

RNTC (Radio Nederland Training Centre) invites applications for its:

## **International Course Broadcast Management (Radio - Television - Internet)**

<b>Duration:</b>	2 weeks
<b>Type of Diploma:</b>	Certificate
<b>Course dates:</b>	May 31 <sup>st</sup> – June 11 <sup>th</sup> , 2010

<b>RNTC application deadline:</b>	1 <sup>st</sup> October, 2009
<b>Embassy NFP application deadline:</b>	1 <sup>st</sup> December 2009
<b>NFP application deadline:</b>	1 <sup>st</sup> January 2010

### **Course Aims:**

To strengthen the capacity of managers working in the media sector (in programme and/or journalism management) to contribute to organisational development in a changing media environment.

### **Course Rationale:**

More than ever broadcast managers have a crucial role to play in ensuring the success and the future of the organisations they work for. Whether working for state, public, private or commercial broadcasters managers face the challenge of having to help their organisations adapt and thrive in an increasingly competitive media industry. Characteristic of the industry are rapid technological change, fragmented and fickle audiences able to choose from a growing number of media outlets, and a complex, shifting political and legislative environment.

Where once it was enough to have a background in either media or in some form of management, broadcast management is now increasingly seen as a discipline in its own right, requiring professionalisation; broadcast organisations now need to be committed to ensuring their managers develop and continue to develop the knowledge, skills and attitudes they need to be effective and successful.

Traditionally broadcast managers have been either promoted from the ranks of programme-makers and journalists or appointed from management positions outside the broadcast sector. In both cases they often find themselves not well-equipped for the specific challenges of broadcast management in which a proper understanding of the creative process and the production pathway has to be combined with the ability to manage limited financial and technical resources, and give innovative leadership to a group of highly creative and articulate individuals.

### **Course Content:**

The course will focus on the knowledge, skills and attitudes needed by managers at departmental level in broadcast journalism and programming. This will include attention to leadership and management styles best suited to working with journalistic and creative programme staff. Attention will also be given to editorial management and to the role that innovation and feedback can play in improving the quality of journalistic and programme output and in motivating and developing staff.

Participants will also become familiar with instruments to analyse the broader organisational and media environment and how this affects management policy and decision-making at departmental level.

Participants will be able to formulate the contribution managers can make to organisational development as

well as to effective staff recruitment and improved staff performance, for instance through systematic staff appraisal and training/coaching.

The course will emphasise exchanging and sharing knowledge and experience with the other international broadcast managers on the course. Working visits to broadcast public and commercial organisations in the Netherlands will allow participants to gain insights into other broadcast management structures and practices, and to discuss problems and potential solutions with colleagues working at similar management levels.

The course is designed to coincide with RNTC's Training the Trainers course which will allow the participating managers to analyse and discuss with trainers and training organizers the potential role of training in helping them to identify and correct performance problems within their departments. Attention will also be given to their own role in coaching and mentoring staff.

#### **Applications:**

Application is open to citizens of all developing and newly emerging countries. However, those applying for a **Netherlands Fellowship** (covering the cost of travel, accommodation and course fees) **must be** nationals of one of the following 61 countries: Afghanistan, Albania, Armenia, Autonomous Palestinian Territories, Bangladesh, Benin, Bhutan, Bolivia, Bosnia-Herzegovina, Brazil, Burkina Faso, Burundi, Cambodia, Cape Verde, China (except citizens from Hong Kong and Macao), Colombia, Costa Rica, Cuba, Democratic Republic of Congo, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, Georgia, Ghana, Guatemala, Guinea-Bissau, Honduras, India, Indonesia, Iran, Ivory Coast, Jordan, Kenya, Kosovo, Macedonia, Mali, Moldova, Mongolia, Mozambique, Namibia, Nepal, Nicaragua, Nigeria, Pakistan, Peru, Philippines, Rwanda, Senegal, South Africa, Sri Lanka, Sudan, Surinam, Tanzania, Thailand, Uganda, Vietnam, Yemen, Zambia, Zimbabwe.

Those who want to apply for a **Netherlands Fellowship** should do so through the appropriate Dutch Embassy, observing the appropriate embassy deadline (consult the NFP Short Course information at the NUFFIC website at [www.nuffic.nl](http://www.nuffic.nl) or the appropriate embassy website) and can do so only after having received a conditional letter of acceptance by RNTC.

Applicants **not eligible for a fellowship** from the Dutch government may make their applications directly to RNTC giving proof of sponsorship to cover the course fee, travel, and accommodation.

#### **Requirements:**

The course is open to managers working in programme/editorial management at departmental level in the state, public, private or commercial broadcast sector. Applicants are expected to have at least three years experience of working in broadcasting and should be currently working in management; a minimum of secondary education/professional education or training in media and a good command of the course language: English (written and spoken).

#### **Course fee:**

Information on request (for non-fellowship applicants).

PLEASE NOTE: **Netherlands Fellowship Programme** applications have to be submitted to the Fellowship Officer at the appropriate Dutch Embassy or Consular Post before the embassy deadline (around December 1<sup>st</sup>, 2009). Please check the relevant embassy deadline at [www.nuffic.nl](http://www.nuffic.nl) or on the appropriate embassy website or consult the Fellowship Officer. Before applying for a fellowship, applicants will need to apply directly to RNTC and receive a conditional letter of acceptance giving proof of eligibility. Course applications from those intending to apply for a fellowship should reach RNTC by October 1<sup>st</sup>, 2009. The deadline for **non-fellowship applicants** is February 28<sup>th</sup>, 2010. Course application forms can be obtained from RNTC either directly or from our website.

RNTC is a centre of excellence in the field of development of media and of the use of media for development; since its establishment in 1968 it has trained well over three thousand professional broadcasters from the developing world in the Netherlands and many more worldwide. RNTC has ISO Certification.

Email: [info@rntc.nl](mailto:info@rntc.nl)

Website: [www.rntc.nl](http://www.rntc.nl)

Fax: + 31 35 6724531

RNTC (Radio Nederland Training Centre) invites applications for its:

## **Facts and Formats: Creative ways of informing people (Radio & Internet - Television & Internet)**

<b>Duration:</b>	12 weeks
<b>Type of Diploma:</b>	Certificate
<b>Course dates:</b>	September 13 <sup>th</sup> – December 3 <sup>rd</sup> , 2010

<b>RNTC application deadline:</b>	15 <sup>th</sup> January, 2010
<b>Embassy NFP application deadline:</b>	1 <sup>st</sup> March 2010
<b>NFP application deadline:</b>	1 <sup>st</sup> April 2010

### **Course Aims:**

To strengthen the capacity of broadcast journalists/programme-makers from developing and newly-emerging countries and of the organisations they work for to compile and produce factual programming designed to inform audiences in an effective and attractive way about development-related issues and events of importance to their everyday lives.

### **Course Rationale:**

Broadcasting organisations working through radio, television and increasingly new media are an important source of information to people around the world; a source of information that can help people to make informed decisions about their lives, improve their quality of life and contribute to the social and economic progress of the societies they are a part of. Broadcasting organisations with a serious mission to inform have to do more in their factual programming than keep their audiences up to date with the news of the day; they have to place it in a context, examine and encourage debate about its (potential) impact on their listeners and viewers and where necessary provide a follow-up. And beyond current affairs there is a whole range of development-related factual programming which provides audiences with valuable information in areas that are linked to the interests and aspirations they have in their private and in their working lives, to their rights and duties as individuals and to their place and role in society as a whole. Much factual programming suffers from unimaginative treatment and an approach to the conveying of information that is routine and shows scant regard for the information needs of the audience. In an era of increased competition for audiences and of a proliferation of sources of information, the challenge facing journalists and programme-makers working in factual programming, is to make their programmes more effective and attractive. Part of that challenge – most evident in the application of Internet as a source of information – is about encouraging and developing ways for audiences to interact with their sources of information.

### **Course Content:**

Participants will explore a variety of formats used in contemporary factual programming and analyse their strengths and weaknesses and their suitability for different target audiences. Special attention will be given to the skills required to develop and present creative programme ideas, to carry out programme research and to produce effective and attractive factual programming making appropriate use of different formats. As



well as carrying out a number of radio or television course assignments focusing on development-related issues of concern to their audiences at home participants from both media will also develop ideas and factual content for the internet ; in doing so they will learn to combine text, photo's, audio and video to best effect and to make use of the possibilities offered by the medium to interact with the target audiences as a means to gain feedback, give additional information, encourage discussion and debate, and develop closer ties between the broadcasting organisation and its audience.

Considerable emphasis will be placed on teamwork and where appropriate on combined sessions involving group work and interaction between radio and television participants. Course assignments will be carried out using analogue and digital recording and editing equipment. After leaving the Netherlands at the end of the course participants will become part of a network of journalists and other experts through RNTC's website, intended to foster co-operation and the further exchange of ideas and experience in the field of factual programming.

#### **Applications:**

Application is open to citizens of all developing and newly emerging countries. However, those applying for a **Netherlands Fellowship** (covering the cost of travel, accommodation and course fees) **must be** nationals of one of the following 61 countries: Afghanistan, Albania, Armenia, Autonomous Palestinian Territories, Bangladesh, Benin, Bhutan, Bolivia, Bosnia-Herzegovina, Brazil, Burkina Faso, Burundi, Cambodia, Cape Verde, China (except citizens from Hong Kong and Macao), Colombia, Costa Rica, Cuba, Democratic Republic of Congo, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, Georgia, Ghana, Guatemala, Guinea-Bissau, Honduras, India, Indonesia, Iran, Ivory Coast, Jordan, Kenya, Kosovo, Macedonia, Mali, Moldova, Mongolia, Mozambique, Namibia, Nepal, Nicaragua, Nigeria, Pakistan, Peru, Philippines, Rwanda, Senegal, South Africa, Sri Lanka, Sudan, Surinam, Tanzania, Thailand, Uganda, Vietnam, Yemen, Zambia, Zimbabwe.

Those who want to apply for a **Netherlands Fellowship** should do so through the appropriate Dutch Embassy, observing the appropriate embassy deadline (consult the NFP Short Course information at the NUFFIC website at [www.nuffic.nl](http://www.nuffic.nl) or the appropriate embassy website) and can do so only after having received a conditional letter of acceptance by RNTC.

Applicants **not eligible for a fellowship** from the Dutch government may make their applications directly to RNTC giving proof of sponsorship to cover the course fee, travel, and accommodation.

**All applicants must specify whether they are applying for the radio or the television course.**

#### **Requirements:**

Applicants should be mid-career broadcast journalists/programme-makers working in factual programming. They should have, as a minimum, secondary education/professional education or training in media and a good command of the course language: English (written and spoken).

#### **Course fee:**

Information on request (for non-fellowship applicants).

PLEASE NOTE **Netherlands Fellowship Programme** applications have to be submitted to the Fellowship Officer at the appropriate Dutch Embassy or Consular Post before the embassy deadline (March 1<sup>st</sup>, 2010). Please check the relevant embassy deadline at [www.nuffic.nl](http://www.nuffic.nl) or on the appropriate embassy website or consult the Fellowship Officer. Before applying for a fellowship, applicants will need to apply directly to RNTC and receive a conditional letter of acceptance giving proof of eligibility. Course applications from those intending to apply for a fellowship should reach RNTC by January 15<sup>th</sup>, 2010. The deadline for **non-fellowship applicants** is July 1<sup>st</sup>, 2010. Course application forms can be obtained from RNTC either directly or from our website .

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# APPLICATION FORM FOR A TRAINING COURSE

## RADIO NEDERLAND TRAINING CENTRE (RNTC)

*Please fill in this application as fully and clearly as possible.  
Applicants who do not complete their application properly have less chance of being  
considered for a place on RNTC courses.*

### **1 – Application Details**

Full Name (as it appears in your passport):

Country of Work/Residence:

Name of the course for which you are applying:

Course dates:

Please describe briefly how you heard about this course:

Please indicate how you intend to cover the costs of course fees, travel, accommodation, and living expenses:

- ☐ Application under the Netherlands Fellowships Programme\*
- ☐ Sponsorship by a third party\*\*
- ☐ At your own expense

*\* If you require further information about applications under the Netherlands Fellowships Programme please contact RNTC directly (see contact details on page 9) or enquire at the appropriate Royal Netherlands Embassy or Consular post.*

*\*\* If you are applying as a sponsored candidate, please enclose written confirmation by your intended sponsor.*

**APPLICATION FORM FOR A TRAINING COURSE  
RADIO NEDERLAND TRAINING CENTRE (RNTC)**

**2 - Personal data - Details of where and how you can be contacted**

*Please ensure that telephone numbers are correct and that they include the international country code and the area code as well as the subscriber number. It is important that they are numbers at which you can be contacted quickly.*

Family Name\*:

First name(s)\*:

Sex: M/F

Date of Birth:

Place and Country of Birth:

Nationality:

Mobile Telephone Number:

Home Telephone Number:

Work Telephone Number(s):

Email Address:

Correspondence Address:

Next-of-kin/person to be notified in an emergency:  
(Full name, address, telephone number, relationship)

*\* Please spell your names exactly as they appear in your passport*

# APPLICATION FORM FOR A TRAINING COURSE

## RADIO NEDERLAND TRAINING CENTRE (RNTC)

### **3 – Educational Background**

*Please give details of secondary and where applicable higher education plus any training workshops/courses that you have attended of relevance to your present work. Copies of the relevant qualifications should be included with your application.*

#### **Secondary Education**

School	Subjects	Qualification	Location	Dates From/to

#### **Higher Education**

Institution	Major Field of Study	Qualification	Location	Dates From/to

#### **Training**

Institution	Course/Field of Study	Qualification	Location	Dates From/to