery, and overall station sound and delivery.
- Enable collaboration to undertake a broadcast, and a debrief post broadcast to review and analyse personal and professional growth, success, and challenges.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Create and deliver news and current affairs content for on-air and online.
2. Collaboratively produce a broadcast applying audio craft skills in producing and presenting, editorial judgement, storytelling, audio hardware and software operation, and creating digital content.
3. Develop skills to support effective collaboration, including the ability to evaluate personal and professional growth, successes, and challenges in the preparation and delivery of a collaborative broadcast.

Subject: Collaborative Broadcast – NEXT

Subject code	RADI1020
Credit Points	6
Mode of Delivery	Multi modal or fully online

Subject Overview

This subject requires students to apply their content design and creation skills with their knowledge of and research into the audio industry. They will research, design, create and promote a viable audio product for a specific audience. As part of this project, students will be largely self-directed, and work in a specialist area in the creation and promotion of the audio product. This subject will enable students to interact and collaborate with each other to produce a viable audio product and evaluate their ability to conceptualise ideas and creativity in relation to industry standards.

Subject Aims

The aims of this subject are to:

- Using data and insights, identify potential audiences, design audio products for those audiences and test viability of those products.
- Apply professional radio and podcast skills and ideas to design, manage and produce a broadcast or audio series from conception to distribution.
- Devise a self-directed project, to further develop own skills and contribute to the creation of the audio product.
- Enable collaboration to realise the concept to professional audio production standards.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Collaboratively devise programming strategies and format features to create a new audio product.
2. Design and apply programming, branding, community engagement, marketing and promotions skills and techniques to radio station or podcast operations.
3. Produce a professional standard audio format demonstrating advanced content creation skills.
4. Demonstrate responsibility and accountability for personal outputs and all aspects of the work or function of team members within a specified role.
5. Develop skills to support effective collaboration, including the ability to evaluate personal and professional growth, successes and challenges in the preparation and delivery of a collaborative broadcast.

Subject: News and Current Affairs

Subject code	RADI1021
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject will examine the practice of audio journalism across platforms for local, national, and international audiences.

The subject explores live-to-air coverage, screen and online content, podcasts and features at a deep level. Students will be encouraged to think critically, understand what makes a story newsworthy, why a story is in the public’s interest and how to appropriately inform audiences.

This subject covers the life cycle of a news story across multiple platforms, including audio and visual content. The subjects will take students through the policies, responsibilities, and legalities around covering news and current affairs.

Subject Aims

The aims of this subject are to:

- Break down the practical and theoretical practice of news and current affairs.
- Provide students with a deeper understanding of the current and evolving news landscape and how it is covered in Australian and global media.
- Motivate students to develop editorial judgement, adaptability and responsibility when covering news and current affairs.
- Contribute accurately and fairly to the Australian media landscape with ethical practice.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate the roles, responsibilities, and practices of news and current affairs coverage.
2. Demonstrate a comprehensive understanding of news principles, law, practice and ethics for the Australian media.
3. Research, write and deliver audio and visual content for different scenarios.
4. Create short form news coverage for social media platforms.

Subject: Creative Business and Practice

Subject code	RADI1022
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

As opportunities for flexible and contracted employment grow, this subject explores the entrepreneurial side of today’s radio, podcasting, and content creation landscape.

Core to this subject is an exploration of the different skills required for audio professionals generating revenue from multiple sources. This subject takes students through the project management life cycle, marketing principles, and understanding the monetisation and funding opportunities of content, in order to build sustainable careers in the creative industries.

The includes the fundamentals of starting as a freelancer, building relationships and platforms for promoting your services. This subject will also assist in developing structure and processes for managing own work and creative projects.

Students will be challenged to develop business acumen and an entrepreneurial approach. The subject covers business practices in a creative field, intellectual property, contracting, invoicing, business planning, and establishing mutually beneficial business relationships.

This subject will explore, analyse and apply a variety of business practices in content creation, networking and viability in producing audio and digital media for a variety of markets and purposes.

Subject Aims

The aims of this subject are to:

- Identify opportunities to apply an entrepreneurial approach to the business of radio, podcasting, and content creation.
- Explore a variety of funding and monetization models for content creation in Australia and globally.
- Acquire agile skills in marketing, network building and revenue generation to support content creation.
- Evaluate own skills and practices against current and emerging business practices within the creative industries.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse the business principles and practices of radio and podcasting professionals.
2. Demonstrate business skills required for freelancing and other flexible work.
3. Apply marketing and project management principles to radio and podcasting creative works.
4. Devise effective pitches for opportunities to generate multiple revenue streams utilising key radio products and services.

Subject: Advanced Audio Production

Subject code	RADI1023
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject explores advanced audio production and how sound is used to brand and connect audiences in radio, podcasting and audio on demand content.

Core to this subject is an exploration of the different types of techniques, plugins and effects, in creating complex sound designs and audio assets for a variety of audiences. This subject takes students through the role and responsibilities of an Industry Audio Producer and examines the growing demand for audio production.

Students will be challenged to develop a range of recording and editing techniques for radio, podcast and audio on demand content. The subject covers creative practice and processes for acoustic design, soundscapes, imaging and audio storytelling.

This subject will explore and analyse the process for creating audio work, the role of technology in new audio content and practices for producing audio for a variety of markets and purposes.

Subject Aims

The aims of this subject are to:

- Develop advanced industry practices and judgement for creating, storing, and publishing audio work.
- Develop and execute a creative idea for audio work.
- Provide an insight into the developing area of audio production.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Understand and apply the roles, responsibilities, and practices of an audio producer.
2. Research and appraise the radio and podcast industry's use of audio and technology and identify opportunities for value added audio components to support and extend on-air content.
3. Apply advanced audio content creation techniques to time and brief.
4. Research, design and produce a portfolio of audio work for a brand, podcast or radio station.

Subject: Emergency Broadcasting & Coverage

Subject code	RADI1024
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject will explore emergency broadcasting and coverage in Australia, the policies and responsibilities of emergency broadcasting and coverage and the frameworks and legalities around covering an emergency event.

Emergencies are defined by situations that will or are affecting the safety and lives of people. These can include extreme weather events, man-made catastrophes and pandemics.

Core to this subject is an exploration of the differences between emergency broadcasting and coverage. This subject takes students through when media organisations greenlight emergency broadcasting and coverage and why this happens and how to appropriately inform audiences.

This subject will explore case studies of common and recent emergency events and analyse the emergency management process for activating emergency broadcasting and coverage. Students will work on case studies and create content for rolling coverage. This subject will breakdown the practical and theoretical aspects of emergency broadcasting and coverage.

Subject Aims

The aims of this subject are to:

- Develop an understanding of what an emergency is and how it is covered in the Australian media landscape.
- Develop editorial judgement, adaptability and responsibility when covering an emergency event.
- Contribute accurately and fairly to the Australian media landscape in a way that informs and not alarms audiences.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate the roles, responsibilities, and practices of emergency broadcasting and coverage.
2. Demonstrate a comprehensive understanding of WH&S and emergency procedures for on-air and online content, from a studio and on location.
3. Research, write and deliver audio and visual emergency broadcasting and coverage for on-air and online.
4. Analyse risk and develop a network of emergency service contacts.

Subject: Court Reporting

Subject code	RADI1025
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject explores court jurisdictions in Australia, the policies and responsibilities of court reporting, and the frameworks and legalities around reporting.

Core to this subject is an exploration of the different types of hearings, the importance and legalities around accuracy and understanding suppression orders. This subject takes students through reporting events inside a courtroom, ensuring stories are of the time, fair and accurate, and navigating online search spaces, and the different courts systems for reports.

This subject will also explore common cases and analyse the process for including other elements of stories and how to ask the court for information that is relevant for reporting accurately. Students will work on case studies and this subject will breakdown the practical and theoretical aspects of court reporting.

Subject Aims

The aims of this subject are to:

- Develop a working knowledge of the specialist area of court reporting.
- Develop editorial judgement, adaptability and responsibility when court reporting.
- Contribute accurately and fairly to the Australian media landscape.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and evaluate the roles, responsibilities, and practices of a court reporter.
2. Research, write and deliver court reports for on-air and online.
3. Research and analyse the purpose, ethics and legalities of court reporting and court systems, for live-to-air programming, podcasting, online and audio-on-demand content.
4. Apply advanced audio and visual content creation techniques to live and recorded content including writing, reporting, podcasts, online and audio-on-demand content.

Subject: Music Programming and Operations

Subject code	RADI1026
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject will introduce students to the theory and practice of music programming and scheduling in Australian radio. They will explore the power of music in connecting with a station’s target audience, and meeting diverse audience needs across different dayparts. Additionally, students will learn how music interacts with other on-air elements in order to create an overall station sound.

This subject will build understanding of copyright, Australian music quotas, sponsor and other stakeholder needs. Students will also develop practical skills in utilising scheduling and playout software to manage the various aspects of operations, including categories, clocks, logs and reports.

Subject Aims

The aims of this subject are to:

- Develop a practical understanding of roles within music programming and operations.
- Apply skills in scheduling to a broadcast, with consideration of station sound, brand and audience.
- Develop practical skills in creating and managing categories for music and other assets, clocks, logs and reports.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate a working knowledge of scheduling and playout software.
2. Apply knowledge of music programming theory to scheduling.
3. Understand and apply station sound to all elements of a broadcast.
4. Demonstrate the ability to generate and finesse station logs.

Subject: Partnerships and Integration

Subject code	RADI1027
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject will cover the concepts and practices of partnerships, integration, sales and promotions in a radio and podcasting context. Students will develop a strong understanding of how the business side of radio stations or podcasts work with content to support a sustainable business model.

This subject will explore the strategic use of content to achieve station or brand objectives, such as cumulative audience growth or increasing audience share. Students will gain experience in identifying marketable opportunities, building understanding and alignment with client business objectives and brand values, and devising content ideas that effectively support that vision.

Students will learn how to collaborate with various parts of their own audio business to devise innovative content solutions that drive revenue, while aligning with needs of their brand, their audience and their clients. Finally, the subject will cover reporting requirements, legal frameworks and ethical considerations, for a sustainable and ethically sound business model.

Subject Aims

The aims of this subject are to:

- Understand and analyse how audio content and business work together to support sustainable business practices.
- Interrogate brand values and business objectives in order to identify opportunities to work effectively with a client.
- Develop ideation skills to generate content ideas to meet business objectives.
- Develop planning and project management skills to support concept execution.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Compare client values and objectives with the radio or podcast values and objectives, in order to identify potential areas of collaboration
2. Generate feasible, engaging ideas for partnerships, integration, sales and promotion
3. Utilise skills in project management and communication in order to execute ideas that meet all business objective

Subject: Audio Fiction

Subject code	RADI1028
Credit Points	6
Mode of Delivery	Fully online

Subject Overview

This subject will explore the world of narrative audio and introduce students to the skills required to develop a short audio fiction work. Students will explore the current practices of fictional audio storytelling, and look more broadly to build their understanding of narrative structures and storytelling techniques.

Through practical exercises and collaborations, students will generate and develop story ideas in order to create a finished script for a short audio fiction piece. Students will learn how to create fictional worlds using character, plot, setting and dialogue. Students will apply techniques for directing and recording actors, and utilise audio production skills to complete a finished fiction podcast.

Subject Aims

The aims of this subject are to:

- Research narrative structures and storytelling techniques from a range of genres and platforms.
- Explore the potential of audio as a storytelling medium.
- Work collaboratively to generate and develop story ideas.
- Navigate the cycle of story dramatisation and recording.

Subject Learning Outcomes

On successful completion of this subject, students should be able to:

1. Generate ideas for audio fiction podcasts.
2. Utilise collaborative techniques to develop a script.
3. Direct voice actors to record script.
4. Drawing on world building techniques, produce audio fiction work to publication.

Learn more

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Australian Film Television and Radio School

The Entertainment Quarter
Moore Park
Sydney NSW 2021

TEQSA Provider ID: PRV12011
CRICOS Provider Code: 03662D

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