



NEWSPAPER EVALUATION SHEET

Country: **NETHERLANDS**

Newspaper: ***Algemeen Dagblad (AD)***

Introduction

The newspaper *Algemeen Dagblad* is a national popular newspaper. It is the second most read popular daily in the Netherlands. It has a strong regional focus on Rotterdam Utrecht and The Hague where it cooperates with local dailies (three of the main Dutch cities with large immigrant communities), but also publishes short news from other regions.

The methodology for assessing *AD* was based on four Indicators, built in the framework of MEDIVA project (see MEDIVA Diversity Indicators, a Tool Kit), which aimed at monitoring and evaluating the newspaper's capacity to reflect migration related diversity and promote migrant integration. The evaluation of indicators 2-4 and the calculation of relevant scores attributed to them were based on the responses given by the head of the regional Rotterdam news desk of the newspaper during a telephone interview conducted on 8 July 2011. The calculation of the score for each indicator was the average of all answers to the sub-questions; when sub-questions did not apply (e.g. in training indicator) because the main question resulted not applicable, the total score average was based only on the applicable cases. The indicator 1 was scored through a pilot content analysis of national news related articles published during January (1 week) and February 2012 (3 weeks).



The MEDIVA Project is co-funded by the European Fund for Integration of Third Country Nationals, Community Actions 2009



INDICATOR 2 – News making

Total score: 3.3 (Medium)

2.1. Existence of specialized sections on news from migrants' countries of origin

Medium: 3

EXPLANATION of scoring: 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.

2.2. If there are such sections in the newspaper, are they at one of the most visible pages of the newspaper

Medium: 3

EXPLANATION of scoring: The position of the article depends on how important the issue is.

2.3. Existence of sections in the languages of the main migrant groups of the country

Very Low: 1

EXPLANATION of scoring: The paper does not have sections written in the languages of the main migrant groups in the NL.

2.4. Existence of specialized journalists on migrants and diversity issues

Medium: 3

EXPLANATION of scoring: The newspaper no longer has a specialized reporter, when migrant issues yielded more interest and there was a need for information about their concerns it did have one. The specialised reporter is now a general reporter/head of local news desk: 'I also got fed up that I was the only one writing about migrants. I said several times also to students I should not be the only one in the newsroom who has this knowledge and these contacts. I think anyone should be able to write about this. What if I get fired or ill? It is not necessary that a migrant journalist does this, everyone speaks Dutch very well, the current generation speaks perfect Dutch, you can reach them easily, the language issue that existed in the past no longer exists.' 'AD and de Telegraaf do not have this, maybe it is because of the type of newspaper we have become. The average reader is white and middle or older aged. Migrants do not subscribe to newspapers and most watch TV.' (interview 8 July 2011).

2.5. Filtering of migrant-related news

2.5.1. Sources for the news and verifying information (fact-checking)

Very High: 5

EXPLANATION of scoring: Migration news is checked with both majority (government) and migrant sources. 'For a while we did try to have as diverse as possible people in interviews and portraits but then you also pay attention to the proportion old-young, men-women, and also dark-white. That is automatic because in Rotterdam half the city is dark, you cannot ignore it. With many of the stories you cover, you end up with people of a different background. The proportions are OK.' [...] [when working as a migrant affairs reporter] Often I had to correct things, someone was accused of something, then I investigated and it turned out not to be true; so I quoted the people themselves, to give the facts.' (interview with head of Rotterdam news desk, 8 July 2011).

2.5.2. Who chooses what migration related news to be published

Very High: 5

EXPLANATION of scoring: 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. 'Everyone covers their story, if another story comes up you discuss it with your chef, and he indicates a place to you (in the paper). Some stories when interesting also go into the national AD, on the cover page or internal, that happens regularly. This also applies to the *Utrechts Nieuwsblad*, the *Haagse Courant*, all relevant stories go to the national section. The regionally relevant stories remain in the regional pages. In 1999-2003 when I worked as a city reporter on migrant affairs, there was a lot of demand for such stories, all stories I wrote came in the newspaper, often at prominent places. The very first day I came to work I had a story on the front page, it was a story about Muslims were not slaughtering sheep that year because there was a crisis.' (interview 8 July 2011)

2.5.3. Does the newspaper have an open comments section (reacting to published articles). If they have it, do they edit it for racist language?

Medium: 3

EXPLANATION of scoring: 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.

2.5.4. Adoption of ethical reporting guidelines with regard to vulnerable groups and specifically with regard to immigrants and minorities

Medium: 3

EXPLANATION of scoring: There is awareness and alertness to fair reporting, discussion in editorial meetings and checks by editors on a daily basis, but no guidelines. The reporter interviewed feels that it depends on personal awareness and concerns, in particular of reporters with a migrant background, to discuss this in the editorial meeting: 'When I am there I do discuss this with my colleagues. I do pay attention or when it happens I come back about it. That does not happen in all newsrooms, most newsrooms are autochthonous, there is no migrant to start the discussion. Some

autochthonous journalists may also see it, but they will be less concerned than me. It is a personal concern: why do you put the nationality when it is a Moroccan, but not when it is a white culprit. The differentiation, that is a discussion we have regularly.’ The reporter also felt that awareness was actually diminishing: ‘We have no codes or guidelines, but the editors in chief do look at the stories. And everyone (the reporters) knows more or less what is acceptable or not, and I discuss it in the meetings. In the past you had mention the background of suspects or convicts only when relevant, but today that is not paid attention to, often the ethnicity or nationality is mentioned, without it really being relevant. It is accepted today that things need to be named. [Is there less awareness now than in the past where this is concerned?] Yes, but does not count only for us, I see that everywhere.’ (8 July 2011).

INDICATOR 3: MEDIA RECRUITMENT AND EMPLOYMENT PRACTICES

Total score: Medium: 2.6

3.1. Application of measures that are aimed at ensuring that the company’s staff reflects the ethnic composition of the migrant population

Medium: 3

EXPLANATION of scoring: There is no formal equality policy, but the newspaper does have several reporters of ethnic minority or migrant background though they are few: ‘We have a Finn, we have at the national newsroom at the chief editorial staff a Turk who worked before at Noord Hollands Dagblad, he was brought up by Dutch people, we have someone from Moluccan background, and at the sports news section we have another Moroccan in the newsroom. There are very few. We had a very good Turkish journalist but he left I don’t know where he works now.’ (8 July 2011)

3.2. Discrimination in the recruitment of third country nationals as media professionals

3.2.1. Existence of anti-discrimination measures aimed at preventing discrimination in the recruitment practices of the specific media

Medium: 3

EXPLANATION of scoring: There is awareness of anti-discrimination laws, but no specific measures implemented

3.3. Existence of outreach schemes that involve mentoring or supporting individuals from an immigrant background

Medium: 3

EXPLANATION of scoring: Not by the newspaper. 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. ‘I set up a Federation for Moroccan Journalists in the Netherlands, with another journalist who worked at NOS news, but we kept it on for a short time only, people were not really into dealing with Moroccan identity as a journalist. So it stopped. The first meeting was very well attended, the second and third less. The idea was that

other people would pick up on the initiative, so that it was a shared responsibility, but that did not happen. To help and assist those who just started, to give advice, within the white media industry you have people who help each other, they have acquaintances and relatives who can also help, we don't have that. In the newsroom you are left to your own devices. No one is going to help you or give advice. What do you do when your bureau chief says I want you to write only about Moroccans. How do you deal with criticism from the own community when you bring out things they prefer not to show. Because when you enter a newspaper that happens because you know someone there. The idea was that the network that we created would provide people within other media, so that the number of Moroccans in the newsroom could increase. There was no interest in this.' (8 July 2011).

3.3.1. Monitoring/evaluation of the implementation of such schemes by the newspaper company itself

Low: 2

EXPLANATION of scoring: not applicable, it was an independent initiative

3.4. Existence of special diversity departments

Very Low: 1

EXPLANATION of scoring: There is no diversity department – generally in the Netherlands only big companies such as PSB have this.

INDICATOR 4 - MEDIA TRAINING PRACTICES

Total score: 1 (Very low).

4.1. Existence of training opportunities tailored to the needs of migrant media professionals

Very low: 1

EXPLANATION of scoring: No training opportunities for migrant reporters specifically currently exist.

4.2.a) Existence of courses aiming at raising the awareness of media professionals on diversity and how it should be reported

Very Low: 1

EXPLANATION of scoring: do not exist

4.2. b) Existence of an obligation to attend such courses

Very Low: 1/n.a.

4.3. Involvement of migrant or minority representatives/ experts in design and/ or implementation of such diversity training

Very Low: 1/n.a.

4.4. Monitoring and reporting systems for ethno-cultural diversity training

Very Low: 1/n.a.

4.5. Diversity goals included in HR training policies for all levels of staff

Very low: 1

EXPLANATION of scoring: Diversity goals are not included in HR training policies either.

INDICATOR 1.

CONTENT ANALYSIS FOR 4 INDICATORS BASED ON NATIONAL NEWS-RELATED ARTICLES, INCLUDING REPORTS, BACKGROUND STORIES, LETTERS TO THE EDITOR AND OPINION PIECES, NATIONAL METRO EDITION DURING FEBRUARY 2012.

TOTAL score: 2 (Low).

Total: During the sampling period, 457 articles were counted, of which 54 were migrant-related or with migrants in mainstream news (12%).

Positive (5) vs, negative (1) representation of migrants: Overall between neutral and slightly negative. Negative representation in 20 articles, somewhat negative in 4, and neutral in 28 articles. Also: extremely positive (5) in two articles.

Active vs. passive representation of migrants: average score medium-low, between actively negative and passive. 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 articles (very low: 1), about education, transport, medical aid. One of them (education) was a full-page article with picture.

Immigrant views represented in migrant-specific news: 16 news articles (29%) (low: 2).

Indicator 1.1: Positive v. Negative: Low: 2.3

Indicator 1.2: Active v. passive: Medium: 2.7

Indicator 1.3: Immigrant views represented in mainstream news: Very low: 1

Indicator 1.4: Immigrant views represented in migrant-specific News: Low: 2

| total stories | Date | | 1.1 | 1.2 | 1.3 | 1.4 |
|---------------|------------|---|-----|-----|-----|-----|
| 4 | 25.01.2012 | Brussels neglects PVV priority of stricter migration policy | 3 | 3 | 0 | 0 |
| | | 'zonder abdoul is het een saaie boel' | 5 | 3 | 0 | 1 |
| | | Zorg op kinderpoli's vaak overbodig | 0 | 0 | 0 | 0 |
| | | Nederlander wil vroeg aan tafel | 0 | 0 | 0 | 0 |
| 4 | 31.01.2012 | bisschoppen werken misbruikzaak tegen | 0 | 0 | 0 | 0 |
| | | felicitatie van wilders voor prins uit marokko | 0 | 0 | 0 | 0 |
| | | haal junkfood weg uit schoolkantine | 0 | 0 | 0 | 0 |
| | | het kan weer - ijspret | 0 | 0 | 0 | 0 |
| 2 | 30.01.2012 | we worden te dik - minister schaatsen uit het vet | 0 | 0 | 0 | 0 |
| 1 | 28.01.2012 | vogelvrij man | 0 | 0 | 0 | 0 |
| 3 | 27.01.2012 | onderwijsconflict ontspoot | 0 | 0 | 0 | 0 |
| | | knwb voetbalfans goed gedrag belonen | 0 | 0 | 0 | 0 |
| | | carmiggelt beeld | 0 | 0 | 0 | 0 |
| 3 | 26.01.2012 | tandartsruzie kost patienten veel geld | 0 | 0 | 0 | 0 |
| | | bijleveld staking leraren onverantwoord | 0 | 0 | 0 | 0 |
| | | beeld carmiggelt bouw pakket | 0 | 0 | 0 | 0 |

| | | | | | |
|----|------------|--|---|---|---|
| | | | | | interview |
| 23 | 27.02.2012 | albayrak | 3 | 5 | 1 w |
| | | albayrak | 5 | 5 | 1 column |
| | | crime report | 1 | 1 | 0 |
| | | nuisance report | 1 | 1 | 0 |
| 23 | 25.02.2012 | crime report | 1 | 1 | 0 |
| 33 | 24.02.2012 | albayrak | 3 | 5 | 0 |
| | | ind building smeared protest against evictions | 3 | 3 | 0 |
| | | measures against forced marriages and radical preaching | 3 | 3 | 0 |
| | | moroccan gang terrorising area | | | at the same time also Moroccan families |
| | | terwijde | 1 | 1 | 0 are victim of terror from neighbours |
| | | eerwraak abortion | 1 | 3 | 0 |
| | | housing asylum seekers | 1 | 3 | 0 drenthe |
| 33 | 21.02.2012 | pvv meldpunt burqa ban, al haddad | 2 | 3 | 0 opinion piece |
| | | serbian arrested | 1 | 3 | 0 |
| | | pvv meldpunt | 3 | 5 | 0 adbs gets complaints |
| | | pvv meldpunt | 1 | 5 | 0 |
| 40 | 18.02.2012 | polenhotels | 3 | 3 | 0 |
| | | al haddad | 2 | 3 | 1 |
| | | emine bozkurt kinderverhoren | 3 | 3 | 0 |
| | | pvv meldpunt burqa ban, al haddad | 3 | 3 | 0 opinion piece |
| 33 | 17.02.2012 | al haddad hate-imam | 1 | 1 | 0 opinion piece |
| | | al haddad | 1 | 1 | 1 |
| | | | | | uitzender stelt nl verantw. |
| | | pvv meldpunt | 3 | 3 | 0 Meldpunt niet goed |
| | | crime news | 1 | 1 | 0 |
| | | horeca getoetst | 3 | 5 | 1 d66 lid |

| | | | | | | | |
|----|------------|---------------------------------|---|---|---|---|--|
| | | bommelder schiphol | 1 | 1 | | 0 | |
| | | | | | | | opmerkelijke titel: "Smartengeld Joden Zorgtoeslag in gevaar door Holocaustuitkering" |
| 34 | 16.02.2012 | al haddad | 2 | 1 | | 1 | |
| | | pvv meldpunt | 3 | 3 | | 1 | |
| | | terwijde | 1 | 1 | | 0 | |
| 35 | 15.02.2012 | pvv meldpunt | 3 | 3 | | 0 | |
| | | al haddad | 1 | 3 | | 1 | |
| | | polenhotel | 3 | 3 | | 0 | |
| | | aivd jihadisten | 1 | 1 | | 0 | |
| 33 | 14.02.2012 | pvv meldpunt | 3 | 3 | | 0 | |
| | | bomb alert | 1 | 1 | | 0 | |
| | | kinderpardon | 3 | 3 | | 0 | |
| 20 | 13.02.2012 | pvv meldpunt | 3 | 3 | | 1 | ambassadors photo association with the topic does confirm association of black youth and school dropout |
| | | spijbelen mbo-ers | 3 | 3 | | 0 | |
| 28 | 11.02.2012 | shabnam geneest in boston | 5 | 3 | 1 | 1 | |
| | | polen meldpunt | 3 | 3 | | 0 | |
| | | chinees bedrijf illegale arbeid | 1 | 3 | | 0 | |
| 31 | 10.02.2012 | crime nigerian | 1 | 1 | | 0 | |
| 27 | 09.02.2012 | moelanders | 3 | 3 | | 0 | opinion piece |
| | | crime | 1 | 1 | | 1 | |
| | | ambassadors | 3 | 3 | | 1 | |
| | | minder tuken naar nl | 3 | 4 | | 0 | |
| | | dakloze pool doodgevroren | 2 | 3 | | 0 | |
| 20 | 08.02.2012 | iraanse doc inburgering | 3 | 3 | | 1 | |
| | | kamerleden vast in trein | 3 | 3 | 1 | | 2 all 7 aut |
| | | leerling citotoets | 3 | 3 | 1 | | |

| | | | | | |
|---------------|-------------------------------|---|---|---|----------------------------|
| | poolse amb | 3 | 3 | 1 | |
| | bomalarm islamitische school | 3 | 3 | 0 | |
| | meer hulp O-Europeanen | 3 | 3 | 1 | local council member hamit |
| 27 07.02.2012 | boerka Raad v State keurt af | 3 | 3 | 0 | karakus |
| | hongaar opgepakt mensenhandel | 1 | 1 | 0 | |