

JAYNE MORGAN – CURRICULUM VITAE



PERSONAL DETAILS

Name: Jayne Morgan **Address:** PO Box 367, Grahamstown, 6140
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Marital Status: Married, 2 children **ID Number:** 6309040539183

EMPLOYMENT HISTORY

In December 2002, I left full-time employment as a radio producer to freelance in a variety of areas: writing, media consultancy, media training, audio production and training.

Writing

- ❑ Sole writer for Woolworths in-house magazine, *Shop-Talk*;
- ❑ Web copy: Woolworths Ltd, Pearson South Africa, VPS Networks.
- ❑ Feature writer: Rhodes Research Report 2011 and 2012. 8x2000 word in-depth pieces for each edition.
- ❑ Writer: Rhodes Marketing Department – School of Languages Booklet, Rhodos Internationalisation Special Edition.
- ❑ Magazine features (*Journal of Marketing*, *Upfront* (BA inflight magazine – monthly travel column), *SA Inbound*, *Property Professional*), *Your Baby*.
- ❑ Copy writing: Radio ads, press releases, press packs, brochure copy, scripts of all kinds for a variety of clients.

Media Consultancy

- ❑ PR and media relations: Woolworths, Arabella Sheraton Group, Cape Town Routes Unlimited, Milestone Studios, Ambience Inn Group, freelance for Meropa PR, freelance Total Media PR, Rhodes MA in Creative Writing.
- ❑ Devised and led social media and reputation management workshops for Woolworths.

Media Training

- ❑ Corporate media training – for, amongst others, Woolworths, Virgin Active, Sanlam, Old Mutual, ArabellaSheraton, Independent Democrats, Mweb, Capitec Bank, Santam, BAT, Old Mutual, V&A Waterfront.

Journalism training and capacity building

July 2014 – December 2014

Radio Lecturer (leave replacement), Rhodes University Department of Journalism and Media Studies

- ❑ Teaching 3rd year radio specialisation students with a focus on audio storytelling, interviewing, development of programme ideas for talk and speech radio.

February 2014 – November 2014

Consultant, *Up4Debate*

- ❑ Working with 4th year radio and PG Dip students to conceptualise and produce a weekly, 'issues behind the headlines' recorded debate programme that was distributed via the Grocott's Mail website and Radio Grahamstown.

February 2010 – June 2011

Consultant, *Indaba Ziyafika* – a community media project run by Rhodes University Department of Journalism and Media Studies and funded by the US Knight Foundation aimed at strengthening community media as an essential component of healthy democracy. I was working with Grocott's Mail (community paper) and Radio Grahamstown:

- ❑ Conception and production of weekly youth show, *Y4Y*, aimed at all Grahamstown's 15 – 17 year-olds. The brief was to tackle issues common to all adolescents and to bridge the gap between our extremely divided school communities. To expose learners to radio production techniques and to build their confidence through the experience of taking part in a live on-air discussion.
- ❑ Conception and production of twice-weekly news and current affairs shows – *Drivetime Live* and *Lunchtime Live* – training citizen journalists to cover hyper-local issues.
- ❑ Mentorship of station management on organisational development, programming, station policy, sales and marketing. Focus on training of on-air volunteers and on advertising sales.

July 2010 – November 2010 (concurrent with the above)

Acting Head of Radio, Rhodes University Department of Journalism and Media Studies.

- ❑ Ran the Rhodes radio division and taught 4th year radio specialisation courses on documentary-making and audio story-telling. Introduced Post Grad Diploma in Journalism students to the first principles of radio production.

Audio production

In 2007, I founded **Podcart**, a company that creates quality downloadable audio for brands.

- ❑ Conception and production of podcasts and downloadable audio for a variety of clients including: Woolworths – “Making Friends With Money”, Santam – “Be Safe Out There”, Old Mutual – “Old Mutual Success Stories”, Mail & Guardian – weekly podcast “Between the Pages”, Cape Town Routes Unlimited monthly podcast, Stallekaya Wines, UCT, The Taj Hotel, Cape Town;
- ❑ Audio CD for *Mandela: Celebrating the Legacy* (published 2013 by Pearson Education);
- ❑ Consultancy and training on the creation and use of downloadable audio and podcasting: Moneyweb, Times Media Limited (ongoing multi-media training for print journalists);
- ❑ Guest speaker on podcasting at a variety of conferences and institutions including: DCI/Highway Africa, Cape Town Graduate School of Business Nomadic Marketing Course, Cape Peninsular University of Technology Media Conference;
- ❑ Ran *Fest Focus* – daily podcast for South Africa’s National Arts Festival – a project of Rhodes Department of Journalism and Media Studies – 2009/2010/2011.

SALARIED EMPLOYMENT (proper jobs)

Jun '99 – Dec 02

Senior Producer, 702 Talk Radio, Head of Productions Department:

- ❑ Responsible for the 702 station sound including conception and production of all 702 on-air promotional material and campaigns – generic, event and programme specific;
- ❑ Conception/writing/production client adverts;
- ❑ Creating on-air promotion and competition concepts for clients;
- ❑ Managing and administering productions department budget and team of four.

Jan '98 – Jun'99

Senior Producer, *John Robbie Show*, 702 Talk Radio:

- ❑ Responsible for the content, production and live studio production of the 702 morning show presented by John Robbie. Three hour current affairs/features based talk show including everything from high profile guests to competitions to debate.

May – Dec '97

Head of Radio Training, Institute for the Advancement of Journalism (Jhb):

- ❑ Responsible for all radio training done by the IAJ including conceptualising, developing and organising courses;
- ❑ Strategising and budgeting for future training initiatives;
- ❑ Working with funders;
- ❑ Managing a team of course co-ordinators and trainers;
- ❑ Training on courses for community /SABC/commercial stations.

Sept '95 – Mar '97

Producer/Trainer, SAfm, SABC (Johannesburg):

- ❑ Produced *The Big, Big Brunch* (3-hour Saturday morning live magazine programme presented by Bruce Millar and Alan Swerdlow);
- ❑ Conceived and produced new programmes *Total Exposure* (daily interview with high-profile South Africans), SAfm's *Pick of the Week*, *The Stumm Commission* – a left-field talk show for the new South Africa;
- ❑ Worked with SAfm staff to conceptualise new programmes and improve existing ones by increasing the scope of ideas and production techniques;
- ❑ Responsible for training and mentoring production trainees from previously disadvantaged backgrounds.

Jan '94 – Aug '95

Senior Producer – Magazine Programmes BBC Radio 4

- ❑ Managed two producers and a PA to produce Radio 4's flagship Saturday morning talk show, *Loose Ends* – a combination of celebrity guests, features, live music and comedy presented by (the late) Ned Sherrin;
- ❑ Responsible for ensuring that the programme continued its reputation for imaginative and innovative content;
- ❑ Managed programme budget;
- ❑ Live studio production;
- ❑ Produced several half-hour documentaries broadcast on R4.

May '92 – '94

Producer – Magazine Programmes BBC Radio 4

- ❑ Responsible for content ideas and production for the following programmes: *The Radio Programme* (half hour magazine on all aspects of radio); *You and Yours* (daily consumer programme); *Loose Ends* (see above); *The Summer Strand* (live hour of topical conversation and features); *The Locker Room* (weekly magazine focusing on the 90's man); *Call Nick Ross* (weekly current affairs phone-in); several one-off features and documentaries.

July '89 – May '92

Researcher – Magazine Programmes BBC Radio 4

- ❑ Sourcing and researching guests, writing presenter briefs and questions.

Sept '86 - Mar '89

Marketing Executive - Maxwell Communication Corporation

- ❑ Working in a range of publishing/printing and IT companies in the Maxwell Group as a management trainee.
- ❑ Trained in all aspects of PR and marketing.
- ❑ Attended several management training courses.
- ❑ As Assistant to the Group Marketing Director consulting with individual companies in the group to develop marketing planning and communications strategies.

PRACTICAL

Soundscapes/DD-Clip/CoolEdit/Adobe Audition digital editing programmes, touch typist, clean driving licence.

EDUCATIONAL QUALIFICATIONS

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| 2013 | Rhodes University, Master of Arts in Creative Writing (awarded with distinction) |
| 1988 - 1989 | Institute of Marketing Management (IMM)
Post Graduate Diploma in Marketing |
| 1983 - 1986 | University of Durham, Joint Honours English and Latin - 2:1 |
| 1980 - 1982 | Queen Mary's College, Basingstoke (UK)
3 'A' Levels - Latin - A, English Lit - B, Maths/Stats - B
1 'S' Level English Literature - Grade 1 (Distinction) |

References available on request