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# The educational broadcasting company Teleac/NOT in The Netherlands

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## **1 Who are we?**

### **1.1 THE EDUCATIONAL BROADCASTING COMPANY TELEAC/NOT**

Almost two-thirds of the Dutch population uses the Teleac/NOT-programmes, whether as a viewer, listener, teacher or pupil. Teleac/NOT broadcasts approximately 450 hours of television and 300 of radio per year within the framework of 'learning for life'. Teleac/NOT is the guarantee for a supply of high quality programmes with a great variety. Most of the time the programmes are accompanied by a book, Internet site, CD-ROM or other supporting material in order to promote an optimum learning result. The Internet is playing an increasingly important role. The sites used to support the programmes; nowadays the development towards an independent Internet branch is in full swing. Also independent learning through e-learning (electronic learning) has been introduced and will grow in functionality in the years to come. Moreover, Teleac/NOT sees a lot of possibilities for interactive education through digital television and is thus actively involved in the development thereof. The mission is the basis for all Teleac/NOT activities.

#### **Mission**

Promoting the education of children, youngsters and adults through high quality educational radio and television programmes, aimed at the education and schooling and preferably supported by multimedia.

To put it simply:

Do you want to learn through the media, come to Teleac/NOT!

#### **TRADEMARKS**

Research has shown that the trademarks Teleac and Schooltv have a widely recognised name with positive values and standards. Within the present channel profile it is increasingly difficult for the public broadcasting companies to make oneself known as sender of the programmes. This is, however, necessary, especially for the companies that have no members, as they need a bond with the public and they need to be deeply rooted in society. Therefore Teleac/NOT has two labels for their products; Teleac for products for adults and Schooltv for the products for children and youngsters till the age of 18.

#### **History**

At the end of the sixties Teleac started as an educational broadcasting company: education using television as a medium. Originally broadcasts were transmitted from a black and white studio in a boilerhouse at the Technical University in Delft. Renowned serials from that time are for example 'Ongelukken in en om het huis' (accidents in and around the house) and 'Doventaal' (sign language). Later on Teleac was established in centrally located Utrecht. The programmes were mainly broadcast from Hilversum. The Nederlandse Onderwijs Televisie (NOT) (Dutch school television) arose from the Nederlandse Onderwijs Film (Dutch school film). In those days schools e.g. ordered the film Glas (glass) made by Bert Haanstra. The gym was darkened and all the pupils were allowed to watch. The NOT was established in The Hague. Later the NOT was united with the department Schooltelevision of the NOS and the organisation moved to Hilversum. The first Schooltv-programme was 'Basel, anchorage in Switzerland' and was broadcast in the early sixties. Since the seventies the Schooltv-programmes have been supplied with supporting material. Teleac merged with NOT in 1996.

## **The public broadcasting company and education**

In accordance with the law the public broadcasting company has to make programmes containing cultural, informative, educational and amusing elements. Teleac/NOT meets this requirement through School-tv-programmes for pre-school children, primary and secondary education and through Teleac-programmes for adults in all kinds of fields.

### **Educom**

The broadcasting licensee is the Foundation Educom – the ‘Educatieve Omroep Combinatie’ (educational broadcast combination). Teleac/NOT and the RVU are part of the Educom. Within the framework of the new Dutch Media Act Educom applied for the recognition as an educational broadcasting company in 2000 and obtained this recognition. The Dutch minister of OCenW (education, culture and science) grants broadcasting licenses, always for a 5-year period. In order to obtain the next recognition, a visitation committee who checks whether the promises made are being fulfilled and whether the legal requirements are met visits the company. Teleac/NOT prepares for this visitation by means of a self-evaluation.

### **1.2 Educom-Programming Council**

In 2002 the Programming Council Educom was installed. This council is responsible for programming policy. The Programming Council Educom consists of 25 persons at the most, who are skilled in the fields of education, training and schooling.

### **Channel profiling**

The Netherlands has chosen for channel profiles. The public television channels in the Netherlands, Nederland 1, Nederland 2 and Nederland 3 each have their own profile. The youth channel Z@ppelin is broadcast on channel 3. The Teleac-programmes are mainly broadcast on channel 1 and the Schooltv-programmes are broadcast through Z@ppelin on channel 3. Also the radio channels 1, 2, 3, 4 and 747 AM have their own profile. The Teleac-radio-programmes are transmitted via 747 AM. This is the background and opinion channel of the public broadcasting company.

### **Co-operation**

Teleac/NOT is an open organisation and is always searching for partners on the channels with other broadcasting companies, beside the co-operation within Educom. This may be on programme-level with respect to specific expertise in a certain field or in general, like for example with regional broadcasting companies for the broadcast of projects for integration. Internationally we co-operate within the framework of programme-exchange and co-productions. The co-operation with these institutions and organisations is unmistakably important for Teleac/NOT. Thanks to third party subsidies and/or close co-operation Teleac/NOT remains in the position to broadcast high quality programmes.

### **Research**

In order to keep the relation with the public continuous research into developments and needs of the market for adults as well as for youth education is being made. Proposals for new programmes are therefor often based on research from teachers, businesses, government officials, viewers and

Teleac/NOT-staff. There is a lot of contact with social institutions, organisations and associations that know the educational needs of the society very well. The question from society is essential for building a wide range and coherent programming. The Teleac/NOT-programmes are regularly checked for their educational values and social relevance, in the development phase of the project as well as after the programme has been broadcast.

### **Financing**

Teleac/NOT receives her income from the TV licence fee and the project-bound subsidies. Besides these sources also income is generated from the sale of supporting material.

## **1.3 ORGANISATION**

Teleac/NOT is a foundation and has a board. The daily management lies with the board of management directors and the management team. Teleac/NOT employs approximately two hundred people in a permanent appointment and a lot of people have a temporary appointment. Facilitating staff like cameramen or women is mainly employed through specialised agencies.

### **Board**

The Board of Teleac/NOT is responsible for long-term policy, annual programming and budgetary matters. This policy-making authority has between seven and nine members, each of whom is appointed for a four-year term. Each member has his/her own area of expertise ensuring balanced policy-making.

### **Board of Managing Directors and management team**

The general managing director and the director programming affairs form the board of managing directors. They are responsible for the day-to-day running of the organisation and the execution of the policy. General and specific policy matters are discussed in the management team. This team consists of the board of managing directors, manager adult education, manager radio and youth education and the managers of the support departments.

### **Staff**

Many of the Teleac/NOT (programme) staff has a lot of experience in the field of education, schooling and training. Specific knowledge is also obtained through co-operation with external organisations or institutions specialised in a certain subject. All of the Teleac/NOT-colleagues are very motivated and show great dedication to the programmes or to the support thereof and never lose sight of the meaning of the educational mission.

## **2. What are our activities?**

### **2.1 TELEAC: television, radio and the Internet**

All Teleac/NOT products for adults – television, radio, web sites, books, CD-ROM's and CD's – carry the Teleac label. The Teleac trademark serves as a quality label, the programmes and producers have to meet certain criteria in order to be allowed to carry this label. This means that the programmes must contain an obvious educational message and must have sufficient depth. Teleac-programmes are captivating and surprising. The subjects in the Teleac broadcasts are approached objectively.

The supply of Teleac-programmes on television and radio is in its entirety aimed at all adults of the Dutch society. They anticipate the educational needs and interests of the population and contribute to the social functioning of persons and groups. Most of the programmes and serials are aimed at a specific target group, but together they provide a Teleac-programme for everyone so he or she may learn something from this programme. There are programmes for people who are interested in art and culture, but also practical programmes for people who want to learn how to deal with a social medical problem. The programme is always centred on the educational message.

Some of the serials have two parts, a course and a general part, which are broadcast at different times. Television and radio work together, if possible. A lot of programmes have supporting material like a book, CD-ROM, CD or Internet site. The books and web sites offer additional depth and refer to channels where one can find more information on the subject. CD-ROM's or CD's contain exercises or fragments for listening.

Most of the television serials can be bought on videotape after the period of broadcasting. Through 'radio on demand' on the Internet it is possible to listen to Teleac-radio programmes until a year after it has been broadcast.

The Dutch teletekst (Ceefax) pages 200 and 340 show current information about the Teleac-programmes.

### **Viewers and listeners**

The motives from the public to watch or listen to Teleac-programmes are very divergent. Part of the viewers wants to learn something, e.g. a language. Another part wants to master the skills for practising a hobby. Very often also web sites and the additional books are used next to the television and radio programmes. Some viewers and listeners are interested in the Teleac-programmes just for viewing or listening. The radio programmes have a regular group of listeners, who, if so wished, are informed about the subjects of the broadcast by e-mail. Teleac-radio programmes help the listener to sharpen his or her opinion.

### **Domains**

The Teleac-programmes have been divided into seven areas of attention, called domains. These are: people and society; health and welfare; occupation and business; leisure and culture; languages; history; science and technique. This safeguards a broad and coherent level of the programming content. As the needs for information and interests of people often shift per period of life, there are programmes for each period of life, like programmes for the young-adults, middle-aged and elderly people.

### **People and society**

Programmes of the people and society domain aim at helping the viewer and listener to gain more insight into and influence on their own situation. E.g. the radio programme 'TEMA', focuses on social trends and television programmes like 'Bij ons thuis' (at our home) for educators and 'Knoop in je zakdoek' (knot in your handkerchief) for mentally handicapped people. The Knot in your handkerchief-programmes have been a success for over ten years. Projects about integration, taxes or the use of the Internet also belong to the people and society domain.

### **Health and welfare**

The Teleac health programmes have a good reputation. For over thirty years the social-medical programmes have been part of the programming. Television is a medium without engagement and is therefore often the first hesitating step for the public to investigate their own ailments or to obtain more understanding for problems of the others in their environment. Programmes like 'Je lijf, je leven' (Your body, your life) on chronic illness, 'Leven met verlies' (living with a loss) on how to deal with a loss and 'Zorgen voor je ouders' (taking care of your parents) anticipate matters that a lot of people get to deal with.

### **Occupation and business**

Who wants to become a professional in his or her job is often keen on gathering up to date information. For the serials Teleac co-operates with branch organisations and Chambers of Commerce. 'Bedrijf te koop' (business for sale) and 'Binnenkomen en binnenblijven' (getting in and staying in) are programmes for entrepreneurs. Besides these, there are also programmes about leadership or serials aimed at certain professional groups like craftsmen or people employed in a job in or around the water.

### **Leisure and culture**

More and more people want to spend their free time in a useful and a directed way. Courses like 'Thuis Beeldhouwen' (sculpturing at home) help to discover a new hobby. Serials like 'Codenaam MENS' (code name HUMAN) on the creation of serials on nature, archaeology and music also belong to this domain. Music lovers and culture enthusiasts can listen to the 'Faros'-programmes on the radio. The radio magazine 'Zenit' spends a lot of attention on digital art, literature and music.

### **Languages**

For years and years many people have followed a language course at Teleac. Difficult languages like Russian and Chinese are not avoided, but vacation courses like 'Buyurun', a travel guide Turkey are also popular. The comedy and course 'Kwartelhof' (post court) deals with sign language. The language courses are supported by radio as much as possible and are often accompanied by a book. The radio programme 'Talen en culturen' (languages and cultures) offers informative commentaries on culture bound subjects in countries that have a political and social relevance for the Netherlands.

### **History**

In het verleden ligt het heden en in het nu wat worden zal. (Willem Bilderdijk). (in the past lies the present and in the now what it will be) Those who want to understand the present, cannot get away from knowledge about history. Teleac meets that need through serials like 'Mysteries van verdwenen beschavingen' (mysteries of vanished civilisations), 'De conquistadors' about the Spanish conquerors and 'Magische momenten in de muziekgeschiedenis' (magic moments in the history of music).

### **Science and technique**

News from the scientific world that is worth knowing is a weekly topic in the radio magazine 'Faros Wetenschap' (Faros science). 'TeleScoop', also broadcast on radio, focuses on new media, technique and communication. On television 'Jota!' tells all about scientific research, 'Genen en gedrag' (genes and behaviour) deals with the role of genes in case of behavioural disturbances and 'Wat vertellen de sterren' (what do the stars tell) deals with stars and constellations.

## **Teleac guide**

Twice a year Teleac/NOT publishes a programme guide in which the Teleac-programmes and the supporting material are described in detail. The Teleac guide is distributed among subscribers, and on demand it can be obtained from bookstores and libraries. Flyers or posters are printed for a number of projects that reach the target groups in different ways. Moreover, Teleac/NOT regularly participates in fairs or events in order to inform the visitors about the Teleac/NOT-programmes.

## **2.2 SCHOOLTV: multimedia projects**

The schooltv-programmes for children and youngsters are broadcast via Z@ppelin on Nederland 3. Z@ppelin is the youth channel of the public broadcast company for children under 13. As the public broadcast company does not have a separate channel for the youngsters from 13 till 18, the Schooltv-programmes for this target group are also broadcast via Z@ppelin. The different age groups recognise the programmes meant for them through a distinct design.

Schooltv means multimedia projects, that may consist of a Schooltv-serials with supporting material like a manual and material for the pupils, CD, CD-ROM, web site or other materials like for instance Flip the Bear. An in-house publisher produces the supporting material. The CD-ROM's and web sites enable the children to get going at home. Serials that attracted many viewers and that were highly appreciated are recorded in the video catalogue when the serials have been broadcast.

### **Viewers**

Schooltv aims at viewers from pre-school age till 18 year olds. The programmes are not only viewed at school, but also at home. At school it is the teacher who decides whether or not to participate in a Schooltv-project. 92% of all the primary schools and 50% of the secondary school in the Netherlands use Schooltv. The teacher often orders the manual and the material for the pupils so the preparation time for the teacher is minimised and the learning result of the pupils is optimised. At home it are the parents or educators who decide which programme the children are allowed to watch. In the near future Schooltv will aim more and more at the pre-school target group.

### **Pre-school target group**

For children who do not yet attend school or pre-school, Schooltv broadcasts programmes like 'Teletubbies' and 'Tweenies'. 'Teletubbies' is meant for children from the age of two and 'Tweenies' is meant for children from age 3 to 5. The ideas for these programmes are based on observation research amongst pre-school children and infants.

### **Primary education**

The Schooltv-programmes for primary education are divided per group. There are weekly magazines for all ages broadcast on a fixed time on a fixed day. Moreover, short running serials are broadcast for separate subjects. For group 1 and 2 the magazine 'Koekeloere' (Peekaboo) with Moffel en Piertje has become quite a concept. Projects for e.g. language and reading development, like the serials 'De Schatkast' (the treasure cabinet) and 'Ik Mik Loreland' complement the supply for the youngest pupils. 'Huisje Boompje Beestje' (cottage, tree, animal) for group 3 and 4 has been a success formula for years. This magazine fulfils the wishes of many teachers by continually renewing the programmes in the field of nature and environmental education. Through programmes like 'Liedmachien' (song machine) the pupils from group 3 through 5 learn a new song every time. Of course there are season bound programmes, like 'Sinterklaas' (Saint Nicholas) and Christmas.

For many groups 5 and 6 'Nieuws uit de Natuur' (news from nature) has got a fixed place at the curriculum. There are several serials for history and geography. In 'Vroeger & Zo' (past and all that) different subjects from history are put forward in a playful way and history comes to life for the pupils. The weekly current affairs programme for group 7 and 8 the 'Schooltv-Weekjournaal' cannot be thought away anymore. Serials for nature education, like 'Samen op jacht' (hunting together) or 'Roofdieren'(predators), geography and history complete the supply for this target group.

### **Secondary education**

For nearly every subject secondary education has also the availability of multimedia Schooltv-projects supported by a web site for teacher and pupil. The bits-formula is often chosen for secondary education programmes. The programmes are then divided into short blocks, which the teacher can use at the desired moment. The programmes have been fine-tuned at the most often used methods and exam subjects. Most of the time the pupils of the secondary schools do not watch the programmes live, but later on because the teacher often records the programmes on video.

The programmes for secondary education are subdivided per subject and type of education: vmbo (secondary middle vocational education), havo [upper general secondary education] and vwo [pre-university education].

The 'Geo Topics'-programmes for geography almost all deal with subjects that appear in several methods. 'Bio-Bits' for biology is a programme for the lower classes as well as for the higher classes. The material for the pupils is clarified through items that cannot be shown in class. The 'Kunstlicht'(artificial light) serials deal with subjects concerning CKV1 – cultural and art education. Of course programmes for Dutch and foreign languages and for subjects like history, philosophy, mentor lessons, social studies and maths are also included. Topics for the 'profielwerkstuk' (profile workpiece) are dealt with in 'Toekomstvisie' (outlook on the future) but also on the Internet.

### **Schooltv-guides**

Two Schooltv-guides are published per school year: one for primary education and one for secondary education. This gives the teacher a survey of the supply for the entire scholar, so he or she can fit in the programmes in his or her teaching programme. All of the schools in the Netherlands receive the Schooltv-guide and accessory Schooltv-agenda. The Schooltv-agenda is a poster with clearly arranged information about all the broadcasts of the season. Teachers of primary schools receive a six-weekly newsletter, the Schooltv-viewer that provides them with the latest Schooltv-information. For many projects in secondary education mailings are send to the professional departments. Each year new video catalogues containing the most successful Schooltv-serials and accessory material are published. New or renowned Schooltv-projects are presented on fairs, 'education days' and congresses.

## **2.3 THE INTERNET**

The broadcasting scheme and programme information in substance are shown on the general part of the Teleac site [www.teleacnot.nl](http://www.teleacnot.nl). This provides information when certain subjects are dealt with on television or radio, when a programme will be repeated and whether or not the programme can be bought afterwards. Also information about our organisation is included. It is, of course, possible to send us your reaction. Ordering books or other supporting material can also be done via the Internet.

### **www.teleac.nl**

This site deals with Teleac-programmes on the radio and the television. A lot of information can be found and also links to other organisations or institutions, which have something to do with the subject of the programme. The pages for radio are filled with programmes that can be listened to directly, until a year after broadcast. A survey of the broadcast programmes makes this dossier accessible for the listener at any time. Also pupils from the higher classes of the secondary schools use this possibility, as the programmes on the site that can be listened to also include other information. The Internet is used as the medium that combines text, image, and sound in a very efficient way.

### **www.schooltv.nl**

The site for Schooltv has been divided into a number of four sub-sites. One site for the youngest children, one site for pupils of the higher classes of primary education, one site for pupils of secondary education and one site for teachers. On the sites the pupils can find games, additional information and links to related sites. The teachers can download teaching material, obtain additional information about the subjects concerned or leave their opinion about a certain subject.

## **2.4 E LEARNING**

A new development, e learning (electronic learning), uses the voluminous archives of educational videotapes and audio material as well as internet applications through CD-ROM modules or through the Internet that enables youngsters or adults to get going independently. For the benefit of the serial 'Starters' aimed at adults a CD-ROM 'Zelfstandig ondernemen' (independent entrepreneurship) has been developed in collaboration with the Chambers of Commerce. In the near future the 'Schooltv-beeldbank' (image bank) will be introduced. This is a large database containing educational clips, sorted to themes and fields of study. E learning is a new way to stimulate motivated and independent learning.

## **2.5 DIGITAL TELEVISION**

Digital television allows for more interactive applications than analogue television that has been used up till now. Teleac/NOT actively participates in the development of digital television. Two digital theme channels are being developed within the public broadcasting company. A news channel and a theme channel for Culture, Education and Heritage. Teleac/NOT will offer a great deal of the educational supply by means of reruns. Besides, this channel offers new possibilities for Teleac/NOT in the field of educational television for e.g. college and university students, a target group, which has been hard to reach so far.

At the moment of production of this brochure, Teleac/NOT is actively involved in a pilot for interactive television, for the subject biology of the primary education.

The new possibilities offered by the technical developments are fully used. A continuous search for added value of these applications is going on for the already familiar media: radio, television, the Internet, CD-ROM's, CD's and printed material.