



# The LINK Centre

Graduate School of Public & Development Management (P&DM),  
Faculty of Commerce, Law and Management  
Wits University, Johannesburg, South Africa

*announces the*

## 2009 Course in Broadcasting Policy & Regulation

What are the key issues in broadcasting policy and regulation in 2009? How do we address the radical change in the broadcasting environment – both local and global? And how do we address technological and market convergence? Digital migration? Public service broadcasting mandates and broadcasting finance?

Professor Richard Collins, of the Open University, UK, working with a number of South African academics and industry experts, will deliver this acclaimed certificate course from **24 – 28 August 2009** at the Wits University LINK Centre.

### Course Content:

The syllabus includes:

- Broadcasting history and evolution
- Broadcast policy, values and objectives – the public interest, democracy, development, pluralism and diversity, freedom of expression, identity-building, nation-building, economic growth
- National broadcasting sector models – PSB (public service broadcasting), commercial, mixed PSB/commercial, community broadcasters, state broadcasters
- International and African technical and market trends
- International and African policy and regulatory trends
- Digital migration: policy, regulation and current status

<b>Course Title:</b>	Broadcasting Policy & Regulatory Trends
<b>Course Code:</b>	PADM7004
<b>Dates:</b>	Monday 24 August to Friday 28 August 2009 (5 days)
<b>Times:</b>	8:30 am to 5:00 pm
<b>Venue:</b>	Classroom F, Mwalimu House, Wits P&DM, Wits Management Campus, 2 St David's Place (at St Andrew's Road), Parktown, Johannesburg
<b>Fee:</b>	R 8 000, 00 per student (incl VAT) (cost includes teas, lunches and course materials for the 5 days)

**Course Status:**

This is a formally-accredited Wits University Certificate course at HEQF Level 8 (Honour's/Post-Graduate Diploma level), offered by the LINK Centre under the auspices of the Wits Graduate School of Public and Development Management (P&DM). Learners taking the course on a Certificate basis have the opportunity to receive either:

- o A Wits Certificate of Competence at HEQF Level 8 (for learners who achieve at least 80% attendance and satisfactorily complete the in-class group work assignment (worth 25% of the grade) and exam-equivalent individual written assignment (worth 75%));
- OR**
- o A Wits Certificate of Attendance (for learners who attend at least 80% of sessions but do not satisfactorily complete the assignments).

Wits P&DM Master's students can take the course as an Elective (at HEQF Level 9) and will need at least 80% attendance and satisfactory completion of the in-class syndicate group work assignment (worth 25%) and exam-equivalent individual written assignment (worth 75%).

**Course Delivery:**

Wits P&DM **Visiting Professor Richard Collins**, a broadcasting policy expert from Open University, UK, will deliver lectures and facilitate discussions throughout the week. Prof. Collins, a Professor of Media Studies, is widely published and has held various teaching positions over the past 20 years in the UK, the US, Canada, Australia and South Africa. In addition to his academic work, Prof. Collins founded the Media and Communication Policy Research Programme at the UK's Institute for Public Policy Research (IPPR); was an Advisor to the Director-General of Telecommunications at UK's Oftel in 1996-1998; was an Advisor to the Director of Strategy at Oftel in 2002-2004.; and was Specialist Advisor to the UK House of Lords Select Committee on the Review of the BBC Charter in 2005-06.

Other lectures and presentations are to be delivered by a mix of industry experts and Wits academics/associates, including LINK Visiting Research Fellow for broadcasting Chris Armstrong and LINK Centre Director Luci Abrahams

The student individual exam-equivalent written assignment, due about six weeks after completion of the classroom sessions, will be a fully-referenced research paper of approximately 2,000 words in length (based on assignment guidelines circulated to students and contained in the Wits P&DM MM-ICTPR Study Guide).

**Online Course Information:**

For more course information, go to course page on the LINK website:

<http://link.wits.ac.za/training/tc6.html>

**Registration:**

Registration for this course is done online. Please click on <http://hermes.wits.ac.za/Enterprise/courses/register.html> to complete the online registration form, and then click the 'submit' button. The course name for this course should be entered on this page as **BPRT**.

Your registration on this course will be confirmed by e-mail. Your place on the course is secured as soon as proof of payment has been faxed to +27-11-717-1065, marked for the attention of Tennyson Mashiloane (tel: +27-11-717-1188), or e-mailed to [tennyson.mashiloane@wits.ac.za](mailto:tennyson.mashiloane@wits.ac.za)

Master's students must register through the Wits P&DM Faculty Office.

**Contacts:**

For more registration information, contact the course administrator at Wits Enterprise:

- Tennyson Mashiloane, [tennyson.mashiloane@wits.ac.za](mailto:tennyson.mashiloane@wits.ac.za), tel: +27-11-717-1188.

For general information, contact the course convenor at the LINK Centre:

- Michelle Roseborough, [michelleroseborough@gmail.com](mailto:michelleroseborough@gmail.com), tel: +27 73-814-1454.