KIDS, DOING SOMETHING FOR OTHERS

How De Wensboom on RTL 4 promotes children’s altruism
CR SPOTLIGHT
p. 3 // How *De Wensboom* on RTL 4 promotes children’s altruism

THINK GLOBAL, ACT LOCAL
p. 6 // RTL Radio in France organises the first challenge for students in digital journalism
p. 7 // 100% electric, 100% RTL
p. 8 // Groupe M6: team spirit for runaways
p. 10 // Reporting responsibly: How Mediengruppe RTL Deutschland covers the refugee crisis

A PASSION FOR...
p. 12 // Alex Bajcar enables students to spend time at some of the UK’s top law firms

WORTH A LOOK
p. 13 // BBTV and The Huffington Post “giving a voice to everyone” through Outspak

CR GLOSSARY
p. 14 // “Stakeholder engagement means building trust”
HOW *DE WENSBOOM* ON RTL 4 PROMOTES CHILDREN’S ALTRUISM

One of RTL Nederland’s new programmes last season was *De Wensboom* presented by Johnny de Mol. It premiered in May 2015 and was praised by many TV experts. The feel-good format helps children fulfil the wishes of family and friends and quickly became an audience favourite.

A school, a tree and a dynamic presenter ready to help children make others happy is how *De Wensboom* (The Wish Tree) could be summarised. There are heartbreaking and emotional moments, as well as happy endings and tears, Johnny de Mol, who also presents other shows involving children on RTL Nederland – *SynDroom* (SynDream) and *Project P: Stop Het Pesten* (Project P: Stop the Bullying) – is no stranger to tears, and admits that there were times when he couldn’t help it: “Tears were shed. For instance, there was a little boy who wanted a new garden for his grandmother. She has Alzheimer’s and often forgets to water the plants. He told me he would do anything to help her.”

De Mol tours the country’s primary schools for *De Wensboom*. Pupils aged 6 to 13 are asked to write down their wish on a piece of paper and hang it on a tree. De Mol’s task is to read the numerous notes and chose the most original and touching wishes. He explains: “It’s a programme where children can make all sorts of wishes, not involving themselves, however, but somebody else. It can be someone who means a lot to them, or a person they think deserves to be helped.”
The Dutch TV magazine showbiznetwork.nl praised the programme: "De Wensboom is a perfect match for RTL 4 and a great addition for the commercial broadcaster. Fulfilling wishes is nothing new on TV, but the way it is done is quite remarkable. Johnny's open and enthusiastic attitude adds a lot. There should be more shows like this on TV. De Wensboom triggers a particularly positive feeling among viewers. It's a programme with laughter and tears."

The presenter and his team, together with the person who wrote the lucky note, often turn the school upside down to make it all happen, sometimes also leading to the most hilarious situations. Indeed, big, small, odd, delirious or incredible... nothing is too crazy for de Mol's team. The most important thing is to help children do a good deed. "It's funny to see that children know exactly what they want and for whom," adds the presenter.

Premiering on 14 May 2015 in prime time, De Wensboom was watched by 1.2 million viewers on RTL 4, and achieved a market share of 18 per cent among viewers aged six and over, slightly above the channel's average in that time slot. TV experts and critics endorse the show: "Not only was the fun factor high for the people with wishes, but Johnny de Mol also went down particularly well," (televizier.nl) and: "This is probably one of the nicest and sincerest programmes that RTL 4 has broadcast in 2015. There is still some time to go until 2015 is over, but this new format certainly makes a deep impression on viewers. And as far as the viewing figures are concerned, the impression is also very deep and positive."(showbiznetwork.nl)

And the wish comes true... an Indonesian family reunites after 25 years

"It’s a programme where children can make all sorts of wishes on behalf of someone else. It can be someone who means a lot to them, or a person they think deserves to be helped."

Johnny de Mol
RTL Nederland’s other social programmes

In addition to *De Wensboom* on RTL 4, Johnny de Mol presents the following programmes:

- **SynDroom**, where he helps people suffering from Down’s syndrome fulfil their dreams (RTL 4)

- **Project P: Stop Het Pester** (*Project P: Stop The Bullying*), where he and Dennis Weening help children who are victims of bullying at school (RTL 5)

- **Meeuwis & De Mol Maken Vrienden** (*Meeuwis & De Mol Make Friends*), singer Guus Meeuwis and Johnny travel the country in a bus equipped with a kitchen to meet with different groups of people. The aim is to meet interesting people, have fun, make music and eat great food (RTL 4)

- **Superkids**, a talent show for children, co-presented with Wendy van Dijk

Johnny de Mol, 36, is already a familiar face on Dutch television: he is the son of John de Mol, Jr, and has starred in many films and soaps and presented several TV shows. He started his acting career in 2000 playing Sylvester Koetsier in RTL 4’s hit soap *Goede Tijden Slechte Tijden*. His first stint as a presenter was in 100% Johnny, broadcast on TMF (The Music Factory), a Dutch music channel. From 2008, he hosted the hit shows *Waar Is De Mol?* and *Down Met Johnny* on Veronica and SBS6. In July 2013 he joined RTL Nederland and won the *Zilveren Televizier-Ster for Best Male Presenter* with *SynDroom*. 

Who is Johnny de Mol?
RTL RADIO IN FRANCE ORGANISES THE FIRST CHALLENGE FOR STUDENTS IN DIGITAL JOURNALISM

On 27 and 28 May 2015, RTL Radio (France) organised the first #RTLChallenge in digital journalism, with a one year work-study contract in the digital content team on offer for the winner.

Following the Jean-Baptiste Dumas Scholarship, which has been awarded to radio journalism students for the last 20 years, RTL Radio has created the #RTLChallenge in digital journalism. During one day, students prepare different kinds of content on a specific topic, following RTL.fr’s editorial line and publication guide.

The winners of the 2015 #RTLChallenge with the jury
For their first challenge, students had to cover the FIFA corruption scandal and produce an article including an interview, multimedia tools, social media input and also pick up elements of the station’s coverage on the topic.

At the end of the event, Christopher Baldelli, CEO of RTL Radio (France), Jacques Esnous, Head of News at RTL Radio and Elizabeth Martichoux, Head of RTL Radio’s Political Department, awarded the joint first prize to two students: Clémence Bauduin, from IPJ, Paris and Camille Kaelblen, from Sciences Po Paris.

Since 26 June 2015, RTL Radio reporters in France have gone green, using two 100 per cent electric city cars in RTL colours. Supplied by Groupe Bolloré, the ‘Bluecar’ vehicles have batteries developed by Blue Solutions, and a 250-kilometre range with urban use. By taking the leap into eco-friendly cars, RTL Radio is reiterating its commitment to climate protection initiated with the #RTLbougepourlaplanète initiative in January, and becomes the first French national radio station to use Bluecar vehicles.
On 21 May 2015, Groupe M6 employees took part in the first Run At Work event – an intercompany sports initiative where over 80 businesses and 3,000 participants representing their company aim to successfully complete a six-kilometre run through the heart of La Défense in Paris.

Christophe Foglio, Director of Human Resources at Groupe M6, says: “The 100 places offered to staff were snapped up in just a single morning... We liked the idea of a race that brings together experienced runners and beginners, with an element of fun and values that match those of Groupe M6: the ability to adapt and a sense of community.”

M6 employees participating in the Run At Work event
Athletes to the core or simply enthusiasts – runners at all levels were able to put themselves to the test in a sporting challenge over a course that was sometimes tough, featuring flights of steps and false flats. None of that discouraged the runners. M6 weather presenter Laurence Roustandjee was one of the 100 or so employees who took part. Other Groupe M6 presenters lent their support to the #M6Team on social media.

Groupe M6’s participation in Run At Work complements other sporting events such as the Paris-Versailles race, the Boulogne half marathon and the Christmas Corrida in Issy-les-Moulineaux, which the Groupe M6 running club takes part in each year.
REPORTING RESPONSIBLY: HOW MEDIENGRUPPE RTL DEUTSCHLAND COVERS THE REFUGEE CRISIS

Mediengruppe RTL Deutschland (Germany)

Over the past few weeks the refugee crisis has dominated the news in Germany. Mediengruppe RTL Deutschland aims to inform its audience as comprehensively and objectively as possible.

In order to inform the public and meet the needs of viewers, RTL Television organised a ‘refugee theme day’ on 31 August 2015, tackling the issue from different perspectives.
Starting with RTL Television’s breakfast show Guten Morgen Deutschland at 06:00, presenters interviewed various studio guests, and in-depth reports on the issue gave its audience an insight into the tense situation. The midday show Punkt 12 and the current affairs magazine Explosiv focused on the situation of refugee children and investigated how they are coping with this crisis. Broadcast at 18:30, Exclusiv highlighted how German celebrities and prominent citizens are voicing their support.

“
The solidarity efforts will continue in November when refugee aid fundraising will be the main topic of the 20th RTL Spendenmarathon.”

Wolfram Kons

Fifteen minutes later, RTL Aktuell presented an in-depth ‘anchor on location’ edition with RTL Television Anchor Peter Kloeppele reporting live from a reception centre. The current affairs programme Extra followed with a special edition at 22:30. An hour later a special report shed light on how people escaped Boko Haram, the Islamic extremist group based in North Eastern Nigeria. The late evening show RTL Nachjournal concluded the refugee-themed day. The channels N-TV, Vox and RTL II also reported on the situation.

The Stiftung RTL – Wir helfen Kindern foundation launched a fundraising campaign, which has raised €103,000 to date. It also joined up with well-known German actor and producer Til Schweiger to help refugee children by organising educational and therapeutic programmes in refugee shelters. “The goal is to create an atmosphere which makes children who have fled from terror and war feel welcome in Germany,” says Til Schweiger. “The Til Schweiger Foundation and Stiftung RTL – Wir helfen Kinder are focusing on issues that are not supported by government aid for refugee children – helping to cope with trauma, education and unaccompanied refugee children,” adds Wolfram Kons, RTL Charity Director. The solidarity efforts will continue in November when refugee aid fundraising will be the main topic of the 20th RTL Spendenmarathon.
"In the context of fierce competition to get into the legal profession and the perception that a legal career is limited to the elite, I saw the LSMP initiative as an opportunity to provide a unique insight into our fantastic company and demonstrate the interrelationship of legal and business affairs considerations in the creative process," says Bajcar, who had himself required scholarships.

“Hopefully, the students’ initial impression of lawyers as elitist, stuffy and boring was instantly challenged and replaced with a more realistic view – namely that a career in law can be interesting, dynamic and even fun.”

Alex Bajcar

Alex Bajcar has been working at FremantleMedia in London for four years and regularly supports local communities through corporate volunteering. On 28 July 2015 he helped organise a live version of The Apprentice as part of the Legal Social Mobility Partnership (LSMP) – an initiative led by ITV to enable students from disadvantaged backgrounds to spend time at some of the UK’s top law firms and in-house legal departments. In the UK, The Apprentice is produced by FremantleMedia for BBC One.

Thirty students convened at FremantleMedia’s offices for an Apprentice-themed day. Like in the show, participants were divided into teams and set the task of creating a new Saturday night prime time TV entertainment format to be pitched to an esteemed panel of judges. A ‘meet and greet’ with the X Factor UK judges and tickets to an X Factor live show were awarded to the winning team.

During the day the students were briefed on some of the key legal considerations for TV formats and a professional acting coach was brought in to train them in presentation skills. “In a short space of time the students were exposed to a number of key attributes of a successful lawyer: legal knowledge, team work, presentation skills, thinking both creatively and objectively and communicating ideas in a precise, articulate manner,” explains Bajcar. A number of senior executives also gave their time: General Counsel Robin Chalmers oversaw the creative brief and Rob Clark, Global Director of Entertainment, excelled in the role of Lord Sugar, while several development executives helped the teams transform their ideas into presentable form. All in all, more than 20 people helped the event run smoothly.

FremantleMedia UK has already signed up to LSMP 2016 and is currently in discussions to offer further work experience to some of the students who took part in the event and expressed a particular interest in the profession. “When the big moment of the pitches finally came, I saw how a relatively small amount of guidance can go a long way in achieving tangible results in a very short space of time. I hope the day inspired the students, and made them realise that a career in law can be both enjoyable and achievable,” concludes Bajcar.
“WE’RE GIVING A VOICE TO EVERYONE, HOPING TO ENTERTAIN, INFORM AND INSPIRE”

BroadbandTV and The Huffington Post launched Outspeak – an exclusive partnership to foster citizen journalism.

On 9 June 2015, The Huffington Post and BroadbandTV (BBTV) announced the launch of Outspeak – the first next-generation online video journalism network. The new brand empowers journalists and creators to tell their stories across both companies’ platforms, combining BroadbandTV’s 4.5 billion monthly views and The Huffington Post’s 214 million monthly unique visitors. The two companies want to create a smart, strategic distribution ecosystem for content creators worldwide. Shahrzad Rafati, Founder and CEO, BroadbandTV: “We’re giving a voice to everyone, hoping to entertain, inform and inspire. Our combined efforts to put news in the hands of millennials has the potential to change news as we know it.”

Watch the trailer for Outspeak – The Online Video Network for Digital Storytellers
“STAKEHOLDER ENGAGEMENT MEANS BUILDING TRUST”

What exactly is stakeholder engagement?
‘Stakeholder engagement’ is currently one of the most popular CR buzz words. But what does it really mean? If Corporate Responsibility is about minimising negative and maximising positive social and environmental impact, stakeholder engagement is certainly one of the key activities that enable this to happen effectively. Watch this video to learn more.

Stakeholder engagement in practice: external views, open discussions

On 19 February 2015, Mediengruppe RTL Deutschland’s Media Advisory Council, formed from its expanded RTL Television Programming Committee, met for the first time. Composed of representatives from politics, culture, business, and churches, the Media Advisory Council is a voluntary body originally initiated by RTL Television to advise RTL Television’s programme directors and management on programming matters.

The new body will now advise management on matters of media and social policy in relation to the many opportunities and challenges of the digital age, and help shape opinions during discussions. At its first meeting, the Media Advisory Council dealt intensively with the myriad changes in the media market and the resulting requirements for regulation at state, federal and European level.

The Media Advisory Council of Mediengruppe RTL Deutschland