



บันทึกข้อความ

ส่วนราชการ สำนักงานการประชาสัมพันธ์ต่างประเทศ สงค. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209.03/2494

วันที่ 26 เมษายน 2553

เรื่อง RNTC ประเทศเนเธอร์แลนด์ เชิญเจ้าหน้าที่ กปส. เข้าร่วมการอบรมหลักสูตรนานาชาติ

เรียน ผอ.สวท. ผอ.สทท. และ ผอ.สปข.1 - 8

RNTC ประเทศเนเธอร์แลนด์ กำหนดจัดหลักสูตรนานาชาติ (International Course) ประจำปี ค.ศ. 2011 - 2012 ณ เมือง Hilversum ประเทศเนเธอร์แลนด์ เพื่อให้บุคลากรด้านสื่อสารมวลชนจากประเทศที่กำลังพัฒนาและประเทศที่กำลังเปลี่ยนแปลง หรือบุคลากรในหน่วยงานสื่อสารมวลชนหรือองค์กรที่เกี่ยวข้องด้านสื่อสารสามารถเข้าร่วมการอบรม โดยไม่มีข้อจำกัดด้านอายุ หรือจำนวนผู้สมัครในแต่ละองค์กรหรือประเทศ แต่ผู้สมัครต้องปฏิบัติงานที่เกี่ยวข้องกับหลักสูตรหรือเนื้อหาของอบรม โดยมีรายชื่อหลักสูตรดังต่อไปนี้

หลักสูตร	ระยะเวลาอบรม	ประเภทของสื่อที่จะเข้าอบรม	หมดเขตรับสมัคร
Broadcast Journalism 2011: Sport and Society	31 ม.ค.-22เม.ย. 2554 (12 สัปดาห์)	วิทยุ / อินเทอร์เน็ต+ โทรทัศน์ / อินเทอร์เน็ต	15 พ.ย. 2553
Internet for Journalists	16 พ.ค.-24มิ.ย. 2554(6 สัปดาห์)	วิทยุ / โทรทัศน์ / สิ่งพิมพ์+อินเทอร์เน็ต	28 ก.พ. 2554
Broadcast Management	30 พ.ค.-10 มิ.ย. 2554 (2 สัปดาห์)	วิทยุ / โทรทัศน์ + อินเทอร์เน็ต	28 ก.พ. 2554
Soap and Society, Making Broadcast Drama for Development	12 ก.ย.-2 ธ.ค.2554 (12 สัปดาห์)	วิทยุ + โทรทัศน์	1 ก.ค. 2554
Broadcast Journalism: (Dis)covering diversity	20 ม.ค.-20 เม.ย. 2555 (12 สัปดาห์)	วิทยุ / อินเทอร์เน็ต+ โทรทัศน์ / อินเทอร์เน็ต	15 พ.ย. 2554
Training the Trainers 2012	14 พ.ย. - 22 มิ.ย. 2555 (6 สัปดาห์)	วิทยุ / โทรทัศน์ + อินเทอร์เน็ต	28 ก.พ. 2555

ผู้สนใจสามารถส่งใบสมัครได้โดยตรงไปยัง RNTC หรือผ่านทางเว็บไซต์ www.rntc.nl. ทั้งนี้ สามารถดูรายละเอียดของแต่ละหลักสูตรตามเอกสารที่แนบมาพร้อมนี้ (หมายเหตุ: ผู้สมัครจะต้องได้รับการยืนยันตอบรับการเข้าร่วมอบรมจาก RNTC ก่อนจึงจะถือว่าได้รับการคัดเลือกให้เข้าร่วมการอบรม)

จึงเรียนมาเพื่อโปรดพิจารณาแจ้งเวียนให้ทราบทั่วกันในหน่วยงานของท่านด้วย จะขอบคุณยิ่ง

(นางวรรณ วุฒิากรณ์)

ผอ.สปต.



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Witte Kruislaan 55
 1217 AM Hilversum
 P.O. Box 303
 1200 AH Hilversum
 The Netherlands
 T 31 35 - 67 24 502
 F 31 35 - 67 24 531
www.rntc.nl
info@rntc.nl

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 20 11.0. 53

To Directors, Managers International Relations,
 Personnel Managers and Heads of Training of
 Broadcasting Organisations, Media and Educational Institutions
 in countries eligible to make applications under the Netherlands
 Fellowship Programmes (NFP)

April 2010

RNTC's Panorama of Activities

Dear Madam/Sir,

- 2010-2011
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Warm greetings from all of us in Hilversum where, after a winter with more snow and colder temperatures than we are used to, Spring is finally arriving - bringing green shoots and sunshine.

We are writing once again to let you know about our upcoming international courses in Hilversum and to invite you to consider the other avenues for cooperation and partnership which RNTC offers.

In the attached newsletter you will find a panorama of our activities in 2009 - a successful year for us in which we can look back on a record number of participants in our international courses; two refresher courses in Ethiopia and Zambia; tailor-made courses in Hilversum, Curaçao and Ivory Coast and the start of new projects in Surinam, Congo Brazzaville and Liberia.

We would like to take this opportunity to give you an overview of what RNTC has to offer in the hope that this may present you with new possibilities for us to work together.

Our possibilities for cooperation

- International courses

RNTC organizes four international courses per year here in Hilversum. These are intended for individual journalists, programme-makers, trainers and managers already working in the media. Nationals of your country applying for these courses are eligible for a fellowship under the Netherlands Fellowship Programmes to cover the cost of travel, accommodation and course fees.

- Tailor-made courses

RNTC develops tailor-made training courses on demand, in cooperation with media organisations or organisations that use media for development.

- Projects

RNTC engages in projects of two to three years duration with partners in developing countries and countries in transition. Examples of such projects include developing curricula at media training institutes, strengthening community media (networks) and building capacity in media organisations, f.e. on new media journalism.

If you would like to discuss the possibilities of working together in any of these areas, please do not hesitate to contact us at info@rntc.nl. RNTC has no funding of its own to cover the costs of

RNTC is a centre of excellence in media, development and education, attached to RN Worldwide, the international broadcaster of The Netherlands. ISO 9001 : 2000 nr. 10247 (Certified)

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tailor-made courses or projects but we can advise on potential sources of third-party funding.

International courses - call for applications

Lastly, we would like to ask your attention for our international courses in 2011; these are now open for applications:

- Broadcast Journalism: Sport and Society, February – April 2011 (12 weeks)
- Internet for Journalists: May – June 2011 (6 weeks)
- Broadcast Management: June 2011 (2 weeks)
- Soaps and Society, making broadcast drama for development: September – December 2011 (12 weeks)
- Broadcast Journalism: (Dis)covering diversity, February – April 2012 (12 weeks)

Enclosed you will find information about these courses and the application procedure.

Please note that for courses in the academic year (September) 2011- (September) 2012 the existing application procedure is expected to change. We shall inform you as soon as the implications are clear but it is advisable for those wanting to apply for a fellowship for our Soaps and Society course to check developments on the NUFFIC website: www.nuffic.nl.

All RNTC's international courses are targeted at media professionals from developing countries and countries in transition. Everyone working in or for a media organisation, or an organisation working with the media, can apply. There are no restrictions on the age of the applicants or on the maximum number of participants from one given organisation or country. For most of our courses, we have additional requirements, related to the course content. You will find them in the course information sheets.

Applications for the international courses can be sent directly to RNTC. We have enclosed an RNTC application form which you can copy as many times as you wish. You will also find the application form on our website, www.rntc.nl.

Those intending to apply should, however, take care to study the enclosed application procedure and the course information sheets provided to ensure that they are applying for the appropriate course and that they meet the course requirements. We look forward to receiving a great number of new applications and hope that where appropriate you will pass this information on to others and encourage those who are interested to apply.

Please do not hesitate to get in touch with us (see the telephone, fax, email and website details enclosed in this letter) if you have any queries about any of the above, we shall try and be of assistance where and when we can. Should you, or colleagues of yours, encounter any problems in the application process we would be very grateful if you would share them with us. Please accept our warm appreciation of your continued support - and that of all our former course participants around the world.



Ms Bernadette van Dijck
Deputy General Manager

Enclosures:

- *RNTC panorama of activities in 2009*
- *Course information sheets*
- *Application procedure*
- *Application form*

Call for applications

International Course Broadcast Journalism 2011: Sport and Society

Course dates:	January 31 st – April 22 nd , 2011 (12 weeks)
Media:	Radio/ Internet and TV/ Internet
Type of Diploma:	Certificate
RNTC application deadline:	15 th August 2010
Embassy NFP application deadline:	1 st October 2010
Deadline non-fellowship applicants:	15 th of November 2010
Procedure:	See special info sheet (attached)

Course Aim

To strengthen the capacity of broadcast journalists and of the organisations they work for to research and report for broadcast and new media in an effective and ethical way on sport and its place in society.

Sport and media, a powerful combination

Stories and images of athletes achieving sporting success and, in some cases, the ultimate accolade of an Olympic gold medal never cease to capture our imaginations and our hearts. The source of the stories and the images are often broadcast journalists, seizing on sport's endless potential to engage and inspire their audiences.

Traditionally broadcast journalists have focused on the drama of winning and losing, the collision of competing loyalties, and occasionally - as an appendage to profiles of the athletes - the social context in which sports men and women live and train; but they also know that sport can be a mirror of political and social divisions within society. In South Africa under apartheid the politics of racial segregation were sharply illustrated by the borderlines drawn between the 'white' sport of rugby and the 'black' sport of soccer. Sport can encourage loyalty and reinforce a sense of collective identity, but it can also be the focus of fierce divisions between 'us' and 'them'; and sometimes - as the football hooligans have shown - it can be an excuse for violence inside and outside the arena. And journalists know that sport has its share of social evils too: drugs and corruption scandals make all too frequent headlines in the sports world.

At the same time broadcast journalists are facing other challenges. Sports lobby organisations and their sponsors impose more and more restrictions on the access that journalists have, and make ever greater financial demands. As the commercial pressures in the sports world grow broadcast journalists are caught between the financial interests of the sports and the athletes they report on and the demands of their profession.

Increasingly today the challenge for broadcast journalists is to see sport in even broader terms - as a force for development. In many parts of the world sport is already helping to provide

opportunities for the disadvantaged, to bring the marginalised out of social isolation and to offer the prospect of active, involved and purposeful lives to those who seemed to have few prospects at all. New media technologies are also providing new ways of reaching and involving people.

The idea that sport can be a force for a better world is inextricably linked with the ideals of the Olympic Movement. In 2012, those ideals will again be on show as the Summer Olympics open in London. As the eyes and ears of millions turn towards the British capital it will be a chance to celebrate what sport can and does mean to us, and to our societies. And the broadcast journalists will be there to remind us what we have to gain.

Methodology: learning by doing

The emphasis will be on learning by doing, focusing on the theory and practice of covering issues to do with sport and society for radio or television and the internet. In addition to course sessions and workshops, participants will be sent on a number of radio or television location assignments linked to the course theme of 'sport and society'.

Attention will also be given to analysing and discussing the role of the broadcast (sports) journalist and the broadcast media in defining the place of sport in our societies. Participants will work with digital technology to record and edit their assignments, and use the internet as a resource and a publishing medium for a multimedia assignment involving the production of journalistic content for a website.

Target group

The course is designed for mid-career broadcast journalists, with at least three years experience in the field of broadcast news and current affairs with special emphasis on sport.

Information

To find out more about other requirements or the selection procedure, see the attached info sheet, or visit our website: www.rntc.nl



Call for applications

International Course Internet for Journalists 2011

Course dates:	May 16 th – June 24 th , 2011 (6 weeks)
Media:	Radio/ Television/ Press and Internet
Type of Diploma:	Certificate
RNTC application deadline:	1 st October 2010
Embassy NFP application deadline:	1 st December 2010
Deadline non fellowship applicants:	February 28, 2011
Procedure:	See special info sheet (attached)

Course Aim

To strengthen the capacity of broadcast, print and online journalists and of the organisations they work for to use the Internet for the purposes of research, publication and distribution.

Journalism and the Internet

The Internet is an exciting medium for journalists and media organisations. Journalists can find a wealth of information, previously difficult to obtain, which can help them in their research and in keeping abreast of events and trends. The speed of the internet and its growing ubiquity (thanks also to the rise of mobile phones) means that it is increasingly for journalists the first medium on which their stories appear. On the internet they can present their news stories in new and attractive ways, supported by additional background material, using a variety of media, and stored in dossiers and archives for later retrieval. The rapid evolution of interactive technologies and social media also mean that, more than ever, journalists can engage with their audiences and readers.

As an integrated medium of publication, distribution and communication, in which the traditional, clear-cut divisions between text, graphics, audio and video are blurred, the internet poses a lot of challenges. Journalists, who saw themselves first and foremost as print or broadcast journalists now work as 'content providers' in multimedia newsrooms, generating material for a variety of different media platforms.

The principles of interactivity and non-linearity require that information for the internet has to be ordered and presented differently. Its multimedia nature also makes organisational demands. New structures have to be designed to cope with the new ways of production, publication and distribution. New ways of working pose a challenge to established working practices and attitudes. New business models have to be developed and adopted.

Since the Internet is still a relatively young medium, there is plenty of experimentation and innovation going on. The rise of social networks, 'civilian journalism' and the success of 'YouTube' mean that the Internet has also become an established competitor of mainstream media for the attention of audiences and readers worldwide. These developments are also

changing the traditional role of journalists as well as their relationship with their audiences and readers. To be able to face the challenges of the 21st century, it is important that media organisations and the people who work for adapt to the changes taking place and incorporate them in the way they work.

Methodology: learning by doing

The course will be dedicated to enabling the participating journalists to work as Internet journalists/producers. The focus will be on content rather than on technical skills. Attention will be paid to the two central tenets of the Internet: information and communication. Special emphasis will be placed on the three main principles of multimedia environments: the multimedia mix, interactivity and non-linearity. The emphasis will be on learning by doing, focusing on theory and practice. In addition to attending course sessions and workshops, participants will be sent on a number of radio or television location assignments.

The potential and the use of the Internet as a source of information will be explored (the Internet as a research tool), and options for its use as a medium of communication, publication and distribution analysed and applied to the specific situation of the participants. The possibilities and advantages of the Internet – as well as some of its drawbacks – for journalists and the organisations they work for will be highlighted.

The participants will be from different professional media (radio, television, print, online). The aim of the course is to transcend these boundaries and merge the disciplines in search of the ideal of a multimedia journalist. Participants will acquire knowledge of the essentials of web-design (structure, interaction and lay-out) and skills for the development of websites and for production for the Internet, such as writing non-linear, interactive pieces, making graphics and producing audio and video. Participants will analyse existing examples of websites attached to newspapers, magazines and broadcasting organisations.

Target group

The course is designed for mid-career print, online and broadcast journalists, with at least three years experience in the field with special emphasis on the internet.

Information

To find out more about other requirements or the selection procedure, see the attached info sheet, or visit our website: www.rntc.nl