



RNTC CAPABILITY STATEMENT

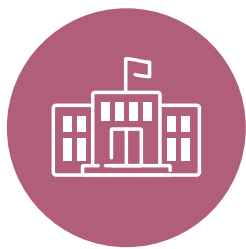
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INTRODUCTION



WHO WE ARE

RNW Media builds digital communities for social change. We work with youth-centered changemakers to accelerate and amplify their impact by co-creating digital communities and safe digital spaces where young people access fact-checked information and engage in constructive discussions.

RNTC, RNW Media's internationally renowned training centre, provides media training and capacity strengthening for social change. We train professionals and citizen media-makers, partners and organisations in developing media work with a lasting impact.

RNTC Media Training Centre goes beyond traditional media and campaigning, combining research and powerful theory, professional practice and creative innovation. With innovative approaches to media and training, we connect communities and changemakers.



RNTC WORKS TO

Build the skills of diverse media actors—professional and citizen journalists, content creators, marketing and communication professionals and other media-makers as well as NGO professionals;

Train participants from and in developing and fragile contexts, as well as from the developed world;

Train participants to produce quality content and media campaigns for social change;

Build participants' skills to combat disinformation and to produce engaging, fact-based, non-biased and critical content that facilitates debate and serves the public interest.



WHERE WE WORK

RNTC is active across the globe. In-house courses from one to three weeks are offered at the training centre in the Netherlands. We have strong partnerships with local media training institutes and tailor-made courses are offered around the world at a location of the client's choice.

In just the past two years RNTC has delivered trainings in countries spread over:

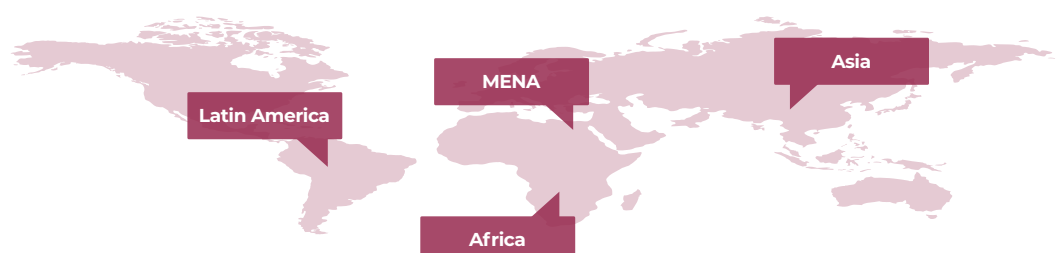
Latin America including Argentina, Bolivia, Colombia and Guatemala

Asia including the Philippines, Vietnam, Indonesia and China

Africa including Tanzania, Kenya, Zimbabwe and Nigeria

MENA region including Iraq, Jordan, Lebanon and Egypt

RNTC's courses are delivered in English but can be adapted to French, Arabic, Spanish, Russian and Dutch on request.





- **EXPERTISE** - With more than 50 years of experience in journalistic and media (campaign) training, RNTC is an expert in delivering accredited courses to media-makers around the world.
- **INNOVATIVE AND INCLUSIVE** - RNTC works at the intersection of academic research, traditional and digital media, civil society and advocacy. As a result of our trainings, strategic partnerships and global networks, we create an enabling environment for media landscapes to be pluralistic, independent, capable and inclusive of citizens' needs.
- **PERSUASIVE STORYTELLING** - There is no more powerful tool than storytelling in creating media content for social change. It is at the heart of all RNTC trainings. Our ground-breaking methods build the foundation for media content with a lasting impact.
- **MEDIA FOR SOCIAL CHANGE** - RNTC offers concrete steps for critically minded media-makers to turn their aspirations into realities and act as guardians of public interest. We are skilled at training media-makers in understanding key development issues and telling their stories more powerfully through traditional and digital channels.

- **GLOBAL NETWORK** - RNTC has a vibrant alumni network of over 6,000 media professionals around the world including influential media figures now working at broadcasting stations such as BBC. Participants and partners are encouraged to join and make use of the network for the sustainability of their project and for professional development.
- **PARTNER NETWORK** - RNTC and RNW Media work with a partner network across the Global South. These are local teams of young media-makers – multimedia content creators, editors, graphic designers, bloggers and vloggers - who create and maintain digital platforms and communities of young people such as Love Matters, Citizens' Voice and In the Works.

The platforms focus on themes including social cohesion and inclusive governance, sexual and reproductive health and rights and economic inclusion, as well as other human rights issues. This network of implementing partners shares knowledge and expertise, thus strengthening each other's impact and ability to bring about social change.

- **RNW MEDIA GLOBAL NETWORK** - RNW Media has an established network of partnerships with like-minded organisations. These include (I)NGOs, referral networks, institutional donors and foundations. We invest in capacity strengthening, sharing insights and learning together with our partners.



OUR PROGRAMME AREAS

MEDIA DEVELOPMENT

RNTC's media development work aims to promote freedom of expression and quality public interest journalism. It is linked to our training of journalists, support of journalist networks, engagement with broadcast managers and global co-operation in media development.

Training offerings include Public Interest Journalism, Election Reporting, Reach your Audience with Storytelling, Digital Content Creation, Digital Safety and Security, Producing Media to Counter Disinformation, and Content and Community Moderation.

We also offer tailor-made solutions to organisations including:

- Asia-Pacific Institute for Broadcasting Development
- BBC Media Action
- Broadcasting Board of Governors/International Broadcasting Bureau/Voice of America
- National Television Company of Ukraine
- Radio Nepal
- RTB Brunei
- Tanzania Broadcasting Corporation
- Uganda Radio Network

MEDIA FOR DEVELOPMENT

Media for development is related to RNTC's work in the civil society space. Our trainings relating to advocacy and constructive media content creation can be adapted to target a broad spectrum of social development issues.

Training offerings include Media Campaigns for Social Change, Drama for Social Change, Media Campaigns for Advocacy, Producing Media to Counter Radicalisation, and to Counter Hate Speech and Polarisation.

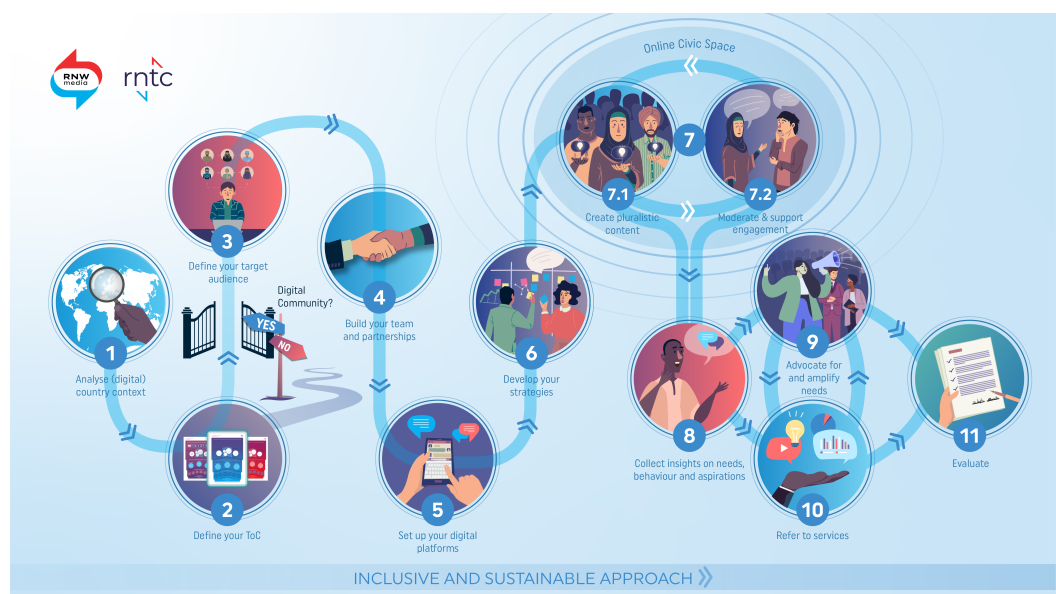
We also offer tailor-made solutions to NGOs, CSOs and universities including:



RESEARCH AND DEVELOPMENT

RNTC has a research base which informs its curriculum design, ensuring it maintains a consistently high standard. Next to this, we captured the experiences and learnings from the 20 digital communities RNW Media has built and developed across the world.

On the basis of this knowledge, we developed a roadmap in “Building Digital Communities for Social Change” to share what we have learned and show (I)NGOs and CSOs what a digital community can add to the implementation of their programmes.



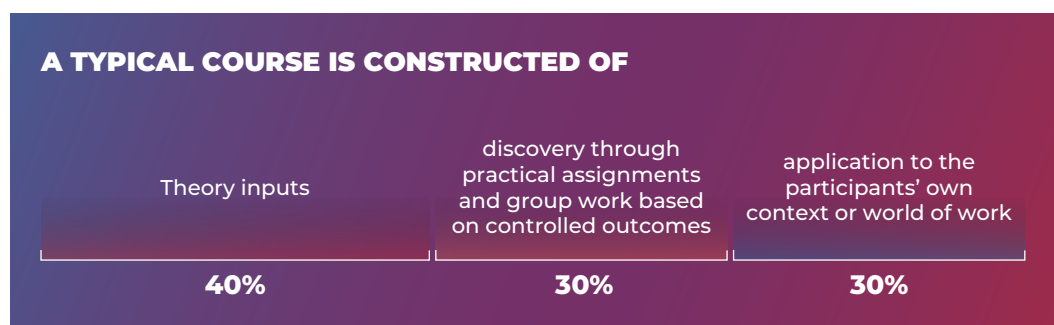
The roadmap consists of 12 building blocks and is intended to support other organisations in using digital media and building digital communities for achieving their reach and engagement goals, whatever the thematic focus may be. It can be used as a self-guided training online manual and the modules can be accessed globally through our online learning platform.



OUR TRAINING APPROACH

RNTC's training empowers media-makers to develop successful creative content and media formats that facilitate dialogue and debate among young people and those in power. We offer trainings suitable for a range of market segments including: media outlets, NGOs, CSOs, think tanks, universities and governments.

We use a learner centered approach that emphasises learning by doing, practice versus book-learning and a practice- theory-practice dialectic.



Our approach includes:

Learning by doing: new knowledge is achieved through practical tasks, ensuring that our trainings are practical and relevant to our trainees.

Working with a team of curriculum and content specialists and a pool of trainers who are subject matter experts.

Practical application with digital tools and equipment and with industry standard professional media equipment.

Dynamic interactive workshops both online and face-to-face.

Agility in meeting the needs of our clients with a portfolio of tailored products built on the foundation of tried and tested curriculum components.

Coaching, mentoring and guidance to ensure new knowledge, skills and attitudes are applied in working environments.

Needs assessments that determine the needs, level and existing skills of trainees.

Evaluations that improve our training experiences and content richness.

In-person Training, Blended Learning and Online Learning



IN-PERSON TRAINING

In-person trainings are facilitated either at our training centre in the Netherlands or at any location globally organised by our clients or partners. Over 2019 and 2020, we facilitated training in over 25 countries around the world. Our training centre welcomes participants all year round in open courses which can range in duration from one-day masterclasses to three full weeks.



BLENDED LEARNING

A combination of learning online and learning in-person at our training centre and studios. These options are used for courses with highly practical modules (such as film making). Usually blended learning begins with an online phase with a specific outcome and an in-person phase with a separate, practical outcome. The online phase consists of sessions in which trainees complete both theoretical modules and practical assignments. The in-person phase includes skills training with professional quality technical equipment under guidance from our training staff.



ONLINE LEARNING

We combine tools and platforms to create inspiring online trainings where our learn-by-doing approach is maintained. We craft our online learning offers with interactivity in mind and foster engagement by using innovative tools, integrating exciting exercises and enabling participants to collaborate on tasks and projects.

Our tools go beyond just video conferencing: we facilitate interactive visual collaboration, live polling and quizzing, social media simulations, virtual networking, and more.

The trainings we have implemented online have consistently scored the same satisfaction rates as those done face-to-face. We have also managed to successfully run them in countries with low internet penetration and connectivity issues such as Cuba, Yemen, DRC and Burundi.

We provide a range of online training models including:

- Trainer-led, interactive online training sessions
- Participant-led models that can take the form of multimedia toolkits or independent e-learning journeys
- One-to-one or group coaching sessions with trainer and/or subject matter expert
- Facilitating peer-to-peer coaching online
- Online learning events and conferences

Online Learning Academy

RNTC has an Online Learning Academy (OLA) that we use in conjunction with our trainings both in-person and online. Our OLA hosts a wide range of e-learning products, such as: self-guided learning journeys, informational toolboxes, instructor-led online courses.

Each of these products is its own unique blend of various components: learning content, assignments, templates, videos, forums, quizzes, and other interactive state of the art learning tools.

OUR IMPACT



50+ years of experience



6000+ alumni worldwide



58 countries



5 languages



12 online trainings
MAR 2020 - SEP 2020



86% average satisfaction
(face-to-face courses)

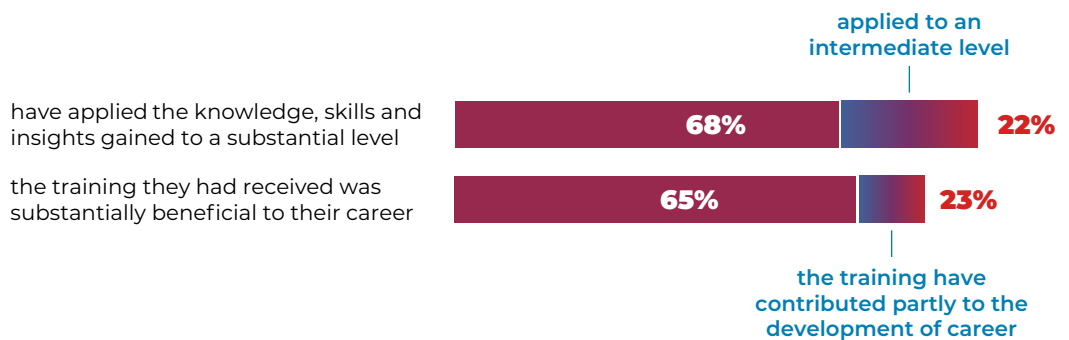


+90% average satisfaction
(online courses)

We have trained over 6,000 people from 58 countries. Immediate post-course assessments are conducted to determine knowledge gained and trainee/client satisfaction. From our training evaluations conducted, we noticed that across 12 trainings delivered online between March 2020 and September 2020 - consistently high satisfaction ratings were being recorded. The average satisfaction rate of RNTC face-to-face courses usually are around 86%. Our online trainings received satisfaction ratings of over 90% consistently.

We also conduct impact assessments to measure the effectiveness of our trainings over time. Around 6 months after completing their training, a follow-up survey asks participants to what extent they have applied learnings from their course and whether the training has boosted their career. An impact assessment was carried out in 2020 of 25 separate trainings that took place in 2019, these included in-house courses at the RNTC Media Training Centre in Hilversum, internal capacity building trainings for RNW Media colleagues and tailor-made trainings in the field.

More than two-thirds (68%) of the respondents reported having applied the knowledge, skills and insights gained to a substantial level and 22% said they had applied them to an intermediate level. The majority (65%) of respondents reported that the training they had received was substantially beneficial to their career while 23% felt the training had contributed partly to the development of their career.





RNTC CAPABILITY STATEMENT

WWW.RNTC.COM