

A news for a new decade

Maarten Edelenbosch

- School of Journalism 1997-2001
- Small regional stations 2001-2005
- RTV Noord-Holland 2005-now

RTV N-H

RADIO+TV NOORD-HOLLAND

- 13 regional stations in Holland
- Radio, tv, internet
- Province of Noord-Holland (contains Amsterdam)
- 2,7 million citizens

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Who likes making economic reports?

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- Economic reports are boring!

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- Economic reports are boring!
- Duty to inform people about economics

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How do we report on economics?

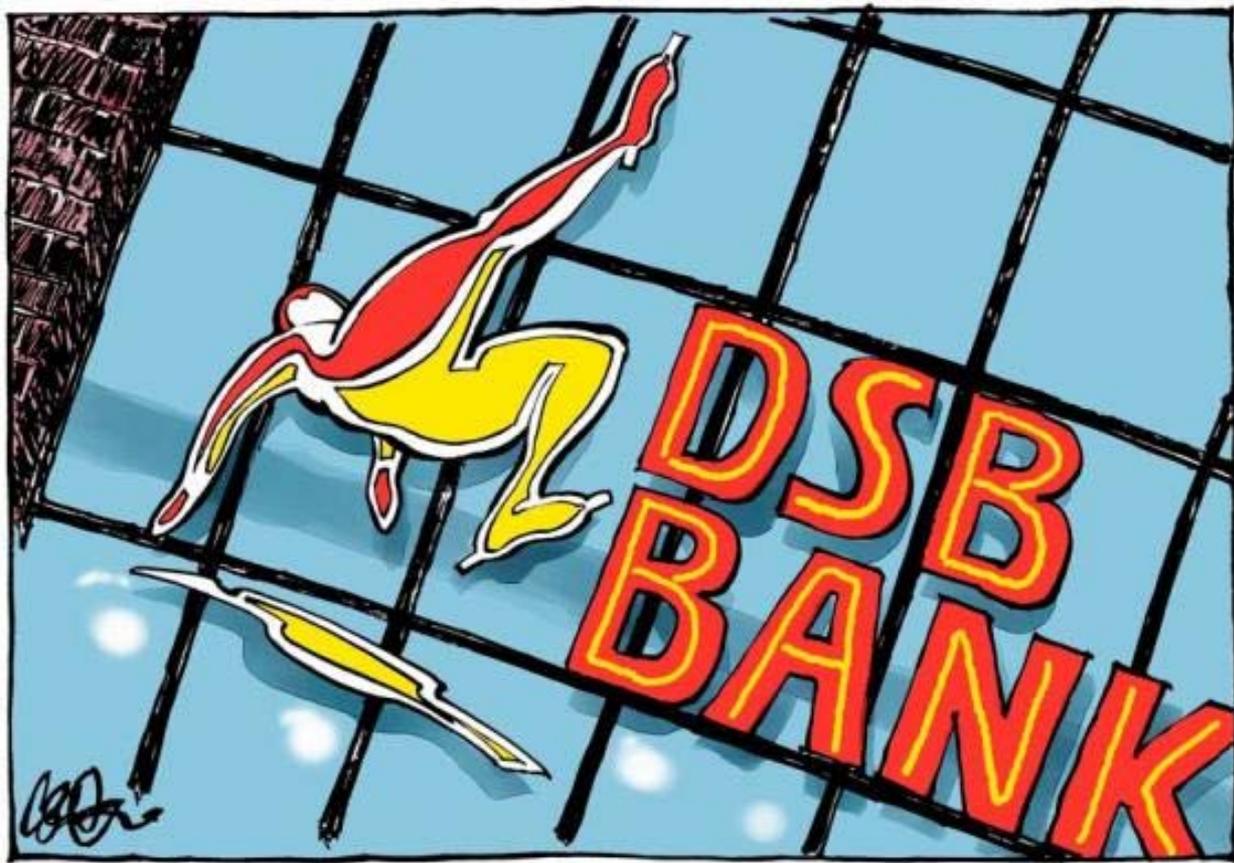
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- Government lost €78 million at IceSave
- Steelproducer Corus fired 800 people
- The fall of the regional DSB Bank

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- Explaining and keep it interesting

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- Explaining and keep it interesting
- Competing with national media

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- Distinguish ourselves!

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- Distinguish ourselves!
- What does it mean for the region?



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Conclusion

Regional Newtworks are important
and have a future!