

Nairobi

Annual report 2009



RADIO
NETHERLANDS
WORLDWIDE





Foreword

The mission of Radio Netherlands Worldwide (RNW) is, in short, to make an important contribution to a better-informed world. We provide reliable and objective news to millions of people, who would otherwise have little or no access to information. News about what is happening in the world, about their own country, and their own situation, about relevant themes, from a Dutch perspective. In addition, we provide a window on Dutch society and culture for an international audience and we keep Dutch nationals abroad up-to-date with news, background and service information.

Reliable information and independent journalism are hugely important to any society, not just in the Netherlands, but also abroad. After all, people have to make choices on the basis of this information. Outside the Netherlands, RNW makes a large contribution to this aim; as such it is one of the five most influential international broadcasters. This is not just a responsibility of the Netherlands as a country with a prominent international position, but it also contributes significantly to that international position.

Two important principles for RNW are being distinctive and focused on our target groups. We work with other media organisations, both national and international, to reinforce our message and prevent overlapping. As a result, cooperation with media organisations on a national level such as the Netherlands Public Broadcasting Organisation (NPO), the domestic public broadcaster NOS and the regional broadcasters

have been intensified in the last year and for the first time RNW worked together with daily newspapers NRC Handelsblad and Trouw. At an international level, there were joint projects with Al-Jazeera, BBC World Service and US National Public Radio as well as other stations. We also joined an extensive network of international public broadcasting stations and umbrella organisations.

Two prestigious international radio prizes we received in the past year demonstrate that our efforts are appreciated. The visitation committee report on RNW in 2009 was also positive about our public media duties: *'We are under the impression that from the top to the bottom of the organisation, staff work with professionalism and dedication on the broadcasting organisation's mission. (...) It is important to maintain a good journalistic infrastructure for the sake of democracy. Both within our borders and outside them.'*

In 2009, there were a number of high profile projects in our programme. Projects which were a source of relevant, independent and reliable information for millions of people all over the world. In ten languages, via satellite, short wave radio, internet and TV. We are proud of this, and that is why we would like to tell you about them in this digital annual report.

Jan Hoek
Director General
May 2010





General

Management

In connection with the introduction of the Media Act 2008, a transition took place in 2009 to a management model with a supervisory board and a board of directors. As a result in 2009, in consultation with the Ministry of Education, Culture and Science (OCW), the statutes of RNW were amended.

Visitation

In 2009, an independent visitation committee, headed by the chairman of the Dutch Federation of Journalists, Huub Elzerman, compiled a report on the way in which RNW executed its public media duties and to what extent its media product met its objectives in the period 2004 - 2008. The visitation committee's final conclusion was positive, with a few critical comments. The recommendations made by the committee have been included in Radio Netherlands Policy Plan 2010 - 2015.

Policy Plan 2010 - 2015

Since the introduction of the Media Act in 2008, the policy cycle of RNW has been synchronised with the policy cycle of national public broadcasting. To achieve this, in 2009 RNW drafted its Policy Plan 2010 - 2015. The policy plan contains a description of the way in which RNW will carry out its tasks in the next five years. The objectives for the range of media products and audience penetration of RNW have been laid down as quantitative and qualitative objectives in a performance agreement.

This performance agreement was agreed with the Ministry of Education, Culture and Science at the beginning of 2010. Although the set up differs from previous medium range plans, the policy plan builds on policies that have been set in motion in recent years. Attention is paid to target areas, target groups, content, distribution and innovation and development.

RNTC

Radio Netherlands Training Centre (RNTC), the expertise centre in the area of media, development and education affiliated to RNW, expanded its support to community radio stations in Democratic Republic of Congo and Liberia as well as in other countries. RNTC, in cooperation with the Netherlands Organisation for Local Broadcasters (OLON), also started a project to support local radio stations in Suriname.

Editorial statutes

The editorial statutes were revised in 2009. In compliance with the Media Act 2008, the statutes state the rights and duties of RNW journalists, and they guarantee journalistic independence.





Cooperation within the Netherlands

Cooperation with the Netherlands Public Broadcasting Organisation (NPO) has been further intensified, on the basis of equality and with the acknowledgement of everyone's role in the whole public broadcasting system. There is also cooperation with the NPO in the areas of IT and facilities, use is made of each other's programme material and from time to time joint websites are produced.

The international expertise of RNW, for instance in Arabic-speaking regions, Indonesia and Latin America, is also utilised by the national media. In addition to the NPO, individual national broadcasters are also partners with RNW. News is exchanged with regional broadcasters via the Radio News Exchange. In 2009, RNW worked together with daily newspapers for the first time. English-language news and background was exchanged with newspaper media group PCM, whereby PCM uses RNW news on its NRC Handelsblad website and in its NRC Handelsblad weekly edition and RNW uses NRC articles on its English-language website. A multi-media project to mark the 500th anniversary of the birth of theologian Johannes Calvijn, whose teachings have had a huge influence on Dutch society, was jointly carried out with Dutch protestant daily Trouw.

International cooperation

RNW and the RNTC cooperate with numerous foreign broadcasters and participate in various networks of national and international media and training organisations and umbrella organisations. The following are a few examples: the European Broadcasting Union, the Asian Broadcasting Union, Digital Radio Mondiale,

the Association for International Broadcasters, the Global Forum for Media and Development and the Partnership for Media and Conflict Prevention in West Africa.

RNW is one of the five most influential international broadcasters, alongside BBC World Service, Voice of America, Radio France Internationale and Deutsche Welle. In 2009, these broadcasting organisations held their annual meeting in Berlin. By participating in these networks, RNW is able to keep up-to-date with the latest developments, exchange information, and cooperate in the areas of production, distribution and content and to make its own contribution to jointly gathering know-how and expertise.

Financial

Every year, departmental plans and budgets are laid down. For the sake of accountability, management information is periodically collected and an analysis is made on whether progress is being made towards the achievement of our objectives. RNW adheres in its financial cycle to the stipulations set out in the Media Act 2008 in its financial cycle, the Handbook for Financial Accountability for national public media institutions, RNW and Ster (media advertising), fiscal and social legislation, guidelines and regulations for good governance and integrity, European legislation and the conditions of the Dutch Media Authority.





Information without borders

Radio Netherlands Worldwide disseminates independent information in countries where press freedom is not a matter of course. By working together with local partner stations, RNW can bring the news closer to people and in this way contribute to supplying a more pluriform range of news and background information. News about their own country and their own situation, as well as international news from a Dutch perspective. Throughout the world, RNW informs millions of people in ten languages (Arabic, Chinese, Dutch, English, French, Indonesian, Papiamentu, Portuguese, Sarnami and Spanish), via satellite, internet and short wave, with text, audio and video, directly from Hilversum or via one of over 3,000 partner stations.

Increased cooperation with Indonesian partners

Indonesia has had freedom of the press for around ten years, after years of restrictions imposed by former president Suharto's regime. RNW adds reliable and independent reporting. The special historic relationship between the Netherlands and Indonesia gives both the general reporting and current affairs an extra dimension.

In 2009, the Indonesian editorial desk in Hilversum sought more intensive cooperation with more than 80 partner stations in Indonesia. For instance, more interactive programmes were produced, with an increasing number of contributions by our Indonesian partners.

The talkshow *Tulpen uit Amsterdam* (Tulips from Amsterdam) is a new weekly live broadcast about culture and society. This programme is produced together with Radio Sonora in Jakarta, one of the larger radio stations in Indonesia.

In December, RNW focused on the commemoration of the 2004 tsunami. The Indonesia editorial team reported from Sumatra via radio, video and internet.

Mobile radio stations sent to Sumatra

Following a severe earthquake on Sumatra in September 2009, RNW sent two mobile radio stations to the disaster area. This enabled the local radio stations to act as emergency broadcasters, and quickly provide victims and aid workers with the latest news.

The mobile radio stations, also called Radio-in-a-box, are specially constructed for temporary use in countries where radio stations are either out of operation or hardly operating as the result of a disaster. The mobile station, which is less than a cubic metre in size, is equipped with an FM transmitter, a mixing desk, microphones, a CD-player and a laptop.



Successful year for Chinese website

The number of visitors to RNW's Chinese website doubled in 2009. The site features news reports and a review of the Dutch newspapers and background news and focuses in particular on what binds the Netherlands and China. Videos with Dutch language lessons are a popular item, but reportages about poverty, same-sex marriage and everyday life are also viewed a lot. The background articles on the Uighur and Tibetan communities in the Netherlands also drew large numbers of readers.

China still does not have press freedom, in spite of slight improvements during the Olympic Games. The Chinese website, which was launched in 2008, is RNW's contribution to the promotion of press freedom and pluralism in China.

Expansion of network in India

In India, RNW has sought cooperation with networks of local and regional radio stations. It turned out that there was a huge need for a combination of cooperation with content and the improvement of capacity. An agreement was made with Prasar Bharati, India's public radio broadcaster, to produce a series of radio programmes from January 2010 with the title *Earthbeat*. The radio series, which focuses on the environment and a sustainable society, is being broadcast by All India Radio.

There is also a new joint venture with Incablenet, one of the largest cable networks in India. As a result, more than two million households are able to listen to RNW's English-language programmes for the first time via the cable.

Netherlands Antilles, Aruba and Suriname

With radio programmes and information on the website in Dutch, English, Spanish and Papiamentu, RNW provides a bridge for Antilleans, Arubans and Surinamese living in the Netherlands and their home region. RNW plays an independent and supplementary role for news and background reporting, partly because the Antilles and Aruba do not have their own public broadcasting system. In 2009 RNW focused extensively on the political decision-making in The Hague in its reporting. In the Antilles and Aruba, there were many reports about the planned political reforms of the Kingdom of the Netherlands. The range of programmes was expanded further with the magazine programme *Aki na Hulanda*, which reports on daily news and current affairs from and about the Antillean/Aruban community in the Netherlands. The whole programme is in Papiamentu.





Greater focus on Africa

Millions of Africans still have an information deficit. In just about all African countries, press freedom is under pressure and in a number of countries there is no room for an independent media at all. As a result, people are largely, or even completely dependent on news organisations, which operate from abroad.

In 2009, RNW's provision of information for this continent was substantially expanded. The focus is on countries and areas where press freedom or a multifiform press is not or hardly existent, such as in the Horn of Africa, the Great Lakes region and Zimbabwe.

The editorial desk Bureau Afrique de Radio Nederland (BARN) has been transformed into a new Africa editorial desk, which focuses on both French-speaking and English-speaking Africa. For instance in addition to the already existing French-language Africa website, a start was made on an English-language site.

The weekly current affairs radio programme *L'Afrique en Action* is also new, focusing on human rights, politics, sport and culture.

Cooperation with the independent Zimbabwean radio station *Voice of the People* (VoP) led to a special broadcast in March about the crisis in Zimbabwe.

A weekly column by VoP editor-in-chief John Masuku, entitled *Letter from Zimbabwe*, has been published on RNW's English and French-language websites since July.

Since November 2009, columns by African stand-up comedians, often making fun of the raw reality of everyday life, can be found on both websites.

One year of Arabic radio

In November 2009, RNW's Arabic programme *Huna Amsterdam* celebrated its first anniversary. The news and current affairs programme is listened to by a young audience, who want independent information. The programme provides news, analysis and reports from the region, the Netherlands and Europe. *Huna Amsterdam* (Here Amsterdam) is broadcast in the Middle East and the Maghreb countries via short wave, satellite, podcasts and audiostreams via the website www.hunaamsterdam.nl. In addition, the Arabic news desk very successfully uses social media; *Huna Amsterdam*'s Facebook account attracted over 5,000 friends in a short period of time.

With its broadcasts and online activities, RNW is helping to close the information gap between the Arabic-speaking world and the West.



Interviews with Latin American leaders

In 2009, a series of interviews was held with Latin American presidents. The interview with Mauricio Funes, president of El Salvador, took place just hours after his inauguration. In the interview, President Funes states that the peace treaties of 17 years ago have never been properly enacted. He wants to put right the wrongs that have taken place during the years of armed conflict in El Salvador.

Bolivian President Evo Morales was also interviewed, shortly after he had been re-elected by an overwhelming majority. A remarkable interview, in which the Bolivian president called for a referendum in all Latin American countries, which have American army bases. He also criticised President Barack Obama, who he labelled "the best pupil of Bush" as well as the rich countries which he says are mainly to blame for climate change.

Programme for hostages in Colombia

At the beginning of December, RNW broadcast a one-off Spanish-language radio programme for FARC hostages in the Colombian jungle. The programme was an initiative of former hostage Herbin Hoyos, and a co-production with the Colombian station Radio Caracol. In the programme, relatives and friends could send messages to the hostages, there was live music and also interviews with special guests, including former hostages. Herbin Hoyos set up Radio Caracol 15 years ago after his release and all this time he has provided emotional support to hundreds of hostages who are still being held by the FARC.

Expansion of the role of media partners in Latin America and beyond

In 2009, media partners in Latin America became more closely involved in programming and more co-productions were made. A community was set up to facilitate the active exchange of material between the partners and RNW.

In the United States, interest in RNW's Spanish-language programmes has been growing. The number of joint projects with Spanish-language radio stations in the United States increased in 2009.

Interviews with Dutch Prime Minister Balkenende about international politics

In May 2009, RNW began the first of a series of English-language TV interviews with Dutch Prime Minister Jan Peter Balkenende. In these exclusive interviews to RNW presenter Vanessa Mock, the prime minister gave his vision on the role of the Netherlands in international affairs. The interviews were subtitled in six languages and broadcast via various RNW's websites as well as via RNW's television channel *Beste van Vlaanderen en Nederland* (BVN) (Best of Flanders and the Netherlands).





In consultation

Radio Netherlands Worldwide is continuously in consultation with its target groups to find out what is important to them. That is why RNW organised a number of debates in 2009 on various topics. For instance, the radio debate about the approaching elections in Suriname. The Surinamese people are very interested in news and background information about the Surinamese community in the Netherlands, general Dutch news and international news. RNW has a strong position in Suriname and for many people it is the most important source of independent news. The debate between representatives of various political parties was broadcast via Surinamese partner stations as well as RNW's programme *Nieuwslijn Suriname* (Newsline Suriname). It was also available online via a live stream on the website.

In November and December, two debates with young people from Curaçao were organised jointly with the television station Telecuraçao and Radio Hoyer (Curaçao). The central question was how multi-cultural the society is in Curaçao and how do young people contribute to it. Both in the Netherlands and in Curaçao, there seems to be less tolerance towards other groups. This is new for the Caribbean society, which has been multi-cultural since olden days. In the Netherlands, the debate was broadcast via Migrant television (MTNL) and NosTeVe. In Curaçao, the debate could be followed live on radio and television.

The end of impunity? was the third topic in a series of debates on peace and justice in *The Hague Debates*. Speakers during this special meeting in the Peace Palace in The Hague included peace philosopher Richard Goldstone, Fatou Bensouda (deputy prosecutor of the International Criminal Court) and Stephen Rapp (prosecutor for the special Tribunal for Sierra Leone). The debates were followed throughout the world via radio broadcasts by RNW.

Online magazine International Justice Tribune

International justice and human rights are topics associated with the Netherlands across the whole world. The presence in The Hague of almost all the institutions involved in international justice gives the Netherlands a prominent position in this area. RNW has focused strongly on this subject for many years and has great expertise and a strong reputation in this area. The special website www.internationaljustice.rnw.nl plays an important role in this.

In 2009, RNW took over the online magazine International Justice Tribune. This free magazine is made by a worldwide network of 50 freelance correspondents and gives an insight into various issues in the field of international justice.





Dossiers

In addition to generic news, background information and thematic information (*information you must know*), RNW also increasingly provides service information (*information you can use*). This category of information – which is usually provided in themed dossiers - is an important addition to the category of news and assists the international audience in making choices in an increasingly complex world.

For instance, RNW published an online flu dossier in September, during the height of the influenza variant A(H1N1) epidemic (known in the Netherlands as Mexican flu), with the latest news, service information and specific information on the disease in different countries. The dossier, which was available in seven languages, contained advice, information and answers to urgent questions.

In 2009, RNW also developed dossiers on the 1982 December murders in Suriname, the climate conference in Copenhagen, microfinance, political reform in the Netherlands Antilles and the Demjanjuk trial. Many dossiers, including the flu dossier and the dossier on microfinance, are still being updated.

Online competition

RNW is always in contact with its audience and provides various international multimedia platforms. In 2009, an online competition was organised in eight languages. Its central theme was '*Share your world with the world... What would you change?*' RNW received 535 entries answering this question from all over the world. Veena Krishna (39) from Mumbai in India was chosen as the winner by an international jury of renowned journalists. Her entry '*To make the girl-child live*', about India's child policies, in which girls are subordinate to boys, made a deep impression on the jury. The Indian winner won an internship on the international news desk in Hilversum.

International prizes

RNW also won prizes in 2009. Two programmes received prestigious awards at the New York Festivals Radio Broadcasting Awards. The documentary *A prison within a prison* about life in the Gaza Strip won a gold medal in the much-coveted category "human relations". In addition, the jury awarded a series of interviews and reports about Zimbabwe with a finalists' certificate. These prizes underline RNW's international reputation, especially in the area of human rights.





The Dutch abroad

Dutch-speakers who live abroad for longer or shorter periods are kept abreast of events in the Netherlands and the rest of the world in their own language by Radio Netherlands Worldwide. They include emigrants, expats, children of expats, winter migrants, lorry drivers, soldiers, sailors and holidaymakers. RNW provides service information especially for them which is often not available elsewhere. The information is available via short wave radio, satellite and (mobile) internet. The online media increasingly include podcasts, live streaming audio and video.

RNW as an international emergency broadcaster

Dutch emigrants, expats or holidaymakers may become involved in an emergency situation, such as a natural disaster, major accident or terrorist attack. When this happens everyone wants answers to questions as quickly as possible. Questions such as: what happened exactly, who is missing or how can I get home as quickly as possible? Since the spring of 2009, RNW has acted as an international emergency broadcaster. A special calamity team provides news and service information for Dutch victims and their relatives. For as long as necessary.

New holiday programme *Café van Zomeren*

What are you allowed to take home from your holiday in Turkey? How can you use solar energy on holiday and what's cooking on the campsite tonight? Dutch holidaymakers in Europe were given answers to these and other questions from 1 June until 12 September in *Café van Zomeren* (Summer cafe). A new programme by RNW, broadcast live from Monday to Saturday via short wave, satellite and the internet. *Café van Zomeren* also has an online blog with extensive weather charts, photos of holiday beauty spots, holidaymakers' stories, restaurant tips and lots of practical information.

Expat On Air

Another new item in 2009 was *Expat On Air*. This is a weekly radio programme dealing with issues which are experienced by expats and emigrants: passport matters, healthcare abroad, insurance and problems incurred when returning to the Netherlands. The broadcasts are available as podcasts and can be read and listened to via the internet.





WereldKIDS website

RNW WereldKIDS website was a great success again in 2009. Hundreds of stories by Dutch children abroad were published in the blog. Readers were also kept abreast of the most important news from the Netherlands. The blogs at www.wereldkids.nl can easily be translated into most common languages at the press of a button.

BVN Television

Dutch-speakers abroad can receive Dutch and Flemish public television programmes 24 hours a day throughout the world via the television channel *Beste van Vlaanderen en Nederland* (BVN) (Best of Flanders and the Netherlands). A new publicity campaign has raised BVN's profile among this target group. The website www.bvn.tv has also been renewed. The fresh layout has more functions and more images and video. BVN is a co-production of the Dutch public broadcasting organisation NPO, the Flemish public radio and television VRT and RNW. BVN broadcasts include news, current affairs, entertainment, children's programmes, sport and documentaries. Research shows that in 2009 BVN viewers highly rated the programmes just as they did in previous years, giving the channel 7.7 out of ten as a report grade.

Three years of Uruzgan.FM

Uruzgan.FM, the special radio station for soldiers on a peace mission in the province of Uruzgan in Afghanistan and other parts of the world, celebrated its third anniversary in August. Uruzgan.FM acts as a bridge between the home front and the troops and is a joint programme by 3FM and RNW. In 2009, the programme had a new DJ and the website was completely renewed. Special guest was 3FM DJ Giel Beelen. In November, he made live *Giel!* programmes from Camp Holland in Afghanistan for five days for domestic broadcaster VARA and Uruzgan.FM.

Growth of RNW's digital newspaper *WereldKrant*

The *WereldKrant* (World Newspaper), which has been published seven days a week since 25 April 2009, has grown substantially. The number of subscribers has doubled in 18 months to 20,000. The digital daily paper, which is sent as a PDF file, is printed out and distributed to Dutch holidaymakers by more than 16,000 European campsites and hotels. The *WereldKrant* gives an overview of the latest Dutch and world news, weather, traffic information and tourist tips. The free newspaper has grown from six to eight pages and is published in six regional editions in the summer.





The Netherlands without borders

Regularly events occur in the Netherlands, which arouse interest, surprise and sometimes even a sense of alienation elsewhere in the world. RNW, like no other media organisation, is able to explain and comment on these events and – partly thanks to its own expertise and extensive network of media organisations on every continent – to adjust the image that may have been formed and, if necessary, put it right.

Turkish Airlines crash

On 25 February, a Turkish Airlines plane crashed at Amsterdam's Schiphol Airport. The first hours after the crash there was a lot of unclear reporting about both the cause (speculation of a terrorist attack) and the number of fatalities. Foreign media organisations contacted RNW for more information. Via its extensive network of regional representatives and through newsletters, RNW informed the foreign press about the situation. Audio and video reports were used by international news organisations. Media organisations such as NPR (United States) BBC (United Kingdom), ABC (Australia), Deutsche Welle (Germany), Metro (Indonesia) and SABC (South Africa) were provided with news and commentary by journalists from RNW.

Queen's Day drama

On 30 April, (the Dutch queen's official birthday), Karst Tates drove his car into spectators watching Queen Beatrix and the rest of the Dutch royal family pass in a open-top bus. Eight people were killed, including Karst Tates himself. Once again RNW was able to inform foreign media and there were numerous requests for contributions from our journalists. RNW provided news and commentary for the BBC, Deutsche Welle and CBC (Canada) as well as other news organisations.

Other current affairs events

In the Netherlands there were a number of other events which had specific significance for RNW's target groups in 2009. For instance in January there was the inauguration of Barack Obama as 44th president of the United States with the promise of change, followed in October by the awarding of the Nobel Peace Prize. The European elections, the power struggle following the ousting of Honduran president Manuel Zelaya, the climate conference in Copenhagen, the bankruptcy of the DSB bank and an earthquake in Sumatra (in which several thousand people died) were given special coverage. The debate about whether young Dutch girl Laura Dekker, who wanted to sail solo around the world, should be allowed to go, the discussion about the Dutch Crown Prince Willem-Alexander's holiday property in Mozambique and the dismissal of the controversial advisor for Rotterdam council Tariq Ramadan were given the relevant context and explanation by RNW.



Dutch culture: music

RNW reinforces the cultural image of the Netherlands abroad by distributing non-commercial music across the world. In January 2009, the fifth part of the *Anthology of the Royal Concertgebouw Orchestra* was produced. The CD box covers the period 1980 - 1990 and is part of a series of six recordings which describe the concert history of the Royal Concertgebouw Orchestra (KCO) using material from the radio archives. The CD box is a co-production by KCO and initiator RNW.

In November, a CD box with the complete works of Dutch composer Tristan Keuris (1946 – 1996) was produced. The box contains 11 CDs and a DVD. The first box was presented to the composer's widow in Amsterdam's newest concert hall *Het Muziekgebouw aan het IJ*. The box came out on the QuattroLive label, a joint venture by RNW, the NPO, Dutch public broadcaster NPS and Netherlands Broadcasting Music Centre. Tristan Keuris was one of the Netherlands' most successful post-war composers.





Organisation

Radio Netherlands Worldwide Foundation

Situation as of 31-12-2009

Supervisory board

Dr B.R. Bot, chair
 Ms A. van Heteren
 Mr H. Koetje
 Mr F.K.V. Lamp
 Ms J. van Nieuwenhoven, deputy chair
 Mr A.P. Visser
 Mr R. Zunderdorp

Directors

Mr J.C. Hoek, director general

Editors-in-chief

Mr R.R. Rensen, editor-in-chief
 Ms A. Bouwers, deputy editor-in-chief
 Mr W.A.E. Jansen, deputy editor-in-chief

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Ms W.J.J.M. van Eupen, general manager

RNTC advisory board

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 Ms D. Ghidei Biidu
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Colophon

Concept

Motion Works
Radio Netherlands Worldwide, Communication

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Dante Communication
Radio Netherlands Worldwide, Communication

Coordination

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