

Call for applications

International Courses on Broadcast Management 2011

Course dates:	May 30 th – June 10 th , 2011
Media:	Radio, Television 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:	Feb 28, 2011
Procedure:	See special info sheet (attached)

Course Aim

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.

Broadcast management: a discipline in it's own right

More than ever broadcast managers have a crucial role to play in ensuring the success and the future of their organisations. 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.

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.

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.

Methodology: sharing knowledge and experience

The course will focus on the knowledge, skills and attitudes needed by managers at organisational and departmental level in broadcast journalism and programming. This includes attention to leadership and management styles best suited to working with journalistic and creative programme staff.

Attention will also be given to editorial and financial 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.

Target group

The course is open to managers working in programme/editorial management at organisational or 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.

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

Soaps and Society: Making Broadcast Drama for Development

Course dates:	September 12 th – December 2 nd , 2011 (12 weeks)
Media:	Radio and Television
Type of Diploma:	Certificate
RNTC application deadline:	1 st December 2010
Embassy and NFP application deadline:	1 st February 2011
Deadline non fellowship applicants:	July 1 st , 2011
Procedure:	See special info sheet (attached)

Course Aim

To strengthen the capacity of broadcast drama writers and programme-makers and of the organisations they work for to design, write and produce broadcast drama serials which can help to raise public awareness and change attitudes on issues to do with the development of their societies.

Harnessing the power of popular drama

Some of the problems facing societies around the world today require a change of attitude and ultimately of behaviour in people within those societies if they are to be surmounted. Issues to do with health and the environment are cases in point. Domestic violence is another. Worldwide the rising incidence of violence in the home and the number of deaths from unsafe water, from alcohol, drugs, smoking and AIDS are evidence of how prevailing attitudes and patterns of behaviour are an obstacle to attempts by experts and educators to persuade people to change. Raising awareness by giving clear and accurate information about the risks and consequences of certain behaviour is a start but is not enough in itself. The reasons and the underlying emotions which determine why and how people act as they do have to be addressed as well. And this is notoriously difficult to do. Attitudes are deep-seated. Well-established habits die hard.

Used effectively – often in collaboration with specialists and educators - the broadcast media can make a contribution to the development of societies by raising awareness and changing attitudes. And there is perhaps no more effective means for them to do so than the long-running serial drama such as the ‘soap’. It is a form of drama with a proven ability to attract and retain a wide audience; it enables viewers and listeners to identify with characters and situations taken from daily life; and it speaks to them more directly than informative programming because it addresses the underlying motives and emotions that universally determine human attitudes and behaviour. In many parts of the world the ‘soap’ has shown that it can be a powerful means not only to attract and entertain large audiences but also to educate and to engage them on issues of importance to the development of their societies.

Methodology: learning by doing

Apart from strengthening the participants’ understanding of drama theory, special attention will be given to developing and putting into practice the appropriate knowledge and skills for

developing ideas and storylines and for writing and producing long-running serial drama. Radio and television participants on the course will learn how public education and social action programming can be effectively designed and tested with specific target audiences in mind and how its impact can be evaluated. Participants will further be exposed to successful examples of existing practice and come into contact with programme-makers, drama script-writers and educators who have experience of using drama in this way. Attention will be given to encouraging partnerships of complementary expertise between broadcasters and others working in this field with a view to improving the effectiveness of efforts to bring about beneficial societal change.

Target group

The course is designed for mid-career programme-makers, drama scriptwriters, with at least three years experience in the field of educational broadcasting. It's aim is to devise, develop and make long-running broadcast drama serials with the objective of raising awareness and changing attitudes on issues affecting specific target groups in their societies.

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 Broadcast Journalism 2012: (Dis)covering Diversity

Course dates:	January 30 th – April 20 th , 2012 (12 weeks)
Media:	Radio/ Internet and TV/ Internet
Type of Diploma:	Certificate
RNTC application deadline:	1 August 2011
Embassy NFP application deadline:	1 st October 2011
Deadline non fellowship applicants:	15 th of November 2011
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 issues to do with diversity.

Journalism and diversity

Media have a fundamental role to play in ensuring an active and vibrant involvement of citizens in the development of their societies. They give people the information they need in order to identify issues that affect them, and make informed decisions to improve their lives. And they encourage their participation by providing a platform for dialogue, discussion and debate, where voices are heard, ideas exchanged and opinions formed.

Journalists have a duty in a functioning civil society to ensure that, in all corners of that society, the views of people on issues that concern or affect them are heard. To do this effectively they must reflect the diversity of people, cultures, beliefs, interests and opinions within their societies.

In practice, however, much journalism focuses on providing news and information from external and official/governmental sources. Furthermore, the thoughts and opinions that are regularly reflected in journalistic coverage and programming tend to be those of people and groups who already have power and influence in society – people whose interests are already in general well represented through the existing political, economic and social power structures.

As a result marginalized and disadvantaged groups frequently see themselves being either misrepresented or excluded from the prevailing narratives of their societies. Their thoughts and opinions tend to be neglected or sought only in relation to stories that see them in conflict with the interests, wishes, or opinions of the majority or of dominant groups – be they gender-based, cultural, ethnic, religious, commercial.

Broadcast journalists are often guilty themselves of compounding the problem by repeating assumptions and pedalling bias and stereotypes. The challenge they face is to be more critical of existing patterns of coverage and to discover and report on diversity in all its rich complexity.

An effective functioning civil society is about more than just the right to vote and equality before the law. It is also about full and equal participation of all groups in society and about understanding and respect for each other's qualities and differences.

Methodology: learning by doing

The emphasis will be on learning by doing, focusing on the theory and practice of covering diversity for radio and television. In addition to attending course sessions and workshops, participants will be sent on a number of radio or television location assignments linked to the course theme of '(dis)covering diversity'.

Attention will also be given to analysing and discussing the role of the broadcast journalist and the broadcast media in defining the place of diversity 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.

Information

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



Call for applications

International Course Training the Trainers 2012

Course dates:	May 14 th – June 22 nd , 2012 (6 weeks)
Media:	Radio/ Television and Internet
Type of Diploma:	Certificate
RNTC application deadline:	1 st August, 2011
Embassy NFP application deadline:	1 st December 2011
Deadline non fellowship applicants:	February 28, 2012
Procedure:	See special info sheet (attached)

Course Aim

To strengthen the capacity of trainers, training organisers and educators working in or for the broadcast sector to assess training needs and design, develop and deliver effective and efficient training solutions.

New training solutions for the broadcast sector

Worldwide, the broadcast industry is undergoing radical change. The pace of technological innovation is breathtaking. The digitalisation of information is forging new types of media. Private broadcasting companies, local, national, regional or global, are mushrooming. Competition is increasing. Professional mobility is on the rise and new staff is employed every day. Moreover, there are a growing number of non-traditional media-professionals (e.g. from non-governmental organisations, international organisations and national ministries.)

These changes have brought about a reassessment of the important contribution of training to the viability of broadcasting organisations. At the same time, however, the nature and pace of the changes make heavy demands on the existing training resources of broadcasting organisations. These resources are faced with a run on their services, a growing demand for a wider range of training topics, an increasingly heterogeneous client group and a clamouring for new types of training delivery. And, notwithstanding the renewed interest, budgets allocated to training are under pressure.

In the light of these developments, trainers, training organisers and educators, working in or for the broadcasting industry in developing countries, have to review, explore and exploit traditional and new methods of organisation, design and delivery of training activities. New training solutions are needed.

Methodology: learning by doing

The course will focus on the knowledge, skills and attitudes a trainer, training organisers and/or educators need to organise, design and develop effective and efficient training solutions for their organisation. Participants will become familiar with instruments to analyse the broader environment and to formulate the contribution training can make to organisational development as well as improved staff performance. Key concepts in training and education, such as learning

objectives, (adult) learning styles, teaching methods, lifelong learning and the learning organisation will be analysed and explored. Participants will learn different techniques for assessing learners and learning needs and for formulating appropriate learning objectives.

Participants will become aware of the important difference between different types of learning objectives. The advantages of individual and collaborative learning will be further explored. Attention will also be paid to extending the expertise and services of trainers, training departments, training centres and mass communication faculties to non-traditional clients, such as ngo's and ministries. The translation of the training objectives into specific training solutions (i.e. training activities that suit the needs and possibilities of the individual learner as well as the possibilities and limitations of the trainer/training organiser/educator) will form the heart of the course.

Participants will be exposed to different methods for training delivery, such as traditional classroom-based training, as well as more innovative methods such as coaching, mentoring and computer and network facilitated learning. During the course, participants will design and develop training solutions that are relevant to their own organisation and working situation. The course will emphasize the importance of exchanging knowledge and experience with the other participants.

These training solutions will enable broadcast organisations to meet the challenges of increased competition, technological change and professional mobility and to improve the quality and appropriateness of their output.

Target group

The course is designed for mid career trainers, training organisers and educators working for broadcasting organisations, training providers (departments, centres, institutes), schools of journalism and broadcasting, or media and communication departments at universities.

Information

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