



**DIGITAL MIGRATION  
POLICY AND REGULATION,  
25<sup>th</sup> – 29<sup>th</sup> May 2015**

**&**

**BROADCAST CONTENT  
DEVELOPMENT,  
1<sup>st</sup> – 5<sup>th</sup> June 2015**



**BLANTYRE, MALAWI**

***DIGITAL MIGRATION POLICY &  
REGULATION, 25<sup>th</sup> – 29<sup>th</sup> May 2015***

**Workshop Overview:**

Details of current licensing of broadcast stations across Africa an overview of emerging licensing proposal across Africa Matching policy with Licensing.

**Target Group:**

- Managers of broadcast stations,
- Regulatory affairs officers of broadcast stations, and
- Regulators especially officers responsible for the spectrum.

**Workshop Contents/Topics:**

1. Quick look at Electromagnetic spectrum, with specifics on radio communication spectrum.
2. Broadcast spectrum, yesterday, today and tomorrow
3. Understanding current trend in spectrum usage
4. Valuation of the broadcast spectrum

5. Future spectrum needs of the broadcast industry
6. Regulatory authority in the communication industry, single or dual regulator
7. Current licensing method in the broadcast industry in Africa
8. Emerging Licence methods in Africa
9. Broadcasting policy and practice in Africa
10. Broadcast Licence as an asset.

**Workshop Objectives & Key Benefits:**

- To fashion out desirable policy for Digital Broadcasting.
- To be able to set up procedures for licensing in a Digital environment.
- Be able to identify activities involved in Digital Broadcasting.
- Be able to provide general strategy for decision making.

## **BROADCAST CONTENT DEVELOPMENT, 1<sup>st</sup> – 5<sup>th</sup> June 2015**

**Course Overview:** The need for broadcast stakeholders to position themselves into the analogue to digital migration era and take control of their future cannot be overemphasized. This course will offer strategies on how to generate content within a locality but with crossover appeal to gain cross-boundary audiences. The Nigerian Nollywood experience will be used to fast-track knowledge of how to achieve quick-wins; without compromising standards.

**Target Audience:** The course is designed for radio, television and film producers; and those aspiring to pursue a career in content development.

**Pre-requisite/s:** Although tertiary level education in any field may be ideal, those with less could cope.

**Pain Points:** Those without prior content generation experience may require extra efforts to cope. However, strong interest and high motivation in content development may overcome the pain point.

**Value Proposition:** The course participant will have a broad based outlook of how to source content locally and in its original form; shape concepts to metamorphose into program content; and position the content to satisfy cross cultural appeals.

**Methodology:** Teaching and practical methods shall be used with projects to show at the end of the course.

### **Workshop Objectives:**

1. To understand how to generate content from local sources and turn ideas into programs.
2. To learn to induce culture contents in productions.
3. To appreciate the place of content in the scheme of digitization and learn to take advantage thereof.

### **Workshop Learning Outcomes:**

- I. Learn what it takes to produce a broadcast content from script to program.
- II. Understand the techniques of satisfying audiences.
- III. Appreciate the place and placement of culture identity within the scheme of broadcast to enhance originality.

### **Workshop Contents/Topics:**

- a) The Sources of Content Within a Locality
- b) Developing the Program: Scripting
- c) Developing the Content: Directing/Producing
- d) Developing the Content: Editing
- e) The Place of Culture in Content Development
- f) The Necessary Content for Audiences
- g) An Outlet for the Content: Economic Options



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## REGISTRATION FORM

(Please tick against the workshop you wish to attend)

**Digital Migration Policy & Regulation** - Tuition fee @ US\$ 1,200.00 per person

**Broadcast Content Development** – Tuition fee @ US\$ 1,200 per person

IN ORDER TO SECURE YOUR REGISTRATION, PAYMENT IS DUE IN FULL UPON RECEIPT OF INVOICE.

Confirmation – Your registration will only be confirmed until such time as payment is received.

**Payable to:**

Bank: Standard Chartered Bank  
Westlands Branch  
P. O. Box 14438  
Nairobi, KENYA

Account Name: **AFRALTI**  
Account No: **870 809 6935 200**  
Currency: **US Dollar**  
Swift Code: **SCBLKENXXXX**  
Beneficiary: AFRALTI

**Workshop Contacts:**

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SURNAME/MAIN NAME: \_\_\_\_\_

OTHER NAME/S: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

CITY & COUNTRY: \_\_\_\_\_

JOB TITLE/DESIGNATION: \_\_\_\_\_

TELEPHONE - Office: \_\_\_\_\_

TELEPHONE - Mobile: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

HOTEL BOOKING (IF APPLICABLE/REQUIRED) *List of recommended hotels available upon request*

Hotel Choice No. 1: \_\_\_\_\_

Hotel Choice No. 2: \_\_\_\_\_

Check In Date: \_\_\_\_\_ Check out Date: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Email this page only to workshop contacts provided**