

EBU international training

Programme 2003

The **EBU International Training** unit organizes training courses for TV and radio working professionals in five areas: production, journalism, technology, business affairs and new media, which are delivered in four different formats: seminars, workshops, long-term training and cross-disciplinary projects. Each format is adapted to the programme content and targeted audience.

Most of these training programmes are offered exclusively to EBU active and associate Members. However, certain training programmes are available to non-EBU Members.

Seminars & mastercourses



Seminars and mastercourses deal with cross-border themes and are designed for **a multinational audience**. They are either organized in cooperation with a host organization or held in Geneva at the EBU headquarters.

Seminars have developed their own brand by dealing with topics from a public service broadcaster's viewpoint and creating the foundations for a network of professionals. This unique environment makes it possible to share experiences and compare various cultural models.

Mastercourses are designed for a limited number of participants (10-20). The speakers can build up close and interactive relations between the participants. On these courses 75% of the time is devoted to practical exercises and 25% to presentations. The practical exercises are varied: role games, teamwork, review of programmes and plenary discussions.

Workshops



Workshops are designed for **a single country and deal with one specific subject**. The content is tailored to the requirements of one organization and to the specific needs of participants. Workshops provide flexible training solutions. Their added value rest on the greatest possible involvement of a group of professionals from an organization supporting motivated participants. The learning methods are based on "doing, showing and telling" so that each participant gradually works out his/her own personal learning method.

Cross-disciplinary project



This innovative training format allows participants from **different professional backgrounds** to experience together the very topic of the training. This project includes a series of thematic visits and practical discussions. Various EBU Members can compare and exchange practices.

The **first project deals with the digitisation of the newsroom**. News managers, journalists and personnel in charge of digitisation (broadcast and IT engineers), as well as human

resources and training managers are welcome to initiate a dialogue. For the second year, the EBU aims to create a forum where the experience of EBU Members can be compared and discussed.

In the **second project, the discussion on enhancing quality in TV and radio programming** should gather programme managers, creative people, commissioning editors, editorial policy makers, and training managers. The ultimate goal is to reinforce the viewer's continuing loyalty to public service broadcasters.






Long term training



The three long-term training courses combine 2 to 3 class-room training with on-line tutoring and coaching:

- The eight-month **new media technologies** course confirms its quality thanks to a close and mature partnership with the trainers (New Media Technology College – NMTC, Ireland) and the EBU Members. Participants in this course will learn significant multimedia production skills and will extend their ability through practical projects using industry-standard new media production technologies.
- The EBU Master School on **Radio documentaries** aims at coaching 12 producers over a ten-month period from the initial idea to the final production and broadcast of a personal radio documentary.
- The new project dedicated to the EBU Members from the three Maghreb countries will deal with **digital images & sound in production and broadcast**. The EBU has entered into a new partnership with GRETA Pays Basque, France, in collaboration with the major French broadcasters to set up this three-year project. In 2003, selected technical staff from Algerian radio and Algerian TV will benefit from a eight-month course, a combination of on-site training, distance learning and tutoring.

where you see these icons

-  the course is targeted at television professionals
-  the course is targeted at radio professionals
-  an entrance fee is required
-  no fee is required
-  the EBU International Training Unit also organizes courses, out of the annual programme, on a user-pay basis. Programme content, venue and course language can be negotiated.

for EBU active & associate Members

Seminar



Marketing & branding

13-14 November – Lisbon, Portugal

- who should attend: marketing and brand managers, promoters, producers and other managers dealing with these issues
- Branding is at the very core of the relationship between broadcasters, their viewers and listeners.
How can broadcasters get noticed by viewers and listeners in today's crowded media world?
How can they gain their loyalty?
Create, implement and protect broadcasters' and programmes' brands is crucial for public service TV and radio organisations facing tough competition from broadband distribution, digital services, and private channels.

for EBU active Members

Seminar



Financial management

10 September – Epidavros, Greece

- who should attend: financial managers

organized with



for particular EBU Members

Workshop



Finance & broadcasting

5-6 June – RTR, Moscow, Russia

- for RTR staff only

organized with



26-27 June – TRT, Ankara, Turkey

- for TRT staff only



- who should attend: financial managers
- The EBU will start a new series of workshops on "Finance & broadcasting".
Broadcasters have to choose modern finance systems for at least three reasons:
 - to provide relevant financial information to all parts of the organization,
 - to ensure that resources are managed efficiently,
 - to meet the reporting requirements of the state regulator.

Cross-disciplinary



Quality programming management

3-4 June – SR DRS, Zürich, Switzerland

- targeted at Members in western Europe
- who should attend: programme managers, creative staff, commissioning editors, editorial policymakers, and training managers
- This project aims at collecting ideas and resources on quality programming. Stations developing tools and training in this field will be invited to take part.

organized with



Seminar



Issues from broadcasting lawyers' daily practice

4-5 September – CT, Prague, Czech Republic

- targeted at Members in central and eastern Europe
- who should attend: legal advisers and lawyers

organized with



Seminar



Public broadcasters in the digital era

TVP, Warsaw, Poland

- targeted at Members in central and eastern Europe
- who should attend: managers and experts facing the inevitable transition to digital television.
- The EBU Digital Strategy Group has prepared its conclusions and recommendations in the form of a report "Media with a purpose - public service broadcasting in the digital era". Solutions or advice to problems that each and every member will incur progressively, will be discussed.

organized with



journalism

for EBU active Members

Mastercourse



Journalists in a war situation

2nd quarter

- who should attend: journalists, reporters
- This new course targeted at reporters sent to a conflict zone should include familiarisation of weapons most commonly used, mine-awareness and booby-trap awareness, orientation, first-aid, awareness of surveillance techniques, simulation of hostage taking situation and session with a psychiatrist on Post Traumatic Stress Disorder.

for particular EBU Members

Workshop



Political coverage – 2nd workshop

24-25 February – BNR & BNT, Sofia, Bulgaria

- for BNR and BNT staff only
- who should attend: journalists, reporters, anchors, cameramen

organized with



Workshop



Independent News

26 February - 5 March – TRM, Chisinau, Moldova

- for TRM staff only
- who should attend: journalists, reporters, anchors, cameramen
- organized with the support of the Council of Europe
- first intensive session in February, follow-up session in May

organized with



Workshop



Radio News

3-5 April – CR, Prague, Czech Republic

- for CR staff only
- who should attend: journalists, reporters

organized with



Workshop



Radio News

8-9 April – SR, Bratislava, Slovakia

- for SK/SR staff only
- who should attend: journalists, reporters

organized with



Seminar



Week of the News

30 June - 2 July – Hvar, Croatia

- targeted at Members in central, eastern and southern Europe
- who should attend: journalists, reporters

organized with



Workshop



Stories & images in TV news

August – RTR, Veliki-Novgorod, Russia

- for RTR staff only
- who should attend: journalists, reporters
- organized with the support of the Council of Europe

organized with



Cross-disciplinary



News & the digital environment

7 May – BBC Kent, Tunbridge Wells, United Kingdom

25 September – France 2, France 3, francetélévisions, Paris, France

26 September – TF1, Paris, France

- targeted at Members in western Europe
- who should attend: News managers, journalists and staff in charge of digitization (broadcast and IT engineers), as well as human resources and training managers
- During these visits to the 3 digitized newsrooms, you can exchange views with the journalists who are using the systems as well as the technical and managerial support staff. Those developing such new systems will be able to talk to the end-users and gain feedback on how working methods have changed and are changing.

organized with



Seminar



The Basel-Karlsruhe-seminar on educational TV & multimedia

9-11 December – Karlsruhe, Germany

- who should attend: programme producers, programme makers, heads of education department, commissioning editors
- The 41st edition of this prestigious seminar will take place in Karlsruhe. It deals with educational programmes, how to develop new ideas, new formats and understand the audience.

organized with



for EBU active & associate Members

Mastercourse



Directing children

8-11 September – ZDF, Mainz, Germany

- who should attend: programme directors who work, or wish to work, with children
- Participants will study in depth how to direct children in TV programmes. Case studies and work in small groups will examine rules and techniques to follow with experienced directors.

organized with



for EBU active Members

Long-term training



Radio documentary

from September 2003 to March 2005

- who should attend: 12 participants (maximum of two per organization). The applicants, young professionals from EBU Member organizations, are selected by a jury. The call for application will be published in September 2003.
- The pool of young and talented radio documentary producers will benefit from the unique expertise made available by famous and respected professionals in order to write, develop and produce quality radio features which have the potential to reach a European audience. Two practical master courses will be combined with intensive and personalized coaching in order to allow each participant to develop his/her project step by step.

organized with



for particular EBU Members

Mastercourse



City Folk – Digital images & interviewing

11 January – NPS, Hilversum, the Netherlands

- for the programme makers of City Folk, a coproduction of the EBU intercultural programme group.
- This course will help the producers to acquire the right tools in order to make their own programme.

organized with



Cross-disciplinary



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organized with



Cross-disciplinary



Quality programming management

3-4 June – Schweizer Fernsehen DRS, Zürich, Switzerland

- targeted at Members in western Europe
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- This project aims at collecting ideas and resources on quality programming. Stations developing tools and training in this field will be invited to take part.

organized with



Seminar



The right tools for the job

28-30 January – EBU Geneva, Switzerland

- who should attend: broadcast engineers, IT specialists, managers and decision-makers from the broadcasting industry
- TV production can exploit the flexibility, economy and availability of equipment based on IT hardware and software. The seminar will review the development work in the EBU and elsewhere, report on the lessons from initial installations and suggest the sort of projects that are suitable for larger scale development.

Seminar



Net 2003

11-12 June – EBU Geneva, Switzerland

- who should attend: experts in broadcast network technology
- This seminar will bring experts and users up to date with the latest developments in broadband networks, transmission technologies and security.

for particular EBU Members

Workshop



Digital issues

Warsaw, Poland

- for TVP staff only
- who should attend: engineers and technical managers

organized with



Workshop



Webcasting for broadcasters

2-3 September – Ankara, Turkey

- for TRT staff only
- who should attend: engineers, technical managers in charge of new media
- This workshop will deal with broadcasters and the web, audio compression, video compression & IP, multicasting & broadband, and the economics of webcasting.

organized with



Workshop



Roadshow – Frequency planning for digital broadcasting

21-22 October – Sofia, Bulgaria

- for BNT, BNR, TRT, ERT staff only
- 23-24 October – Bucharest, Romania
- for TVR, ROR, TRM staff only

- who should attend: engineers and technical managers dealing with frequency planning; regulators (Ministries and/or regulation institutions)
- The roadshow aims at explaining spectrum issues, in preparation for the 2003-2005 international conference (revision of the 1961 Stockholm Plan) and at raising awareness of what to do and how to do it.

organized with



Long-term training



Digital technologies for TV and radio

April 2003 - June 2004

- for ENTV and ENRS staff only
- who should attend: selected technicians and technical managers
- 20 people from Algerian Radio and Algerian TV will be trained in the digital techniques for eight months in order to help them implement new digital systems in radio and TV.

organized with

ENTV, ENRS

Cross-disciplinary



News & the digital environment

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25 September – France 2, France 3, francetélévisions, Paris, France

26 September – TF1, Paris, France

- targeted at Members in western Europe
- who should attend: News managers, journalists and staff in charge of digitization (broadcast and IT engineers), as well as human resources and training managers
- During these visits to the 3 digitized newsrooms, you can exchange views with the journalists who are using the systems as well as the technical and managerial support staff. Those developing such new systems will be able to talk to the end-users and gain feedback on how working methods have changed and are changing.

organized with



for particular EBU Members

Long-term training **On-line course on Web technologies**



April 2003 - November 2003

organized with



- for TVR staff only, in Bucharest, Romania
- for ERTU staff only, in Cairo, Egypt
- who should attend: 15-20 participants from each broadcaster from various fields of expertise (engineers, IT people, producers, journalists). The participants will be selected by the host broadcasters and NMTC - New Media Technology College – Dublin, Ireland.
- This EBU on-line course is organized in partnership with NMTC. NMTC will deliver the on-line training (tutorials, course Web site with a moderator, task completion chart), hold 2 intensive class-rooms on each site and will finally coordinate on-line development projects for participants.
- The course will train broadcast professionals in Web authoring (html, Dreamweaver), in digital imaging (Photoshop, Illustrator), in digital animation (Flash) and in on-line broadcasting (Adobe Premiere, Real Technologies and sound).
- The on-line course will require approximately two to three-hour study daily over a period of 8 months. All facilities will be provided by the host broadcasters including workstations, new media production tools, and cameras.
- Participants will be awarded a Certificate on satisfactory completion of the course and the related assignments.
- As well as the acquisition of essential knowledge, this long-term training aims to create a group of skilled and highly-dedicated people to become the drivers for change in their organization.

Long-term training **On-line course on Web technologies – Training the Trainers**



June 2003 - October 2003

organized with



- for ROR staff only, in Bucharest, Romania
- This “Training the Trainers” course is the follow-up of the “On-line course on Web technologies”, delivered in 2001 for Radio Romania, who wish to disseminate these newly-learnt skills throughout the organization. It is designed to train 4-5 trainers who will have the important role of upgrading the ability of their colleagues in the production technologies for new media.

Plenary meeting

The EBU International Training plenary meeting is organized annually. This year it is due to be held in Strasbourg, France, at the kind invitation of France 3, francetélévisions, on 15-16 October 2003.

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