

Why studying with the NZ School of Radio could get you into the industry faster!



nz school of
RADIO 

Why Tauranga?

- It's central to many centres like Hamilton, Rotorua, Taupo & Auckland
- Cheaper to live than Auckland, Wellington and Christchurch and there's heaps of student accommodation available
- No commuting time, you can get anywhere in the city in just 10 minutes
- A great student vibe with heaps of restaurants and bars
- Go paddle boarding, surfing and swimming at one of NZ's favourite beaches in the Mount

Fame Teu
Drive Show Host
Mai FM
Auckland



I never pictured myself pursuing a career in radio. I finished high school then received a scholarship to attend AUT University to pursue a career in Nursing. Sadly that didn't pan out due to family commitments and ended up working in manual labour until late last year. I came to the realization that I didn't want to do what I was doing for the rest of my life and wanted to pursue a career that I'd be happy doing in my spare time. Without a word of a lie, I heard an ad on the radio about enrolments for the NZSOR, on my way to a job.

I then applied for this course with the idea that radio is just on air announcing - that changed within the first week. There is production (Producing advertisements, song sweepers, show production pieces etc), copy writing (Writing advertisements to be produced), promotions and that's only the tip of the iceberg! The NZSOR - TGA equips you with GREAT foundation skills in all these areas. However, like anything you only get out as much as you put in! A career in radio is unlike any other career path. My advice to anyone thinking of applying - go for it and don't treat it as a holiday; because the benefits of hard work there, prove beneficial in getting into the industry!

Near the end of the course I scored an opportunity at Mai FM in Auckland. Since then, I have voiced the Midnight to Dawn shift for Mai FM for a solid 2 months (unpaid), filled in on-air a couple of times on the Night show, whilst doing promo work for Mai - I did the hard yards and worked for free for a while to get my foot in the door, but now I am the Drive Host on Mai FM nationwide.

In summary, I never thought in a million years that when I first enrolled into the NZSOR Tauranga, that over a half a year later I would be where I am now. Thanks to Hamish, Dan, Matt and Lisa for equipping me with all the skills I have needed to get me where I am today - also a massive nod to all the guest speakers we had over our 20 weeks of course.

If you are like me and are looking for an exciting career where each and every day I wake up, I'm genuinely excited to go to work, I STRONGLY advise you enrol and take that crucial first step!!!

Why study with the NZ School of Radio?

The NZ School of Radio is based in one of the most popular holiday destinations in the country with the campus itself situated right in the heart of the Tauranga CBD.

The intensive 20 week course is a fast-track into the industry covering all areas of radio including on-air announcing, promotions, creative writing, production, sales and voice analysis, and now includes TV Presenting Training.

The NZ School of Radio has two intakes per year; Semester 1 starts in late-January and Semester 2 late-July. In Tauranga we limit the class size to just 18 which gives you more one-on-one time with the 25+ tutors & guest speakers that come into the school and more on-air time on the two radio stations on campus.



The course has three elements that we believe enhance your learning experience

- 1 *Assignments and theory in the classroom, which is essential.*
- 2 *Practical assignments and assessments where you put into practice what you've learnt in the classroom.*
- 3 *Hands-on real radio station experience working in promotions, on-air, programming and sales for stations like The Edge, More FM, The Hits and ZM.*

We have over 25 guest tutors and speakers that visit the school during the semester. You will learn from people who have been-there, done-that, and are willing to share their knowledge with you.

We now also offer international guest speakers through 'Skype'.

The myriad of guests that frequent the course will also make crucial radio industry contacts down the line, which will be beneficial in getting a job.

Radio job placements over the last 3 years have averaged between 60-80%, but the process does require loads of enthusiasm, passion and drive from you.

You will also get to meet all the stars of the NZ radio and TV industry's with a trip to Auckland and heaps of work experience at the Rock, the Edge, ZM, TV3, TVNZ and more!



Curriculum

On-Air Announcing

We have 2 radio stations on-campus. You will be taught how to prepare and execute an on-air shift, conduct interviews and prepare & read news. On the technical side you will be able to operate the on-air desk, and use the software NexGen & Zetta – which is used by most NZ radio stations.

88.1 XFM is a Top 40 station - similar to ZM and The Edge playing all the latest music. It broadcast's throughout Tauranga and on the net through our website www.radiocareer.net so your friends and family can listen wherever they are.



The RIFF is more rock orientated and alternative - similar in format to Radio Hauraki playing some more obscure tracks from the 90's through to now.



Creative Writing

Learn how to write for Radio, TV & Online. You will begin with basic Radio commercials and move onto more complicated multi-voice scripts involving sound effects.

Production

We have 2 digital recording studios for multi-track recording. You'll learn how to use Pro-tools & Adobe Audition to record commercials, station imaging & documentaries.

Promotions

Learn how to set-up and manage a radio promotion. With our contacts in the industry you'll get to work on real station promotions for The Edge, The Rock, ZM, The Hits and more. As a class you'll organise and manage a real promotion for a local business and learn how to execute a live crossover back to the studio, run competitions and write and present a promotional proposal.

Sales + Marketing

Learn how the medium of radio works then go out and sell it to real businesses. Find out why radio is still one of the top mediums used for advertising, the latest sales techniques used by the industry, the benefits of social media, the rules and regulations of media law and how to put a sales proposal together.

Advanced Media Design

Learn how to put together an advertising campaign that runs across 3 different mediums. You'll have to write & storyboard a TV commercial, write & produce a Radio commercial and design a Banner for online. You'll learn different camera techniques, editing on Adobe Premiere Pro, Photoshop & Sound Design on Pro-tools.



Internships

There are different internships available every semester with some 3 week Work Experience opportunities and some 6 month Internships at the end of the course. The internships are a great way of further developing your skills and getting real life experience at a real radio station.

The internships can involve on-air announcing, promotions, copy writing, production and sales.



MEDIWORKS

We have once in a lifetime opportunities to gain valuable experience at various Mediaworks Stations like The Edge, The Rock, More FM & Mai FM in Auckland, Hamilton, Tauranga, Christchurch & Dunedin.

You'll be part of the Promotional teams, getting out on the streets every day in the station vehicles, doing Cross-overs and possibly getting on-air. You will get to know everyone, meet celebs and be part of the team - working in an exciting environment. While you're there you'll also receive hands-on training and if you're good, a reference to take away with you. We have 3 week and 6 month internships available.



NZME

It's not every day you get the opportunity to step out of Radio School and straight into a network environment... but with the NZME 3 week work experience internships you can! You'll have the opportunity to work at stations like ZM, The Hits, Hauraki & Flava in Auckland, Hamilton, Tauranga, Christchurch & Dunedin.

You'll gain experience with the Promotional Street Teams, sit-in on major shows, learn about the different aspects of Radio, Video & Online. You'll also be mentored by key staff and given direction with on-air presentation, automated on-air systems, station production and anything else that interests you. 3 Week and 6 month internships will be available.



Big River FM, Dargaville

This is a Community Station located in the heart of Dargaville with a large coverage area. You will gain valuable experience with writing & producing commercials, sales, promotions and your own daily on-air show... you will be a household name in a matter of months!

A few words from some of our graduates ...

Growing up I knew I wanted to be in the media industry but I just had no idea which part of it all! I went to university and chose to do Communications with a major in Media Studies where I still wasn't too sure what I wanted to do. During my degree I worked at my local student radio station and realised that radio is EXACTLY what I wanted to do. I completed my degree and straight away started applying for promotions roles thinking that was the key to getting my foot in...

After a long time of hearing that I lacked experience, it wasn't that I felt that I regretted my degree (for if it wasn't for uni I might have never done student radio), but I did regret not being more active around my course.

I had heard of the New Zealand School of Radio and it's opportunities to meet people in the industry and land internships and I knew that this course seemed so beneficial at getting me up to date with industry standard equipment and getting to know all of the right people! (Tip: networking is key!) I applied one night after it had been a whole year since I had finished my degree because I knew I needed more to get into the industry that I wanted to be a part of so badly!

While at NZSOR some of the other students and I quickly got jobs as Casual Promotions Assistants at MediaWorks Tauranga which was a great taster of how it all works. Later into the course I got a 3 week internship at MediaWorks Waikato and having not known anyone in Hamilton initially I was so nervous! But it was one of the best experiences of the whole course (all thanks to NZSOR for hooking that up!) and it got me some great contacts within the company.

About five or six weeks prior to graduating I was lucky enough to get offered the job of Promotions Coordinator for MediaWorks Southern Lakes (aka Queenstown!). I was so excited (regardless of being a north islander who thought the majority of the south was basically another country) and I said YES! I'm basically making this sound like a marriage proposal - but it was just that exciting. Because they wanted me down south within the next few weeks to start I finished as much as I could extramurally before I left Tauranga and still managed to reunite with the team for graduation.

What I've learnt from the NZ School of Radio; get to know everyone that you can, you never know who might come in handy, who might know who, and which sector of radio you'll actually end up pinning after. Hamish, Lisa and Dan are constantly working so hard to get you where you need to be, confide in them when you need direction and don't be afraid to ask! If your class ends up anything like mine, you'll know you'll always have each other's back. Work hard to keep them as your friends, as maybe one day you'll be working alongside each other.



Sara Leitao
Promotions Coordinator
MediaWorks
Queenstown



Chris Newbold
Imaging Production
Engineer
Newstalk ZB, Radio
Sport and Coast

I went to NZSOR in 2013 with a group of awesome people. I knew after starting I was in the industry I wanted to be in and I would make some lifelong friends. The course did more for me than I realised, with what I learnt and who I met proving beneficial later on when I got my first job.

After 2 years of working in Southland and Taupo as a Production Engineer and covering Announcing, Promotions and Operation roles, I was lucky enough to land one of the coolest jobs there is. As the Imaging Engineer for New Zealand's top 2 radio stations (Newstalk ZB and Coast) and the biggest sport station (Radio Sport), it has been one heck of a time here. Working with NZ's top talent including Mike Hosking, Leighton Smith, Kerre McIvor, Brian Kelly, Andrew Mulligan and Simon Doull is huge and I thank all my training and encouragement to Hamish, Dan, Matt and Lisa at NZSOR.

Where can radio take you?



Radio Announcer
Production Engineer
Promotions Co-ordinator
Promotions Assistant
Copy Writer
News Reader
Sports Commentator
Voice-over Artist
Traffic Manager
Sales Rep



Voiceover Talent
Journalist
Presenter
Promo Writer/
Producer
Sound Engineer

Plus

Advertising Agency
Record Company
Live Sound Engineer for Bands
Music Producer
Newspaper Journalist

...and more!

Qualifications

National Certificate in Radio (Foundation Skills) Level 3 is NZQA Accredited and consists of 10 Unit Standards.

NZ School of Radio (in-house) Commercial Broadcasting qualification is made up of 20 assignments and is a mixture of practical assessments and theory based assignments.

As you work towards graduation we will help you in pursuit of your career in radio.

NZ School of Radio is a Category 1 tertiary institution, Highly Confident in ALL key areas. This is the highest rating NZQA can offer.

Radio Gateway Programme

NZ School of Radio is now able to provide the Radio Gateway Programme to High Schools and Colleges within New Zealand. This is being offered through distant learning and the following units are available:

26553 V1- Demonstrate Knowledge of Radio Broadcasting

(Level 2) – 3 Credits

(This unit gives an introduction to the strengths and weaknesses of radio as a medium, basic promotional concepts and analysis of commercials)

26554 V1-Demonstrate Knowledge of Radio Broadcasting Law

(Level 2) – 5 Credits

(Covers Copyright, Broadcasting Standards Authority and the ASA)

10235 V5-Write a Basic Radio Commercial

(Level 3) – 5 credits

(Requires a total of 5 commercials to be written in total)

We have also introduced a new system this year which will be a lot more user friendly for your students. We provide the units and the assessment and you hook-on their results.

Students will need to have placement for work experience within the industry one day a week over a ten week period. The station's Programme Manager or the person the student is reporting to will be able to assist the students with the units, we are also just a phone call or email away and we do encourage you or your students to contact us should you/they need any assistance.

Many students have found that by participating in the Gateway Programme they have the advantage of having a taste of what the industry has to offer and therefore have a good idea of whether they would like to pursue this line of work/study, with the next step being attending the full-time course [National Certificate in Radio (Foundation Skills)] or not.

If you are a Careers Advisor or Gateway Coordinator and would like more information about our programme then please e-mail Lisa Denton - lisa@radiocareer.net

TV Presenting Training

The NZ School of Radio now offer TV Presenting and On-screen Acting workshops. You'll learn everything there is to know from some of the industry's best...



Brodie Kane - Reporter for One News, Seven Sharp & Fair Go, TVNZ Auckland

Brodie spent her first few years as a journalist at RadioLive, and then Newstalk ZB. She started work at TVNZ in 2012 as a producer on Q+A.

Career highlights include winning best broadcast story at the TP McLean National Sports Journalism Awards for her story with heavyweight Boxer Joseph Parker, Journalist of the Year at the 2010 Radio Awards, and of course jumping in a sleeping bag with Richie McCaw!



Miriama Smith - Film and Television actress

Miriama Smith is an award-winning actress with broad acting and presenting experience. With more than twenty years of acting experience under her belt, she is well known in New Zealand television and film.

She has starred in Mt Zion, Siege, Stolen, Mercy Peak and Shortland Street, just to name a few. She has also worked on International productions including Last Man Standing (Australia), Xena, Young Hercules and Power Rangers (US). She is currently starring in TV2's newest drama, "Filthy Rich".

Miriama teaches On-screen Acting workshops for the public. Check the On-screen Acting page on our website for dates and more info.



Erin Conroy - Television reporter, Presenter

With more than a decade of television experience under her belt, from One News to 20/20 and plenty in between, Erin's able to tackle any story that comes her way. Erin's worked in highly respected newsrooms in New Zealand, but also for international news outlets such as BBC, Sky and Al Jazeera.

Erin's skills include: crafting a compelling television story, live reporting, covering breaking news, fronting a long-form Current Affairs show.



Workshops will cover area's of presenting in front of a camera (including News, Sport and Weather / Magazine Show / Entertainment Show) and will give you the skills and confidence needed to audition for an on-camera role as a journalist, interviewer or host on news, sports and entertainment programmes.



Guest Tutors and Speakers - Learn from the best

Stables - Ski FM Network, exclusive to NZSOR

Alastair Barran - Senior Creative Writer Auckland / Networks and The Rock
Creative Brand Manager, Auckland

Rew Shearer - Creative Director, NZME, Auckland. In radio since 1987

Simon Barnett & Gary McCormick - Breakfast Show, MORE FM, Chch

Jono & Ben - Drive Show, The Rock, Auckland

Fletch, Vaughan & Megan - Breakfast Show, ZM Network, Auckland

Jeremy Corbett - 7 Days, Auckland

Natalie Mankelow - Radio NZ, Tauranga

Will Johnston - Day Show, The Hits, Tauranga

Jay-Jay, Dom & Randell - The Edge network, Auckland

Peter Williams - One News, TVNZ, Auckland

Hilary Barry - 3 News, Auckland

Roger Yeaxlee - Editor, Ex-BBC, HBO & TVNZ, Tauranga

Nicki Sunderland - Ex-More FM Breakfast, Tauranga

Kanuka Simpson - Confidence Coach, Tauranga

Stacy Jones - Social Media Consultant, Soloist Marketing, Tauranga

Greg Hughes - Creative Director, TV ONE, TVNZ, Auckland

Jens Hertzum - Executive Creative Director, TVNZ, Auckland

and you never know who else might turn up!



Hamish Denton

Managing Director

Current voice of TV2, Ex-More FM/Classic Hits

*Breakfast host with over 20 years radio, TV and film
experience in NZ, Canada and the UK*



Dan Weck

On-Air Tutor

Ex-Drive and Night host of More FM.

*Award winning announcer with over 15 years
experience in broadcasting*

The NZ School of Radio Team

A few more of our graduates ...



Simon Hampton
Sports Reporter
3 News
Wellington

Working in broadcasting has been a dream of mine for as long as I can remember. Hamish and the team at the New Zealand School of Radio were the most influential people in helping me achieve that dream. I'm a classic Kiwi sporting tragic and was desperate to get a gig in sports broadcasting somewhere. I turned up at NZSOR and was told I was one of the first people to come through the school wanting to do sports. Despite being the only one in the class chasing the sporting dream, Hamish sorted out a truckload of opportunities for me to do work experience at various sporting media outlets. It showed how much the tutors care about the students individually, NZSOR isn't just a generic course where it's the same for everyone, it teaches you all about broadcasting, but caters to everyone's specific desires. Hamish and the other tutors have an extensive list of vital contacts around the broadcasting world and it's crucial to make the most of them. Currently, I'm living the dream working for 3 News as a Sport's reporter and I'd put a fair bit of money on that I wouldn't be here if it wasn't for the six months spent at NZSOR.



Brin Rudkin
News Reader
MediaWorks
Auckland

I started at More FM Auckland in July 2014 as an Intern, working in the Promotions and Marketing department. I filled in on Social Media while the network's Social Media Manager was away. This role demanded me to take control of the More FM Network Facebook page, as well producing engaging content for More FM's affiliate Facebook pages (including Simon Barnett & Gary McCormick and also for Joe Cotton & Dean Young.) Part of my role also asks me to attend regular Local and National Promotions brainstorm meetings and help to plan and organise More FM's biggest events. Such events include Coca-Cola's Christmas in the Park, TV3's The Block, The X Factor 2015 and many more! I have also taken up the opportunity to be the Network Weekday Newsreader. I produce, script and present the bulletins to air. I am also in charge of the weekend bulletins, and write breaking news stories for the More FM Network. During the weekday I also present Auckland Accurate Traffic updates making sure commuters get to their destination as soon as possible. More recently I have been producing 'Trending' topics/content for More FM's Si & Gary Breakfast show, broadcasted from our Christchurch studios. Each day I choose some of the most trending topics on the web, write entertainment news and gossip, and send this to Si & Gary who use this as content on air. More FM is a fantastic brand to be part of and the team behind the success of this station are outstanding. I have really enjoyed my time here so far and look forward to what this leading company has to offer me. Thanks to the wonderful team at the NZ School of Radio – Hamish, Lisa, Matt and Dan who helped me to get to where I am.

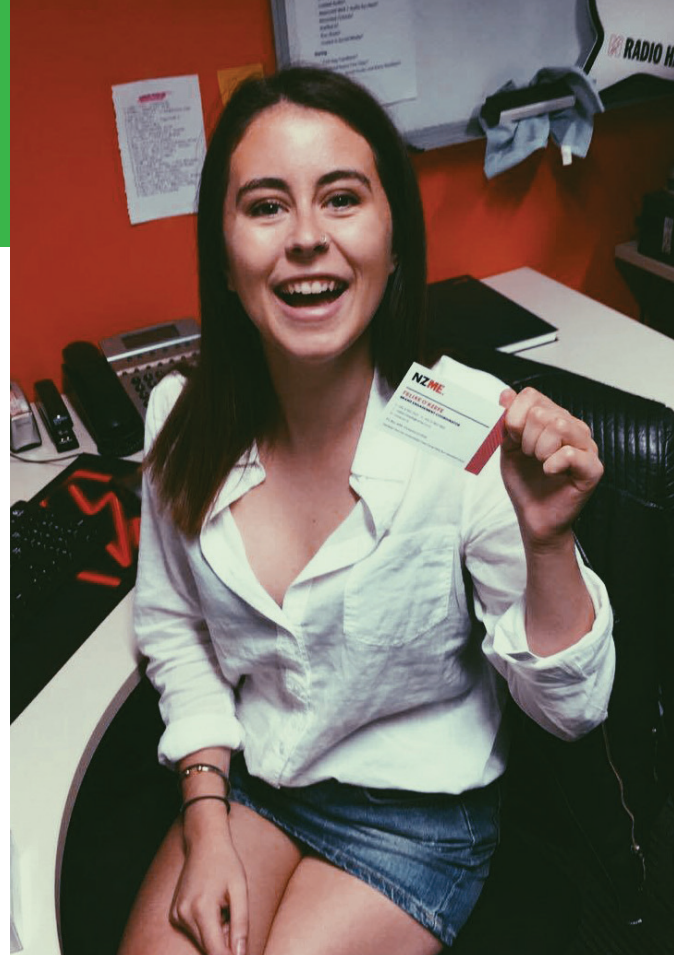
Felixe O'Keefe
Brand Engagement Coordinator
NZME
Christchurch

I've always wanted a career in the Media and Entertainment industries, but wasn't sure about which path I wanted to take. I decided on Radio because I love music and thought that you can get a lot more of your personality across. I had a Google one day and came across the New Zealand School of Radio in Tauranga, applied, and soon enough I got in and was on my way up to the North Island (not that my Mum was too happy about that!).

At NZSOR you get the opportunity to do so many cool things, and meet and learn from all sorts of people in the industry. It's such a fun and laid-back learning environment and the tutors work really hard to make sure you get to where you gain all the knowledge and skills to get to where you want to be in the industry.

My class was the coolest bunch of people and we all bonded straight away. We were like one big family! If you know what you want to do, then the tutors will go above and beyond to help you get out and experience the industry. I had the opportunity to go on a two week internship at NZME Tauranga, as well as go for work experience at NZME Christchurch and B FM up in Auckland.

I had the time of my life at NZSOR. Thanks heaps to Hamish, Lisa and Dan for giving me the opportunity and helping me to get to where I am now!



George Smith
**Promotions Assistant/
Weekend Announcer**
More FM Auckland/ Network

Coming from a small town, you grow up around a lot of people who aren't fussed on their jobs. Anyone who had a real passion for their job always motivated me to have the same!

Studying at the NZSOR was the best decision ever! After being rejected from the New Zealand Broadcasting School and working in Local Radio for a year, you pretty quickly realise that degree courses are for accountants & doctors... not people who work in radio.

Talking to Hamish helps you to realise the NZSOR will set you up with the knowledge, skills and contacts for a real crack at the industry.

The 20 week course covers every facet of radio, eventually giving you options to specialise in specific areas of the industry... or keep it broad if you haven't found your niche. The experiences available during the course are second to none. During the 20 weeks I went on a 3 week internship up at More FM Auckland, visited TVNZ, sat in on One News and Seven Sharp, toured Mediaworks & NZME Auckland, interviewed the Chiefs, sat in with Guy, Sharon and Clint, practiced news reading with Peter Williams... That's not even the half of it, but you get the idea!

I am now fully employed at More FM Auckland after finishing a 6 months internship. I work closely with the promo team, announce over the weekends and fill in on day shifts, I'm being trained to present news and traffic for the Mediaworks music brands... and pretty much anything else that crops up.

When you're in the industry. It's hard work, but brilliant work! You'll work with bright, enthusiastic, extremely clever people who are always keen to share their knowledge and advice. You'll get to travel. You'll always be challenged, always be learning and usually scare yourself at some point in the week. You'll meet musicians, comedians and entertainers who are at the top of their game.

And the best part is... you're part of a team who makes someones morning commute, workday or drive home a little bit more awesome!

Living in Tauranga is brilliant! There are always new things to do and see, beaches, watering holes, the people are great and all the opportunities of Auckland are just up the road.

There isn't a single broadcasting course I would recommend over the NZSOR. Hamish and the team genuinely want you to succeed and set you up with the opportunities right under the noses of eventual employers. 20 weeks of intense, hands-on study eventually leading to working in one of the most exciting industries in the world – you can't ask for much more!

If you have passion, an excellent work ethic and initiative you will do nothing but thrive in this course.... Get amongst it!

Are you next?

Is this course for you?

This course is for anyone that has a passion for Radio, Television or Music. The majority of our students are 17 – 28 years old, but if you've had some life experience, been travelling, want a change of career, then it could be for you too. The course has a large hands-on and practical element to it, so could suit you if you're the type of person who just wants to get on with it rather than sit around and read about it. This course will give you lots of opportunities to experience the Radio and TV industries, introduce you to the key players and give you a wide range of skills to get that crucial foot in the door!

What support will you get?

You will have access to an array of tutors and industry guests that are always available to offer advice, guidance and to answer any questions. We have a strong presence on Social Media including a very interactive Facebook page, an Alumni page, Instagram and Twitter profiles. Our website is full of information and everything you will ever need whilst studying with us is online and accessible 24-7.

What resources will you need?

You will need a Laptop (Preferably Windows not Mac), if you don't have one, we can help you with that
A set of Headphones (Sennheiser or Phillips are good)
Pens, pad and binder
Adobe Audition, recording software (optional)

Application Procedure

Pre-requisites

To be eligible to apply for the NZ School of Radio;
You have to be over 17 years old.
You must have a minimum of eight credits at Level 2 or above from written and/or oral communication related standards, or evidence of equivalent knowledge and skills.
Good communication skills.
English Requirements - IELTS Level 5 or equivalent
Previous experience in radio, public speaking, drama & speech is an advantage.
You must be enthusiastic, keen to learn and committed to a career in radio!

Fees

The fees for the course are \$7895 including GST. There is also \$1000 available through Study Link to cover Course Related Costs which you can use to purchase a laptop and some recording software called 'Adobe Audition' (this is optional)
The course is approved by the New Zealand Qualifications Authority.

Most students are eligible for a Student Loan and Student Allowance through Study Link. To apply contact Study Link on 0800 88 99 00 or apply online at:
www.studylink.govt.nz/student

To Apply

If you wish to apply for the course you can fill out an application form online at: www.radiocareer.net

Alternatively, you can contact the Managing Director, Hamish Denton by phone or email:

P: 07 578 1521
E: hamish@radiocareer.net

Once we have received your application you will be contacted for an interview either on the phone or at the campus in Tauranga.

