

COMPANY PROFILE

fraycollege
of Communications



fraycollege is registered as a Level One BEE company and is accredited by both the Sector Education and Training Authorities (SETAs) and the Quality Council of Trade and Occupations (QCTO).

about fraycollege

Accredited media and communications training delivered by industry-leading professionals.

fraycollege provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our fraycollege facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm frayintermedia, which boasts media specialists and a newsroom

that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The fraycollege trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

our team



Paula Fray CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa and regional director for Africa for Inter Press Service, a global development news agency.

She founded the pan-African communications company frayintermedia in 2005 before establishing fraycollege in 2017. The organisation trains journalists, media leaders, civil society organisations, government officials and corporate leaders.

Paula is President of The New Humanitarian news agency, a board member of Africa Check, Aurum Institute and Youth Health Africa and a founding director of Accountability Lab SA. She is a Print and Digital Media SA Fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.



Dr Sandra Roberts Academic Head

Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of frayintermedia, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

our **services**



SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



SKILLS PROGRAMMES & LEARNERSHIPS

fraycollege offers work-based learning programmes, combining practical and theory. Learnerships are accredited by the relevant SETA bodies and aimed at preparing learners for the workplace.



WORKPLACE SKILLS TRAINING

fraycollege offers skills programmes to delivering high quality education in a short space of time. Enrol your staff to industry aligned programmes, Seta accredited courses, customised masterclasses and online short programmes to best upskill their staff.



ONLINE COURSES

fraycollege provides online courses of the highest calibre, based on case studies from the real world. Our offerings range from courses for people upskilling, changing fields, as well as seeking to explore new interests.



CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At **fray**college we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class **fray**college training programmes.

our clients



Dignity, Equality and Freedom



media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

LEADERSHIP

- Media Management

FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting

communication courses

Learn practical communication tools, strategies and tips that will help you and your team communicate more effectively, improve productivity, and build strong relationships.

LEADERSHIP

- Strategic Communications

EXTERNAL COMMUNICATIONS

- Media (On-camera) Training
- Social Media Bootcamp
- Column Writing
- Introduction to Podcasting

WRITING

- Writing Winning Proposals
- Business Writing
- Report Writing

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang
Chief Executive Officer
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner
Executive Director
SANEF



occupational certificate **journalist**

ACCREDITED BY QTCO

The occupational certificate in journalism is a year-long journalism qualification that was created with the support of the South African National Editors Forum to develop multiskilled, future-fit journalists who will excel in any newsroom.

Successful students will receive a NQF level 5 certificate awarded by the Quality Council for Trade and Occupations. They will also have gained skills for employment a variety of industries such as journalism, communication, public relations, content creation, copyrighting and many others.

Topics Covered

- Introduction to journalism
- Media law and ethics
- How government and democracy work
- How to develop and pitch great story ideas
- How to collect information for stories
- How to tell stories in written, video and audio forms
- How to work in the newsroom

DEVELOPED IN COLLABORATION WITH



SUPPORTED BY



 Duration: 1 year

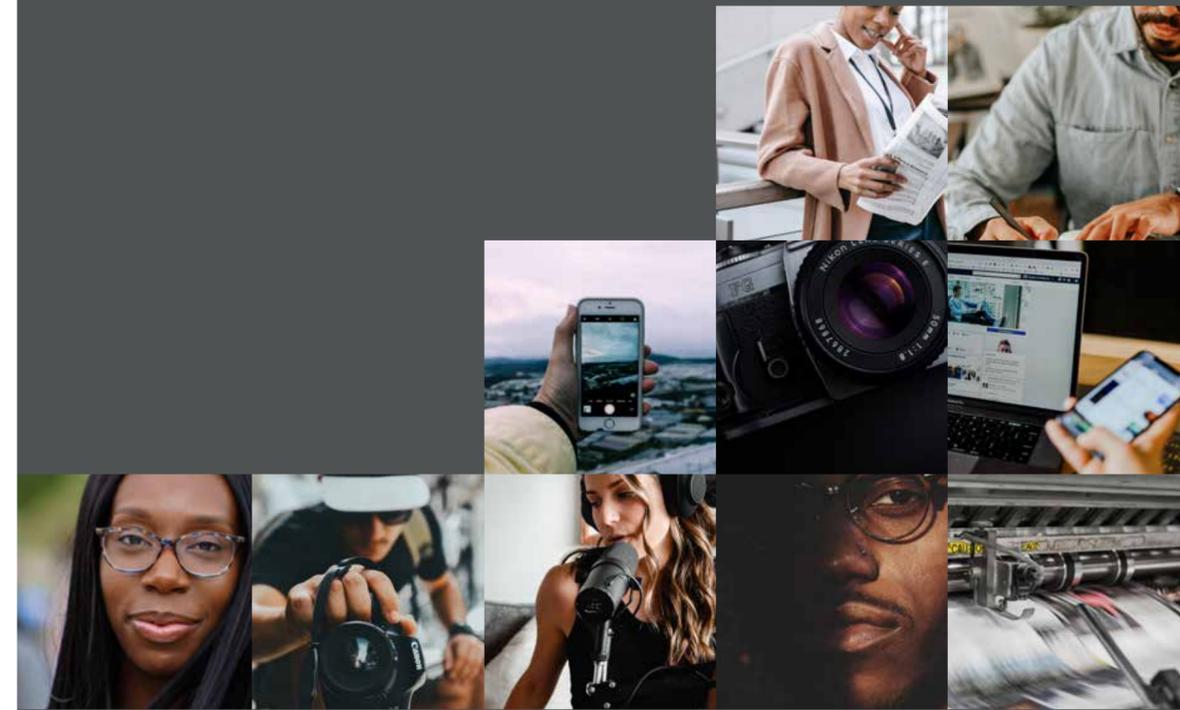
 Application requirements: A National Senior Certificate (NSC)

 Learning type: The certificate is a blended learning experience with both face-to-face and online sessions

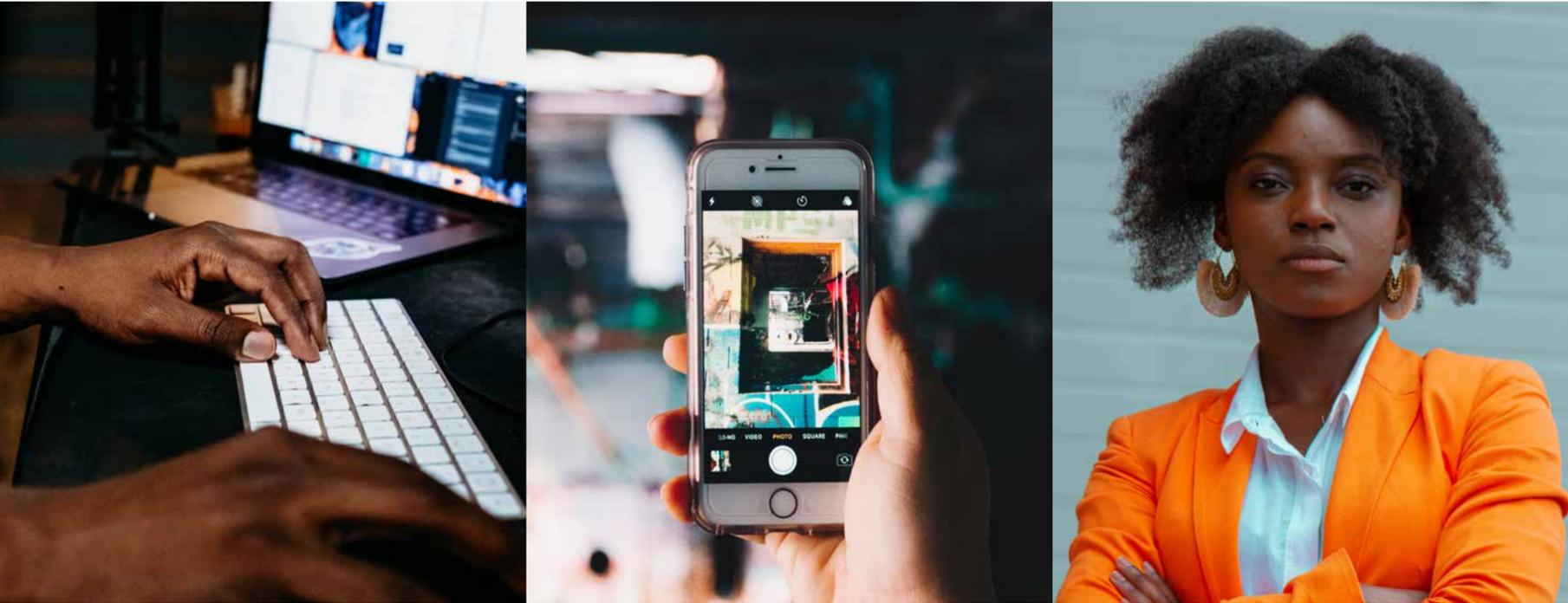
 Qualification Type: Upon successful completion of this learning programme, you will receive a certificate authenticated and issued by the Quality Council for Trades and Occupations (QCTO).

 Additional Information:

- NQF Level 5
- 120 Credits
- QCTO Qualification Number: 101872.



customised learning programmes



With newsrooms pressed for staff and mentors difficult to find, **fraycollege** conceptualised and implemented an **online cadet programme** for a national media house. The customised programme allowed interns to enhance core skills such as **the basics of journalism, social media for journalist** and **mastering the press code**. Through the workplace skills plan interns earned credits towards a journalism certificate under MICT Seta.

fraycollege has created customised skills plan for a leading radio station to ensure that employees across the business had a shared understanding of the vision, values, and goals of the company. The customised programme covered the **basics of radio production, how to present story ideas, research for journalists** and **team engagement**. To demonstrate key learnings teams were required to conceptualise, create and develop podcasts.





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