

## Academy offers international program director course

Commercial Radio Australia's Program Director course has been restricted to Australian radio students since 2005, but from 2013 the course will return to help raise the standard of radio managers worldwide.



CEO of the International Media Broadcasting Academy, Steve Ahern, said the course would offer the same outcomes as in previous years, but will now be remotely accessible to anyone with an internet connection.

"The radio industry is taking giant strides across the subcontinent, Africa and Asia, but the highest level of industry specific training isn't always available, keeping individuals, stations and networks from reaching their potential."

As the director of Radio at Australia's peak broadcast training university, the Australian Film, Television and Radio School until 2009, Ahern delivered the course the last time it was offered internationally, with highly successful results.

"It is common for people to be promoted into a programming or management position, but not to really understand all the things they have to do in their new role. This course is a practical way of filling that gap fast.

"Past students of this course have accelerated their career progression, becoming successful programmers and then moving into other general management positions. One past student of this course became the CEO of a broadcast company and another is now lecturing in media at a university," Ahern said.

Global accessibility and flexibility is of paramount importance in this course. The one year part time course will be offered online, with tutorials conducted via Skype and assignments submitted via the IMBA website. Travel costs won't be an issue, and students will be able to continue working in their organisation and applying best-practice standards in their stations. The course is available for \$5 000 AUD, commencing in February 2013.

For more, go to [www.imbacademy.com.au/radio-pd-course](http://www.imbacademy.com.au/radio-pd-course).