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## Call for applications

### International Courses on Broadcast Management 2012

<b>Course dates:</b>	May 28 <sup>th</sup> – June 8 <sup>th</sup> , 2012
<b>Media:</b>	Radio, Television and Internet
<b>Type of Diploma:</b>	Certificate
<b>RNTC application deadline:</b>	15 <sup>th</sup> September, 2011
<b>NFP online application deadline:</b>	1 <sup>st</sup> October 2011 (NB deadline paper applications: 1 <sup>st</sup> Sept.)
<b>Deadline non-fellowship applicants:</b>	Feb 28, 2012
<b>Procedure:</b>	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.

In 2012, the course will 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.

### **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, visit our website [www.rntc.nl](http://www.rntc.nl).