Radio, Television and Broadcast News - Radio Major

SCHOOL FOR ADVANCED DIGITAL TECHNOLOGY

Overview

Are you ready to make waves in radio broadcasting, podcast production, voice acting and more? The Radio major within the Radio, Television, and Broadcast News program at SAIT is your ticket to an exciting career in audio entertainment and communication.

At SAIT, we understand the power of the spoken word and the art of audio storytelling. Our Radio major offers an exceptional learning experience that combines classroom instruction with hands-on training and real-world exposure.

You'll get hands-on experience by hitting the airwaves on SAIT's campus radio station, saitradio.com. Whether you dream of being a radio personality, newscaster, DJ or podcast host, you'll have the chance to hone your skills in a real broadcasting environment.

Build advanced audio production experience by learning the art and science of audio production with our facilities and equipment. Learn advanced multi-track digital audio production techniques, ensuring you have the technical skills to create high-quality content that stands out in today's competitive media landscape.

Craft compelling stories that capture your audience's attention. Our program provides extensive training in creative writing, helping you develop the ability to script engaging and entertaining radio segments, podcasts and other audio content.

Finally, develop an understanding of the importance of marketing and promotion in the media industry. Gain valuable insights into promotional planning and execution to effectively connect with your target audience and build a loyal following.

Take it from our graduates

Our radio broadcasting program has a record of producing successful graduates who make their mark in Calgary, Canada, and even on the international stage.

Many of our graduates are radio personalities and DJs, hosting their own shows and engaging audiences. Some work behind the scenes as producers or writers, contributing to and shaping stories. Others have discovered opportunities as voice actors for animation, videos or commercials.

Our alumni network includes individuals who have achieved remarkable success, such as the SAIT radio grad who became the imaging director and head sound designer for Howard Stern's stations on Sirius XM.

This program involves two years of full-time study, along with an industry practicum in your fourth semester.

Are you ready to be the next voice that captivates the airwaves? SAIT's Radio major within the Radio, Television, and Broadcast News program is your gateway to a rewarding and dynamic career.

Traits, skills and aptitudes

Those in radio are innovative, directive, social and methodical.

You need:

- creativity
- self-confidence
- friendliness and a positive attitude
- good voice projection and enunciation
- excellent writing and reading skills
- an accurate memory
- the ability to "ad-lib" and provide interesting small talk
- a high level of enthusiasm
- adaptability and perseverance
- passion for your work
- the ability to work with a wide variety of people

- the ability to give and take constructive criticism.

You should enjoy working with music, videos and other news and entertainment, entertaining others and finding innovative solutions to problems.

Practicum, Co-op and Work Integrated Learning

You will participate in a four-week practicum at a participating radio station in positions related to writing/advertising, production or on-air.

Credentials

Upon successfully completing this program, you'll receive a SAIT Radio, Television and Broadcast News diploma with a major in Radio.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and meet all the following requirements or equivalents:

- at least 60% in English Language Arts 30-1 or 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following estimated costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,072	$1,764.50	$7,836.50
2	2	$5,244	$1,764.50	$7,008.50
			Total cost:	**$14,845**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$23,793	$1,764.50	$25,557.50
2	2	$20,548.50	$1,764.50	$22,313
			Total cost:	**$47,870.50**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $1,000 - $1,500 per full-time year.

This is a bring-your-own-device program with a standard computer hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.