



RMG
RIVIERA MEDIA GROUP

To create great radio commercials, you need skills in....

- Creative/Persuasive Writing
- Audio/Music/Digital Production
- Drama & Communications
- Presenting/Sales Techniques
- Branding, Marketing & Business Strategy

Creative Radio Advertising Exams

- Beginner (Primary School level)
- Intermediate (younger Secondary School candidates)
- Advanced (older Secondary School candidates)
- DipLCM Diploma (hybrid-semi professional)
- ALCM, LLCM & FLCM Diplomas (Professional qualifications)

Exam Assessment

- First three levels can be taken in groups or individually
- 2 Commercials, program notes and self-evaluation.
- First three levels are assessed completely online
- Diploma Levels are individual exams
- Diploma Levels are assessed in person by two examiners

Exam Support Learning

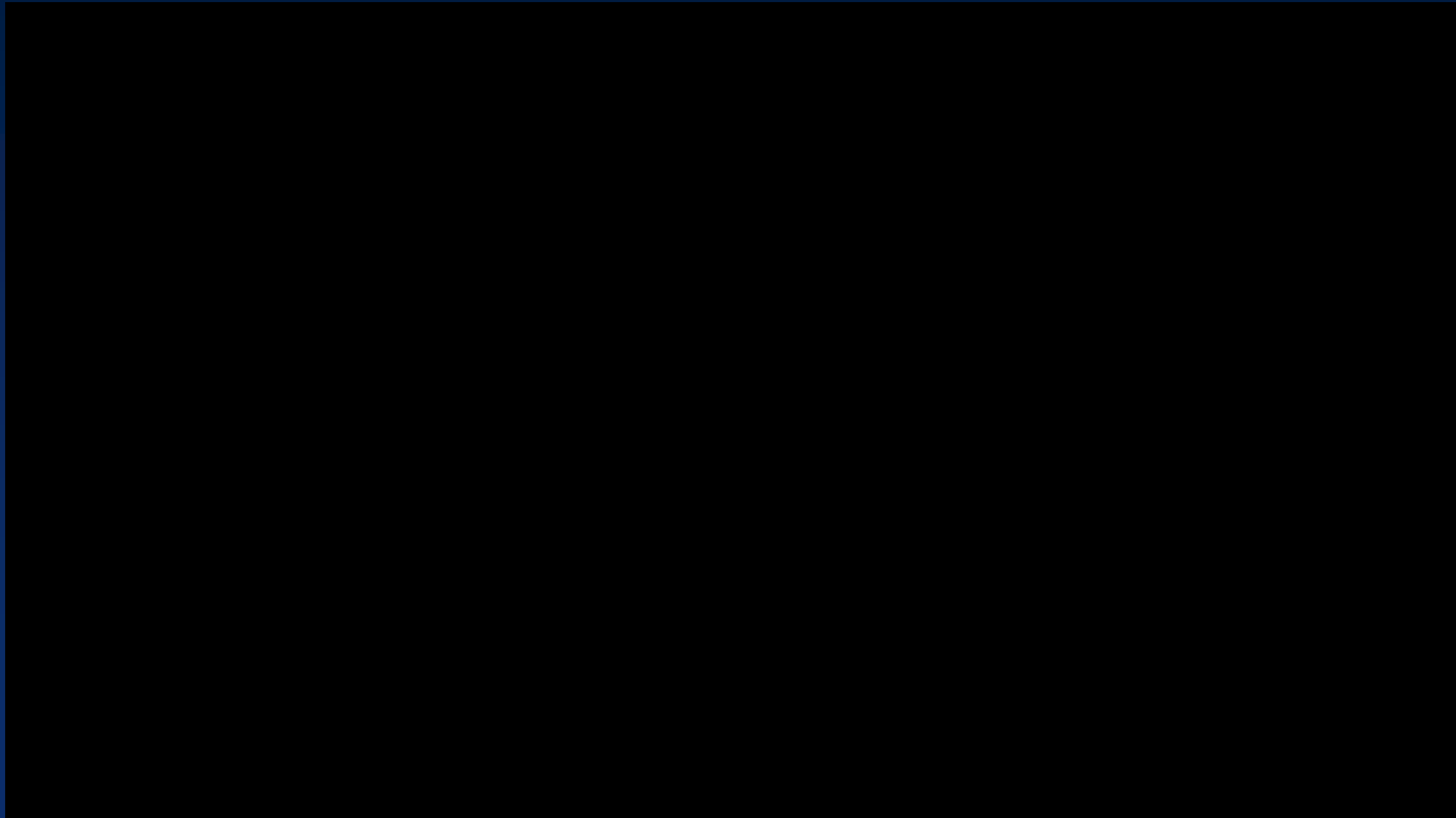
- Each exam fee includes access to an interactive e-learning website and learning material (Tablet books etc). Additional support via:
- Subject-specific webinars
- Group or individual tuition from top tutors
- Local Workshops



RMG have been working with  UTV Media

On a schools project called:  uCreate

This involves linking schools with brands & companies, working to create radio adverts using real-world briefs.



Methodology

- Radio station approaches a Company
- Companies provide real-world advertising briefs
- Students work with RMG to provide professional results
- The best work is broadcast

Company Benefits

- Ethical messaging - apply ethical corporate values
- Community engagement
- Brand awareness
- Media Exposure
- Key audiences - opportunity to drive brand loyalty

Radio Group Benefits

- Community engagement
- Brand awareness & loyalty
- In the UK, over 800 schools now participating!
- **Increased airtime sales**

Two examples of radio commercials - broadcast on UTV radio stations in the UK in 2012



How much do the exams cost?

- **UK cost: From £40 per student!**
- Companies sponsor schools or schools/parents fund

London College of Music Global Network

China

India

Europe

Africa

Asia

Australasia

Russia

South America

