**MEDIA REPORT, 2003, Netherlands**

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The Media Council report Media en Allochtonen (Media and Ethnic Minorities) **....** This organisation, which has been given the name Multiculturele Televisie **......** VLODROP. Hélène H. mevrouw Oord. 06-27571464. SURINAAMS. Lokaal. Televisie **...**

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**Bergerweg 63. 1663 BP. VLODROP. Ms. Hélène H .Oord. 06-27571464. Multicultureel Tv-Talkshow SURINAAMS. Lokaal. Televisie. MTNL. Weteringschans 84 C. 1017 XR. AMSTERDAM ...**

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| |  | | --- | | **+Mira Media - Schakel met de multiculturele samenleving** | | **Een sfeerverslag**  *Verschillende organisaties hebben met de oprichting van Stichting Omroep & Allochtonen (Stoa) in 1986 hun krachten gebundeld om te komen tot een meer divers beeld in de media. De organisatie is inmiddels uitgegroeid tot een projectorganisatie met landelijke en Europese activiteiten. Zij streeft naar gelijkwaardige deelname van allochtonen in de audiovisuele media op alle functieniveaus en zet zich in voor een kleurrijke programmering. Een programmering die zich uit in een multicultureel aanbod voor een breed, autochtoon en allochtoon publiek, anderzijds een doelgroepprogrammering voor specifieke allochtone groepen. Een blik in (omroep) medialand laat een positieve ontwikkeling zien in de deelname van allochtonen en het eind is nog lang niet in zicht. Kritiek, ook op Stoa, wordt nog steeds geuit. Daarnaast is nog steeds niet voor iedereen even duidelijk waar Stoa voor staat.*  DSC00054.JPG *Gülnaz Aslan presenteert het Mira Media logo*  Donderdagmiddag 20 juni jl. heeft Stoa haar nieuwe werkwijze, logo en naam gepresenteerd in de aanwezigheid van rond de 300 bezoekers. Met groot enthousiasme dirigeert moderator Gulnaz Aslan de onthulling van het nieuwe gezicht van Stoa: "Allemaal omdraaien! Licht uit!". De schijnwerpers doven, een stilte daalt neer over de zaal. "..1..2..3!". Naar de bezoekers die met spanning omhoog kijken, straalt eerder in vriendelijkheid dan in volle glorie een zon vanuit een aardetinten wolkenlandschap. 'Mira Media'. Geprojecteerd is een nieuw logo, een oog dat uitkijkt naar de toekomst, naar de mensen die opnieuw deel van haar toekomst zullen zijn en een oog dat als spiegel terugblikt op de lange jaren van onvermoeide strijd. Aslan heeft Mira Media helpen opzetten. Een onderneming vanuit haar passie, die in alle vanzelfsprekendheid groeide.  Waar staat MiraMedia voor? Waar staat Mira Media voor? Mira is geen afkorting. 'Mira' betekent 'kijken en/of spiegel' in vele talen. 'Mira Media' werkt vanuit het oogpunt van de allochtone mediaconsument aan een evenwichtige afspiegeling van de multiculturele samenleving in de media. "Mira Media' werkt in nauwe samenwerking met (allochtone) mediaprofessionals en organisaties van etnisch culturele minderheidsgroepen.  ***"Heeft u al een allochtoon netwerk?"***  Voorafgaand aan de onthulling van het nieuwe gezicht van de organisatie doe je als nieuwe medewerker reeds diverse indrukken op. De dag begint vroeg: heen en weer rennen de collegae tijdens de voorbereidingen, want alles kan op het laatste moment nog verkeerd gaan. Computers aangesloten? Staat alles op de juiste plek? Hebben we alle dozen met publicaties? Staat ons nieuw logo overal op? Ieder zet zich in en langzaamaan komt alles op zijn plaats op het juiste moment. De jongens achter de bar poetsen de glazen. Het moment van de presentatie kondigt zich aan. Aan de tafels in de hal ontvangen medewerkers de gasten die klam van de omslag van tropisch naar typisch Nederlands weer binnenstromen. In de zaal wacht een ware oase van informatie tussen de palmbomen. Als koekje bij de koffie pronkt de vochtige baklava op zilveren schalen. Er wordt gretig naar gereikt. Bezoekers verspreiden zich over de ruimte, sommigen nemen plaats aan de tafels. Er gaan blikken over en weer, er klinken kreten van herkenning en er worden handen geschud bij kennismaking. De aankondiging van een multiculturele organisatie met een nieuw gezicht is weerspiegeld in de culturele diversiteit van de bezoekers. Onder de aanwezigen zijn jongeren, maar ook vertegenwoordigers van verschillende prominente organisaties, bedrijven, overheden en media.  DSC00019.JPG *R. Ho Ten Soeng, Voorzitter mira Media*  ***"Schakel met de multiculturele samenleving"***  Ed Klute, directeur van Mira Media leidt de presentatie in met een overzicht van de voorgeschiedenis, de ontwikkelingen en de vooruitzichten van Mira Media. Twee nieuwe uitdagingen worden in het licht gesteld: 'Uitdaging Afstemmen op Diversiteit' en 'Uitdaging Perslink'. Uitdaging Afstemmen op Diversiteit, onderdeel van het Equal project Multiple Choice, wil de vraag naar en het aanbod van allochtone talenten beter bijeen brengen. Hierbij komen onder andere aan bod: empowerment workshops, netwerkbijeenkomsten, screentests, stages en concrete commitments van de AV-sector. 250 Allochtone mediaprofessionals extra zullen bemiddelbaar moeten worden. Te gast op het podium zijn Tanja Jadnanansing (NOS), Frans Jennekes (NPS) en Petra Kooi (HMG). Welk advies kunnen zij geven inzake diversiteit in de media? Hoe kunnen tekorten worden ingehaald en op welke wijze? "Diversiteit in de media is een vereiste, anders is een toekomst onmogelijk. Het moet mogelijk zijn op primetime succes te hebben en leuke programma's van hoge kwaliteit te maken.", aldus Jennekes.  DSC00069 kopie.JPG  *Frans Jennekes (NPS), Petra Kooi (HMG) enTanja Jadnanansing (NOS) over diversiteit in de media*  Uitdaging Perslink wordt tijdens deze middag gepresenteerd door Jo Lahaye van IRP. IRP is de uitgever van de Mercuriusgids. De realisatie van Perslink is mogelijk gemaakt door Mira Media, Ministerie van Binnenlandse zaken, Bedrijfsfonds voor de pers, NVJ, NOS/Meer van Anders en IRP. Het doel van Perslink is de creatie van de per 11 september 2002 te lanceren 'interculturele online database' waarin met name gegevens van de belangrijkste woordvoerders in Nederland en een grote selectie van allochtone en vrouwelijke deskundigen zijn opgenomen. De presentatie over Perslink wordt vervolgd door Aslan. Ze introduceert de volgende gasten: Bernadette van Dijck (NOS), Hubert Fermina (LBR) en Giovanni Massaro (FORUM). Positieve reacties klinken over het initiatief. Op verzoek worden ter plekke de agenda's spontaan opengeslagen voor een eerstvolgende ontmoeting tussen de partijen en Mira Media.  DSC00092.JPG *(links: ) Ed Klute (Mira Media)  en (rechts:) Giovanni Massaro (FORUM) slaan op verzoek van (midden:) Gülnaz Aslan de agenda’s open*  DSC00109 kopie.JPG*Hélène Oord en Hans Sibarani tijdens de talkshow Lokale Omroepen*  Na de toespraken worden de bezoekers uitgenodigd zich te laten informeren. De zaal is zó ingericht dat in elke hoek een facet van Mira Media is uitgekristalliseerd: Europa, met (interactieve) informatie over activiteiten en partners binnen Europa; de lokale omroepen, besproken op het hoofdpodium; kwaliteitscriteria, welke mening is men toegedaan over multicuturaliteit in programma's - gesteld in de vorm van een schriftelijk enquête; de computers van Service Unit, die toegang verschaffen tot de online vacaturebank op de Mira Media website; Media Educatie, met toegang tot interactieve educatieve programma's; een bioscoop, met filmfragmenten vertoond onder leiding van Nafiss Nia in aanwezigheid van de programmamakers; Algemene Informatie, waar diverse publicaties kunnen worden ingekeken en "als warme broodjes over de toonbank gaan".  DSC00098.JPGBij de algemene informatiestand gaan de publictaies als warme broodjes over de toonbank  DSC00152.JPG*Zangeres Attadmiri heeft de zaal op de hand*  DSC00173 kopie.JPG  *Mr. Galaxy sluit de feestelijke middag af*  Twee cameraploegen, één bestaande uit jongeren van Youngsterdam en de ander bestaande uit jongeren van het Stedelijk Lyceum Enschede, omzwerven strategisch de ruimte en leggen het gebeuren vast. Op een feestelijke aangelegenheid als deze mag entertainment niet ontbreken; de charmante zangeres Feza Attadmiri, begeleid door de dansers Phanny & Rebecca, en een swingende dance-act uit Rotterdam hebben moeiteloos de zaal op hun hand. De futuristische robot-dance act van Mr. Galaxy sluit op een romantische manier deze geslaagde feestelijke middag af.  ***"We willen wel maar ze zijn er niet"***  In meerdere persoonlijke gesprekken met personen uit het publiek die oorspronkelijk niet uit Nederland komen, komt naar voren dat de professionele ervaring die in het land van herkomst is opgedaan vaak in Nederland niet erkend wordt. Mensen zijn vandaag bijeen gekomen om de eigen en/of andermans positie en kunde te verhelderen en te verrijken. Een veelvuldig gestelde vraag is hoe men iets van de grond of verder ontwikkeld krijgt, maar ook wat Mira Media voor ieder van hen kan betekenen. "Wij zijn er wél en wij willen wel, maar ze willen ons niet zien!", roept een mediaprofessional van Marokkaanse achtergrond. "Er heerst grote onvrede, vooral onder de Marokkanen. We zijn in een hoek gedreven en men geeft ons amper de kans daar uit te komen. De situatie sinds 11 september heeft de langzame ontwikkeling nog meer vertraagd; elke negatieve gebeurtenis wordt als slecht excuus aangegrepen om ons in kwaad daglicht te stellen. We moeten het heft in eigen handen nemen." Men vraagt om lokalisatie van dit soort problemen, waarvoor enkel de juiste mensen de verantwoordelijkheid kunnen dragen. Mira Media hoopt met de pas op de plaats met frisse start een nieuw vertrouwen te winnen, echter zal haar dit niet alleen lukken. In 1986 werd het initiatief genomen de krachten te bundelen, en enkel door participatie en met voortzetting van het verenigen van krachten en expertise zullen de gestelde uitdagingen in de praktijk kunnen slagen. Met de twee nieuwe uitdagingen, "Uitdaging Afstemmen op Diversiteit' en "Uitdaging Perslink", binnen de nieuwe koers zullen de zwaartepunten zijn: zichtbaarheid van allochtonen in de media, het vinden en stimuleren van nieuw allochtoon talent, interculturele media-educatie en het bevorderen van kritisch mediagedrag bij de allochtone consument.  Filmfragmenten vertoond in de bioscoop zijn: 'Circus Kiekeboe' van Gulay Orhan/ Fatusch Producties 'Akbarstraat' van Myriam Sahraoui/ NPS 'Bazuinkoor' van Sandra van Selst/ Roots en Routes  DSC00060 kopie.JPGFotografie: Massoud Memar & Mara Jansen | | http://www.miramedia.nl/images/spacer.gif |

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Beste overeenkomsten voor **lokale allochtone multiculturele media Hélène H. Oord Limburg**

Mira **Media** - Schakel met de **multiculturele** samenleving. Ga naar tekst »

Zij streeft naar gelijkwaardige deelname van **allochtonen** in de audiovisuele **media** op alle functie niveaus en. Ga naar tekst »

**Hélène H. Oord** en Hans Sibarani tijdens de talkshow **Lokale** Omroepen. Ga naar tekst »

« Minder overeenkomsten

Year 2003

# Mapping Minorities and their Media: The National Context –

# The Netherlands[[1]](#footnote-1)

2003

# Susan Bink

MiraMedia

# <http://www.google.nl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CEUQFjAC&url=http%3A%2F%2Fwww.lse.ac.uk%2Fmedia%40lse%2Fresearch%2FEMTEL%2Fminorities%2Fpapers%2Fnetherlandsreport.doc&ei=rCU8U_qIMIGI0AWo54GgBA&usg=AFQjCNHlxcfLkjYAy18p-v0sMJUv62kPVw&sig2=pam-37k1_o-y7VsZCa5Iug>

# Mapping Minorities and their Media: The National Context –

# The Netherlands[[2]](#footnote-2)

# Susan Bink

MiraMedia

# 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)[[3]](#footnote-3) 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.

#### Media (and minorities) policy in the Netherlands

* 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’*[[4]](#footnote-4) 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 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 Netherlands[[5]](#footnote-5). 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 memorandum[[6]](#footnote-6) 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 1997-2000[[7]](#footnote-7) 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 1995[[8]](#footnote-8) 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*[[9]](#footnote-9)(Getting Opportunities, Taking Opportunities. Integration Policy 1999-2000), was presented in 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*[[10]](#footnote-10) in connection with the earlier *Notitie Ruim Baan voor* *Culturele Diversiteit[[11]](#footnote-11)*, (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). 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 policy[[12]](#footnote-12) 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.

**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 Act[[13]](#footnote-13), 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 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 BroadcastingorROOS).

**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' Organisationor 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 Netwerk. 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 Corporationor 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, *Holdingmij 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 minorities[[14]](#footnote-14), 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.

**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 anOC&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 VMMR) 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 newssheets. 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* study[[15]](#footnote-15) unearthed 125 publications for and by ethnic minorities (foreign publications were also registered) and the Press Fund found 192[[16]](#footnote-16). 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 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 doors[[17]](#footnote-17).

**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.

**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 older[[18]](#footnote-18). 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 programmes[[19]](#footnote-19).

**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 Nijmegen[[20]](#footnote-20) 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-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 Media[[21]](#footnote-21). 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 project[[22]](#footnote-22) 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:

1. 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.
2. 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.
3. The native media culture is dominant. Deadlines are central and there is little room for creativity from employees.
4. 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’.
5. 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 offices[[23]](#footnote-23).

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 fields[[24]](#footnote-24). 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 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 Tilburg[[25]](#footnote-25) 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 time[[26]](#footnote-26). 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 Institute(LISWO), which published a report concentrating on the role of media and journalists in 1998[[27]](#footnote-27). The study by Andra Leurdijk[[28]](#footnote-28) 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 minorities[[29]](#footnote-29). 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 society[[30]](#footnote-30). 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)[[31]](#footnote-31). 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’[[32]](#footnote-32).

1. **Organisations and institutions: contact information**

*Media organisations with respect to ethnic minorities*

**Stichting Omroep en Allochtonen (STOA)**

Established in 1986, *Stichting Omroep en Allochtonen* (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](mailto:stoa@stoa.nl)

Websites: [www.stoa.nl](http://www.stoa.nl), [www.11-september.nl](http://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](mailto:meervananders@nos.nl)

Website: [www.omroep.nl/meervananders](http://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 & MediaProject 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](mailto:menm@nvj.nl)

Website: [www.beeldvorming.net](http://www.villamedia.nl)

**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](http://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](mailto:mail@mtnl.nl)

Website: [www.mtnl.nl](http://www.mtnl.nl)

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**MULTICULTURAL BROADCASTING ORGANISATIONS, NETHERLAND’S**

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| **HUM NAU** | **Pralanalaan 51** | **1060 RC** | **AMSTERDAM** |  | **heer Santoe** |  |  |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
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| **INDIAN TIME** | **Haarlemmerstraat 11hs** | **1013 EH** | **AMSTERDAM** |  |  |  |  |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **KRSNA Sri Radha Krsna** | **Papegaaistraat 138** | **3061 CW** | **ROTTERDAM** |  |  |  | **010-4523090** |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
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| **MTVH Migranten Televisie Haaglanden** | **Laan van Meerdervoort 288** | **2563 AK** | **DEN HAAG** |  | **heer Siwpersad** |  | **070-3650987** |  | **HINDOESTAANS** | **Lokaal** | **Televisie** |
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| **RADIO HOORN** | **Kerketuin 80** | **1689 LD** | **HOORN** |  | **heer Sardarkhan** |  | **0229-210301** |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **RADIO HOORN** | **Kerketuin 80** | **1689 LD** | **HOORN** |  | **heer Sauers** |  | **0229-210301** |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **RADIO VAHON** | **Newtonstraat 25** | **2562 KC** | **DEN HAAG** |  | **Ghiraw** |  | **070-3652247** | **070-3622207** | **HINDOESTAANS** | **Lokaal** | **Radio** |
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| **SARGAM** | **Staringplein 12hs** | **1054 VL** | **AMSTERDAM** |  | **heer Raghoenath** |  | **020-6126583** | **020-6126583** | **HINDOESTAANS** | **Lokaal** | **Radio** |
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| **SURYA RADIO** | **Postbus 15111** | **1001 MC** | **AMSTERDAM** |  | **heer Panday Gangaram** |  | **020-6951515** | **020-6951544** | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **SURYA RADIO** | **Postbus 15111** | **1001 MC** | **AMSTERDAM** |  | **heer Badloe** |  | **020-6951515** | **020-6951544** | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **UJALA** | **Postbus 22695** | **1100 DD** | **AMSTERDAM** |  |  |  | **020-6974837** |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **UYALA** | **De la reyweg 671** | **2571 ES** | **DEN HAAG** |  | **Boedhoe** |  |  |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **ZORG EN HOOP** | **Frans Halsstraat 38** | **2525 VZ** | **DEN HAAG** |  | **heer Charan** |  | **070-3892327** | **06-22309615** | **HINDOESTAANS** | **Lokaal** | **Radio** |
| **SETASAN (Programma Jawa)** | **Postbus 22142** | **3003 DC** | **ROTTERDAM** |  |  |  | **010-4842010** |  | **HINDOESTAANS** | **Lokaal** | **Radio** |
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| **CENTRAAL FM Van de padihalmen tot de molens** | **Postbus 51** | **5460 AB** | **VEGHEL** | **Inge** | **mevrouw Dumpel** |  | **0413-341402** | **0492-366822** | **INDISCH** | **Lokaal** | **Radio** |
| **RADIO NUSANTARA** | **P\a Mathenesserlaan 177** | **3014 HA** | **ROTTERDAM** | **Donald** | **heer Tiek** |  | **010-4603516** |  | **INDISCH** | **Lokaal** | **Radio** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **RADIO TJAMPOER ADOEK** | **P\a radio almelo , postbus 393** | **7600 AJ** | **ALMELO** | **Meity** | **heer Janssen** |  | **074-2594494** |  | **INDISCH** | **Lokaal** | **Radio** |
| **INDO DREAMS** | **Vrij Nederlandstraat 1 II** | **6826 AT** | **ARNHEM** |  | **heer Elders** |  | **026-3612699** |  | **INDISCH** | **Lokaal** | **Radio** |
| **VAN OOST NAAR OOST** | **Postbus 62** | **5900 AN** | **VENLO** | **Shinta** | **mevrouw Eisenring** |  | **0478-513251** |  | **INDISCH** | **Lokaal** | **Radio** |
| **RADIO TOKEH** | **Cederstraat 5** | **3203 BA** | **SPIJKENISSE** | **Lucette** | **mevrouw Schotel** |  | **0181-610873** | **0181-610873** | **INDISCH** | **Lokaal** | **Radio** |
| **TV PERSEPOLIS (Perzisch Cultureel Centrum)** | **Postbus 22695** | **1100 DD** | **AMSTERDAM** |  |  |  | **020-6974837** |  | **IRAN** | **Lokaal** | **Televisie** |
| **VIVN** | **Hogevecht 229** | **1100 DH** | **AMSTERDAM** |  |  |  | **030-2432869** |  | **IRAN** | **Lokaal** | **Radio** |
| **RADIO PAIGAM** | **Lobelialaan 20** | **2555 PH** | **DEN HAAG** | **Saoed** | **heer Khadje** |  | **070-3452148** |  |  | **Lokaal** | **Radio** |
| **BAZME-RAZA** | **Nesserhoek 25** | **1035 KM** | **AMSTERDAM** |  |  |  | **020-6998303** |  | **MAROKKAANS** | **Lokaal** | **Televisie** |
| **SHIP ( Stichting Haags Islamitisch Platform)** | **Breughelstraat 287-289** | **2525 RG** | **DEN HAAG** |  | **heer Mohamedajoeb** |  | **070-3841334** |  |  | **Lokaal** | **Radio** |
| **SHIP (Stichting Haags Islamitisch Platform)** | **Lobelialaan 20** | **2555 PH** | **DEN HAAG** | **Saoud** | **heer Khadje** |  | **070-3841334** | **070-3841334** |  | **Lokaal** |  |
| **NEFESH TV** | **Postbus 10171** | **1001 ED** | **AMSTERDAM** |  |  |  | **020-6717678** |  |  | **Lokaal** | **Televisie** |
| **KAZO** | **Postbus 336** | **1500 EH** | **ZAANDAM** |  | **heer De Castro** |  | **075-6513076** |  | **KAAPVERDIAANS** | **Lokaal** | **Radio** |
| **TV PEDRA DE FUNDA** | **Loevesteinsingel 78** | **3077 HJ** | **ROTTERDAM** |  |  |  |  |  | **KAAPVERDIAANS** | **Lokaal** | **Televisie** |
| **VOZ DE CABO VERDE FM** | **Postbus 21035** | **3001 AA** | **ROTTERDAM** | **Guy** | **heer Ramos** |  | **010-4771568** | **010-4775168** | **KAAPVERDIAANS** | **Lokaal** | **Radio** |
| **VOZ DE CABO VERDE FM** | **Postbus 21035** | **3001 AA** | **ROTTERDAM** | **Arlinda** | **mevrouw Santos** |  | **010-4771568** | **010-4775168** | **KAAPVERDIAANS** | **Lokaal** | **Radio** |
| **EMIGRANTE** | **POSTBUS 21035** | **3001 AA** | **ROTTERDAM** |  |  |  |  |  | **KAAPVERDIAANS** | **Lokaal** | **Radio** |
| **FOCR** | **s' Gravendijkwal 144** | **3015 CD** | **ROTTERDAM** |  |  |  | **010-4369912** |  | **KAAPVERDIAANS** | **Lokaal** | **Radio** |
| **METZOPOTAMIE TV** | **Sloterkade 10** | **1058 HD** | **AMSTERDAM** |  |  |  |  |  | **KOERDISCH** | **Lokaal** | **Televisie** |
| **KROATISCHE RADIO ROTTERDAM** | **Haringvliet 303** | **3011 ZP** | **ROTTERDAM** |  |  |  | **010-4123391** |  | **KROATISCH** | **Lokaal** | **Radio** |
| **ANDINA** | **1e Jan Steenstraat 51-c** | **1072 NB** | **AMSTERDAM** |  |  |  | **020-6185837** |  | **AMERIKAANS** | **Lokaal** | **Radio** |
| **ARABISCHE OMROEP STICHTING** | **Salesianenstraat 45** | **6374 TX** | **LANDGRAAF** |  |  |  | **045-5310921** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **FANTASIA** | **Naardermeerstraat 91** | **1024 NK** | **AMSTERDAM** | **Samir** | **heer Mohamed** |  | **020-4272424** | **020-6208866** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **TRON** | **Postbus 459** | **3300 AL** | **DORDRECHT** | **Omar** | **heer Laachaach** |  | **078-6133214** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **FORSSAT EL MOUFTAMIE** | **Postbus 4242** | **6710 EE** | **EDE** |  | **heer Elkadoeri** |  |  |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **MAROKKAANSE REDACTIE (Omroep Almelo)** | **Havennoordzijde 17** | **7607 ER** | **ALMELO** | **Ingrid** | **mevrouw Jansen** |  | **0546-821814** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **SAOUD AL HIJRA (Omroep Utrecht)** | **Postbus 1012** | **3500 BA** | **UTRECHT** | **Ben** | **heer Bahkani** | **benbahkani@hotmail.com** | **030-2737007** | **030-2737008** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **SAOUD AL HIJRA (Omroep Utrecht)** | **Postbus 1012** | **3500 BA** | **UTRECHT** |  | **heer Jamal Hamid** |  | **030-2737007** | **030-2737008** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **RADIO SALAM** | **Weesperzijde 74** | **1091 EH** | **AMSTERDAM** |  | **heer Mourat** |  | **020-6935040** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **RADIO SERVIELLA** | **P/a Amstel 82** | **1017 AC** | **AMSTERDAM** |  |  |  |  |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **RTV WADDINXVEEN (Marokkaanse redactie)** | **Busken Huetlaan 66** | **2741 AJ** | **WADDINXVEEN** | **Mohamed** | **heer Meskine** |  | **0182-610379** | **0182-611054** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **SLOT RADIO (Stichting Lokale Omroep Tegelen)** | **Postbus 3035** | **5930 AA** | **TEGELEN** |  |  |  | **077-3733333** | **077-3737057** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **SLOTSTAD RTV** | **Hortensialaan 32** | **3702 VH** | **ZEIST** |  |  |  | **030-6912040** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **STADSOMROEP APELDOORN** | **Schijnwerkershorst 114** | **7328 PE** | **APELDOORN** |  | **heer Messabel** |  | **0302-500250** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **BABYLON (Stadsomroep Arnhem)** | **Vrij Nederlandstraat 1 II** | **6826 AT** | **ARNHEM** | **Husseyin** | **heer Baykik** |  | **026-3612699** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **STADSOMROEP BREDA** | **Heusdenhoutsestraat 346** | **4817 WJ** | **BREDA** | **Karim** | **heer Afif** |  | **076-5228844** | **076-5498888** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **STADSOMROEP BREDA** | **Heusdenhoutsestraat 346** | **4817 WJ** | **BREDA** |  | **heer Kemal** |  | **076-5228844** | **076-5498888** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **MAROKKAANSE REDACTIE (Stadsradio Helmond)** | **Molenstraat 153 d** | **5701 KC** | **HELMOND** | **Said** | **heer Mokadim** |  | **0492-528362** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **STEDELIJKE RAAD VAN DE MAROKKAANSE GEMEENSCHAP** | **Weesperplein 4** | **1018 XA** | **AMSTERDAM** |  |  |  | **020-5206374** | **020-5206369** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **RED ATLAS (Westlandse Omroep Stichting)** | **Diepenbroekstraat 9** | **2625 XG** | **DELFT** | **Idriss** | **heer Rouchiche** |  | **015-2625312** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **RADIO SUN SHINE** | **Postbus 12500** | **1100 AM** | **AMSTERDAM** |  |  |  | **06-22480098** |  | **MAROKKAANS** | **Lokaal** | **Radio** |
| **Marokkaanse Redactie i.o. ( radio veenendaal)** | **J. Roeckplantsoen 11** | **3902 ZH** | **VEENENDAAL** |  | **heer Sabber** |  | **0318-653854** | **0318-529616** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **Stichting Almadina** | **Postbus 95074** | **1090 HB** | **AMSTERDAM** |  |  | **info@almadina.nl** | **020-6939637** | **020-6939637** | **MAROKKAANS** | **Lokaal** | **Televisie** |
| **Marra TV** | **M.V. Bastiaansestraat 26** | **1054 SP** | **AMSTERDAM** | **Abdelhak** | **heer Akaaboun** |  | **020-6168346** |  | **MAROKKAANS** | **Lokaal** | **Televisie** |
| **DJALANG SIARAN MALUKU** | **Kievitstraat 7** | **9363 GH** | **MAREM** | **Jacob** | **heer Sahertian** |  | **0549-633196** |  | **MOLUKS** | **Lokaal** | **Radio** |
| **ORAS** | **Rembrandtplein 17** | **1001 CL** | **AMSTERDAM** |  |  |  | **020-6167208** |  | **MOLUKS** | **Lokaal** | **Radio** |
| **RADIO METEHUETUI** | **P\a Mathenesserlaan 177** | **3014 HA** | **ROTTERDAM** |  | **heer Hityahubessy** |  | **0346-264520** |  | **MOLUKS** | **Lokaal** | **Radio** |
| **REGIO FM/RADIO HUELE** | **Postbus 192** | **7641 DK** | **WIERDEN** | **Paul** | **heer Salakory** |  | **0546-577608** | **0546-577629** | **MOLUKS** | **Lokaal** | **Radio** |
| **SUARA TIMUR JAUH** | **Noordzeestraat 145** | **1748 BN** | **DEN HELDER** |  | **heer Tutupary** |  |  |  | **MOLUKS** | **Lokaal** | **Radio** |
| **RADIO ASSEN FM** | **Postbus 706** | **9400 AS** | **ASSEN** | **Cor** | **mevrouw Van Veenen** |  | **0592-300500** | **0592-300505** |  | **Lokaal** | **Radio** |
| **RADIO SANGAMM** | **Weimarstraat 86** | **2562 HA** | **DEN HAAG** | **Roy** | **heer Balaydin** |  | **070-3646662** |  |  | **Lokaal** | **Radio** |
| **STICHTING SIDDHANT** | **Hobbemastraat 292** | **2626 JX** | **DEN HAAG** |  | **heer Ishaak** |  | **070-3884324** | **070-3884324** |  | **Lokaal** | **Radio** |
| **RADIO STAD NIJKERK (Kleurrijk Nijkerk)** | **Singel 30** | **3861 AE** | **NIJKERK** |  | **heer Niehorster** | **info@radioStadNijkerk.nl** | **033-2460101** |  |  | **Lokaal** | **Radio** |
| **RADIO STAD NIJKERK (Kleurrijk Nijkerk)** | **Singel 30** | **3861 AE** | **NIJKERK** | **Said** | **heer Ahdada** | **sahdada@hotmail.com** | **033-2460101** |  |  | **Lokaal** | **Radio** |
| **RAZO Radio Omroep ZuidOost** | **Eeftink 1** | **1103 AE** | **AMSTERDAM ZUIDOOST** | **Frits** | **heer Eyck** |  | **020-4164907** | **020-4167001** |  | **Lokaal** | **Radio** |
| **REGIONALE STEUNFUNCTIE ALLOCHTONEN** | **Televisiestraat 2** | **2525 KD** | **DEN HAAG** | **Mustapha** | **heer Oukbih** |  | **070-3818132** | **020-3352737** |  | **Lokaal** | **Radio** |
| **ROSA (Radio Omroep Samenwerkende Allochtonen)** | **Postbus 2262** | **5600 GG** | **EINDHOVEN** | **Saskia** | **mevrouw Craanen** |  | **040-2383838** | **040-2383830** |  | **Lokaal** | **Radio** |
| **THE BEAT** | **Frans Bekkersstraat 113 c** | **3082 TL** | **ROTTERDAM** | **Aries** | **Slagveer** |  | **010-4292447** |  |  | **Lokaal** | **Radio** |
| **WINGS FOUNDATION** | **Pelsterstraat 23** | **9711 KH** | **GRONINGEN** | **Noel** | **heer Mccullough** |  |  |  |  | **Lokaal** | **Radio** |
| **MCI St Multiculturele instelling** | **Stille Veer kade 41** | **2512 BE** | **DEN HAAG** |  | **heer Mustapha** |  | **070-3616847** | **070-3630571** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **MCI St Multiculturele instelling** | **Stille Veer kade 41** | **2512 BE** | **DEN HAAG** | **Mohamed** | **heer Belhadj** |  | **070-3616847** | **070-3630571** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **MOR ( Stichting Humanitas )** | **Postbus 574** | **3024 BH** | **ROTTERDAM** | **Brahim** | **heer Bourzik** |  | **010-4767574** | **010-4765080** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **MULTICULTURELE REDACTIE(Omroep Amersfoort)** | **Postbus 100** | **3800 AC** | **AMERSFOORT** |  | **heer Tibull** |  | **033-4757892** |  |  | **Lokaal** | **Radio** |
| **RSA Regionale Steunfunctie Allochtonen** | **Televisiestraat 2** | **2525 KD** | **DEN HAAG** |  |  |  | **070-3818132** | **020-53717228** | **MAROKKAANS** | **Lokaal** | **Radio** |
| **ROSA Radio Omroep Samenwerkende Allochtonen)** | **Postbus 2262** | **5600 CG** | **EINDHOVEN** | **Saskia** | **heer Craanen** |  | **040-2383838** | **040-2383830** |  | **Lokaal** | **Radio** |
| **Hélène H. Oord (Multiculturele Tv-show)** | **Bergerweg 63** | **6063 BP** | **VLODROP** | **Hélène** | **mevrouw Oord H.H.** |  | **06-27571464** |  | **SURINAAMS** | **Lokaal** | **Televisie** |
| **MTNL** | **Weteringschans 84 C** | **1017 XR** | **AMSTERDAM** | **Dostor** | **heer Benayad** | **d.benayad@mtnl.nl** | **020-5353533** | **020-3304080** |  | **Lokaal** | **Televisie** |
| **MTNL** | **Weteringschans 84 C** | **1017 XR** | **AMSTERDAM** | **S.** | **Acer** |  | **020-5353535** | **020-3304080** |  | **Lokaal** | **Televisie** |
| **MTNL** | **Weteringschans 84 C** | **1017 XR** | **AMSTERDAM** | **G.** | **Reteig** | **mtvadam@wxs.nl** | **020-5353535** | **020-6384001** |  | **Lokaal** | **Televisie** |
| **MTNL** | **Weteringschans 84 C** | **1017 XR** | **AMSTERDAM** |  | **Bestuur En Directie** | **mail@mtnl.nl** | **020-5353535** | **020-3304080** |  | **Lokaal** | **Televisie** |
| **OOST EUROPA TV** | **J.M. Kemperstraat 31 b** | **1051 TH** | **AMSTERDAM** |  |  |  | **020-6843740** |  |  | **Lokaal** | **Televisie** |
| **MOVING ART** | **Van Boetzelaerstraat 561** | **1051 CX** | **AMSTERDAM** |  | **heer Hussain** |  |  |  | **PAKISTAANS** | **Lokaal** | **Radio** |
| **VOICE OF ASIA (Pakistaanse Arbeiders Nederland)** | **Dostojevskisingel 285** | **1102 XM** | **AMSTERDAM** |  |  |  | **020-6905178** |  | **PAKISTAANS** | **Lokaal** | **Radio** |
| **OMROEP PAPUA** | **Kasteeldrift 70** | **3436 TR** | **NIEUWEGEIN** | **July** | **mevrouw Dakilwadjoe** |  | **030-6039960** | **030-2763088** |  | **Lokaal** | **Radio** |
| **APA\Radiowerk** | **Willem Schoutenstraat 45** | **1057 DL** | **AMSTERDAM** |  | **heer Olival** |  | **020-6831238** |  | **PORTUGEES** | **Lokaal** | **Radio** |
| **ANAND JOTI** | **Gouden Leeuw 210** | **1103 KD** | **AMSTERDAM** |  | **Bhola** |  | **020-6997890** |  |  | **Lokaal** | **Radio** |
| **ATIN'TO** | **Haarlemmerdijk 173** | **1013 KH** | **AMSTERDAM** |  |  |  | **020-6254829** |  |  | **Lokaal** | **Radio** |
| **JOSHUA** | **Postbus 74737** | **1070 BS** | **AMSTERDAM** |  |  |  | **020-6722532** |  |  | **Lokaal** | **Radio** |
| **PAROUSIA** | **Postbus 9296** | **1006 AG** | **AMSTERDAM** |  |  |  |  |  |  | **Lokaal** | **Radio** |
| **PINGO** | **Eeftink 100 k** | **1103 AE** | **AMSTERDAM Z.O.** |  |  |  |  |  |  | **Lokaal** | **Radio** |
| **Omroep Fryslan Radio TV en reclame** | **Postbus 7600** | **8903 JP** | **LEEUWARDEN** |  | **heer Gaanderse** | **REDACTIE@OMROPFRYSLAN.NL** | **058-2997799** | **058-2997700** |  | **Lokaal** | **Radio** |
| **RADIO TV NOORD** | **Postbus 30101** | **9700 RP** | **GRONINGEN** |  | **heer Dijkhuis** | **RADIO@RTVNOORD.NL** | **050-3199999** | **050-3185147** |  | **Lokaal** | **Radio** |
| **AYUR VEDA RADIO** | **Waalstraat 25** | **8226 ZX** | **LELYSTAD** |  |  |  |  |  |  | **Lokaal** | **Radio** |
| **CALYPSO** | **Van Ostadestraat 290 - 3** | **1073 TW** | **AMSTERDAM** |  |  |  | **020-6648727** |  |  | **Lokaal** | **Radio** |
| **CHINOOK** | **Boomhazelaardoord 45** | **1112 EA** | **AMSTERDAM** |  |  |  | **020-6980615** |  |  | **Lokaal** | **Radio** |
| **GHANIROM RADIO** | **Postbus 618** | **3000 AP** | **ROTTERDAM** |  |  |  |  |  | **GHANA** | **Lokaal** | **Radio** |
| **GROOVE FM** | **Van Diemenstraat 5** | **1013 NH** | **AMSTERDAM** | **Harry** | **heer Van Vliet** |  | **020-6382867** |  |  | **Lokaal** | **Radio** |
| **HIFD** | **Postbus 73859** | **2507 AJ** | **DEN HAAG** |  |  |  | **070-3893540** | **070-3889892** |  | **Lokaal** | **Radio** |
| **MARTINO RADIO** | **Pretoriusstraat 94 hs** | **1092 GL** | **AMSTERDAM** |  |  |  | **020-6634492** | **206634492** |  | **Lokaal** | **Radio** |
| **MCI St. Multiculturele Instelling** | **Prinsegracht 8** | **2512 GA** | **DEN HAAG** |  | **heer Mustapha** |  | **070-3616847** | **070-3630571** |  | **Lokaal** | **Radio** |
| **MIRAMAR FM** | **Jan Evertsenstraat 18** | **1056 EC** | **AMSTERDAM** |  |  |  | **020-4254382** |  |  | **Lokaal** | **Radio** |
| **RADIO SALAAM** | **Zevenkampsering 65** | **3068 HG** | **ROTTERDAM** |  |  |  | **010-4773504** |  |  | **Lokaal** | **Radio** |
| **RADIO SPANGEN** | **Bilderdijkstraat 232** | **3027 SN** | **ROTTERDAM** |  | **heer Adhin** |  | **010-4371913** |  |  | **Lokaal** | **Radio** |
| **RED. BABYLON** | **Vrij Nederlandstraat 1 II** | **6826 AT** | **ARNHEM** | **Husseyin** | **heer Baykik** |  | **026-3612699** |  |  | **Lokaal** | **Radio** |
| **ASCC** | **POSTBUS 12806** | **1100 AV** | **AMSTERDAM** |  |  |  | **020-6900755** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **BANGSA JAWA** | **Jaques Veltmanstraat 23c** | **1065 EG** | **AMSTERDAM** |  | **Kasanpawiro** |  | **020-6699704** | **020-8701781** | **SURIN/JAVAAN** | **Lokaal** | **Radio** |
| **BRANDO** | **Oostzeestraat 22** | **8226 BA** | **LELYSTAD** |  |  |  | **0320-219155** |  | **SURINAAMS** | **Lokaal** | **Televisie** |
| **DAMSKO** | **Lijnbaansegracht 102** | **1016 KT** | **AMSTERDAM** |  | **Bottse** |  | **020-6381373** | **020-6224405** | **SURINAAMS** | **Lokaal** | **Radio** |
| **EBONY** | **Heiman Dullaertplein 36** | **3024 CC** | **ROTTERDAM** | **Roline** | **mevrouw Munshi** |  | **010-4773504** | **010-4773504** | **SURINAAMS** | **Lokaal** | **Radio** |
| **FAYA LOBI** | **Postbus 12312** | **1100 AH** | **AMSTERDAM** |  |  |  |  |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **SURINAAMSE REDACTIE (lokale omroep meppel)** | **Koekangense Dwarsdijk 17** | **7958 SP** | **KOEKANGE** |  | **Maynard** |  | **0522-451764** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **MART** | **2E Sweelinckstraat 2-4** | **1073 EH** | **AMSTERDAM** |  | **Van Gom** |  | **020-4714267** | **020-6799665** | **SURINAAMS** | **Lokaal** | **Radio** |
| **PALOELOE** | **Jade 20** | **2719 RT** | **ZOETERMEER** | **Marlon** | **heer Romeo** |  | **079-3616772** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **RADIO RADHIKA** | **Postbus 22588** | **1100 DB** | **ANSTERDAM** | **Vijay** | **heer Rambaran** |  | **020-6908836** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **RADIO RADHIKA** | **Cannenburchstraat 93** | **3077 PC** | **ROTTERDAM** |  |  |  | **010-4854507** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **RAPAR CBS** | **Gouvernestraat 56d** | **3014 PP** | **ROTTERDAM** | **Diana** | **mevrouw Mormon** |  | **010-4363092** | **010-2410146** | **SURINAAMS** | **Lokaal** | **Radio** |
| **RAPAR CBS** | **Gouvernestraat 56 d** | **3014 PP** | **ROTTERDAM** | **Diana** | **mevrouw Mormon** |  | **010-4363092** | **010-2410146** | **SURINAAMS** | **Lokaal** | **Radio** |
| **RUTU ( media organisatie afro-sur. haaglanden)** | **Architect Mutterskade 44** | **2552 ZL** | **DEN HAAG** | **Fred** | **heer Fitz-James** |  | **070-4400205** | **070-4400206** | **SURINAAMS** | **Lokaal** | **Radio** |
| **RUTU ( media organisatie afro-sur. haaglanden)** | **Architect Mutterskade 44** | **2552 ZL** | **DEN HAAG** |  | **Lemmer** |  | **070-4400205** | **070-4400206** | **SURINAAMS** | **Lokaal** | **Radio** |
| **RUTU ( media organisatie afro-sur. haaglanden)** | **Architect Mutterskade 44** | **2552 ZL** | **DEN HAAG** | **Justice** | **heer Smit** |  | **070-4400205** | **070-4400206** | **SURINAAMS** | **Lokaal** | **Radio** |
| **STANVASTE** | **Adrianastraat 215** | **3014 XK** | **ROTTERDAM** | **Stanley** | **heer Van Kallen** |  | **010-2250905** | **010-2251633** | **SURINAAMS** | **Lokaal** | **Radio** |
| **STICHTING RUKUN BUDI UTAMA** | **Postbus 61032** | **2506 AA** | **DEN HAAG** |  | **heer Partodikromo** |  | **070-3332288** | **070-3645303** | **SURINAAMS** | **Lokaal** | **omroep** |
| **STICHTING SURINAAMS REGIONAAL STEUNPUNT** | **Sweelinckplein 79** | **2517 GL** | **DEN HAAG** | **Josef** | **heer Siwpersad** |  | **070-3644856** | **070-3801447** | **SURINAAMS** | **Lokaal** | **Radio** |
| **VMN ( Vrouwen Media Netwerk Centrum)** | **Speuldestraat 50** | **1107 WZ** | **AMSTERDAM** | **G.** | **heer Colin** |  | **020-6001785** |  | **SURINAAMS** | **Lokaal** | **Radio** |
| **SME TV** | **Wethouder Wierdelstraat 112** | **1107 DL** | **AMSTTERDAM** |  |  |  | **020-6979911** |  | **SURINAAMS** | **Lokaal** | **Televisie** |
| **BETH-NAHRIN** | **Vorselaarstraat 74** | **1066 PT** | **AMSTERDAM** |  |  |  | **020-6174294** |  | **SYRIAN** | **Lokaal** | **Televisie** |
| **FEZA** | **Lodewijk van Dijselstraat 57** | **1064 HX** | **AMSTERDAM** |  |  |  | **020-4110344** |  | **TURKS** | **Lokaal** | **Televisie** |
| **FEZA\TIME MEDIA** | **Sint Andriesstraat 112** | **3073 JW** | **ROTTERDAM** | **Gunar** | **heer Kazanci** |  | **010-4230252** |  | **TURKS** | **Lokaal** | **Televisie** |
| **TROM LOKALE OMROEP DORDRECHT Dost FM** | **Postbus 459** | **3300 AL** | **DORDRECHT** |  | **heer Karatas** |  | **078-6133214** |  | **TURKS** | **Lokaal** | **Radio** |
| **TROM LOKALE OMROEP DORDRECHT Dost FM** | **Postbus 459** | **3300 AL** | **DORDRECHT** | **Coskum** | **heer Etbas** |  | **078-6133214** |  | **TURKS** | **Lokaal** | **Radio** |
| **Turkse redactie LOKALE OMROEP EDE** | **Postbus 4242** | **6710 EE** | **EDE** |  | **Karacali** |  |  |  | **TURKS** | **Lokaal** | **Radio** |
| **Turkse redactie LOKALE OMROEP EDE** | **Postbus 4242** | **6710 EE** | **EDE** |  | **heer Ucan** |  |  |  | **TURKS** | **Lokaal** | **Radio** |
| **TURKSE REDACTIE** | **Postbus 6** | **3130 AA** | **VLAARDINGEN** |  | **Asiran** |  | **010-4781647** |  | **TURKS** | **Lokaal** | **Radio** |
| **TURKSE REDACTIE** | **Havennoordzijde 17** | **7607 ER** | **ALMELO** |  | **heer Gulcer** |  | **0546-821814** | **0546-823306** | **TURKS** | **Lokaal** | **Radio** |
| **ACCENT TOTAAL Omroep Sittard** | **Berkenlaan 4** | **6133 WZ** | **SITTARD** |  | **heer Hermans** |  | **046-4513239** |  | **TURKS** | **Lokaal** | **Radio** |
| **TURKS JONGEREN CENTRUM** | **Lizzy Ansinghstraat 86** | **1072 RD** | **AMSTERDAM** | **Yilmaz** | **heer Yilmaz** |  | **020-6703313** | **020-6703315** | **TURKS** | **Lokaal** | **Televisie** |
| **TURKSE REDACTIE** | **Postbus 65** | **1970 AB** | **IJMUIDEN** | **Ali** | **heer Yentur** |  | **020-6053493** | **0255-537578** | **TURKS** | **Lokaal** | **Radio** |
| **SEMA TV (p/a St. Akyazili Rotterdam)** | **Diergaardesingel 56-58** | **3014 AL** | **ROTTERDAM** |  |  |  |  |  | **TURKS** | **Lokaal** | **Radio** |
| **TURKSE REDACTIE** | **Postbus 414** | **5700 AN** | **HELMOND** |  |  |  | **0492-528362** |  | **TURKS** | **Lokaal** | **Radio** |
| **STOZ (Stichting Turkse Omroep Zaanstad)** | **Postbus 265** | **1500 EG** | **ZAANDAM** | **Necdet** | **heer Degerlier** |  | **075-6156347** | **075-6176631** | **TURKS** | **Lokaal** | **Radio** |
| **TJROS** | **Joh. Poststraat 30** | **1063 TK** | **AMSTERDAM** |  |  |  | **020-6697935** |  | **TURKS** | **Lokaal** | **Radio** |
| **TOS (Turkse Omroep Stichting)** | **Zeeburgerdijk 115** | **1094 AD** | **AMSTERDAM** | **Cuma** | **heer Cinici** |  | **020-6658445** |  | **TURKS** | **Lokaal** | **Radio** |
| **TTA (Turkse Televisie Amsterdam)** | **Govert Flinckstraat 286** | **1073 GG** | **AMSTERDAM** |  | **heer Akif Celik** |  | **020-6756157** | **020-6756157** | **TURKS** | **Lokaal** | **Radio** |
| **SLOT RADIO TURKSE REDACTIE TEGELEN** | **Postbus 3035** | **5930 AA** | **TEGELEN** |  |  |  | **077-3733333** | **077-3737057** | **TURKS** | **Lokaal** | **Radio** |
| **ADN MEDIA GROEP** | **Kees van Dongenhof 28** | **3024 NA** | **ROTTERDAM** |  |  |  | **020-2440652** |  |  | **Lokaal** | **Televisie** |
| **ADNA MEDIA GROEP** | **Kees van Dongenhof 28** | **3024 NA** | **ROTTERDAM** |  |  |  | **020-2440652** |  | **AZIATISCH** | **Lokaal** |  |
| **DUNIA** | **Postbus 2148** | **1000 CC** | **AMSTERDAM** |  |  |  |  |  |  | **Lokaal** | **Televisie** |
| **JAGGA TV p.a. Stichting Minhadjulquram Holland** | **Gerard Scholtenstraat 75 a** | **3035 SG** | **ROTTERDAM** |  |  |  | **010-4654024** |  |  | **Lokaal** | **Televisie** |
| **MARRA TV** | **Bastiaansestraat 26** | **1054 SP** | **AMSTERDAM** |  |  |  |  |  |  | **Lokaal** | **Radio** |
| **NAGIN p\a St. AABLG** | **Tempestraat 13 a** | **3077 CV** | **ROTTERDAM** |  |  |  |  |  |  | **Lokaal** | **Televisie** |
| **NATTRAJ TV** | **Postbus 10965** | **1001 EZ** | **AMSTERDAM** |  |  |  |  |  |  | **Lokaal** | **Televisie** |
| **STAR-TV (p/a St. Apne Raste-tv)** | **Toni Koopmanplein 10** | **3014 RT** | **ROTTERDAM** |  |  |  | **010-4365519** |  |  | **Lokaal** | **Televisie** |
| **LATINA FM** | **Neberkade 80-81** | **2521 WE** | **DEN-HAAG** | **Alberto** | **heer De la Cruz** |  | **070-3932153** |  | **ZUID-AMERIKAANS** | **Lokaal** | **Radio** |
| **ZERA** | **De Wittenkade 325** | **1052 DD** | **AMSTERDAM** | **Betta** | **mevrouw Plebani** |  | **020-4867516** | **020-6816581** |  | **Lokaal** | **Radio** |
|  |  |  |  |  |  |  |  |  |  |  |  |

1. Originally published under the title Media & Minorities in the Netherlands ‘for the EC-funded research project Tuning Into Diversity, pursued by the network OnLine/More Colour in the Media. We thank the network – and Mira Media in particular – for their kind permission to use this report. [↑](#footnote-ref-1)
2. Originally published under the title Media & Minorities in the Netherlands ‘for the EC-funded research project Tuning Into Diversity, pursued by the network OnLine/More Colour in the Media. We thank the network – and Mira Media in particular – for their kind permission to use this report. [↑](#footnote-ref-2)
3. TK 1998-1999, 26 597, no. 1 [↑](#footnote-ref-3)
4. TK 1990-1991, 22 166, no. 1 [↑](#footnote-ref-4)
5. Veldkamp Marktonderzoek, 1996 [↑](#footnote-ref-5)
6. TK 1997-1998, 25601, no. 8 [↑](#footnote-ref-6)
7. TK 1996-1997, 25 013, no. 1 [↑](#footnote-ref-7)
8. Veldkamp Marktonderzoek, 1996 [↑](#footnote-ref-8)
9. TK 1998-1999, 26 333, no. 1 [↑](#footnote-ref-9)
10. TK 1998-1999, 26 597, no. 1 [↑](#footnote-ref-10)
11. TK 1998-1999, 26 565, no. 1 en 2 [↑](#footnote-ref-11)
12. TK 2000-2001, 26597, no. 6 [↑](#footnote-ref-12)
13. TK 1998-1999, 26 660, no. 3 [↑](#footnote-ref-13)
14. Bedrijfsfonds voor de Pers, 1999 [↑](#footnote-ref-14)
15. MCA Communicatie, 1999 [↑](#footnote-ref-15)
16. Demmenie & Spits, 1999 [↑](#footnote-ref-16)
17. Groeneveld, van den Berg, van den Steenhoven & Lenos, 2001 [↑](#footnote-ref-17)
18. Veldkamp Marktonderzoek, 1996, 1997, 1999 [↑](#footnote-ref-18)
19. Leurdijk, Wermuth & van der Hulst, 1998 [↑](#footnote-ref-19)
20. Bedrijfsfonds voor de Pers, 2000; d’Haenens, Beentjes & Bink, 2000 [↑](#footnote-ref-20)
21. Ouaj, 1999 [↑](#footnote-ref-21)
22. Strijk, 2000 [↑](#footnote-ref-22)
23. Deuze & van Lankveld, 2001 [↑](#footnote-ref-23)
24. Deuze, 2001 [↑](#footnote-ref-24)
25. Deuze, 2001 [↑](#footnote-ref-25)
26. Brants, Leurdijk & Crone, 1998 [↑](#footnote-ref-26)
27. van Donselaar, Claus & Nelissen, 1998 [↑](#footnote-ref-27)
28. Leurdijk, 1999 [↑](#footnote-ref-28)
29. Vergeer, 2000 [↑](#footnote-ref-29)
30. Sterk, 2000 [↑](#footnote-ref-30)
31. Katholieke Universiteit Nijmegen, 2001 [↑](#footnote-ref-31)
32. Deuze, 2002 [↑](#footnote-ref-32)