

Mapping Minorities and their Media: The National Context – The Netherlands¹

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1. Introduction

The past ten years of Dutch media policy was dominated by the creation of a public broadcasting organisation able to compete in a dual (= public and commercial) system of broadcasting. This was needed as a counterforce after the arrival of commercial broadcasters like RTL4, RTL5, SBS6, Yorin and Net 5. The discussion on the public broadcasting system has since focussed on the market position and scale of the public stations, the broadcasting system's profile among viewers and listeners and cooperation between the various broadcasters.

Due to the constant urging of such organisations as *Stichting Omroep en Allochtonen* (Dutch Foundation for Ethnic Minorities and Media or Stoa), a foundation that urges a better reflection of the multicultural society in the national, regional and local media, the role of the media in the multicultural society has regularly been placed on the political agenda by the Lower House of the Dutch parliament over the past ten years. Successive ministers and state secretaries were questioned on policy documents and policy evaluations. Media and minorities went from being an ad hoc subject to a structural component in media and cultural policy.

In 1999 the government presented the *Notitie Media- en Minderhedenbeleid* (Policy Paper on Media and Minorities Policy)² to the Lower House. The guiding principle in this policy paper is that the changes in the composition of the Dutch population must be perceptible in the media in terms of programmes, programme makers and viewers. Its underlying objectives are to increase the quality and diversity of the media offer, improve the reach of Dutch media for cultural minorities and stimulate a balanced portrayal and a debate on the multicultural society. This is based on the idea that this can contribute to the process of mutual integration.

The public and commercial broadcasters and other media organisations are also discovering that ethnic minority consumers make up a significant share of their potential customer group and are accordingly important to their continued existence. The advancing integration of cultural minorities is clearly expressed in the media use of second and third generation migrants. They grew up in the Netherlands and have enjoyed a Dutch education. Research has proven that, as a result, their viewing and listening behaviour displays more similarities than dissimilarities to that of the native majority in the Netherlands. Yet on the whole the public television stations have less success reaching cultural minorities than reaching the native majority. This leads us to conclude that the public broadcasters do not yet meet the needs of ethnic minorities satisfactorily. Consequently, ethnic minority media consumers are forced to rely to some degree on satellite stations from their country of origin.

There is an essential difference between satellite programmes and Dutch terrestrial programmes specifically oriented to migrants. Only the terrestrial programmes pay any great attention to Dutch society and the position of minority groups in it, in addition to the cultural traditions and countries of origin of those groups. There appears to be a need for precisely such a blend among cultural minorities. Public broadcasting has a task to fulfil here. The Concession Act regulates the terms of reference of the public broadcasting: "A public broadcaster that takes itself seriously, also takes seriously the wishes and needs of the various age groups and communities within its audience. Having an eye for diverse experiences and perspectives within the multicultural society is a condition of diversity and quality in the programming of the broadcasters."

The theme of 'media and minorities' has gained a clear and acknowledged place in government policy in the past few years. Yet it appears that the broadcasting world, in spite of various positive initiatives, such as the *Meer Kleur in de Media* (More Colour in the Media) projects that were carried out on the initiative of Stoa, is unable to respond to the reality of the modern multicultural society in terms of either their staff complements or their programmes.

This paper begins with a brief historical survey of the media and minorities policy. It will indicate how this policy is interwoven with the government's integration policy and sets forth the current state of play (January 2002). This is followed by a description of the media landscape in the Netherlands and an examination of cultural diversity in the media. The last paragraph surveys selected projects and activities that have been initiated by organisations, broadcasters and governments during the past twenty-four months.

² TK 1998-1999, 26 597, no. 1

2. Media (and minorities) policy in the Netherlands

2.1 Brief historical survey of the media and minorities policy

In 1983 both the *Minderhedennota* (Policy Document on Minorities) and the *Medianota* (Policy Document on the Media) focused on the disadvantaged position of minorities in terms of the use of mass media in the Netherlands. To correct this, the government felt that “a number of measures [are] justified that put minorities in a better position to aspire to emancipation.” A number of themes are central here; these themes are derived from the general aspiration to equal participation and development opportunities for all citizens. Special attention was given to the possibilities of producing radio and television programmes for minorities, because these media can be very significant factors, nationally, regionally and locally, in the assimilation of minorities in Dutch society and, in addition, in their own cultural perception and development. At the same time, it was recognised that there was a great need among minorities for information on policy measures specifically meant for them, and for programmes that (largely) consist of artistic and cultural expressions and entertainment from their country of origin. Experiments with migrant television and Studio IM (a facilities and support services company for the production of video programmes for minorities) were started, while the broadcast time “specially reserved” for minorities (*Paspoort*) by the Dutch Broadcast Authority (NOS) was also extended a couple of times. After four years, policy on the local experiments was amended as part of the ‘new’ decentralisation policy. While the experiments were successful, their continuation became the financial responsibility of the local governments. Intensive lobbying by Stoa and the local migrant broadcasting organisations was able to prevent the complete loss of the local migrant broadcasters. This lobbying ultimately led to the preservation of the local broadcasters’ national resources through the establishment of a national service organisation (SOM-Media). Ultimately, only the Municipality of Amsterdam has continued to invest in migrant television, which has led to the disappearance of the other local initiatives in time.

The Media Council report *Media en Allochtonen* (Media and Ethnic Minorities) was published in December 1989. In it the Media Council argued for the introduction of an extra incentives policy promoting substantial central government driven media facilities specially oriented to ethnic minorities. At national level, the NOS was obliged to maintain the number of own-language programmes for minorities. It argued for a better structural embedding of programmes for minorities in the public broadcasting system. At the urging of Stoa and the request of the Lower House the government crystallised its reply in the 1991 *Notitie Media en Minderheden* (Policy Paper on Media and Minorities). This policy paper was based on the guiding principles of the *Allochtonenbeleid* (Ethnic Minorities Policy) report published by the WRR (Policy Research Council) in 1989. The WRR advised the government to gear its integration policy to three sectors: employment, education and adult education. The WRR championed the unlinking of integration and culture policy. That means that neither ‘negative’ nor ‘positive’ discrimination of ethnic minorities is considered acceptable. When ethnic minorities experience certain thresholds, the government may help lower them to a level corresponding to that experienced by the native majority. Integration and assimilation are spearheads of the policy; the perception of their own culture becomes the responsibility of the groups themselves. The WRR’s *Allochtonenbeleid* report observed that ethnic minority cultures find relatively little resonance in the media of the Netherlands. Access thresholds often prove to be too high. Local stations prove to meet an important need precisely among those groups.

In line with the WRR’s recommendations, the *Notitie ‘Media- en Minderhedenbeleid’*³ chiefly concentrated on presenting a good image of ethnic minorities in the media, as this has a very important role in the drive to integrate ethnic minorities into society. Although the positive action announced by the broadcasting organisations did not produce any results, the government was not willing to impose coercive measures. The minister of Welfare, Public Health & Culture went on a working visit to the BBC in London on the recommendation of Stoa to examine the effect of the equal opportunities policy there. The trade unions were given an important role. Incentive measures by government in education would appear to be a more natural approach. The government was not willing to continue to subsidise local broadcasting initiatives and saw a role for Stoa in assisting them. The *Notitie Media en Minderheden* signified the start of the interculturalisation policy directed at the national public broadcaster and the acknowledgement of the wishes advanced by minorities’ organisations for years. The WRR’s recommendation induced the NOS to discontinue its specific

³ TK 1990-1991, 22 166, no. 1

target group-oriented television programmes (*Paspoort*), referring to the WRR's observation that it would be preferable to broadcast these programmes locally and the fact that Turks and Moroccans now have access to programmes in their own languages transmitted by satellite from their countries of origin. This was expressed by the NOS, in a document entitled *Allochtonen en Omroep* (Ethnic Minorities and Broadcasting) (January 1990), which clarifies its position. This decision led to hefty protests from the various migrant groupings. According to Stoa the conclusion that the NOS memorandum draws from the WRR report was completely different to the conclusion drawn by the Media Council, Stoa and the Lower House. These bodies used the observations in the WRR report precisely to enhance the position of minorities in the media at all levels. Not only at local level, but at national level too. This was expressed not only in the Media Council's recommendation to beef up the NOS's terms of reference, but also in the fact that the Lower House asked the minister of Welfare, Public Health & Culture to urge the NOS to earmark broadcast time, objectives and resources for programmes for minorities and finally, as argued by Stoa, to lay down the right of minorities to their own programmes in the new Media Act. In spite of the protests the NOS stood by its decision.

After a period of relative calm, in 1996 the media and minorities policy once more became the subject of political debate on a number of occasions. The immediate reason was the growing interest among some groups for their 'own' satellite stations from the country of origin, and reporting by these stations on few social events in the Netherlands⁴. This interest was seen as a threat to the integration process. There was renewed interest in the 'national and local' target group programmes in the Netherlands. These programmes were seen as a possible counterweight to the 'foreign' programmes. Urged on by Stoa, the Lower House was again asked to produce a policy document. State Secretary Nuis subsequently formulated a government position on 31 October 1997 in a policy memorandum⁵ on the Lower House's media and minorities policy. The memorandum announced a study into the nature and scale of programming for minorities by national, regional and local broadcasters. It also acknowledged Stoa's importance: '*Stoa has a task with respect to more fundamental attention for and varied portrayal of minorities. In its activities, it is equally oriented to the commercial and public broadcasting organisations, partly through independent producers. Over the past few years I have wholeheartedly supported Stoa's activities, and I shall continue to do so.*'

The policy document on culture 1997-2000⁶ addressed the intercultural issue in detail. It even derived its title from it: *Pantser of Ruggengraat* (Armature or Backbone). In terms of broadcasters and press, attention was given to the *Meer Kleur in de Media* action plan (Stoa and Public Broadcasting) and the limited reach of the NPS transmissions oriented to ethnic minorities. Evidence for that was provided by the 1995⁷ NOS/KLO-commissioned media study into ethnic groups. Against this backdrop, a study was announced into the possibility migrants have of cancelling their subscriptions to the cable network when they can increasingly receive programmes by satellite from their countries of origin. It was announced that extra resources were being made available to subsidise Stoa, *Stichting Service Organisatie Migranten Media* (Migrant Service Organisation Agency, or SOM-Media), an agency that produced multicultural television programmes for the four large cities that merged with MTV (Migrant Television Amsterdam) in November 2001, and projects that contribute to the participation of migrants in the media. It was also explained how the government is to interpret the Wallage motion. This motion asks the government to realise programmes to teach newcomers the Dutch language through the mass media. Teleac/NOT has been commissioned to produce a series of educational programmes.

The results of the study into cable use by ethnic minorities were submitted to the Lower House on 22 June 1998. At the same time, Stoa published a report on the position of local broadcasting organisations, entitled *Ongehoord Onzichtbaar* (Unheard Unseen). During its debate on the policy memorandum in question the Lower House requested a follow-up policy paper on the media and minorities policy. This was the first incidence of policy-oriented attention for target group programming, alongside the drive to increase the intercultural nature of the national public broadcaster.

The policy document on integration, *Kansen krijgen, kansen pakken. Het integratiebeleid 1999 – 2000*⁸ (Getting Opportunities, Taking Opportunities. Integration Policy 1999-2000), was presented in

⁴ Veldkamp Marktonderzoek, 1996

⁵ TK 1997-1998, 25601, no. 8

⁶ TK 1996-1997, 25 013, no. 1

⁷ Veldkamp Marktonderzoek, 1996

⁸ TK 1998-1999, 26 333, no. 1

1998. Integration policy stands or falls by the capacity of people to accept the multicultural society. In addition to more familiar policy instruments such as legislation and subsidies, there was an increasing understanding of the role of communication in the realisation of integration policy. Accordingly, within the integration policy of the Ministry of the Interior and Kingdom Relations a special action programme (action programme 4) was dedicated to communication. This action programme has two facets:

- Raising the perception of the integration process in the Netherlands, which includes the integration policy at national and local level, social initiatives and their impact on the native majority and members of ethnic minorities in society (objective: a balanced portrayal; target group: broad, general public);
- Promoting optimal insight into available knowledge, experiences and insights to make integration possible (objective: effective use of expertise; target group: integration facilitators in the public sector, social organisations and so on)

There was also a special section dedicated to culture and media. Cultural convergence and confrontation is an important issue in cultural and media policy. This is actually in line with the given that many members of ethnic minority groups are second and third generation migrants. It is precisely intercultural activities and programmes that can involve these young people in culture and media – as audience and as makers.

In 1999 the cabinet presented a *Notitie Media- en Minderhedenbeleid*⁹ in connection with the earlier *Notitie Ruim Baan voor Culturele Diversiteit*¹⁰, (Make Way for Cultural Diversity Policy Paper), which was chiefly oriented to the arts and cultural heritage and lays down the guiding principles for the new culture period. The document addressed the conclusions and proposals in Stoa's *Ongehoord Onzichtbaar* report in some detail. Many of the proposals were adopted. The guiding principle of the *Notitie media- en minderhedenbeleid* was that the changes in the composition of the Dutch population must be perceptible in the media in terms of programmes, programme makers and audience. At the same time, initiatives were announced to upgrade the professional character of migrant television and radio in the large cities. The content of this policy paper was almost entirely taken from the policy document on culture and the explanatory memorandum to the new *Concession Act*.

2.2 Media and minorities as part of present media policy

In the opinion of the government, national television is perfectly suited to fulfilling a binding function. It demands attention for the multicultural society over the whole range of programmes. National radio offers more room for segmentation, but here too, there should not be any isolated 'ethnic minority' or 'native majority' broadcasting practices on individual stations. According to the government, the core task of the public broadcaster is to offer a varied, high quality range of radio and television programmes on various subjects on open networks. The public broadcaster must guarantee diversity and quality and distinctive programming. In other words, the broadcaster must offer a faithful reflection of the various population groups in the multicultural society. In the formulation offered by the explanatory memorandum to the *Concession Act*: (-) *'I think it is essential that the public broadcaster express that we live in a multicultural society - both quantitatively (in number of presenters, guests, actors, etc) and qualitatively (for example, the choice of subjects and points of view). I want to give more weight to the aim of the board of management of the NOS of realising a balanced reflection of ethnic and native minorities in programming. I see a number of leverage points to lay down the task of the public broadcaster on this point. First of all, in the general remit to the public broadcaster as a whole. And also in the legally formulated profiling task and in the concession conditions to be drawn up by me. The remit of the NPS in the field of programming for minorities already incorporated in the Media Decree will be enhanced.(-) It will be laid down that the programme reinforcement budget is also available for minority-oriented programming. Within the framework of the requirement governing the informational nature of programming to be prescribed, I want to open up the possibility of also demanding answerability for performances with respect to minority programming (-) (State Secretary F. van der Ploeg for Education, Culture and Science).'*

According to the government there are good opportunities for reinforcing specific ethnic minority-oriented programming at local level at this time (without relieving the national broadcaster of this task).

⁹ TK 1998-1999, 26 597, no. 1

¹⁰ TK 1998-1999, 26 565, no. 1 en 2

In the four large cities, the size of the target group alone is a good reason to do this. In addition, the local broadcasting organisation is able to offer room to small-scale initiatives from among the ethnic minorities themselves. The cabinet feels that it is sensible to give a specific impulse to radio where a healthy base exists. In the four large cities local public radio has developed to a greater or lesser degree into an important platform for expression and emancipation of cultural minorities. It is estimated that over a hundred volunteer editorial offices run by ethnic minorities produce radio programmes and that the reach and appreciation they enjoy among listeners is generally high. The limited distribution capacity is an issue; the radio programmes are mostly transmitted by cable (Amsterdam South-East, Rotterdam, The Hague and Utrecht). Given that half of all radio is accessed across the ether, and that on average ethnic minorities are even more likely to tune in to ether-based broadcasts, this is at the expense of the reach of local minority programmes. The local licensed public broadcasters and the relevant city councillors have therefore urged the cabinet to expand ether frequencies for the benefit of programmes for ethnic minority groups. The cabinet has asked the relevant municipalities and the public broadcasters in the large cities to submit a plan that guarantees qualitative use of the ether frequencies provided for local, public, minority-oriented programming. The cabinet wishes to support local minority-oriented programming within the framework of frequency allocation policy by making frequencies available to the licensed public broadcasters in the four large cities.

Parallel to a growing number of radio and television programmes oriented to ethnic minorities on local cable, chiefly produced by volunteer editorial offices, there is a poorly functioning infrastructure for professional migrant television. After Stoa formulated a proposal together with SOM-Media and MTV for a new structure, the minister of Urban Policy and Integration of Ethnic Minorities and the state secretary for Education, Culture and Science, in consultation with the four large cities, decided to introduce improvements in the situation. This was based on the advice of organisational consultancy Van Naem & Partners, which contained proposals about the establishment of a central production organisation. This organisation, which has been given the name *Multiculturele Televisie Nederland* (Multicultural Television Netherlands or MTNL), takes over the tasks of SOM-Media and MTV. MTNL was launched in November 2001 and produces programmes in close association with regional and local broadcasting organisations or producers for the four largest target groups: Turks, Moroccans, Surinamers and Antilleans. The goal is to broadcast forty-five minutes worth of current affairs programmes every week for each group, including fifteen minutes worth of locally produced news. The government grant for the production of local television programmes for migrants has been raised to cover this, on the proviso that the municipalities jointly provide a significant part of the budget. The Concession Act contains an article that makes it possible to reserve part of the licence fee for this.

In municipalities where the number of migrant inhabitants is relatively high, such must be optimally represented in the local broadcasting organisations' policymaking body. The Media Authority (*Commissariaat voor de Media*) has begun to oversee this point more energetically. Following on from that, there is more attention for how representative cable programming councils are. It has become more attractive for local broadcasters to transmit programmes for minorities, since it was classified as a mandatory programme category to which local broadcasters must devote fifty per cent of their broadcast schedules since 1 January 2000.

In a memorandum on the media and minority policy¹¹ submitted to the Lower House in November 2000, State Secretary F. van der Ploeg reported that significant progress had been achieved in various areas and that (attention to) cultural diversity in the media was developing in a positive way. He observed that the media and minorities policy is not "finished", but that the scaffolding around it is firm. In 2000 the activities of the *Meer Kleur in de Media* project (Stoa and Public Broadcaster), which focuses on supporting the intercultural personnel policy that is structurally embedded at the NOS diversity agency *Meer van Anders* (More Diversity), while the support of up-and-coming programme makers has become a core task of Stoa. In 2001-2005 the *Stimuleringsfonds Nederlands Culturele Omroepproducties* (Fund for the Promotion of Cultural Broadcasting in the Netherlands) will continue its policy of training multicultural talent in association with the *Maurits Binger Film Institute*. Scouting of new talent will be intensified and extended to other programme categories beyond television drama, including documentaries, art programmes and children's programmes for television and radio. Besides the reservation of extra frequencies for the local public broadcasters in the four large cities, the media and minorities policy budget has been raised from EUR 2.3 million in 2000 to EUR 3.8 million in 2001. Media and minorities policy has accordingly become an integral part of media and cultural policy.

¹¹ TK 2000-2001, 26597, no. 6

3. The media landscape in the Netherlands

3.1 Introduction

The Netherlands has had a de facto and statutory dual system of public and commercial broadcasting organisations since 1990. At that time, the public broadcasters were forced to surrender half of their share of the audience's viewing time. While their market share was still around 75 per cent in 1990, it has stabilised at just below 40 per cent in the past few years. Furthermore, over 85 per cent of the population of the Netherlands tunes into public television at least once a week. The commercial television stations had a joint market share of 45 per cent in 1999. The remaining percentage represents time spent by viewers watching foreign, regional and local stations and video. The use of Internet has risen sharply in the past few years, which appears, among some groups, to have been at the expense of the number of hours spent watching television. In 1999, the national public radio stations had a market share of 33 per cent, the regional public radio stations 15 per cent and the commercial radio stations 46 per cent of total listening time.

In the past ten years citizens of the Netherlands have been able to receive more and more commercial radio and television stations. The rise of Internet and digitisation of ether, cable and satellite in particular has been responsible for expanding the media on offer, which furthermore is increasingly geared to the individual preferences of users. The social functions of the media have remained reasonably constant in the course of this development: they are suppliers of information and opinion (democratic function), platforms for expression and identity forming of groups and individuals (cultural function) and the engine of economic industry – directly and indirectly through advertising (economic function). The objective of the Dutch government's media policy is to enable as many citizens as possible to access an independent, diverse and high quality media. Important instruments of the media policy are financing and distribution of the public broadcaster, assistance for insolvent press bodies by the Netherlands Press Fund (*Bedrijfsfonds voor de Pers*), allocation of ether frequencies for broadcasting purposes, a basic cable subscription package and open access to the cable infrastructure for providers.

3.2 The public broadcaster

The public licensed broadcasting organisations are increasingly cooperating in order to ensure that they continue to reach the general public. They are also being driven by legislation. They plan the broadcasting schedules more strategically than they used to according to programme popularity. However, this has not led to more light entertainment. Rather, the public broadcaster is presenting itself with informative programmes – varying from news, current affairs and documentaries to light infotainment programmes and talk shows. The five public radio stations have been given their own 'timbre'. Radio 1 is the news and current affairs station. Radio 2 is a broad-based news, entertainment and music station. Radio 3 is a popular music station. Radio 4 is a classical music station and Radio 5 is a station with background stories and opinions with programmes for a small audience and specific target groups. The Media Act explicitly states that the public broadcaster must determine the form and content of its programmes itself. The act does lay down requirements in a general remit and an obligation to produce a full programme, comprising information, education, culture and entertainment.

The national public broadcaster as a whole was awarded a single concession on 1 September 2000, granted to the NOS and valid for ten years. That is the gist of the latest change to the Media Act¹², the follow up to the 'reorganisation act' of 1997 and the tailpiece in the media legislation introduced by the cabinet of the Purple Coalition (*Paars*). The Concession Act mainly regulates national broadcasting, but it also formulated a remit for the public broadcaster that applies in principle to all levels, international, national, regional and local. The national public broadcaster consists of three types of organisation: the representative broadcasting organisations, the non-representative small licensed broadcasters and those institutions with a specific programme task: the NOS, the NPS, the *Wereldomroep* (Radio Netherlands International) and the educational broadcasting organisation united in EDUCOM. The *Wereldomroep* remains outside the concessions system. Broadcasting organisations no longer have their own license in the concession system, but a legitimisation valid for five years. The full programme regulations apply to the public broadcaster as a whole; the NOS has primary responsibility. There are cooperation agreements between the NOS and the individual broadcasting organisations, laid down in legal contracts. In the concession policy plan, the current

¹² TK 1998-1999, 26 660, no. 3

participants must show that they will make an adequate contribution to the remit and policy resolutions of the public broadcaster, and that they will cooperate with the NOS and other broadcasters.

The organisation of the Dutch public broadcaster has its origins in compartmentalisation. As a result, the public broadcaster comprises various licensees, each with its own identity (the broadcasting organisations and the ideological small licensees) or with specific programme tasks (the NOS, the NPS, and the educational broadcaster). Forty per cent of all NPS programmes must be of a cultural nature and at least 20% must be broadcasts for ethnic minorities. The NPS is the only broadcaster that is obliged to produce programmes for minorities. In the Concession Act the current percentages for minority programmes are 20% for television and 25% for radio. The Media Act also stipulates that the public broadcasters must represent a religious, social or spiritual movement. They must have at least 300,000 paid-up members to be eligible for a place in the schedule. Membership of a broadcasting organisation was recently unlinked to the subscription to the TV and radio listings magazine published by every broadcasting organisation. The threshold for prospective broadcasters wishing to join the system is 50,000. Prospective broadcasters are also required to add something new to the existing schedules.

In 1999 the public broadcaster consisted of seven broadcasting organisations: the NCRV (Protestant), the KRO (Roman Catholic), the VARA (social-democratic), the AVRO (general), the TROS (general), the VPRO (social-critical) and the EO (reformational). Veronica left the public broadcaster in 1995 to continue as a commercial station. Prospective broadcasting organisation BNN (youth-oriented) joined the public system in 1998. Finally, the public broadcaster incorporates four types of organisations that are eligible for broadcast time. They are religious communities and communities with a spiritual foundation (including the *Organisatie voor Hindoe Media* (Organisation for Hindu Media or OHM), the *Nederlandse Moslim Omroep* (Netherlands Muslim Broadcasting Organisation or NMO), and the *Boeddhistische Omroep Stichting* (Buddhist Broadcasting Association or BOS)), educational institutions, political parties and the government. *Stichting Etherreclame* (Radio and Television Advertising Association or STER) was created to sell public radio and television broadcast time to advertisers.

3.2.1 Regional broadcasters

The public regional broadcasters are active in all provinces, on the radio and the television. The responsibility for regional broadcasting primarily rests with the provinces, but the legal framework for these public broadcast facilities are laid down in the Media Act. Two provisions of the Media Act are especially relevant within the framework of media and minorities: the objective of a regional broadcaster and the programme regulations. A regional broadcaster sets itself the goal of producing a programme for broadcast "oriented to such a degree to the satisfaction of (...) live social, cultural, religious and spiritual needs in the province, that the institution may be considered to be generally beneficial" (article 30 of the Media Act). At least 50% of the regional broadcaster's programme must be informative, cultural and educational in nature, and more specifically it must be related to the province for which the programme is intended (article 51 of the Media Act).

As a logical consequence of these provisions the regional broadcasters must give attention to the social situation of minorities in the province in question. There are naturally significant differences between provinces in terms of the percentage of minorities in the overall population. That may lead to one regional broadcaster giving more time to these communities than other regional broadcasters. But generally in their programming, all regional broadcasting organisations have a responsibility to involve this section of the population. It is part of the public service character of these non-national public broadcasters. The ministry of Education, Culture and Science (OC&W) consults with both the provinces (Association of Provincial Authorities or IPO) and the regional broadcasters on how to foster programming for minorities, on both regional radio and regional television. The Concession Act offers the possibility of separate financing for this. The regional broadcasters are united in *Stichting Regionale Omroep, Overleg en Samenwerking* (Organisation for Consultation and Cooperation in Regional Broadcasting or ROOS).

3.2.2 Local broadcasters

The first transmissions by local broadcasters date back to 1971. This type of media is growing fast in the Netherlands thanks to the high concentration of cabling. Since 1988 the local broadcasters have also been able to utilise ether-transmitting stations. Only one broadcasting organisation is granted a broadcasting license in every municipality. The programme must relate to the municipality in question.

The Media Act obliges local broadcasters to focus on satisfying the live social, cultural, religious and spiritual needs in the municipality. They must also have a 'policymaking body' that is representative of the municipality.

On 31 December 2000 there were 320 local broadcasters in the Netherlands, collectively serving 453 municipalities. Most of them offer ether- and cable-based transmissions. Of those 320 broadcasting organisations, 306 broadcasters regularly (which means every day or every week at a fixed time) transmit radio programmes. In addition, there are 99 broadcasters that (also) transmit television programmes. No restrictions are imposed on broadcast times, but in practice these vary from a few hours a day to (an exceptional) twelve hours a day. The majority of local broadcasters are staffed by volunteers, with the exception of those in the large cities, where programmes are now realised by professional licensed broadcasters. The local broadcasters are united in the *Organisatie van Lokale Omroepen in Nederland* (Dutch Local Broadcasters' Organisation or Olon).

3.2.3 Stimuleringsfonds Nederlandse Culturele Omroepproducties

Stichting Stimuleringsfonds Nederlandse Culturele Omroepproducties (Fund for the Promotion of Cultural Broadcasting in the Netherlands) was established on 1 January 1988. This fund is responsible for the award of financial grants to help in the development and production of programmes that are of a special Dutch cultural nature. These programmes must be broadcast under the responsibility of one of the broadcasting corporations, the NOS or the NPS. At the beginning of 2000 the regional broadcasters were also added to this list. The fund is financed by an annual contribution from the broadcasting budget.

In principle only mainly Dutch-speaking productions are eligible for a grant. In his policy paper *Media en Minderheden*, the state secretary of OC&W writes that the Promotion Fund is meant for special Dutch cultural broadcast productions. As the occasion arises, the fund may subordinate the language criterion to the importance of honouring the high quality programme proposals of or about migrants living in the Netherlands. In past years the Promotion Fund has applied just such a policy a couple of times.

3.3 Commercial broadcasting in the Netherlands

At a time that law in the Netherlands did not permit commercial television, RTL 4 started transmitting from Luxembourg. RTL 5 followed in 1991. Both stations are still under the authority of the Luxembourg government. The formal Dutch commercial television stations are Yorin, SBS-6, Net 5, FOX8/TV10, The Music Factory (TMF), and Cartoon Network. The commercial television stations typically rely on films, drama, quizzes, light entertainment, news and sport. There are some ten commercial radio stations in the Netherlands. Sky Radio has quickly grown into the commercial station with the largest market share. There are a number of legal rules governing commercial broadcasting. These are mostly derived from European directives and address advertising (maximum quantity, no clandestine advertising, no alcohol or tobacco), protection of the nation's youth (notably from sex and violence on television), and percentages of Dutch, European and independent productions. Another important factor in the proper functioning of commercial broadcasting is the government's policy with respect to the distribution infrastructures, particularly ether frequencies and the cable.

3.4 Cable and satellite

The rules governing cable exploitation were relaxed in 1997 in order to give the subscriber management centres – the cable operators – more elbowroom to operate their cable networks more commercially and to increase opportunities for them to produce their own programmes. A cable operator has a *must-carry* obligation with respect to a number of programmes – the basic package – it transmits in full and simultaneously to all those connected. A programming council set up in every municipality determines the composition of the basic package. The composition of the population in the municipality in question must be taken into account in the composition of this programming council. The cable manager is basically free to decide the remaining channels. It is also permitted to shorten radio and television programmes that are not part of the basic package or broadcast them at different times, which makes compilations of programmes possible. Besides these traditional programme services a cable network may also be used to transmit, among other things, subscriber television, subscriber radio, cable newspaper and cabletext. Cable managers may also offer other communication services above and beyond programme services, if this is not contrary to the provisions laid down in the Telecommunications Act (WTV). This Act allows cable managers to offer any telecommunication services with the exception of speech telephony.

In the Netherlands, hundreds of channels can be received with a satellite dish. Signals are relayed by various satellites (including Eutelsat, Arabsat, Turksat, Hotbird, Intelsat and Astra) from a great number of radio and TV stations from all over the world. These stations can be accessed in living rooms using a satellite dish. Many Dutch citizens of Moroccan and Turkish origin tune into Arab and Turkish stations. But an increasing percentage of the native majority in the Netherlands is also buying dishes, to receive foreign radio and television stations. The choice of stations offered by a satellite dish is enormous after all.

3.5 The Media Authority

The Media Authority (*Commissariaat voor de Media*), headquartered in Hilversum, has the following tasks, to name a few:

- Regulating compliance with the various legal stipulations and regulations pertaining to radio, television, subscriber TV, cable newspaper and cabletext;
- Allocating broadcast time and cable time respectively to national, regional and local broadcasters;
- Fixing the amounts that the national broadcasters receive in fees for their programmes;
- Promoting consultation, coordination and cooperation between national broadcasters and the *Nederlands Omroepproductie Bedrijf* (Netherlands Broadcasting Services Corporation or NOB).

Leadership of the Media Authority is in the hands of three commissioners, a chairperson and two members, appointed by Royal Decree for a period of five years. On 1 January 1999 the Media Authority beefed up its regulation of the public character of the local broadcasters. Stricter demands were introduced governing the performance of the representative body. This body is expected to acquire greater responsibilities in the day-to-day functioning of the broadcaster. The composition of the representative body is to be reviewed more regularly. There are clear opportunities to stimulate a good representation of ethnic minorities. The Media Authority and Olon are giving special attention to this aspect in their information campaign on the new regulatory regime.

3.6 Press

The most important sectors of the Dutch press are, in turn, daily newspapers, non-daily newspapers, periodicals and free distribution advertising newspapers and other free newspapers. The Netherlands Publishers Association (*Nederlands Uitgeversverbond*) (NUV) is the industry association of book, newspaper and periodical publishers. Created in 1996 on the back of cooperation between three industry associations the KNUB (Royal Dutch Publishers Association), the NDP (Netherlands Non-daily Newspaper Publishers' Association) and the NOTU (Netherlands Organization of Magazine Publishers), the NUV promotes the collective interests of all affiliated publishing firms (more than 140 in number) in the Netherlands. The non-daily newspaper sector (local papers published less than six times a week) is organised in the Netherlands Non-daily Newspaper Publishers' Association (NNP), to which three-quarters of the non-daily newspapers are affiliated. The majority of journalists are organised in the Netherlands Union of Journalists (NVJ).

3.6.1 Dailies

In 2000 seven national, 26 regional and four special-interest dailies were published in the Netherlands. In total there were 37 dailies with an independent chief editor that year. Together with around thirty alternative flags, that makes 65 titles. The total circulation of daily newspapers in the Netherlands was over 4.4 million in 2000, 55% of which were regional and 45% national dailies. Slightly more than 2% of the total circulation was formed by the specialised dailies like *Het Financieele Dagblad*, *Agrarisch Dagblad*, *Cobouw* and *Dagblad Scheepvaart*. Since 1955 the number of independent daily newspaper publishers has more than halved. In 2000 the Netherlands supported twelve independent daily newspaper publishers, while the two biggest, *Holdingsmij De Telegraaf* and *De Perscombinatie*, were responsible for around 60% of total sales. Dailies publishers are very keen to curb extensive concentration in the industry. A self-regulating code stipulates that concentrations that lead to a share of one-third or more of the Dutch dailies market are not permitted. In June 1999 two new national dailies were introduced within a short space of time. *Spits* and *Metro* are freely distributed at all Dutch railway stations. Both papers achieved great success very quickly. A 1999 study by *De Telegraaf* (publisher of *Spits*) shows that the two dailies are read by approximately 700,000 people, mainly in the 18-49 age bracket, while 300,000 people in this group read both papers.

There are only four independent regional dailies; the rest are published to a greater or lesser degree by concerns. Almost all Dutch dailies are published by private and public limited companies. The exceptions that prove the rule are a couple of papers published by foundations or associations. The Dutch daily press is characterised by certain forms of cooperation in terms of the paper's editorial content. There are press bureaus and editorial cooperatives.

The non-dailies, newspapers that are published less than six times a week and at least once a week, are a reasonably heterogeneous group. According to the NNP, there are sixty or so non-dailies that are sold for cash. In addition, there are about fifty that combine free editions with issues for cash.

3.6.2 Periodicals

An estimated 2000 plus periodicals are published in the Netherlands. The NOTU distinguishes four main groups among its members: weekly newsmagazines, programme listing magazines for radio and television, general-interest magazines and specialist journals. Over 1800 specialist journals are published under the umbrella of the NOTU. Due to their agenda-setting function, the newsmagazines are relatively important to the democratic process. The leading national newsmagazines are *Elsevier*, *Vrij Nederland*, *HP/De Tijd*, *Hervormd Nederland* and *De Groene Amsterdammer*.

3.6.3 The Press Fund

Since 1974 the Netherlands Press Fund (*Bedrijfsfonds voor de Pers*) has fulfilled an important task in the implementation of the press policy. The scope of the Press Fund and the instruments it has at its disposal to realise its objectives are laid down in the Media Act. In its advice with respect to papers for cultural minorities¹³, the Press Fund points out pressure points in the domain of information provision by and for minorities. The lack of information sources in their own language means that this group often misses out on information. Dutch newspapers are read by few in this group: not only due to the language issue, but also because the group finds too little in Dutch newspapers that relates to their own lives. There should be a greater emphasis on the news and multicultural aspects in reporting. Most migrant groups feel that the availability of newspapers in their own language is reasonably important, but they are not geared to life in the Netherlands. In December 2001 the cabinet approved the proposal of State Secretary Van der Ploeg of Education, Culture and Science to expand the scope of operation of the Press Fund. As a result, the fund will be able to deliver a more active contribution to modernising and transforming the press world. In a memorandum to the Lower House the cabinet outlines the trends that influence the press industry and makes proposals about pluralism in information provision by preserving and stimulating the press. The fund is permitted to assist new newspapers oriented to cultural minorities to improve the access of ethnic minorities to information. Around EUR 0.6 million a year has been made available to realise just this over a period of four years. Over three years, EUR .26 million a year has been reserved to stimulate journalism products on the Internet.

¹³ Bedrijfsfonds voor de Pers, 1999

4. Cultural diversity in the media

4.1 Media content for the multicultural society

Programme- and policymakers in public broadcasting are starting to realise that more colour in the media is no bad thing, in part thanks to Stoa, the NVJ Project Office *Migranten en Media* and the NOS Diversity Bureau *Meer van Anders*. The 'white bastion of broadcasting' is accordingly getting some colour in its cheeks, on the set and behind the scenes. Such initiatives as the 'black' television soap *Bradaz* (NPS), the TV and radio registration of the cultural multimedia spectacle *Roots en Routes* (NPS, Stoa, R2001) and the new multicultural commercial radio station *Colorful Radio* are striking examples. Laws and rules stimulate the public-broadcasting corporations to ramp up cultural diversity in terms of programmes and personnel. Yet radio and television still fails to reflect society in a balanced way. Internet could also use a broader palette. Happily, the medium is making great and swift strides in the right direction. The worldwide web offers many opportunities for many multicultural initiatives that have no chance of being realised in 'traditional media'.

4.1.1 Audiovisual media content

At national level the NPS is the broadcaster with the most multicultural and target group programmes. Nationwide, the Media Act obliges the NPS to devote 20% of its television schedule and 25% of its radio schedule to ethnic minorities. The NPS aims to make programming as a whole more multicultural, most notably though drama and children's programmes. Target group television, information and education in one's own language and directed at specific ethnic groups, is the exclusive bastion of the *Allochtoon Video Circuit* (Ethnic Minorities Video Circuit). The NPS broadcasts its target group radio programmes on Radio 5. Turks, Moroccans and Chinese have a daily programme in their own language; Surinamers, Antilleans/Arabians and Moluccans have a weekly programme every weekend. The NPS expects the need among first- and second-generation ethnic minorities for programmes in their own language to continue for some time. Besides the NPS, the Organisation for Hindu Media (OHM), the Netherlands Muslim Broadcasting Organisation (NMO) and the Evangelical Broadcasting Association (EO) broadcast programmes specially oriented to ethnic minorities. The other public and commercial broadcasters lack any special multicultural programming and do not broadcast any target group programmes.

Regional broadcasters (commercial and public alike) in the west of the country make programmes that focus on the large city life. The fast-evolving population makeup in the large cities has changed the potential consumer group of the local and regional media. That is one of the reasons why a number of these broadcasters are adopting intercultural characteristics to engage the new consumer groups. *AT-5*, *RTV-West*, *Omroep Utrecht* and *RTV-Rijnmond* have set the ball rolling. One problem they are confronted with is the lack of media professionals from ethnic minorities that live up to their profiles. Furthermore, at this time there are too few people from ethnic minorities who follow existing professional training programmes.

Local target group programmes

The local target group programmes have an important social and cultural function within the communities. Programmes are used to inform people about events within their own circle and in Dutch society. There is attention for the language and culture of viewers and listeners, which is an important glue. Finally, the local broadcasters function as discussion platforms for live issues in the community and in Dutch society. Government and local institutions are making increasing use of these channels to reach the ethnic groups in their city or region. The target group programmes have accordingly become an important inspirer of participation and integration. The broadcasters themselves function as a spawning ground for new media talent. Various people at these broadcasters have already moved on to the general media, which has led to the need for renewed investment in training.

Out of sheer necessity, ethnic minority groups make a lot of use of their own local and international media (cable, satellite, Internet). In the Netherlands there are some 200 editorial offices run by ethnic minorities (more than 1000 staff) that produce radio and television programmes for their own groups. These 'own' local media are made with minimal financial resources, often by volunteers. The majority of the local radio and television programmes are broadcast on the 'open channels' in the large cities. There is no cohesive professional package of programmes. In addition, the programmes do not optimally reach the intended target group, due, for one, to the lack of ether frequencies. On the Internet new opportunities will be created in the future for ethnic broadcasters to deliver their programmes to the intended target groups in a made-to-measure way. Some distribution problems can

be solved by this new technology. In 2000 a large number of ethnic local access broadcasters teamed up to launch a national platform for ethnic local media, called PALM (Local Media Platform for Ethnic Minorities). Important items on PALM's agenda include improving the status and image of ethnic access broadcasters. The image of local providers is often not very positive, which means they do not get sufficient respect and recognition from such parties as government, broadcasters and license-holders. Other important items on PALM's agenda include improving their affiliates' position by informing them on such matters as legislation and (national) media policy and stimulating the exchange of programmes between affiliates. This exchange has three functions, given that it strengthens the network they share. PALM is supported professionally by Stoa.

Initiatives of ethnic organisations and broadcasters

Ethnic minority groups developed a large number of initiatives in 2000 and 2001, in association with various media organisations, in order to take action themselves to improve the local and regional media situations. A few examples:

- Multicultural Television Netherlands (MTNL) is an OC&W initiative in association with the four large cities (Amsterdam, Rotterdam, The Hague and Utrecht). MTNL is responsible for weekly target group television programmes, oriented to Turks, Moroccans, Surinamers and Antilleans respectively.
- Large city multicultural radio is an initiative of OC&W and the four large cities in association with the local license-holders in the four largest cities. An FM-frequency is being made available for this station, which will concentrate on the multicultural listener group in the large cities. The station is expected to launch sometime in 2002.
- Salto, Olon and Stoa are cooperating in the pilot project *MCAudionetwerk*. The objective of the project is to improve the quality of programmes and reporting by (local) ethnic minorities and television editorial offices. Editorial offices in Rotterdam, The Hague and Amsterdam are involved in the project, in which methods are being developed to stimulate these offices to make use of the Internet in programme production and development, using, among other things, an audio database. Editorial offices can use *Real Audio* items from the database in their broadcasts. The audio database is expected to launch on line in March 2002.
- Salto Amsterdam is the local license-holder in Amsterdam. It enables Amsterdam-based access broadcasters, including a large number of editorial offices run by ethnic minorities, to broadcast radio and television programmes via the cable or the ether. In 2001 Salto began setting up a very extensive training programme. Students will be able to sign up for technical-, media content- and commercial-oriented courses and presentation in front of the camera training, starting in 2002. The cost of participation will be low, but deliberately not free. In addition to quality improvement, the goal is to offer students more opportunities to advance to professional media in the future.
- *Grenzeloos lokaal* (Local Unlimited) is a pilot project carried out by Olon, the Media Authority, VNG and Stoa in association with the local broadcasters in Eindhoven, Enschede, Hengelo and Assen. The objective of the project is to ramp up ethnic participation in the local broadcasting organisations and to make the broadcasters completely intercultural. The project was completed in November 2001.
- An interculturalisation process was launched at RTV Rijnmond and RTV-Oost in the period 2000-2001, as part of the *Meer Kleur in de Media* project. This dealt with such matters as intercultural media competence and intercultural personnel management, and made a start on the recruitment and selection of ethnic personnel.
- Based in part on the government's media and minorities policy, in 2001 Stoa was remoulded into a service organisation for ethnic media professionals and ethnic broadcast initiatives. Within this framework, Stoa organises regular courses for editorial offices run by ethnic minorities, supports initiatives by ethnic organisations, maintains a CV database for ethnic media professionals, organises network activities and is busy building up a documentation centre.
- Local platforms, notably the *Multicultureel Radioplatform Amsterdam* (Amsterdam Multicultural Radio Platform or MRA) and the *Platform Multiculturele Media Rotterdam* (Rotterdam Multicultural Media Platform or VMRR) strive to realise broad multicultural programming, especially by claiming the ether frequencies reserved for this end. And by developing a collective vision and strategy, across-the-board strengthening and professionalising of ethnic broadcasters and editorial offices, improvement of subsidy practices and the expansion of schooling and training opportunities.
- As a reply to G-4 Radio (professional multicultural youth radio for the four large cities), the *Multiculturele Omroep Stichting* (Multicultural Broadcasting Association or MUST) wants to create a personality for a multicultural radio station offering quality programmes, including multicultural

information provision, to the 14-50+ age group. Here, MUST also strives to strengthen ethnic and multicultural access broadcasters in the large cities, by means of programme coordination, news exchange, training and support.

- In Rotterdam Stoa is looking for ways to realise a local media and minorities policy centre in association with Krosbe. This centre is set to support VMMR and other groups to shape and implement a local media and minorities policy.

4.2 Press for ethnic minorities

Ethnic minorities often make use of the foreign press to fulfil their information need, but these publications do have their disadvantages. Typically, foreign newspapers in one's own language provide little or no information about the current living environment or reports are lopsided. Newspapers published in the languages of the minority groups in the Netherlands often lack sufficient funds to continue or expand their operations. The market for ethnic minority-oriented newspapers is dominated by small operations, often taking the form of newsheets. These publications are marketed unadvertised and subsequently quickly disappear.

In 1999 Utrecht-based *MCA Communicatie* and the Press Fund made an inventory of newspapers for ethnic minorities in the Netherlands. The *MCA Communicatie* study¹⁴ unearthed 125 publications for and by ethnic minorities (foreign publications were also registered) and the Press Fund found 192¹⁵. According to *MCA Communicatie*, various trends are distinguishable in the ethnic minority newspaper market.

- The centre of gravity in terms of general interest magazines continues to be found in the Turkish, Surinamese, Antillean and Chinese communities. The number of publications for the Turkish group is largest.
- There are more publications for the multicultural society, including specialist journals (*Contrast* and *Kleur*), and general interest magazines (*Rôof* and *Fast Forward*).
- The publications are becoming more professional. More attention is more often given to design and layout, the pool of journalists is bigger and publications are published with increasing regularity.
- Ethnic media are increasingly attracting advertisers. These advertisers are mainly ethnic entrepreneurs, but ethnic media are also increasingly used for recruitment and selection (by police and armed forces for instance) and students (colleges of higher education) and as an ethnic marketing instrument by large Dutch companies.

A significant percentage of magazines, newspapers and information bulletins serving migrants in the Netherlands are small, private initiatives with limited circulation. Many are marketed without advertising and soon disappear. The scope of operation of the Press Fund has been expanded to enable the provision of support to publications oriented to migrants or an (expressly) multicultural audience. A low threshold for the publication frequency has been adopted for a period of four years, in relation to support for new and existing publications.

4.3 Internet

The use of new technologies has developed explosively in recent years. The digitisation of the information supply and the distribution possibilities means that developments follow fast on each other's heels. The thresholds for producing and distributing programmes are dropping all the time. That leads to a new vagueness between producers and consumers (there are many new initiatives in this domain) and the content of the programmes is becoming more important. Radio, television, teletext and Internet are also hooking up to each other more and more. Television and Internet are increasingly integrated in a single 'media package'; television programmes supported by programming on Internet and teletext. Radio stations are already accessible through various distribution channels, which also allows ethnic minorities to listen to programmes produced in their countries of origin.

Access to and proficiency in new media is important to full-fledged social functioning. Children from ethnic minorities in particular are increasingly active on the Internet. Ethnic youth often chat across the net in Internet cafes. Sites like maghreb.nl and maroc.nl are well visited. They offer these youngsters to chat with their peers from the same cultural background. These sites often leave little room for serious information and discussion that goes much beyond the relevant ethnic group. A continuous

¹⁴ MCA Communicatie, 1999

¹⁵ Demmenie & Spits, 1999

stream of information on themes that appeal to them is lacking. Other ethnic groups use the Internet in an increasingly intensive way too. Refugees stay informed on developments in their countries of origin by email and through national press agencies. Moluccans seek their information about current developments in the Moluccas on the Internet. Surinamers receive local Paramaribo radio stations live on the Internet.

In 1997 Stoa hooked up with *De Digitale Stad* (The Digital City or DDS) to launch the *Multicultureelplein* (Multicultural Plaza) on the worldwide web (multicultureelplein.nl). In doing so it aimed to put multicultural organisations and ethnic minorities in the limelight by offering them a platform. The MCP sought to fulfil a pioneering role in making the Internet multicultural. The first step was felt to be stimulating multicultural organisations and institutions to put information on the net. The MCP included links to radio and television stations and press agencies in the countries of origin. An evaluation of the period from 1 January 1999 to 1 April 2000 shows that the MCP's first goals have been realised. The profile and participation of multicultural organisations and ethnic minorities on the Internet has been increased. Most organisations make use of the information on the MCP and have a link on their own sites to the MCP, while many web addresses have to be adopted from the MCP's own page of links. Many organisations are now pondering the role of the Internet in their communication and information strategies.

On Thursday 6 April 2000 minister Van Boxtel of Urban Policy and Integration of Ethnic Minorities kicked off the *Digitaal Trapveld* project. Digital Centres (*trapvelden*) are low-threshold sites in 'districts of special interest' (*aandachtswijken*) in the thirty cities covered by the large cities policy, where neighbourhood residents are able to learn about information and communication technology (ICT). Minister Van Boxtel reserved 20 million guilders for 30 municipalities to set up one or more centres. In October 2000 the municipalities began with the construction of centres and most have now opened their doors¹⁶.

4.4 The ethnic media consumer

Under the impact of competition between the public broadcaster and the commercial stations and as a consequence of the opportunities created by new media technologies, the interaction with the general public is getting more and more attention. Gaining the loyalty of viewers and listeners with respect to specific programmes is an important issue for broadcasting organisations. Ethnic minorities are an increasingly large audience that needs to be served. This opens things up to greater influence by the ethnic media consumer and by ethnic media professionals and producers. The Stoa is developing activities in this field, while the public broadcaster starts to organise activities within the framework of its public accountability obligation.

The viewing and listening public in the Netherlands is evolving. The percentage of ethnic viewers and listeners is increasing, traditional media (radio and television) and the Internet are integrating and new technologies are developing at high speed. These advancements enable the general public to have a say in media content much more easily. That leads to a more articulate and more critical audience. An exclusively passive media consumer no longer exists. Thanks to these user-friendly technologies and accessible equipment, the general public itself is able to develop new initiatives. The consumer takes on the role of media creator and is increasingly the determining factor with respect to TV and radio programme content.

From the point of view of customer loyalty, interaction with the general public is increasingly important and the Internet makes it possible to address the needs of the customer directly. The centre of gravity is increasingly switching to the production of well-made programmes able to gain the loyalty of (a specific) audience, using the greater distribution opportunities. Broadcasters are being forced to think like consumers, and the new way of communicating with their target groups is the new challenge. Interaction with the public can take on two forms. First, as part of the package of programmes, new media technologies make it possible to create a direct personal bond with the public. Television and radio programmes are increasingly supported by Internet sites, allowing the audience to influence the direction of the programme (the NRCV's *standpunt.nl*, for example). Experts also foresee strong growth in personalised programme offerings. One example is *Replay-tv*: creating one's own television channel composed on the basis of personal programme preferences for viewing when one chooses.

¹⁶ Groeneveld, van den Berg, van den Steenhoven & Lenos, 2001

4.4.1 Viewing and listening behaviour

Quantitative research has been ongoing since 1980 on the initiative of the NOS and since 1995 by the NPS, into the media consumption and media need of Turks, Moroccans, Surinamers, Antilleans, Chinese and Moluccans of 18 years of age and older¹⁷. A comparative telephone study was conducted by the *Kijk- en Luisteronderzoek* (Viewer and Listener Research) department at the NOS among the population of the Netherlands. Presented in 1999, the seventh study in the series was conducted by *Veldkamp Marktonderzoek*. The Viewers and Listeners Research Department at the NOS is currently rolling out a new media use study among ethnic minorities. The study was commissioned by the NPS, NOS and the Netherlands Government Information Service (RVD). The NOS has now taken over responsibilities for this study from Veldkamp Marktonderzoek. The report is expected at the end of June 2002.

Just like most viewers within the native majority, ethnic minority viewers prefer television programmes like *NOS-Journaal* news and *Studio Sport* and light entertainment on RTL4. The advancing integration of ethnic minorities is most clearly expressed in the media use of the second and third generations. They have been raised in the Netherlands and have enjoyed Dutch education. Their viewing and listening behaviour accordingly displays more similarities than differences with that of the native majority in the Netherlands.

On average, the public television stations have a lower reach among ethnic minorities than among the native majority. This is partly due to competition from Turkish and Arab satellite stations. It should be emphasised however that no negative relationship has been found between a satellite link with the country of origin and the degree of integration in the Netherlands. The popularity of satellite stations based in the countries of origin is primarily a symptom of the continued need among a substantial group of migrants for programmes that dovetail with their own language and culture. This is evidenced by the interest in broadcasts by the OHM and the NMO. In this context it is interesting to note the relatively good reach and the good appreciation of local minority programmes¹⁸.

4.4.2 Media education

Which programmes do ethnic minority and native majority youngsters like to watch and listen to? Are the programmes tailored to the needs and wishes of these target groups? Where do they recognise themselves and from what perspective are the programmes made? Are these target groups critical media users? Media education is an important factor in all of this. It is defined as: learning about the media and using the media. Two aspects are important here: the media as a source of information and the media as an identification possibility. Introducing the media education course in secondary schools can stimulate the development of critical media behaviour.

When that is translated into an intercultural perspective, it may be remembered that everyone uses different sources, based on a person's ethnic origin. A study of the University of Nijmegen¹⁹ commissioned by the Press Fund shows that ethnic youngsters are critical media users. That means that they are used to being critical about the reliability of the reporting they see and hear. Reporting on developments in the home country is especially prone to a critical approach. An additional aspect is that ethnic youngsters not only follow Western, Dutch information critically because it is incomplete or incorrect, but also want to get more and alternative information from the home country. More than Dutch newspapers or TV can deliver.

For years, Stoa has been involved in efforts to stimulate intercultural media education in Dutch schools. As part of the *It's not REALITY, but TV* project various products were realised in 2001 (TV-series, CD-ROM and instruction video for teachers). During the project it became clear that many schools and teachers were insufficiently aware of and familiar with the media education possibilities offered in education. As a consequence, the material produced cannot be used in an effective and structured way. Although teachers and students alike are enthusiastic about the content and the quality of the material, its integration into the curriculum and the way it is tied into the timetable remains problematical. A separate media education subject is lacking, which means that subjects like Dutch, CKV and social studies are expected to take up the slack. The combined use of television, CD-

¹⁷ Veldkamp Marktonderzoek, 1996, 1997, 1999

¹⁸ Leurdijk, Wermuth & van der Hulst, 1998

¹⁹ Bedrijfsfonds voor de Pers, 2000; d'Haenens, Beentjes & Bink, 2000

ROM and the Internet, on which this package is based, demands other didactic forms of lessons and organisation. Teachers and students are not yet equipped for that.

4.5 The ethnic media professional

In addition to its content quality problems, the AV-sector is also faced with a labour shortage. It is becoming increasingly difficult to find sufficient professionals to enable realisation of media content now and in the future. For the first time in years, Amsterdam's Film and Television Academy suffered from a lack of registrations in 2001. Given the developments in other industries and the ongoing demographic development in the Netherlands, it would appear obvious that ethnic groups are potentially important target groups with respect to the filling of these gaps in the future.

4.5.1 Workforce participation

There is a lack of reliable data on employment and growth because there is a problem in defining the AV industry. Research by the Culture and Audiovisual Sector Council arrives at 62,000 wage earners. In 1996 approximately 18,000 people worked in Dutch television, around half of which were freelancers or independent producers according to the European Institute for the Media²⁰. The trend towards temporary contracts is continuing. AV companies do not register the ethnic origin of their personnel. In spite of the fact the media employers indicate that they have a positive attitude towards the recruitment of ethnic minorities, no researcher has yet been able to collect statistical data on the participation of ethnic minorities. On the basis of the combination of various data, estimates vary between 1% and 3%, which is far from a balanced participation compared with the composition of society.

There has been much resistance to interculturalisation in the broadcasting industry. Many of the efforts have been concentrated on the public broadcasting organisations. On 21 March 1995 on the initiative of Stoa, the public broadcaster agreed to a formal commitment to pursue a pro rata representation at all job levels as part of its human resources policy. This was followed by three *Meer Kleur in de Media* projects (financed in part by the Employment Programme), carried out by a consortium, comprising Stoa, the Media Academy and the National Bureau for Arts and Media (LBKM) of Employment Services, commissioned by the public broadcasting organisations. These projects resulted in the increased recruitment of media talent from ethnic minorities by the broadcaster and a large quantity of intercultural management instruments to give form to the diversity policy in the broadcasting corporations. A recent KLO study shows that there is now great support for diversity policy within the AV companies. This was expressed in the extensive participation of broadcast employees (500) in the *Afstemmen op Diversiteit* event in November 1999, the *Kleur(t)je meer of minder?!* market research project²¹ and the rising demand for media talent from ethnic minorities. Within public broadcasting, the agency *Meer van Anders* now supports public broadcasters functions in implementing their diversity policy, while Stoa is maturing into a service unit for media professionals from ethnic minorities.

Despite the growing support in the AV companies for diversity policy and the growing demand for media professionals from ethnic minorities, these professionals do experience some big obstacles in their attempts to break into the AV industry and stay there:

- Media professionals from ethnic minorities are immediately confronted with the established prejudices when they are first introduced to an AV company. These include: ethnic professionals have a language disadvantage; they do not know enough about Dutch society; they are 'biased'; the cultural differences are too great. Often during the first interview they are immediately referred to the NPS (multicultural programmes) or migrant broadcasting organisations. No time is reserved to examine their talents and professional potential in any detail or to give people a break on the work floor.
- The lack of implemented intercultural diversity management within the industry means that communication and relational problems that come into being on the work floor are not dealt with satisfactorily, which often leads to the accelerated exit of media professionals from ethnic minorities.
- The native media culture is dominant. Deadlines are central and there is little room for creativity from employees.

²⁰ Ouaj, 1999

²¹ Strijk, 2000

- There are no combined procedures within the AV industry for schooling, social activation, labour market preparation and aftercare on the work floor. This is caused to some extent by the established work culture and to some extent by the lack of an internal training structure. Employees have to be '150%' employable from day one and available '24 hours a day'.
- Most media professionals from ethnic minorities work as freelancers. Following and financing extra training to acquire the requisite expertise to stay in the market has been the source of insurmountable problems for most.

The developments are positive however. On 27 November 2001 mr. Drs. G.J. Wolffensperger signed a framework agreement on behalf of the NOS with the ministers Vermeend (Social Affairs and Employment) and Van Boxtel (Urban Policy and Integration of Ethnic Minorities) regarding the implementation of intercultural human resources policy. The aim of the agreement is to promote the entry and advancement of ethnic minorities at the broadcaster. Part of the agreement refers to setting up a *Diversity Helpdesk*. This helpdesk is open to all employees of the national public broadcaster who have questions concerning intercultural management, recruitment and selection, positive action and similar subjects. There will also be a measurement of the achievements in terms of diversification in *Stand van Zaken Diversiteit* (the State of the Diversity Game), a pilot project for managers, P&O officials, supervisors and other employees of the NOS, aimed at creating and extending support and acquiring insight into a long-term diversity policy.

So, a number of important steps in the right direction have been taken in the media industry. Commitment is being shown; entry and participation of media professionals from ethnic minorities in the short and long term is commercially important, and important to the companies. Knowledge levels are high, many methods have been developed and the infrastructure is in place. There are still problems to be solved however. There is a lack of media professionals from ethnic minorities to fulfil current demand. And on the work floor, media professionals from ethnic minorities are still experiencing many obstacles to equal entry, participation and advancement.

4.5.2 Developments in the press

There have been many discussions in the past few years on the subject of multiculturalism and journalism in the Netherlands. These discussions typically arrived at the conclusion that the editorial culture in the Netherlands is still far too 'white'. Dailies would like to employ ethnic journalists, but they cannot be found. A study by Mark Deuze and Annemarie van Lankveld conducted among journalists in the Netherlands shows that two per cent of the professionals says they have a non-Dutch background, and that they often work in specific 'multicultural' editorial offices or specialisations. The majority of journalists in our country is male, white, unbelieving, on average 42-years-old, and has worked in the media for about 17 years. So there is little or no multicultural diversity in Dutch editorial offices²².

The lack of knowledge on certain aspects of the multicultural society among journalists has been put on the agenda by Stoa, Forum (*Institute for Multicultural Development*) and the NVJ's *Migranten en Media* (Migrants and Media) project bureau among others. These organisations have expressed their concern, in a number of publications and public debates, that Dutch (native) journalists appear to prefer the path of least resistance when it comes to learning about the various cultures and ethnicities that make up the modern-day Netherlands, which means they appear unable to portray ethnic minorities in non-stereotypical ways in their news reporting. This is said to lead to a loss of contact with new target groups and consequently also potential new colleagues from different ethnic backgrounds. An example of a countermeasure proposed by these organisations is the publication of a *Deskundigengids* for ethnic minorities (1998), an initiative by *Migranten en Media* and Stoa, comprising the names and addresses of experts from ethnic minorities in a wide range of fields²³. Work is ongoing on a follow-up in the form of a digital database (*Perslink*), a collaboration between Stoa, *Meer van Anders* and the publishers of *Mercuriusgids*. This database is expected to be ready in 2002.

4.5.3 Vocational education

The number of youngsters from ethnic minorities is growing fast. According to forecasts by the Central Statistical Office, the CBS, more than half of all youngsters in the large cities will have an ethnic

²² Deuze & van Lankveld, 2001

²³ Deuze, 2001

background in the not too distant future. Although this group is growing fast, their entry to the media remains limited. Youngsters with an ethnic background generally have little interest in positions in the media. The prime cause of this is the fact that they do not actively come into contact with the media. Neither is the lack of role models in the media with which youngsters from ethnic backgrounds can identify very stimulating. The fact that little or no time is given to media or media-oriented vocational education at school is one of the reasons for this. That want in the classroom is not only due to educational establishment, but also the media itself, which has failed to introduce any initiatives of its own. This all has a direct effect on the choice of direction and actual entrance choices in vocational education.

It cannot really be said that there is education and training in the specific field of journalism in relation to various cultures and ethnicities. The seven formal journalism programmes in the Netherlands (four *HBO* (higher vocational education) and three *WO* (University education)) scarcely address the multicultural society in any structural way. The only exception is the *Christelijke Hogeschool* (Christian Institute for Higher Professional Education) in Ede, where students are obliged to follow a couple of classes on different cultures in the first year and have to complete an internship in a so-called Third-World Country in their third year. The journalism programme in Tilburg²⁴ does offer the continuing education course 'Journalism in the multicultural society' to journalists twice a year.

In (vocational) education there is a lack of any logical training structure for media professions (radio, television, new media). Save for *HBO* level: Journalism schools, Film and Television Academy and the Media Academy, there are no specialised pre-vocational programmes or packages. There are no *MBO* (intermediate vocational education) or other practical training programmes that are part of a 'modular' structure, linked to certified pass certificates. The last-mentioned item is essential to enable ethnic minorities to access the employment market, because it makes them better qualified and less likely to be shut out on the basis of subjective criteria.

At this time the following journalist training options are available:

– Film and Television Academy

Four-year course, entry to which demands at least *HAVO* (higher general secondary education) certificate and an entrance exam. The education programme leads up to an *HBO* certificate. Primary focus is on film. Video is an option. General training.

– Media Academy

Following on from regular vocational and non-vocational education, the Media Academy offers AV-industry certified programmatic, facility and media management education programmes. It also contributes courses to vocational education programmes in the communication field, post-initial education and organises AV-training, symposia and seminars.

– Radio Netherlands International

Radio and television course. Duration 4 months. Entrants: programme makers from the Third World.

– Journalism schools

In Utrecht, Tilburg, Ede and Zwolle. Requirements: at least *HAVO*. General education. Duration 4 years.

– University journalism programmes (fulltime)

At the University of Groningen (post-doctoral, RUG), Erasmus University in Rotterdam (post-doctoral) and the University of Amsterdam. The 8-month postgraduate Radio and Television Journalism programme at University of Groningen is given in association with Radio/TV Noord. The postgraduate Journalism programme at Rotterdam's Erasmus University, which also runs for 8 months, focuses on daily newspaper journalism. Journalism at the University of Amsterdam is a 12-month programme.

4.6 Studies

A 1998 *Migranten en Media* initiated survey of aspects of the production, distribution and reception of media content with respect to ethnic minorities in the Netherlands showed that there is hardly any information on the production processes in the media in particular at this time²⁵. Since the report there have been several initiatives with respect to media and minorities oriented studies. One example is the ongoing racism and extreme-rightwing monitoring project by the Leiden Social Science Research

²⁴ Deuze, 2001

²⁵ Brants, Leurdijk & Crone, 1998

Institute (LISWO), which published a report concentrating on the role of media and journalists in 1998²⁶. The study by Andra Leurdijk²⁷ is also an example of interesting research into television journalism in the multicultural society. A year later Maurice Vergeer obtained his doctorate at the University of Nijmegen (KUN) with a study into the relationship between exposure to the media and opinions about ethnic minorities²⁸. In 2000 the project bureau *Migranten en Media* published a pamphlet on media and ethnic minorities, comprising studies and essays on the subject of journalism in the multicultural society²⁹. The editing responsibility was in the hands of Garjan Sterk, project manager at the NOS Diversity Bureau *Meer van Anders*. In addition, since mid 2000 *Mixed Media* has been continuously studying the factors that obstruct or may promote the entry and advancement of youngsters from ethnic backgrounds. Another interesting initiative is the CD-ROM produced by the communication studies department of Nijmegen University at the end of 2000, in association with the Press Fund and the NVJ, collecting various studies on aspects of media and minorities in an accessible way (especially for journalists and students)³⁰. Finally, Mark Deuze (*University of Amsterdam*) has conducted a great deal of research into journalism in the multicultural society. He obtained his doctorate in 2002 with a study entitled 'Journalism in the Netherlands - An analysis of the people, the issues and the (inter-)national environment'³¹.

²⁶ van Donselaar, Claus & Nelissen, 1998

²⁷ Leurdijk, 1999

²⁸ Vergeer, 2000

²⁹ Sterk, 2000

³⁰ Katholieke Universiteit Nijmegen, 2001

³¹ Deuze, 2002

5. Organisations and institutions: contact information

Media organisations with respect to ethnic minorities

Stichting Omroep en Alloctonen (STOA)

Established in 1986, *Stichting Omroep en Alloctonen* (Stoa) is a project organisation, which conducts national and European activities. Stoa strives for the equal participation of ethnic minorities in the audiovisual media at all function levels and is dedicated to a broad pallet of programmes. A schedule that finds expression in multicultural programmes for a broad general public, including both the native majority and ethnic minorities, on the one hand, and target group programmes for specific ethnic minority groups on the other.

Visitor's address: Mariaplaats 3, 3511 LH Utrecht

Postal address: Postbus 1234, 3500 BE Utrecht

Telephone: 030-230 22 40, fax: 030-230 29 75

Email: info@stoa.nl

Websites: www.stoa.nl, www.11-september.nl

Meer van Anders, bureau for portrayal and diversity (NOS)

Meer van Anders stimulates programme makers and policymakers within national and regional public broadcasting organisations and the *Wereldomroep* to make the diversity in the society more perceptible, in their own programmes and on the work floor. On 1 October 2000 *Meer van Anders* became a structural part of the public broadcaster, under the responsibility of the Board of Management of the NOS. Its executive staff comprises one coordinator and two project managers.

Postal address: Postbus 26444, 1202 JJ Hilversum

Telephone: 035-677 23 86, fax: 035-677 24 61

Email: meervananders@nos.nl

Website: www.omroep.nl/meervananders

NVJ-Project Bureau Migranten en Media

The domestic and international task of the NVJ is to monitor and if necessary fight for the freedom of the press and citizen's right to information, which freedom and right are considered to be its essential foundations. The NVJ also aims to promote high quality journalism. The NVJ also has responsibility for the Migrants & Media Project Office. The NVJ website offers information on current vacancies and NVJ rates for journalists.

Visitor's address: De Balie, Kleine Gartmanplantsoen 10, 1071 RR Amsterdam

Postal address: Postbus 75997, 1070 AZ Amsterdam

Telephone: 020-553 51 97

Email: menm@nvj.nl

Website: www.beeldvorming.net

Mixed Media

Mixed Media operates in the field of the printed press. Its key task is mediation. It incorporates a selection committee (Journalism teachers, experienced journalists) that makes selections based on CVs and written pieces. Each candidate builds up a dossier. Rejected candidates are provided with career advice. Each person is given a personalised approach. *Mixed Media* also provides job-coaching services. Mentors are used to coach candidates outside the scope of the work floor.

Visitor's address: Hoogoorddreef 5, 1101 AA Amsterdam

Postal address: Postbus 12040, 1100 AA Amsterdam

Telephone: 020-4309070, fax: 020-4309179

Email: Mixed_Media@NUV.nl

Website: www.nuv.nl/nuv/mixedmedia.html

Multiculturele Televisie Nederland (MTNL)

On 15 November 2001 MTV-Amsterdam and SOM-Media merged to form a new organisation: MTNL, which produces four hours of multicultural television every week in the four large cities, in association with the regional broadcasters.

Visitor's and postal address: Weteringschans 84c, 1017 XR Amsterdam

Telephone: 020-535 35 35, fax: 020-330 40 80

Email: mail@mtnl.nl

Website: www.mtnl.nl

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MULTICULTURAL BROADCASTING ORGANISATIONS

NAME	ADDRESS	Postcode
Radio Intilka	Oude Rijn 57	2312 HC
Marokkaanse redactie	P/a TRON Postbus 459	3300 AL
Forssat el Mouftamie	Postbus 4242	6710 EE
MCI St. Multiculturele Instelling	Prinsegracht 8	2512 GA
Marokkaanse redactie (MOR)	Postbus 574	3000 AN
Netwerk Scenarioschrijvers	Korte Leidsedwardsstraat 12	1017 RC
ARYANA	POSTBUS 279	2920 AG
AFAPAC	Daalwijk 29	1102 AA
SEMPRE	Rosa Luxemburgstraat 35	1103 DR
THE VOICE	Postbus 92010	1090 AA
THE VOICE	Postbus 92010	1090 AA
Sankofa TV	Kikkenstein 464	1104 AX
ANTIYAS	Krimpertplein 50	1104 PM
DOORBRAAK	Grubbehoeve 199	1103 GR
KO-RADIO\KOSECHA	1E Helmerstraat 17 -III	1054 CX
ANTILIAANSE REDACTIE NOS CULTURA	Vossiusstraat 144 II	3132 GR
ANTILIAANSE REDACTIE NOS CULTURA	Vossiusstraat 144 II	3132 GR
RITMO TROPICAL	Postbus 567	8200 AN
OMROEP NEDERLANDSE ANTILLEN	Postbus 61	5480 AB
NAN DI Omroep Organisatie Groningen	Helperwestlaan 28-31	9721 BB
RADIO ANTIANO	Leekerhoek 25	8223 ZS
RADIO NOS RAIS	Ring 74	3195 XN
RHYTHM FM RADIO	Scholferstraat 63	3033 RL
SBS CARIBE	Jasmijnstraat 79	3073 VN
STICHTING SPLIKA	Postbus 18799	2502 ET
UNRATU	Stadhouderslaan 83	8016 CP
ISLAMIC RELIEF	Nickeriestraat 27	1058 VV
Asielzoekerscentrum Winschoten	Udesweg 2	9673 XC
BOSNIEHERZEGOVINA RADIO	Postbus 53073	3008 HB
ACTV	Kinkerstraat 184	1053 EK
CHINESE RADIO AMSTERDAM	Postbus 15809	1001 NH
BAKOOS	Vereniging EGRO POSTBUS 1198	3000 BD
ETHIO TV P/A	Ver.Ethiopiërs in nederland postbus 21135	3001 AC
HIBRE ETHIOPIA	Kruiningenstraat 107	3086 KL
CFMW	P.Potterstraat 20	1071 DA
GHANATTA stichting	Postbus 43203	2504 AE
REGONCIN (SGGN)	Kempering 31	1104 KE
BAAT CHEET CAFE	Flakkeestraat 33 b	3083 CA
BAAT CHEET CAFE	Flakkeestraat 33 b	3083 CA
DATATREYA	Postbus 10965	1001 EZ
EEKTA stichting federatie	Postbus 61036	2506 AA
HUM NAU	Pralanalaan 51	1060 RC
INDIAN MELODY HOUR	Harmonielaan 83	1111 PE
INDIAN TIME	Haarlemmerstraat 11hs	1013 EH
KRSNA Sri Radha Krsna	Papegaaistraat 138	3061 CW
HINDOESTAANSE REDACTIE (mercurius omroep)	Postbus 1520	8901 BV
MILAN	Schermlaan 35	3021 KH
MTVH Migranten Televisie Haaglanden	Laan van Meerdervoort 288	2563 AK
PAIGHAM	B.Florisstraat 55	1071 VB
RADIO HOORN	Kerketuin 80	1689 LD
RADIO HOORN	Kerketuin 80	1689 LD
RADIO VAHON	Newtonstraat 25	2562 KC

SANGEETMALA	Paso Doblesingel 50	1326 LS
SARGAM	Staringplein 12hs	1054 VL
SRS Sanskritie Radio Station	Korte Bajonetstraat 26	3014 ZS
SURYA RADIO	Postbus 15111	1001 MC
SURYA RADIO	Postbus 15111	1001 MC
UJALA	Postbus 22695	1100 DD
UYALA	De la reyweg 671	2571 ES
ZORG EN HOOP	Frans Halsstraat 38	2525 VZ
SETASAN (Programma Jawa)	Postbus 22142	3003 DC
SKS DJANTA KIE WAANIE	Hein Voswei 5	8406 EZ
CENTRAAL FM Van de padihalmen tot de molens	Postbus 51	5460 AB
RADIO NUSANTARA	Pla Mathenesserlaan 177	3014 HA
RADIO TJAMPOER ADOEK	Pla radio almelo , postbus 393	7600 AJ
INDO DREAMS	Vrij Nederlandstraat 1 II	6826 AT
VAN OOST NAAR OOST	Postbus 62	5900 AN
RADIO TOKEH	Cederstraat 5	3203 BA
TV PERSEPOLIS (Perzisch Cultureel Centrum)	Postbus 22695	1100 DD
VIVN	Hogevecht 229	1100 DH
RADIO PAIGAM	Lobelialaan 20	2555 PH
BAZME-RAZA	Nesserhoek 25	1035 KM
SHIP (Stichting Haags Islamitisch Platform)	Breughelstraat 287-289	2525 RG
SHIP (Stichting Haags Islamitisch Platform)	Lobelialaan 20	2555 PH
NEFESH TV	Postbus 10171	1001 ED
KAZO	Postbus 336	1500 EH
TV PEDRA DE FUNDA	Loevesteinsingel 78	3077 HJ
VOZ DE CABO VERDE FM	Postbus 21035	3001 AA
VOZ DE CABO VERDE FM	Postbus 21035	3001 AA
EMIGRANTE	POSTBUS 21035	3001 AA
FOCR	s' Gravendijkwal 144	3015 CD
METZOPOTAMIE TV	Sloterkade 10	1058 HD
KROATISCHE RADIO ROTTERDAM	Haringvliet 303	3011 ZP
ANDINA	1e Jan Steenstraat 51-c	1072 NB
ARABISCHE OMROEP STICHTING	Salesianenstraat 45	6374 TX
FANTASIA	Naardermeerstraat 91	1024 NK
TRON	Postbus 459	3300 AL
FORSSAT EL MOUFTAMIE	Postbus 4242	6710 EE
MAROKKAANSE REDACTIE (Omroep Almelo)	Havennoordzijde 17	7607 ER
SAOUD AL HIJRA (Omroep Utrecht)	Postbus 1012	3500 BA
SAOUD AL HIJRA (Omroep Utrecht)	Postbus 1012	3500 BA
RADIO SALAM	Weesperzijde 74	1091 EH
RADIO SERVIELLA	P/a Amstel 82	1017 AC
RTV WADDINXVEEN (Marokkaanse redactie)	Busken Huetlaan 66	2741 AJ
SLOT RADIO (Stichting Lokale Omroep Tegelen)	Postbus 3035	5930 AA
SLOTSTAD RTV	Hortensialaan 32	3702 VH
STADSOMROEP APELDOORN	Schijnwerkershorst 114	7328 PE
BABYLON (Stadsomroep Arnhem)	Vrij Nederlandstraat 1 II	6826 AT
STADSOMROEP BREDA	Heusdenhoutsestraat 346	4817 WJ
STADSOMROEP BREDA	Heusdenhoutsestraat 346	4817 WJ
MAROKKAANSE REDACTIE (Stadsradio Helmond)	Molenstraat 153 d	5701 KC
STEDELIJKE RAAD VAN DE MAROKKAANSE GEMEENSCHAP	Weesperplein 4	1018 XA
RED ATLAS (Westlandse Omroep Stichting)	Diepenbroekstraat 9	2625 XG
RADIO SUN SHINE	Postbus 12500	1100 AM
Marokkaanse Redactie i.o. (radio veenendaal)	J. Roeckplantsoen 11	3902 ZH
Stichting Almadina	Postbus 95074	1090 HB
Marra TV	M.V. Bastiaansestraat 26	1054 SP

DJALANG SIARAN MALUKU	Kievitstraat 7	9363 GH
ORAS	Rembrandtplein 17	1001 CL
RADIO METEHUETUI	Pla Mathenesserlaan 177	3014 HA
REGIO FM/RADIO HUELE	Postbus 192	7641 DK
SUARA TIMUR JAUH	Noordzeestraat 145	1748 BN
RADIO ASSEN FM	Postbus 706	9400 AS
RADIO SANGAMM	Weimarstraat 86	2562 HA
STICHTING SIDDHANT	Hobbemastraat 292	2626 JX
RADIO STAD NIJKERK (Kleurrijk Nijkerk)	Singel 30	3861 AE
RADIO STAD NIJKERK (Kleurrijk Nijkerk)	Singel 30	3861 AE
RAZO Radio Omroep ZuidOost	Eeftink 1	1103 AE
REGIONALE STEUNFUNCTIE ALLOCHTONEN	Televisiestraat 2	2525 KD
ROSA (Radio Omroep Samenwerkende Allochtonen)	Postbus 2262	5600 GG
THE BEAT	Frans Bekkersstraat 113 c	3082 TL
WINGS FOUNDATION	Pelsterstraat 23	9711 KH
MCI St Multiculturele instelling	Stille Veerkade 41	2512 BE
MCI St Multiculturele instelling	Stille Veerkade 41	2512 BE
MOR (Stichting Humanitas)	Postbus 574	3024 BH
MULTICULTURELE REDACTIE(Omroep Amersfoort)	Postbus 100	3800 AC
RSA Regionale Steunfunctie Allochtonen	Televisiestraat 2	2525 KD
ROSA Radio Omroep Samenwerkende Allochtonen)	Postbus 2262	5600 CG
Helene	Bergerweg 63	1663 BP
MTNL	Weteringschans 84 C	1017 XR
MTNL	Weteringschans 84 C	1017 XR
MTNL	Weteringschans 84 C	1017 XR
MTNL	Weteringschans 84 C	1017 XR
OOST EUROPA TV	J.M. Kemperstraat 31 b	1051 TH
MOVING ART	Van Boetzelaerstraat 561	1051 CX
VOICE OF ASIA (Pakistaanse Arbeiders Nederland)	Dostojevskisingel 285	1102 XM
OMROEP PAPUA	Kasteeldrift 70	3436 TR
APA\Radiowerk	Willem Schoutenstraat 45	1057 DL
ANAND JOTI	Gouden Leeuw 210	1103 KD
ATIN'TO	Haarlemmerdijk 173	1013 KH
JOSHUA	Postbus 74737	1070 BS
PAROUSIA	Postbus 9296	1006 AG
PINGO	Eeftink 100 k	1103 AE
Omroep Fryslan Radio TV en reclame	Postbus 7600	8903 JP
RADIO TV NOORD	Postbus 30101	9700 RP
AYUR VEDA RADIO	Waalstraat 25	8226 ZX
CALYPSO	Van Ostadestraat 290 - 3	1073 TW
CHINOOK	Boomhazelaardoord 45	1112 EA
GHANIROM RADIO	Postbus 618	3000 AP
GROOVE FM	Van Diemenstraat 5	1013 NH
HIFD	Postbus 73859	2507 AJ
MARTINO RADIO	Pretoriusstraat 94 hs	1092 GL
MCI St. Multiculturele Instelling	Prinsegracht 8	2512 GA
MIRAMAR FM	Jan Evertsenstraat 18	1056 EC
RADIO SALAAM	Zevenkampsering 65	3068 HG
RADIO SPANGEN	Bilderdijkstraat 232	3027 SN
RED. BABYLON	Vrij Nederlandstraat 1 II	6826 AT
ASCC	POSTBUS 12806	1100 AV
BANGSA JAWA	Jaques Veltmanstraat 23c	1065 EG
BRANDO	Oostzeestraat 22	8226 BA
DAMSKO	Lijnbaansegracht 102	1016 KT
EBONY	Heiman Dullaertplein 36	3024 CC

FAYA LOBI	Postbus 12312	1100 AH
SURINAAMSE REDACTIE (lokale omroep meppel)	Koekangense Dwarsdijk 17	7958 SP
MART	2E Sweelinckstraat 2-4	1073 EH
PALOELOE	Jade 20	2719 RT
RADIO RADHIKA	Postbus 22588	1100 DB
RADIO RADHIKA	Cannenburgstraat 93	3077 PC
RAPAR CBS	Gouvernestraat 56d	3014 PP
RAPAR CBS	Gouvernestraat 56 d	3014 PP
RUTU (media organisatie afro-sur. haaglanden)	Architect Mutterskade 44	2552 ZL
RUTU (media organisatie afro-sur. haaglanden)	Architect Mutterskade 44	2552 ZL
RUTU (media organisatie afro-sur. haaglanden)	Architect Mutterskade 44	2552 ZL
STANVASTE	Adrianastraat 215	3014 XK
STICHTING RUKUN BUDI UTAMA	Postbus 61032	2506 AA
STICHTING SURINAAMS REGIONAAL STEUNPUNT	Sweelinckplein 79	2517 GL
VMN (Vrouwen Media Netwerk Centrum)	Speuldestraat 50	1107 WZ
SME TV	Wethouder Wierdelstraat 112	1107 DL
BETH-NAHRIN	Vorselaarstraat 74	1066 PT
FEZA	Lodewijk van Dijselstraat 57	1064 HX
FEZA/TIME MEDIA	Sint Andriesstraat 112	3073 JW
TROM LOKALE OMROEP DORDRECHT Dost FM	Postbus 459	3300 AL
TROM LOKALE OMROEP DORDRECHT Dost FM	Postbus 459	3300 AL
Turkse redactie LOKALE OMROEP EDE	Postbus 4242	6710 EE
Turkse redactie LOKALE OMROEP EDE	Postbus 4242	6710 EE
TURKSE REDACTIE	Postbus 6	3130 AA
TURKSE REDACTIE	Havennoordzijde 17	7607 ER
ACCENT TOTAAL Omroep Sittard	Berkenlaan 4	6133 WZ
TURKS JONGEREN CENTRUM	Lizzy Ansinghstraat 86	1072 RD
TURKSE REDACTIE	Postbus 65	1970 AB
SEMA TV (p/a St. Akyazili Rotterdam)	Diergaardesingel 56-58	3014 AL
TURKSE REDACTIE	Postbus 414	5700 AN
STOZ (Stichting Turkse Omroep Zaanstad)	Postbus 265	1500 EG
TJROS	Joh. Poststraat 30	1063 TK
TOS (Turkse Omroep Stichting)	Zeeburgerdijk 115	1094 AD
TTA (Turkse Televisie Amsterdam)	Govert Flinkckstraat 286	1073 GG
SLOT RADIO TURKSE REDACTIE TEGELEN	Postbus 3035	5930 AA
ADN MEDIA GROEP	Kees van Dongenhof 28	3024 NA
ADNA MEDIA GROEP	Kees van Dongenhof 28	3024 NA
DUNIA	Postbus 2148	1000 CC
JAGGA TV p.a. Stichting Minhadjulquram Holland	Gerard Scholtenstraat 75 a	3035 SG
MARRA TV	Bastiaansestraat 26	1054 SP
NAGIN p/a St. AABLG	Tempestraat 13 a	3077 CV
NATTRAJ TV	Postbus 10965	1001 EZ
STAR-TV (p/a St. Apne Raste-tv)	Toni Koopmanplein 10	3014 RT
LATINA FM	Neberkade 80-81	2521 WE
ZERA	De Wittenkade 325	1052 DD