

# Catalyst

International Communication Training Institute Edition



June 2017

## Looking Forward

The Board of the International Christian Media Commission (ICMC) has launched a review of the future ministry for the International Communication Training Institute with the intention of securing its future activity.

The ICMC Board members have been working with Institute Executive Director, Andrew Steele, to ensure that plans are well developed before Andrew's anticipated retirement in 2020. Andrew noted that a few years back he was helping a community radio station recover from a crisis which arose when its long-time manager retired. "Everyone had known for many years that retirement would come. They just hadn't planned and prepared." To ensure that the Institute's activities are able to continue the ICMC Board wants to move forward at an early stage.

ICTI was formed in 1997 with the purpose of encouraging, developing and promoting excellence in training in Christian media agencies. A series of conferences at the Maryvale conference centre in the UK charged the Institute with these tasks.

- Identify training needs and offer appropriate solutions
- Promote and facilitate quality training for organisational and personal development
- Encourage the sharing of curriculum and training resources
- Develop and monitor common standards
- Evaluate outcomes and award certificates to agreed standards
- Provide training for trainers

The Institute has always attempted to work with members to deliver training rather than organising media skills courses itself.



Even so, staff respond to training requests where a member is not offering or is unable to offer training requested.

ICTI has grown out of the need for integrated communication education and training around the world. ICTI coordinates training delivered in-country or by distance-learning. ICTI members have worked together to set common standards and deliver cost-effective open learning approaches to media education.

The Institute is managed by the Executive Director advised by the Council on behalf of its members. The Council is responsible to the board of ICMC Ltd, is the UK non-profit body which takes responsibility for ICTI.

ICTI membership allows individual trainers, training agencies and those who use training, to work together with the confidence that each one has a commitment to excellence and will work to the same standards and curriculum. The Institute's Code of Professional Practice provides a framework to ensure the highest professional standards. The Institute's Certificate in Training and associated Training of Trainers programme provides a pathway

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*Catalyst provides news from ICTI members to encourage and inspire other trainers.*

*The International Communication Training Institute is a division of the International Christian Media Commission  
[www.icti.org.uk](http://www.icti.org.uk)*

## MAI's John Maust reflects on the surprises that come along at work.

We don't get many international visitors at our office near Chicago. So, I was surprised and pleased when Italian publishing manager Daniela Benevelli stopped by.

As Daniela shared about the work of the Bible House/Geneva Bible Society in Turin, it became apparent that

and The Bible House formed a partnership to provide Christian publisher training in Italy, nation of 62 million with about 40 mostly small Protestant publishing houses.

A first training conference took place in April at the Bible House. Some 27 staff from 12 publishing houses received training from Martin Manser of MAI-Europe (editing), Bible House director Giancarlo Farina (marketing),

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# Simple visit opens door for training in Italy

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our two organisations shared a similar vision for training.

Only 6% of Christian books in Italy are written by Italians, Daniela said, and The Bible House wants to equip local authors and editors. I responded that MAI exists for the very purpose of seeing more "homegrown" Christian publishing.

We agreed to keep in touch, and I encouraged Daniela to contact MAI-Europe Chair Rodney Shepherd. She did, and ultimately MAI-Europe

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for participants to develop their training skills and engage in continuing professional development. The Institute continues to recognise Approved Training Providers which have undertaken a quality assurance process.

The the self-supporting financial basis of the funding for the salary of the Executive Director has been recognised as a key factor in the success of his work so far.

### What next?

The Board of ICMC has identified four options to take ICTI forward into the next phase of activity.

Maintain the Institute in its current form, possibly establishing it as an independent organisation. The advantage of this is that the independence of the Institute is maintained. However, the Board also recognises that when Andrew Steele

and Antonio Calò (finance).

The Italian Publishers Forum featured "excellent training with high quality speakers and visually strong presentations," said MAI-Europe Vice Chair Nicholas Gray, who helped organise the programme.

Participants were "happy and impressed to see how much MAI is investing in them," added Daniela, a gifted linguist who sings American gospel with a group.

Going forward, the Bible House plans to hold six one-day training events in three different cities, plus a possible

retires it cannot rely on continued funding to cover salaries. This approach will demand significant fund raising as well as support from members. This will also require the recruitment of staff to succeed the existing executive.

Another option could be to identify a partner agency, possibly an existing member, which shares the vision of the Institute's activities. This agency could continue the current work of the Institute and the training courses offered. The main consideration of this option is to ensure the independence of the Institute in terms of examining candidates for the Certificate in Training, approving training providers and providing advice to members.

The partner agency would have to commit to providing staff to undertake the executive functions currently undertaken when the Executive Director retires.

A third option would be for one or



Nicholas Gray & Daniela Benevelli

writer/editor workshop in 2018.

"Our partnership with The Bible House is strong, and they have the vision to extend our unique training ministry in Italy and beyond," Nicholas Gray said.

I'm amazed by what God has done in the two short years since Daniela's visit, and by His plans to prepare the Italian publishers for greater impact in their nation of 62 million.

*This article by John Maust, President of Media Associates International (MAI) is used by permission.*

[www.littworld.org](http://www.littworld.org)

more members to inherit the training activities that the Institute offers and for the Institute to continue to operate only to award certificates and recognise training provision. This would still require some staff and funds.

The final option is that the Institute closes and the training courses are given to members to take forward.

In the next few months we will be consulting members to hear your ideas. How would you like the Institute to develop in its next phase of activity? We will be inviting you to have conversations with us as well as participating in simple questionnaire style feedback.

Watch for the Email in your inbox and please respond to ensure that the Institute continues to serve your needs.

**Contact: [andrew@icmc.org](mailto:andrew@icmc.org)**

# Online Manual for Media Trainers

A new resource for trainers has been launched on the Institute website.

Designed to help trainers with their own continuing professional development and to give a resource to those just embarking on training in their responsibilities, the Developing Training Field Manual is available without charge to all visitors to the website.

Institute members can use their username and password to log-in and can then edit content to add further insight and ideas. Members can also propose additional topics to be included.

The Field Manual uses well known wiki software to enable collaborative development so that insights from across the media training world can be included. Instructions are provided on every page.

Topics include Continuing Professional Development, Delivering and Evaluating Training, Having an Impact, Supporting Learners, Managing, Planning and Designing Training, Curriculum Development, and Working across Cultures.

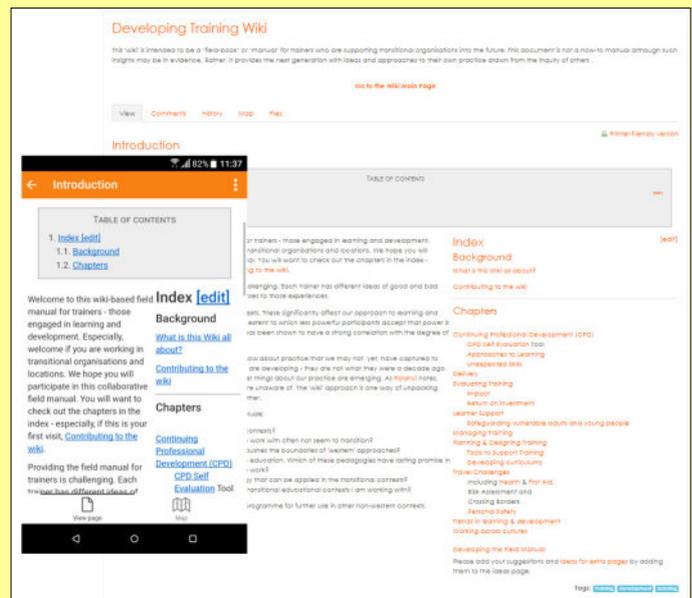
There are practical exercises for users including self-assessment tools to assess their own professional development and identify your personal learning preferences. There are also links to video training resources as well as materials available from external agencies.

Access to the Field Manual is via the Institute website at [www.icti.org.uk/field\\_manual](http://www.icti.org.uk/field_manual) or a smartphone app.

The ICTI website uses Moodle learning management system software. Download the current Moodle Mobile app from the Google Play store or iPhone App Store. Enter the ICTI website address (<https://www.icti.org.uk>) when prompted and provide your username and password if required. If you don't remember your username and password you can recover these from [www.icti.org.uk/password](http://www.icti.org.uk/password) You can also login with Google, Facebook or Microsoft accounts.

The Field Manual is intended to be a collaborative resource and your amendments, corrections and additions are very welcome. Either edit the pages online or add a suggestion in the comment area alongside each entry in Manual.

Contact: [icti@icmc.org](mailto:icti@icmc.org)



## Upgrade your learning & development qualifications

Our colleagues in the GoodWork Academy have been working with Middlesex University, London to launch a new Master of Professional Studies course. Middlesex University is now recruiting students to the course to start in September.

The programme will enable students to develop their distinctive practice through critical reflection and situational inquiry.

It will equip them to remain innovative and relevant in their chosen field and make a purposeful and practical

difference in your organisation or community of practice.

Practical experience and expertise have marked students out as someone capable of shaping thinking in their field – The programme provides an opportunity to gain formal accreditation of a contribution and increase professional impact by exploring key issues that will drive the direction of the student's practice into the future.

ICTI Council member, Dave Adams, is one of the programme leaders for the course. He says that the Universi-

ty has worked hard to make this programme available to international students at the same price as UK participants. If an ICTI graduate Certificate in Training was interested they can apply for credit for their ICTI learning with help from ICTI. "If someone from the ICTI community did join the programme they would benefit from being in a mixed cohort that includes people from the Learning & Development world.

[www.mdx.ac.uk/courses/postgraduate-research-degrees/iwbl-m-professional-studies](http://www.mdx.ac.uk/courses/postgraduate-research-degrees/iwbl-m-professional-studies)



# Training plays key part in launch of radio station in South Sudan

The Rumbek Diocese of the Episcopal Church of South Sudan (ECSS) has launched Word of Hope Radio. This FM Station broadcasts on 94.5MHz and was installed with the assistance of Irving Bible Church in Dallas, TX USA..

Using Galcom Engineering supplied equipment, the station was installed on 26 June 2017. Rev'd Alex Aciga from the ECSS immediately set about training staff to operate the station. Aciga had previously managed a radio station for the Kajo Keji Diocese until the station had to be dismantled earlier this year after the civil war in South Sudan spilt over into that area of the country.

The inter-tribal conflict in South Sudan is one of the main motivations for Word of Hope Radio. This Christian radio station will also to broadcast peace-building, forgiveness and reconciliation programmes to promote peaceful inter-tribal and inter-tribal coexistence in the volatile state where animosity and revenge culture has been rooted for many years.

A simple antenna has been installed

15-20 metres on top of a local Church. This kind of antenna installation had been used in Kajo Keji effectively reducing costs.

Aciga said that training was integrated into the project from the start. "Training of three radio team members was conducted to familiarise the local radio team with the setup and linkage of system:"

Training was provided in equipment maintenance, studio operations and production skills.



from the Institute Training of Trainers course to design the training event.

Aciga said he drew on his learning

Contact: [or@kajokeji.anglican.org](mailto:or@kajokeji.anglican.org)

## Coming Events

12 septembre 2017 - **Une rencontre des formateurs francophones à Accra au Ghana.** Pour plus d'information: [icti-fr@icmc.org](mailto:icti-fr@icmc.org)

13-15 September - **AbR Media Continental Convention 2017.** Biennial gathering for media practitioners. Accra, Ghana - contact: [secretary@abrmedia.org](mailto:secretary@abrmedia.org)

16 September - **Africa Media Trainers** - annual meeting for media trainers working in sub-Saharan Africa. Accra, Ghana - contact: [icti@icmc.org](mailto:icti@icmc.org)

25 September 2017 - **Certificate & Diploma Media Production** - Habari Maalum College, Arusha, Tanzania - contact: [info@hmc.ac.tz](mailto:info@hmc.ac.tz)

15-18 October 2017 - **Crisis Publishing Initiative** - conference for Christian writers, media professionals, photographers, editors, and publishers of magazines, books, and blogs - Sopron, Hungary - contact: [mti@magazinettraining.com](mailto:mti@magazinettraining.com)

12-16 November **Training of Trainers**, Alexandria, Egypt - develop skills as a trainer. Course in Arabic/English - contact: [training@imcegypt.net](mailto:training@imcegypt.net)

## Response Form

### • I want to join ICTI or renew my annual membership

- Personal Membership £22
- Organisation Membership £220
- I will pay online by Visa/MasterCard/PayPal
- I enclose a bank cheque in pounds sterling
- Please send me an invoice

Name:

Address:

Email:

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