



For immediate release

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Open call: Sound Waves – Podcast Training Lab

The [Goethe-Institut Johannesburg](#), the [French Institute of South Africa \(IFAS\)](#), and the [South African Podcasting Guild \(SAPG\)](#) are excited to announce an open call for applications running from 29 April to 23 May for [Sound Waves: Podcast Training for Audiovisual Professionals](#) a unique, in-person training programme aimed at early to mid-career audiovisual creators **from South Africa, Lesotho, and Malawi.**

Taking place in Johannesburg, South Africa, from **7 to 11 July 2025**, the five-day training programme will equip 12 selected participants with the creative and technical skills to harness the power of podcasting for storytelling, advocacy, and community engagement.

The programme is supported by the French Institute in Paris and the German Federal Foreign Office through the French-German Cultural Fund, a joint initiative of the French and German governments promoting cultural cooperation in third countries. It will feature expert facilitators from South Africa, France, and Germany. Participants will engage in a dynamic mix of sound-focused workshops, podcast production training (including scriptwriting, legal and ethical frameworks, and distribution), live recording sessions, studio visits, and public discussions – all designed to foster professional growth and amplify underrepresented voices in the podcasting landscape.

"Sound Waves is a platform for amplifying diverse voices and fostering innovation in storytelling. By equipping cultural professionals with essential tools and knowledge, we are creating opportunities to explore impactful and engaging podcasting in Southern Africa." Nesa Fröhlich, Head of Information Services Sub-Saharan Africa.

"This programme reflects our commitment to supporting cultural professionals across Southern Africa through practical training and regional collaboration. Podcasting offers a flexible, accessible format for telling stories that matter – and Sound Waves is about building the skills and

networks that make that possible.” – Emmanuelle Denavit-Feller, Regional Head of New Media, Film & Television at the French Institute of South Africa.

“Podcasting has the power to inform, entertain, and shift perspectives – but only if we invest in the people behind the mic. Sound Waves is an investment in creators who will bring new narratives to life, and SAPG is honoured to be part of that journey,” says Paulo Dias, Head of Industry Relations, South African Podcasting Guild (www.sapg.co.za)

The training features contributions from international podcasting and audio experts Claire Richard (France), Philip Artelt (Germany), and Dina Elsayed (Germany), alongside leading South African leading podcast experts, including Paulo Dias, and members of the South African Podcasting guild.

Who Should Apply:

Applications are invited from audiovisual professionals and emerging creators who are based in South Africa, Lesotho, or Malawi.

Professionals who are passionate about podcasting and audio storytelling, especially women and those working with underrepresented communities, are encouraged to submit applications. Applicants must be available to attend the full training in Johannesburg. Selected participants from outside Johannesburg will have their travel and accommodation covered for the duration of the programme.

How to Apply:

Applications will be accepted via an online form available on the IFAS and Goethe-Institut websites: www.goethe.de/ins/za/en/index.html or www.frenchinstitute.org.za and social media from 29 April. The call will close on 23 May or once 150 complete applications have been received – whichever comes first. A special information webinar will take place on 6 May 2025 at 10h00 (SAST) for interested participants, outlining everything one needs to know about applying for the Sound Waves Lab.

For more information and to receive the application form, attend the *Sound Waves* information webinar on 8 May 2025 at 10h00 (SAST). Details to follow on partner websites.

Media contact:

Sharlene Versfeld
Versfeld and Associates

On behalf of the Sound Waves project partners

Mobile: +27 (0) 83 326 3235

Email: sharlene@versfeld.co.za