

# MEDIVA DIVERSITY INDICATORS

Assessing the Media Capacity to Reflect Diversity & Promote Migrant Integration

On the web: <http://mediva.eui.eu>

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## *Results of the Pilot Study on Selected Dutch Media*

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### **Methodology**

Methodology for Sampling for the Pilot Study with regard to migrant representation in the news (Indicator 1)

#### **Period of sampling:**

3 months, last week of each month, 7-day interval, starting on a Wednesday and finishing on a Tuesday

#### **Selected dates:**

- 23-29 November 2011

*[we skip December because of the Christmas festivities that 'bias' the news reporting during this period]*

- 25-31 January 2012
- 7-28 February 2012

*[we select three weeks to make our sample larger and more recent]*

#### **Unit of analysis:**

The assessment of the media content uses as its unit of analysis

- individual articles/reports/news items on FULL newspapers
- Main news items in prime time evening news bulletin for television (we analyse FULL evening news)

The full text or full audiovisual file for TV is analysed in either case (not just headlines for instance).

All other indicators were assessed on the basis of an interview asking the newspaper/TV channel/news web site director (or the news director more specifically) to answer the specific questions contained in our indicators (see Triandafyllidou et al, 2012, MEDIVA DIVERSITY INDICATORS, A Toolkit, available at: <http://mediva.eui.eu> )

Dutch Media Outlets participating in the Pilot Study: NOS JOURNAAL, RTL Nieuws, de Volkskrant, AD and Metro



Robert Schuman Centre for Advanced Studies



*The Media For Diversity & Migrant Integration - Consolidating Knowledge & Assessing Media Practices across the EU*

*The MEDIVA project seeks to strengthen the capacity of the media to reflect the increasing diversity of European societies and thus foster a better understanding of immigrant integration processes at a time when social cohesion and integration policies are put to the test by an acute economic crisis.*

MEDIVA

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<b>Indicators</b>	<b>OVERALL ASSESSMENT OF SELECTED Dutch MEDIA OUTLETS</b>
2. Media news making/ programme production	<p>Coverage of news from countries of origin of large migrant populations is important, but depends in most media on the news flow. It can be actively sought; it can be a means to have migrants' voices be an integral part of the news, either as opinion sources on news from countries of origin (NOS), or as access to information and expertise about the (political) situation in countries of origin (VK). Some media use events in countries of origin to run a special series, or to publish a full-page interview, with migrants from those countries now living in the Netherlands (VK, Metro). Some media cater specifically for migrant groups' interest in cultural event news or interest in specific issues in cooperation with NGOs (Metro). Only the educational broadcaster NTR has broadcast for different religious communities in the corresponding languages, at low-audience time slots. The quality press has specialized reporters, the other media take a more generalist approach. Good example of diverse sources was an interview with migrants published next to a report with official statistics. In TV news, use of images play a key role in reproducing and/or countering stereotypical associations of migrants with problems (examples of both were found). In some outlets journalists have the possibility to propose stories for publication. The differences in treatment of comment sections and reporting ethics are minimal - mostly these are outlet-specific general guidelines. Not all outlets actively monitor comments sections on their websites, but all comments require account registration so that abuse can be traced.</p>
3 - Media recruitment and employment practices	<p>PSB has an active policy for equal opportunities in their workforce, the commercial broadcaster does not. The NOS Journaal that is in the pilot has not been successful in integrating reporters of migrant origin among the staff. The educational broadcaster NTR (not part of pilot) has an active target policy (percentage). A special diversity department exists within PSB for all public broadcasters, a special multicultural broadcaster exists as well that provides greater visibility to the diversity existing in Dutch urban, economic and cultural life and history. Other media outlets do not have this, but may have one person who deals with this (VK). All dailies monitored except Metro had at least one reporter of migrant background (in case of Trouw and AD they were interviewed), though they were a small minority. Some function as general reporter with specialisation on migrant-related news, (Trouw) others start as this, and then move on to become generalist (head of regional news desk, AD), or are hired in other sections of the newspaper (VK).</p>

<p>4 - Media training practices</p>	<p>Training exists in PSB, for staff to raise awareness. These are not tailored to migrant professionals because the general approach is one of mainstreaming diversity. The training is not inscribed in an HR training policy aimed at all levels of staff either. At the moment at NOS Journaal they target mostly staff in leading positions, because of a strategy of trickle-down effect. Diversity media training and other initiatives aimed at raising awareness are stimulated, monitored and evaluated by the Diversity Department that has special funds it can assign to innovative diversity projects. In most other outlets monitored for MEDIVA in particular print media and the commercial broadcaster the idea is that one learns best on the job, but that the attention to diversity is underdeveloped. The exception is quality daily VK that has an outreach scheme mentoring young migrants in master classes for work in the press, and also evaluates this. So far, it has hired one of the trainees as reporter on a fixed contract. However, the scheme is evaluated as only partly successful, as the majority of the most recent program dropped out. VK also has partnerships with schools of journalism. The other quality daily Trouw we interviewed hired migrant journalists who had been on special talent classes organized by third parties.</p>
<p>1 – MEDIA CONTENT</p>	<p>The content analysis of the selected media outlets within the sampling period has indicated that migrants and migration-related issues represent an important place in the Dutch news, ranging from 15% of items in commercial TV news by RTL, to 14% of items in quality daily Volkskrant, 12% in popular daily AD, 10% in NOS Journaal free newspaper Metro. In particular in commercial TV news they also appear prominently as positive actors in mainstream news, in 38% of items analysed. In both commercial and public TV news, migrants were quoted 50% (or nearly) of times they appeared in migrant-related news. The neutral representation of migrants prevailed in most media outlets (overall 53%, in Metro 66%, in NOS Journaal 47%), though news about migrants with negative themes was also found (33%), most often in public TV news and the popular press, and least so in the commercial TV news, quality and free press. Migrants were most often portrayed passively having good or bad things done to them (overall, in 50% of articles/items). However, in both the quality press (39%), commercial TV news (33%) and the free press (34%), they were portrayed more often than in the other outlets, as actively doing good things (overall percentage 28%). Although migrants appear in negative news about deviance and crime (22%), again most frequently in NOS, and least frequent in Volkskrant. Only occasionally in the popular press the origin or foreign name of these migrants in negative roles is mentioned explicitly in headlines or leads, in the other media this is only done when it concerns convicts. The overall content scores were within the “medium” range, with slightly more towards the negative for the popular daily AD, and NOS, and more towards the positive for the quality daily Volkskrant and the commercial broadcaster evening News (RTL). The difference between commercial and public broadcasting in terms of content orientation is most striking.</p>

Indicators	Score	EXPLANATION OF SCORING
2. Media news making/ programme production	Medium (3)	<p>When there are major events in the countries of origin of the main migrant groups NOS Journaal will pay attention to this, e.g. political reforms in Morocco, historical political trials in the former colony Surinam, or news about an earthquake or the tourist industry affecting the poor in Turkey (medium). When this news is broadcast, it is visible within the time-slot of the evening news as foreign news (medium). There are no sections in the languages of the main migrant groups of the NL (low). There are no specialized or migrant reporters: the policy followed is to have general news coverage and networks among all editors that include all perspectives. The policy is to diversify sources, when these are part of the reality reported (medium: 3). The news editor chooses the migration related news to be published (low: 2). At NOS reactions can be added only to blogs placed on the website. All reactions to the blogs are moderated by NOS news before publication; those containing offensive language are removed (very high: 5). Journalistic quality criteria, a special language committee and editorial meeting decisions made on a daily basis determine the reporting ethics (very high: 5).</p>
3 - Media recruitment and employment practices	High (4.4)	<p>The outlet has introduced and implemented measures aimed at ensuring that the company staff reflects the ethnic composition of the migrant or ethnic minority population (very high: 5). The outlet has introduced and implemented at least one measure aimed at preventing discrimination in the recruitment practices (very high: 5). The outlet has systematic outreach schemes but these are not targeted specifically towards mentoring or supporting individuals from an immigrant background (low: 2). Several though not all schemes are monitored by the NPO diversity department (very high: 5). This department is for all PSB (very high: 5).</p>
4 - Media training practices	High (3.8)	<p>Currently the outlet does not have training opportunities tailored towards the needs of migrant media professionals. It did exist in the past (low: 2). Staff members do take courses aimed at raising awareness, both from external trainers and through training on the job (very high: 5). Attendance of the external training (luncheons) is not compulsory, but by integrating it in the daily routine it does become part of work (medium: 3). The involvement of migrant experts in the design of such courses does happen occasionally (medium: 3). The diversity department monitors the training (very high: 5). Diversity goals are implemented at the moment mostly for editors in leading positions in order to have a phased approach, part of career development and quality criteria (medium: 3)</p>
1 - MEDIA CONTENT	Medium (2.7)	<p>During the sampling period, 170 national news items were counted, of which 17 were migration related (10%). Of these 17 items, 9 were portraying migrants negatively, and 8 neutrally. In 6 items, migrants were represented as actively doing bad things, in 9 items they were had either good or bad things done to them, and in two items as actively doing good. The average score for this indicator was 2.5 so rather passive and sometimes negative. This is mostly related to the policy agenda in the sampling period, and attention paid to a number of negative (deviance-related) news events. In 3 news items, immigrant views/concerns were represented in mainstream issues (medium score), while in almost half of the items with migrant-related news their views were represented in migrant-specific news (8 items, medium score).</p>

1. The scores were calculated as an average of the scores on all sub-questions comprising each indicator.

Evaluation Sheet: RTL NIEUWS

Indicators	Score	EXPLANATION OF SCORING
2. Media news making/ programme production	Medium (2.8)	<p>When there are major events in the countries of origin of the main migrant groups RTL Nieuws will pay attention to this (medium: 3). The position of the item depends on how important the issue is (medium: 3). The outlet does not have sections in the languages of the main migrant groups (very low: 1). The migrant-related news is covered by general reporters (low: 2). Migration news is checked with both majority (government) and migrant sources (most positive: 5). It is normally the news editor and reporter who can propose in an open editorial meeting, but ultimately the main editors and chief editor choose what news to publish (medium: 3). Comments can be placed to the website using a Facebook account, they are monitored on the basis of guidelines that prohibit defamatory and discriminatory language or incitement to hatred, but there are also considerations in moderating about the freedom of expression (low-medium: 2.5). The statutes of the organization refer to legal regulations that forbid incitement to hatred on the basis of race, nationality, religion, or opinion, and that programs are not allowed to offend other nations. The statutes also state that “the editorial team is committed to fundamental rights and values such as the freedom of expression, and respect of human dignity, irrespective of origin, race, gender, or sexual orientation” however such principles are not translated in a clear commitment when looking at news-making about vulnerable groups (medium: 3).</p>
3 - Media recruitment and employment practices	Low (2)	<p>There is some awareness that company staff should reflect diversity, but no specific measures (medium: 3). There is awareness that discrimination in recruitment needs to be avoided but no specific rules are applied (medium: 3). There are no outreach schemes for individuals of migrant background (very low: 1) and no diversity department or officer (very low: 1).</p>
4 - Media training practices	Low (1.7)	<p>No training for migrant media professionals (very low: 1), no awareness raising training for regular staff (low: 2). General training of professional skills for staff but diversity goals not part of HR training policy (low: 2)</p>
1 – MEDIA CONTENT	High (3.6)	<p>During the sampling period, 158 news items were counted, of which 24 were migration related (15.2%). The representation of migrants was positive in 6 items, neutral in 12 items, slightly negative in 2 and negative in 4 items (average score medium: 3.1). Considering active vs. passive representation, 8 items showed active positive representation, 11 passive, and 5 items showed migrants in negative roles (average score 3.3, medium). Migrant views/concerns were found in 9 mainstream items (very high: 5). In 50% of the migrant-related news items, immigrant views were represented (medium: 3). The other news items were short or policy-related. Only in one case were institutional sources privileged and migrant sources not heard, while the mention of ethnicity was completely implicit.</p>

Indicators	Score	EXPLANATION OF SCORING
2. Media news making/ programme production	High (4.2)	<p>VK does report about developments in migrants' countries of origin but as part of the general news flow and considering the impact on migrant communities in Netherlands, sometimes may decide to run a special series (high: 4). The visibility of such stories can be high; sometimes the paper published full-page interviews with migrants (very high: 5). All news is in Dutch (very low: 1). The outlet does have at least one reporter specialised on migrant-related issues and also a general reporter of migrant background (very high: 5). Balancing sources is key to news-making practice this means also including migrant sources – we have also seen examples of this in our content analysis (very high: 5). The decision on news to be published is taken in common accord (medium: 3). The removal or editing of discriminatory comments or those inciting to hatred or violence is based on account registration (very high: 5). De Volkskrant does not adopt specific guidelines but is very consciously deciding on what to cover and how to label groups and discusses this in its editorial meetings. The statutes say the outlet defends the weak in society, so they pay a lot of attention, but who these weak/disadvantaged are, is not elaborated (medium: 3).</p>
3 - Media recruitment and employment practices	High (4)	<p>De Volkskrant does implement measures to diversify its staff composition, in particular a talent pool and contacts with schools of journalism (very high: 5). In recruitment it is conscious of the need to prevent discrimination and promote diversity, there is no formal policy, but the deputy chief editor does monitor this and actively seeks to encourage applications of non-white candidates (very high: 5). The outlet has had talent classes they are not systematic but aims to keep continuity (high: 4). The deputy editor in chief monitors herself the implementation of this scheme it affects only small numbers, but several of the talent pool journalists got hired and still work for the newspaper (very high: 5). There is no separate diversity department (very low: 1).</p>
4 - Media training practices	Medium (3)	<p>They run training that is tailored to the needs of migrant professionals (very high: 5), but do they not have diversity training courses for regular staff (very low: 1). Diversity goals exist, but are not specifically aimed at training and when they do, they do not explicitly address all levels of staff (medium: 3).</p>
1 – MEDIA CONTENT	Medium (2.6)	<p>458 news items sampled, 64 were migration related (14%).                      Positive (5) vs. negative (1) representation of TCNs in the news: average score 2.8 (medium). 17 articles negative, 32 neutral, 15 positive.                      Active vs. passive representation of TCNs in the news: average score medium-high (3.5). In 29 items, migrants were represented as having good or bad things done to them, in 25 items migrants were portrayed as actively doing good things, in 10 items as actively doing bad things.                      Immigrant views represented in mainstream news: 4 news items (very low: 1); Immigrant views represented in migrant-specific news: 26 news items (41%) (medium: 3).                      The lower overall score is due mostly to the absence of migrants in mainstream news.</p>

Evaluation Sheet: ALGEMEEN DAGBLAD

Indicators	Score	EXPLANATION OF SCORING
2. Media news making/ programme production	Medium (3.3)	<p>The paper does not have a specialised section on news from migrants' countries of origin but it does, however, cover migrant issues extensively in general, because it has a strong regional news function in the cities where many migrants live and they draw a lot of news from these regions (medium: 3). The position of the article depends on how important the issue is (medium: 3). The paper does not have sections written in the languages of the main migrant groups in the NL (very low: 1). The newspaper no longer has a specialized reporter, used to have one when migrant issues yielded more interest and there was a need for information about their concerns (medium: 3). Migration news is checked with both majority (government) and migrant sources (most positive: 5). It is normally the news editor who chooses what migration news to be published, on approval of the chief editor if the story is interesting, there is freedom to propose stories, if the story is good it can be published front page (very high: 5). Reactions to the website and related user accounts are removed when someone flags it up; conditions for reactions prohibiting discriminatory comments and incitement to hatred and violence are published on the website (medium: 3). There is awareness and alertness to fair reporting, discussion in editorial meetings and checks by editors on a daily basis, but no guidelines (medium: 3).</p>
3 - Media recruitment and employment practices	Medium (2.6)	<p>There is no formal equality policy, but the newspaper does have several reporters of ethnic minority background (medium: 3). There is awareness of anti-discrimination laws, but no specific measures implemented (medium: 3). On initiative of a general reporter of AD, a special initiative for an ethnic journalists' association was set up, but it did not prove to have a long life. It was meant for migrant reporters to support each other and learn from each other (medium: 3). This reporter used to be able to publish many stories on migrant-related topics; however now he moved to another role and his position has disappeared (medium: 3). There is no diversity department – generally in the Netherlands only big companies such as PSB have this (very low: 1).</p>
4 - Media training practices	Very Low (1)	<p>No training opportunities for staff related to diversity, or for migrant reporters specifically currently exist. Diversity goals are not included in HR training policies either.</p>
1 – MEDIA CONTENT	Low (2)	<p>During the sampling period, 457 articles were counted, of which 54 were migrant-related (12%). Positive (5) vs. negative (1) representation of migrants: average score 2.3 (between negative and neutral). Negative representation in 24 articles, neutral in 28 articles, extremely positive in two articles. Active vs. passive representation of migrants: average score medium-low, between actively negative and passive (2.7). 15 articles showed migrants actively doing bad things, 32 articles migrants in passive role, and 7 articles in actively positive role. Immigrant views represented in mainstream news: 3 news items (very low: 1), about education, transport; Immigrant views represented in migrant-specific news: 16 news items (30%) (low: 2).</p>

Indicators	Score	EXPLANATION OF SCORING
2. Media news making/ programme production	Low (2.1)	They do run diversity initiatives but do not have specific remit on migrants' countries of origin. In general, foreign news has only 2 pages in the overall newspaper. Information about local cultural events is more important for their readership (low: 2). Foreign news gets hardly ever front-page coverage but specials about refugees or solidarity actions for migrants, or cultural events, for example do get full-page interviews with pictures or even front-page coverage (medium: 3). Metro international has occasionally special published editions in migrant languages, in cooperation with NGOs (medium: 3). The outlet does not have people who are working exclusively on migration issues, it does not have any specialists though because they do not publish background stories, only human interest stories occasionally (low: 2). The use of press agencies and releases is quite prominent in Metro because it is a free and relatively small newspaper with no budget for research journalism, but other sources, very important to balance, independently of the news (medium: 3). The chief editor and the readership profile decide what is published, readership includes migrants (low: 2). Comments to the website are not possible, guidelines specifically for migrant-related reporting does not exist (very low: 1).
3 - Media recruitment and employment practices	Low (2)	Awareness of diversity in recruitment, but struggling to accomplish. In fact, diversity is represented among staff other than editors and reporters, i.e. desk-top publishers, technical staff; applications by migrant reporters or -interns are rare (medium: 3). The outlet is aware of anti-discrimination measures, and does not consciously exclude anyone, but has not specifically implemented any measures (medium: 3). Outreach schemes do not exist, and there is no HR diversity department (very low: 1).
4 - Media training practices	Very Low-Low (1.5)	They do not run training that is tailored to the needs of migrant professionals. However, they do get invitations from cultural organisations and NGOs to publish stories or do specials because they have a very diverse readership, and generally the feeling is they are aware enough and that there is no need for training (low: 2). Diversity goals are included in HR policies but not specifically for training (very low: 1).
1 - MEDIA CONTENT	Low- Medium (2.5)	363 news items sampled, 38 were migration related (10.5%) Positive (5) vs. negative (1) representation of migrants in the news: Average score: Medium (2.7); Active (5) vs. passive (1) representation of migrants in the news: average score 3.3 (medium); Immigrant views represented in mainstream news: 7 news items (18.4%) (medium: 3); Immigrant views represented in migrant-specific news: 5 news items (very low: 1), this is mostly related to the agency-based character of the majority of news items in outlet and the absence of background reports or specialist reporters (small newsroom).