City's Images in the Media

Towards a roadmap for researching a city's media images

Master's Thesis
Bart van de Velde, BSc
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Preface

Every day, before I go to my work or my lectures, I usually read the newspaper. Most of the time, I am in a hurry, so I only quickly read the articles that draw my attention. When I am in the train to my destination, I often read another free newspaper that can be found somewhere on, under or above my seat. This pattern occurs now for quite some years. By doing this, I form a lot of images about events in places I have never been and never really heard about. The perceptions that I have of such places, will therefore be strongly influenced by the media.

These perceptions will surely influence my decisions, even if the place is much closer to home. A good example of such a place is the Palenstein district in my place of residence, Zoetermeer. I do not like to come there, though I do not really know why. Of course, I hear a lot of negative stories about the district and I read the negative messages in the newspapers; but every time I have been there, I never saw any of the social problems or the unsafety of which Palenstein is known. But still, because of these negative perceptions I have of Palenstein, I would not pass through the district if I don't have to and I would rather not live there.

A lot of choices that you make that decide whether you want to live in, visit or do business in a city, are dependent on the current images of the place. Therefore, many decision-makers of cities think it's important for them to discover these images. This is also true for Haarlemmermeer, where I had an internship that enabled me to prepare my thesis. This period was both fun and very interesting to me and I would like to thank my supervisor Debby de Rijk for bringing me to all of the interesting facets of the city marketing process. The one day I was handing out flyers amongst the local residents, while the other day I was interviewing commuters on Schiphol or I was on a network-event amongst the upper class of the business environment of Haarlemmermeer. All of the other interesting people I have met there (especially Arthur van Dijk (alderman of city marketing affairs), Chris, Laura, Michiel and Remco) thank you all for your cooperation and the good time I had.

Especially, I'd like to thank Erik Braun for his helpful supervision of this thesis. I was in the privileged position of having my supervisor working just on the opposite of my own desk. Furthermore, I'd like to thank my parents, who have always believed in me and had to tolerate a great deal for all my study hours at night. And finally, this is my last regret to my dear girlfriend Nelleke. She was hoping for me to have all the time of the world for her, on the day that she's returned from her tour to Australia. Nelleke, I'm all yours again. My internship, my thesis, my study: it is finished…

Enjoy reading!

Bart van de Velde
Zoetermeer, October 2008

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1   Introduction

1.1   Background

'In the past two decades, and in particular in the last decade, there has been a significant increase in the attempts made by place leaders, urban planners and decision makers around the world to promote a positive and attractive image for their cities. These people believe that their cities' public images have far-reaching implications for significant decisions made by several target audiences (…).' (Avraham, 2004).

These are the first two sentences of Eli Avraham's contribution in 2004. The image of a city seems to become more and more important and city governors are putting high efforts in getting to know their city's image(s) or setting up strategies on how to deal with (un)favourable images. This 'image management' is just one of the many indicators of the undeniable growing competition between cities for all kinds of 'customer groups', like tourists, residents or businesses. Because of this competition, city governors want to know how their cities are being perceived, and what strategies can be undertaken to improve this perception. Image management can be seen as one of the tools that can be used within the marketing of cities.

In order to discover how cities are being perceived, there are many things that decision makers can do. Probably the most common approach is by making people (for instance inhabitants) fill in questionnaires. Another (supplementary) way is by performing a media image research. After all, it is well known that the media often has an influence on public opinion. People form their opinions about certain places on behalf of the information they read, see and hear, for instance in the newspapers.

Does this mean that the media is really a good indicator for discovering the city's images? Of course, there is no doubt that media messages form an input in people's mind in the way they perceive a city. It may even influence their choices indirectly to visit a city or even to locate themselves there. However, people do not only form their personal image of a city by media messages. Many other things, for instance experiences of themselves or other people, associations and emotions account for their specific perception of the place. In my opinion, this does not make a media research entirely useless. In fact, as it is not easy to find out objectively how your city is being perceived, you can at least acquire some information about the messages that are being sent out concerning your city.

In this Master's thesis, which is the result of a four months internship at the municipality of Haarlemmermeer, I would like to find out if a media research is able to give valuable information about a city's image. I assume that in the best case it can serve as a good indicator and in the worst case it can merely indicate which potential favourable images can be carried out or which unfavourable images need to be worked on. Finally, my intention is to come up with a generally applicable roadmap on how to set up a media research.

1.2   Research questions and objectives

The main objective for my Master's thesis is to come up with a roadmap on how to do media image research for place leaders. Therefore, I need to know what a workable definition of an image is and what the role of the media can be in the creation of the various images.

To achieve this main objective, I need to find an answer to the following *research question*:

"What is the role of the media in the construction of city images and how can we develop a valuable and generally applicable media image research?"

To answer this research question, I have set up the following *research objectives*:

- o   To develop a workable definition of a city's image
- o   To identify the elements that contribute to the creation of various images and the process of this creation.
- o   To stress the importance of knowing the city's media image for decision makers.
- o   To identify the role of the media within the construction of an image
- o   To discuss to which extent a media image can be used as a general indicator of a city's image.
- o   To identify some strategies a city can undertake to improve their media images.
- o   To develop a generally applicable roadmap to do media research and to discuss its usefulness.
- o   To refine the constructed roadmap towards different target groups.

1.3   Method

To find answers to my research questions and to fulfil my objectives as good as possible, I will perform my research as follows:

- o   Conduct a review of the literatures concerning the images of cities and the involvement of the media in general.
- o   Develop a roadmap that explains how city's decision makers can perform a media image research
- o   Test the applicability of the roadmap with a case study of the municipality of Haarlemmermeer.

To do this, I will structure my thesis as follows:

Chapter 1 will be my introducing chapter, in which the topic will be introduced, as well as my research question and objectives.

Chapter 2 and 3 will give an overview of the relevant literature. Chapter 2 will introduce the issues of today's post-industrialized cities and why it is so important to do city marketing. To stress the importance of city marketing, it will indirectly become clear why a media research is important in the preliminary stage of the city marketing process.

Furthermore, it will give a workable definition of a city's image and it will discuss how such an image is being developed. This will make clear what kind of position the researched media messages will take in the creation of an image.

Chapter 3 will inform the reader why it is so important for city's decision makers to do research on the city's media image. It will provide background information about the role of the media in general on perception and their coverage patterns. Furthermore, this chapter aims to identify some strategies that decision makers can undertake in order to improve the media images of their place. In this sense, a media image research will have a twofold purpose. In the first place, it can recognize the unfavourable images that need to be worked on and secondly it can discover some (potential) favourable images. For both situations it is desirable to design strategies that deal with these images.

The next part, which consists of the chapters 4 and 5, will provide the empirical part of the thesis. First of all, in chapter 4, a generally applicable roadmap to do media research for a city's image will be introduced and explained. Chapter 5 will contain a case study in which the roadmap will be tested. The municipality of Haarlemmermeer will serve as this case study. In this chapter, the usefulness of the roadmap and its implications will be discussed.

Finally, chapter 6 will bring a summary of the thesis and give concluding remarks. Here, my answer to the research questions and objectives are presented. Also some recommendations for further research will be given.

1.4   Research definition and relevance

This thesis is mainly directed to city's decision makers that want to research the various images of their places, in order to help them perform a media image research or at least to generate new insights. The provided roadmap should be applicable to any place (Dutch or non-Dutch) that wants to research its media image. This can be done on multiple spatial scales. However, as these method researches all of the messages of a certain period (and not a sample), this media image research will for practical reasons, probably be more useful for smaller (or unknown) places.

The other methods to discover city's images, such as questionnaires, are not covered in this thesis. The same yields for the process after the determination of the favourable and unfavourable images. However, some strategies to undertake, in order to communicate desired images, as well as improve unfavourable images, are mentioned in chapter 3. Also the positioning of the obtained images will not be explained in detail in this research. We can take the scores of the various images for granted, but we do not know what scores are 'normal' for cities. This research need to be re-exercised multiple times, in order to determine these 'normal' scores.

Within my Master's programme 'Urban, Port & Transport Economics', this topic deals with the issues within the field of *city marketing*.

2 Cities and their images

2.1 Introduction

This chapter provides literature research that has been done to give the reader background information about city marketing and images. Paragraph 2.2 will give some historical and recent examples of cities that are promoting themselves. Furthermore, it will provide the used definition of *city marketing* and it stresses the importance of doing city marketing in the 21st century.

As this thesis is mainly dealing with images and perceptions, it is important to see which place image management takes in the process of city marketing. Therefore, paragraph 2.3 will briefly show some common stages of city marketing and what position image management will take within these stages.

Because in this thesis there will be a lot of terminology that deals with images, identities and perceptions, these terms will be explained in paragraph 2.4. This paragraph will fulfil the first objective (*to develop a workable definition of a city's image*).

Paragraph 2.5 will make clear how an image becomes rooted in the community and what role the media is taking in that sense. Also this paragraph will try to fulfil an objective (*To identify the elements that contribute to the creation of various images and the process of this creation*).

2.2 From place promotion to city marketing

2.2.1 Some historical and Dutch examples of place promotion and city marketing

It is not a new phenomenon that city leaders are actively promoting their cities or their regions. In fact, cities have been trying to influence the perceptions of specific target groups (albeit tourists, residents or businesses) for ages to convince them to come to their place. Stephen Ward (1994) mentions place promotion efforts of cities in the South of the United States (e.g. Richmond & Manchester) that are dating back to 1870. However, it seems that there is a significant increase in place promotion policies noticeable especially in the second half of the 20th century, when many former industrial cities were looking for a new economic structure of their regions. Because of the disappearance of traditional sources of income and employment, civic leaders began to realize that this transition might lead to negative perceptions of their places that may even worsen the negative spiral. In this sense, think about the potential businesses and residents that might choose for more successful cities or even worse, current ones that decide to leave. Cities like New York ("I♥NY") and Glasgow ("Glasgow's Miles Better") began campaigns that should reposition their place in the perceptions of people.

Recently, all kinds of places all over the planet are putting efforts in actively changing perceptions. Usually, these efforts are being called 'city marketing'. In the Netherlands,

attention for city marketing, mainly imposed by local governments, is growing. The city of The Hague, for instance, introduced in 2006 their own alderman of city marketing affairs; Frits Huffnagel. For my internship, I performed some interviews with civic leaders in Dutch municipalities in which I gained knowledge about how cities define and perform city marketing. One thing that became clear is that every city has its own strategy and the goals that cities aim for differ very much. The alderman of Economic Affairs in the "Westland"-municipality, Theo Duijvestijn, wants to involve the local businesses in the efforts to develop his region into an attractive and innovative greenhouse cluster in order to keep and attract young households. The city of Almere performs city marketing mainly in order to attract businesses of specific industries, whereas the municipality of Zaanstad wants to promote their place as a part of a bigger attractive region, the *Zaanstreek*[1]. The municipality of Haarlemmermeer's main purpose was to clarify how the city is being perceived and how the city *wants* to be perceived, before putting up city marketing-strategies. Therefore the city actively involved the local community to get answers to these questions. Last but not least, it's worthwhile mentioning that city marketing is no longer a case of the big cities solely. A small research on the internet made clear that even 'cities' actively perform city marketing of which can be discussed whether they qualify to be called a *city*, like Dronten, Tiel and Tytsjerksteradiel (Komans, 2007).

2.2.2 Definitions of 'city marketing'

It is not easy to explain in detail what city marketing exactly is or does, as different cities choose different strategies and therefore different definitions. Erik Braun (a city marketing expert at the Erasmus University Rotterdam) used the following definition of city marketing:

"City marketing is the coordinated use of marketing tools supported by a shared customer-oriented philosophy, for creating, communicating, delivering and exchanging urban offerings that have value for the city's customers and the city's community at large." (Braun, 2008)

This all-embracing definition of city marketing might be considered accurate, but it can not easily be read. Furthermore, it takes too many aspects into account that are not considered relevant for this thesis. My preference is to use the definition that Anqelique Lombarts (lector at the Management Hogeschool InHolland) once used in an interview:

City marketing is a set of coherent activities that aim for keeping or attracting specific target groups. (Nationaal Congres voor Citymarketing en Evenementen, 2008)

A problem with this definition, however, is that it does not make entirely clear that city marketing is being done by the *users* of a specific place (amongst them civic leaders, residents, businesses, etc.). Furthermore, it might not be entirely clear that city marketing for one specific target group should not conflict with other ones. There should be a balance between all the important target groups. Therefore, the above definition is adjusted to the following definition that will be used in the rest of this thesis:

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[1] The performed interviews were held in June 2008 with Theo Duijvestijn (Alderman of Economic Affairs, Municipality of Westland), Martine Visser (Alderman of Economic Affairs, Municipality of Almere) and Joke Bosch (City marketer, Municipality of Zaanstad).

> City marketing is a set of coherent activities, performed by the community of a specific place, that aim for keeping or attracting specific target groups for that place, while balancing the interests of all those target groups.

This definition also implies that the term 'city marketing' is not specifically meant for cities, but can be used for every specific place. Therefore, this definition becomes useful for this thesis, as the municipality of Haarlemmermeer, which serves as a case study, is characterized by a set of villages of various sizes instead of one dominant city.

2.2 The need for city marketing in the 21st century

After observing that recently many cities are performing some sort of city marketing, the question arises what the reason would be that there is an increase in the need for such policies. Is there really a need for city marketing, in the sense that cities that do not have such policies will surely begin to lag behind? Or are we merely in an intermezzo where municipalities copy each other's behaviour without having real sense to do so? I believe that both the former as the latter might be true, but there are enough arguments to assume that cities do need city marketing policies to improve their communities' prosperity.

Stephen Ward (1998) mentioned that former industrial cities needed to reinvent themselves since the late 70's into post-industrial service centres, in order to stop the employment decline they were facing, which caused a drop in tax revenues and social well-being. This vision could only be achieved if cities would actively market themselves to attract investors and visitors. The same argument is addressed by Kotler et al. (1999). He states that as a consequence of leaving major industries, high unemployment, shops with boarded-up windows and abandoned property; people and businesses are leaving the place and leaving a weakened tax base behind that makes it even more difficult for civic leaders to provide public services. In some places, criminality worsens and declines the quality of life in cities even more. These places are facing a hard job to reverse that reputation. This argument might not yield for any European place, as most Dutch cities are funded by the national government and not directly by local taxes, at least not for a substantial amount. However, whenever industries, residents and businesses will leave the community, this can have major impacts on the community as a whole, as it becomes less attractive to be a city user and some businesses will be harmed as they depend on the proximity and quantity of the local market. Some other places, that might be facing the same problems, will have a bigger potential to keep or obtain favourable images, because of the possession of important (historical, cultural, etc.) assets. However, for all these post-industrial cities, it will take good leadership and vision to come up with strategies that generate favourable images.

Furthermore, Ward provides an argument for the copy-cat behaviour of some cities: *"The most popular approaches in city marketing simply reflect what appear to have worked somewhere else"*. This doesn't mean, however, that these cities had no reason to impose city marketing policies, as they were probably facing the same problems.

Beside the internal forces that are getting places in trouble, like the abandoning of major industries and residents, there are also some external forces that can be recognized. Kotler et al. mention three of them:

- *Rapid technological change.* We already discussed the former major industries that were leaving cities for various reasons. Nowadays we see that the revolution in technology and communication industries does not imply that these businesses will only show up in mega-cities like Frankfurt or London, but can show up practically everywhere.
- *Global competition.* European cities do not only need to compete with each other for businesses and investments, but also with some emerging economies, especially in Asia. These places become attractive places to invest in, because of their favourable tax policies. This asks for a greater specialisation of regions and places. Regional policy-makers should clarify which industries they should support in accordance with their strengths and weaknesses.
- *Political power shifts.* Kotler et al. mention here the increased decentralisation in the European political climate that forces local and regional bodies to make decisions and form strategies.

Ashworth and Voogd (1994) discuss that cities have always been in competition with other regions for resources, activities and residents. The change is, however, in the fact that city marketing becomes a conscious approach by public planning agencies as a philosophy of place management. An important reason for that is that there are important shifts in the character of cities and regions in what is produced and how and where it is produced. This means that cities need to provide more elements to their users than merely space. They mention:

"It is not that space is no longer important in locational decisions but rather that a new set of place attributes and fresh definitions of the accessibility of places have become prominent locational determinants for a new set of economic activities."

And further:

"Amenity and service quality, however difficult to assess, are now active determinants in maintaining, attracting or repelling economic activities."

This means that it becomes more complex for cities to be perceived as attractive places to live, visit, invest or to do business. This also implies that city users will switch, more easily than before, from their current location to some other place if it does not fulfil their needs. Therefore, cities have to come up with strategies that deal with this increased competition between cities for all kinds of city users.

Erik Braun (2008) also mentions some external trends that increase the competition for cities. He mentions that city users have higher aspiration levels towards their relevant environment in terms of accommodation, employment and facilities. Furthermore, as people's mobility became higher, their relevant environment increases, meaning that it's no longer necessary to live in a close approximation of the place you work. Cities should prevent that city users will leave their cities, for the simple reason that there will be less income generated in terms of tax or business revenues, where again needs to be mentioned that for Dutch cities local taxes are not that substantial. Therefore, civic leaders should try to fulfil the desired needs and wants of their city users.

Last but not least, Braun mentions an increased competition for visitors, for instance because of the advance of the High Speed Train or the low cost airlines, enabling visitors to come to places that were previously outside their range of time or budget. This means

that not only cities that were logical tourist attractions have to seek for new ways to attract the same amount of visitors, but it does also implicate that it becomes profitable for cities that were previously no tourist destinations to market themselves.

To summarize, cities need strategies that create favourable images, because of:

- The need for empowering the transition to other sources of prosperity;
- The need for rebuilding a favourable reputation that has been harmed by decades of decline;
- Copy-cat behaviour of successful city marketing policies in other cities, which were facing the same problems;
- Rapid technological change, which brings opportunities to cities that previously did not have comparative advantages in certain industries;
- Global competition, which forces regional policy-makers to choose for certain specializations in industries;
- Political power shifts, which gives more decision-making power to local and regional political bodies and therefore increases the competition of places on a regional scale;
- Cities need to consist out of a more complex set of attributes to become attractive places for their users and have therefore an increased competition for city users with other places;
- The rising mobility that enables people to live in a greater distance of their jobs, enabling them to have more places to settle, and therefore increasing competition between cities on a regional scale;
- The advance of the low cost airlines and the High Speed Train, enabling places with new opportunities to attract visitors.

2.3   The city marketing process

Now we have argued what a good definition is of city marketing and why it has become so important for cities to start city marketing efforts, it is time to see how such a process is unfolding. For this thesis, it is important to make clear in which stage or which particular element of city marketing there is a need for a media research.

A common way to do city marketing is not easily to discover, as there are many different approaches that cities follow and there is not one specific strategy that will bring a city guaranteed success. Kotler et al. (1999) gave one attempt by translating the *strategic marketing planning process*, which is originally aimed at businesses, into a city marketing context. The basic idea behind the strategic marketing planning process is that generally speaking the future, for businesses as for cities, is largely uncertain, but can at the same time be influenced by strategic actions and plans. They introduce five stages that an organization (or a city) can go through in the (city) marketing process, in order to implement a successful strategy.

These stages are:
1. *Place audit* (performing an analysis that identifies the strengths and the weaknesses of a place, while putting them in a comparative perspective)
2. *Vision and goals* (formulating how the community wants to look like (or wants to be perceived) in the future)

3. *Strategy formulation* (formulating the framework in which the vision and goals can be carried out)
4. *Action plan* (bringing the strategy to an operational level by designing specific actions)
5. *Implementation and control* (implementing the designed actions and reviewing the progress).

Whether cities really should perform city marketing in such a process, is question to debate. The writers are the first to realize that there is a difference between companies and places (or communities), because places bring the extra dimension of politics. In that context, Kotler et al. mention:

"Communities are chronic battlegrounds where interest groups battle for power and push their competing agendas and strategies. Community economic development runs the risk of being compromised by multiple interest groups and periodic elections."

It is therefore important to realize that a straight-forward planning process like the strategic market planning process will have difficulties to remain stable over years. Consensus will often lead to changed visions and goals (and therefore changed strategies, action plans and implementation) every election period. However, Kotler et al. believe that the strategic marketing planning process is applicable for places where leaderships, institutions and procedures exist that favour structured decision-making about the future of a place.

In my humble opinion, I believe that the writers do not get away with this argument. One has to realize that putting a marketing planning process in an urban context, should not oversee the complexity of the way a city is governed. Therefore, defining strategies, visions and goals will take a lot more compromises and time than what is common for businesses. Besides that, it is quite possible that a SWOT-analysis, like it is supposed to be done within the place audit-stage, will not be such a straight-forward process as it is with businesses. It will be difficult to find consensus between the various decision makers that deal with various interests, about what factors determine the strengths and weaknesses of a place.

However, this criticism does not make the concept of Kotler et al. entirely useless. I believe that it will surely be able to serve as a guide that will roughly provide the logical steps that cities should undertake in the city marketing process. It makes sense that cities should first concentrate on the characteristics of their place and identify the trends and developments that occur, before coming up with wild strategies. This is also mentioned by Rainisto (2003), who stresses that it is possible to support, modify or change a city's image, but this can only be done after diagnosing the existing image.

Then, one could argue whether a SWOT-analysis is the accurate way of performing such an audit. In my opinion, the aim of a place audit is to identify the potential favourable images of a place that are based on real characteristics or on existing perceptions as well as discovering the unfavourable images that are being perceived by (potential) city users. This means that objective research needs to be done for the real characteristics (for instance by analysing demographic data) and that the existing perceptions need to be analysed very accurately. Furthermore, a place audit should position the characteristics and the perceptions of a place in both a spatial and an actual context. For example, having lots of sport facilities does not make your city a typical *sport's city*, because this will yield for many places on any spatial scale. The place audit is the stage

in which the proposed roadmap for media image research in this thesis should be positioned. This means that it should serve as an input that helps decision makers in coming up with a vision or designing strategies that aim to support, modify or change the place's image.

2.4   Defining images, identities and perceptions

Since we have been (and will be) discussing some elements of city marketing that deal with images and perceptions, it is desirable to give workable definitions of these terms. Therefore, we need to realize that it is important to distinguish a city's image from a city's identity.

2.4.1 City identity

For not a single human being it is possible to know every building, every person and the entire history of a place. Because we do not have access to all these information and even if we did, we would not be able to store and process it, we are bounded to perceive a place as it factually is. This phenomenon is called bounded rationality. According to various authors, this factual presentation of a place is called a city's identity. Barke & Harrop (1994) indicate this factual presentation very clearly:

"The 'identity' (of a place, ed.) may be regarded as an objective thing; it is what the place is actually like."

Erik Braun (2008) explains a bit more in detail what the associations are that should be considered when determining what a place is actually like:

"City identities are rooted in city communities, and they concern the identification with a particular place (city, district, neighbourhood and streets), its space, people, community, culture, traditions, and heritage."

Kotler et al. (1993) believe that places' decision makers can create and design identities for places. Although there are certainly elements of a city's factual presentation that can be influenced by civic leaders, such as the physical environment or the people, I believe that it's nearly impossible to design a complete new identity for a place. Because that factual presentation is so widely accepted by the city communities, and rooted in their beliefs, expectations and daily routine, changes in the identity will probably only occur very slowly. Therefore, I prefer a slight adjustment of the definition of Braun:

City identities concern the identification with a particular place, its space, community, culture, traditions and heritage. They cannot be designed, but are rooted in city communities and usually intend to change very slowly over time.

2.4.2 City perception

Unlike a city's identity, perceptions and images indicate how a city is being experienced. As we are not able to know everything, we have to process all kinds of emotions and messages into a presentation that our imagination can handle. Therefore, images and perceptions contain a substantial amount of subjective information.

Antonides & Van Raaij (1998) state that *"perception concerns the observation of the surroundings, of people and objects, of sounds, smells, movements and colours"*. In the context of a city, this means that a city perception is merely about using your human senses to process all kinds of information to visualize a city. It is important to make clear that for this definition we use the perception of an *individual*, and not the community as such.

> **A city perception is the visualization of a place by an individual making use of his/her human senses.**

I intentionally use the word 'visualization' in stead of 'observation', because for me this gives me the feeling that the construction of a perception is not really a conscious process, where a person observes something and directly forms an image based on this observation. From my point of view, the term visualization implies that the perception of a place is not always purely based on actual observations, but consists at least partly of certain associations that cannot be explained objectively. Therefore, I prefer to use the term 'visualization'. This construction of a city perception will be further elaborated in paragraph 2.5.

2.4.2 City image

For the rest of my thesis, I will use the following definition of a city image:

> **A city image is a set of collective city perceptions that form a common denominator within a specific target group or the entire community.**

Most of the authors I reviewed agree with me that a city's image is merely a collective set of perceptions from a specific group or the entire community. While I make the distinction between perceptions and images, Lynch (1960) makes the distinction between *public* images and *individual* images. Barke & Harrop (1994) believe that an image defines how an organisation or a place is perceived *externally*. I believe that a city image is not only the collective set of external perceptions (by stakeholders that do not make use of the place). For the definition I use, a city image can be both internal as external, as both. Therefore, I make the distinction between a city's internal image and a city's external image. I will define them as:

> **A city's internal image is a city image that occurs within the current group of users of the place.**

> **A city's external image is a city image that occurs within the target groups that are not (yet) users of the place.**

Dealing with negative images, making use of potential favourable images or strengthening weak (unknown) images are an important base for a community to start with city marketing. Therefore it's not only important to know your starting point (the identity and the current city images), but it's also important to define those city images that want to be achieved. I will define this desired image as follows:

A city's desired image is one of the city images that are desired to be achieved (or preserved) by the community.

2.5   The construction of a city image

2.5.1 The construction of a perception

As we have discussed in the previous paragraph, for this thesis, a city image is just a set of perceptions. Therefore, if we want to understand how a certain group has come to a specific image, we will first have to know how the different individuals have come to their perceptions. This process is not as straight-forwarded as it may seem. Learning what moves people to make choices lies clearly in the field of psychology and as this is not my expertise, I will not discuss this part too much in detail. However, understanding what determines an individual's perception will be necessary to answer my research question.

To illustrate this, I will use the following example: Consider a given place, of which person A is familiar with and person B not. Let's say, Person A has been to Walbrzych and Person B has never heard of that place before. Whenever Person A mentions the name of the city, Person B starts to construct his first perception of the place, just by the name itself.

Person B might think: *"The name sounds a bit Eastern-European, therefore the citizens of that place will probably not be that rich as the people here and I assume that the place's physichal environment will also not be that spectacular. The fact that I've never heard of this place tells me that this place is probably not that big."*

Person A begins to tell Person B stories about this place in Poland, about its industrial history and the dilapidated houses and the beautiful surroundings. In the opinion of Person A, Walbrzych is one of the ugliest cities he has ever seen and he is grateful that he is not born in such a poor place. Person B gets the impression of the city and he notices in the coming weeks some articles on the Internet and in the newspapers that contain information about Walbrzych. That surprises him, because he has never heard of the city before! Finally, Person B is getting interested and visits the place some day. Once arrived, he discovers that his observations there did not quite match his expectations. The people he meets are not that poor at all and he just loves the architecture of the city centre. Apparently, Person A made other observations then Person B did.

This example illustrates that the perceptions of different people can be constructed in different ways. It is not only dependent on the factual observations people make, but it is also based on people's characteristics, prejudices and the way people process information. Furthermore, what draws the attention of one person might not be interesting at all for another. Person C might probably stop person A in the middle of his story to tell him that he has heard enough of that place and he forgets about the place the next day.

Rainisto (2003) states that "A place buyer replaces objective information with subjective observations, opinions and judgements, connected with his/her own characteristics." Therefore it is possible that two people, who have both visited the same city and have

observed the same objective (factual) information, can come to two entirely different perceptions.

Braun (2008) tells us that "(…) customers select, interpret and process information from different providers and the presentation of that information influences perception." And: "We also acknowledge that emotional aspects are intrinsically part of the information interpretation and processing." This means that the information that a person uses to formulate his or her perception does not necessarily need to be objective (unlike the statement of Rainisto). Like we saw in the previous example, Person B also uses the stories of Person A to form his perception. Although these stories are based on objective information, they still are the subjective interpretation of Person A.

FIGURE 2.1 The construction of a perception
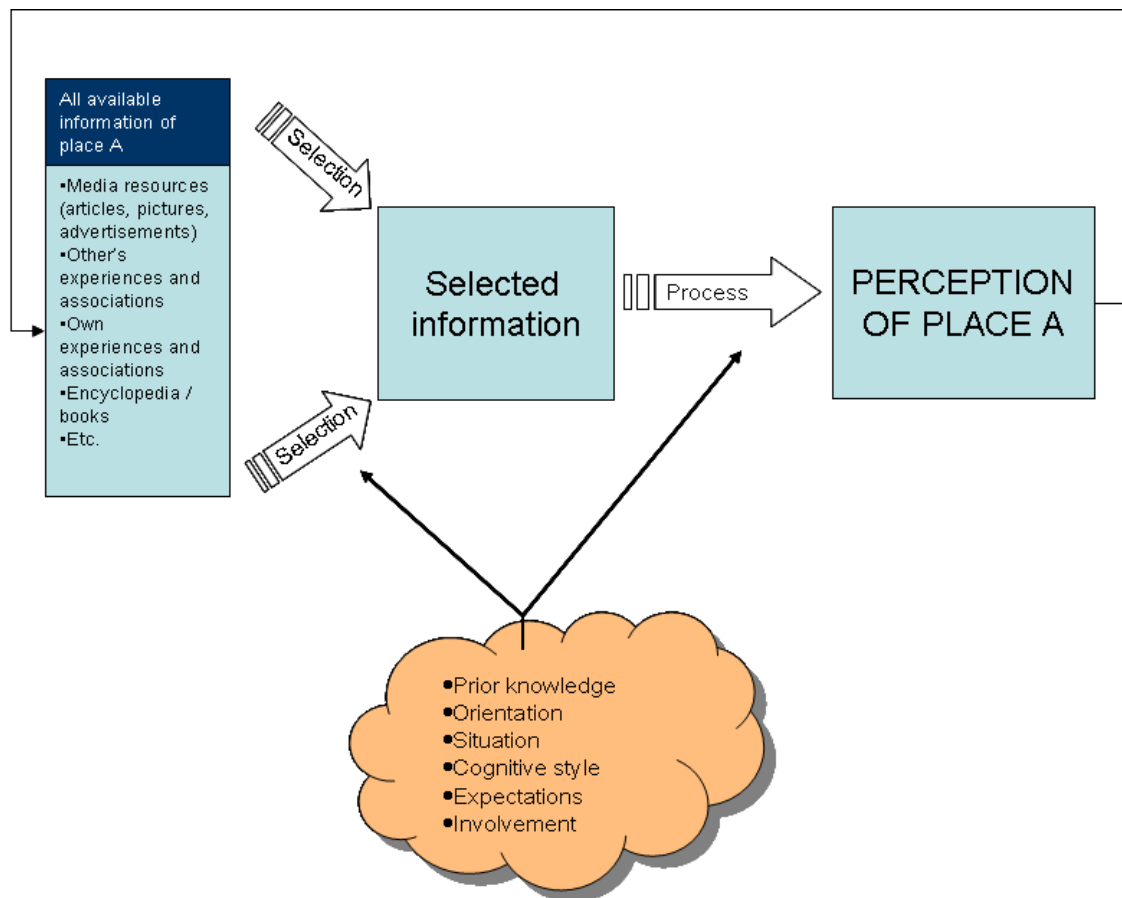
Figure 2.1 tries to illustrate the process of the construction of a perception. It simply states that there are various objective information sources available for a person and the person selects a few of them to be stored in his head. This selection occurs, because a person does not have the capacity to observe all the necessary information. The extent to which a person selects the information does also depend on a person's attitude towards the place, as we saw with the difference between Person B and Person C. The next step is that the stored information is being replaced with subjective observations, opinions and judgements to a general perception of the place. Both the selection and the processing steps are subject to certain characteristics of the person as well as his

associations with the place. These determinants are categorized according to the work of Antonides & Van Raaij (1998) who studied the consumer behaviour and the role of perception in general (for every kind of product or service). I tried to apply these determinants into a spatial context. Within the 'cloud' of figure 2.1, the determinants are given that influence a person's selection and processing steps. These are the following (Antonides & Van Raaij, 1998):

Prior knowledge

Prior knowledge and experiences of a particular place result in the creation of a more elaborated and qualitatively different perception scheme. If a person has already heard or read about a place or has been there, then he will use this information to process the further information that the person will receive, and makes the person more interested in that information. This explains the arrow in figure 2.1 that goes back to the box with available information. Prior knowledge leads to involvement with the place.

Orientation

The orientation of an individual for a certain place leads to a more selective observation of the environment. This means that, unlike with prior knowledge, orientation does not only mean that the person has an increased interest for information for a given place, but also that the person actually *sees* more information regarding that place. Like in the above example, the stories by Person A about Walbrzych made person B aware of the place, so that he started to notice messages about the place of which he previously would probably not have drawn attention to.

Situation

The perception of a place can be coloured or biased by the circumstances of a person's situation. This situation can for example be that there is little time to observe the information (e.g. when a person is looking for a last minute holiday destination). In that case, a person is less concentrated on the given information and is more inclined to make simplifications in order to make a decision. It can also mean that, for example, an urgent need for housing makes people more aware of what a potential place of residence has to offer.

Cognitive style

The amount of information that a person selects for his *selected information*, is strongly dependent on its cognitive style, or its style of observation. A field-dependent cognitive style implies that the person is strongly influenced by his or her environment and that the person is not really interested in the differences between places. Such a person will select only a few information sources and can be strongly affected by, for example, advertising. A field-independent cognitive style means that the person is eager to bring more differentiation in his perception about places, and therefore selects a lot of sources. Person B had definitely a field-independent cognitive style, as he takes many information sources in consideration, including visiting the place, while constructing his perception. The cognitive style of person C indicates that the person is not really eager to learn about the differences between places and decides to select practically nothing of the available information of Walbrzych.

<u>Expectations</u>

In the same way that a football supporter is biased in his perception of the decision of a referee, a person is likely to select and process the available information according to his expectations. Information that is available, but does not fit into the associations that a person has, is likely to be observed. Vice versa is information that is expected to be observed, but that is hardly available, more likely to be selected from all the available information, whenever it can be observed. This means that generally speaking, a person who has formed his expectations of Walbrzych according to the stories of Person A and the news messages, would be more eager to see the poor people and the ugly buildings than if he did not have that expectations. Person B forms an exception to this rule, because he saw the opposite of what he expected.

<u>Involvement</u>

"Greater involvement leads to more thinking, more information processing and less superficial perceptions." (Antonides & Van Raaij, 1998). Once you are deeply involved with a place (for example, because you live or work there), then your perception will consequently be more differentiated. You select and process more information, simply because (in an extreme case) the place is in your daily environment. However, this is not the case whenever high involvement is combined with little thinking. Then, a perception might become very undifferentiated and totally biased, like in the case with the football supporters. Their perception of a place can be further away from reality than the perception of any other individual, because they don't consider many aspects of the place and the selected information is not adequately compared with other places.

2.5.2 Back to the construction of a city image

To conclude, we should go back to the first sentences of this paragraph. What determines a city's image? We can say that, if we assume that images are a set of collective perceptions from certain groups, this illustration clarifies why there are several images and why they differ among groups. The selection and the processing of the various information lead to various sets of perceptions, strongly determined by the characteristics of a certain group. For example, residents of a place are highly involved, have substantial prior knowledge and base their expectations on their daily observations. Their perceptions are likely to be more differentiated than that of persons who are not involved with that place. However, this differentiation is strongly dependent on the common style of observation of the group. Therefore, it is important to make the distinction between an internal and an external image. Certain groups that have a low degree of prior knowledge and involvement with a certain place tend to have little differentiation in their perception and therefore their perception is more likely to be biased. Furthermore, if we assume that a person's perception strongly depends on his or her expectations of a place, then this makes us understand why places encounter problems with getting rid of current unfavourable images. If people expect to see a criminal city, they might draw attention to a minority of the community that contributes to this image, although it might not be more dominant than in every other city.

2.6   Conclusion

In this chapter, we have stressed the importance of city marketing in the 21st century and we came up with a workable definition of city marketing. We discussed the various stages a city can go through in the city marketing process in order to implement a successful strategy. A media image research will be positioned within the preliminary stages of this process, or so to say, within the place audit.

We came up with definitions of city marketing, city identities, city perceptions and last but not least, city images. We consider a city image as a set of collective city perceptions that form a common denominator within a specific target group or the entire community. Furthermore, we have made the distinction between internal and external images, where the external images are those perceived by target groups that do not (yet) make use of the city. Figure 2.1 provides a concept of the construction of an individual's perception. The concept aims to explain that the way a person selects and processes all the available information about a place is subject to his or her personal situation and characteristics.

3 City images and the media

3.1 Introduction

So far, we have seen that the media plays a role within the construction of an image. According to figure 2.1, the media is one of the determinants that form the input of an individual's perception. We recognized that this process in which an individual selects and processes certain information is subject to numerous personal characteristics and circumstances. This chapter aims to express more in detail what value we should give to the media images of cities and the sources they come from. Paragraph 3.2 will briefly explain why the media images of a city are so important for decision makers and it will discuss the influence of the mass media on perceptions in general. Paragraph 3.3 will discuss the decisions that journalists or editors make on whether they should cover an item and what the nature of the article will be. Finally, paragraph 3.4 aims to identify some strategies that decision makers can undertake to improve the coverage patterns of their place.

This chapter will deal with the following objectives:

- o To stress the importance of knowing the city's media image for decision makers.
- o To identify the role of the media within the construction of an image
- o To discuss to which extent a media image can be used as a general indicator of a city's image.
- o To identify some strategies a city can undertake to improve their media images.

3.2 Influence mass media on perception

Many studies show that the mass media are of great importance within the formation of the public opinion, setting the political agenda and influencing individual perceptions. In this paragraph, I will introduce a few of these studies. In the first subparagraph the influence of the mass media on perception is demonstrated by mentioning the implications for different target groups. Subparagraph 3.2.2 indicates the role the mass media can have in the reimaging process of a city throughout certain events and finally subparagraph 3.2.3 mentions the relationship of newspapers reporting about crime and the actual fear of crime of the readers as an example of the influence of the mass media on perceptions.

3.2.1 Influence of mass media on perception for different target groups

One of the main purposes of city marketing is to keep or attract certain target groups for a specific place. The choices that these groups make whenever they orientate for a place strongly depend on their perception of that place. Perceptions of people are often based on what other people or media sources tell you about the place (experiences and associations). If these messages are based on negative associations, then this will influence the decision-making process of an individual in such a way that the chances of

using a certain place (as a place to work, live, recreate, etc.) will diminish. Eli Avraham (2000) formulated this as follows:

"A city's position in this competition (between cities, ed.) might be affected by its image because people will usually hesitate to invest in, move to or visit cities that are covered mainly in relation to crime, poverty or social disorder." (Avraham, 2000)

Furthermore, Avraham stresses that there is a difference between people perceiving a place from a distance and people that perceive a place that lies in their relevant environment, in the way they process information. Especially for people that regard the place as a distant place, the role of the mass media is crucial:

"While people usually become aware of occurrences in their immediate environment from direct contact with the events, they learn about events that occur in more distant places primarily from the media. Information about a far away place is not considered crucial to most people and thus they do not attempt to locate firsthand sources to verify what happened there." (Avraham, 2000)

Therefore, we can say that the further away a person lives from a certain place (or the lower a person's involvement is), the more important becomes the mass media as a primary input of perception. They will give more value to media messages than the local community will do. For these people, the "reality" that the media will transfer, will be regarded as "real" for the people who do not live there, because they do not tend to verify it.

This statement has implications for three kinds of groups: the general public, the national decision makers and the place's inhabitants or other users.

Implications for the general public

As the mass media become a primary source of information for the perceptions of people not involved with a place, a negative media message will cause more or less negative perceptions towards a place for them. In considering the options for living, visiting, investing or recreating in a certain place they tend to avoid places that have been covered negatively. For instance, if the media tend to cover the city of Almere (a suburban city close to Amsterdam) as being boring, people will form their perception on the basis of this, and choose not to live there, although the city might succeed in fulfilling a majority of their needs.

Richard A. Lee (2008) states that the media do not only provide information to their readers about certain issues, but they also teach readers how much importance they should attach to these issues. This happens through the amount of information that is attached to a news story (for instance the number of words used in an article) and through its position (for instance placed on the front-page). Lee cites a study by McCombs and Shaw (1972 cited in Lee, 2008, p.2) who compared what American voters identified as the key issues in the 1968 presidential campaign with the coverage of the media that they used to obtain their information. McCombs and Shaw concluded that the media had a considerable impact on what the public regarded as the most important issues of that campaign. This means that the media do not only provide the public with information about the criminal events in that city, but they also influence widely accepted images by the salience they give to a particular event, for instance by placing the articles on prominent places or reporting the implications for a few days in a row.

Implications for national decision makers

Avraham stresses that media images also influence the decisions of national policy makers:

"For the national policy makers, the image affects decisions regarding revenue grants, capital and resources allocation, legislation and rule making."

I doubt if certain decisions are really based on perception, rather than on factual information (number of inhabitants, crime rate, etc.). However, as cities that are dealing with negative images will have greater difficulties in attracting residents, visitors and investors, national governments will tend to fund projects (for instance offices) in places that deal with more favourable images. This makes sense, because there is no rational reason in subsidizing big office projects in places that are not regarded as popular places to do business. Furthermore, media images do not only have implications for the decisions of national decision makers, but for the local decision makers as well. This is for example the case when certain quarters that are facing unfavourable images need re-imaging strategies in order to prevent residents from leaving.

These implications are also mentioned by Richard A. Lee (2008). He concluded that there is a strong nexus between frequent and well-placed news coverage of an issue and the importance placed upon that issue by audiences. These audiences did not only include the general public, but the (local) decision makers as well. To illustrate this, he used a study by Cook et al. (1983, cited in Lee, 2008, p.3) where two groups of policy makers had to tell their opinion about home healthcare fraud. The group that has viewed a national television report placed higher priority on the issue than those who had not. In fact, it eventually led to a deeper investigation into the problem and further on to national attention of the subject matter. This shows that in a way the mass media have the power to actually effectuate change. Further on, Lee mentions a citation of the Washington Post editors Downie Jr. & Kaiser: *"In America's cities and towns, the local newspaper sets the agenda. A few major newspapers do the same for the national news media.".* I would not say that in European cities the media really *set* the agenda of local decision makers, but the influence can be clearly recognized.

Implications for inhabitants and other users of the city

Last but not least, external media images of a city will affect the internal image of a city and their relation with inhabitants of other cities. Just as for every other target group, the local residents will also use the national media as an input factor for their perception. The difference is, however, that the local community will tend to verify media messages from first-hand sources. For example, the city of Gouda has been covered lately with criminal events of the local community. Often, local residents will be able to relax this kind of events, because there is just a small group of young people causing these events and they still feel very safe in their city. Local decision makers are worried, because these negative images influence the decisions of potential city users. As mentioned earlier, the extent to which a person will or can verify messages, depends on the cognitive style of that person. There will still be people who feel very unsafe in Gouda, because of the recent media messages. However, generally speaking, the further away a person lives from a place, the more important the media become as an input factor for perception.

The same argumentation can yield for other users of a place, like employees, visitors or investors. However, as they are usually less involved with a city, they are less inclined to verify media images from first-hand sources, than inhabitants do.

3.2.2 Influence of mass media on perception throughout events

Apart from the fact that media messages can harm a city's reputation and, in addition to that, harm the city's ambition to keep or attract certain target groups; the media is also able to generate favourable images throughout certain events. A good example of such an event is the 1992 Olympic Games in Barcelona. According to Ladrón de Guevara, Cóller & Romaní (1995), Barcelona was on the front page of more than 15,000 newspapers around the world during the event. These messages were not only about the games themselves. In a study about the image of Barcelona in the international press during the Olympic Games, Ladrón de Guevara, Cóller and Romaní discovered that also other items, such as the urban renovation and the atmosphere of the city were widely covered. As mentioned by Smith (2005), the positive images of Barcelona were not primarily communicated through traditional marketing channels, but by the attempts to achieve independent media attention. The wide coverage of the media created therefore many positive perceptions of the city and has contributed significantly to the positive image change Barcelona has experienced in the years after the Olympics. As we have discussed before, positive images are the basis of a successful city marketing strategy.

### 3.2.3 Implications of news coverage on the perception of crime

Paul Williams and Julie Dickinson (1993) researched the relationship between newspaper reporting of crime and fear of crime. They did that by first measuring the amount of space and prominence given to crime in ten British newspapers, then performing a questionnaire survey of the relationship between newspaper reporting of crime and fear of crime amongst 290 people and finally they examined the differences in reporting styles between the newspapers. The most important outcome of their research was that the newspapers that have drawn the most attention to crime and had more sensational reporting (the tabloids) appeared to have readers that show a higher fear of crime. In other words, there is a positive relation between the quantity a newspaper reports of crime and the fear of crime by the people reading it. The casual relation however, is not quite clear, but the suspicion is that newspapers strongly influence perceptions of people regarding crime. The writers do not link this fear of crime to places (people are just afraid of crime, no matter where), but this suspicion shows why people can perceive a city like Gouda as being criminal, because there is reason to believe that they use (and trust) the media messages as first hand sources to form their perception.

3.3   Coverage patterns of the national media

So far we have seen that mass media articles are forming one of the input factors of a person's perception and the importance that is given to such an article as the primary source of information is subject to the involvement with a place. Generally speaking, this involvement is negatively related to the distance a person lives from that place. This means that the further away a person lives (or the higher the distance), the lower is a person's involvement with the place. In figure 3.1, both the negative relation between involvement and distance and the input factor of mass media is illustrated. This paragraph aims to identify the process before the national media serves as an input

factor as we look to the construction of a media message. Subparagraph 3.3.1 discusses the conditions that are relevant for editors before they cover an item. After that, the trustworthiness of the media messages is being discussed in subparagraph 3.3.2.

FIGURE 3.1 The role of the media within the construction of a perception
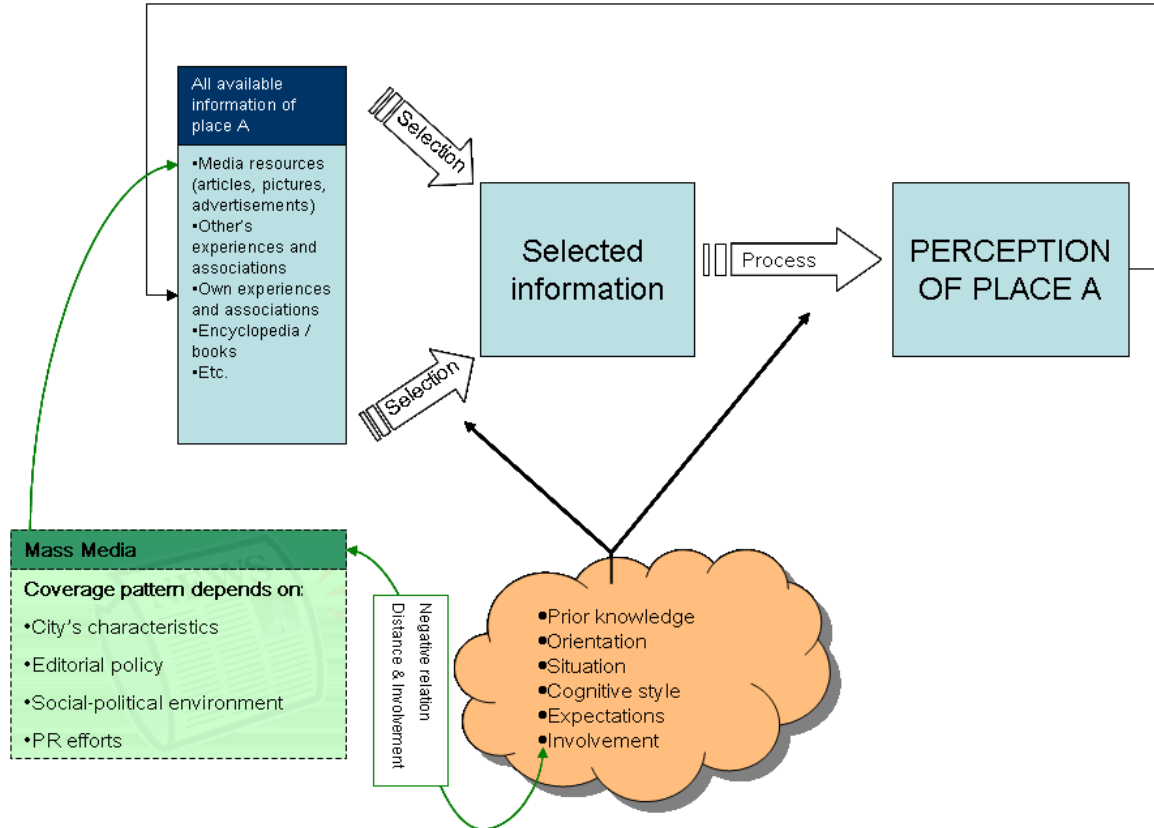
3.3.1 Cities' coverage patterns in the national media

According to Avraham (2000) we can identify four groups of factors that influence the construction of images of cities in the national news media. Those constructions depend on decisions made by editors whether to cover an item or not and to which extent. Also the tone (nature) of an article can be very important in the construction of perceptions for people. The four coverage patterns that Avraham mentions are: the city's characteristics, the editorial policy, the social-political environment and Public relations efforts. These coverage patterns are presented below and illustrated in figure 3.1.

<u>City characteristics</u>

There are some obvious characteristics of cities that explain the coverage of cities in the media. For instance the size of the population is an important factor for the share of the city in the national media. The geographical location of a city is also important. Generally speaking, the closer a city is located to the national news organisations; the bigger is the probability of receiving media attention (Avraham, 2000). Another characteristic of a city Avraham mentions is crime statistics. However, studies have shown that there is often no correlation between crime statistics and the reporting of crime, but the intensity of

crime reporting is often based on a historically build crime image of the city. Also the presence of important central institutions, such as the parliament, judge court or central bank determines the coverage of cities.

Editorial policy

Reporters write from a certain background and for a certain target audience. The decisions made by the newspeople are very important in the construction processes of media images. We can distinguish here four factors:

- *Allocating reporters to cover the city.* The more reporters are allocated to a certain city, the higher is the probability that a city will be covered in the news. Secondly, journalists tend to cover the place in which they live in more positive ways than other cities.
- *Target audience.* Local audiences in every city are still more interested in their immediate environment than in other cities. National newspapers that have a large audience in certain places will concentrate on covering more events from the places where their target audience is located.
- *City's news definition.* According to Avraham, the training of reporters is a socialization process in which they learn what sort of events the news organization prefers to turn into news. Because journalists often want to make a career within their news organisation, they write stories that fit the accepted pattern of reporting (Avraham, 2000). This has an impact on the way reporters gather their information. When a certain city has a media image of a crime city, then the local police and courts will be the most important source of information for reporters. On the other hand, the media will use very different sources of information for a city that is regarded as a culture city.
- *Newspeople's personal background.* Last but not least, the characteristics of the newspeople determine also the nature of an item. If a city's profile is close to the character of the newspeople (for instance ethnic or religious), then the city is likely to be covered more and more positively than cities that differ from those characteristics.

Social-political environment

A national newspaper will write about the issues that are socially and politically relevant for that country. For instance, in the United States, crime is more covered in the news than in other countries, because crime is politically speaking a hot issue in that country. Another example Avraham mentions is the way newspapers cover industrial fabrics. In previous times, those fabrics were covered as being symbols of power and prosperity, while nowadays industrial areas symbolize recession and pollution.

Public relations efforts

The last factor Avraham mentions is the public relations efforts. With the other three factors (city's characteristics, editorial policy and social-political environment), the coverage pattern of a city is determined by factors of which cities' decision makers do not have direct control. However, there are certain strategies a city can undertake to improve their media image throughout public relations and promotional efforts. Public relation people try to convince news people to publish positive news about the place and aim to ease or prevent the results of publishing negative news about the place (Avraham,

2000). This can overcome the factors mentioned earlier that determine the way a city is covered too little or in relation with negative images, such as the size of the city, the large distance from media centers or a reputation as a crime city. Public relations efforts are mostly undertaken by a place's spokesperson or by an external public relations firm. According to Avraham, there are three different components of the public relations efforts and only the efforts that have all three of these components combined have the potential to become successful. These components are:

- *Awareness among the local government decision makers*. Local decision makers do not only need to understand that their media image is very important (see paragraph 3.2), but also that their actions and behaviour affect the image of their city in the national media.
- *Allocation of sufficient resources to operate the public relations efforts*. Resources such as an adequate budget, skilled people and equipment are necessary to facilitate public relations efforts.
- *Professionalism*. The awareness of the need for public relations efforts and a sufficient allocation of resources is not enough to makes these efforts successful. The people who are responsible for public relations (such as the spokesmen of important decision makers), need to be competent to help create positive media images of a city.

In the past years there have been many studies that discuss some strategies that decision makers or public relations people can undertake in order to create positive images. These will be discussed in paragraph 3.4.

3.3.2 The objectivity of national newspaper messages

Above mentioned factors give the impression that the construction process of media messages is rather a subjective than an objective process, because both factual as subjective factors are on the basis of the construction. Because of several reasons, many media sources are biased towards some patterns in reporting. Alsem et al. (2004) argue that there are two types of media bias, ideology bias and spin bias. Ideology bias involves the desire of the media source to influence the public opinion towards a certain direction. A spin bias is reflected as the desire of the media source to create a memorable story. It is commonly accepted that for instance competition between newspapers increases the spin bias, because newspeople want their newspaper to be remembered amongst all others. The writers concluded that the spin bias in which newspapers report about the state of the economy is indeed influencing general perception in the form of consumer confidence. This spin bias can also be translated in the scope of cities. In the creation of a memorable story, some newspapers make news items as sensational as possible, while using certain stereotypes. This will indeed affect the public's images of the city, as we have discussed before.

That the media are often biased is also demonstrated by Wåhlberg and Sjöberg (2000). They argue that this bias is mainly towards more spectacular but rare events, such as a plain crash, than the ordinary (but more common) events, such as motor vehicle accidents. They found that some newspapers are mainly focussed at conspiratory theories, of which the authorities are often blamed for concealing actual risks. However, their main conclusion was that they had enough arguments to conclude that the media are not always that biased as is commonly thought, because the media are predominantly reporting in a professional way. As an example they took the Chernobyl-

disaster. They found out that the media did not aim to influence public perception, but reported in a low-key way without giving real attention to the complicated technical matters, to let the forming of opinions up to the audience. Furthermore, they found that many reporters gather their information from experts, but because of a lack of understanding of the subject matter, they base their articles much on the opinion of the experts.

Another way to explain the spin bias, is the fact that newspapers tend to concentrate more on negative events (like crime, violence and social problems) than positive ones, for the simple reason that people like to read (and therefore remember) negative stories. Avraham mentions that this fact is disturbing city's decision makers, for their media images are being distorted (Avraham, 2000). According to the Dutch "Goed Nieuws Index", which measures the amount of neutral, good and bad news in the Dutch newspapers, is the share of good news in the newspapers between the 9.3% and 24.2% (Zinfo, 2007). This implies that the media tend to find negative events more newsworthy then positive events.

One can conclude that newspapers (and the media in general) are indeed often biased towards more sensational items than reporting the more common events. There is reason to believe that they do this in order to create memorable stories for their newspaper. Because of a lack of understanding, newspapers influence the public opinion according to the opinion of certain experts they have questioned.

3.4   Strategies for improving media images

3.4.1 Introduction

So far we have seen that media images can significantly influence the image of a city in general and in particular the external image. Therefore it is important for city's decision makers to undertake a media image research to discover what images are predominantly present in the media. The next chapter will deal with the issue how to set up such a research. Once these images have been researched, cities will face both favourable as unfavourable images that both needs attention. Favourable images should be drawn attention to in order to reach one of the main goals of city marketing: keeping or attracting target groups. Unfavourable images should be worked on in order to ease the negative effects they can have. As we have seen in the previous paragraph, public relations people should be able to succeed in creating positive media images and to ease the effect of negative media images. Therefore relations should be created with the media. This can be done for instance by setting up an internal or external public relations division. An example of that is the Birmingham Marketing and Communications Division. This division is not only responsible for the communications and marketing plans for city-wide campaigns and events, but does also manage the council's relation with the media (Braun, 2008).

This paragraph aims to analyse what the conditions are for media images to be accredited as favourable or unfavourable images. These conditions will be used in the next chapter. Furthermore, this chapter will discuss how to manage such media images. A few strategies are being introduced in this sense. The next two subparagraphs can be seen as more general approaches to manage favourable or unfavourable images, so not only based on media images but images in general. Subparagraph 3.4.2 discusses the

Strategic Image Management-approach from Philip Kotler and subparagraph 3.4.3 deals with the City Branding-approach as introduced by Mihalis Kavaratzis. Subparagraph 3.4.4 will deal with some general strategies city's decision makers can undertake in order to improve unfavourable media images. Finally, subparagraph 3.4.5 will discuss the differences and similarities between these approaches and will summarize some findings.

3.4.2 Strategic Image Management

Kotler et al. (1999) introduce Strategic Image Management as a tool for decision makers to manage the city's images. They define the concept as follows:

"Strategic Image Management (SIM) is the ongoing process of researching a place's image among its various audiences, segmenting and targeting its specific audiences, positioning the place's attractions to support its desired image, and communicating those attractions to the target groups." (Kotler et al, 1999)

This 'ongoing process' can be split up in two stages. The first deals with the first half of above definition, that is the researching of a place's image among its various audiences and segmenting and targeting its specific audiences. Kotler et al. stress that as there are various important target groups involved with a place, it is important to distinguish them. An image of a city that contains lots of facilities for tourists, such as campings, hotels, bars and discotheques might attract (certain groups of) tourists, but this will probably not be an appealing image for (potential) residents. Therefore it is important to define the characteristics and preferences of the various target audiences and their perceptions of your city. Internal images can be examined for instance by questionnaires among the current group of city users. External images might be harder to define, as the involvement with your place between the different people will vary a lot. A media image research among national media sources might be a tool to see which media images have been carried out. These media images will not be the same as the general external images, but as we have seen earlier in this chapter, media can influence perception, so therefore it might be a slight indicator of these images. Furthermore, these media images will probably correspond more with external images than with internal images, because of the negative relation between the distance between the place and the place of residence on the one hand and the involvement with the place on the other hand. A lower involvement implies that the media will become more important as a first-hand source of information.

The second stage deals with the desired images and the way to communicate them to the different target groups. Kotler et al. distinguish five criteria that an image must have in order to be labelled as a desired image. For each criterion, the usefulness of a media image research is discussed below.

An image needs to be valid

A desired image should not be too far from reality. As media messages are commonly based on true events, a media image research will be useful in identifying valid media images.

An image needs to be believable

According to Kotler et al, an image that is valid does not necessarily need to be believable. Therefore it is necessary to relate the desired images to actual perceptions of individuals. Here comes the part where there is a big difference between media images and actual external images. A certain event that was well presented in the national media, such as Architecture, might be considered as valid, but if a city is hardly perceived as a city with architectural attractions, the desired image will be difficult to communicate.

<u>An image needs to be simple</u>

Cities should prevent that they communicate every vague positive image they have discovered. This will lead to confusion among the desired target groups. City marketers should select only a few of the images that satisfy the other criteria.

<u>An image must have appeal</u>

Kotler et al. suggest that a desired image must suggest why people would want to live, invest, work in or visit the place. This is another argument why a media image research would not be enough. For every found media image, it should be discussed if it is indeed an attraction factor. A certain event might have had many positive associations in the media, but will not be a reason for many people to make use of that city.
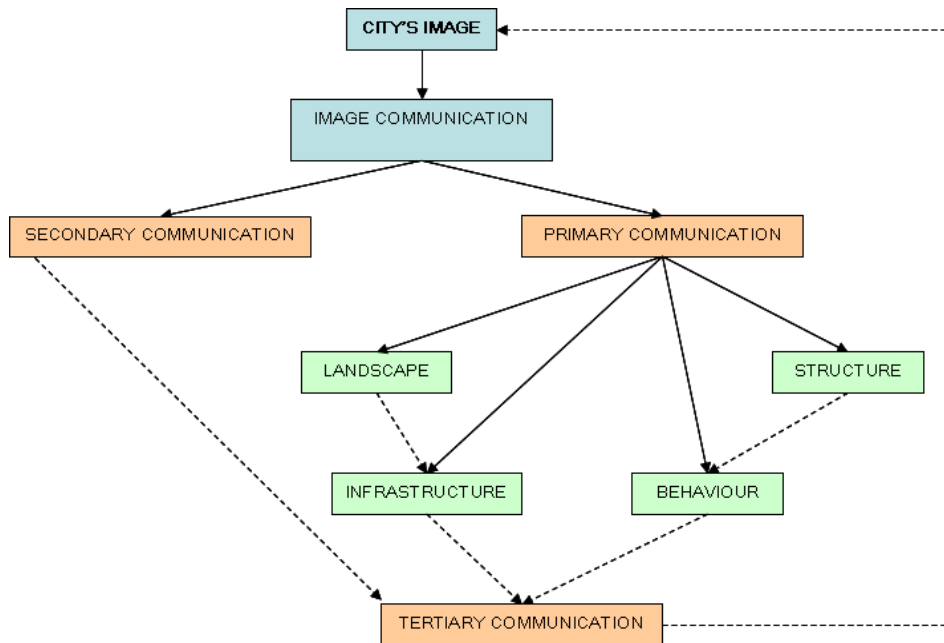
<u>An image must be distinctive</u>

According to Kotler et al., a desired image works at best if it is different from other common themes. For instance, nowadays, many cities like to see themselves as the "middle" of something, for instance Europe. Another 'hot' theme is that of the 'sustainable city'. Many cities have sustainability as a desired image. It will be very difficult then to be perceived as a 'sustainable city', even though it might be true that that city is undertaking many actions in that sense. This is another important factor that we should keep in mind, when evaluating the results of the media image research. Some media images, such as Sports or Culture and Arts, can be both valid as appealing, but this will probably yield for almost every city that has many messages about these themes in the national media. Therefore, it should be discussed whether these images are really distinctive.

Finally, Kotler et al. deliver some tools cities can use in order to communicate the desired images, such as slogans and visual symbols.

3.4.3 City branding

Mihalis Kavaratzis (2008) introduces a whole integrated concept of sending and managing messages by the city's decision makers as a counterpart of Strategic Image Management, called city branding. He distinguishes three types of communication that send messages about a place (see figure 3.2). First, there is the *primary communication*, which consists of all the communicative effects of a city's actions, when communication is not the main goal of these actions. Among these are landscape strategies (such as urban design, architecture and public spaces), infrastructure projects (send messages about the accessibility or the existence and sufficiency of various facilities), organisational and administrative structure (refers to the effectiveness and improvement of the city's governing structure) and the city's behaviour, which refers to for instance the city leader's vision for the city or the financial incentives provided by the city to various stakeholders.

FIGURE 3.2 A theoretical framework of city branding (Kavaratzis, 2008)

```
                    ┌──────────────┐
                    │ CITY'S IMAGE │◄ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ┐
                    └──────────────┘                            │
                            │                                   │
                    ┌──────────────────┐                        │
                    │ IMAGE COMMUNICATION │                     │
                    └──────────────────┘                        │
                     ╱             ╲                            │
        ┌──────────────────────┐   ┌──────────────────────┐     │
        │ SECONDARY COMMUNICATION │ │ PRIMARY COMMUNICATION │    │
        └──────────────────────┘   └──────────────────────┘     │
             │                       ╱      │      ╲             │
             │              ┌───────────┐   │   ┌───────────┐    │
             │              │ LANDSCAPE │   │   │ STRUCTURE │    │
             │              └───────────┘   │   └───────────┘    │
             │                   │          │        │          │
             │           ┌────────────────┐ │ ┌────────────┐     │
             │           │ INFRASTRUCTURE │ │ │ BEHAVIOUR  │     │
             │           └────────────────┘ │ └────────────┘     │
             │                  │           │        │          │
             └──────────┐  ┌────────────────────────┐            │
                        ▼  ▼                        ▼            │
                    ┌──────────────────────┐                     │
                    │ TERTIARY COMMUNICATION │ ─ ─ ─ ─ ─ ─ ─ ─ ─ ┘
                    └──────────────────────┘
```

Secondly, there is the *secondary communication*. These are all the formal, intentional communications that usually take place through forms as advertising, public relations, graphic design, logos and slogans. Kavaratzis stresses that there are two important elements for starting secondary communication for cities. First of all, the *content* itself, that needs to be in harmony with reality, but also in accordance with all the other communicational components. Furthermore, there should be some positive elements to communicate, of which people are really interested in. Secondly, the *communicative competence* of the people involved with the secondary communication is a key factor for successful city marketing.

Finally, *tertiary communication* relates to all the communication that cannot be controlled by the city's decision makers, such as media messages or word-of-mouth messages. The other two types of communications that can be controlled by decision makers should have as a goal to influence the tertiary communication positively. Obviously, the researched messages in the media images research form also a part of this tertiary communication. This means that these messages cannot be controlled, but the underlying factors of these messages can (at least partly) be influenced by implying changes in the primary and secondary communications. This information is interesting for the final stage of the media image research, when the obtained favourable and unfavourable images are being evaluated.

The concept that deals with the challenge to influence the tertiary communication is called city branding, which can be considered as the translation of the corporate branding-concept in an urban context. Kavaratzis defines city branding as:

"City branding is a framework to understand, integrate and manage intentional and unintentional communication (of the city, ed.) and to align it with reality" (Kavaratzis, 2008).

Kavaratzis argues that this process consists of four stages (see figure 3.3) that contain eight components in order to have an integrated approach of the city branding process. In the first stage, place leaders should debate and decide on a certain vision for the city's future and its 'brand' (the object of city marketing, or so to say the 'product' that needs to be marketed). In the second stage, all the people who are responsible for city marketing should be acquainted with the brand-oriented culture. This is also the stage where the preferences of the relevant stakeholders (residents, businesses, local interest groups, etc.) should be prioritised, and where they should get involved. Then, synergies need to be found between the stakeholders, for instance by holding public discussions with internal stakeholders to establish the 'promise' of the brand. This promise needs to be based on the city's infrastructure, its physical landscape and the opportunities the city has to offer to the target groups, as illustrated within stage 3. In the last stage, all of the elements need to be communicated and promoted by providing all of the relevant information to the interested parties through various communication channels. These stages happen simultaneously and at several levels, in such a way that the components interact and redefine each other. This is illustrated by the presence of a 'vision & strategy'-component at the end of each stage. Every element contributes to the reconsideration of the approach. Feedback is necessary to evaluate the success and failure of specific projects. Finally, the communications of the desired messages need to be evaluated as well and lead back to a new initial cycle.

FIGURE 3.3 The city branding process (Kavaratzis, 2008)
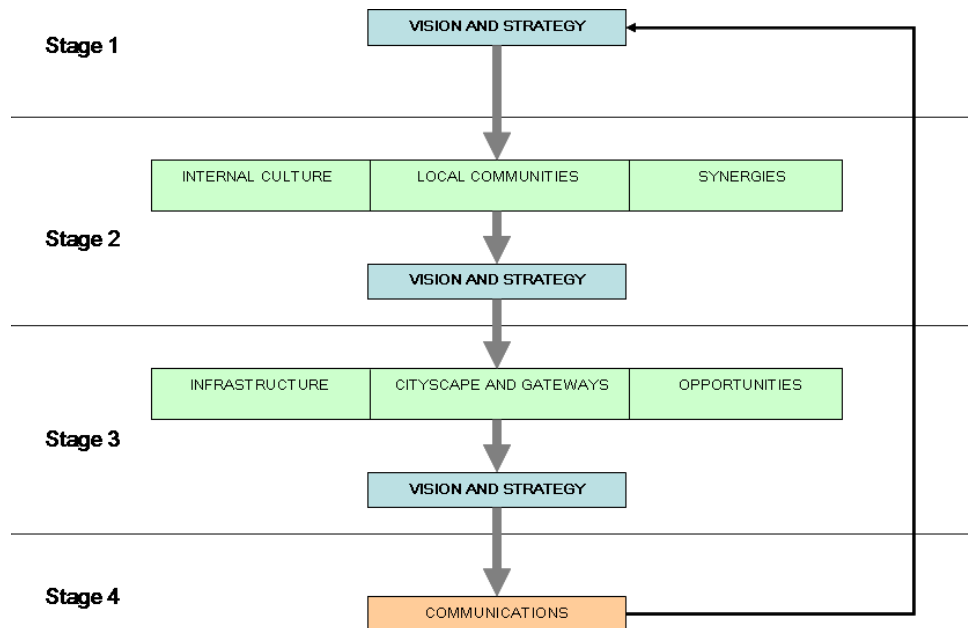
3.4.4 Media strategies for improving an unfavourable city image

When the current (media) images of a city are being researched, there will probably be some dominant images that are not desired by the community to be carried out. This subparagraph aims to identify some strategies that city's decision makers can undertake in order to improve these images. Eli Avraham (2004) identifies some strategies that city's can undertake in order to improve these negative images. These strategies are

listed in table 3.1. There are a few media images that need to be explained in order to understand this overview. A city might be dealing with rich (well known) or poor images (in the case of unknown, peripheral places), with mixed images (when the image includes both positive and negative elements) or contradictory images (when a media image can be favourable among a certain population and unfavourable for another population).

TABLE 3.1 Strategies to improve an unfavourable media image (Avraham (2004))

Strategy	Useful for cities that deal with	Actions
Encouraging visits to the city	Poor images	o Conferences o Exhibitions o Tours o New attractions o Lectures o Press conferences
Hosting spotlight events	All kinds of images	o Organize big events as major platforms for massive public relations-led image campaigns
Turning a negative characteristic into a positive one	Mixed images	o Market the positive approach of the negative image (e.g. market extremely cold cities as unique winter tourist attractions)
Changing the city's name, logo or slogan	A name, logo or slogan that is associated with negative images.	o Change the city's name, logo or slogan
Cultivating the residents' local pride	Negative internal images	o Ask for local residents support in all changes aiming for positive images. o Undertake advertising campaigns that cultivate the local resident's pride o Listen to residents' opinions, needs and requirements.
Solving the problem that led to the formation of the negative image	Real-life problems	o Design and implement various strategies to tackle the real-life problems, such as improving the public space or diminishing crime.
Delivering counter-stereotypical messages	Mixed or contradictory images	o Communicating messages (for instance statistics) that prove the opposite of the negative image.
Ignoring the stereotype	Real-life problems	o Send messages that do not take the troublesome present into account (but for instance a promising future instead).
Acknowledging the negative image	Real-life problems or poor images	o Acknowledge that a given image is true, but communicate messages that promise better things. For example, create awareness for cities with weak images while acknowledging the unknown status. This creates respect.
Geographic association or separation in the campaign	Cities in the approximation of cities with strong positive or negative images.	o Send messages that show the linkages between strong centers or that distance the place from for instance a problematic region.

The strategy that a city should choose in order to improve the media image is not only dependent on the type of images the city deals with, but also the relevant circumstances, the chances of making real-life changes, the nature of events that have occurred in the

city, the coverage patterns of cities in the media and many other important factors. Also the prevalence of the negative media image among the target groups is important to acknowledge. Only in the case of an unimportant negative image, the best strategy might be to ignore it. If the negative media image does have a big impact on the decisions of target groups whether to make use of a city or not, a strategy should be chosen that tackles the real-life problems. Anyhow, one should be aware that implementing a strategy takes many years before an actual change can be achieved in altering the negative media image, and success cannot be promised.

3.4.5 Discussion

So, what are the lessons to be learned from all of the above? First of all, we wanted to know how to recognize favourable images. I choose to make use of the five conditions that Kotler et. al. (1999) presented. Not only their study, but also those of Avraham (2004) and Kavaratzis (2008) stress the need to send messages that are based on reality, so that these images are valid and believable. The condition that a desired image needs to be appealing for the desired target groups seems not to be incorporated in the city branding approach that is used by Kavaratzis. Within the second stage, Kavaratzis stresses the importance of creating involvement and participation among the local communities, but there is no element that takes into consideration the needs and wants of the potential target groups. The other two conditions that desired images need to satisfy (images need to be simple and distinctive) seem to be important but often over-seen. Kotler et al. aim to 'design' separate images of a city amongst the different target groups to meet their wants and needs. However, there are also certainly some images that might be appealing for multiple target groups.

The lesson we learn from the city branding approach is that city marketing is not only about the communicating of (promotional) messages that are favourable for you city, but it is also about making real changes in the city and letting your audiences know. However, saying city branding is really a new approach of doing city marketing takes it a bit too far. According to Braun (2008), city branding (just as strategic image management) can be seen as one of the instruments or techniques to improve the city's image. Kavaratzis shifts the discussion from the pure promotion efforts to establish positive images to a whole integrated management of all messages that are being sent out regarding your city. These messages are not only part of the 'secondary communication', but they are also messages that the city sends out without having communication as main purpose, such as the cityscape or the behaviour of the civic leaders. While the concepts of Kotler et al. and Avraham are basically about possible effects that promotional or public relations efforts can have on the 'tertiary communication' (all the message of which a city does not have control of, such as the media), the approach of Kavaratzis makes clear that also the primary communication should be managed in order to achieve favourable images. This seems to be a wise approach for city marketers and this will be important for the evaluating phase of the obtained favourable and unfavourable images out of the media image research. On the other hand, one should take into consideration that primary consideration cannot be controlled that easily, because also within these elements, external factors can play a role.

The roadmap of the next chapter aims to acts as a method that provides some favourable as well as some unfavourable images of the city. We have seen some strategies on how to deal with these negative images, where the main focus is that

whenever dealing with real problems, it is still important to tackle these problems adequately with real measures.

3.5   Conclusion

It is important to be familiar with the current media images of the city, because these images can influence perceptions both positively as negatively. Perceptions will, on their turn, influence the decisions of the general public, the national or local decision makers and the inhabitants or other users in a way that can harm or favour the interests of the community at large. The impact that media images will have on the perception of individuals, is negatively related to the involvement these people have of a place, meaning that the less a person is involved, the greater will be the impact of media images on his or hers perception. The coverage patterns of the (national) media are dependent on the city's characteristics, the editorial policy of the media, the social-political environment of which the city deals with and, not to forget, the public relations efforts of the city. In order to create memorable stories and to influence the public opinion, many media sources are often a bit biased. Because of this bias, there is a tendency to cover mostly the sensational stories and city's are often depicted worse (or much better) than they factually are.

We have discussed three types of strategies that cities can undertake in order to improve their media images. From the Strategic Image Management-approach, we have learned that a desired image needs to consist out of five conditions, namely the image needs to be: valid, believable, simple, appealing and distinctive. City branding provides a method that consists out of four stages (presented in figure 3.3) and that aims to improve intentional and unintentional messages about the city, in order to positively influence the tertiary communication about the city. This means that the management of all these images also needs to cover the primary communication (such as the cityscape and the city's behaviour). This method is interesting for the evaluating phase of the media image research. In this phase, it will be discussed what the underlying factors are of the obtained (un)favourable media images and what strategies are needed to deal with these images. A couple of these strategies are provided by the work of Avraham (2004). Both the conditions for favourable images as the needed strategies for dealing with media images are necessary for the construction of the roadmap of this research. This roadmap will be presented in the next chapter.

4 Providing the roadmap for a media image research

4.1 Introduction

This chapter aims to provide the reader with a roadmap that cities can undertake in order to research their media images in the newspapers. Obviously, there are more media sources than just the newspapers (such as television, radio, weblogs, etc.), but it is well known that newspapers have a great role in forming public opinion and newspaper messages are often adequately archived. Richard A. Lee (2008) states that *"we live in the television age, surrounded by other, old and new forms of electronic journalism, but newspapers still do most of the original reporting"*. It can be assumed that, of all sources, the newspapers are the most useful source to research for media images.

We have seen in previous chapters that it is important for city's decision makers to be aware of the current city images. These images can be favourable images that are opportunities to let people associate positive feelings with the city, or it can be unfavourable images that need to be worked on. We have also discussed that the media play an important role in the construction of city images. One has to realize that there is a difference between media images (formed by messages that are being constructed through various coverage patterns) and city images. They should not be considered as substitutes. Media images form an input in the city perceptions of individuals, as we have seen in figure 3.1. However, for certain groups that are less involved with the city, the media can serve as a first-hand source of information about the city, because these messages are often not verified with real-life examples. Therefore it is also important to know what kind of messages is communicated to these groups throughout the media. The outcomes of a media image research are likely to correspond more with the external images of a city, than with the internal. Therefore, additional research will be needed for the images that represent the current users of a city. Remember that city marketing is not only about attracting target groups, but also about keeping the current ones. A media image research aims to provide the media images that are communicated about a certain city within a given period of time. This research should be positioned within the first stage of the city marketing process, or so to say, within the place audit.

To perform a media image research, we will make use of the roadmap that is provided in figure 4.1. This roadmap will be explained and discussed in the following paragraphs. In Chapter 5, a case study will be presented that is used to perform the media image research, according to this roadmap. I believe that within the process of a media image research, four stages can be identified. Before the whole analysis starts, we need to set up some search criteria for which articles should be analyzed in the *preparation*-stage. We need to know in what period we should look for articles and what words the article should contain in order to be selected. Furthermore, this stage involves the selection of the relevant newspapers and some specific issues that are relevant for a city that should be taken into account in the further research process. This stage will be discussed in paragraph 4.2.

Then, the *analysis* can start. This will be done by attaching a subject, media image and a news score to each article. By doing this, we will be able to develop the media images

that were widely covered in the researched newspapers. This stage will be discussed in the paragraphs 4.3 and 4.4.

FIGURE 4.1 The roadmap for researching media images in newspapers
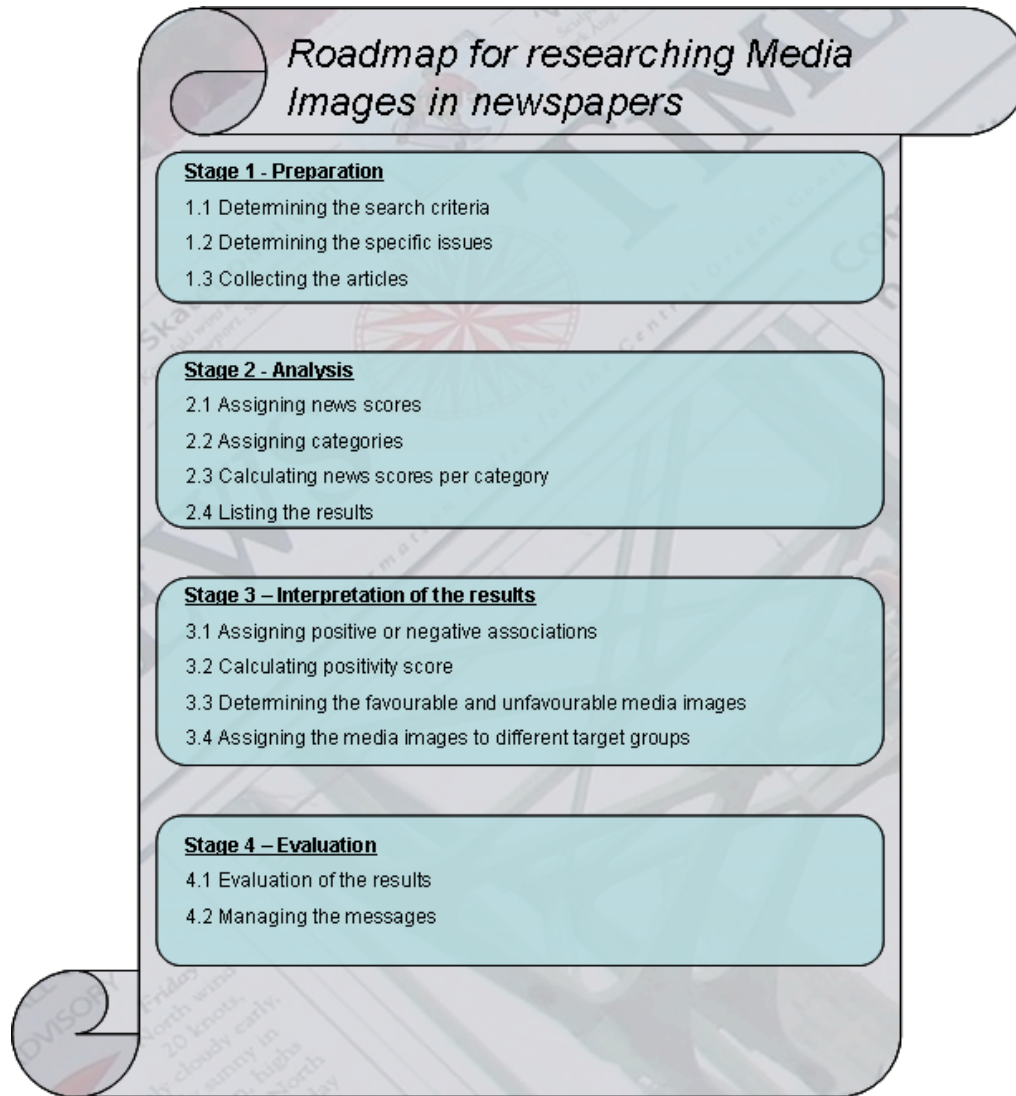
A large quantity of messages within a certain media image is one thing, but to recognize the favourable and the unfavourable media images is another. After that has been done, it is important to keep in mind that the different images will be appealing (or not) by different target groups. Both steps take place in the third stage of the roadmap, the *interpretation of results*, and will be explained in paragraph 4.5.

The last stage (*evaluation*) will discuss how to deal with the obtained media images. They need to be managed adequately in order to get positive results. This will be discussed in paragraph 4.6.

Finally, paragraph 4.7 will give a general discussion of the used approach. Both the usefulness and the shortcomings of the media image research will get attention.

This chapter aims to fulfil the following objectives:

- o To develop a generally applicable roadmap to do media research and to discuss its usefulness.
- o To refine the constructed roadmap towards different target groups.

4.2   Preparation

4.2.1 Determining the search criteria

Within the preparation-stage, all of the news articles that will be used in the analysis are collected. In order to do this, the researcher should make clear what the criteria should be for an article to be selected. In this sense, three questions need to be answered.

First all: *which subjects* are relevant for this research? This question is not easy to answer. As we will see further on in this paragraph, it is possible to search for articles in electronic databases by making use of keywords that appear in the text. If the aim is to collect the articles that can influence an individual's perception, than almost every article that brings an event in relation with a place should be collected. The most important criterium of an article is therefore that the article should say *something* about the place, which in fact can be anything. Therefore every article in which the name of the place is presented should be collected. Also abbreviations, variations or nicknames of the city should be used as keywords. For example, the city of The Hague is in Dutch known as 's-Gravenhage and Den Haag. The adjective for the place is 'Haags' or 'Haagse', while the citizens are called 'Hagenaars' or 'Hagenezen'. All these keywords should be used within the search for articles. These messages that are attached to all of these keywords are by no means of equal importance for the research. Some articles will be totally about (an event within) a place, while others may just contain some of the keywords, without providing real information. This will be adjusted in the analysis itself, as we will see in paragraph 4.3. Another fact is that there will probably also be some messages that are about an event in the researched place, without mentioning the place itself, for instance when a company or airport that lies within the city borders is mentioned. We assume that these images will not have a big impact on the perceptions of the place, but rather on the subjects they cover (for instance on a company).

Secondly: *What newspapers* should be selected? The answer on this question depends on the availability of the archives that can be accessed. As we will see further on in this paragraph, a lot of regional, national and international newspapers, as well as some journals and opinion magazines are available via digital databases. We believe that magazines and newspapers that have a specialist character (for example financial or agricultural) should not be taken into account, for their media images might differ too much from the general national newspapers and their impact will probably be less. The same yields for opinion magazines. It might be useful to research these magazines separately, but not on the same level as the general newspapers, for there is a difference in the influence on the general public that these sources have.

The third selection criterion concerns the period. In *what period* should the articles be selected? This period should not be too large. After all, an article that has been written decades ago might contain information that characterises a place, but how up-to-the-

minute these characteristics are can be doubted. On the other hand, a too short period will disregard a lot of events that are nowadays still present in the perception of a lot of people. Also the availability of articles within a given period of time is important to take into consideration. The chosen period can be reconsidered after the analysis. If necessary, the length of the period can be adjusted when information is missing, or when information that is not up-to-date is over-represented. My guess is that a period between five and ten years seems appropriate.

4.2.2 Determining the specific issues

For some cities, there is a need to identify the influence of specific issues in that place. These issues can concern the presence of a dominating company, airport, sports club or whatsoever, when a large part of the articles about that place are covering these objects. In some cases, the media messages will have a bigger impact on the perception of these objects then on the perception of a place itself. These specific issues should be incorporated in the analysis, in order to see the difference when you subtract those images from the dataset.

4.2.3 Collecting the articles

After determining the selection criteria, the articles can be collected. An appropriate way to do this is by making use of a digital newspaper archive database. An example of such a database is the LexisNexis Academic database which we will use in the next chapter. In some cases, there is a need to have a newspaper in the research that is not available in any online database. When this is the case (or when the researcher does not have access to this database), other ways to collect the articles should be considered. It should be prevented that articles are collected in paper versions, because this will take a lot of time and mistakes are easily made. Digital versions can be scanned more efficiently on the relevant information. One has to keep in mind though, that news articles that are on the website of the relevant newspaper differ often from the actual paper versions of the article. Therefore, when an online newspaper archive database does not comply, then the best way to collect a dataset is probably to visit the office of the newspaperhoping the editors will let you access their digital database.

4.3   News scores

4.3.1 Introduction of the news score

After the news articles have been collected, all the relevant data should be entered in a spreadsheet, for instance by making use of Microsoft Excel. By doing this, you will be enabled to quantify the articles by providing each article with an so-called news score that has a range between 0 and 10 points. This news score is designed in such a way that the number of points should reflect as objectively as possible the chance that someone has read the article and develops a certain association with the place. The news score is simply the sum of the partial scores that have been attached for some elements. These elements are: the *level* (4.3.2), the *circulation of the newspaper* (4.3.3), the *number of words* (4.3.4) and the *place of the article within the newspaper* (4.3.5).

4.3.2 Level score (maximally 4 points)

For this partial score, it is necessary to read every article and consider the relevance of the passage of the article that contains the information about the place. In some cases, the place, or an event within that place will be the main topic of the article, while in other cases the name of the place might be mentioned just once, without really saying something about the place. To prevent that these articles will be equally weighted, the *level score* is introduced. Therefore, for each article a *level* should be assigned, in accordance to the relevance of the article for the database. We can distinguish four levels (rated from 1 till 4). These levels and its attached points will be explained below.

- *Level 1* (4 points);
  The first level is the level in which (an event within) the researched place is the main topic of the article.

- *Level 2* (1 point);
  In this kind of articles, an (event within) the researched place is mentioned, but is not the main topic of the article. The passage in which the (event within) the place is mentioned can vary between one sentence and multiple paragraphs. The condition is, however, that the relevant passage should contain characterizing information about the place, so that it is able to contribute to an individual's perception. Because in this kind of articles, not all of the information is relevant for the analysis, the number of words (see 4.3.4) of the entire article is not relevant for the news score.

- *Level 3* (0 points);
  This level contains all the articles that do contain at least one of the used keywords, but do not contain characterizing information about the place. These articles are only relevant in order to calculate the total number of unique articles, but as they do not contribute to the city perceptions, they are not relevant for the analysis. Therefore these articles will not only be assigned with a level score of 0 points, but the entire news score for all of these articles is 0 as well.

- *Level 4* (0 points);
  Because multiple keywords have been used in the collection of the articles, there will obviously be some articles that contain more than one of the keywords (e.g. articles that contain both 'Den Haag' and 'Hagenaars'). In order to prevent the presence of double-countings, each second (or third, fourth …) identical article will get 0 points for the total news score.

4.3.3 Newspaper score (maximally 2 points)

The chance that an article will be read depends mostly on the circulation of the related newspaper. Some article that was written in *De Telegraaf* (Netherlands' largest newspaper) will have by far more attention than another article that was presented in for instance a relative small newspaper as the *Nederlands Dagblad*. For that reason, every article is assigned with a *newspaper score* (of maximally 2 points) that depends on the circulation of the newspaper.

For the Netherlands, the HOI-institute for Media Auditing registers the circulation statistics of the national newspapers and publishes these statistics every three months.

The newspaper score should be determined in such a way that the article that was in the newspaper with the largest circulation statistic for that period, will receive the maximum newspaper score, that is; two points. All the other circulation statistics should be related to this maximum score. This can be done with the following formula:

$$NewspaperScore_i = \frac{OD_i}{OD_{max}} \times 2$$

The amount of points that is awarded to a certain newspaper in some period (for instance every quarter), is then explained by the circulation of the newspaper in that period (OD_i) divided by the maximum circulation statistic of the whole dataset (OD_{max}). To obtain the news score for each article, this number should be multiplied by 2. With this formula, the newspaper with the maximum circulation ($OD_i = OD_{max}$) will get a maximum score of 2 points, and the rest of the newspaper scores are related to this maximum score.

4.3.4 Word score (maximally 2 points)

For a *Level 2*-article, the article will be rewarded with a level score of 1 point, because there is a passage about (an event in) the place, but this is not the main subject of the article. This means that not the entire article is about this (event in the) place, but just a few sentences or some paragraphs. This means that for this research, it is not important to analyze how many words the article contained. After all, for a *Level 2*-article one cannot say: 'the more words the article contains, the higher the chances that someone has read this passage about the place'. It might even be true that it is the other way around. For this reason, there has been decided to not assign these articles with a *word score*.

For a *Level 1*-article however, the number of words is indeed very important, for it simply reflects that the (event in the) place is covered more if the space reserved in the newspaper is higher. The amount of points that is awarded to the *word score* should increase, as the number of words of an article is higher. For this research, we have used the division that is presented in table 4.1

This division is constructed as follows:
- between 11 and 100 words, 0.05 points have been awarded for every 10 words;
- between 100 and 500 words, 0.05 points have been awarded for every 40 words;
- between 500 and 1500 words, 0.05 points have been awarded for every 50 words;
- *Level 1*-articles that contain more than 1500 words will get the maximum word score of 2 points.

The reason why this division is not linear is because I believe that the difference in salience between and increase in the number of words from for instance 50 to 60 will be a lot more than the increase from 1500 to 1510. A growth in the number of words for smaller articles will therefore be awarded with more points than that of larger articles.

4.3.5 Page score (maximally 2 points)

Finally, points have been assigned to articles according to their place in the newspaper. The reasoning behind this was that the more prominent the place in the newspaper will

be, the higher the chance that someone might read this article. For this *page score*, I distinguished three categories of newspaper pages:

TABLE 4.1 *Word scores per number of words**

Number of words	Word score	Number of words	Word score
0-10	0.00	551-600	1.05
11-20	0.05	601-650	1.10
21-30	0.10	651-700	1.15
31-40	0.15	701-750	1.20
41-50	0.20	751-800	1.25
51-60	0.25	801-850	1.30
61-70	0.30	851-900	1.35
71-80	0.35	901-950	1.40
81-90	0.40	951-1000	1.45
91-100	0.45	1001-1050	1.50
101-140	0.50	1051-1100	1.55
141-180	0.55	1101-1150	1.60
181-220	0.60	1151-1200	1.65
221-260	0.65	1201-1250	1.70
261-300	0.70	1251-1300	1.75
301-340	0.75	1301-1350	1.80
341-380	0.80	1351-1400	1.85
381-420	0.85	1401-1450	1.90
421-460	0.90	1451-1500	1.95
461-500	0.95	>1500	2.00
501-550	1.00		

* = These scores do only apply for *Level 1*-articles

The first category contains the articles that get the most prominent place an article can get: the front page of the main section. These articles were assigned with the maximum page score of 2 points.

The second category contains all the articles that were on the front page of some other section (for instance financial or sports), or on page 2 or 3 from the main section. These articles were awarded with a page score of 1 point.

The assumption has been made that these two categories contain the articles with the most prominent places within a newspaper. This means that I assume that there is no noticeable difference between all the other pages of a newspaper, according to the saliency that is attached to an article. Articles within this category did not get any points for the page score.

4.3.6 Determining the news score

The final *news score* will be the sum of all the partial scores. The range of these scores is between 0 and 10 points. Articles with a news score of 0 points are by definition *Level 3*-articles or double-countings. Hypothetically, an article that has a news score of 10 points, should be an article of which the subject is (an event in) the researched place, published in the newspaper with the highest circulation statistic, containing more than 1500 words and presented on the first page of the main section. This score should reflect, as objectively as possible, the chance that this article will be read and will contribute to the perception of the reader regarding the place. An appropriate way to process all the scores is by making use of a spreadsheet (e.g. in MS Excel) that automatically processes the scores according to the appropriate formulas and lists.

4.4 Categories

4.4.1 Introduction

After all of the articles have been assigned with a news score, it is important to categorize all the characterizing information that all of the articles contain in such a way that we can discover the higher level media images. This has to be done by first reading all of the articles to see what characterizing information the articles contain about the place. Therefore, for each article, both the *subject* as the *media image* should be determined. The subject is, as the word says, basically the subject of the article (or of the passage) in relation with the researched place. How these subjects have been determined is explained in subparagraphs 4.4.2 and 4.4.3. The *media image* can be determined by forming groups of one or more subjects that contain certain common characterizing information about the place. These media images are explained in subparagraph 4.4.4. The category code (subparagraph 4.4.5) is a tool to simplify the process the categories.

4.4.2 Determining the subjects

In many cases, the subject of an article speaks for itself. In other cases, this will not be easy to determine, for there are multiple issues that can be related to the place. It is important, in any case, to determine the subject as objectively as possible. Therefore, for *Level 1*-articles, the researcher has to look at the subject that predominated in the article. For *Level 2*-articles, not the subject of the entire article should be observed, but the subject that predominated in the selected passage should be chosen as the relevant subject of the article.

4.4.3 Determining the specified subjects

For some subjects it can be interesting, for various reasons, to specify the subjects any further. One of the reasons can for instance be a certain event (for instance a festival) that was also covered before and after the event took place. For these subjects, the difference between the reporting about the event can be researched by distinguishing the subject of the event in *before*, *during* and *after* the event. Another example can for instance be to distinguish the subject of *Crime* into more specified types of crime, such as *robbery*, *mistreatment*, *(attempted) murder* and *swindling*.

4.4.4 Determining the media images

After the subjects have been determined, the researcher can group them, according to their common characterizing information. By doing this, the researcher has to question himself: "by thinking of this subject, the reader of this newspaper will relate the place with…". The words that will finish this sentence will be the according media image for these subjects. As it is impossible to determine these subjects and media images objectively, it is important to be cautious when determining the categories. One has to keep in mind that the associated media image should reflect the common thoughts of the general public, rather than the personal opinion of the researcher. A way to reduce the factor of personal involvement is to ask multiple people what kind of associations they give to the various subjects and how they would group them.

Sometimes, the subject is the media image itself, sometimes a lot of subjects can be related to one media image. To prevent that there will be a endless list of media images in this research, with many of them consisting out of only a few articles, the subjects that cannot be categorized in other media images should be brought under one category: *other news*. The case study in the next chapter will make clear how subjects can be grouped into media images.

Another advantage of the categorization of articles is that we can put all of the subjects that might had an important news impact, but will probably not happen more often, in the category Incidents. By doing this, we can eliminate the impact of these incidents on the results of the media image research; for we assume that these incidents do not contribute to city perceptions.

4.4.4 Category codes

To simplify the processing of the various categories, one can make use of so-called category codes. This code will clarify for each article what the associated (specified) subject and media images are by just displaying a set of numbers in stead of all the words. Each code can be constructed as follows:

(Media image code).(Subject code).(Specified subject code).

A media image code, subject code or specified subject code is simply the replacement of the category with a certain code, for instance on the basis of their alphabetical order. When a media image exists of only one subject, then the subject code will be a 0. With the same reasoning, the specified subject code will be 0, when the subject is not further specified. Furthermore, the code that represents all of the articles within a specific media image will be the media image code followed by two zeroes (e.g. *4.0.0*). This way of encoding the categories will be used in the rest of this thesis. To make clear that the *other news*-category should not be analyzed as an important media image itself, this category should get the code 99.0.0.

4.4.5 Determining the news scores per category

The determination of the news scores for each category (specified subjects, subjects and media images) will be done by summing up all of the individual news scores of the articles within that category. By doing this, you will be able to form lists of categories on three levels (all categories, all subjects and all media images) and see what kind of categories were widely covered in the media.

4.5   Interpreting results

4.5.1 Introduction

In paragraph 3.4, we have chosen to use the conditions for favourable images that Kotler et al. uses for 'designing images'. For us, these conditions form the basis of a favourable (media) image. These conditions were that a favourable image needs to be:

- Valid
- Believable

- Simple
- Appealing
- Distinctive

The first two (valid and believable) are assumed to be true for the media images that are in the top of the lists with their appropriate news score, because we assume that most media messages are based on true events. I believe that media images that were covered are also assumed to be believable by the people who are reading it, although there is of course a discrepancy in this assumption.

The condition that an image needs to be simple and distinctive is something that should be decided by the researchers, for these conditions are hard to discover in media messages. How to deal with this issue is explained in subparagraph 4.5.4. The remaining condition is that an media image needs to be appealing in order to become a favourable image. This is something that, in my opinion, can be subtracted from the articles. This has been done by determining of each article whether it brings a positive or a negative association with the place (4.5.2) and by calculating *positivity scores* for each category (4.5.3). Finally, the media images need to be assigned among various target groups, in order to provide the right input for the last stage, the evaluation stage. This will be covered in subparagraph 4.5.5.

4.5.2 Assigning positive or negative associations

All those news scores for each category give information about the amount of coverage a category received in the newspapers. However, it does not provide information on the nature of the association of this coverage with the place, or so to say it does not answer if the association the reader gets with the place was mainly positive or negative. Therefore, it is necessary to read every article to see if the association that the article provides with the place is mainly positive or negative. This is another issue that is practically impossible to solve objectively. For some articles it is quite clear if the association is positive or negative (for instance articles that provide success stories of a city or articles that state that the crime problems of a city are very high). For other articles, this association is not easy to determine. Some articles might have a positive nature, but create a negative association with the place. For instance, an article that reports about a criminal that has been arrested for a crime he committed some time ago can be seen as a positive event. However, in my opinion, the place will be again related with crime events and create therefore a negative association in people's mind. An article like this should be determined as 'negative'. This can also happen the other way around. To illustrate this, I use an article that is part of the case research, namely:

Regio Schiphol: leefbaar ondanks herrie (Region Schiphol: liveable despite of noise nuisance), Trouw, 15 May 2008.

In this article, the municipality of Haarlemmermeer is related with the noise nuisance of the nearby airport: Schiphol. This seems to be a negative association. However, the association that people get of the city in relation with noise nuisance might be eased by reading this article. This article reports about the local residents in the municipality of Haarlemmermeer that have been questioned about their quality of life. These residents grade the liveability of their environment as very high, despite of the fact that their place is perceived as a place with high noise nuisance, because of the airport. Therefore, this article is determined as *positive*.

The term "positive" does not imply at all cases that the association of the news item was in fact positive. In many cases, the association was just neutral. Therefore, I made the assumption that an article that does *not* affect a negative association with the place is regarded as 'positive'. Also for this step in the media image research, the involvement of other people in determining the associations can be useful.

4.5.3 Calculating positivity score

The proportion of the number of 'positive' articles within a category can be demonstrated by a number between -1 and 1; the so-called *positivity factor*. This can be calculated as follows:

$$PF_i = 2 \times \frac{POS_i}{POS_i + NEG_i} - 1$$

In this formula, PF_i is the positivity factor of place i, POS_i is the number of 'positive' articles within a category and NEG_i is the number of 'negative' articles within a category. Obviously, $POS_i + NEG_i$ should reflect the total number of articles within category i. This quotient should be multiplied by 2 and then 1 should be subtracted in order to get a number that lies between -1 and 1. With this approach, a category with no positive articles ($POS_i = 0$), will get a positivity factor of -1. On the other hand, a category with only positive articles ($NEG_i = 0$), will obtain the maximum positivity factor of 1. A category with exactly as many positive as negative articles ($POS_i = NEG_i$) will get a positivity factor of 0.

This factor will have to be multiplied with the total news score of each category, in order to obtain the *positivity score*. Therefore the formula for calculating the positivity score of category i is the following:

$$PS_i = NS_i \times PF_i$$

In this formula, PS_i stands for the positivity score of a category, NS_i for the appropriate news score and PF_i is the positivity factor. With the positivity score, categories that contain mostly positive articles will get a positive value and categories with mostly negative articles will get a negative value. Because of this approach, we can indicate media images that are both true and appealing. On the other side, we can indicate media images that can affect the city perceptions negatively, the so-called unfavourable images. For these images it is not that important to know the simplicity or the distinctiveness, but they sure are important to know, for they can influence the decision-making process of (potential) city customers in a negative way. Categories that show a high positivity score can be seen as appealing categories that have often been covered. Categories that show very negative values for this score can be seen as unfavourable subjects or media images.

4.5.4 Determining the favourable and unfavourable media images

The next step in the third stage is the identification of the favourable and unfavourable images from the analysis. As stated above, we regard all the media images with negative positivity scores as unfavourable. All their corresponding scores should be taking into account as well, for the ones with the most negative values might be the most

problematic and need the most attention. For determining the favourable media images, there are two other conditions that need to be met. The media images need to be both simple and distinctive. A way to do this is by simply listing all of the positive media images from the highest to the lowest positivity score (but not lower than 0) and then determining for each media image its simplicity and distinctiveness. This can be done by assigning each condition with a $\sqrt{}$ (condition is met), $\pm$ (condition is neither met nor refused, $\times$ (condition is refused). Again, this is a subjective approach that will be different for any person that fills in this list. Therefore, it will be necessary to do this in a group of key decision makers for the city, in order to find the appropriate favourable media images. After that, the list can be re-ranked with on top the media images of which both conditions are met ($\sqrt{}\sqrt{}$) and on the bottom the media images of which none of the conditions are met ($\times\times$). In between there are three other combinations possible. Below, the six possible judgement combinations are presented in the appropriate order. The symbols behind the category represent first the simplicity condition and then the distinctiveness condition.

I.   Both simple and distinctive media images ($\sqrt{}\sqrt{}$);
II.   Simple media images with moderate distinctiveness ($\sqrt{}\pm$) or distinctive media images with moderate simplicity ($\pm\sqrt{}$);
III.   Moderate media images ($\pm\pm$);
IV.   Simple media images but (very) common ($\sqrt{}\times$) or distinctive media images but (very) complicated ($\times\sqrt{}$);
V.   Moderate simple media images and (very) common ($\pm\times$) or moderate distinctive media images and (very) complicated ($\times\pm$);
VI.   Media images that are (very) common and (very) complicated ($\times\times$).

4.5.4 Assigning the media images to different target groups

Now we have discussed a concept to determine the favourable images, the next step is to specify these favourable images for certain target groups, because for each target group, there are different images that are appealing to them. For instance, a (potential) resident might be looking for images that give him or her the feeling that this place is a nice place to live, whereas companies are looking for decent places to do business. It is important to know the needs and wants of these target groups. Braun (2008) distinguishes four kinds of customer groups:

- (Potential) residents (looking for a place to live);
- (Potential) companies (looking for a place to do business);
- (Potential) visitors (looking for a place to visit);
- (Potential) investors (looking for a place to invest in).

Their preferences are decisive for the decision of the implementation strategy of the favourable images. Therefore the obtained favourable images from the previous step should be discussed on the attractiveness for the various groups. For this is very hard to determine (even within a large team of city marketers and decision makers), this decisions can at best be made by the appropriate groups. This can happen through questionnaires or special meetings in which representatives of the target groups discuss to which extent an image is appealing for them.

For various reasons, it can be necessary to involve more specified customer groups, such as middle-income households or commuters. Therefore, there can be variations on

the division of target groups in the above approach, depending on the specific situation of the place. However, it is important to keep in mind that city marketing is a process in which the interests of all groups should be balanced.

4.6   Evaluating results

The last stage of the media image research is the evaluation of the obtained media images. After the previous stage, it should become clear which media images are potentially favourable (and for which groups) and which media images are unfavourable for the place. For the favourable images, strategies have to be implemented on how to make use of these media images, or so to say: how to strengthen them in the images of your target groups. Unfavourable images have negative implications on the decision-making process of (potential) target groups. It is necessary to evaluate what kind of problems is causing these negative media images and to look for strategies to tackle these problems or to ease the effects. This is not only a job of the public relations people, but of the whole community as such. In fact, everything in a city sends messages, whether it is positive or negative. As we have seen in paragraph 3.4, both the primary as the secondary communications can be influenced by the city's decision makers. It is important for cities to manage the intended and unintended messages that involve your city and influence images in a favourable or unfavourable way.

4.7   Conclusion

This chapter provided a roadmap (see figure 4.1) on how to set up a media image research, based on the obtained knowledge of the previous chapters. This roadmap consists out of four stages, which all have been explained in this chapter.

In the preparation-stage the conditions for the needed media articles should be determined, and after that the appropriate media articles should be collected. In the analysis, these articles are quantified and categories are assigned to each article. By doing this, we were able to rank the media images of the research according to their news coverage. The quantification of the articles and the categories has been done as objectively as possible, depending on certain characteristics of the articles and the newspapers, such as circulation statistics and number of words. In the third stage, the results of the analysis are interpreted in such a way that we can determine the favourable and unfavourable media images of the city. Finally, the evaluation-stage is necessary in order to discuss how to deal with the obtained media images.

5 The case of Haarlemmermeer

5.1 Introduction

The municipality of Haarlemmermeer is situated in the province of North-Holland in The Netherlands, at the southern part of Amsterdam (see figure 5.1), and has a population of about 140.000 inhabitants. The municipality exists out of 26 places of various sizes. The biggest ones are Hoofddorp (ca. 72,000 inhabitants) and Nieuw-Vennep (ca. 29,000). The prognosis is that the population will increase up until 163,000 inhabitants by 2015[2], making it the eleventh municipality of the country, based on the number of inhabitants. The decision makers in Haarlemmermeer recently aimed to start up a city marketing policy, because they claim to have a lot to offer for all kinds of target groups, but this is not enough communicated (Gemeente Haarlemmermeer, 2007). With the help of city marketing instruments, the municipality hopes to achieve positive economical, social or psychical results on all kinds of policy areas. To substantiate the yet to be written city marketing policy, there have been among others a residents questionnaire, a commuters questionnaire and so-called 'expert-meetings' in which all the relevant target groups were invited to discuss some desired images of the municipality. I was involved within this process with a four months internship, and I performed my media image research for the input of the desired images. In this thesis, this media image research will act as a case study to test the constructed roadmap that is presented in figure 4.1. In the following paragraphs each stage will be explained with the corresponding steps.

FIGURE 5.1 The location of Haarlemmermeer (Source: Google Maps, 2008)

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[2] Source: Centraal Bureau voor de Statistiek - Statline (2008)

5.2   Stage 1 - Preparation

5.2.1 Determining the search criteria (Step 1.1)

The very first step of the roadmap is determining how and where to collect the articles. For this case study, I have made use of the online LexisNexis Academic database to collect the articles. This database contains not only the full text versions of media articles, but also some additional information, such as the number of words and the page number. Not for every newspaper, all this information is available, so there might be some discrepancies in the dataset. Another issue is that there is a difference between the archived periods of each newspaper. Some newspapers are represented with articles that date back from the early 1990's, while others contain just some of recent years. However, for some important newspapers, a majority of the characteristics for each article is available and the available period is quite large. Before collecting the articles, three questions needed to be answered, namely:

- *Which subjects are relevant for this research?* We selected the following keywords: *Haarlemmermeer*, *Haarlemmermeerse*, *Haarlemmermeerder* and *Haarlemmermeerpolder*. The last one is the name of the polder in which the municipality is located. In fact, its municipal borders are the exact borders of the polder. The LexisNexis-database seeks automatically the same keywords, but then with an added extra 's', for example with *Haarlemmermeers* or *Haarlemmermeerders*.
- *What newspapers should be selected?* The following eleven national newspapers have been selected for this research: *AD/Algemeen Dagblad*, *DAG*, *Metro*, *Nederlands Dagblad*, *NRC Handelsblad*, *NRC.NEXT*, *Reformatorisch Dagblad*, *Spits!*, *De Telegraaf*, *Trouw* en *De Volkskrant*. These newspapers did not have a specialist character and are well presented in the database. Some newspapers archives are represented with articles that date back to 1992. All of the newspapers and their years of available articles are shown in table 5.1.
- *In what period should the articles be selected?* The first date is the practical one of the millennium change (01/01/2000). The last date is for practical reasons 15/04/2008. This period consists out of 7 years and 106 days and has been chosen quite arbitrarily, but has not caused major shortcomings in the research process, in my opinion.

TABLE 5.1 Newspapers and their availability in the Lexis-Nexis database

Newspaper	Available since
AD/Algemeen Dagblad	01-09-2005*
DAG	08-05-2007*
Metro	01-07-2007
Nederlands Dagblad	14-06-2007
NRC Handelsblad	08-01-1990
NRC.NEXT	14-03-2006*
Reformatorisch Dagblad	02-01-2006
Spits!	01-07-2007
De Telegraaf	02-01-1999
Trouw	02-01-1992
De Volkskrant	02-01-1995

* Date is the same as the publication start of the newspaper

5.2.2 Determining the specific issues (Step 1.2)

Within the municipal borders of Haarlemmermeer, the biggest airport of the Netherlands is situated, Schiphol Airport. Because of the undeniable presence of the airport, the influence on the coverage of Haarlemmermeer is quite big. In fact, 40.7% of all the appropriate articles seemed to be related to the airport. To investigate what kind of media images remain without the influence of the airport, there have been made use of two datasets in this research; one with all the articles and one without the Schiphol-related articles. In order to do that, every article is determined whether it is related to the airport or not.

5.2.3 Collecting the articles (Step 1.3)

In this step, we fill in all of the keywords in the search engine of LexisNexis, for the selected newspapers and for the chosen period of time. Finally, we received a total of 1984 articles. A complete overview of all these articles is presented in the Appendix A. In table 5.2, for every keyword the number of results is shown per newspaper.

TABLE 5.2 Number of articles per keyword and per newspaper

Keyword	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkskrant	Total
Haarlemmermeer	77	6	15	8	415	40	107	10	418	361	428	*1885*
Haarlemmermeerse	0	0	0	0	4	0	1	1	14	9	11	*40*
Haarlemmermeerder	0	0	0	0	0	0	0	0	5	1	1	*7*
Haarlemmermeerpolder	0	0	0	0	11	0	2	0	11	11	17	*52*
Total	77	6	15	8	430	40	110	11	448	382	457	*1984*

5.3 Stage 2 - Analysis

5.3.1 Assigning news scores (Step 2.1)

After all these articles have been entered in a spreadsheet by making use of Microsoft Excel, each article was assigned with an appropriate news score. The news score consists out of four partial scores; the *level score*, the *newspaper score*, the *word score* and the *page score*.

Level score

According to the categorisation of levels that has been explained in subparagraph 4.3.1, the results that are presented in table 5.3 were obtained. There were 72 double-countings in the dataset, so finally there were 1912 unique articles that were used for the research. All of the *Level 3*-articles were assigned with a total news score of 0 points, so the number of articles that were relevant for the analysis (*Level 1* & *2*) is 1685.

TABLE 5.3 Number of articles per level and per newspaper

Level	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkskrant	Total
Level 1	45	1	7	3	224	25	61	8	275	198	236	1083
Level 2	26	5	8	3	151	10	28	0	127	113	131	602
Level 3	6	0	0	2	39	5	18	1	35	55	66	227
Level 4	0	0	0	0	16	0	3	2	11	16	24	72
Total	77	6	15	8	430	40	110	11	448	382	457	1984

For all of these articles, the relatedness with Schiphol was assigned. There was a remarkable difference between the number of *Level 1-* and *Level 2-*articles, in their appropriate share of Schiphol relatedness. For *Level 1-*articles, the majority of articles (55.5%) were related to the airport, where for the *Level 2-*articles this share was only 14.1%. The cause of this difference lies in the fact that some events that were Schiphol related and obtained a lot of media attention, such as the Schipholfire and the building sector fraud, were presented within the group of *Level 1-*articles. The share of Schiphol related articles per level and per newspaper are presented in table 5.4

TABLE 5.4 Share of Schiphol related articles

Schiphol related?	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkskrant	Total
Yes (Level 1)	34	1	2	2	152	22	39	3	87	114	145	601
Yes (Level 2)	5	1	0	0	31	2	3	0	9	14	20	85
No (Level 1)	11	0	5	1	71	3	22	5	188	84	91	481
No (Level 2)	21	4	8	3	121	8	25	0	118	99	111	518
Total	71	6	15	6	375	35	89	8	402	311	367	1685

According to table 5.4, there are 686 articles left in the relevant dataset without the Schiphol related articles.

Newspaper score

For the newspaper score, all of the circulation statistics per newspaper were searched in order to calculate each score. These statistics, which were available via the 'HOI Institute for Media Auditing', present the circulations for each newspaper per quarter. For every article, the formula to calculate the newspaper score was used. This formula was:

$$NewspaperScore_i = \frac{OD_i}{OD_{max}} \times 2$$

The maximum newspaper score of 2 points was assigned to the newspaper with the highest circulation (OD_{max}). This highest circulation number was achieved by 'De Telegraaf' in the fourth quarter of 2006, when this number was 854,500. Every article was assigned with a news score that was related to this maximum circulation number, by making use of the above formula. For example, the 'NRC.NEXT'-newspaper had a circulation number of 74,516 in the fourth quarter of 2006. The calculation for the newspaper score for the articles in this range is the following:

$$\frac{OD_i}{OD_{max}} \times 2 = \frac{74,516}{854,500} \times 2 \approx 0.17$$

In this way, every article has been assigned with a newspaper score. All of the circulation statistics and the corresponding newspaper scores are presented in Appendix B.

Word score

The number of words per article is presented in the introductory information in LexisNexis. For every article, the number of words should be entered in the spreadsheet. The appropriate word score can be found in the list that is presented in table 4.1. The word scores and the number of articles that obtained those scores are shown in table 5.5. These scores were only assigned to Level 1-articles.

TABLE 5.5 Word scores and the number of articles per words group

Number of words	Word score	Number of articles*	Number of words	Word score	Number of articles*
0-10	0.00	0	551-600	1.05	26
11-20	0.05	0	601-650	1.10	25
21-30	0.10	5	651-700	1.15	20
31-40	0.15	6	701-750	1.20	21
41-50	0.20	8	751-800	1.25	8
51-60	0.25	36	801-850	1.30	14
61-70	0.30	29	851-900	1.35	13
71-80	0.35	39	901-950	1.40	14
81-90	0.40	40	951-1000	1.45	8
91-100	0.45	34	1001-1050	1.50	11
101-140	0.50	103	1051-1100	1.55	9
141-180	0.55	55	1101-1150	1.60	1
181-220	0.60	64	1151-1200	1.65	1
221-260	0.65	58	1201-1250	1.70	1
261-300	0.70	58	1251-1300	1.75	5
301-340	0.75	60	1301-1350	1.80	4
341-380	0.80	84	1351-1400	1.85	2
381-420	0.85	57	1401-1450	1.90	1
421-460	0.90	59	1451-1500	1.95	2
461-500	0.95	46	>1500	2.00	18
501-550	1.00	38			

* = These scores do only apply for Level 1-articles.

Page score

For this partial score, there were three page categories, as explained in subparagraph 4.3.5. The division per page category and per newspaper are presented in table 5.6. There has to be remarked that for some newspapers, the page numbers were not presented in some given periods. A second problem was that some newspapers

numbered their pages all throughout the newspaper, meaning there was no separate numbering for other sections, but they just continued with the numbering of the previous section. Therefore it was not always possible to determine the front page of other sections. This means that some articles have been assigned with a page score of 0, where also 1 or 2 points could be assigned.

TABLE 5.6 Number of articles per newspaper

Page category	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkskrant	Total
Page category 1	2	0	0	1	46	1	8	1	9	18	38	*124*
Page category 2	12	0	2	1	151	5	19	2	22	81	156	*451*
Page category 3	57	6	13	4	178	29	62	5	371	212	173	*1110*
Total	71	6	15	6	375	35	89	8	402	311	367	*1685*

Total news score

To explain how the calculation of a news score works, I will use three examples.

Example 1:

Amsterdam wil metro naar regio Schiphol (Amsterdam wants a subway connection to the Schiphol-region), De Volkskrant, 14 March 2001, front page, 368 words.

- *Level score* = 4.00
  The story of this article is about the decision makers of Amsterdam that want to extend the new subway connection to Hoofddorp and Nieuw-Vennep (both places in Haarlemmermeer) via Schiphol. This is a clear example of a *Level 1-* article.
- *Newspaper score* = 0.78
  This article was published in the 'De Volkskrant' of 14 March 2001. The newspaper score can be calculated by making use of the circulation statistic presented in table B.1 and the given formula, or by looking up the appropriate score in table B.2.
- *Word score* = 0.80
  This article contains 368 words. Table 4.1 provides the corresponding word score.
- *Page score* = 2.00
  A front page article of the main section is assigned with a page score of 2.00.
- *News score* = 7.58
  The news score consists out of all the cumulated partial scores.

Example 2:

Jonge steden blijken verkeersveiliger dan oude (Young cities seem to be have a safer traffic than old ones), De Volkskrant, 29 January 2002, page 4, 848 words.

- *Level score* = 1.00
  The story of this article is about the safety in traffic in a few places. Only in the first paragraph there is a passage about Haarlemmermeer. The most traffic accidents per 1000 inhabitants of the whole country appear to take place there.
- *Newspaper score* = 0.77
- *Word score* = 0.00
  This article contains 848 words. However, *Level 2*-articles do not get points for the amount of words.
- *Page score* = 0.00
  An article that was published on page 4, belongs to page category 3, and will therefore receive a page score of 0 points.
- *News score* = 1.77

Example 3:

PvdA oefent in verkiezingskoorts (PvdA practices in election fever), NRC Handelsblad, 31 January 2005, frontpage, 884 words.

- *Level score* = 0.00
  The story of this article is about the new programme of the Dutch Labour party (PvdA). Halfway the article, it is mentioned that the department of Haarlemmermeer associated the word "decent" with one of the main competitors of the party, the C.D.A. However, this word was presented more than 20 times in the new programme. This is the only sentence in which the word "Haarlemmermeer" was mentioned. Because this sentence does not contain characterizing information about the place, this article will belong to *Level 3* and will receive therefore no points.
- *News score* = 0.00
  Level 3-articles will always be assigned with a news score of 0 points, so the other partial scores are not even relevant.

Example 3 makes clear how a prominent article (a front page article with 884 words) will end up with a news score of 0 points. By making the distinction between the different levels of an article, there will be a distinction between the articles that contain characterizing information and the ones that do not.

5.3.2 Assigning categories (Step 2.2)

From the whole list of articles, I have selected 90 different subjects. 16 subjects were divided in two or more specified categories, making a total number of 121 categories. Finally all the subjects have been categorized into 32 media images, including the category *"99.0.0 Other news"*. All the chosen categories and their corresponding category codes are presented in Appendix C. The order of the category codes is in the alphabetical order of the Dutch translation of the category.

5.3.3 Calculating news scores per category (Step 2.3)

In this step, every category should get its own news score by accumulating all the individual news scores of the articles within that category. All the total scores for each

category are presented in Appendix D for the whole dataset and in Appendix E for the dataset without Schiphol related articles.

5.3.4 Listing the results (Step 2.4)

All of the total news scores per category can now be ranked by their score. This can occur on four different levels namely; *the individual article*, *all of the category codes*, *all of the subjects* and *all of the media images*. In this subparagraph, the top-20 rankings of all of these levels of categories will be presented. The complete list with articles and their appropriate news score can be found in Appendix A. All the ranked categories can be found in Appendix F.

Individual articles with the highest news scores

In table 5.7, the news articles with the highest news scores are presented. This news score should reflect the chance that someone has actually read the article and obtained characterizing information about Haarlemmermeer. It is important to keep in mind that this list is just a ranking of individual *articles* and not a ranking of individual *events*. It is possible that some event was covered in multiple newspapers and for a few days in a row. However, it provides some information regarding Haarlemmermeer in the national newspapers.

What is salient about this list is that the highest seven articles are articles from the newspaper *'De Telegraaf'*. Furthermore, it seemed that every article (except from "GENIETEN OP HOLLANDS WATER" were published on the front page of the main section. This is obvious, because *De Telegraaf* had the highest newspaper scores for each period and the front page articles received the highest page scores. Furthermore, it seems that the Schipholfire (category 20.1.x) exists as many as nine times in this list. In the following rankings in this paragraph, it will become clear that this event takes in a separate position in the list of events within the researched period.

The article with the highest news score is an article that describes how an anonymous tip to the police has led to the seizure of over 7.5 million Euros that was presumably meant for illegal cocaine trade. The money was supposed to be sent to Columbia in specially adjusted suitcases.

The articles on place 2, 3, 4 and 13 are describing the political aftermath of the Schipholfire. The research team that was leaded by the member of the royal family Pieter van Vollenhoven, concluded that the Dutch government had made some major mistakes with the construction of the prison building in Schiphol Airport. The report suggests that the government is to blame for too many killed with the big fire on 27 October 2005 that destroyed the building. This led eventually to the resignation of the ministers Dekker and Donner.

The article on place 5 tells about a 74 year old man that wants a statue of himself at a roundabout in Hoofddorp. This story ended up on the front page of the "De Telegraaf". The statue has never been constructed.

TABLE 5.7 Top 20 of all individual articles, ranked by their news scores

	Date	Title article	Newspaper	Cat. code	Level	Words	Page cat	News score
1	12-11-2003	Geldpakhuis drugsbende ontmanteld *(Money ware house drug gang dismantled)*	De Telegraaf	6.1.0	1	429	1	8.69
2	22-09-2006	MINISTERS DIRECT WEG *(Ministers leaving immediately)*	De Telegraaf	20.1.2	1	357	1	8.52
3	06-09-2006	Dekker en Donner in knel *(Dekker and Donner in trouble)*	De Telegraaf	20.1.2	1	250	1	8.37
4	05-09-2006	Overheid faalde bij cellenbrand *(Government failed with the prison fire)*	De Telegraaf	20.1.2	1	239	1	8.37
5	19-01-2006	Oud-dijkgraaf wil standbeeld van zichzelf *(Old dike count wants a statue of himself)*	De Telegraaf	99.6.0	1	271	1	8.35
6	21-09-2006	Aanblijven ministers onzeker *(Stay of ministers uncertain)*	De Telegraaf	20.1.2	1	215	1	8.32
7	18-08-2004	Love-dokters op dancefestival Mystery Land *(Love-docters on dance festival Mystery Land)*	De Telegraaf	22.2.0	1	90	1	8.22
8	10-01-2002	Nog hobbels op langste vrije busbaan *(Some bumps left on the longest free bus lane)*	NRC Handelsblad	4.2.1	1	1091	1	8.18
9	12-11-2005	Cellencomplex schond brandregels *(Prison building violated fire regulations)*	NRC Handelsblad	20.1.2	1	984	1	8.04
10	28-10-2005	Cellen illegaal gebouwd - Brand in gevangeniscomplex; elf doden, vijftien gewonden, vijf gedetineerden zoek *(Cells illegaly build - Fire in prison building; eleven killed, fifteen injured, five detainees lost)*	AD/Algemeen Dagblad	20.1.1	1	248	1	7.95
11	14-08-2003	Zout water moet de heipaal redden; Waterschappen kiezen voor het minste kwaad *(Salted water must save the pile. Waterboards choose for the lesser evil.)*	NRC Handelsblad	99.6.0	1	894	1	7.94
12	27-10-2005	Elf doden bij brand cellencomplex Schiphol; Slachtoffers vooral illegalen *(Eleven killed at fire prison building Schiphol, Victems mainly illegals)*	NRC Handelsblad	20.1.1	1	883	1	7.94
13	22-09-2006	WAARDIGE AFTOCHT - Keihard rapport Schipholbrand brengt ministers Donner en Dekker tot aftreden *(Dignified retreat - tough report about the Schipholfire makes ministers Donner and Dekker to resignate)*	AD/Algemeen Dagblad	20.1.2	1	268	1	7.92
14	22-03-2002	'Wij kunnen niet alle KLM-vluchten strippen'; Voortdurende fricties over drugsslikkers *('We cannot research all of the KLM-flights'; On-going frictions about the drugs swallowers)*	De Volkskrant	6.2.2	1	695	1	7.92
15	29-08-2002	Met de ambtenaar naar het bouwbordeel *(With the civil servant to the construction brothel)*	De Volkskrant	99.2.0	1	621	1	7.87
16	13-02-2003	Schiphol kan onbelemmerd doorgroeien; Opening van de vijfde baan is een triomf voor de luchthavenlobby *(Schiphol can grow unobstructed. Opening of fifth runway is a triumph for the airport lobby)*	De Volkskrant	13.1.0	1	607	1	7.87
17	01-12-2005	Detentiecentrum Schiphol moet dicht; Op last van B en W Haarlemmermeer *(Detention centre Schiphol needs to be closed, in charge of the city board of Haarlemmermeer.)*	NRC Handelsblad	20.1.2	1	762	1	7.84
18	21-09-2002	GENIETEN OP HOLLANDS WATER *(Enjoying on the Dutch waters)*	De Telegraaf	23.2.2	1	1414	3	7.83
19	30-01-2002	Topman Ballast wist van valse rekeningen; Vertrouwelijk memo rept van instructies voor mogelijke fraude tijdens bouw Schipholtunnel *(CEO Ballast knew about the false bills; confidential paper rumours about instructions for possible fraud during the construction of the Schipholtunnel.)*	De Volkskrant	5.1.0	1	571	1	7.82
20	23-08-2002	Floriade 2002: 'ouderwets en tuttig'; 'Ik had meer groen verwacht en minder winkeltjes' *(Floriade 2002: 'Old-fashioned and nerdy'; 'I expected to see more green and less shops')*	De Volkskrant	8.1.2	1	516	1	7.77

News scores for all of the category codes

The top 20 that is based on the news scores of all the category codes is shown in table 5.8[3]. This news score shows the impact in the news of a certain (specified) subject. What is salient about this list is the large representation of the Schiphol Airport. As much as 10 of the 20 category codes (of which all of the top 5) consist entirely out of Schiphol related

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[3] The category *99.6.0 Other news* is not listed in any of the following tables.

articles. The category placed on rank 6 (*19.2.0 Future of assistance regions*) consists only of a news score of 24.48 when the Schiphol related articles have been subtracted.

TABLE 5.8 Top 20 of all the category codes, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.1.2	Aftermath Schipholfire (politically)	213	1261.91
2	13.1.0	Current growth Schiphol	50	302.38
3	3.1.1	Chipshol	41	230.71
4	24.3.0	Noise nuisance because of Schiphol	38	221.47
5	13.2.0	Future growth Schiphol	42	221.35
6	19.2.0	Future of assistance regions	37	200.94
7	31.3.0	Future house-building	50	196.31
8	8.1.2	Floriade 2002 (during the event)	34	178.46
9	6.2.2	Drugs trafficking Schiphol	29	169.00
10	20.1.3	Aftermath Schipholfire (other)	28	156.85
11	5.1.0	Building fraud infrastructure Schiphol	27	145.52
12	6.2.5	(Attempt to) Murder	26	139.67
13	10.3.0	Municipal services (other)	32	131.43
14	29.3.0	Safety Schiphol (other)	20	118.71
15	20.4.0	Other incidents	21	112.16
16	20.3.0	Traffic accidents	22	108.90
17	20.1.1	Report Schipholfire	15	99.77
18	4.1.1	Construction of roads	21	93.52
19	31.2.0	Current house-building	26	90.37
20	20.2.0	Other fires	14	87.61

The impact of the first category code *(20.1.2 Aftermath Schipholfire (politically))* has clearly been the most important of all the subjects in the researched period. The influence is in fact so large, that the sum of all five subsequent category codes do not even equal this one. The other category codes that involve this subject (*20.1.3* and *20.1.1*) are also represented in this top 20, but the influence of these categories are clearly lower.

The category *13.1.0* (rank 2) consists of all the articles that cover the expanding or the growth rates of the Schiphol Airport. The construction and the opening of the new runway are part of this category as well and form the greatest part.

Chipshol (3.1.1) should not be confused with the name of the airport. In fact, Chipshol is an area developer that bought a large piece of land in 1993 close to the airport, to construct an office park. On the day of writing, the developer has still not finished his construction and according to Chipshol, the various governments are to blaim. Eventually, the judge court decided that the province, the municipality of Haarlemmermeer and Schiphol Airport had to pay the developer millions of damage repair.

The *noise nuisance because of Schiphol* (24.3.0) contain clearly all of the articles that regard the noise nuisance of the starting and landing airplanes, as well as the attempts of the airport and the municipality to reduce this nuisance. The *Future growth Schiphol* (13.2.0) is about all the future plans the airport or the government has in order to expand. There have been some plans about a sixth or even seventh starting lane.

In the table with the highest news scores of all of the category codes without the Schiphol related articles (table 5.9), we can clearly see the differences with table 5.8. Only 8 out of 10 category codes are represented in this table. In this table we can clearly see the impact of events as Mystery Land or the Floriade.

TABLE 5.9 Top 20 of all the category codes (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	31.3.0	Future house-building	47	179.95
2	8.1.2	Floriade 2002 (during the event)	34	178.46
3	10.3.0	Municipal services (other)	32	131.43
4	6.2.5	(Attempt to) Murder	22	118.18
5	20.3.0	Traffic accidents	22	108.90
6	20.4.0	Other incidents	20	106.09
7	4.1.1	Construction of roads	20	87.06
8	22.5.0	Mystery Land 2007	19	85.43
9	31.2.0	Current housing	25	85.02
10	1.1.2	Calatravabridges (after the opening)	20	78.13
11	8.1.1	Floriade 2002 (before the event)	17	75.33
12	16.3.0	Haarlemmermeer governors (other)	20	71.54
13	99.2.0	Plan for mega-brothel next to the A4	12	69.70
14	8.1.3	Floriade 2002 (after the event)	14	69.67
15	22.2.0	Mystery Land 2004	11	66.83
16	99.4.0	Privatisation of Haarlemmermeer energy supplier	33	61.21
17	21.2.1	Music	14	60.52
18	27.2.0	Horse riding	15	59.32
19	4.2.1	Zuidtangent	9	53.69
20	21.1.0	Art	14	52.57

The *Future house-building*-category (31.3.0) is presented on the first place of this top 20. The municipality of Haarlemmermeer was appointed in 1972 as a place that could accommodate the housing need in the Amsterdam region. Therefore, Haarlemmermeer is known for its high growth in the number of houses. All of the plans for future housing are categorized in this subject.

The Floriade is a horticulture event which is being held every 10 years somewhere in the country. In 2002, this event was in Haarlemmermeer. The articles that cover this event are split up in three specified subjects; before (8.1.1), during (8.1.2) and after the event (8.1.3). Apparently, the event was mostly covered during the event.

The *Municipal services (other)*-category (10.3.0) contains all of the articles that regard the municipals services apart from the local taxes (10.1.0) or marriages (10.2.0).

6.2.5 (Attempt to) Murder speaks for itself. As mentioned earlier, the high rank of this subject does not make Haarlemmermeer a dangerous and unsafe place. In the 'AD Misdaadmeter' (a website that tracks the criminal events in the country), there has been one murder in Haarlemmermeer in 2007, making the place ranked 48, although Haarlemmermeer is the 17th municipality of the Netherlands, based on their population.

The number of traffic accidents are a little more problematic for Haarlemmermeer. If the national highways that run through the municipal borders are also taken into account, than Haarlemmermeer has the most traffic accidents per 1000 inhabitants of the whole country. The accidents on the other roads are not more than average.

News scores for all of the subjects

In this section, the results are shown of all the subjects. This means that some subjects (such as the Floriade 2002 and the Schipholfire) are no longer specified into separate categories. The category codes of this level of results therefore always end up with a zero (xx.xx.0). There are a total number of 90 subjects in the total dataset and 75 subjects in the dataset without Schiphol related articles.

TABLE 5.10 Top 20 of all the subjects, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.1.0	Schipholfire	256	1518.52
2	6.2.0	Criminal events	72	400.12
3	8.1.0	Floriade 2002	65	323.45
4	13.1.0	Current growth Schiphol	50	302.38
5	3.1.0	Business parks	45	241.96
6	24.3.0	Noise nuisance because of Schiphol	38	221.47
7	13.2.0	Future growth Schiphol	42	221.35
8	19.2.0	Future of assistance regions	37	200.94
9	31.3.0	Future house-building	50	196.31
10	5.1.0	Building fraud infrastructure Schiphol	27	145.52
11	4.1.0	Transportation by car	35	139.21
12	10.3.0	Municipal services (other)	32	131.43
13	1.1.0	Calatravabridges	29	121.16
14	29.3.0	Safety Schiphol (other)	20	118.71
15	20.4.0	Other incidents	21	112.16
16	20.3.0	Traffic accidents	22	108.90
17	16.2.0	Mayors	29	107.19
18	31.2.0	Current house-building	26	90.37
19	20.2.0	Other fires	14	87.61
20	22.5.0	Mystery Land 2007	19	85.43

Table 5.10 presents us with the list of all subjects. Obviously, the Schipholfire is also the most newsworthy subject of this list. However, the information that this table provides us, is the prominent position of the Floriade-event. In table 5.8 we saw this event ranked on the eighth place. However, when we take also the news articles before and after the event into account, we find this subject ranked third. The same yields for the subject *6.2.0 Criminal events* (rank 2). This subject covers all the news articles about a crime related event. Apart from (attempt to) murder, these events are, among others, also theft, abuse and drug trafficking.

TABLE 5.11 Top 20 of all the subjects (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	8.1.0	Floriade 2002	65	323.45
2	6.2.0	Criminal events	35	186.03
3	31.3.0	Future house-building	47	179.95
4	10.3.0	Municipal services (other)	32	131.43
5	4.1.0	Transportation by car	33	131.16
6	1.1.0	Calatravabridges	29	121.16
7	20.3.0	Traffic accidents	22	108.90
8	20.4.0	Other incidents	20	106.09
9	16.2.0	Mayors	28	100.89
10	22.5.0	Mystery Land 2007	19	85.43
11	31.2.0	Current house-building	25	85.02
12	23.1.0	Nature	23	83.75
13	21.2.0	Culture	18	80.06
14	16.3.0	Haarlemmermeer governors (other)	20	71.54
15	99.2.0	Plan for mega brothel next to the A4	12	69.70
16	23.2.0	Recreation	15	68.77
17	22.2.0	Mystery Land 2004	11	66.83
18	19.1.0	Emergency services (general)	20	63.77
19	4.2.0	Transportation by bus	12	63.49
20	99.4.0	Privatisation of Haarlemmermeer energy supplier	33	61.21

In the list with subjects without the Schiphol related articles (table 5.11), we find the Floriade-event ranked first. The reason why this subject surpasses *6.2.0 Criminal events*, is because 37 articles within this category are Schiphol-related. The largest part of the

total news score of 6.2.0 (42.2%) consists of articles that are related to the drug trafficking on the airport.

The subject *4.1.0 Transportation by car* covers all the articles that are related to the *Construction of roads*, *Road congestion, Road pricing, Speed limitations* and other articles related to car traffic. The high position on this list, gives us the impression that there is a lot to say about car traffic in Haarlemmermeer. Another subject that has a high ranking is *1.1.0 Calatravabridges*. These bridges were designed by the famous Spanish architect Santiago Calatrava in 1999, and are opened since July 2004.

<u>News scores for all of the media images</u>

The last level of categorizing is that of the *media images*. One of the advantages of this categorization, prior to just (specified) subjects, is that certain events that had an important news impact, but are not likely to happen more often, can be categorized under the category *20.0.0 Incidents*. This category is obviously not a real media image, for no city will be known for its 'incidents'. However, because this category is taken separately, the other media images can be shown more prominently. This category is the exemption on the rule that news images are chosen for finishing the sentence: "by thinking of this subject, the reader of this newspaper will relate the place with…"

All the other news messages that had not enough messages to be categorized in one of the other media images, are covered in the category *99.0.0 Other news*. This category is not shown in the following tables. The reason why the category *Incidents* has not been eliminated from the lists is because the impact of these events provides us information about the severity of the incidents. In total, there are 31 categories within the level of media images. Four of these categories totally consist out of Schiphol related messages, meaning that the other dataset consists of 27 media images.

TABLE 5.12 Top 20 of all the media images, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.0.0	Incidents	313	1827.19
2	13.0.0	Growth Schiphol	103	582.55
3	6.0.0	Crime	85	447.43
4	24.0.0	Nuisance Schiphol	65	382.37
5	8.0.0	Floriade area	73	352.55
6	31.0.0	House-building	91	339.74
7	19.0.0	Emergency services	60	284.03
8	3.0.0	Business parks & Offices	56	279.34
9	4.0.0	Accessibility	55	235.61
10	10.0.0	Municipal services	56	218.90
11	16.0.0	Haarlemmermeer governors	56	212.09
12	22.0.0	Mystery Land	43	209.77
13	29.0.0	Safety Schiphol	37	204.68
14	1.0.0	Architecture	46	169.85
15	5.0.0	Building fraud	33	169.54
16	23.0.0	Nature & Recreation	39	154.04
17	21.0.0	Art & Culture	34	140.75
18	25.0.0	Polders & Pumping stations	35	110.23
19	27.0.0	Sport	27	98.22
20	28.0.0	Strong economy	25	88.50

It already became clear that the Schipholfire is the most important event in this case study. Except from the Schipholfire, the category *20.0.0 Incidents*, which is rated number one in table 5.12, covers this category various other incidents, like traffic accidents or

other fires. Based on the total news score, this category complies 23.2% of all the articles in this study.

The other media images in this top 5 are: *13.0.0 Growth Schiphol* (which covers not only the current, but also the future growth and the possible privatization of the airport), *6.0.0 Crime* (which covers not only the criminal events, but also some general describing crime-related articles concerning Haarlemmermeer), *24.0.0 Nuisance Schiphol* (which consists for 58% out of articles concerning the ground noise nuisance of the airplanes) and *8.0.0 Floriade area*.

The media image *8.0.0 Floriade area* is not only about the event itself that took place on this area in 2002, although it complies 91.7% if this category. Also all the other events that ever took place in this area (except Mystery Land) are a part of this category. Another exception are the articles that are related to the architecture Floriade-pavilion, which is located in this area. These articles belong to the media image *1.0.0 Architecture* (ranked 14).

TABLE 5.13 Top 20 of all the media images (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	8.0.0	Floriade area	72	346.31
2	31.0.0	House-building	87	318.03
3	20.0.0	Incidents	46	238.40
4	6.0.0	Crime	47	227.58
5	4.0.0	Accesibility	50	213.67
6	22.0.0	Mystery Land	43	209.77
7	16.0.0	Haarlemmermeer governors	55	205.79
8	10.0.0	Municipal services	53	202.99
9	1.0.0	Architecture	46	169.85
10	23.0.0	Nature & Recreation	38	152.52
11	21.0.0	Art & Culture	32	132.63
12	25.0.0	Polders & Pumping stations	34	107.50
13	27.0.0	Sport	27	98.22
14	19.0.0	Emergency services	25	88.25
15	30.0.0	Facilities in Haarlemmermeer	15	80.12
16	12.0.0	Growth of the population	20	73.37
17	28.0.0	Strong economy	18	62.99
18	11.0.0	History	17	52.26
19	7.0.0	Sustainability	15	49.32
20	3.0.0	Business parks & Offices	14	47.05

The list without the Schiphol-related articles (table 5.13) shows some major differences with table 5.12, of which a few of them have already been explained. It is noticeable that the category *20.0.0 Incidents* still play an important role in this list, although it has lost an important share of its articles. In this dataset, the category makes up 6% of all the articles.

Another interesting point is that the media image *6.0.0 Crime* now has a lower score than the media image *31.0.0 House-building*, which is ranked second. This means that whenever issues like the drug trafficking on Schiphol are not taken into account in a research about the media messages of Haarlemmermeer, the media image *Crime* is significantly less important. We can say that, because there are only 47 crime related articles left in this dataset over a period of more than eight years, this media image is not a very distinctive one for the rest of Haarlemmermeer.

Another salient thing in this list is the notation of the media image *4.0.0 Accessibility* (rank 5). This category covers all the messages that are related to the various transportation modalities and inform us (directly or indirectly) about the accessibility of Haarlemmermeer. Of course, a great share of this accessibility is generated by the presence of the airport, but it is remarkable that apart from that, there are also messages about for instance a new high speed bus connection (Zuidtangent) or the re-routing of the A9-highway (making the village Badhoevedorp more accessible).

5.4   Stage 3 – Interpretation of the results

5.4.1 Assigning positive or negative associations (Step 3.1)

After all of the articles have been assigned with a positive or negative association, according to the method as explained in subparagraph 4.5.2, it was found that 45.6% of all articles were labelled as 'positive'. This is quite a lot, when this percentage is compared with for instance the Good News Index (GNI) of Zinfo (Zinfo, 2003), who claim that, according to their research, between 9% and 25% of all newspaper messages are 'good' news. Of course, there is a big difference between the judgement of Zinfo on the difference between 'good' and 'bad' news and our approach between 'positive' and 'negative' associations, but it certainly indicates the coverage of Haarlemmermeer in general. This is certainly true, when you consider that as good as any article about the Schipholfire (which account for 15% of all the articles in this case study) was labelled 'negative'.

All of the positivity factors per category are shown in Appendix D, for all the articles and Appendix E, for all the articles that are not related to Schiphol.

5.4.2 Calculating positivity scores (Step 3.2)

The positivity scores for each category were calculated by multiplying the news scores with the corresponding positivity factors. This means that we can rank this list again, but now on the basis of their positivity scores. Just as in subparagraph 5.3.4, for every level of categorizing, the top 20 tables are shown below. The total lists can be found in Appendix F.

Positivity scores for all of the category codes

The obtained results when the lists are ranked on the basis of their positivity score make quite clear that most of the Schipholrelated categories are not very positively covered. In fact, the top 20 of all the category codes (table 5.14) contains as many as two categories that are totally Schiphol related, ranked on place 10 and 11. Keeping in mind that the Schiphol-related categories were the ones that contained the most news coverage (as we saw in table 5.8), we can conclude that most of these categories are not very favourable. Out of 20 categories that were totally Schiphol related, only four of them remained with a positive popularity score. The rest of these categories contained more negative than positive messages.

Another interesting thing is that the number one category code *31.3.0 Future house-building*, did not only score high in tables 3.2 and 3.3, but is also assigned with a high

positivity score. Also the Floriade-related events (8.1.1 and 8.1.2) show quite high positivity scores.

The category *99.4.0 Privatization of a Haarlemmermeer energy supplier* is a special one, for it consists totally out of *Level 2*-articles. The reason for this is the fact that in many articles, there is a reference to this privatization, which happened in 1999. In that year, a local energy supplier was sold by the municipal government to a German company. This was the first time in the Netherlands that a energy supplier became privatized.

Within the subject *Transportation by car*, the specified subject *4.1.1 Construction of roads* (ranked fifth) is provided with a special position. The plans for the re-routing of a major highway and the construction of the new A5-highway are the most important events in this category.

TABLE 5.14 Top 20 of all the category codes, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	50	157.05
2	8.1.1	Floriade 2002 (before the event)	17	75.33
3	8.1.2	Floriade 2002 (during the event)	34	73.48
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.1	Construction of roads	21	57.89
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	21.1.0	Art	15	51.18
9	22.5.0	Mystery Land 2007	19	49.46
10	29.1.0	Preventive body search at Schiphol	10	48.18
11	13.3.0	Privatization Schiphol	11	48.12
12	23.2.2	Sailing	8	43.85
13	1.1.1	Calatravabridges (before the opening)	9	43.03
14	25.2.0	Cruquius-pumping station	10	40.65
15	16.2.2	Mayor Netelenbos	11	39.32
16	14.2.0	Greenhouses	8	37.45
17	26.1.0	Christianity	8	36.45
18	16.3.0	Haarlemmermeer governors (other)	20	35.77
19	12.1.0	Growth of the population (general)	9	30.46
20	99.3.0	Plan for wellness center	6	30.06

TABLE 5.15 Top 20 of all the category codes (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	47	156.98
2	8.1.1	Floriade 2002 (before the event)	17	75.33
3	8.1.2	Floriade 2002 (during the event)	34	73.48
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.1	Construction of roads	20	60.94
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	22.5.0	Mystery Land 2007	19	49.46
9	21.1.0	Art	14	45.06
10	23.2.2	Sailing	8	43.85
11	1.1.1	Calatravabridges (before the opening)	9	43.03
12	25.2.0	Cruquius-pumping station	10	40.65
13	16.2.2	Mayor Netelenbos	11	39.32
14	16.3.0	Haarlemmermeer governors (other)	20	35.77
15	14.2.0	Greenhouses	7	31.96
16	99.3.0	Plan for wellness center	6	30.06
17	27.3.0	Other sports	9	29.74
18	12.1.0	Growth of the population (general)	8	28.43
19	11.2.0	Second World War	6	28.40
20	28.2.0	Employment	11	28.34

As mentioned before, in the list with the top 20 'positive' categories there were only two Schiphol-related categories. Therefore are the tables 5.14 and 5.15 almost the same. In the above top 20, there are only three categories listed that were not present in table 5.14, but their scores and number of articles are not that impressive.

Positivity scores for all of the subjects

When all the subjects are ranked according to their positivity scores (table 5.16), we can see that there are a few subjects ranked high that were previously not there. One example of these subjects is *23.1.0 Nature* (ranked 3), that covers the messages about the various (future) nature reserves of Haarlemmermeer.

Ranked on place 5 and 10, we find the yearly dance event *Mystery Land*. This event is being held on the former Floriade area since 2003. In 2004, there was some more media attention because in that year, football hooligans were threatening that they would disturb the event. Some extra safety measures were taken that year, so after the event there were many articles about the safe atmosphere of the event. The reason why the 2007 edition is in this list, and not the other ones, is because in that year the most newspapers were covered in this research.

In table 5.17 (top 20 op positive subjects, without the Schiphol related articles), the famous bridges of Calatrava are placed 19th, while this subject was in table 5.11 (which contained the same subjects, but then ranked on their news scores) still ranked 6th. The reason for this drop is that there was a lot of negative media coverage about the bridges after the construction, because the whole project has cost the municipality much more than was calculated. Things were getting worse when some bridges began to rust in 2007, which will cost at least another 5 million euro's. However, there are still more positive articles then negative, giving this subject a score of 29.25.

TABLE 5.16 Top 20 of all the subjects, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	50	157.05
2	8.1.0	Floriade 2002	65	144.31
3	23.1.0	Nature	24	71.06
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	22.2.0	Mystery Land 2004	11	54.68
6	4.1.0	Transportation by car	35	51.70
7	27.2.0	Horse riding	15	51.41
8	21.1.0	Art	15	51.18
9	23.2.0	Recreation	15	50.43
10	22.5.0	Mystery Land 2007	19	49.46
11	29.1.0	Preventive body search at Schiphol	10	48.18
12	13.3.0	Privatization Schiphol	11	48.12
13	21.2.0	Culture	19	47.30
14	25.2.0	Cruquius-pumping station	10	40.65
15	14.2.0	Greenhouses	8	37.45
16	26.1.0	Christianity	8	36.45
17	16.3.0	Haarlemmermeer governors (other)	20	35.77
18	16.2.0	Mayors	29	33.27
19	4.2.0	Transportation by bus	12	31.75
20	12.1.0	Growth of the population (general)	9	30.46

TABLE 5.17 Top 20 of all the subjects (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	47	156.98
2	8.1.0	Floriade 2002	65	144.31
3	23.1.0	Nature	23	69.18
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.0	Transportation by car	33	59.62
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	23.2.0	Recreation	15	50.43
9	22.5.0	Mystery Land 2007	19	49.46
10	21.1.0	Art	14	45.06
11	21.2.0	Culture	18	44.48
12	25.2.0	Cruquius-pumping station	10	40.65
13	16.2.0	Mayors	28	36.03
14	16.3.0	Haarlemmermeer governors (other)	20	35.77
15	14.2.0	Greenhouses	7	31.96
16	4.2.0	Transportation by bus	12	31.75
17	99.3.0	Plan for wellness center	6	30.06
18	27.3.0	Other sports	9	29.74
19	1.1.0	Calatravabridges	29	29.25
20	12.1.0	Growth of the population (general)	8	28.43

Positivity scores for all of the media images

The last part of this subparagraph describes the popularity of the media images. This should inform us, according to this approach, which media images are not only valid and believable, but also appealing. We can consider the following media images as media images that were widely covered in quite a positive way, or at least not very negative.

TABLE 5.18 Top 20 of all the media images, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	8.0.0	Floriade area	73	178.69
2	31.0.0	House-building	91	175.47
3	23.0.0	Nature & Recreation	39	122.44
4	22.0.0	Mystery Land	43	121.96
5	21.0.0	Art & Culture	34	99.35
6	4.0.0	Accessibility	55	98.53
7	27.0.0	Sport	27	90.94
8	1.0.0	Architecture	46	88.62
9	25.0.0	Polders & Pumping stations	35	72.44
10	12.0.0	Growth of the population	21	67.52
11	11.0.0	History	18	47.86
12	14.0.0	Agricultural sector	14	47.47
13	16.0.0	Haarlemmermeer governors	56	45.45
14	30.0.0	Facilities in Haarlemmermeer	16	43.23
15	26.0.0	Religions in Haarlemmermeer	9	42.86
16	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
17	7.0.0	Sustainability	15	36.17
18	28.0.0	Strong economy	25	31.86
19	9.0.0	Municipality with high incomes	9	19.41
20	10.0.0	Municipal services	56	15.64

This table (5.18) contains some surprising results. To start: the media images *8.0.0 Floriade area* and *31.0.0 House-building* seem to be the most favourable media images of Haarlemmermeer so far. Media image *23.0.0 Nature & Recreation* is also quite a strong one. This category does not only cover the earlier mentioned subject *Nature*, but

also *Recreation*, a subject that contains messages that describe the various recreation options in Haarlemmermeer, such as cycling or sailing.

Consisting out of 43 articles, the media images *22.0.0 Mystery Land* can also be regarded as a popular media image. This event obtains some (mostly positive) media attention each year, starting from 2003, the first year the event took place in Haarlemmermeer.

The media image *21.0.0 Art & Culture* has also a surprising high position. This category consists out of a great variety of articles, and not specifically one event or exposition that is widely covered.

4.0.0 Accessibility is a media image that has been discussed earlier in this paragraph. The ranking of this media image is surprising, because this category also covers 'negative' issues, such as road pricing, congestion and the problems with the new bus connection, the Zuidtangent

TABLE 5.19 Top 20 of all the media images (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.0.0	House-building	87	179.12
2	8.0.0	Floriade area	72	173.15
3	22.0.0	Mystery Land	43	121.96
4	23.0.0	Nature & Recreation	38	120.41
5	4.0.0	Accessibility	50	102.56
6	21.0.0	Art & Culture	32	91.18
7	27.0.0	Sport	27	90.94
8	1.0.0	Architecture	46	88.62
9	25.0.0	Polders & Pumping stations	34	75.88
10	12.0.0	Growth of the population	20	66.03
11	11.0.0	History	17	52.26
12	28.0.0	Strong economy	18	48.99
13	16.0.0	Haarlemmermeer governors	55	48.64
14	14.0.0	Agricultural sector	13	41.98
15	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
16	30.0.0	Facilities in Haarlemmermeer	15	37.39
17	7.0.0	Sustainability	15	36.17
18	26.0.0	Religions in Haarlemmermeer	5	21.36
19	9.0.0	Municipality with high incomes	9	19.41
20	10.0.0	Municipal services	53	11.49

In the list without Schiphol related articles (table 5.19), we don't see any remarkable differences with table 5.18, which is a remarkable observation indeed. The entire top 13 media images are the same as in table 5.18, with some minor changes in the sequence. This is the final observation that media images that cover many Schiphol related articles, are not at all represented in a list with favourable media images of Haarlemmermeer.

5.4.3 Determining the favourable and unfavourable media images (Step 3.3)

In this step, we will see if the last two conditions for a favourable image (distinctiveness and simplicity) are met for all of the 'positive' images we have obtained so far. We assume that all the media images with negative scores can be regarded as unfavourable anyway. These are also important outcomes of this research, for they often are based on real problems and they can influence the success of the city marketing strategies. The unfavourable images are presented in table 5.20.

TABLE 5.20 Unfavourable media images

	Cat. code	Name	Number of articles	Number of articles*	Total positivity score	Total positivity score*
1	20.0.0	Incidents	313	46	-1698.76	-207.30
2	6.0.0	Crime	85	47	-426.37	-208.21
3	24.0.0	Nuisance Schiphol	65	0	-241.18	0.00
4	3.0.0	Business parks & Offices	56	14	-209.51	-20.16
5	5.0.0	Building fraud	33	5	-169.54	-16.85
6	19.0.0	Emergency services	60	25	-104.15	-24.71
7	15.0.0	Drugs	9	8	-19.15	-16.67
8	2.0.0	Asylum seekers centre Schiphol	10	0	-9.10	0.00
9	13.0.0	Growth Schiphol	103	0	-5.66	0.00
10	29.0.0	Safety Schiphol	37	0	-5.53	0.00
11	18.0.0	High housing prices	9	9	-3.01	-3.01

* = In the dataset without Schiphol related articles

For the determination of the favourable images, we make use of the list with all the media images of the entire dataset (table F.11 in Appendix F) and take only the positive ones. Each positive category is judged on the conditions *'simple'* and *'distinctive'* (table 5.21). This has been done by only one person (undersigned) and therefore these outcomes are of course very questionable. These judgements should be based on opinions formed by a larger group of (involved) key decision makers and experts.

TABLE 5.21 Favourable media images (as judged by B. van de Velde)

	Cat. code	Name	Simple?	Distinctive?	Total positivity score
I	12.0.0	Growth of the population	√	√	67.52
II	8.0.0	Floriade area	±	√	178.69
	22.0.0	Mystery Land	±	√	121.96
	4.0.0	Accessibility	√	±	98.53
	1.0.0	Architecture	√	±	88.62
	30.0.0	Facilities in Haarlemmermeer	√	±	43.23
	28.0.0	Strong economy	√	±	31.86
III	31.0.0	House-building	±	±	175.47
	9.0.0	Municipality with high incomes	±	±	19.41
IV	23.0.0	Nature & Recreation	√	×	122.44
	21.0.0	Art & Culture	√	×	99.35
	27.0.0	Sport	√	×	90.94
	25.0.0	Polders & Pumping stations	×	√	72.44
	17.0.0	H'meer within the Amsterdam Metropolitan Region	×	√	37.57
V	11.0.0	History	±	×	47.86
	14.0.0	Agricultural sector	±	×	47.47
	26.0.0	Religions in Haarlemmermeer	±	×	42.86
	7.0.0	Sustainability	±	×	36.17
	10.0.0	Municipal services	±	×	15.64
VI	16.0.0	Haarlemmermeer governors	×	×	45.45

According to my judgements, the growth of the population would be the most favourable media image of this research. Haarlemmermeer is in fact one of the fastest growing municipalities of the country. This image will not be appealing to everyone, but it informs us about the dynamics of Haarlemmermeer. After all, if there are so many people moving to Haarlemmermeer, than there will probably be a good reason to live in this place.

Although the simplicity of a media image can be judged, according to the complexity of the category or just by the name itself, the distinctiveness is very hard to be determined accurately. However, there are some media images, such as Sports and Arts & Culture, of which every place is at least a bit known. As Haarlemmermeer does not really contain large sports clubs (for instance football) or well known cultural places, I decided that these media images are not distinctive. The category *Sports* contains only 27 articles, of which 60% is about horse riding. Therefore one can better speak of the subject *Horse riding* as an distinctive image, than sports in general. Nature & Recreation is another media image of which it is very hard to be distinctive, especially for an increasingly urbanized area as Haarlemmermeer. The media image *25.0.0 Polders & Pumping stations* was judged as not very simple, as it does not become clear what the added value of these elements are for a (potential) user of the place. The theme *Architecture* was judged as being a bit distinctive. For an image as this, the judgements of various people would probably be very different. For one person, architecture is not distinctive at all, for every city has some sort of special architecture in its buildings. For some other, the architecture of Haarlemmermeer is very distinctive, with the Floriade pavilion and the Calatravabridges as famous examples. More than 71.3% of this media image is about the Calatravabridges, which is in fact quite a distinctive landmark.

5.4.4 Assigning the media images to different target groups (Step 3.4)

As we have discussed in subparagraph 4.5.4, the assigning of the favourable images to certain target groups cannot be done solely by a single person, or not even by a group of city marketers. This process needs to be done in accordance with (representatives of) the important stakeholders of the place and these people should determine what they think about the obtained desired images. Of course, for this process there are more and further elaborated images than just the obtained media images. Additional research, such as questionnaires among local users, is necessary for that. However, we can still try to determine the corresponding target groups for every favourable image, in order to give some general insights about the applicability for each media images. Here, we discuss the first five favourable images of table 5.21

- *Growth of the population;*
  A growing population can be appealing for businesses, for there is also a growing labor force and a growing market for their products. It can also be appealing to residents, for an increase in population often means an increase in the need for housing, which can be favourable for housing prices. This is of course also interesting for investors. More people means also that there will be more facilities in the place in the coming years, which can also be appealing for all kinds of target groups.
- *Floriade area;*
  This area is no longer represented by the horticulture event of 2002. But still, this area is an interesting park to visit, with a few landmarks, such as the pyramid and the pavilion. This can be interesting to visitors. Residents may want to live close to this park, so they can often recreate there.

- *Mystery Land;*
  This event is mainly attracting for younger people. A yearly event within your municipal borders is not likely to be interesting for residents, but it sure is for a special group of visitors.
- *Accessibility;*
  Haarlemmermeer is very accessible by car, by train and by bus. This is of course interesting for businesses and residents, but also for visitors (if they want to visit the place, it can be accessed easily).
- *Architecture;*
  Modern architecture will be interesting for visitors. However, residents and businesses may also want to locate themselves close to landmarks.

5.5   Stage 4 - Evaluation

5.5.1 Evaluating the results (Step 4.1)

In this step, we need answers to questions like: "Do we agree with the obtained favourable and unfavourable images?", "What are the real problems causing the unfavourable images?", "What results can we obtain by using the favourable images?". The answers to this kind of questions are clearly up to the local decision makers and are outside the scope of this thesis.

5.5.1 Managing the messages (Step 4.2)

One of the most important outcomes of this case study was the negative influence of the Schiphol airport on the news coverage of Haarlemmermeer. Public relations people should be aware of this fact and think of strategies how to ease these effects. A few of these strategies are named in subparagraph 3.4.4.

We should be aware of the fact that image management is an on-going process and takes a long-term approach. Images cannot be changed easily and this change occurs often very slowly. Therefore it is important to research the media patterns once in a while. This will give some insights on how the images are changing and if the undertaken strategies are successful. It will probably also provide some new challenges and new real-life problems that need to be worked on.

Another important thing is that a media image is really something different from an image in general. Therefore, Haarlemmermeer should also do some further research to get to know their image, their challenges and the needs and wants of their city users.

5.6   Conclusion

In this chapter we have tested the roadmap of the media image research, as presented in figure 4.1, on the media messages about the municipality of Haarlemmermeer. We have seen that the determination of news scores and categories as objective as possible has led to some media images that were predominantly in the news. We have seen that a certain incident, such as the Schipholfire, can form a great part of the coverage of a place. By determining specific issues, in this case the Schiphol airport, we can see the difference in news coverage with or without this issue, by setting up two separate

databases We have seen that the influence on the news coverage of Schiphol was very large in Haarlemmermeer was mainly negatively covered. We have observed the nature of every article and calculated the positivity scores. By doing this, we obtained the media images that were both predominantly in the news as positively covered.

The obtained results are hard to be interpreted objectively, for this is the first time that the roadmap has been tested. When more cities have been tested, we can see what scores are normal for common images such as *Sports*, *Architecture* and *Arts & Culture*. If we know these benchmarks, we can improve our determination of distinctiveness in stage 5.4.3. Another drawback is that there might be discrepancies in the dataset. Not only because sometimes important information (such as the number of words, or the location in the newspaper) were missing, but also because some articles that do cover an event in the municipality were not covered, because there was not one of the keywords in it. There were many more articles that were Schiphol related, but did not contain (one of the) keywords that are involved with Haarlemmermeer. The assumption has been made that because this keyword is missing, there is no relation between the event and Schiphol. However, if this assumption is true, will this then be true for all articles that are Schiphol related (even if they did contain one of the keywords)? We don't have an answer to this question. The last drawback is that starting from stage 3, the processing of the obtained results and the determination of favourable and unfavourable images cannot be done objectively. This problem can partly be solved by involving much people in this stage and by comparing their opinions.

Despite of these drawbacks, I do believe that this roadmap can provide a valuable approach of doing media image research. It will at least be able to generate new insights, for instance of media images that cities were previously not aware of. It can also provide general insights on the quantity of the news coverage of the city, by comparing the news scores of various events. Last but not least, it provides a method to determine the nature of the media images, giving cities the opportunity to observe the share of negative news coverage.

6   Conclusions and recommendations

6.1   Introduction

In this chapter, the observable outcomes for my research objectives are presented and then, on the basis of these outcomes, my research question will be answered (paragraph 6.2). After this, some recommendations will be given for city's decision makers and for possibilities for further research in paragraph 6.3.

6.2   Answering research objectives and research question

The research objectives and research question of the first chapter will be repeated in this paragraph. To be able to answer the research question, the observable outcomes for my research objectives will be discussed first.

- o *To develop a workable definition of a city's image*

We have defined a city image as 'a set of collective city perceptions that form a common denominator within a specific target group or the entire community'. These collective city perceptions are formed by a group of individuals in their mind. We have defined a city perception as 'the visualization of a place by an individual making use of his/her human senses'.

We have discussed that city images can be divided in internal or external city images. With internal images we mean those city images that occur within the current group of users of the place. External images are, consequently, the city images that occur within the target groups that are not (yet) users of the place.

Finally, we have defined a desired image as one of the city images that are desired to be achieved (or preserved) by the community.

- o *To identify the elements that contribute to the creation of various images and the process of this creation*

Because we have defined city images as a set of collective city perceptions, we have discussed first the elements that contribute to the creation of city perceptions. The framework that we have used in order to understand this creation and this process (figure 9.1), showed that these elements can be all of the available information about a place, such as media resources, experiences and associations from the individual or related people and books.

We have identified the (unconscious) process of this creation in two steps: First, the individual makes a selection of all the available information and second, the selected information is replaced with subjective observations, opinions and judgements to a general perception of the place.

FIGURE 9.1 The role of the media within the construction of a perception
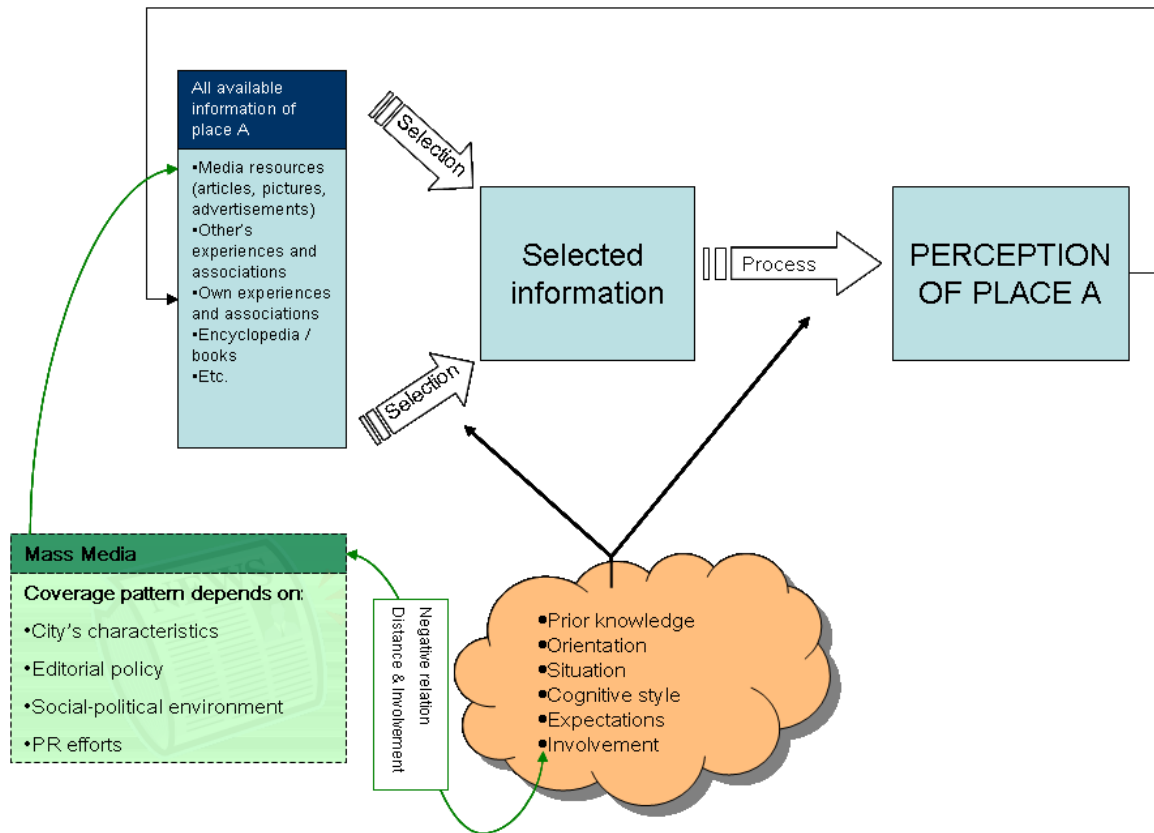
Both the selection of the available information and the processing of this selected information, are subject to some personal factors of the individual, such as the prior knowledge about the place or his/hers cognitive style.

- *To stress the importance of knowing the city's media image for decision makers*

We have observed that it is said that people usually hesitate to invest in, move to or visit cities that are covered mainly in relation to crime, poverty or social disorder. Media images can influence (positively or negatively) the success of a city marketing policy, because media images can favour or harm the decisions made by potential target groups. We have discussed that this has implications for the general public, national or local decision makers and the inhabitants or other users of the city.

- *To identify the role of the media within the construction of an image*

As depicted in figure 9.1, the media is obviously one of the available information sources in the formation of a person's perception. The role of the media in the creation of a perception will get more important, whenever a person is less involved with a place. For instance, inhabitants will be able to verify the media messages from one-hand sources and will usually attach less value to these messages.

We have discussed that the mass media sends certain media images, which can influence the public opinion. This media images can be biased, because often

newspaper tend to write memorable stories (and therefore disregard common events, or write in a sensationalistic way) and sometimes aim to influence the public opinion. We can identify four groups of factors that contribute to the construction of media images, namely: the city's characteristics, editorial policy of the media, social-political environment of the city and the public relations efforts of the city.

  o   *To discuss to which extent a media image can be used as a general indicator of a city's image*

We discussed in an earlier stage that there are many factors contributing to the formation of a city image, than just the media. First of all, there are much more information sources available of which people form their choices. Secondly, the human decision-making system is so complex that it depends on many psychological factors whether a media message will contribute to their perceptions. Therefore, we can say that a media image can*not* be used as a general indicator of a city's image.

However, this doesn't make a media image research entirely useless. We have discussed that images have to comply with multiple conditions in order to become a favourable (or desired) image. An image needs to be valuable, believable, simple, appealing and distinctive. Especially for the first two conditions, the media image research can indicate these images. Media images are often based on true events and based on the opinions of newspeople (they determine what they find believable). Also the appealing character of a media images can be discovered by looking at the nature of the messages that form this media image. Nonetheless, further research, such as questionnaires, is needed to determine the real images of a city.

Another argument that supports the applicability of the media image research lies in the fact that the media becomes more important as a first-hand source for less involved groups. This means that a media image research will serve as a better (but far from perfect) indicator for the discovery of the external images. One has to keep in mind, though, that external images and media images are by no means substitutes.

  o   *To identify some strategies a city can undertake in order to improve their media images*

We have discussed three sets of strategies that cities can undertake, in order to improve their media images. First of all, from the Strategic Image Management-approach we have learned the conditions that a media image needs to comply to in order to be one of the desired images for a city. An desired image needs to be valid, believable, simple, appealing and distinctive.

City branding provides a method that aims to improve intentional and unintentional messages about the city, in order to positively influence the tertiary communication about the city. This means that the management of all these images also needs to cover the primary communication (such as the cityscape and the city's behaviour). This method is interesting for the evaluating phase of the media image research, where the underlying factors of the obtained (un)favourable media images are being discussed and strategies that are needed to deal with these images are determined.
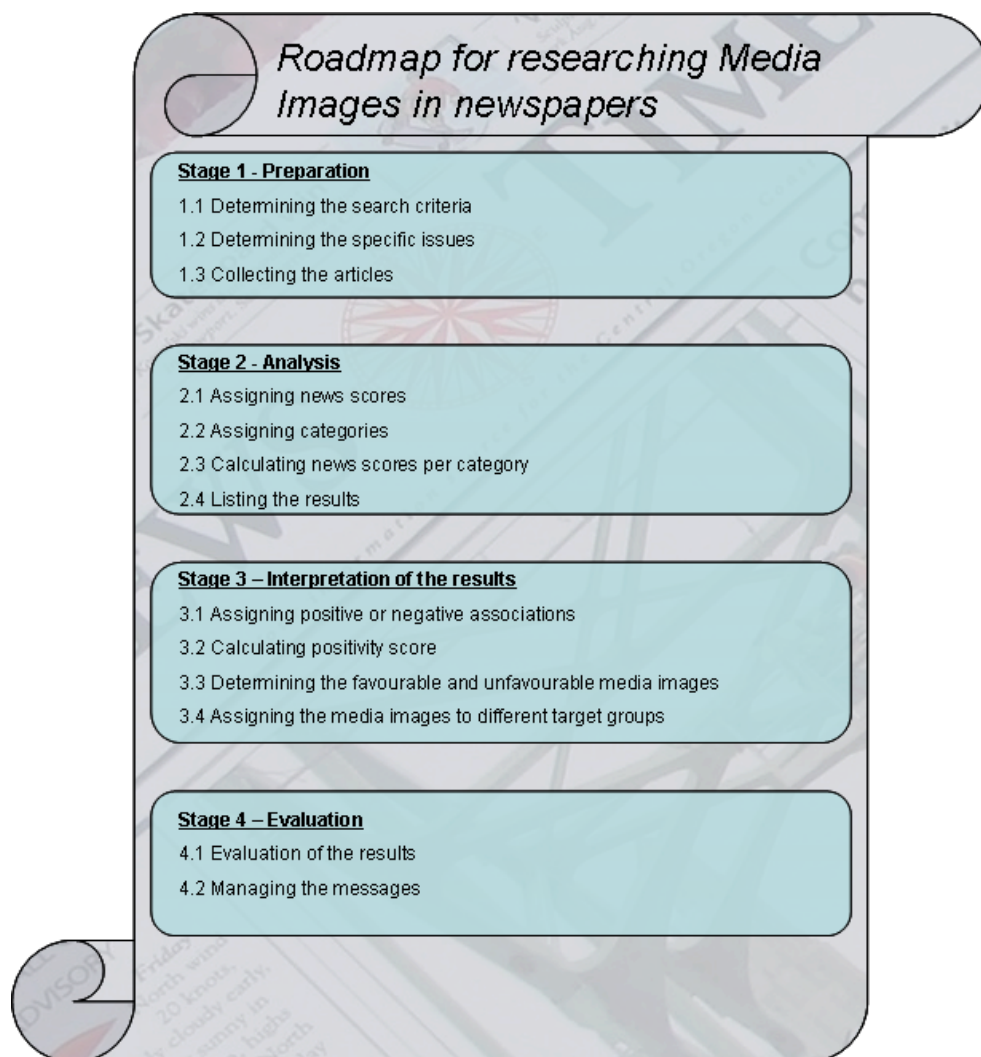
Finally, we have discussed the nine strategies to improve media images that are provided by the work of Avraham.

o *To develop a generally applicable roadmap to do media research and to discuss its usefulness*

The roadmap that has been developed for this research has been introduced and explained in chapter 4, and is depicted (again) in figure 9.2 The roadmap consist out of four stages, that the researchers should go through in order to obtain insights on the (un)favourable media images of a city and the news coverage of the city in newspapers.

In the preparation-stage, the news articles are collected according to pre-determined conditions. In the analysis, these articles are quantified and subjects and media images are assigned to each article. The quantification of the articles and the categories has been done as objectively as possible, depending on certain characteristics of the articles and the newspapers. In the third stage, the results of the analysis are interpreted in such a way that we can determine the favourable and unfavourable media images of the city. Finally, the evaluation-stage is necessary in order to discuss how to deal with the obtained media images.

FIGURE 9.2 The roadmap for researching media images in newspapers

Roadmap for researching Media Images in newspapers

Stage 1 - Preparation
1.1 Determining the search criteria
1.2 Determining the specific issues
1.3 Collecting the articles

Stage 2 - Analysis
2.1 Assigning news scores
2.2 Assigning categories
2.3 Calculating news scores per category
2.4 Listing the results

Stage 3 – Interpretation of the results
3.1 Assigning positive or negative associations
3.2 Calculating positivity score
3.3 Determining the favourable and unfavourable media images
3.4 Assigning the media images to different target groups

Stage 4 – Evaluation
4.1 Evaluation of the results
4.2 Managing the messages

o *To refine the constructed roadmap towards different target groups*

The refinement of the obtained media images towards different target groups is implicitly part of the third stage of the media image research. We have discussed that usually these images can be aimed at four kinds of target groups: (potential) residents, (potential) businesses, (potential) visitors and (potential) investors, which all have specific needs and wants. Also, other important target groups can be distinguished, that are especially relevant for the city. However, this refinement should not be done by a single researcher, but together with the involvement of a large group of city's decision makers *and* representatives of the target groups themselves.

Finally, I will try to answer my research question:

> **"What is the role of the media in the construction of city images and how can we develop a valuable and generally applicable media image research?"**

The media is able to give options for city's decision makers to determine which images are important. This role has been discussed and visualized in the framework of figure 9.1. The role of the media is further elaborated in the fourth and fifth research objective. The influence of the media in the construction of city images is undeniable. Certain groups, especially the less involved, form their perception for a great part on basis of media messages. Others might bring more differentiation in the selection of available information for their perceptions. These are for instance the more involved groups that are able to verify the media images from real-life examples, or individuals that have a field-independent cognitive style and will select much more information, such as experiences and associations of other people, books, encyclopaedia and so on. However, we do not know exactly what the impact of certain media images is and how they influence the decisions of people. Therefore, media images should never be confused with real-life images, for they are by no mean substitutes.

The developed roadmap (figure 9.1) was constructed in such a way that the obtained media images should reflect as objectively as possible the real media images. This has been done by assigning news scores based on the characteristics of the article and by looking at the nature of the articles in relation to the researched place. The generally applicability is limited to a media image research that only covers newspapers, but it should be applicable to every place (Dutch as non-Dutch) on any spatial scale. However, because in this approach, as good as every relevant article in a given period is researched, the approach might not be useful to very large cities or regions, just for practical reasons. The media image research should also be useful for cities that have to deal with specific issues, such as large attraction factors or airports, and want to know the impact of these issues.

6.3 Recommendations

6.3.1 Recommendations for city's decision makers

I recommend to city's decision makers that are responsible for city marketing, to perform many researches in order to get acquainted with the various images of the city. This

means that this media research should be performed in accordance with many other researches, such as questionnaires for inhabitants and businesses within your place (for the internal images) or surveys and identity researches for the external images. Another interesting category to question will be the commuters. They represent the group that deliberatively chooses to work in your place, but they do not want to live there. Their reasons for this choice can be interesting. For the outcomes of the media image research, it is very important to align these with the results of the other researches. Furthermore, it should be important to define the underlying factors that are causing these images. The city branding approach of Mihalis Kavaratzis (2008) might be interesting in this sense. One cannot influence directly the media, but the primary and secondary communication that send messages to the tertiary communication sources (media and word of mouth) can be controlled by city's decision makers. The outcomes and the determination of the favourable images that will be communicated to draw the attention of potential target groups should be determined in close accordance with the relevant stakeholders. Next, it is important that the whole community (starting with the municipal organization) should get acquainted with the desired images, in order to communicate these images effectively. Finally, one should take into consideration that city marketing is a long-term approach, and results (in perceptions or in the decisions of potential city users) will come very slowly and cannot be guaranteed. However, the acknowledgements of the various studies and the implementation of the right strategies should be the appropriate mix to eventually effectuate changes. These researches need to be done every few years, to see what the changes are in the perceptions of people and to indicate the challenges that new (un)favourable images bring along.

6.3.2 Recommendations for further research

The provided roadmap is developed on the basis of just one place; Haarlemmermeer. When this approach has been tested on various cities, there might be coming new insights to change certain steps or stages. For example, the determination of the media scores has in some cases been done quite arbitrarily. Adjustments might be needed to get more accurate results. Testing this roadmap on more cities will also be useful to be able to create certain benchmarks for common categories. By doing this, we will be able to identify the distinctiveness of common media images, such as *Sports*, *Art & Culture* or *Architecture*, by comparing the positivity scores with other places. Also further research might be needed on how to involve the local community with the results of the media image research in the third stage.

This media image research was only based on one source of media: the newspapers. Further research might be needed to indicate the influence of other sources of media, such as the television, internet, etc. However, we believe that so far, the newspapers are the most important catalysts of media images. This statement is confirmed by Richard A. Lee (2008) and is, in my opinion, an appropriate closure of this thesis:

"We live in the television age, surrounded by other, old and new forms of electronic journalism, but newspapers still do most of the original reporting. (…) In America's cities and towns, the local newspaper sets the agenda. A few major newspapers do the same for the national news media. Of all the participants in the news business, none is remotely as committed to covering news as the country's daily papers." (Lee, 2008).

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- http://www.ad.nl/misdaadmeter

- http://academic.lexisnexis.nl/eur

- http://www.hoi-online.nl

Appendices

A   Articles

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1	05/01/2000	HAARLEMMERMEER BOOS OVER REKENINGRIJDEN	Telegraaf	4.1.3	1	296	3	6.54
2	07/01/2000	Liberaliseren is concept van gezond verstand	NRC Handelsblad	99.4.0	2	2467	3	1.65
3	08/01/2000	Poolwind tegen liberalisering'; EU-commisaris Bolkestein hekelt houding van PvdA	Trouw	99.4.0	2	388	3	1.29
4	08/01/2000	Bolkestein bespeurt anti-markt-'poolwind'	Volkskrant	99.4.0	2	310	2	2.81
5	10/01/2000	Gemeenten willen af van nutssector	NRC Handelsblad	99.4.0	2	1116	2	2.65
6	15/01/2000	Ongebreideld privatiseren is fout	NRC Handelsblad	99.4.0	2	1335	3	1.65
7	19/01/2000	Electrabel ontevreden over Nederlandse stroombeurs	NRC Handelsblad	99.4.0	2	427	3	1.65
8	24/01/2000	Nieuw overlegplatform Schiphol	Trouw	13.1.0	1	220	2	5.89
9	27/01/2000	Goed toezicht is de crux bij privatiseren	NRC Handelsblad	99.4.0	2	1600	3	1.65
10	29/01/2000	TOERISTENBELASTING ERGERT HORECABOND	Telegraaf	10.1.1	2	195	3	2.84
11	04/02/2000	NRE	Trouw	99.4.0	2	64	3	1.29
12	05/02/2000	Eindhoven verkoopt zijn nutsbedrijf	NRC Handelsblad	99.4.0	2	144	3	1.65
13	07/02/2000	Declaraties	Volkskrant	16.2.4	1	467	3	5.76
14	11/02/2000	Politie Haarlemmermeer vraagt hulp Amsterdam	Trouw	6.2.1	1	38	3	4.44
15	11/02/2000	Hoe ver kun je gaan met wobben?	Volkskrant	16.2.4	2	999	3	1.81
16	12/02/2000	Beroep op de WOB is niet zelden legitiem	NRC Handelsblad	16.2.4	2	894	3	1.65
17	12/02/2000	Verkeersongeval op N 207 eist twee levens	Volkskrant	20.3.0	1	62	3	5.11
18	14/02/2000	Verdachten overvallen aangehouden	Trouw	6.2.1	1	60	2	5.54
19	15/02/2000	GETOUWTREK OM WOONBOTEN ZWANENBURG	Telegraaf	13.1.0	1	192	3	6.44
20	16/02/2000	RECHERCHE PAKT OUD-INFORMANT VAN IRT OP CHRIS J. VERDACHT VAN COCANESMOKKEL	Telegraaf	6.1.0	2	397	3	2.84
21	16/02/2000	Rekeningrijden blijft onzeker	NRC Handelsblad	4.1.3	2	827	2	2.65
22	17/02/2000	VERKLIKKER NU ZELF DE KLOS, PRAATGRAGE IRT-INFORMANT ZWIJGT NA ZIJN ARRESTATIE IN ALLE TALEN	Telegraaf	6.1.0	2	739	3	2.84
23	17/02/2000	ICT-BEDRIJVEN BLIJVEN WEG	Telegraaf	28.2.0	1	83	3	6.24
24	17/02/2000	Meer cocaine op Schiphol gepakt	NRC Handelsblad	6.2.2	1	89	2	6.05
25	18/02/2000	EXTRA GELD A'DAM VOOR FLORIADE	Telegraaf	8.1.1	1	88	3	6.24
26	18/02/2000	Haider op Schiphol: even geen tekst	NRC Handelsblad	99.6.0	1	367	2	6.45
27	21/02/2000	Als wethouder leef je echt in een glazen huis'	Volkskrant	16.2.4	2	646	2	2.81
28	24/02/2000	Puzzelen op een bol; Restauratie van oude globes	NRC Handelsblad	11.1.0	2	815	3	1.65
29	24/02/2000	Kabelbedrijf weer in Nederlandse handen	NRC Handelsblad	99.4.0	2	119	3	1.65
30	28/02/2000	Dig Istha, vertolker van al uw boodschappen; Een revolverheld gespecialiseerd in crisissituaties	NRC Handelsblad	13.1.0	2	1946	2	2.65
31	29/02/2000	Bouwen aan een glazen kap voor de Floriade	Trouw	8.1.1	1	90	3	4.69
32	03/03/2000	Het externe belang	Volkskrant	16.2.4	2	814	3	1.81
33	10/03/2000	Noord-Holland wil meer waterberging	Trouw	23.1.3	2	99	3	1.29
34	17/03/2000	Volwassen vrouw mag geadopteerd	Volkskrant	99.6.0	1	414	3	5.66
35	21/03/2000	Noodkreet van energiebedrijven	NRC Handelsblad	99.4.0	2	816	3	1.65
36	22/03/2000	HAARLEMMERMEER BETAALT EXTEREN EXPERTS fl40 MLN.	Telegraaf	10.3.0	1	347	3	6.64
37	23/03/2000	Meer groen, meer verkeer: ja, het kan	Trouw	23.1.1	2	857	3	1.29
38	23/03/2000	Ambtenaren beloond voor vinden nieuwe collega	Volkskrant	10.3.0	1	68	3	5.11
39	30/03/2000	BIENNALE (2)	NRC Handelsblad	31.1.0	2	1171	3	1.65
40	31/03/2000	Consument kan al in 2004 zelf kiezen voor gasleverancier	Volkskrant	99.4.0	2	458	2	2.81
41	04/04/2000	AFSTOFCAMPAGNE?	Volkskrant	10.3.0	1	782	3	6.06
42	05/04/2000	Belagers Daniel probeerden al eerder iemand te doden	Trouw	6.2.5	2	341	2	2.29
43	08/04/2000	Agressief na drankgebruik ; Belagers Daniel van Cotthem hebben behoorlijk strafblad	Trouw	6.2.5	2	508	3	1.29
44	20/04/2000	HAARLEMMERMEER HELPT HONGAREN BIJ WATERSNOOD	Telegraaf	19.1.1	1	89	3	6.29
45	21/04/2000	Dochter SGP'er doet aangifte van ontucht	Trouw	16.3.0	1	54	2	5.54
46	26/04/2000	Rechtszaak tegen eigenaren Bulderbos	Trouw	13.1.0	1	119	3	4.79
47	26/04/2000	Schiphol begint Bulderbosproces	NRC Handelsblad	13.1.0	1	99	3	5.09
48	26/04/2000	Huis minister Netelenbos onder politiebewaking	Volkskrant	99.6.0	1	65	3	5.11
49	26/04/2000	Kunst straks in Tweede Kamer of op de Floriade'	Volkskrant	8.1.1	1	164	3	5.36
50	28/04/2000	Hilversum duurste gemeente	Trouw	10.1.2	2	262	3	1.29
51	28/04/2000	Politie arresteert ook zoon SGP-secretaris op verdenking van ontucht	Volkskrant	16.3.0	1	488	2	6.76
52	06/05/2000	ZATERDAG 6 MEI	Trouw	27.3.0	2	304	3	1.29
53	12/05/2000	Drievoudige moord in kringen van Ierse gangsters	NRC Handelsblad	6.1.0	2	978	3	1.64
54	12/05/2000	NS met rug tegen de muur door neprekeningen	Volkskrant	5.1.0	1	335	2	6.56
55	13/05/2000	Stoomgemaal	Volkskrant	25.2.0	1	743	3	6.01
56	15/05/2000	LANDMACHT INSPECTEERDE FIREWORKS IEDER JAAR	Telegraaf	99.6.0	2	476	3	2.89
57	15/05/2000	Fireworks 'kleine jongen'; Vuurwerkopslag; 'Reeks menselijke fouten of sabotage'	Trouw	99.6.0	2	854	2	2.29
58	16/05/2000	Extra controle bij vuurwerkfabriek Lijnden	Trouw	99.6.0	1	34	3	4.44
59	16/05/2000	Boodschap meestal: 'slaap maar rustig'	Volkskrant	99.6.0	2	759	2	2.81
60	17/05/2000	Pronk: meer meetpunten rond Schiphol	Volkskrant	24.3.0	1	436	3	5.71
61	18/05/2000	Maastricht beter	Trouw	9.0.0	2	259	3	1.29
62	19/05/2000	Onduidelijk waaraan honden overleden	Trouw	99.6.0	2	91	3	1.29
63	25/05/2000	GROOT DRIEDAAGS FESTIVAL MET 550 MISICI - HOOFDDORP MEER EN MEER JAZZSTAD	Telegraaf	21.2.1	1	485	3	6.84
64	26/05/2000	SLIMME ZEBRA ZIET ALLES	Telegraaf	99.6.0	1	123	3	6.39
65	26/05/2000	Bruggen van Calatrava	NRC Handelsblad	1.1.1	1	144	3	5.19

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
66	27/05/2000	De Amerikaanse uitdaging; Globalisering zet het vertrouwde poldermodel terecht onder druk	NRC Handelsblad	28.1.0	2	2072	3	1.64
67	31/05/2000	HAARLEMMERMEER WIL AF VAN OVERLAST PLAN OMLEIDING A9 BIJ BADHOEVEDORP	Telegraaf	4.1.1	1	436	3	6.79
68	31/05/2000	Assendelft vreest geluidsisolatie	NRC Handelsblad	24.3.0	1	656	2	6.79
69	03/06/2000	Woonschepen moeten wijken	NRC Handelsblad	13.1.0	1	135	2	6.14
70	03/06/2000	Woonschepen moeten weg rond Schiphol	Volkskrant	13.1.0	1	160	3	5.36
71	15/06/2000	POLITIE KENNEMERLAND TEGEN KLEINER KORPS	Telegraaf	19.2.0	1	329	3	6.64
72	15/06/2000	Dorpsbewoners geloven niets van milieubeloften	NRC Handelsblad	24.5.0	1	472	3	5.59
73	17/06/2000	Springruiter Voorn neemt optie op titel	Volkskrant	27.2.0	2	228	3	1.81
74	22/06/2000	Burgemeesters tegen herindeling	Trouw	19.2.0	2	119	3	1.29
75	22/06/2000	Eindhovens nutsbedrijf in Spaans bezit; Koopsom 890 mln gulden	NRC Handelsblad	99.4.0	2	414	3	1.64
76	23/06/2000	Nijpend tekort aan huisartsen; Verzekeraars trekken geld uit om beginnende dokters in regio Haarlem aan praktijk te helpen	Trouw	99.6.0	2	503	3	1.29
77	24/06/2000	FLORIADE 2002 KRIJGT VORM	Telegraaf	8.1.1	1	666	3	7.04
78	26/06/2000	Nieuwe grachten zijn knusse plekken	Volkskrant	25.3.0	2	713	3	1.81
79	27/06/2000	Eerdere verkoop nutsbedrijven	NRC Handelsblad	99.4.0	2	424	3	1.64
80	28/06/2000	ENERGIEBEDRIJF WERKT HARD AAN EXPANSIE EN NAAMSBEKENDHEID - ESSENT BINNEN TWEE JAAR EEN EUROPESE TOPSPELER	Telegraaf	99.4.0	2	664	3	2.89
81	28/06/2000	Ethisch reveil verliest van elektronica; Biennale Architectuur; Het heelal het nieuwe jachtterrein van de architectuur	Trouw	8.1.1	2	1692	3	1.29
82	29/06/2000	DAG VAN DE ARCHITECTUUR - REGIONALE BOUWKUNST CENTRAAL	Telegraaf	31.3.0	1	334	3	6.64
83	29/06/2000	HAARLEMMERMEER WIL EEN NIEUWE HULPREGIO	Telegraaf	19.2.0	1	266	3	6.59
84	30/06/2000	Zwanenburg alleen voor bedrijven'	Volkskrant	24.3.0	1	444	2	6.71
85	01/07/2000	STAMBOOM UIT DE DUIM	Telegraaf	11.1.0	2	1714	3	2.98
86	14/07/2000	Schiphol: verplaats het Bulderbos	Trouw	13.1.0	1	87	3	4.70
87	15/07/2000	Aalsmeer; Elke avond gratis op de tv	Volkskrant	11.1.0	2	2390	3	1.81
88	26/07/2000	Hoe beleven Zwanenburgers de vliegramp?	Trouw	99.6.0	1	479	3	5.25
89	26/07/2000	Netelenbos geeft garantie voor 2de Coentunnel	NRC Handelsblad	4.1.3	2	308	1	3.62
90	26/07/2000	Bouw tweede Coentunnel gegarandeerd	Volkskrant	4.1.3	2	464	2	2.81
91	27/07/2000	Bruidspaar naar Schiphol met politieauto	Trouw	20.3.0	2	65	2	2.30
92	29/07/2000	Hoofddorp onderzoekt omlegging van A9	Trouw	4.1.1	1	80	3	4.65
93	02/08/2000	Door Vijfhuizen loopt binnenkort lichtvoetige grasstraat	Trouw	31.2.0	1	354	2	6.10
94	02/08/2000	Ceteco' zet aan tot verkopen in energiesector	NRC Handelsblad	99.4.0	2	1019	3	1.62
95	10/08/2000	Eneco: privatiseren zonder dollartekens in de ogen; Topman Ronald Blom ziet weinig in beursgang	NRC Handelsblad	99.4.0	2	1673	3	1.62
96	10/08/2000	Energiebedrijf Eneco wordt snel geprivatiseerd	NRC Handelsblad	99.4.0	2	405	3	1.62
97	12/08/2000	De eenzame ambtenaar; Wie wil zich nog aan de publieke zaak wijden?	NRC Handelsblad	10.3.0	2	3302	3	1.62
98	15/08/2000	Twaalf computerdieven aangehouden op Schiphol	Volkskrant	6.2.1	1	84	2	6.21
99	17/08/2000	Rederij Enkhuizen bestrijdt aanslag toeristenbelasting	Volkskrant	10.1.1	2	525	3	1.81
100	22/08/2000	Maastricht verkoopt nutsbedrijf; Opbrengst half miljard	NRC Handelsblad	99.4.0	2	549	3	1.62
101	25/08/2000	WATERPLANT FATAAL VOOR VIS	Telegraaf	23.1.4	1	130	3	6.48
102	02/09/2000	Een punt in zee	Trouw	13.2.0	2	5274	3	1.30
103	02/09/2000	Nat	Volkskrant	99.6.0	2	581	3	1.81
104	09/09/2000	Haarlemmermeer tegen verkleersplan	Trouw	4.1.3	1	49	3	4.50
105	09/09/2000	Overheden zijn verdeeld over plan Netelenbos	NRC Handelsblad	4.1.3	2	334	3	1.62
106	13/09/2000	TUINDERS WILLEN GLAZEN STAD OP HET WATER	Telegraaf	14.2.0	1	302	3	6.73
107	22/09/2000	Haarlemmermeer wijst spitstarief af	Volkskrant	4.1.3	1	121	3	5.31
108	23/09/2000	FLORIADE KRIJGT VORM	Telegraaf	8.1.1	1	126	3	6.48
109	25/09/2000	Duits RWE koopt Brits waterbedrijf voor 22 miljard	NRC Handelsblad	99.4.0	2	415	3	1.62
110	26/09/2000	Het natuurlijke monopolie	NRC Handelsblad	99.4.0	2	921	3	1.62
111	05/10/2000	Boete dreigt voor lawaai Schiphol	Volkskrant	24.3.0	1	133	2	6.29
112	07/10/2000	AMSTERDAM HET SOEPELST VOOR BIJSTANDTREKKER	Telegraaf	10.3.0	2	294	3	2.87
113	07/10/2000	Amsterdam het meest coulant voor mensen met bijstandsuitkering	Volkskrant	10.3.0	2	416	3	1.79
114	24/10/2000	Meer mankracht voor aanpak drugsmokkel	Volkskrant	6.2.2	1	91	2	6.24
115	24/10/2000	Schiphol krijgt boete van half miljoen na geluidshinder	Volkskrant	24.3.0	1	443	3	5.69
116	26/10/2000	BEDACHT LANDSCHAP	Volkskrant	31.1.0	1	469	3	5.74
117	28/10/2000	Groei verschilt sterk per regio	NRC Handelsblad	28.2.0	1	326	1	7.38
118	28/10/2000	Polderwonder ligt beneden NAP	NRC Handelsblad	28.2.0	2	824	2	2.63
119	03/11/2000	SCHIPOL MOET NIET ZEUREN	Volkskrant	13.2.0	1	824	3	6.09
120	08/11/2000	Energiebedrijf Essent biedt mee op Remu	NRC Handelsblad	99.4.0	2	482	3	1.63
121	14/11/2000	Woon-werkwoningen waarin niet wordt gewerkt	Trouw	99.6.0	2	363	3	1.30
122	20/11/2000	Wijkraad in de kinderschoenen	Trouw	99.6.0	1	793	3	5.55
123	22/11/2000	MILJOENENSUBSIDIE WOONWIJK IN GEVAAR. BOUWSTOP WEGENS PERSONEELTEKORT	Telegraaf	31.2.0	1	345	3	6.67
124	25/11/2000	ONDERZOEK NAAR OMLEGGEN A9 BIJ BADHOEVEDORP	Telegraaf	4.1.1	1	88	3	6.27
125	25/11/2000	New York aan de Noordzee; Metropool	Trouw	17.1.0	2	1784	3	1.30
126	25/11/2000	Pronk: Bouwen in randen Groene Hart; Ruimtelijke ordening	Trouw	31.3.0	2	526	1	3.30
127	25/11/2000	Steun voor onderzoek naar omleggen A9	Trouw	4.1.1	1	56	2	5.55
128	28/11/2000	Viervoetige vogelverschrikkers	Volkskrant	99.6.0	1	68	3	5.09
129	02/12/2000	Netelenbos eist liberalisering van taxivervoer rond Schiphol	Volkskrant	99.6.0	2	484	2	2.79
130	02/12/2000	Leeg Lijnden	Volkskrant	31.1.0	1	2120	3	6.79
131	06/12/2000	OMGELEGDE VEILINGWEG KRIJGT DOELGROEPSTROOK	Telegraaf	4.1.2	2	214	3	2.87

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132	06/12/2000	Verkoop van Remu mogelijk gestuit	NRC Handelsblad	99.4.0	2	379	3	1.63
133	08/12/2000	ASIELTENTEN OP LANDGOED BIJ LISSERBROEK	Telegraaf	2.0.0	1	125	3	6.37
134	08/12/2000	Raad tegen privatisering van Remu; Rel Utrechts nutsbedrijf	NRC Handelsblad	99.4.0	2	403	2	2.63
135	09/12/2000	Zeven jaar cel geeist tegen douanier Schiphol	Volkskrant	6.2.2	1	69	3	5.09
136	13/12/2000	Asielcentra zitten vol: 300 per week erbij	Trouw	2.0.0	2	341	2	2.30
137	16/12/2000	AKKOORD OVER NIEUWBOUW LANGS RAND GROEN HART	Telegraaf	31.3.0	2	426	3	2.87
138	19/12/2000	Water vasthouden in Randstad' ; Hoogheemraadschap Rijnland wil extreem droge zomers kunnen opvangen	NRC Handelsblad	23.1.3	1	786	3	5.88
139	20/12/2000	KLM zelf schuld aan bagageproblemen'; Schiphol bijt van zich af in ruzie met luchtvaartmaatschappij	Volkskrant	99.6.0	1	652	2	6.94
140	05/01/2001	VRIJWILLIGERS?	Volkskrant	8.1.1	1	825	3	6.08
141	11/01/2001	Eindelijk: Pronks Vijfde Nota is klaar	NRC Handelsblad	31.3.0	2	837	3	1.62
142	18/01/2001	Transport containerkranen voor de Afrikahaven	Trouw	23.1.2	2	75	3	1.31
143	18/01/2001	Grote chaos op Schiphol na brand met explosies	NRC Handelsblad	20.2.0	1	334	1	7.37
144	19/01/2001	Duits gasbedrijf neemt Intergas over	NRC Handelsblad	99.4.0	2	146	3	1.62
145	19/01/2001	Chaos op Schiphol na explosie en brand; President-directeur Cerfontaine: 'Ontploffingen zijn buitengewoon verdacht'	Volkskrant	20.2.0	1	465	1	7.73
146	20/01/2001	Gas oorzaak van explosie op Schiphol'	NRC Handelsblad	20.2.0	1	188	2	6.22
147	20/01/2001	Duits gasbedrijf neemt Brabantste Intergas over	Volkskrant	99.4.0	2	186	3	1.78
148	23/01/2001	Gemeenten moeten geld teruggeven'	Volkskrant	99.4.0	2	427	3	1.78
149	31/01/2001	De contouren van Pronk	Volkskrant	31.3.0	2	1745	3	1.78
150	31/01/2001	In het land van Pronk wil niemand wonen; Ruimtelijke ordening	Trouw	31.3.0	2	996	3	1.31
151	02/02/2001	KOMST VAN ASIELZOEKERS SPLIJT DORP LISSERBROEK	Telegraaf	2.0.0	1	231	3	6.50
152	03/02/2001	WIE IS WIE IN ENERGIE	Telegraaf	99.4.0	2	362	3	2.85
153	07/02/2001	Kamer vreest macht buitenlandse kapers	Volkskrant	99.4.0	2	577	2	2.78
154	07/02/2001	Wel kaartenbakken, niet de kabels	NRC Handelsblad	99.4.0	2	820	3	1.62
155	09/02/2001	HAARLEMMERMEER VREEST WILDGROEI TELEFOONMASTEN	Telegraaf	99.1.0	1	349	3	6.65
156	10/02/2001	Het schaarse groen in de overvolle randstad	Trouw	23.1.2	2	1099	3	1.31
157	10/02/2001	Beeld in de berm: Joos Clijssen	Trouw	21.1.0	1	369	3	5.11
158	12/02/2001	NG'90 wil geld terug na overlopen Van Duijn	Trouw	16.3.0	1	58	2	5.56
159	14/02/2001	PvdA voelt weinig voor vrije stroommarkt	NRC Handelsblad	99.4.0	2	765	3	1.62
160	15/02/2001	FLORIADE NA 2002 KINDERATTRACTIE	Telegraaf	8.1.3	1	334	3	6.60
161	16/02/2001	Opleiding laag, inkomen hoog	Trouw	9.0.0	2	282	3	1.31
162	19/02/2001	De grootste zonnecentrale	Trouw	7.4.0	1	51	1	6.56
163	21/02/2001	Schaf de belasting op toeristen af'	Volkskrant	10.1.1	2	225	2	2.78
164	27/02/2001	Werkonderbrekingen in bouw door uitblijven CAO	Volkskrant	99.6.0	1	71	3	5.13
165	27/02/2001	Acties in de bouw	NRC Handelsblad	99.6.0	1	110	3	5.12
166	10/03/2001	De strijd tegen het water als politieke mythe	Trouw	25.3.0	2	1625	3	1.31
167	14/03/2001	Amsterdam wil metro naar regio Schiphol	Volkskrant	4.3.0	1	368	1	7.58
168	15/03/2001	De favoriete plekken van 12 kopstukken	Trouw	30.3.0	1	380	2	6.11
169	16/03/2001	Groene energie voor de Floriade	Trouw	7.4.0	1	83	3	4.71
170	16/03/2001	Meer tentruimte? Nee, minder asielzoekers'; Vluchtelingenopvang	Trouw	2.0.0	1	625	2	6.41
171	21/03/2001	Kamer dwars bij privatisering; Uitstel van verkoop S hiphol en energienetwerken	NRC Handelsblad	13.3.0	1	623	3	5.72
172	28/03/2001	Aangifte vernieling natuurgebied	Trouw	31.2.0	1	57	2	5.56
173	04/04/2001	Bouwbedrijven weten Das & Boom al te vinden	Trouw	31.2.0	1	536	3	5.30
174	06/04/2001	Pronk laat Holland verdrinken; Waterbeheer	Trouw	25.1.2	2	805	3	1.30
175	07/04/2001	Rondje Schiphol; FIETSEN	Trouw	23.2.1	1	1002	3	5.80
176	09/04/2001	Gewoon doorwerken, zei de baas; Brand Schiphol	Trouw	20.2.0	1	554	2	6.35
177	09/04/2001	Weer brand op Schiphol; Directeur Cerfontaine: Dit is niet goed voor ons imago	Trouw	20.2.0	1	408	1	7.15
178	10/04/2001	Deel zendmasten weg in Haarlemmermeer	Volkskrant	99.1.0	1	92	3	6.23
179	10/04/2001	Onderzoek brand Schiphol loopt	Trouw	20.2.0	1	74	3	4.65
180	11/04/2001	Schiphol Plaza zonder gebruiksvergunningen	Trouw	99.6.0	1	471	2	6.25
181	14/04/2001	Gewapende overval op Schiphol	Trouw	6.2.1	1	74	3	4.65
182	19/04/2001	Recht op Haarlemse Bloemenmeisjes; 'Het ziet er niet uit, volgens sommigen'	Trouw	8.1.1	2	981	2	2.30
183	20/04/2001	FLITSPAAL?	Volkskrant	99.6.0	2	832	1	3.78
184	21/04/2001	Bloemenmeisje toch present bij Haarlems corso	Trouw	8.1.1	2	310	3	1.30
185	23/04/2001	Wie houdt de moloch Schiphol nog in toom?; Luchthaven is veranderd in een grote stad waar ook de zwervers zich thuis voelen	NRC Handelsblad	24.1.0	1	1709	3	6.63
186	02/05/2001	Concours wegens MKZ afgelast	NRC Handelsblad	20.4.0	1	66	3	4.93
187	04/05/2001	Wet nodig voor groei Schiphol	NRC Handelsblad	13.1.0	1	254	2	6.28
188	15/05/2001	Omwonenden Schiphol tevreden over omgeving	Volkskrant	24.3.0	1	58	2	6.03
189	15/05/2001	Regio Schiphol: leefbaar ondanks herrie	Trouw	24.3.0	1	363	2	6.10
190	17/05/2001	STEEDS MEER JAZZ IN HOOFDDORP ONDERSCHEIDING VOOR PIANIST LOUIS VAN DIJK	Telegraaf	21.2.1	1	530	3	6.85
191	18/05/2001	POLDER WIL MODERNE JORDAAN BOUWEN	Telegraaf	31.2.0	1	234	3	6.50
192	21/05/2001	Justitie onderzoekt 'milieuramp' Getsewoud	NRC Handelsblad	99.6.0	1	376	3	5.43
193	23/05/2001	SCHEPEN IN DE FILE WACHTTIJD SOMS 25 MINUTEN VOOR BRUGGEN EN SLUIZEN	Telegraaf	23.1.2	2	375	3	2.85
194	23/05/2001	Oud en nieuw China	Volkskrant	31.2.0	2	397	3	1.78
195	23/05/2001	FESTIVAL NAARDEN	Volkskrant	31.2.0	2	141	3	1.78
196	23/05/2001	Het was een rustig polderdijkje'	Trouw	13.1.0	1	914	2	6.70
197	23/05/2001	Landingsbaan dicht wegens onderhoud	Trouw	99.6.0	1	51	2	5.55
198	25/05/2001	Atlas van Groot-Amsterdam	Trouw	31.4.0	2	1487	3	1.30
199	09/06/2001	Astrid Olie en Mandy Lakeman, Haarlemmermeer	Volkskrant	25.2.0	1	309	3	5.53
200	12/06/2001	Hoop in de Haarlemmermeer	NRC Handelsblad	13.3.0	1	431	3	5.53
201	19/06/2001	Stop op sociale koopwoningen	NRC Handelsblad	31.3.0	1	180	2	6.18
202	19/06/2001	Haarlemmermeer: geen goedkoop koophuis erbij	Volkskrant	31.3.0	1	104	2	6.28
203	20/06/2001	VOOR HUURWONING WIL AMSTERDAMMER GRAAG DE STAD UIT	Telegraaf	31.4.0	2	373	3	2.85

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204	20/06/2001	Wasbeurt uit een doosje; Zorg in de zomer	Trouw	99.6.0	1	435	2	6.20
205	22/06/2001	DIRK GRAAFT NAAR SCHAT	Telegraaf	30.3.0	1	161	3	6.40
206	22/06/2001	Schiphol beste vliegveld Londen'; Schiphol-directeur Cerfontaine over toekomst van zijn luchthavens	NRC Handelsblad	99.6.0	1	883	3	5.98
207	29/06/2001	Schiphol vergeet eigenaren Bulderbos	Trouw	13.1.0	1	86	3	4.70
208	30/06/2001	OMGEKEERDE WERELD PIJNLIJK VOOR JUSTITIE - XTC-BARONNEN LOVEN BELONING UIT	Telegraaf	15.1.0	2	1872	3	2.85
209	30/06/2001	Meer meetpunten buiten Schiphol nodig'	Volkskrant	24.3.0	1	247	2	6.43
210	03/07/2001	AMERSFOORT BESTE PLEK OM TE WONEN	Telegraaf	30.1.0	2	358	3	3.00
211	03/07/2001	Amersfoort beste woonplaats	NRC Handelsblad	30.1.0	2	125	2	2.62
212	05/07/2001	KLUSJESBUREAU VOOR SCHIPHOL-ZWERVERS. RONDHANGENDE DAKLOZEN WILLEN KOFFERS SJOUWEN OF AUTO'S WASSEN	Telegraaf	24.1.0	1	358	3	6.80
213	06/07/2001	Schipholdaklozen krijgen kantoor	Volkskrant	24.1.0	1	401	2	6.64
214	07/07/2001	Straffen tot tien jaar wegens drugssmokkel	Trouw	6.2.2	1	83	3	4.70
215	10/07/2001	Dutchbird mag niet 's nachts op Schiphol vliegen	NRC Handelsblad	24.5.0	1	297	3	5.32
216	10/07/2001	Tijdens MKZ-crisis was het voor ons weelde op Schiphol'	Volkskrant	24.1.0	1	923	2	7.19
217	10/07/2001	Brand bij VNU-concern	Trouw	20.2.0	1	67	2	5.60
218	11/07/2001	Treinverkeer stilgelegd na brand Schipholtunnel	NRC Handelsblad	20.2.0	1	355	1	7.42
219	12/07/2001	Treinreizigers uren vast in tunnel	Trouw	20.2.0	1	382	2	6.15
220	13/07/2001	Sinds 1999 geen brandoefening in tunnel Schiphol	NRC Handelsblad	19.1.1	1	369	2	6.42
221	14/07/2001	HOOFDARTIKEL: VEILIGHEID	Telegraaf	19.1.1	1	211	3	6.60
222	14/07/2001	Nog nooit rampenoefening Schipholtunnel gehouden	Volkskrant	19.1.1	1	125	2	6.29
223	18/07/2001	NOORD-HOLLAND STRAKS VOL MET WINDTURBINES INHAALSLAG PROVINCIE MET PRODUCTIE SCHONE ENERGIE	Telegraaf	7.3.0	2	565	3	3.00
224	18/07/2001	Leidster verdacht van poging moord baby's	NRC Handelsblad	6.2.5	1	332	1	7.37
225	18/07/2001	Crecheleidster probeerde zes baby's te doden	Volkskrant	6.2.5	1	156	2	6.34
226	18/07/2001	Vrouw vast voor poging tot moord op zes baby's	Trouw	6.2.5	1	305	1	7.05
227	20/07/2001	Strijd tegen staalslak	NRC Handelsblad	99.6.0	1	255	2	6.27
228	31/07/2001	Licht achter het duin	Volkskrant	99.6.0	1	728	2	6.99
229	08/08/2001	Man overreden door heftruck	Trouw	20.4.0	1	71	3	4.65
230	09/08/2001	Auke de Vries' beelden tast de hemel af; Ruimtetempel blikvanger van Floriade 2002	Volkskrant	8.1.1	1	840	3	6.09
231	15/08/2001	Gemeente beheert rampenplan Schiphol	NRC Handelsblad	19.2.0	1	354	3	5.42
232	16/08/2001	HAARLEMMERMEER EIST REGIE BIJ SCHIPHOL-RAMP	Telegraaf	19.2.0	1	232	3	6.65
233	16/08/2001	Rampenplan luchthaven gaat nu uit van realiteit	Trouw	19.2.0	1	467	2	6.25
234	17/08/2001	EIGEN RECHTBANK SCHIPHOL. VERDACHTEN TER PLEKKE BERECHT	Telegraaf	6.2.2	1	236	3	6.65
235	18/08/2001	Criminelen op Schiphol voor rechter	Volkskrant	6.2.2	1	417	2	6.64
236	18/08/2001	Criminelen Schiphol op locatie voor rechter	Trouw	6.2.2	1	456	3	5.20
237	22/08/2001	Angolese asielzoeker overleden aan open tbc	Trouw	2.0.0	1	330	3	5.05
238	27/08/2001	Kort geding om vervuilde slakken	NRC Handelsblad	99.6.0	1	110	2	6.12
239	01/09/2001	Extra meetpunten voor lawaai rond Schiphol	Trouw	24.3.0	1	135	3	4.80
240	03/09/2001	Een hete herfst in het Bulderbos; Meer vliegtuigen, minder herrie - kan Schiphol de belofte waarmaken?	NRC Handelsblad	13.1.0	1	2058	3	6.62
241	04/09/2001	Rechter wijst claim gemeente af	NRC Handelsblad	99.6.0	1	142	2	6.17
242	04/09/2001	Miljoenenclaim tegen aannemer afgewezen	Trouw	99.6.0	1	71	3	4.65
243	07/09/2001	Claims om uitbreidingen van Schiphol; Zeker 95 miljoen gulden	NRC Handelsblad	24.5.0	1	450	2	6.52
244	12/09/2001	Tempel' in Haarlemmermeer	NRC Handelsblad	8.1.3	1	105	3	5.12
245	12/09/2001	Floriade 2002 laat ruimtetempel achter	Volkskrant	8.1.3	1	146	3	5.34
246	12/09/2001	Marechaussee pakt 70 drugsslikkers	Trouw	6.2.2	1	277	3	5.00
247	12/09/2001	Maxima zegt al haar bezoeken af in Nederland	Trouw	29.2.0	2	365	3	1.30
248	14/09/2001	Eis met slagboom	NRC Handelsblad	13.3.0	1	453	3	5.52
249	19/09/2001	Natuur is geen prioriteit	Volkskrant	23.1.1	2	215	3	1.79
250	19/09/2001	De kooplust van Cerfontaine	Volkskrant	13.3.0	1	448	2	6.69
251	19/09/2001	Kabinet geeft minder voor natuur dan Kamer wenst; Natuurbeheer	Trouw	23.1.1	2	225	3	1.30
252	21/09/2001	EIGENAREN BEZETTEN BULDERBOS	Telegraaf	13.1.0	1	272	3	6.70
253	21/09/2001	Schietpartij Schiphol	NRC Handelsblad	6.2.5	1	101	3	5.12
254	22/09/2001	Waken bij bewijsmateriaal op Schiphol	Volkskrant	6.2.5	1	60	2	6.04
255	22/09/2001	Drugssmokkelende douanier krijgt zeven jaar	Volkskrant	6.2.2	2	79	2	2.79
256	22/09/2001	Gewonden bij schietpartij op Schiphol	Trouw	6.2.5	1	83	3	4.70
257	22/09/2001	Cel voor douanier die drugs smokkelde	Trouw	6.2.2	2	61	3	1.30
258	25/09/2001	Strijden om de laatste wortel van het Bulderbos; Luchthaven wil boomeigenaren onteigenen	Volkskrant	13.1.0	1	880	2	7.14
259	26/09/2001	SCHIPHOL MAG BULDERBOS GAAN ONTEIGENEN	Telegraaf	13.1.0	1	372	3	6.80
260	26/09/2001	Milieubeweging bezint zich op strategie	NRC Handelsblad	13.1.0	1	625	3	5.72
261	26/09/2001	Schiphol mag Bulderbos onteigenen	Volkskrant	13.1.0	1	461	2	6.74
262	04/10/2001	Vooral goede bedoelingen na cafebrand in Volendam	NRC Handelsblad	19.2.0	2	791	2	2.63
263	12/10/2001	NOG PLAATS VOOR 180.000 HUIZEN IN REGIO A'DAM	Telegraaf	31.3.0	2	384	3	2.86
264	12/10/2001	Randstad-Noord krijgt 190 duizend woningen	Volkskrant	31.3.0	2	86	2	2.77
265	16/10/2001	Ook wierrookkegeltje zaait onrust	NRC Handelsblad	99.6.0	2	544	3	1.63
266	31/10/2001	BULDERBOS HEEFT DUUR PRIJSKAARTJE	Telegraaf	13.1.0	1	285	3	6.56
267	31/10/2001	Taxeren	Trouw	13.1.0	1	118	3	4.80
268	05/11/2001	Wie te bellen bij ramp Schiphol?	NRC Handelsblad	29.3.0	1	761	3	5.88
269	21/11/2001	Bollenteelt moet weg uit Randstad	Trouw	14.1.0	2	313	3	1.30
270	22/11/2001	Kip met gouden eieren niet slachten'; Bollenteelt	Trouw	14.1.0	2	548	3	1.30
271	30/11/2001	Het ijs is broos; Schilderijen vol sneeuw en ijs in Den Haag	NRC Handelsblad	11.1.0	2	2171	3	1.63
272	01/12/2001	Planten- en dierenvluchtplaats in de bermen	Trouw	25.1.1	2	1082	3	1.30
273	07/12/2001	Banenmotor Schiphol valt stil	NRC Handelsblad	28.2.0	1	916	3	6.03
274	07/12/2001	Toeval bestaat niet in zaak van Bianca K.	NRC Handelsblad	6.2.5	1	1037	3	7.13
275	07/12/2001	Busje komt zo	Trouw	4.2.1	1	68	2	5.60
276	07/12/2001	Tbs geeist	Trouw	6.2.5	1	52	3	4.55
277	11/12/2001	High achter stuur	Telegraaf	20.4.0	1	78	3	6.21

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
278	13/12/2001	Geleend van Vermeer	Volkskrant	31.2.0	2	1748	3	1.77
279	15/12/2001	Oude pioniers reiswereld	Telegraaf	99.6.0	1	518	3	6.86
280	18/12/2001	Haarlemmermeer verloot kaarten voor huwelijksfeest	Telegraaf	10.2.0	1	234	3	6.51
281	18/12/2001	Vrijspraak leidster creches; Rechter vindt pogingen tot doodslag op baby's niet bewezen	Trouw	6.2.5	1	309	2	6.05
282	19/12/2001	Crecheleidster wil schadevergoeding; Vrijgesproken vrouw daagt justitie voor rechter	Trouw	6.2.5	1	371	3	5.10
283	21/12/2001	Hoger beroep tegen Bianca K.	NRC Handelsblad	6.2.5	1	122	2	6.13
284	22/12/2001	Willem-Alexander & Maxima	Trouw	25.2.0	2	587	3	1.30
285	27/12/2001	Selectie Musea	NRC Handelsblad	11.1.0	2	1218	3	1.63
286	29/12/2001	Bus en toilet moeten weg uit Bulderbos	Trouw	13.1.0	1	123	3	4.80
287	02/01/2002	Jongens rekenen af met valse guldens	Volkskrant	6.2.4	1	77	3	5.12
288	03/01/2002	Bulderbos is opgeheven	Trouw	13.1.0	1	118	2	5.79
289	03/01/2002	Bulderbos ontruimd	NRC Handelsblad	13.1.0	1	296	2	6.33
290	04/01/2002	Kenau was meer dan een tierend kreng	Volkskrant	11.1.0	2	479	3	1.77
291	04/01/2002	Verlaten Bulderbos	Trouw	13.1.0	1	61	3	4.59
292	04/01/2002	Bolletjesslikker sterft op Schiphol	NRC Handelsblad	6.2.2	1	100	2	6.08
293	05/01/2002	Veel joden konden niet onderduiken	Volkskrant	11.2.0	2	405	3	1.77
294	05/01/2002	Beatrix moet excuses Israel terugnemen; Oorlogsverleden	Trouw	11.2.0	2	1501	3	1.29
295	09/01/2002	Coulance van Schiphol trekt drugskoeriers'; Brief van douanepersoneel	NRC Handelsblad	6.2.2	1	613	2	6.73
296	10/01/2002	Financien klaagde al over gedogen cocainesmokkel	Volkskrant	6.2.2	1	405	2	6.62
297	10/01/2002	Kamer slecht over drugskoeriers geinformeerd; Ook op Antillen worden koeriers heengezonden	Trouw	6.2.2	1	743	1	7.49
298	10/01/2002	Nog hobbels op langste vrije busbaan	NRC Handelsblad	4.2.1	1	1091	1	8.18
299	11/01/2002	Drugscriminelen frustreren justitie Schiphol bewust	NRC Handelsblad	6.2.2	1	406	1	7.48
300	12/01/2002	Ook bij bouw bustunnel gefraudeerd; Bedrijven maakten gebruik van valse facturen	Volkskrant	5.1.0	1	533	3	5.77
301	12/01/2002	Lot Joden liet meeste Nederlanders wel degelijk onverschillig	Trouw	11.2.0	1	490	3	5.24
302	14/01/2002	De Zuidtangent en het vluggertje van 300 miljoen	Volkskrant	5.2.0	1	1177	3	6.42
303	15/01/2002	Provincie bekijkt aanleg bustunnel	Volkskrant	5.1.0	1	430	3	5.67
304	15/01/2002	Mist zorgt voor forse uitval op Schiphol	Volkskrant	99.6.0	1	72	3	5.12
305	15/01/2002	Justitie sluit ogen voor echte drugsproblematiek'; Bouwfraudeschikking schokt rechtsgevoel meer dan heenzenden van schlemielige bolletjesslikkers zegt hoofddocent strafrecht A. van Kalmthout	Volkskrant	6.2.2	1	680	2	6.92
306	15/01/2002	Kamer verwijt Korthals te late actie	Volkskrant	6.2.2	1	580	2	6.82
307	15/01/2002	Provincie onderzoekt fraude bij bustunnel	Volkskrant	5.1.0	1	128	1	7.27
308	17/01/2002	Schiphol verwelkomt geredde schildpadden	Volkskrant	99.6.0	1	360	2	6.57
309	17/01/2002	Alternatieve cellen voor drugskoeriers	Volkskrant	6.2.2	1	383	2	6.62
310	17/01/2002	Wel een talentendag, geen jeugdbeleid	NRC Handelsblad	99.6.0	1	920	3	6.03
311	22/01/2002	Groei bolletjesslikkers: Korthals in problemen; Politiecellen op Schiphol zijn permanent bezet	Volkskrant	6.2.2	1	730	3	5.97
312	22/01/2002	Antillianen met strafblad niet toelaten'; De keten van criminaliteit tussen Nederland en de Antillen moet worden doorbroken, vindt criminoloog Frank Bovenkerk	Volkskrant	6.2.2	1	707	2	6.97
313	24/01/2002	Aantal bolletjesslikkers stijg explosief	Volkskrant	6.2.2	1	462	1	7.72
314	24/01/2002	Korthals	Volkskrant	6.2.2	1	458	2	6.67
315	24/01/2002	Korthals overleeft debat met gemak; Coalitie drijft bolletjeszaak niet op de spits	Volkskrant	6.2.2	1	508	2	6.77
316	26/01/2002	Ransuil gemerkt	Volkskrant	99.6.0	2	211	3	1.77
317	29/01/2002	Jonge steden blijken verkeersveiliger dan oude	Volkskrant	20.3.0	2	848	3	1.77
318	30/01/2002	Storm van kritiek op nieuwe busdiensten	Telegraaf	4.2.1	1	222	3	6.48
319	30/01/2002	Topman Ballast wist van valse rekeningen; Vertrouwelijk memo rept van instructies voor mogelijke fraude tijdens bouw Schipholtunnel	Volkskrant	5.1.0	1	571	1	7.82
320	31/01/2002	Ballast goochelt met nota's; Zicht op geld dankzij dubbele boekhouding	Volkskrant	5.1.0	1	712	2	6.97
321	02/02/2002	Tafelen met Ton - De onvermoede keuken van De Herbergh	Telegraaf	30.2.0	1	587	3	6.88
322	05/02/2002	Utrecht volgens onbetrouwbare statistieken de misdaadstad	Volkskrant	6.1.0	2	758	2	2.77
323	07/02/2002	Justitie gaat bustunnel onderzoeken	Volkskrant	5.1.0	1	439	2	6.67
324	07/02/2002	Het moet geen heksenjacht worden; Misbruik; 'Laten we niet vergeten dat het op verreweg de meeste crèches veilig is'	Trouw	6.2.5	1	556	3	5.34
325	12/02/2002	Haarlemmermeer deelt miljoenen uit	Telegraaf	10.3.0	1	75	3	6.18
326	16/02/2002	Parkeerdek ingezakt door 'domme fout'	Volkskrant	10.3.0	2	615	2	2.77
327	16/02/2002	Gemeenten onderzoeken vergunningen Van der Valk	Trouw	10.3.0	2	643	2	2.29
328	18/02/2002	Kind verongelukt	Telegraaf	20.3.0	1	65	3	6.13
329	22/02/2002	Ook 'risicogemeenten' traag met rampenplan	Telegraaf	19.2.0	2	286	3	2.83
330	22/02/2002	Grootste zonnedak ter wereld	Volkskrant	7.4.0	1	68	3	5.07
331	26/02/2002	Fors banenverlies Schiphol; Aantal uitzendkrachten op luchthaven meer dan gehalveerd na aanslagen in VS	Trouw	28.2.0	1	339	3	5.04
332	02/03/2002	Schiphol wil toeslagen fors verhogen	Volkskrant	99.6.0	1	412	3	5.62
333	05/03/2002	Nestor Van Dooyeweerd: "Ons hart ligt op Duindigt"	Telegraaf	27.2.0	1	454	3	6.73
334	06/03/2002	Provincie: geen fraude aanleg van bustunnel	Trouw	4.2.1	1	225	3	4.94
335	07/03/2002	Ik wil meer feesten, wat moet ik dan stemmen?	Trouw	31.2.0	2	482	3	1.29
336	07/03/2002	Politieke kaart sterk verkleurd	NRC Handelsblad	16.3.0	2	458	3	1.63
337	12/03/2002	Twijfels over veiliger en stiller Schiphol	Trouw	24.3.0	1	146	2	5.84
338	13/03/2002	Initiatief leefbaren in 17 gemeenten	Trouw	16.3.0	2	578	3	1.29
339	13/03/2002	Ontslagen bij Budget Rent a Car	NRC Handelsblad	28.2.0	1	108	3	5.13
340	15/03/2002	Wachttijd huurhuis elf jaar	Telegraaf	12.2.0	2	404	3	2.83
341	20/03/2002	WieWatWaar; F. Houben	Volkskrant	8.1.1	2	78	3	1.77
342	20/03/2002	Bomenfeestdag verder zonder Braks	Trouw	8.1.1	2	68	3	1.29
343	21/03/2002	Stad als Groningen in de Haarlemmermeer	Telegraaf	31.3.0	1	216	3	6.43
344	21/03/2002	Justitie vliegt mee vanaf CuraCao	Trouw	6.2.2	2	406	3	1.29
345	22/03/2002	Pure schoonheid zonder symboliek	Telegraaf	8.1.1	2	660	3	2.83

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346	22/03/2002	Schiphol kraakt plan voor polderstad	Telegraaf	31.3.0	1	349	3	6.63
347	22/03/2002	Wij kunnen niet alle KLM-vluchten strippen'; Voortdurende fricties over drugsslikkers	Volkskrant	6.2.2	1	695	1	7.92
348	22/03/2002	Korthals wil drugskoeriers op Schiphol doorlaten	Volkskrant	6.2.2	1	355	2	6.57
349	22/03/2002	Nieuwe stad en een van glas; PvdA lanceert op de valreep plan voor ruimtelijke ordening	Volkskrant	14.2.0	1	352	2	6.57
350	22/03/2002	Een nieuwe stad van steen en glas	Trouw	14.2.0	1	416	2	6.14
351	22/03/2002	PvdA: kassen naar Haarlemmermeer	NRC Handelsblad	14.2.0	1	335	3	5.38
352	23/03/2002	Duits energieconcern RWE slaat slag in Groot-Brittanië	Trouw	99.4.0	2	218	3	1.29
353	27/03/2002	Genieten van natuur op Floriade	Telegraaf	8.1.1	1	390	3	6.68
354	27/03/2002	Het dak op!	Telegraaf	8.1.1	2	656	3	2.83
355	27/03/2002	VVD overal in de regio buitenspel	Telegraaf	16.3.0	2	453	3	2.83
356	27/03/2002	Leefbaar op pluche in 20 colleges	Volkskrant	16.3.0	2	426	1	3.77
357	27/03/2002	Felle botsing fracties PVDA-VVD; Ruimtelijke ordening	Trouw	31.3.0	2	563	3	1.29
358	29/03/2002	Vier extra meetpunten Schiphollawaai	Trouw	24.3.0	1	74	3	4.64
359	05/04/2002	Commercie op elke hoek van de Floriade; Snacken uit gestapelde bloembakken	Volkskrant	8.1.1	1	597	2	6.81
360	05/04/2002	Ondanks generale kan Floriade zonder files en verkeersoverlast	Trouw	8.1.1	1	486	2	6.24
361	05/04/2002	Vijfde Floriade	Trouw	8.1.2	1	364	2	6.09
362	05/04/2002	Floriade	NRC Handelsblad	8.1.2	1	124	3	5.14
363	06/04/2002	FLORIADE 2002 IS OPEN!	Telegraaf	8.1.2	1	626	3	6.92
364	06/04/2002	Beatrix opent vijfde Floriade	Trouw	8.1.2	1	121	1	6.79
365	09/04/2002	OFFENSIEF TEGEN FILELEED	Telegraaf	4.1.2	2	326	3	2.82
366	10/04/2002	De behanger kan nog even wachten	NRC Handelsblad	31.2.0	2	807	3	1.64
367	11/04/2002	Arc de Triomphe van het poldermodel; Big Spotters' Hill van Niek Roozen is hogotepunt van Floriade 2002	NRC Handelsblad	8.1.2	1	839	2	6.94
368	11/04/2002	Nieuwe stad vertraagt woningbouw Randstad'	Volkskrant	31.3.0	1	75	3	5.11
369	12/04/2002	CPB; twee extra banen op Schiphol	Volkskrant	13.2.0	1	430	2	6.66
370	13/04/2002	Situatie bij uitbreiding Schiphol	Trouw	13.2.0	1	108	3	4.79
371	13/04/2002	CPB ziet winst in zeven startbanen voor Schiphol	Trouw	13.2.0	1	637	3	5.39
372	13/04/2002	Terug naar de toekomst	NRC Handelsblad	1.2.0	1	1133	3	6.24
373	13/04/2002	Power aan de pieper; Vijfde Floriade is een uitstalkast van bloemen, bollen, bomen en bouwkunst	NRC Handelsblad	8.1.2	1	1284	3	6.39
374	13/04/2002	Kijken: de Floriade	NRC Handelsblad	8.1.2	1	254	3	5.29
375	15/04/2002	Links griepje brengt Grote Polder in beeld; Uitbreiding Leiden stuit op protest en chaos	Volkskrant	31.3.0	2	983	2	2.76
376	15/04/2002	Pronk: kassen rondom Schiphol zijn verantwoord	NRC Handelsblad	14.2.0	1	385	3	5.49
377	16/04/2002	Kamer komt met 86 amendementen op nota van Pronk	Volkskrant	31.3.0	1	168	2	6.31
378	17/04/2002	Plan voor megaseksclub langs A4	Telegraaf	99.2.0	1	188	3	6.42
379	17/04/2002	Nieuw college in Haarlemmermeer	Telegraaf	16.3.0	1	162	3	6.37
380	17/04/2002	Zonneboilerstad	Trouw	7.4.0	2	132	2	2.29
381	18/04/2002	Floriade zorgt voor run op hotelkamers	Telegraaf	8.1.2	1	397	3	6.67
382	18/04/2002	Vijfde baan Schiphol sterk vertraagd	Trouw	13.1.0	1	128	3	4.79
383	19/04/2002	Impuls openbaar vervoer rond Amsterdam	Telegraaf	4.2.1	2	529	3	2.82
384	20/04/2002	Natuur blijft voorlopig in snippers	Volkskrant	13.2.0	2	1203	2	2.76
385	22/04/2002	Overspannen automobilist gaat spookrijden	Volkskrant	20.3.0	1	156	2	6.31
386	22/04/2002	Spookrijder doet poging tot zelfmoord	NRC Handelsblad	20.3.0	1	311	3	5.39
387	23/04/2002	Drugskoerier soms toch tijdelijk vrij	Trouw	6.2.2	1	228	2	5.94
388	24/04/2002	Netelenbos briest over 'politieke moord'	Volkskrant	13.1.0	1	633	2	6.86
389	25/04/2002	Direct klagen over politie na inbraak	Telegraaf	6.1.0	2	372	3	2.82
390	25/04/2002	Martijn Kessler: Geofictie; Beeldinstituut	Volkskrant	21.1.0	1	191	3	5.36
391	25/04/2002	Wat hebben Suske en Wiske met bloemetjes?	Volkskrant	8.1.2	1	503	3	5.76
392	27/04/2002	De Floriade-route: een historische route langs vele Vinex-wijken	Trouw	8.1.2	1	1060	3	5.84
393	30/04/2002	Stemlokaal op Floriade en Schiphol	Telegraaf	8.1.2	1	78	3	6.17
394	02/05/2002	Pionieren met kunst in Hoofddorp	NRC Handelsblad	25.3.0	1	604	3	5.74
395	03/05/2002	Motorclub weg uit hoofdstad	Telegraaf	99.6.0	2	118	3	2.82
396	06/05/2002	Blauwbilgorgel' vanaf de Floriade	Telegraaf	8.1.2	1	148	3	6.37
397	08/05/2002	Tekort aan bedrijventerreinen	Telegraaf	3.1.2	2	416	3	2.82
398	10/05/2002	Limburg en Utrecht willen Floriade 2012	Volkskrant	8.1.2	2	87	3	1.76
399	10/05/2002	Een kerkje in een bierfles; Computerarchitectuur herleeft op de Floriade	NRC Handelsblad	1.2.0	1	2445	3	6.64
400	14/05/2002	De 'partij van de dode' zal veel, veel zetels winnen	Trouw	8.1.2	2	645	3	1.29
401	16/05/2002	PvdA behoudt twee grote steden	NRC Handelsblad	16.3.0	2	378	3	1.64
402	18/05/2002	Tegen de wapenhandel	Trouw	6.1.0	2	101	3	1.29
403	21/05/2002	Onkruid hoeft niet zo hoog te zijn'; Floriade; 'Als eind mei de gladiolen komen, wordt 't nog drukker'	Trouw	8.1.2	1	885	3	5.64
404	21/05/2002	Het is een pot vet	NRC Handelsblad	8.1.2	1	815	3	5.94
405	23/05/2002	Meer Jazz in Hoofddorp met MONTYY ALEXANDER	Telegraaf	21.2.1	1	363	3	6.62
406	23/05/2002	Floriade trekt minder publiek dan verwacht	Telegraaf	8.1.2	1	295	3	6.52
407	23/05/2002	Tweede verkeerstoren voor Schiphol	Trouw	13.1.0	1	55	3	4.54
408	29/05/2002	Vuurgevecht op boerenerf voor ogen van politieagenten	Telegraaf	6.2.5	1	298	3	6.52
409	29/05/2002	Schietpartij bij Hoofddorp	NRC Handelsblad	6.2.5	1	242	3	5.29
410	04/06/2002	Zwarte' Ferraris's	Telegraaf	99.6.0	1	80	3	6.17
411	04/06/2002	Kantoorruimte te huur	Volkskrant	3.1.2	1	131	3	5.26
412	06/06/2002	Schiphol claimt alvast ruimte	NRC Handelsblad	13.2.0	1	926	3	6.04
413	07/06/2002	Nieuwe startbanen Schophol alleen bij sluiten oude;'	Telegraaf	13.1.0	1	159	3	6.37
414	12/06/2002	Bedrijventerrein schuldig aan toename van files	NRC Handelsblad	4.1.2	2	365	3	1.64
415	17/06/2002	Automobilisten gaan Duitse doodrijder op snelweg A4 te lijf	Telegraaf	20.3.0	1	398	3	6.67
416	18/06/2002	Column Eetgerink: OEROL	Telegraaf	21.2.2	2	161	3	2.82
417	22/06/2002	Gouden greep	Telegraaf	6.2.1	1	52	3	6.07
418	22/06/2002	33000 euro uit binnenzak gerold	Trouw	6.2.1	1	80	2	5.64
419	24/06/2002	Hockeybond keert zich tegen verbod op backhandschot	Volkskrant	8.1.2	2	205	3	1.76
420	24/06/2002	Hockeybond: geen verbod backhandschot	Trouw	8.1.2	2	113	3	1.29

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421	24/06/2002	Hockeybond tegen afschaffing van backhandschot	NRC Handelsblad	8.1.2	2	145	3	1.64
422	25/06/2002	Minister wil de herrie van Schiphol niet weten'	Trouw	24.3.0	1	361	2	6.09
423	26/06/2002	Raad Haarlemmermeer bezorgd over Floriade	Telegraaf	8.1.2	1	189	3	6.42
424	27/06/2002	Bedrijven moeten betalen voor wegen'	Trouw	4.1.1	1	439	3	5.19
425	27/06/2002	Noorden: 519 miljoen voor zweeftrein: Het rijk vraagt 1 miljard	NRC Handelsblad	4.4.2	2	422	3	1.64
426	29/06/2002	Buitenveldertbaan weer in gebruik	Trouw	13.1.0	1	57	2	5.54
427	29/06/2002	Het organisch oog van een architect	NRC Handelsblad	1.1.1	2	415	3	1.64
428	01/07/2002	Deel Floriade blijft in toekomst behouden	Volkskrant	8.1.3	1	77	2	6.12
429	03/07/2002	Politie Hoofddorp lost schoten op dieven	Volkskrant	6.2.1	1	97	1	7.22
430	05/07/2002	Column Tegenpool: Floriade	Telegraaf	8.1.2	1	445	3	6.83
431	08/07/2002	En toen werd de Slokop opgeslokt	Trouw	25.3.0	1	952	3	5.73
432	10/07/2002	Toerisme in Amsterdam in 2001 stabiel	Trouw	8.1.2	2	280	2	2.28
433	10/07/2002	Vrouw met pistool in bagage vrijgelaten	Trouw	6.2.5	1	80	2	5.63
434	11/07/2002	Rouw- en Bloementocht in Floriade	Telegraaf	8.1.2	1	205	3	6.53
435	13/07/2002	Weer lente op Floriade	Telegraaf	8.1.2	1	51	3	6.18
436	26/07/2002	Superbeveiliging voor flitspaal	Telegraaf	99.6.0	2	512	3	2.93
437	27/07/2002	VAREN DOOR DE POLDERS	Telegraaf	23.2.2	1	505	3	6.93
438	27/07/2002	OM begint offensief tegen flitspaalvandalen	Trouw	99.6.0	2	283	3	1.28
439	08/08/2002	Aantal bezoekers van Floriade valt tegen	Trouw	8.1.2	1	299	3	4.98
440	10/08/2002	Megafraude bij uitbreiding van Schiphol	Volkskrant	5.1.0	1	434	1	7.67
441	13/08/2002	Stan Huygens Journaal - Zo kan het ook	Telegraaf	8.1.2	1	390	3	6.78
442	13/08/2002	Noorden lijdt minst onder dip economie	Telegraaf	28.2.0	2	440	3	2.93
443	13/08/2002	Almere lift mee in economische groei	Telegraaf	28.2.0	2	238	3	2.93
444	13/08/2002	Den Haag en Groningen	Trouw	28.2.0	2	190	2	2.28
445	22/08/2002	Floriade is financiele strop voor gemeente	Telegraaf	8.1.2	1	405	3	6.78
446	22/08/2002	Floriade stevent af op miljoenenstrop	Telegraaf	8.1.2	1	325	3	6.68
447	22/08/2002	Floriade levert gemeente strop op van tien miljoen	Volkskrant	8.1.2	1	254	2	6.42
448	22/08/2002	Brand in treinstel bij NS-station Hoofddorp	Volkskrant	20.2.0	1	84	2	6.17
449	23/08/2002	Floriade 2002: 'ouderwets en tuttig'; 'Ik had meer groen verwacht en minder winkeltjes'	Volkskrant	8.1.2	1	516	1	7.77
450	24/08/2002	Extra dimensie voor het Noorder Dierenpark	Telegraaf	8.1.2	2	609	3	2.93
451	26/08/2002	Gemaakt Nederland; Vermaak	Trouw	8.1.2	2	1778	3	1.28
452	29/08/2002	Met de ambtenaar naar het bouwbordeel	Volkskrant	99.2.0	1	621	1	7.87
453	30/08/2002	Liever in de achtbaan dan slenteren langs bloemperken; Floriade	Trouw	8.1.2	1	628	2	6.38
454	07/09/2002	De afpersers werden onthaald op kogels	Trouw	6.2.5	2	285	3	1.28
455	09/09/2002	Drie motorrijders in in verkeer gedood	Telegraaf	20.3.0	2	269	3	2.93
456	14/09/2002	Leider terreurgroep aangehouden op Schiphol	Volkskrant	29.2.0	1	415	1	7.62
457	16/09/2002	Moslimextremist vast op Schiphol	Trouw	29.2.0	1	469	3	5.23
458	17/09/2002	Stadswachten in Haarlemmermeer mogen bekeuren	Telegraaf	10.3.0	2	215	3	2.93
459	21/09/2002	GENIETEN OP HOLLANDS WATER	Telegraaf	23.2.2	1	1414	3	7.83
460	21/09/2002	HAARLEMMERMEER 150 JAAR DROOG	Telegraaf	25.3.0	1	397	3	6.78
461	23/09/2002	Yankee heeft langste adem	Telegraaf	27.2.0	2	289	3	2.93
462	23/09/2002	Viaduct steekt over	Trouw	4.1.1	1	80	3	4.63
463	27/09/2002	Haarlemmermeer wil Fons Hertog als burgemeester	Telegraaf	16.2.1	1	104	3	6.43
464	27/09/2002	Woest en ledig ijkpunt; Cartografie	Volkskrant	25.3.0	2	1061	2	2.77
465	02/10/2002	Transportproject Schiphol-Aalsmeer in de ijskast	Trouw	4.4.3	1	140	3	4.79
466	03/10/2002	Ruimte in Nederland neemt toe'; Directeur nieuw Planbureau hekelt overheidsbeleid ruimtelijke ordening	Volkskrant	99.6.0	2	743	2	2.78
467	04/10/2002	Victorie voor de kunst in Park de Meer	Telegraaf	25.1.1	1	617	3	6.93
468	08/10/2002	Haarlemmermeer hamert op naleving regels	Telegraaf	10.3.0	1	130	3	6.33
469	11/10/2002	WieWatWaar; A.P. Hertog	Volkskrant	16.2.1	1	98	3	5.23
470	11/10/2002	Vijfde baan krijgt een verkeerstoren	NRC Handelsblad	13.1.0	1	70	3	4.93
471	16/10/2002	Verdachte brandstichter aangehouden op Schiphol	Volkskrant	29.3.0	1	57	3	5.03
472	18/10/2002	Revance Sir Volo	Telegraaf	27.2.0	2	33	3	2.83
473	21/10/2002	Floriade beraadt zich op toekomst	Telegraaf	8.1.3	1	164	3	6.38
474	21/10/2002	Floriade: 2,1 miljoen betalende bezoekers	Volkskrant	8.1.3	1	85	2	6.18
475	21/10/2002	Floriade sluit met 8 miljoen verlies af	NRC Handelsblad	8.1.3	1	380	3	5.43
476	21/10/2002	Floriade trok te weinig publiek	Trouw	8.1.3	1	458	3	5.19
477	23/10/2002	Politie pakt bende jonge autokrakers	Trouw	6.2.1	1	95	2	5.74
478	02/11/2002	Koop twee keer zo duur als huur	Telegraaf	18.0.0	2	480	3	2.83
479	02/11/2002	Handen af van onze HYPOTHEEK!	Telegraaf	18.0.0	2	1778	3	2.83
480	05/11/2002	Hongeren in het zicht van Burger King; 'Ze kunnen me niet zomaar mijn vrijheid ontnemen'	Volkskrant	99.6.0	1	602	3	5.88
481	12/11/2002	Blaricum heeft de rijkste inwoners	NRC Handelsblad	9.0.0	2	500	2	2.63
482	13/11/2002	Geld struikelblok bij omlegging van N201	Telegraaf	4.1.1	1	486	3	6.78
483	15/11/2002	Bende handelaren in vrouwen opgepakt	Trouw	6.1.0	1	76	3	4.64
484	21/11/2002	Avondrood; 'Mannen gaan liever biljarten en voetballen', zegt Gre. 'Of zich met de maatschappij bemoeien', zegt Dick	Volkskrant	21.2.1	2	1641	3	1.78
485	23/11/2002	Cultuur van flitsend en cool	Volkskrant	1.2.0	2	499	3	1.78
486	25/11/2002	De Stem des Volks klinkt nooit meer	Volkskrant	21.2.1	2	108	1	3.78
487	25/11/2002	Red het platteland; verwen de stedeling; Ruimtelijke ordening 'Er is echt sprake van woningnood'	Trouw	31.2.0	2	1489	3	1.29
488	27/11/2002	Bolletjesslikkers overlijdt op weg naar Schiphol	Volkskrant	6.2.2	2	55	2	2.78
489	30/11/2002	Dobberen onder glas	Volkskrant	14.2.0	2	780	2	2.78
490	02/12/2002	Cellencomplex Schiphol verwoest door brand	Volkskrant	20.2.0	1	72	2	6.13
491	02/12/2002	Kunst voor de weg en voor de lucht	Volkskrant	21.1.0	1	188	1	7.38
492	04/12/2002	Bioscoopprimeur in polder	Telegraaf	21.2.2	1	168	3	6.38
493	06/12/2002	Vuilnismannen wijzen fusie af	Telegraaf	10.3.0	1	95	3	6.28
494	07/12/2002	Hertog burgemeester Haarlemmermeer	Telegraaf	16.2.1	1	57	3	6.08
495	11/12/2002	Stroomstoring in Haarlemmermeer	Telegraaf	99.6.0	1	73	3	6.18
496	11/12/2002	Twee nieuwe stroomstoringen	NRC Handelsblad	99.6.0	2	246	2	2.63
497	11/12/2002	Winkelcentrum in de as gelegd	Trouw	30.3.0	1	79	2	5.64
498	11/12/2002	A. Ph. Hertog	Trouw	16.2.1	1	52	3	4.54
499	11/12/2002	Discussie woningbouw gebaseerd op willekeur; Woningbouw; Cultuurgoed is al eeuwen geofferd voor woningbouw	Trouw	25.1.1	2	920	3	1.29
500	14/12/2002	Reiszaken - nieuw namen KLM-vliegtuigen	Telegraaf	13.1.0	2	619	3	2.83

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
501	14/12/2002	Nieuwbouw bezwijkt voor tijdgeest; Dertig jaar van tekentafel naar woning	Trouw	31.1.0	2	341	3	1.29
502	18/12/2002	Tot vijf jaar celstraf voor schietpartij	Trouw	6.2.5	1	50	2	5.49
503	27/12/2002	Evacuatie na brand in garage flatgebouw	Trouw	20.2.0	1	72	2	5.64
504	31/12/2002	Verkeersongeluk met ambulance	NRC Handelsblad	19.1.2	1	101	2	6.13
505	31/12/2002	Psychotische man niet veroordeeld	NRC Handelsblad	20.3.0	1	73	3	4.98
506	06/01/2003	Brandweer legt lawaai van sirene aan banden	Telegraaf	19.1.1	2	229	3	2.78
507	10/01/2003	Op zoek naar een goedkoop huis? Koop een Ikea-pakket; Door kleiner en goedkoper te bouwen maken starters en lagere inkomens weer een kans op de woningmarkt	Volkskrant	31.2.0	2	765	2	2.77
508	11/01/2003	Irakees Krekar blijft vastzitten	Trouw	29.2.0	1	108	3	4.79
509	17/01/2003	Nma verdenkt bouwers	Telegraaf	5.1.0	1	104	3	6.28
510	17/01/2003	DE SCHIPHOL-ACHT	Volkskrant	5.1.0	1	67	3	5.07
511	23/01/2003	PvdA in veel grote steden weer grootste; In 25 steden eenderde winst	NRC Handelsblad	16.3.0	2	404	2	2.62
512	24/01/2003	Wethouder Haarlemmermeer stapt op	Telegraaf	16.1.0	1	112	3	6.28
513	25/01/2003	Poppetjes blijven vallen in het Amsterdamse 'milieu'	NRC Handelsblad	6.1.0	2	1090	2	2.62
514	29/01/2003	Overleg over gammele gevel	Telegraaf	3.2.2	1	136	3	6.28
515	29/01/2003	Onleefbaar	Telegraaf	16.1.0	1	54	3	6.03
516	29/01/2003	Nieuw-Vennep lanceert landelijke enquete tegen fusie Sow-kerken	Trouw	26.1.0	1	289	3	4.99
517	30/01/2003	Hennepplantage	NRC Handelsblad	15.2.0	1	87	3	5.02
518	30/01/2003	NS overwegen claim tegen Haarlemmermeer	Trouw	99.6.0	1	100	3	4.74
519	01/02/2003	De natuur is dood, leve het milieu	NRC Handelsblad	25.1.1	2	3778	3	1.62
520	06/02/2003	Een ijskleurig, glibberig lichaam	Volkskrant	1.3.0	2	442	3	1.77
521	13/02/2003	Schiphol kan onbelemmerd doorgroeien; Opening van de vijfde baan is een triomf voor de luchthavenlobby	Volkskrant	13.1.0	1	607	1	7.87
522	13/02/2003	Niet meer werk door extra landingsbanen'	NRC Handelsblad	13.1.0	1	914	3	6.02
523	13/02/2003	Vijfde baan in gebruik	NRC Handelsblad	13.1.0	1	510	1	7.62
524	14/02/2003	Eerste landing op de vijfde baan	Volkskrant	13.1.0	1	200	3	5.37
525	18/02/2003	Toen kwam de HSL en ging ons hele leven op de kop'	Volkskrant	4.4.1	1	510	3	5.77
526	18/02/2003	De Zuidtangent een bus die rijdt als een trein	NRC Handelsblad	4.2.1	1	1093	3	6.17
527	22/02/2003	Stan Huygens journaal - KLM laat balonnetje op	Telegraaf	99.6.0	1	442	3	6.68
528	22/02/2003	Haarlemmermeer voor fouilleren op Schiphol	NRC Handelsblad	29.1.0	1	152	2	6.17
529	24/02/2003	Zuidtangent	NRC Handelsblad	4.2.1	1	332	2	6.37
530	26/02/2003	Schipholpersoneel onwel door bestrijdinsgif	Volkskrant	20.4.0	1	94	2	6.22
531	28/02/2003	Nieuw-Vennep wordt bruisend	Telegraaf	30.3.0	1	62	3	6.08
532	28/02/2003	Ambtenarental gemeenten varieert sterk; Emmen en Apeldoorn hebben elk vijfmaal meer personeel bij sociale dienst dan Haarlem	Volkskrant	10.3.0	2	1081	2	2.77
533	01/03/2003	Haarlemmermeer 'totaal volbouwen'	Telegraaf	31.3.0	1	90	3	6.18
534	01/03/2003	Zaterdag I Zondag 1 en 2 maart	Volkskrant	13.1.0	1	180	1	7.32
535	01/03/2003	Conflict om schade door Polderbaan; Haarlemmermeer eist financiele vergoeding	Volkskrant	13.1.0	1	395	2	6.62
536	05/03/2003	Miljoenen voor grote projecten Noord-Holland	Telegraaf	99.6.0	2	99	3	2.78
537	07/03/2003	Preventief fouilleren mag op Schiphol	Volkskrant	29.1.0	1	76	2	6.12
538	13/03/2003	Haarlemmermeer moet gaan slopen	Telegraaf	10.3.0	1	203	3	6.38
539	15/03/2003	Forse opkomst aardgasauto's	Telegraaf	7.5.0	2	975	3	2.78
540	17/03/2003	Gewonden door kettingbotsing	Trouw	20.3.0	1	75	2	5.64
541	31/03/2003	Technische snufjes breken snelbus op	Telegraaf	4.2.1	1	303	3	6.53
542	02/04/2003	Honderden klachten over woningisolatie	Telegraaf	24.3.0	1	407	3	6.62
543	09/04/2003	Bloemendaal is strandfiles beu	Telegraaf	31.2.0	2	421	3	2.77
544	12/04/2003	Naar die heerlijke bollen	Trouw	23.2.1	2	959	3	1.27
545	14/04/2003	Schiphol wil opheldering bouwfraude; Luchthaven eist handtekening aannemers	Volkskrant	5.1.0	1	447	3	5.65
546	18/04/2003	Onderzoek bouwfraude is beperkt; Capaciteit schiet tekort	NRC Handelsblad	5.2.0	2	377	1	3.61
547	26/04/2003	De bel van de angst	NRC Handelsblad	99.6.0	2	916	3	1.61
548	30/04/2003	Dat is kras	Telegraaf	20.3.0	1	112	3	6.27
549	30/04/2003	Het brein achter slimme vastgoed-deals; Wie is Paul Ruttee?	NRC Handelsblad	31.1.0	2	693	2	2.61
550	01/05/2003	In een splitsecond; Kunstervaring langs de HSL	Volkskrant	21.1.0	2	1975	3	1.75
551	03/05/2003	Gemeentelijke belastingen flink duurder	Telegraaf	10.1.2	2	576	3	2.77
552	07/05/2003	Bejaarden dupe van 'buurman'	Telegraaf	6.2.4	1	85	3	6.17
553	07/05/2003	Lege kantoren in randgemeenten	Trouw	3.2.1	2	70	3	1.27
554	09/05/2003	Gemeente verliest ruim 7 miljoen door Floriade	Telegraaf	8.1.3	1	360	3	6.57
555	09/05/2003	Haarlemmermeer draagt verlies Floriade manmoedig	Trouw	8.1.3	1	366	2	6.07
556	09/05/2003	Utrecht: voor niks rijdt straks de bus rond	NRC Handelsblad	4.2.2	2	1427	2	2.61
557	09/05/2003	Gratis vervoer in Utrecht	NRC Handelsblad	4.2.2	2	244	2	2.61
558	13/05/2003	Claim bij gemeente na bijna dodelijke duik met rolstoel	Telegraaf	10.3.0	1	299	3	6.47
559	22/05/2003	En na de lunch zijn de taxi's de klos	Trouw	29.1.0	1	351	1	7.07
560	22/05/2003	Welkom reizigers. Handen omhoog!; Grote fouilleeractie op Schiphol tegen illegaal wapenbezit	Volkskrant	29.1.0	1	592	3	5.80
561	03/06/2003	Profeten van de zigeunerswing	Volkskrant	21.2.1	2	1831	3	1.75
562	05/06/2003	Oogst preventief fouilleren enorm	Telegraaf	29.1.0	2	363	3	2.77
563	05/06/2003	Boter- en eierverbod bij luilak	Telegraaf	99.6.0	1	197	2	6.37
564	12/06/2003	Hetzelfde en toch anders; Monumentale aula Rietveld volledig herbouwd	Volkskrant	1.3.0	1	2009	3	6.75
565	14/06/2003	Drijvende huizen binnen de dijken; De zee terug in het land en het land naar de zee brengen.	Trouw	23.1.3	2	573	2	2.27
566	14/06/2003	Racistische mishandeling	Telegraaf	6.2.3	1	84	3	6.17
567	14/06/2003	Hoge winsten verschrompelen in lege kantoren	Trouw	3.2.1	2	540	3	1.27
568	17/06/2003	Meisjes van 7 en 14 dood na ongeval met aanhanger	Volkskrant	20.3.0	1	83	2	6.15
569	27/06/2003	Motorrijders dood na inhaalacties	Telegraaf	20.3.0	1	60	3	6.02
570	30/06/2003	Ruim tachtig mensen ziek na barbecue	Trouw	20.4.0	1	99	2	5.72
571	30/06/2003	Voedselvergiftiging bij barbecue: 85 zieken	Volkskrant	20.4.0	1	123	2	6.25
572	30/06/2003	Prijs voor markiezin	Telegraaf	27.2.0	2	416	3	2.77
573	05/07/2003	Werken en dineren in een suikerfabriek	Volkskrant	3.2.2	1	496	2	6.68

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
574	11/07/2003	Gedrag luchthaven voelt als volksverlakkerij'; Burgemeester Van Hoogdalem van Haarlemmerliede en Spaarnwoude valt 'vrijstaat' Schiphol aan	Volkskrant	24.3.0	1	559	2	6.78
575	12/07/2003	Aanplant bossen rond Amsterdam vertraagd	Telegraaf	23.1.1	1	282	3	6.58
576	12/07/2003	Woeste grond: een lang verdwenen fenomeen	Trouw	11.1.0	2	928	3	1.25
577	12/07/2003	Omgeving Schiphol in opstand; Geluidsoverlast wordt gemeenten te veel	Volkskrant	24.3.0	1	397	1	7.58
578	18/07/2003	Wat U Zegt! - kokkelvisserij goochelt met cijfers	Telegraaf	13.1.0	1	1342	3	7.68
579	18/07/2003	ANWB: Onderhoud fietspaden is slecht	Volkskrant	23.2.1	2	386	2	2.73
580	25/07/2003	Schiphol-debat is niet in de mode	NRC Handelsblad	24.3.0	1	1058	3	6.14
581	29/07/2003	Vogelsterfte in slibdepot	Telegraaf	99.6.0	1	192	3	6.48
582	31/07/2003	Spotters willen plek bij Polderbaan	NRC Handelsblad	24.4.0	1	129	2	6.09
583	31/07/2003	400 schadeclaims sinds uitbreiding Schiphol	NRC Handelsblad	24.5.0	1	418	2	6.44
584	31/07/2003	Nieuwe baan leidt verkeer af	NRC Handelsblad	99.6.0	1	357	2	6.39
585	06/08/2003	Slechte planologie breekt Schiphol op; Vlieglawaai	Trouw	31.2.0	1	615	3	5.35
586	07/08/2003	Polderbaan	NRC Handelsblad	13.1.0	1	235	2	6.24
587	11/08/2003	Ambulance te laat door acties	Trouw	19.1.2	1	82	3	4.65
588	14/08/2003	Droogte noopt tot binnenlaten van zout water	NRC Handelsblad	99.6.0	1	356	1	7.39
589	14/08/2003	Zout water moet de heipaal redden; Waterschappen kiezen voor het minste kwaad	NRC Handelsblad	99.6.0	1	894	1	7.94
590	14/08/2003	Denken over Schiphol houdt nooit op	Volkskrant	13.1.0	1	1484	3	6.68
591	15/08/2003	Onenigheid over inlaten zout water; Schade onherstelbaar'	NRC Handelsblad	99.6.0	1	518	1	7.59
592	19/08/2003	Gemeenten hebben geen inzicht in externe kosten; I Gebrek aan overzicht vooral opvallen in het licht van komende bezuinigingen	Volkskrant	10.3.0	2	896	2	2.73
593	20/08/2003	Droogte in waterland	Volkskrant	99.6.0	2	486	3	1.73
594	21/08/2003	Haarlemmermeer wil ook na 2015 nog woningen bouwen'	Telegraaf	31.3.0	1	347	3	6.68
595	21/08/2003	Meer huizen rond Schiphol	NRC Handelsblad	31.3.0	1	195	2	6.19
596	21/08/2003	Gij zult (niet) strak mixen	Volkskrant	22.1.0	2	482	3	1.73
597	21/08/2003	Icoon over een slootje; Santiago Calatrava bouwt drie bruggen in de Haarlemmermeer	Volkskrant	1.1.1	1	2837	2	7.73
598	21/08/2003	Bruggen Calatrava loden last voor Haarlemmermeer	Volkskrant	1.1.1	1	361	3	5.53
599	22/08/2003	Herrie om Schiphol	NRC Handelsblad	24.5.0	1	819	2	6.89
600	25/08/2003	Sprookjesbos vol 'dance'-verrassingen	Volkskrant	22.1.0	1	742	3	5.93
601	26/08/2003	Wethouder baalt van politiek en stapt uit college	Telegraaf	16.1.0	1	221	3	6.53
602	27/08/2003	Zakenvrouw geen politica	Telegraaf	16.1.0	1	197	3	6.48
603	27/08/2003	Dorpen rond Schiphol duiken in archief; Geluidsoverlast	Trouw	24.3.0	1	376	1	7.05
604	28/08/2003	Mr. P. Cammaert	Trouw	16.2.1	2	37	3	1.25
605	29/08/2003	Tegenpool - Water	Telegraaf	25.3.0	2	399	3	2.88
606	06/09/2003	De jaren waarin Nederland aan het werk ging	NRC Handelsblad	28.2.0	2	1788	3	1.59
607	06/09/2003	Slaapstad bron van nieuwe banen; Vooral groei van werkgelegenheid in zakelijke dienstverlening	NRC Handelsblad	28.2.0	2	479	1	3.59
608	06/09/2003	Bloemencorso Aalsmeer	Volkskrant	14.1.0	2	231	3	1.73
609	06/09/2003	Het veen is gewoon wat weggezakt; Niemand weet nog waarom de eeuwenoude boezemkaden bezwijken	Volkskrant	25.1.2	2	1133	2	2.73
610	10/09/2003	Saneren en investeren	NRC Handelsblad	28.2.0	2	627	2	2.59
611	11/09/2003	Toeristen op Schiphol mogelijk gefouilleerd	Telegraaf	29.1.0	1	160	3	6.43
612	12/09/2003	Geketend uit protest tegen Schiphol	NRC Handelsblad	13.1.0	1	121	1	7.09
613	12/09/2003	Schiphol koopt huisbezitters uit	NRC Handelsblad	13.1.0	1	366	1	7.39
614	12/09/2003	Schiphol wil zijn buren uitkopen; 'Klagers Zwanenburg moeten weg kunnen'	Volkskrant	13.1.0	1	483	1	7.68
615	13/09/2003	Weg kunnen van Schiphol helpt al	NRC Handelsblad	13.1.0	1	721	2	6.79
616	13/09/2003	Scepsis over plan huizenkoop Schiphol	Trouw	13.1.0	1	436	2	6.15
617	13/09/2003	Rijk koopt geen huizen bij Schiphol; Shultz: ' Woningbouw was juist verboden'	Volkskrant	13.1.0	1	455	2	6.63
618	17/09/2003	Marco Borsato veilt voor War Child	Telegraaf	27.2.0	2	185	3	2.88
619	20/09/2003	Regio bouwt huizen in ruil voor wegen	Telegraaf	31.3.0	1	372	3	6.68
620	20/09/2003	Randstad eens over bouw 150 duizend woningen; Nieuwbouwplannen in periode van 2010 tot 2030 zijn vooral gericht op Haarlemmermeer, Amsterdam en Almere	Volkskrant	31.3.0	1	685	2	6.88
621	24/09/2003	Zandschuit slaat lek	Telegraaf	23.1.2	1	99	3	6.33
622	24/09/2003	Celstraf en tbs geeist tegen crecheleidster	NRC Handelsblad	6.2.5	1	468	2	6.54
623	24/09/2003	Statistiek moet poging tot doodslag bewijzen	Trouw	6.2.5	1	447	3	5.15
624	08/10/2003	Opnieuw vrijspraak coor crecheleidster Bianca K.	NRC Handelsblad	6.2.5	1	353	2	6.42
625	08/10/2003	Gerechtshof spreekt ex-crecheleidster vrij	Volkskrant	6.2.5	1	51	2	6.00
626	11/10/2003	De prijs voor dijken, droge voeten en schoon water; KOSTEN	NRC Handelsblad	25.1.1	2	1490	3	1.62
627	21/10/2003	Autobrand na botsing met matras op A4	Telegraaf	20.3.0	1	104	3	6.29
628	22/10/2003	Succes Boko zeer kansrijk	Telegraaf	27.2.0	1	186	3	6.39
629	27/10/2003	De kust als poetische proeftuin; Ideeen voor de toekomst van de kust op de eerste Ruimteconferentie	NRC Handelsblad	23.1.1	2	1005	2	2.62
630	28/10/2003	Overheid wil Schiphol de ruimte geven; Grote ambities met Randstad	NRC Handelsblad	13.2.0	1	480	3	5.57
631	28/10/2003	KvK wil ruimte voor Schiphol	Trouw	13.2.0	1	77	3	4.62
632	29/10/2003	Haarlemmermeer laat met betalen van uitkeringen	Telegraaf	10.3.0	1	154	3	6.34
633	30/10/2003	Ingezonden brieven Telegraaf: Wat u zegt	Telegraaf	13.2.0	2	3488	3	2.79
634	30/10/2003	Rampenplan blijft in de kast; Schiphol	Trouw	31.2.0	1	371	3	5.07
635	05/11/2003	Sloop Aviodome op Schiphol uitgesteld	NRC Handelsblad	26.1.0	2	292	3	2.79
636	05/11/2003	Helft van gemeenten wacht met omzetten I/D-banen	Volkskrant	10.3.0	2	343	3	1.75
637	05/11/2003	Uitslaande brand bij keukenbedrijf Hoofddorp	Volkskrant	20.2.0	1	54	2	6.00
638	12/11/2003	Geldpakhuis drugsbende ontmanteld	Telegraaf	6.1.0	1	429	1	8.69
639	12/11/2003	"Zo 'gezond' eet de gemiddelde Nederlander niet"	Telegraaf	10.3.0	2	810	3	2.79
640	15/11/2003	Verzilting Tegen het zout is spelt gewassen; Wageningen onderzoekt groenteelt in brak water	Volkskrant	99.6.0	2	1376	3	1.75
641	19/11/2003	Lafheid beheerst het bordeelbeleid'	NRC Handelsblad	99.2.0	1	822	2	6.92
642	20/11/2003	Chipshol claimt EUR 118 miljoen van provincie	Telegraaf	3.1.1	1	184	3	6.39
643	20/11/2003	Lekker warm werken in de grote sekshal	Trouw	99.2.0	1	271	3	4.97

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
644	29/11/2003	Wilde orchideeen in Hoofddorp	Trouw	23.1.4	1	1074	3	5.82
645	02/12/2003	Gegrepen'	Telegraaf	20.3.0	1	66	3	6.09
646	03/12/2003	Noodkreet wekt verwarring op A9	Telegraaf	20.4.0	1	126	3	6.29
647	03/12/2003	Paniekzaaier van de weg gehaald	Telegraaf	20.4.0	1	126	3	6.29
648	03/12/2003	Asymptote's geworstel met nieuwe architectuurstijlen	NRC Handelsblad	1.2.0	2	713	2	2.62
649	03/12/2003	Randstad voller door indikken steden; I Bouwplannen voorzien in 370 duizend extra woningen tot 2020 Bouwvolume Bollenstreek nog omstreden	Volkskrant	31.3.0	2	713	2	2.75
650	04/12/2003	Schiphol brengt bouwplannen regio in gevaar	Telegraaf	13.2.0	1	282	3	6.49
651	04/12/2003	A4 Delfland	NRC Handelsblad	4.1.1	2	438	2	2.62
652	05/12/2003	Lak aan de oervorm	Trouw	1.2.0	2	763	3	1.27
653	09/12/2003	Aviodome gered als kerkgebouw	NRC Handelsblad	26.1.0	1	140	2	6.12
654	11/12/2003	Aviodome als kerk van Evangeliegemeente	Volkskrant	26.1.0	1	241	2	6.40
655	16/12/2003	DIRK IS BOOS…	Telegraaf	30.3.0	1	365	3	6.59
656	17/12/2003	Nieuwe snelweg A5 verplaatst files	Telegraaf	4.1.1	1	196	3	6.39
657	20/12/2003	Bouwfraude hardnekkig; Bouwsector maakte ook recent nog prijsafspraken	Trouw	5.1.0	2	469	3	1.27
658	20/12/2003	Dubbeldoel werd dubbelspel; Er was op papier een werkelijkheid gecreeerd waarin Schiphol kon blijven groeien	Volkskrant	13.2.0	1	2656	3	6.75
659	23/12/2003	Zelfs in de zomer kan de polder onder water lopen	Volkskrant	14.2.0	2	786	2	2.75
660	27/12/2003	Opmerkelijke momenten van Het Beeld	NRC Handelsblad	1.1.1	2	219	3	1.62
661	05/01/2004	Zes gewonden bij ongeval A9	Telegraaf	20.3.0	1	64	3	6.01
662	05/01/2004	Gevolgen ijzel voor verkeer blijven beperkt	Volkskrant	20.3.0	2	205	2	2.72
663	07/01/2004	Trouwen op 4-4'04	Telegraaf	10.2.0	1	98	3	6.16
664	10/01/2004	Het Groene Hart heeft heilige status verloren	Volkskrant	13.2.0	2	1130	2	2.72
665	16/01/2004	De stad van glas	NRC Handelsblad	14.2.0	2	1745	3	1.61
666	21/01/2004	Gemeenten boos over extra geluidhinder van Schiphol; Dubbele starts eisen 'tijdelijke' voorschriften	Volkskrant	24.3.0	1	463	1	7.67
667	29/01/2004	Brandweer vaak te lang onderweg	Telegraaf	19.1.1	2	205	3	2.71
668	30/01/2004	Aan de baar van een groot kampioene; I Massale belangstelling blijft uit bij kerkdienst en begrafenis van Fanny Blankers-Koen 'Fan had hier het liefst een feestje van gemaakt'	Volkskrant	27.3.0	1	702	3	5.92
669	31/01/2004	Marechausee niet tot alles bevoegd	Trouw	29.3.0	1	393	3	5.11
670	03/02/2004	Rijkste gezinnen in provincie Utrecht	NRC Handelsblad	9.0.0	2	333	2	2.61
671	07/02/2004	Klussen en zielig zijn	NRC Handelsblad	25.3.0	2	902	3	1.61
672	09/02/2004	?	Telegraaf	19.1.3	2	45	3	2.71
673	11/02/2004	Natuur redden met nieuwe huizen; Met de winst uit nieuwbouw kan nieuwe natuur betaald worden	NRC Handelsblad	23.1.1	2	1253	2	2.61
674	14/02/2004	Een starter is altijd de dupe; Wie begint op de woningmarkt kan moeilijk een huis vinden	NRC Handelsblad	31.2.0	2	1395	2	2.61
675	18/02/2004	WieWatWaar; Floriade	Volkskrant	8.1.3	2	112	3	1.72
676	18/02/2004	Calatravabruggen	Volkskrant	1.1.1	1	76	1	7.07
677	19/02/2004	Woningbouw onzeker door groei Schiphol	Telegraaf	13.2.0	1	360	3	6.51
678	21/02/2004	Criminelen misbruiken pinpas jongeren	Telegraaf	19.1.3	1	291	3	6.41
679	21/02/2004	Vis	Volkskrant	1.1.1	2	135	3	1.72
680	24/02/2004	Demontage Aviodome	Volkskrant	13.1.0	1	150	2	6.27
681	27/02/2004	Groen bij Schiphol moet verkassen; Haarlemmermeer wil natuurgebied verplaatsen voor woningbouw	Volkskrant	31.3.0	1	427	2	6.62
682	27/02/2004	?	Volkskrant	31.3.0	1	328	1	7.47
683	04/03/2004	Grondlawaai van Schiphol onderzocht	Telegraaf	24.3.0	1	82	3	6.11
684	06/03/2004	Schiphol raakt zijn zwervers niet kwijt	Telegraaf	24.1.0	1	349	3	6.51
685	06/03/2004	HOE vang je zwervers op Schiphol op?	Trouw	24.1.0	1	263	3	4.96
686	06/03/2004	Aanpak thuislozen op Schiphol is succesvol	Volkskrant	24.1.0	1	67	2	6.02
687	09/03/2004	Een graf kopen kan niet in Nederland, maar wees niet ongerust: er is ruimte genoeg; "Het klinkt een beetje luguber, maar er wordt overal gekeken naar de omloopsnelheid van graven"	Trouw	99.6.0	2	1313	3	1.26
688	10/03/2004	Warm, open en een tikje dominant; Wie is Lex Oude Weernink	NRC Handelsblad	24.3.0	2	696	3	1.61
689	10/03/2004	Haarlemmermeer wijst uitbreiding Schiphol af	Volkskrant	13.2.0	1	446	1	7.62
690	11/03/2004	Overal vliegtuiglawaai in en rond Amsterdam; I Schiphol na 2010: verdubbeling van aantal vliegtuigen en reizigers, twee terminals en een 'people mover'	Volkskrant	24.3.0	1	473	2	6.67
691	16/03/2004	Aviodome gedemonteerd	NRC Handelsblad	13.1.0	1	95	2	6.06
692	17/03/2004	Spel nog niet startklaar	Telegraaf	27.2.0	2	494	3	2.71
693	17/03/2004	Duindigt Super Kwartet	Telegraaf	27.2.0	2	340	3	2.71
694	17/03/2004	Wat een belediging'	Telegraaf	10.3.0	1	491	3	6.66
695	17/03/2004	Ruimte in dienst van de economie	NRC Handelsblad	31.3.0	2	1112	2	2.61
696	17/03/2004	Preventief fouilleren ook in trein en bus; Voorstel minister Donner	NRC Handelsblad	29.1.0	2	359	2	2.61
697	19/03/2004	Sterk, leefbaar, bereikbaar; RUIMTELIJKE ORDENING	Trouw	31.3.0	2	1217	3	1.26
698	22/03/2004	Ryan G Boko sterke kwartetwinnaar	Telegraaf	27.2.0	2	409	3	2.71
699	24/03/2004	Gemeenten: geen bouwstop bij Schiphol; Brandbrief aan minister	NRC Handelsblad	13.2.0	1	400	2	6.46
700	24/03/2004	Modepand slingert als cobra omhoog; ONX Architecten bouw markant bedrijfsgebouw	Volkskrant	1.3.0	1	552	3	5.77
701	25/03/2004	Groei Schiphol belet bouw 8000 huizen	Telegraaf	13.2.0	1	293	3	6.41
702	25/03/2004	Naar de utopie; Architect Rem Koolhaas	Volkskrant	1.1.1	1	2199	3	6.72
703	29/03/2004	Bestuurder rijdt zonder rijbewijs 203 km op A4	Volkskrant	20.4.0	1	61	2	6.02
704	31/03/2004	Cerfontaine kandidaat VNO-NCW; Voordracht eind april	NRC Handelsblad	99.6.0	2	444	3	1.61
705	03/04/2004	Bruggen van Calatrava hebben de wind in de zeilen	Volkskrant	1.1.1	1	616	3	5.81
706	06/04/2004	Huizen geofferd voor Schiphol; De luchthaven Schiphol we Nota Ruimte van het kader	Trouw	13.2.0	1	615	2	6.35
707	07/04/2004	Aanleg golfbaan uitgesteld om grondvervuiling	Telegraaf	99.6.0	1	324	3	6.48
708	22/04/2004	Ambachtelijk met een knipoog	Volkskrant	21.1.0	2	409	3	1.71

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
709	27/04/2004	Amsterdam is nu de beste woonplaats	Telegraaf	9.0.0	2	599	3	2.73
710	27/04/2004	Amsterdam meest geliefde gemeente	Telegraaf	9.0.0	2	570	3	2.73
711	27/04/2004	Het bouwen kan beginnen; Minder Haagse regels in ruimtelijke ordening	NRC Handelsblad	31.3.0	2	895	2	2.60
712	28/04/2004	Nieuwe Nota Ruimte is zwaktebod en lost niets op	NRC Handelsblad	31.2.0	2	1249	3	1.60
713	28/04/2004	Ruimte voor zeker 440 duizend nieuwe huizen	Volkskrant	31.3.0	2	561	2	2.71
714	30/04/2004	Dit moet het Spaarne zijn	NRC Handelsblad	11.1.0	2	443	3	1.60
715	03/05/2004	Sir Kali surprise	Telegraaf	27.2.0	1	197	3	6.33
716	03/05/2004	Vrouw opgepakt na motelmoord	NRC Handelsblad	6.2.5	1	81	2	6.00
717	03/05/2004	Vrouw opgepakt na dood man in motel	Volkskrant	6.2.5	1	52	2	5.96
718	12/05/2004	Recordpoging met langste roeiboot	Telegraaf	23.2.2	1	78	3	6.08
719	12/05/2004	Recordpoging in langste roeiboot	Telegraaf	23.2.2	1	82	3	6.13
720	12/05/2004	WieWatWaar; Ringvaart Regatta	Volkskrant	23.2.2	1	82	3	5.11
721	13/05/2004	Megaboot vist naast wereldrecord	Telegraaf	23.2.2	1	105	3	6.23
722	13/05/2004	JAZZ IN DE OPEN LUCHT	Telegraaf	21.2.1	1	567	3	6.78
723	14/05/2004	Op Schiphol doorgaan met preventief fouilleren'	Volkskrant	29.1.0	1	55	2	5.96
724	21/05/2004	Neutron Jack' op tournee; 'Eerlijk beleid' van icoon Welch in Nederland amper mogelijk	NRC Handelsblad	28.2.0	2	735	3	1.60
725	27/05/2004	Haarlemmermeer weigert bouwstop rijk te accepteren	Telegraaf	13.2.0	1	216	3	6.33
726	27/05/2004	De computer let niet op mooi'; De algoritmen van architect Lars Spuybroek	Volkskrant	1.2.0	2	2464	2	2.71
727	01/06/2004	Ouders vergeten zoontje in park	Telegraaf	20.4.0	1	140	3	6.23
728	19/06/2004	In regio Utrecht kun je het best in Zeist wonen	Volkskrant	28.1.0	2	269	2	2.71
729	24/06/2004	Megabordeel inzet van miljoenenclaim	Telegraaf	99.2.0	1	112	3	6.23
730	24/06/2004	Gemeenten boycotten megabordelen	Telegraaf	99.2.0	2	296	3	2.73
731	01/07/2004	Beeldmerk voor de Haarlemmermeer	NRC Handelsblad	1.1.2	1	650	3	5.68
732	01/07/2004	Harp	Trouw	1.1.2	1	149	3	4.79
733	02/07/2004	EEN SCHOONSCHRIJVER DIE ZEESCHILDER WERD	Telegraaf	11.1.0	2	642	3	2.82
734	02/07/2004	Citer, Harp en Luit van Calatrava geopend	Volkskrant	1.1.2	1	116	3	5.20
735	03/07/2004	Kijkje in de keuken van de Nederlandse architectuur	Trouw	1.3.0	2	444	3	1.24
736	06/07/2004	In tussenland kan alles; Ruimte	Trouw	99.6.0	2	1294	3	1.24
737	13/07/2004	Ook vrije ruimte heeft regels nodig	Trouw	99.6.0	2	1148	3	1.24
738	17/07/2004	Groente groeit slecht rondom Schiphol	Telegraaf	24.2.0	1	323	3	6.57
739	26/07/2004	Gemeenten betalen meting bij Schiphol; Onafhankelijk onderzoek naar geluidsoverlast krijgt bijval	Volkskrant	24.3.0	1	428	2	6.60
740	30/07/2004	30 juli	Trouw	23.1.2	1	260	3	4.89
741	31/07/2004	Zakken met 3293 euro per dag, maanden lang; Prijsdalingen tot wel 40 procent in onvoorspelbare woningmarkt	NRC Handelsblad	12.1.0	2	1562	3	1.58
742	02/08/2004	Schiphol en staat ruzien over claim	Volkskrant	3.1.1	1	428	1	7.60
743	03/08/2004	Geweld in de stad drukt waarde huis; Woningen in Utrecht 13 duizend euro 'goedkoper' door misdaad	Volkskrant	6.1.0	2	467	2	2.70
744	03/08/2004	VOORUITBLIK - Provincie en Randstad touwtrekken om Floriade	Trouw	8.1.3	2	454	2	2.24
745	06/08/2004	Almere wil meeliften met Amsterdam	Telegraaf	17.1.0	2	480	3	2.82
746	07/08/2004	Vriendelijk voor passanten	Telegraaf	23.2.2	2	1087	3	2.82
747	11/08/2004	Hooligans willen dansfestijn verstoren'	Telegraaf	22.2.0	1	132	3	6.32
748	14/08/2004	Vliegveld draait met de wind mee	Telegraaf	13.2.0	1	599	3	6.87
749	14/08/2004	Hooligans dreigen met rellen op dansfestijn	Telegraaf	22.2.0	1	250	3	6.47
750	14/08/2004	Te laat voor de schuldvraag	Trouw	11.2.0	1	357	3	5.04
751	18/08/2004	Love-dokters op dancefestival Mystery Land	Telegraaf	22.2.0	1	90	1	8.22
752	18/08/2004	Extra politie op Mystery Land	NRC Handelsblad	22.2.0	1	81	3	4.98
753	19/08/2004	MYSTERYLAND AFSLUITER VAN FESTIVALZOMER	Telegraaf	22.2.0	1	170	3	6.37
754	19/08/2004	Rohmers buurtje lijkt op een oerdorp	NRC Handelsblad	31.2.0	1	632	3	5.68
755	19/08/2004	Hooligans willen rel op festival; Organisatie neemt extra maatregelen	Volkskrant	22.2.0	1	422	3	5.60
756	21/08/2004	Dance festival alert op hooligans	NRC Handelsblad	22.2.0	1	268	3	6.28
757	22/08/2004	Gemoedelijk Mystery	Telegraaf	22.2.0	1	65	2	7.12
758	23/08/2004	Navaho op de streep	Telegraaf	27.2.0	2	281	3	2.82
759	23/08/2004	Spetteren' aan het strand	Telegraaf	22.2.0	2	703	3	2.82
760	23/08/2004	Lekker feesten, zonder hooligans; Veiligheidsmaatregelen op dancefestival schrikken voetbalvandalen af	NRC Handelsblad	22.2.0	1	929	2	6.98
761	23/08/2004	Op vredig Mysterland mept alleen Tommy Lee erop los; 'Opvallend rustige' editie dancefestival	Volkskrant	22.2.0	1	514	3	5.70
762	26/08/2004	Schiphol verliest marktaandeel	Telegraaf	13.1.0	1	539	3	6.82
763	28/08/2004	Terugloop in toerisme deert banenmotor niet	Telegraaf	28.2.0	2	469	3	2.82
764	30/08/2004	Een baan naast de deur is er niet meer; Volkstelling van Centraal Bureau voor de Statistiek laat explosie woonwerkverkeer zien	NRC Handelsblad	28.2.0	2	1583	2	2.58
765	02/09/2004	In je vrije tijd moet je naar Emmen, niet naar Schiedam	Trouw	23.2.3	2	295	2	2.24
766	03/09/2004	Het leger moest het werk doen	NRC Handelsblad	25.3.0	2	945	3	1.58
767	04/09/2004	De Grave commissaris ontwikkeling Schiphol	Telegraaf	99.6.0	1	168	3	6.37
768	07/09/2004	Optimistic scoort internationaal	Telegraaf	27.2.0	1	347	3	6.62
769	15/09/2004	Hulpdiensten kunnen nu alle rampen trainen	Telegraaf	19.1.3	2	431	3	2.82
770	18/09/2004	Komst sekspaleis aan de A4 dichterbij	Telegraaf	99.2.0	1	134	3	6.32
771	24/09/2004	Miljoenen door I amsterdam"	Telegraaf	17.1.0	2	316	3	2.82
772	09/10/2004	Wij zijn nog niet klaar voor de aanslag'; De strijd van de Amsterdamse brandweer tegen terreur	NRC Handelsblad	29.2.0	1	1288	2	7.35
773	09/10/2004	Bommelding vliegtuig niet doorgegeven; Felle kritiek op Donner	NRC Handelsblad	29.3.0	1	425	1	7.50
774	10/10/2004	Felle kritiek op Donner na bommelding	Telegraaf	29.3.0	1	244	3	6.40
775	11/10/2004	Onderzoek afhandeling bomalarm	NRC Handelsblad	29.3.0	1	342	3	5.40
776	11/10/2004	Onvrede over voorlichting 'bomvliegtuig'; Justitie lichtte alleen hulpverleners op Schiphol in	Trouw	29.3.0	1	401	2	6.10
777	12/10/2004	Het is in de architectuur afgelopen met rechte lijnen en hoeken	Trouw	1.2.0	2	1397	3	1.25
778	13/10/2004	Rampbestrijders wel op hoogte van bomvliegtuig	Telegraaf	16.2.1	1	176	3	6.30

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
779	14/10/2004	Gasprijs voortaan speelbal van krachten op vrije markt; Analyse	Volkskrant	99.4.0	2	529	3	1.71
780	26/10/2004	Alleen Venlo wil muurbloem Floriade	NRC Handelsblad	8.1.3	2	887	3	1.60
781	26/10/2004	Geen blijvend toeristisch effect	NRC Handelsblad	8.1.3	1	140	3	5.10
782	27/10/2004	Voormalig chrecheleidster blijft vrij	Trouw	6.2.5	1	246	3	4.90
783	28/10/2004	Karel Appel en het geluk	Volkskrant	28.1.0	2	564	3	1.71
784	03/11/2004	Dankzij de charme van Agnes	Telegraaf	30.2.0	1	317	3	6.50
785	06/11/2004	Bruggen bouwen met spaghetti en lijm	NRC Handelsblad	1.1.2	2	448	3	1.60
786	13/11/2004	Economie Almere groeit het snelst	Telegraaf	28.1.0	2	95	3	2.75
787	20/11/2004	Afbuigen vliegroutes leidt toestellen pal over Lijnden	NRC Handelsblad	24.5.0	1	1017	2	7.10
788	20/11/2004	Tekort aan agenten door terreuralarm; Noodkreet burgemeester	NRC Handelsblad	29.3.0	1	351	1	7.40
789	21/11/2004	Extra werk	Telegraaf	29.3.0	1	239	2	7.40
790	22/11/2004	Ongewenst tussendoortje	Telegraaf	27.3.0	2	638	3	2.75
791	22/11/2004	Leger inzetten bij beveiliging'	NRC Handelsblad	29.3.0	1	227	2	6.25
792	22/11/2004	Haarlemmermeer wil meer politie	Trouw	29.3.0	1	269	2	5.95
793	22/11/2004	Politiebond wil meer agenten tegen de terreur	Volkskrant	29.3.0	1	61	2	6.01
794	23/11/2004	Woningbouw in de polder	Telegraaf	31.3.0	1	146	3	6.30
795	25/11/2004	Hausse aan claims door groei Schiphol ; Omwonenden dienen 400 vorderingen tot schadevergoeding in Burgers vooral beducht voor waardedaling huis	Volkskrant	24.3.0	1	488	2	6.66
796	26/11/2004	Seksbaas klaagt oud-wethouder aan voor meineed	Telegraaf	99.2.0	1	323	3	6.50
797	27/11/2004	De lezer schrijft over de beveiliging van Schiphol	NRC Handelsblad	29.3.0	1	250	3	5.25
798	29/11/2004	Allochtonen naar grote steden, autochtonen weg	NRC Handelsblad	12.4.0	2	77	3	1.60
799	30/11/2004	Almere groeit met 4,5 pct. Het snelst	Telegraaf	12.1.0	1	269	3	6.45
800	30/11/2004	Preventief fouilleren in zeven gemeenten	NRC Handelsblad	29.1.0	2	237	2	2.60
801	04/12/2004	In Utrecht geen toename allochtonen	Volkskrant	12.4.0	2	303	2	2.71
802	06/12/2004	Mysterieuze veesterfte rond vliegveld terrein	Telegraaf	99.6.0	1	218	3	6.35
803	08/12/2004	Te weinig militaire politie op Schiphol'	NRC Handelsblad	29.2.0	1	292	2	6.30
804	08/12/2004	Zorgen over het aantal beveiligers op Schiphol	Trouw	29.2.0	1	462	3	5.20
805	11/12/2004	Zwembad voor vliegtuiglawaai	Trouw	24.3.0	1	265	3	4.95
806	16/12/2004	Kantorenparken worden spooksteden; Oude, leegstaande kantoren zullen nooit meer een huurder vinden	Volkskrant	3.2.1	1	674	3	5.86
807	18/12/2004	Het verraad van de 'jodenboerderij'	Telegraaf	11.2.0	1	1354	3	7.60
808	23/12/2004	Duurder huis in regio hard nodig	Telegraaf	31.3.0	2	352	3	2.75
809	23/12/2004	CIJFERS - Steeds minder coffeeshops	Trouw	15.1.0	2	347	2	2.25
810	29/12/2004	Stadskastanjes geveld door bloedingsziekte	NRC Handelsblad	99.6.0	2	755	2	2.60
811	30/12/2004	Verhuiswagen voor patienten	Telegraaf	99.6.0	1	198	3	6.35
812	06/01/2005	Haarlemmermeer en Almere worden razendsnel groter	Telegraaf	12.1.0	1	270	3	6.36
813	06/01/2005	Kantoorruimte vaker onverhuurbaar	Volkskrant	3.2.1	2	348	3	1.70
814	13/01/2005	Schiphol veroordeeld tot schadevergoeding	Telegraaf	3.1.1	1	411	3	6.51
815	13/01/2005	Schiphol haalt bakzeil in zaak rond bouwvergunning	Volkskrant	3.1.1	1	255	3	5.35
816	17/01/2005	Gemeenten oneens over veiligheid op Schiphol	Telegraaf	19.2.0	1	101	3	6.16
817	17/01/2005	Onenigheid over veiligheid Schiphol	Trouw	19.2.0	1	88	2	5.67
818	17/01/2005	Schiphol stuurloos bij crisis; Amsterdam wil leiding bij ramp of terreur	Volkskrant	19.2.0	1	412	2	6.55
819	18/01/2005	Amsterdam cooerdineert hulp Schiphol	Telegraaf	19.2.0	1	346	3	6.46
820	19/01/2005	Noorden pleit weer voor snelle spoorlijn	NRC Handelsblad	4.4.2	2	413	2	2.58
821	21/01/2005	Haarlemmermeer tegen umts-mast	Telegraaf	99.1.0	1	160	3	6.21
822	21/01/2005	Zuid-Holland glijdt af naar stedelijke getto	Trouw	9.0.0	2	347	2	2.27
823	22/01/2005	Klap voor molen in Hoofddorp	Telegraaf	99.6.0	1	138	3	6.16
824	26/01/2005	Vijf vragen over de vloedgolf; ZEEBEVING	Trouw	11.1.0	2	878	3	1.27
825	28/01/2005	Laat ze eerst maar aantonen dat het niet schadelijk is'; De 350 inwoners van Kranenburg verzetten zich tegen de bouw van een gsm-mast	NRC Handelsblad	99.1.0	2	983	3	1.58
826	01/02/2005	Verdwenen' snelweg A3 moet Schiphol ontlasten	Telegraaf	4.1.1	1	378	3	6.46
827	11/02/2005	Geef ze een gereedschapskist'	Telegraaf	10.3.0	1	557	3	6.71
828	12/02/2005	Bouwers kopen fraudeclaims af voor EUR 70 mln	Telegraaf	5.2.0	2	277	2	3.66
829	13/02/2005	Kilometers aan kabel moeten grond weer uit	Telegraaf	20.4.0	1	185	3	6.26
830	17/02/2005	Moskee roept gelovigen op met lichtflits	Volkskrant	26.2.0	1	275	2	6.40
831	19/02/2005	Tot 9 jaar voor smokkel drugs via bagagekelder	Volkskrant	6.2.2	1	54	2	5.95
832	19/02/2005	Partij olifantenpoten en olifantenoren gevonden	Volkskrant	99.6.0	1	58	2	5.95
833	25/02/2005	Politie Amsterdam helpt op Schiphol	Telegraaf	29.3.0	1	353	3	6.46
834	28/02/2005	Bouwers: geen tijd voor rechter	NRC Handelsblad	5.2.0	2	646	3	1.58
835	28/02/2005	Het is een raadsel hoe de rovers daar kwamen'; Roof verrast generaal Beekman van marechaussee	Volkskrant	6.2.1	1	669	2	6.85
836	03/03/2005	Kamer is houding van Donner zat; Hoorzitting over veiligheid Schiphol	Volkskrant	29.3.0	1	437	2	6.60
837	04/03/2005	Brandweerwagen komt vaak te laat	Telegraaf	19.1.1	2	379	3	2.66
838	05/03/2005	Illegale prostitutie in hotels Schiphol'	Telegraaf	6.1.0	1	422	3	6.56
839	07/03/2005	Nederlandse ambtenaren helpen opbouw Sri Lanka	Telegraaf	10.3.0	2	325	3	2.66
840	08/03/2005	Woningaanbod in regio daalt voor Amsterdammers	Telegraaf	12.2.0	1	357	3	6.46
841	08/03/2005	Geef Schiphol een status aparte'; Korpschef Visser van Kennemerland over terreurdreiging	NRC Handelsblad	19.2.0	1	1000	3	6.03
842	12/03/2005	Dooie dozen; Bedrijventerreinen: ruimtevretende machinekamer van de economie	NRC Handelsblad	3.1.2	2	2326	3	1.58
843	12/03/2005	Prijsvraag voor architectuur op bedrijventerreinen	NRC Handelsblad	3.1.2	2	342	3	1.58
844	14/03/2005	Ik hoor alleen maar die brom, die vreselijke brom'; Grondlawaai op Schiphol is voor veel omwonenden overdraaglijk, maar bestaat voor de wetgever niet	NRC Handelsblad	24.3.0	1	978	3	6.03
845	15/03/2005	Haarlemmermeer schrikt van strop grondverkoop	Telegraaf	99.6.0	1	378	3	6.46
846	16/03/2005	Het grondwater in Nederland verzilt Milieu; Over zeventig jaar kun je dan de sluizen openen	Trouw	23.1.3	1	888	2	6.62
847	18/03/2005	Bibliotheken in actie tegen 'gespioneer'	Volkskrant	99.6.0	2	188	1	3.70
848	19/03/2005	Oase in de randstad	Telegraaf	23.1.4	1	901	3	7.06
849	21/03/2005	Holland vecht tegen water en droogte Waterbeheer	Trouw	23.1.3	2	458	2	2.27
850	25/03/2005	Hele dagen pingelen en dromen van Oranje; Khalid Boulahrouz heeft zijn grote doel bereikt - en wil zich blijven ontwikkelen	NRC Handelsblad	99.6.0	2	1093	3	1.58

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
851	01/04/2005	Huisvesting Surinamers kiezen voor kleurrijk Almere	Trouw	12.4.0	2	776	3	1.25
852	05/04/2005	Wethouder stapt op na belediging raad	Trouw	16.1.0	1	86	3	4.65
853	05/04/2005	Staten Noord-Holland voor omlegging A9	Trouw	4.1.1	1	97	3	4.70
854	06/04/2005	Amsterdam aast op bedrijven uit Azie	Telegraaf	17.1.0	2	344	3	2.64
855	19/04/2005	De 'bad dudes' van vlucht KL-685	Volkskrant	29.3.0	1	483	3	5.62
856	19/04/2005	Frits verwarmt Koreanen	Telegraaf	17.1.0	2	165	3	2.64
857	26/04/2005	Vieze lucht hoeft bouwplannen niet te stoppen	NRC Handelsblad	31.3.0	2	538	3	1.58
858	07/05/2005	Eenzaam achter de voordeur; In de nieuwbouwwijken van Hoofddorp bemoei je je met je eigen zaken, ook als alles tegenzit	NRC Handelsblad	99.6.0	1	3212	3	6.58
859	10/05/2005	Drie dure bruggen roesten na jaar al	NRC Handelsblad	1.1.2	1	36	2	5.73
860	11/05/2005	Roestplekken op nieuwe bruggen	Telegraaf	1.1.2	1	72	3	5.99
861	11/05/2005	Publiekstrekkers moeten boeten voor voetbalrellen' ; Ergernis over zelf betalen helft van politie-inzet	Volkskrant	22.3.0	2	742	2	2.67
862	12/05/2005	Landmaken is ons erfgoed'; Interview Landschapsarchitect Adriaan Geuze	Volkskrant	29.3.0	2	2450	3	1.67
863	19/05/2005	Haarlemmermeer schrapt 150 banen	Telegraaf	10.3.0	1	163	3	6.19
864	19/05/2005	Gemeente Haarlemmermeer schrapt bijna 150 banen	Trouw	10.3.0	1	112	3	4.75
865	20/05/2005	Gaten in veiligheid Schiphol'	Telegraaf	29.3.0	1	370	2	7.44
866	21/05/2005	Haarlemmermeer stemt over cultuurgebouw	NRC Handelsblad	21.2.2	1	121	3	5.08
867	28/05/2005	Wonen in de vloed en op oude beddingen; Architectuurbiennale Rotterdam toont de rijkdom van bouwen aan het water	NRC Handelsblad	1.3.0	2	941	3	1.58
868	30/05/2005	Droge voeten houden in huis vraagt creatieve oplossingen van architecten	Trouw	25.1.1	2	1228	3	1.25
869	01/06/2005	Operatie tegen illegale tuinen gaat van start	Telegraaf	10.3.0	1	107	3	6.14
870	03/06/2005	Cijfers KLM veel beter dan Air France; Nettowinst stijgt fors	NRC Handelsblad	99.6.0	2	414	3	1.58
871	07/06/2005	Concert in openlucht blijft binnen	Telegraaf	8.2.0	2	274	3	2.64
872	10/06/2005	KPN ziet af van plaatsen mast	NRC Handelsblad	99.1.0	1	81	2	5.98
873	11/06/2005	Bouw is kennelijk tot inkeer gekomen'; Veroordelingen door de strafrechter luiden het einde van de bouwfraude-affaire in	NRC Handelsblad	5.2.0	2	870	3	1.58
874	11/06/2005	PvdA wil parlementair onderzoek naar wildwesttaferelen	Volkskrant	3.1.1	1	206	2	6.27
875	11/06/2005	Stelselmatig tegengewerkt om een lucratief stuk grond; Rijk dwarsboomde projectontwikkelaar bij Schiphol	Volkskrant	3.1.1	1	611	2	6.77
876	13/06/2005	Obstructie Schiphol niet onderzocht; Kamer: geen parlementair onderzoek Chipshol	Volkskrant	3.1.1	1	366	2	6.47
877	15/06/2005	Huis als Huis als tweede huid	Telegraaf	20.4.0	2	705	3	2.64
878	16/06/2005	Aanklacht tegen Schultz	Telegraaf	3.1.1	1	222	3	6.29
879	16/06/2005	Aanklacht tegen Schiphol-topman en staatssecretaris	Trouw	3.1.1	1	235	3	4.90
880	16/06/2005	Chipshol klaagt Schultz aan	Volkskrant	3.1.1	1	241	2	6.32
881	17/06/2005	Fouilleeractie moet nu op uiterlijk	Telegraaf	29.1.0	2	424	3	2.64
882	20/06/2005	Degelijke expositie over de Nederlandse polders	NRC Handelsblad	25.1.1	2	603	3	1.58
883	25/06/2005	Affaire bouwfraude voor 73 miljoen geschikt	Trouw	5.1.0	2	231	2	2.25
884	02/07/2005	In de architectuur speelt Nederland een hoofdrol op het wereldtoneel; Een combinatie van boekhandel, eetcafe, basketbalplein, skatebaan en hangplek	Trouw	1.2.0	2	1187	3	1.24
885	04/07/2005	KPN dreigt met rechtszaken om umts-masten	Telegraaf	99.1.0	2	458	3	2.79
886	05/07/2005	Architectuurbijbel roemt Nederlanders	Telegraaf	1.2.0	2	532	3	2.79
887	06/07/2005	Schiphol-directie wil geld terug van bouwers	Telegraaf	5.1.0	1	269	3	6.49
888	06/07/2005	Schiphol claimt miljoenen bij bouw	Trouw	5.1.0	1	201	3	4.84
889	14/07/2005	Rijk maakt beleid creatieve economie	NRC Handelsblad	28.1.0	2	672	3	1.57
890	19/07/2005	Drieling al ruim jaar niet meer naar school	Trouw	20.4.0	1	423	2	6.14
891	20/07/2005	Ruzie Nuon en justitie over aanpak wiettelers; Officier: Bedrijf laat stroomdief lopen	Trouw	15.2.0	1	484	1	7.19
892	23/07/2005	Strafrecht werkt niet bij verzuim	Trouw	20.4.0	1	338	3	4.99
893	23/07/2005	Zoveel bomen naar de knoppen; Deskundigen vrezen dat de talloze zieke paardekastanjes de voorbode zijn van iets veel dramatischers	Volkskrant	99.6.0	2	1553	3	1.68
894	29/07/2005	School handelde juist met drieling	Trouw	20.4.0	1	698	3	5.39
895	02/08/2005	Hoofddorp in twintig jaar verdubbeld; Grootste daling van Dordrecht	NRC Handelsblad	12.1.0	1	350	2	6.37
896	02/08/2005	Automobilist raakt net verdiend rijbewijs kwijt na gevaarlijk gedrag	Trouw	20.4.0	1	158	3	4.79
897	03/08/2005	Haarlemmermeer groeit allersnelst	Telegraaf	12.1.0	1	116	3	6.29
898	03/08/2005	Haarlemmermeer snelst groeiende gemeente	Volkskrant	12.1.0	1	53	2	5.93
899	04/08/2005	Acties tegen een 'bizarre' belastingheffing	Trouw	10.1.1	2	587	3	1.24
900	06/08/2005	Auto van nu gevoelig voor onweer; Blikseminslag in auto kan boordelektronica grondig ontregelen	Trouw	20.4.0	2	939	2	2.24
901	12/08/2005	Oud en lichtelijk onbetrouwbaar; De ruige synthesizers van Vitalic	NRC Handelsblad	22.3.0	2	1451	2	2.57
902	13/08/2005	Een opdringerig en scheef winkelcentrum	Volkskrant	30.3.0	1	772	3	5.93
903	16/08/2005	Extra inzet tegen late ambulance	Telegraaf	19.1.2	2	212	3	2.79
904	16/08/2005	Molen van Mondriaan	Telegraaf	21.1.0	1	276	3	6.49
905	18/08/2005	Agenten geschorst	Telegraaf	19.1.3	2	76	3	2.79
906	18/08/2005	Twee agenten geschorst	Telegraaf	19.1.3	2	99	3	2.79
907	20/08/2005	MISLUKT: DE NIEUWE MENS	Volkskrant	31.1.0	2	3374	3	1.68
908	25/08/2005	Mysteryland sluit festivalseizoen af	Telegraaf	22.3.0	1	206	3	6.39
909	25/08/2005	Mystery Land	NRC Handelsblad	22.3.0	1	94	3	5.02
910	29/08/2005	Mysteryland is ook leuk tussen de bomem; Reportage I Dancefestival op Floriadeterrein biedt grote namen, hilarische acts en plat vermaak	Volkskrant	22.3.0	1	675	3	5.83
911	01/09/2005	Geen zicht op huis voor middenklasse	Telegraaf	31.1.0	2	329	3	2.79
912	01/09/2005	(…)	NRC Handelsblad	21.2.2	1	293	3	5.27
913	03/09/2005	Aalsmeers corso in concert	Telegraaf	14.1.0	2	301	3	2.79
914	06/09/2005	Bagage-afhandelaar schrapt 150 banen op luchthaven	Trouw	28.2.0	1	96	3	4.69
915	06/09/2005	Schiphol wil aanpassing van geluidsgrenzen	Trouw	24.3.0	1	96	3	4.69
916	08/09/2005	Burger kan nu reageren op plan Westrandweg	Telegraaf	4.1.1	2	360	3	2.79

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917	22/09/2005	Verlovingsring voor Willeke	Telegraaf	8.2.0	1	285	3	6.49
918	22/09/2005	Nog steeds geen school voor drieling	Trouw	99.6.0	1	517	3	5.24
919	23/09/2005	Concurrentieslag tussen grote winkelcentra regio	Telegraaf	30.3.0	1	606	3	6.89
920	29/09/2005	Een dodelijke epidemie on onze kastanjes	Trouw	99.6.0	2	1336	3	1.24
921	30/09/2005	Akkoord over omlegging A9	Telegraaf	4.1.1	1	222	3	6.44
922	30/09/2005	Luchthaven bouwt kerk	Telegraaf	26.1.0	1	89	3	6.19
923	03/10/2005	Roest ontdekt op bruggen van Calatrava	Volkskrant	1.1.2	1	313	2	6.44
924	04/10/2005	Taken onhelder bij ramp Schiphol	NRC Handelsblad	19.2.0	1	327	1	7.34
925	07/10/2005	Rekeningrijden beter dan snelweg A6-A9'	NRC Handelsblad	4.1.2	2	712	3	1.59
926	07/10/2005	Vijfde aanhouding roof Schiphol	NRC Handelsblad	6.2.1	1	68	2	5.89
927	07/10/2005	Bom bij Schiphol kan pas vanochtend worden geruimd	Trouw	99.6.0	1	421	3	5.15
928	07/10/2005	Barcelona voorbij Amsterdam	Volkskrant	17.2.0	2	423	3	1.69
929	07/10/2005	Vliegtuigbom en mist leggen Schiphol vrijwel lam; Demontage van blindganger uit Tweede Wereldoorlog door Explosieven Opruimings Dienst kan vandaag pas beginnen	Volkskrant	99.6.0	1	558	3	5.74
930	08/10/2005	Zware bom onschadelijk gemaakt	NRC Handelsblad	99.6.0	1	127	2	6.09
931	08/10/2005	Ontmanteling zware vliegtuigbom bij Schiphol blijkt primeur	Trouw	99.6.0	1	210	3	4.85
932	12/10/2005	Risico-enquete primeur voor Badhoevedorp	Telegraaf	99.6.0	1	286	3	6.42
933	12/10/2005	Wethouders Leefbaren sneuvelen door onervarenheid met bestuur; lokale politiek	Trouw	16.1.0	2	528	3	1.25
934	13/10/2005	Flevoland sterke groeier	Telegraaf	28.1.0	2	290	3	2.72
935	13/10/2005	Showen wat je hebt	Volkskrant	99.6.0	2	1792	3	1.69
936	15/10/2005	Nieuwe opera Valencia voltooid	NRC Handelsblad	1.1.2	2	204	3	1.59
937	21/10/2005	A9 omgelegd bij Badhoevedorp	NRC Handelsblad	4.1.1	1	82	2	5.99
938	24/10/2005	Aanpak van illegale vliegtuigspotters rondom Schiphol	Telegraaf	24.4.0	1	272	3	6.42
939	24/10/2005	Schiphol geplaagd door spotters	NRC Handelsblad	24.4.0	1	52	2	5.84
940	25/10/2005	Echte hobbyist de dupe van dagjesspotters	Trouw	24.4.0	1	473	3	5.20
941	25/10/2005	Het bedreigde walhalla van de spotter; Schiphol en de Haarlemmermeer pakken wildgroei van spotterplekken aan	NRC Handelsblad	24.4.0	1	891	2	6.94
942	26/10/2005	PwC: Lakeman speelt dubbelrol in tuchtzaak	Telegraaf	3.1.1	1	424	3	6.62
943	26/10/2005	Het gevaar schuilt in vergissingen en frustraties	NRC Handelsblad	11.2.0	2	1129	3	1.59
944	27/10/2005	Elf doden bij brand cellencomplex Schiphol; Slachtoffers vooral illegalen	NRC Handelsblad	20.1.1	1	883	1	7.94
945	28/10/2005	Drie bewakers op 350 illegalen; Elf doden bij brand in cellencomplex op Schiphol-Oost	Trouw	20.1.1	1	256	1	6.90
946	28/10/2005	Cellengebouw stond bij Nibra bekend als brandgevaarlijk; brand cellencomples schiphol	Trouw	20.1.2	1	541	2	6.25
947	28/10/2005	Personeel was in shock, maar heeft gevochten'; Getuigen spreken elkaar tegen over houding bewakers cellencomplex na uitbreken brand	Volkskrant	20.1.1	1	504	2	6.69
948	28/10/2005	Cellencomplex Schiphol niet brandveilig'	Volkskrant	20.1.1	1	484	1	7.64
949	28/10/2005	Centrale vergrendeling kan levens sparen	Volkskrant	20.1.2	1	529	2	6.69
950	28/10/2005	Bouw cellencomplex haastklus	Telegraaf	20.1.2	1	362	2	7.52
951	28/10/2005	Bij laatste controle was alles in orde'	Telegraaf	20.1.2	1	136	2	7.22
952	28/10/2005	Cellen illegaal gebouwd - Brand in gevangeniscomplex: elf doden, vijftien gewonden, vijf gedetineerden zoek	AD/Algemeen Dagblad	20.1.1	1	248	1	7.95
953	28/10/2005	Donner: cellencomplex voldeed aan eisen	AD/Algemeen Dagblad	20.1.2	1	156	2	6.85
954	28/10/2005	Van de ene hel in de andere	AD/Algemeen Dagblad	20.1.1	1	533	2	7.30
955	28/10/2005	Adequaat tot op het laatste schroefje? Brand detentiecentrum Schiphol	NRC Handelsblad	20.1.2	1	878	2	6.94
956	28/10/2005	Kritiek op 'adequaat'	NRC Handelsblad	20.1.2	1	150	1	7.14
957	28/10/2005	Verschillende instanties gaan eigen onderzoek doen naar brand Schiphol	NRC Handelsblad	20.1.2	1	287	2	6.29
958	29/10/2005	Remkes moet gezagsvacuum op Schiphol snel oplossen	Trouw	20.1.2	1	511	2	6.25
959	29/10/2005	Identiteit tien Schiphol-doden nu bekend; brand cellencomplex Schiphol	Trouw	20.1.1	1	574	2	6.30
960	29/10/2005	Dwangsommen cellencomplex Schiphol-Oost	Telegraaf	20.1.2	1	120	2	7.22
961	29/10/2005	Gemeente wist niet van brandgevaar; Rapport uit 2003 onbekend	NRC Handelsblad	20.1.2	1	518	2	6.59
962	31/10/2005	Brandalarm in detentiecentrum	Telegraaf	20.4.0	1	78	3	6.07
963	31/10/2005	Illegalen vooralsnog niet uitgezet; Slachtoffers Schipholbrand	NRC Handelsblad	20.1.2	1	467	1	7.54
964	02/11/2005	Ministers: Aanbevelingen brandveiligheid zijn wel opgevolgd; brand schiphol	Trouw	20.1.3	1	523	3	5.25
965	02/11/2005	Verdonk volhardt in: 'adequaat gehandeld'	Volkskrant	20.1.3	1	282	2	6.39
966	03/11/2005	Vaker 'nee' van kandidaten voor huurwoningen	Telegraaf	31.4.0	1	325	3	6.47
967	05/11/2005	EEN ROTTE, ZWARTE KIES	Volkskrant	20.1.1	1	2077	3	6.69
968	05/11/2005	Den Haag staat graag de macht af aan advocaten en bankiers	NRC Handelsblad	23.1.4	2	1041	3	1.59
969	05/11/2005	Schipholbrand nog niet uitgewoed: Brand in detentiecentrum jaagt discussie over behandeling illegalen aan	NRC Handelsblad	20.1.2	1	1301	2	7.39
970	12/11/2005	Cellencomplex schond brandregels	NRC Handelsblad	20.1.2	1	984	1	8.04
971	14/11/2005	Cellen op een koopje	NRC Handelsblad	20.1.2	1	516	3	5.59
972	16/11/2005	Mysterieus toneelstuk duikt op in Hoofddorp; Toneelstuk bij toeval ontdekt in Hoofddorp	Telegraaf	99.6.0	1	356	3	6.52
973	18/11/2005	Schultz bevoordeelt Schiphol - Concurrent luchthaven voet dwars gezet met bouwverbod	AD/Algemeen Dagblad	20.1.2	1	241	2	6.95
974	19/11/2005	Bewakers hadden geen maskers Giftige stoffen in bouwmateriaal Schipholcellen	Trouw	20.1.2	1	280	1	6.95
975	19/11/2005	Aan giftige stoffen is niet gedacht; schiphol-brand	Trouw	20.1.2	1	367	3	5.05
976	19/11/2005	Bacterie stopt lekkage	Telegraaf	23.1.2	2	472	3	2.72
977	19/11/2005	De krant antwoord	NRC Handelsblad	20.1.2	1	691	3	5.74
978	19/11/2005	Softdrugsbeleid wordt sluipenderwijs strenger	NRC Handelsblad	22.3.0	2	967	1	3.59

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
979	24/11/2005	Evenement Flamenco-happening De Spaanse cultuur en flamencomuziek passen bij elkaar als een deksel op een potje…	AD/Algemeen Dagblad	21.1.0	2	1581	3	2.30
980	24/11/2005	?	NRC Handelsblad	21.1.0	2	809	3	1.59
981	25/11/2005	Nog steeds gebreken in cellencomplex Schiphol	Volkskrant	20.1.2	1	74	2	6.04
982	25/11/2005	?	Volkskrant	20.1.2	1	187	2	6.29
983	25/11/2005	Op of onder het water; Vijf kanshebbers voor de Gouden Piramide	NRC Handelsblad	4.2.1	1	2409	3	6.59
984	25/11/2005	Cellencomplex blijft gebreken vertonen; Nieuwe controle op Schiphol-Oost	NRC Handelsblad	20.1.2	1	465	1	7.54
985	26/11/2005	Justitie moet rap brandveiligheid in orde brengen; brand schiphol	Trouw	20.1.2	1	365	3	5.05
986	26/11/2005	Ultimatum aan justitie om veiligheid uitzetcentrum	Trouw	20.1.2	1	30	1	6.35
987	26/11/2005	Zwalkend beleid nekt productie groene stroom: Energiebedrijven willen investeringszekerheid van Economische Zaken, maar krijgen nul op rekest	Volkskrant	7.4.0	2	1337	3	1.69
988	26/11/2005	Cellencomplex Schiphol blijft voorlopig open	NRC Handelsblad	20.1.2	1	94	2	6.04
989	29/11/2005	Jaar celstraf voor smokkel Chinese asielzoekers	AD/Algemeen Dagblad	6.1.0	1	92	3	5.75
990	01/12/2005	Tot nu toe	AD/Algemeen Dagblad	15.1.0	2	105	3	2.30
991	01/12/2005	Detentiecentrum Schiphol moet dicht ; Op last van B en W Haarlemmermeer	NRC Handelsblad	20.1.2	1	762	1	7.84
992	02/12/2005	Detentiecentrum op Schiphol moet dicht	Telegraaf	20.1.2	1	267	3	6.42
993	02/12/2005	Cellen dicht	Telegraaf	20.1.2	1	216	2	7.32
994	02/12/2005	2minuten	AD/Algemeen Dagblad	20.1.2	2	328	3	2.30
995	02/12/2005	Donner: Schiphol-cellen moeten blijven	AD/Algemeen Dagblad	20.1.2	1	286	2	7.00
996	02/12/2005	Gemeente vertrouwt minister niet meer	NRC Handelsblad	20.1.2	1	1003	2	7.09
997	02/12/2005	Het loopt totaal uit de hand'; Hoogleraar Elzinga over ruzie tussen gemeente en minister	NRC Handelsblad	20.1.2	1	497	2	6.54
998	02/12/2005	Fel conflict over detentiecentrum	NRC Handelsblad	20.1.2	1	345	1	7.39
999	03/12/2005	Gemeente neemt voorschot op onderzoek celbrand; Schipholbrand analyse	Trouw	20.1.2	1	745	3	5.45
1000	03/12/2005	Cellen Schiphol nodig voor bolletjesslikkers	Volkskrant	20.1.2	1	301	2	6.44
1001	03/12/2005	Gemeente zet druk op ontruiming cellencomplex	AD/Algemeen Dagblad	20.1.2	1	176	3	5.85
1002	03/12/2005	Gemeente heeft regelmatig ruzie met het rijk	NRC Handelsblad	20.1.2	2	939	2	2.59
1003	05/12/2005	Vanochtend gesprek over cellencomplex	Trouw	20.1.2	1	135	3	4.75
1004	05/12/2005	Te vroeg om nu al een oordeel te vellen over fatale brand in detentiecentrum	Trouw	20.1.2	1	394	2	6.10
1005	05/12/2005	Ontruimingsplan ontbrak - Omstreden Borghouts wil bemiddelen in conflict over cellen	AD/Algemeen Dagblad	20.1.2	1	343	3	6.10
1006	05/12/2005	Justitie krijgt even respijt voor Schiphol; In zaak cellencomplex	NRC Handelsblad	20.1.2	1	462	1	7.54
1007	06/12/2005	Impasse gemeente en Justitie; cellencomplex Schiphol-oost	Trouw	20.1.2	1	260	3	4.90
1008	06/12/2005	?	Volkskrant	20.1.2	2	214	2	2.69
1009	06/12/2005	Schipholvete duurt voort	Telegraaf	20.1.2	1	106	2	7.22
1010	06/12/2005	Cellen op Schiphol nog even open - Vandaag nieuw overleg	AD/Algemeen Dagblad	20.1.2	1	269	3	6.00
1011	06/12/2005	Vrees voor aantasting gezag Justitie; Donner over 'Schiphol'	NRC Handelsblad	20.1.2	1	395	2	6.44
1012	06/12/2005	Donner vreest voor gezag van Justitie	NRC Handelsblad	20.1.2	1	55	1	6.84
1013	07/12/2005	Haarlemmermeer blijft bij sluiting cellencomplex	Trouw	20.1.2	1	30	1	6.35
1014	07/12/2005	Gemeente blijft bij sluiting cellencomplex; schipholbrand	Trouw	20.1.2	1	400	3	5.10
1015	07/12/2005	?	Volkskrant	20.1.2	2	257	1	3.69
1016	07/12/2005	Patstelling over cellencomplex	Volkskrant	20.1.2	1	223	2	6.34
1017	07/12/2005	Cellencomplex Schiphol moet definitief op slot	Telegraaf	20.1.2	1	258	3	6.37
1018	07/12/2005	Cellencomplex Schiphol moet deze week dicht	AD/Algemeen Dagblad	20.1.2	1	97	2	6.75
1019	07/12/2005	Gemeente: sluit cellencomplex	NRC Handelsblad	20.1.2	1	382	2	6.44
1020	07/12/2005	Impasse in de polder	NRC Handelsblad	20.1.2	1	597	3	5.64
1021	07/12/2005	Kroon schorst besluit sluiting cellencomplex	NRC Handelsblad	20.1.2	1	52	1	6.84
1022	08/12/2005	Donner blokkeert sluiting cellencomplex	Trouw	20.1.2	1	331	1	7.00
1023	08/12/2005	Kroonbesluit Donner verrast gemeente	Trouw	20.1.2	1	285	3	4.95
1024	08/12/2005	Donner houdt vast aan Schiphol-cellen	Volkskrant	20.1.2	1	316	1	7.44
1025	08/12/2005	Ongewoon	Telegraaf	20.1.2	1	216	2	7.32
1026	08/12/2005	Cellenblok Schiphol blijft open	Telegraaf	20.1.2	1	376	2	7.52
1027	08/12/2005	Donner houdt cellen open - Minister schorst sluiting met een Koninklijk besluit	AD/Algemeen Dagblad	20.1.2	1	256	3	5.95
1028	08/12/2005	Hoogleraar staats- en bestuursrecht Barkhuysen - Ingreep 'juridisch paardenmiddel'	AD/Algemeen Dagblad	20.1.2	1	239	3	5.95
1029	08/12/2005	Algemeen belang is reden Kroonbesluit; Felle kritiek Kamer op Donner	NRC Handelsblad	20.1.2	1	379	2	6.39
1030	08/12/2005	Haarlemmermeer heeft nu dubbel pech; 'Spontane vernietiging' gemeentebesluit over cellencomplex is 'slimmigheidje'	NRC Handelsblad	20.1.2	1	853	2	6.94
1031	08/12/2005	Donner: besluit Kroon is in algemeen belang	NRC Handelsblad	20.1.2	1	36	1	6.74
1032	09/12/2005	Haalemmermeer daagt staat om cellen Schiphol	Trouw	20.1.2	1	123	2	5.75
1033	09/12/2005	Haarlemmermeer daagt Donner om Schiphol-Oost	Volkskrant	20.1.2	1	223	1	7.34
1034	09/12/2005	Bestuurlijke botsing	Volkskrant	20.1.2	1	436	3	5.59
1035	09/12/2005	Kort geding om cellencomplex	Telegraaf	20.1.2	1	77	2	7.07
1036	09/12/2005	Haarlemmermeer wil dat rechter beslist over sluiting cellencomplex	AD/Algemeen Dagblad	20.1.2	1	204	3	5.90
1037	09/12/2005	COLUMN: Ondier Donner zal het niet waarderen om met een ondier vergeleken te worden	AD/Algemeen Dagblad	20.1.2	1	301	3	6.05
1038	09/12/2005	Geding tegen Kroonbesluit; Ruzie cellencomplex gaat door	NRC Handelsblad	20.1.2	1	561	2	6.64
1039	09/12/2005	Haarlemmermeer gaat naar rechter	NRC Handelsblad	20.1.2	1	28	1	6.69
1040	10/12/2005	Andere cellencomplexen justitie mogelijk ook niet brandveilig; nasleep brand schiphol	Trouw	20.1.2	2	473	3	1.25
1041	10/12/2005	Onderzoeksraad: cellenblokken onveilig	Volkskrant	20.1.2	1	371	2	6.49
1042	10/12/2005	Deur cel 11 had dicht moeten blijven	NRC Handelsblad	20.1.2	1	812	2	6.89
1043	10/12/2005	Spelregels brandveiligheid van cellencomplex Schiphol 2	NRC Handelsblad	20.1.2	1	174	3	5.14

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1044	13/12/2005	Milieugroeperingen ruzien over IJmeer	NRC Handelsblad	31.3.0	2	242	2	2.59
1045	14/12/2005	De willekeur van de Europese 'uitzetindustrie'	NRC Handelsblad	20.1.2	2	1363	1	3.59
1046	15/12/2005	Cellencomplex Schiphol onveilig	Reformatorisch Dagblad	20.1.2	1	472	2	6.09
1047	15/12/2005	Melding brand Schiphol kwam te laat; Conclusie na onderzoek	NRC Handelsblad	20.1.2	1	376	1	7.39
1048	16/12/2005	Voldoen aan de regelgeving betekent nog geen veiligheid'; nasleep brand Schiphol	Trouw	20.1.2	1	534	3	5.25
1049	16/12/2005	TNO verzweeg brandgevaar; Dodelijke concentraties koolmonoxide buiten rapport gehouden	Trouw	20.1.2	1	316	1	7.00
1050	16/12/2005	Kostbare tijd bij blussen van brand ging verloren	Volkskrant	20.1.2	1	279	2	6.39
1051	16/12/2005	Komst megastores aan banden gelegd	Telegraaf	30.3.0	2	631	3	2.72
1052	16/12/2005	In iedere gevangenis check brandalarm'	Telegraaf	20.1.2	1	474	2	7.67
1053	16/12/2005	Eerst zelf blussen, dan bellen - Brandweer te laat gewaarschuwd bij cellenbrand Schiphol	AD/Algemeen Dagblad	20.1.2	1	218	3	5.90
1054	16/12/2005	Haarlemmermeer slaat Donner terug bij rechter; BRAND SCHIPHOL	NRC Handelsblad	20.1.2	1	738	3	5.79
1055	16/12/2005	De verleiding om brand niet direct te melden was groot	NRC Handelsblad	20.1.2	1	847	2	6.89
1056	16/12/2005	Scherpe kritiek op onderzoek van TNO	NRC Handelsblad	20.1.2	1	236	2	6.24
1057	17/12/2005	TNO hecht geen grote waarde aan brandproef: nasleep brand Schiphol	Trouw	20.1.2	1	493	3	5.20
1058	17/12/2005	"Donner misbruikt bevoegdheid"	Reformatorisch Dagblad	20.1.2	1	200	3	4.74
1059	17/12/2005	Donner wilde het op Schiphol alleen 'nog even uitzingen'	Volkskrant	20.1.2	1	335	2	6.44
1060	17/12/2005	Haarlemmermeer verwijt Donner machtsmisbruik	AD/Algemeen Dagblad	20.1.2	1	204	3	5.90
1061	19/12/2005	Droomstart voor nieuw gala	Telegraaf	9.0.0	2	716	3	2.72
1062	21/12/2005	Donner honoreert kamerwens maar tornt niet aan zijn besluit; nasleep brand cellencomplex	Trouw	20.1.2	1	250	3	4.90
1063	21/12/2005	Asielzoeker wil verhoor over schuldvraag Schipholbrand	Trouw	20.1.2	1	375	3	5.05
1064	21/12/2005	Kabinet drukt door bij kap bomen voor NAVO-basis	Reformatorisch Dagblad	20.1.2	2	378	3	1.14
1065	21/12/2005	Kamer oneens met uitleg Donner over cellen Schiphol	Reformatorisch Dagblad	20.1.2	1	100	3	4.59
1066	21/12/2005	Kroonbesluit moet boskap afdwingen	NRC Handelsblad	20.1.2	2	207	2	2.59
1067	21/12/2005	Chipshol wint in hoger beroep	Telegraaf	3.1.1	1	132	3	6.22
1068	21/12/2005	Kamer ontevreden met uitleg Donner	Telegraaf	20.1.2	1	215	3	6.32
1069	21/12/2005	Chipshol eist 26 miljoen van provincie Noord-Holland	AD/Algemeen Dagblad	3.1.1	1	198	3	5.90
1070	21/12/2005	Rijk drukt bomenkap in Limburg door - Voor vliegveld Schinveld	AD/Algemeen Dagblad	20.1.2	2	305	2	3.30
1071	22/12/2005	Tientallen gemeenten weigeren umts-mast	Reformatorisch Dagblad	99.1.0	1	289	3	4.84
1072	22/12/2005	Schiphol moeizaam te besturen; Tweede Kamer zoekt naar oplossing voor bestuurlijke conflicten	NRC Handelsblad	19.2.0	1	920	2	6.99
1073	23/12/2005	"Onzekerheid over politie Hoofddorp"	Reformatorisch Dagblad	19.2.0	1	103	3	4.64
1074	23/12/2005	Haarlemmermeer verliest kort geding	Reformatorisch Dagblad	20.1.2	1	329	1	6.89
1075	23/12/2005	Staat wint geding detentiecentrum	NRC Handelsblad	20.1.2	1	390	1	7.44
1076	23/12/2005	Donner wint in strijd over regie Schiphol	NRC Handelsblad	20.1.2	1	327	2	6.34
1077	23/12/2005	Organisatie van bestrijding rampen Schiphol 'chaotisch'	Volkskrant	19.2.0	1	358	2	6.49
1078	23/12/2005	Schiphol één grote fouilleerzone	AD/Algemeen Dagblad	19.2.0	1	163	3	5.85
1079	24/12/2005	Justitie en Haarlemmermeer weer om tafel; brand cellencomplex schiphol	Trouw	20.1.2	1	463	3	5.20
1080	24/12/2005	Overleg Donner en Haarlemmermeer	Reformatorisch Dagblad	20.1.2	1	310	2	5.89
1081	24/12/2005	Gemeente verliest geding: cellencomplex blijft open	Volkskrant	20.1.2	1	206	2	6.29
1082	24/12/2005	Cellencomplex Schiphol-Oost blijft open	Telegraaf	20.1.2	1	121	3	6.22
1083	28/12/2005	Pompen alleen is te weinig, we moeten het water op; Gevolgen klimatologische veranderingen dwingen overheden en bouwbedrijven tot innovatieve oplossingen	Volkskrant	31.3.0	2	787	2	2.69
1084	29/12/2005	Kwart wethouders stapt voortijdig op	Reformatorisch Dagblad	16.1.0	2	349	2	2.14
1085	31/12/2005	?	Reformatorisch Dagblad	20.3.0	1	76	1	6.49
1086	31/12/2005	Grote brand in Schiphol-Oost	NRC Handelsblad	20.1.1	1	118	2	6.09
1087	02/01/2006	Steden zonder identiteit	Volkskrant	31.1.0	1	485	3	5.63
1088	03/01/2006	Schipholbrand begon in gang cellenblok'	AD/Algemeen Dagblad	20.1.1	1	216	3	5.88
1089	05/01/2006	Oude kantoren zijn niet meer aan de man te brengen	Trouw	3.2.1	2	317	3	1.26
1090	05/01/2006	Zadelhoff: Sloop leegstaande kantoren	Telegraaf	3.2.1	2	663	3	2.65
1091	06/01/2006	Amsterdam verliest bedrijven aan regio	Telegraaf	28.2.0	1	199	3	6.25
1092	07/01/2006	Broedplaatsen voor ijsvogels op Geniedijk	Trouw	99.6.0	1	88	3	4.66
1093	07/01/2006	Speciale wand voor broedende ijsvogel	Reformatorisch Dagblad	99.6.0	1	105	3	4.63
1094	11/01/2006	Dwangmiddel onjuist ingezet'; boskap schinveld	Trouw	20.1.2	2	485	3	1.26
1095	11/01/2006	Kroeg en discotheek blijven langer open	Telegraaf	30.2.0	2	383	3	2.65
1096	14/01/2006	Geen hoger beroep in zaak cellencomplex	Reformatorisch Dagblad	20.1.2	1	234	2	5.78
1097	14/01/2006	?	NRC Handelsblad	20.1.2	2	487	2	2.57
1098	14/01/2006	De stelling van J.F.J. Zuidgeest: Ik ben democraat, geen burgemeester in oorlogstijd	NRC Handelsblad	20.1.2	2	1212	3	1.57
1099	14/01/2006	Burgemeester achteraf kritisch over bomenkap	Volkskrant	20.1.2	2	441	2	2.68
1100	14/01/2006	HET IS WEL MOOI GEWEEST	Volkskrant	16.3.0	1	2917	3	6.68
1101	17/01/2006	Plan blowbus in de polder	Telegraaf	15.1.0	1	154	3	6.20
1102	17/01/2006	Haarlemmermeer wil 'wietbus' laten rondrijden	AD/Algemeen Dagblad	15.1.0	1	175	3	5.83
1103	19/01/2006	Oud-dijkgraaf wil standbeeld van zichzelf	Telegraaf	99.6.0	1	271	1	8.35
1104	21/01/2006	Bruggen veel duurder door falend bestuur	Volkskrant	1.1.2	1	235	3	5.33
1105	21/01/2006	Miljoenen meer voor bruggen	Telegraaf	1.1.2	1	72	3	6.00
1106	25/01/2006	Haarlemmermeer duurste grote stad	Telegraaf	18.0.0	1	352	3	6.45
1107	25/01/2006	Haarlemmermeer heeft duurste huizen	AD/Algemeen Dagblad	18.0.0	1	72	3	5.63
1108	26/01/2006	De benarde roker	Volkskrant	15.1.0	2	944	3	1.68
1109	27/01/2006	Brandweer vaker naar meldingen	Reformatorisch Dagblad	19.1.1	1	217	3	4.73
1110	28/01/2006	Omstreden aankoop grond door Schiphol	Volkskrant	5.1.0	1	304	1	7.43
1111	28/01/2006	HET GEVECHT OM DE GOUDEN GROND	Volkskrant	5.1.0	1	2772	3	6.68
1112	29/01/2006	Jubileumjaar	Telegraaf	8.2.0	2	112	3	2.65
1113	30/01/2006	Met steun VVD kan Van Geel Wet luchtkwaliteit realiseren	Trouw	24.2.0	2	299	2	2.26
1114	04/02/2006	Wethouder struikelt over dure bruggen	Telegraaf	1.1.2	1	165	3	6.20
1115	06/02/2006	Ernstig vervuilde sloten bij Schiphol	NRC Handelsblad	24.2.0	1	332	1	7.32

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1116	07/02/2006	Brandweer helpt met natter maken van sloten Schiphol	NRC Handelsblad	24.2.0	1	863	2	6.92
1117	08/02/2006	?	Volkskrant	3.1.1	1	519	3	5.68
1118	08/02/2006	Haarlemmermeer blokkeert extra banen Schiphol	Telegraaf	13.1.0	1	287	3	6.35
1119	10/02/2006	?	Volkskrant	8.2.0	1	121	3	5.18
1120	14/02/2006	Nieuwbouw of groen tegen overlast Polderbaan	Trouw	24.3.0	1	94	3	4.71
1121	14/02/2006	Nieuwbouw tegen lawaai Polderbaan'	Telegraaf	24.3.0	1	134	3	6.15
1122	14/02/2006	Miljoenen voor dagrecreatie	Telegraaf	23.1.4	2	128	3	2.65
1123	15/02/2006	De mountainbike is uit, je moet een gepimte beach cruiser hebben	Trouw	23.2.1	2	933	3	1.26
1124	17/02/2006	Gipsvlucht of tripje naar goudkust; lux	NRC Handelsblad	5.1.0	1	420	3	5.42
1125	17/02/2006	?	NRC Handelsblad	5.1.0	1	346	3	5.37
1126	17/02/2006	Verdachte brand Schiphol blijft vast	NRC Handelsblad	20.1.2	1	332	2	6.32
1127	17/02/2006	?	Volkskrant	5.1.0	1	44	1	6.88
1128	18/02/2006	Onderzoek grondverkoop Schiphol	Trouw	5.1.0	1	161	3	4.81
1129	18/02/2006	Mogelijk fraude door Schiphol	Reformatorisch Dagblad	5.1.0	1	132	3	4.63
1130	18/02/2006	Gemeente doet aangifte tegen Schiphol	Volkskrant	5.1.0	1	396	2	6.53
1131	18/02/2006	Gesjoemel bij Schiphol-deal'	NRC Handelsblad	5.1.0	1	95	3	5.02
1132	18/02/2006	AANSLUITING OP DIGID	AD/Algemeen Dagblad	10.3.0	2	106	3	2.28
1133	20/02/2006	Veruit meeste verhuizingen bij Antillianen	NRC Handelsblad	12.4.0	2	281	2	2.57
1134	21/02/2006	?	Reformatorisch Dagblad	20.3.0	2	585	3	1.13
1135	21/02/2006	Vinex-tekentafel als koektrommel vol loze beloften; Gemeenten schrappen in nieuwe wijken stapje voor stapje alle franje en essentiele publieke voorzieningen om financiele tegenvallers te maskeren	Volkskrant	31.2.0	2	997	3	1.68
1136	21/02/2006	Gemeente snoeit in wonen en groen van Vinex-wijk	Volkskrant	31.2.0	2	320	1	3.68
1137	21/02/2006	Polen met schijnconstructies in de bouw'	Telegraaf	31.2.0	2	780	3	2.65
1138	21/02/2006	Ook allochtonen keren de grote steden de rug toe	AD/Algemeen Dagblad	12.4.0	2	268	3	2.28
1139	25/02/2006	?	NRC Handelsblad	20.1.2	2	1088	3	1.57
1140	01/03/2006	Nauwelijks controle op aanleg Vinex-wijk	Volkskrant	31.1.0	2	218	1	3.68
1141	01/03/2006	Gemeenten schimmig over Vinex-wijken; Meer dan de helft van de gemeenteraden heeft geen inzage in financiele risico's van nieuwbouw	Volkskrant	1.1.2	2	752	3	1.68
1142	04/03/2006	"Helden met een hart"	Telegraaf	11.2.0	1	1327	3	7.45
1143	08/03/2006	?	Reformatorisch Dagblad	16.3.0	2	62	3	1.13
1144	08/03/2006	Klinkende zege verhult zwakte PvdA; In tegenstelling tot wat gebruikelijk is, scoren de winnaars deze keer uitgesproken slecht onder jongeren	NRC Handelsblad	16.3.0	2	1299	2	2.57
1145	08/03/2006	Chipshol eist 100 miljoen van Staat	Volkskrant	3.1.1	1	329	3	5.43
1146	08/03/2006	PcdA-nestgevoel	Volkskrant	16.3.0	1	213	2	6.28
1147	08/03/2006	VVD in Amstelveen eist plaats in college	Telegraaf	16.3.0	2	640	3	2.65
1148	14/03/2006	HEREXAMEN VOOR OPTIMISTIC	Telegraaf	27.2.0	1	316	3	6.40
1149	15/03/2006	Amstelveen heeft nieuw college rond	Telegraaf	16.3.0	2	270	3	2.65
1150	17/03/2006	SGP opnieuw in college Oud-Beijerland; Ook onderhandelingen in Sliedrecht, Boskoop, Rotterdam en Amsterdam over nieuw bestuur	Reformatorisch Dagblad	16.3.0	2	573	3	1.13
1151	17/03/2006	Haarlemmermeer heeft plannen voor 13.000 woningen	Telegraaf	31.3.0	1	360	3	6.45
1152	17/03/2006	CDA uit college in Hoofddorp	Telegraaf	16.3.0	1	108	3	6.15
1153	18/03/2006	Overlevenden brand Schiphol starten zaak	Reformatorisch Dagblad	20.1.2	1	279	3	4.83
1154	18/03/2006	?	NRC Handelsblad	20.1.2	2	425	2	2.57
1155	18/03/2006	Overlevenden Schipholbrand dienen claim in	Volkskrant	20.1.2	1	94	2	6.13
1156	18/03/2006	Bon was niet voor Donner	Telegraaf	20.4.0	1	85	3	6.05
1157	22/03/2006	Duizenden nieuwe huizen mogen bij Schiphol gebouwd	Trouw	31.3.0	1	286	3	4.96
1158	22/03/2006	Veel extra huizen bij Schiphol	Reformatorisch Dagblad	31.3.0	1	230	3	4.78
1159	22/03/2006	Groen licht voor grote bouwlocatie	Telegraaf	31.3.0	1	216	3	6.25
1160	28/03/2006	Fietsers balen van stoplicht Frederiksplein	Telegraaf	99.6.0	2	369	3	2.65
1161	29/03/2006	Verzet Haarlemmermeer tegen heropening cellen Schiphol	Trouw	20.1.2	1	200	3	4.86
1162	29/03/2006	Haarlemmermeer: Cellen op Schiphol nog niet open	Reformatorisch Dagblad	20.1.2	1	81	3	4.53
1163	29/03/2006	?	Volkskrant	20.1.2	2	259	2	2.68
1164	29/03/2006	Deel cellen op Schiphol moet nog dicht blijven'	Telegraaf	20.1.2	1	220	3	6.25
1165	30/03/2006	Lekker bunkeren!	Telegraaf	30.2.0	1	441	3	6.55
1166	31/03/2006	Haarlem krijg bevel over Schiphol; crisisbestrijding luchthaven	Trouw	19.2.0	1	301	3	5.01
1167	31/03/2006	Haarlem krijgt regie bij ramp op Schiphol	Reformatorisch Dagblad	19.2.0	1	262	3	4.83
1168	31/03/2006	Aanpak rampen Schiphol valt onder Haarlem	NRC Handelsblad	19.2.0	1	271	2	6.27
1169	31/03/2006	Tweede huis aan de Amstel	Telegraaf	21.1.0	2	129	3	2.65
1170	31/03/2006	Haarlem krijgt regie bij ramp op Schiphol	Telegraaf	19.2.0	1	169	3	6.20
1171	04/04/2006	VVD-voorman rekent op vlucht bedrijven uit links Amsterdam	Telegraaf	99.6.0	1	242	3	6.33
1172	05/04/2006	En dan staat alles stil	Volkskrant	4.1.1	2	1173	3	1.66
1173	06/04/2006	Omwonenden Schiphol blijven sceptisch; Wat staatssecretaris Van Geel nog nooit deed, doet hij nu: dwarsliggen.	Volkskrant	24.3.0	1	696	2	6.81
1174	12/04/2006	CDA-statenlid wil biomassacentrale voor Amsterdam	Telegraaf	7.5.0	2	386	3	2.68
1175	14/04/2006	Detentiecentrum Schiphol kan open	NRC Handelsblad	20.1.2	1	274	2	6.26
1176	14/04/2006	?	Volkskrant	20.1.2	2	308	2	2.66
1177	15/04/2006	GroenLinks rukt op in colleges; Ondanks matige verkiezingsuitslag krijgt partij veel meer bestuursinvloed dan grote winnaar SP	Volkskrant	16.3.0	2	378	2	2.66
1178	21/04/2006	Cellen Schiphol blijven nog lang staan	Trouw	20.1.2	1	169	3	4.80
1179	21/04/2006	Akkoord over cellen Schiphol	Reformatorisch Dagblad	20.1.2	1	162	3	4.68
1180	21/04/2006	Overeenstemming over cellencomplex	Telegraaf	20.1.2	1	135	3	6.18
1181	22/04/2006	Schiphol mag weer verder uitbreiden	Reformatorisch Dagblad	13.2.0	1	480	2	6.08
1182	22/04/2006	Plan groei Schiphol wekt weerstand; Tweede Kamer heeft kritiek op 'onvoldragen plannen'; luchthaven	NRC Handelsblad	13.2.0	1	924	2	6.96
1183	22/04/2006	Vrij baan voor Schiphol - Kabinet geeft toestemming voor uitbreiding aantal vluchten	AD/Algemeen Dagblad	13.2.0	1	320	3	6.01

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1184	24/04/2006	Besluit over Schiphol valt slecht; Politiek ergert zich aan oprekken milieunorm	Volkskrant	13.2.0	1	401	2	6.51
1185	25/04/2006	?	Reformatorisch Dagblad	26.1.0	2	1019	2	2.13
1186	27/04/2006	Negatieve gevolgen groei Schiphol gigantisch	Reformatorisch Dagblad	13.2.0	1	584	3	5.18
1187	27/04/2006	"Geen woningen ten koste van Bollenstreek"	Reformatorisch Dagblad	31.3.0	2	117	3	1.13
1188	29/04/2006	ANWB ontfermt zich over groeiend legion dolende golfers; Op cursus bij ANWB Golf: 'Je zakt als de examinatoren zien dat je een puinhoop maakt van de etiquette'	Volkskrant	27.3.0	1	822	3	5.96
1189	01/05/2006	?	Trouw	13.2.0	2	541	3	1.25
1190	03/05/2006	Speedking Beemd snelle mijler	Telegraaf	27.2.0	2	410	3	2.68
1191	04/05/2006	Fietspad van miljoen euro per kilometer	Telegraaf	23.2.1	1	121	3	6.18
1192	06/05/2006	Tja, Almere, daar hoort file bij; Naardermeer	Trouw	31.3.0	2	424	3	1.25
1193	06/05/2006	Duurste koophuizen in Den Bosch	Reformatorisch Dagblad	18.0.0	2	145	3	1.13
1194	11/05/2006	OM: geen onderzoek grondverkoop	NRC Handelsblad	99.6.0	1	220	3	5.16
1195	12/05/2006	Pennen voor de goede zaak; Hoe Nederland in de 19e eeuw zichzelf uitvond - met behulp van taal en literatuur	NRC Handelsblad	25.3.0	2	1999	3	1.56
1196	20/05/2006	Hoi bemoeial Klaas Kruik de oudste werpionier werd	Volkskrant	25.2.0	1	476	3	5.61
1197	22/05/2006	Eigenwijs, gek en zo verslaafd	Volkskrant	27.3.0	2	901	3	1.66
1198	23/05/2006	Plaatsen van herinnering'	Telegraaf	25.2.0	2	450	3	2.68
1199	30/05/2006	Mensen	Volkskrant	1.3.0	2	310	3	1.66
1200	31/05/2006	31 mei 2006 Laat je fantasie de vrije loop bij het zien van; natuurdagboek	Trouw	99.6.0	2	220	3	1.25
1201	31/05/2006	Raden bepleiten dubbelstad Almere en Amsterdam	Reformatorisch Dagblad	17.1.0	1	119	2	5.63
1202	31/05/2006	De stad is passé, voortaan is er alleen verstedelijkt gebied	NRC Handelsblad	17.1.0	1	687	2	6.71
1203	01/06/2006	Laat Amsterdam en Almere samengaan'	Telegraaf	4.1.1	2	361	3	2.68
1204	01/06/2006	Hete festival-zomer	Telegraaf	22.4.0	2	275	3	2.68
1205	02/06/2006	Ik geloof ze niet op hun blauwe ogen'; Noord-Hollandse gedeputeerde wil luchthaven Schiphol beter in de gaten gaan houden;	NRC Handelsblad	13.2.0	1	870	2	6.91
1206	02/06/2006	Een sieraad voor Vijfhuizen	Telegraaf	99.6.0	1	651	3	6.83
1207	03/06/2006	Gemeenten zijn alert bij volksfeest; wk voetbal	Trouw	19.1.1	2	381	2	2.25
1208	03/06/2006	weekendtip	Volkskrant	8.2.0	2	372	3	1.66
1209	07/06/2006	Nieuw onderzoek lijkt weg vrij te maken voor UMTS-masten Gemeente kan mast nu lastig weigeren	Trouw	99.1.0	2	360	1	3.25
1210	07/06/2006	Burgemeester bekent bezoeken pornosites	Reformatorisch Dagblad	16.2.1	1	135	3	4.63
1211	07/06/2006	Van Geel opgelucht na umts-studie	Reformatorisch Dagblad	99.1.0	2	648	3	1.13
1212	07/06/2006	Het enige effect van UMTS-straling is een ingebeeld effect; Zwitsers keken niet naar langdurige blootstelling aan straling van antennes	NRC Handelsblad	99.1.0	2	1497	3	1.56
1213	07/06/2006	Burgemeester geeft bezoek pornosites toe	AD/Algemeen Dagblad	16.2.1	1	126	3	5.76
1214	07/06/2006	Onderzoek straling slecht' - Actievoerders gaan door met strijd tegen umts-masten	AD/Algemeen Dagblad	99.1.0	2	325	2	3.26
1215	08/06/2006	Lelystad wil vrachtvluchten	Telegraaf	13.2.0	1	55	3	5.93
1216	08/06/2006	Burgemeester fervent pornosurfer	Telegraaf	16.2.1	1	137	3	6.18
1217	09/06/2006	Brieven	AD/Algemeen Dagblad	16.2.1	2	438	2	3.26
1218	13/06/2006	Nog niet voldoende nieuwe woningen	NRC Handelsblad	31.2.0	2	318	3	1.56
1219	13/06/2006	Mensen	Volkskrant	99.6.0	2	319	3	1.66
1220	14/06/2006	Burgemeester Capelle voorzitter Europees orgaan	Reformatorisch Dagblad	99.6.0	2	156	3	1.13
1221	14/06/2006	Zoetermeer droomde van duizenden Chinezen	NRC.NEXT	99.6.0	2	442	3	1.18
1222	16/06/2006	Boeren moet je koesteren. Ze houden Nederland gezond en levend	Trouw	14.3.0	2	1155	3	1.25
1223	20/06/2006	Schiphol niet gebaat bij privatisering'; luchtvaart	Trouw	13.3.0	1	541	3	5.25
1224	20/06/2006	Tegengas	Reformatorisch Dagblad	1.3.0	2	497	2	2.13
1225	23/06/2006	Bij ons is de wandelaar wel welkom; Natuur	Trouw	10.3.0	2	222	3	1.25
1226	24/06/2006	Schiphol, of elf jaar laaghangende mist; opklaringen	NRC Handelsblad	13.3.0	1	1070	3	6.11
1227	25/06/2006	De slag om de Noordvleugel	Telegraaf	31.3.0	1	1251	3	7.43
1228	27/06/2006	Dubbelstad rond IJmeer'	NRC Handelsblad	31.3.0	2	343	2	2.56
1229	28/06/2006	Wel meer ruimte, niet meer regels voor groei Schiphol; luchtvaart	Trouw	13.2.0	2	581	3	1.25
1230	28/06/2006	Ruimte voor bijna 25.000 huizen in Bollenstreek	Trouw	31.3.0	1	90	3	4.65
1231	28/06/2006	Plan: 25.000 huizen in regio Amsterdam	Reformatorisch Dagblad	31.3.0	1	416	3	4.98
1232	01/07/2006	Nog geen besluit snelweg A6/A9	Reformatorisch Dagblad	31.3.0	2	415	3	1.13
1233	02/07/2006	Forse boetes voor rijdende discotheken	Telegraaf	99.6.0	2	342	2	3.72
1234	05/07/2006	Hogere grondprijs stoort corporaties	Telegraaf	31.1.0	2	504	3	2.72
1235	12/07/2006	A'dam breidt opvang voor daklozen uit	Volkskrant	99.6.0	2	202	2	2.65
1236	14/07/2006	GroenLinks wil haast achter rapport over Schipholbrand	Trouw	20.1.2	1	204	2	5.85
1237	14/07/2006	In Hilversum of Abcoude werd het niks; Haarlem is populair onder Amsterdammers die op zoek zijn naar een huis met een tuin	NRC Handelsblad	18.0.0	2	1139	2	2.54
1238	14/07/2006	Megabadhuis in Haarlemmermeer	Telegraaf	99.3.0	1	97	3	6.17
1239	15/07/2006	Invalide parkeerders op kosten gejaagd door gemeenten	Telegraaf	10.1.2	2	285	3	2.72
1240	19/07/2006	Almere en Schiphol groeien het hardst	Volkskrant	28.1.0	1	282	3	5.35
1241	26/07/2006	Een dorp met stadse allure; Steeds meer Amsterdammers zoeken een woning in 'woon-walhalla' Haarlem	NRC.NEXT	18.0.0	2	918	3	1.15
1242	27/07/2006	Appels te klein, aardbeien te zacht	Reformatorisch Dagblad	99.6.0	2	510	3	1.13
1243	28/07/2006	Rivier van meanderend beton	Volkskrant	25.1.1	2	540	3	1.65
1244	28/07/2006	Dieven tuk op autostoelen van Espace	Telegraaf	6.2.1	2	122	3	2.72
1245	29/07/2006	Dansevenement op het gras is nu ook al milieuonvriendelijk; mysteryland	Trouw	22.4.0	1	405	3	5.10
1246	01/08/2006	Gemeentelijke NV voor innen belastingen; Plan Haarlem en H'meer	NRC Handelsblad	10.1.2	1	410	2	6.39
1247	01/08/2006	?	NRC Handelsblad	10.1.2	2	249	1	3.54
1248	02/08/2006	?	NRC.NEXT	10.1.2	2	582	1	1.15
1249	09/08/2006	Verzet tegen hogere opstalrechten in Haarlemmermeer	Telegraaf	10.1.2	1	220	3	6.32
1250	10/08/2006	Belastingheffing moet goedkoper	NRC Handelsblad	10.1.2	1	720	2	6.74

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1251	16/08/2006	Te koop: (v)luchthaven; lux	NRC Handelsblad	13.3.0	1	409	3	5.39
1252	17/08/2006	Randstad steeds meer op kop	Reformatorisch Dagblad	12.3.0	2	497	3	1.13
1253	17/08/2006	Luchthaven wordt steeds minder waard; Tijd dringt voor minister Zalm	NRC.NEXT	13.3.0	1	825	3	5.45
1254	19/08/2006	ZINGEND OVER DE PLASSEN	Telegraaf	23.2.2	2	1127	3	2.72
1255	22/08/2006	Inning belasting door NV toelaatbaar	NRC Handelsblad	10.1.2	1	740	3	5.74
1256	24/08/2006	GEEN KERK ZONDER KRUIS; Ontwerp van godshuizen	Volkskrant	26.1.0	2	2134	3	1.65
1257	25/08/2006	Donner staat groot bordeel langs A4 toel Van Haersma Buma: Blamage voor Nederland	Reformatorisch Dagblad	99.2.0	1	451	2	6.03
1258	25/08/2006	Megabordeel mag - CDA vangt bot bij Donner	AD/Algemeen Dagblad	99.2.0	1	288	3	5.92
1259	26/08/2006	Verkeersdrama Lommel kost drie levens	Telegraaf	20.4.0	2	87	3	2.72
1260	26/08/2006	Kuststreek opnieuw geplaagd door water	Telegraaf	22.4.0	2	641	2	3.72
1261	28/08/2006	Avontuurlijke wandelingen op Mysteryland	Telegraaf	22.4.0	1	358	3	6.52
1262	28/08/2006	De 'Efteling van de dancefeesten'	AD/Algemeen Dagblad	22.4.0	1	165	3	5.77
1263	29/08/2006	Gemeenten wijzen aanvragen paspoort massaal af om foto	Telegraaf	10.3.0	2	353	2	3.72
1264	30/08/2006	Containerbouw kan brandgevaarlijk zijn	NRC Handelsblad	20.1.2	2	384	1	3.54
1265	05/09/2006	"Onnodig veel doden bij Schipholbrand"; Van Vollenhoven haalt uit naar overheid	Reformatorisch Dagblad	20.1.2	1	454	2	6.03
1266	05/09/2006	?	Reformatorisch Dagblad	20.1.2	1	30	2	5.23
1267	05/09/2006	?	NRC Handelsblad	20.1.2	1	213	2	6.14
1268	05/09/2006	?	NRC Handelsblad	20.1.2	1	234	2	6.19
1269	05/09/2006	Op nalatigheid staat niet altijd straf Politieke uitkomst is ongewis; schipholbrand	NRC Handelsblad	20.1.2	1	1003	2	7.04
1270	05/09/2006	Overheid schuldig aan ramp Schiphol'; Onderzoeksraad in voorlopig rapport	NRC Handelsblad	20.1.2	1	406	1	7.39
1271	05/09/2006	Blunders rijk verergerden Schipholbrand'	Volkskrant	20.1.2	1	342	1	7.45
1272	05/09/2006	Overheid faalde bij cellenbrand	Telegraaf	20.1.2	1	239	1	8.37
1273	06/09/2006	Het beeld van een falende en lakse overheid staat overeind	Trouw	20.1.2	1	438	2	6.15
1274	06/09/2006	Geschrokken Kamer wil rapport snel; De belangrijkste conclusies uit het voorlopige rapport; schipholbrand	Trouw	20.1.2	1	513	2	6.25
1275	06/09/2006	Nalatigheid overheid is lastig te straffen; Rapport Schipholbrand kan leiden tot vervolging ambtenaren en tot aftreden van ministers Donner en Dekker	NRC.NEXT	20.1.2	1	1016	3	5.65
1276	06/09/2006	Rapport Schiphol snel openbaar	NRC.NEXT	20.1.2	1	317	2	5.90
1277	06/09/2006	Kabinet kraakt Schiphol-rapport 'Personeel Schiphol was wél geoefend'; Donner verwijt raad 'wijsheid achteraf'	NRC Handelsblad	20.1.2	1	718	1	7.74
1278	06/09/2006	Vooral Donner zal beslissen over Donner; Zware kritiek op ministers in zaak-Schipholbrand vooral pijnlijk voor premier Balkenende	NRC Handelsblad	20.1.2	1	930	2	6.94
1279	06/09/2006	Een ramp in Nederlands niemandsland; De Schipholbrand is de derde ramp in zes jaar tijd - en weer is het de overheid die faalt	Volkskrant	20.1.2	1	578	2	6.70
1280	06/09/2006	Geachte redactie	Volkskrant	20.1.2	2	349	3	1.65
1281	06/09/2006	We zwakken conclusies niet af'; Voor Van Vollenhoven was het onderzoek naar de Schipholbrand het ingewikkeldste uit zijn loopbaan	Volkskrant	20.1.2	1	467	2	6.60
1282	06/09/2006	Ministers wankelen om Schipholbrand	Telegraaf	20.1.2	1	878	3	7.07
1283	06/09/2006	BEWONERS ALS RATTEN IN DE VAL…	Telegraaf	20.1.2	1	674	3	6.87
1284	06/09/2006	Dekker en Donner in knel	Telegraaf	20.1.2	1	250	1	8.37
1285	06/09/2006	Ministers in de problemen - 'Conclusies in Schipholrapport niet meer afgezwakt'	AD/Algemeen Dagblad	20.1.2	1	392	3	6.07
1286	07/09/2006	Kabinet kraakt rapport	NRC.NEXT	20.1.2	1	337	3	4.90
1287	07/09/2006	Donner heeft nog toekomst; Conclusies raad zijn explosief	NRC.NEXT	20.1.2	1	961	3	5.60
1288	07/09/2006	Kabinet kraakt Schipholrapport	Volkskrant	20.1.2	1	376	1	7.45
1289	09/09/2006	Twee mannen verdacht van 35 schuurbranden	AD/Algemeen Dagblad	6.2.1	1	140	3	5.72
1290	12/09/2006	Van Claus naar Pieter; BIK	NRC Handelsblad	20.1.2	2	796	3	1.54
1291	12/09/2006	volkskrant.nl/briefvandaag Reply: Schipholbrand	Volkskrant	20.1.2	1	174	3	5.20
1292	12/09/2006	Veld omgeploegd tegen vlieglawaai	Telegraaf	24.3.0	1	232	3	6.37
1293	13/09/2006	Opluchting en scepsis na VVD-omslag met A6-A9; Verbinding A6-A9	Volkskrant	31.3.0	2	549	2	2.65
1294	14/09/2006	Van ploegscharen tot geluiddempers	NRC Handelsblad	24.3.0	1	632	2	6.64
1295	15/09/2006	Ook de overheid moet vervolgbaar zijn	Volkskrant	20.1.2	1	1022	3	6.15
1296	15/09/2006	Naaien of genaaid worden	Volkskrant	99.2.0	1	1792	3	6.65
1297	15/09/2006	Toeristen- belastingen ga je voelen	AD/Algemeen Dagblad	10.1.1	2	277	3	2.22
1298	16/09/2006	Kroniek van een aangekondigde ramp op Schiphol	Volkskrant	20.1.2	1	1276	2	7.40
1299	18/09/2006	Boerenhulp bij geluidsoverlast; Akkers moeten Schipholgeluid dempen	NRC.NEXT	24.3.0	1	678	3	5.30
1300	18/09/2006	Nma verlaagt boetes bouw	NRC Handelsblad	5.1.0	2	218	3	1.54
1301	19/09/2006	Nma verlaagt boetes in bouwfraudezaak	Telegraaf	5.1.0	2	503	3	2.72
1302	19/09/2006	Nma verlaagt boetes bouwfraude	AD/Algemeen Dagblad	5.1.0	2	183	3	2.22
1303	20/09/2006	De grens tussen onderzoeksrapport en vonnis is maar smal	Trouw	20.1.2	1	517	2	6.25
1304	20/09/2006	Rapport cruciaal voor autoriteiten; schipholbrand	Trouw	20.1.2	1	810	2	6.55
1305	20/09/2006	Garantie tegen ramp bestaat niet'; Onderzoeker vuurwerkramp Enschede over onderzoek Schipholbrand	NRC Handelsblad	20.1.2	1	1029	3	6.04
1306	21/09/2006	Aanbevelingen	Reformatorisch Dagblad	20.1.2	1	176	2	5.68
1307	21/09/2006	Het drama achter de open celdeur	Reformatorisch Dagblad	20.1.2	1	675	2	6.28
1308	21/09/2006	Justitie faalde bij Schipholbrand; Van Vollenhoven presenteert definitief onderzoeksrapport	Reformatorisch Dagblad	20.1.2	1	454	1	7.03
1309	21/09/2006	Tegen een ramp is geen garantie'; Rapport Schipholbrand komt vandaag uit. Wat vindt onderzoeker 'Enschede' ervan?	NRC.NEXT	20.1.2	1	958	3	5.60
1310	21/09/2006	Rapport: doden brand schuld overheid	NRC Handelsblad	20.1.2	1	509	1	7.54
1311	21/09/2006	Optreden door aftreden	NRC Handelsblad	20.1.2	1	552	3	5.59
1312	21/09/2006	Vergunningen onterecht	NRC Handelsblad	20.1.2	1	436	2	6.44

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1313	21/09/2006	Justitie slecht voorbereid op brand	NRC Handelsblad	20.1.2	1	646	2	6.64
1314	21/09/2006	Aanblijven ministers onzeker	Telegraaf	20.1.2	1	215	1	8.32
1315	22/09/2006	Donner kwam niet toe aan zijn verdediging; politieke consequenties	Trouw	20.1.2	1	530	3	5.25
1316	22/09/2006	Ook burgemeester Hertog treedt af	Trouw	20.1.2	1	102	2	5.75
1317	22/09/2006	Eindconclusie van rapport is flink aangescherpt	Trouw	20.1.2	1	467	2	6.20
1318	22/09/2006	?	Trouw	20.1.2	1	347	2	6.05
1319	22/09/2006	De brand begon al in 2002; reconstructie	Trouw	20.1.1	1	1479	3	6.20
1320	22/09/2006	Donner en Dekker opgestapt; Onderzoeksraad voor Veiligheid stelt dat er 'minder of geen' slachtoffers hadden hoeven vallen	Trouw	20.1.2	1	415	1	7.10
1321	22/09/2006	Barbertje	Reformatorisch Dagblad	20.1.2	1	571	3	5.18
1322	22/09/2006	Kabinet zoekt opvolgers Donner en Dekker	Reformatorisch Dagblad	20.1.2	1	487	1	7.08
1323	22/09/2006	Heel sterk van de minister; Zeven vragen over het vertrek van bewindslieden Donner en Dekker	NRC.NEXT	20.1.2	1	5836	3	6.15
1324	22/09/2006	Het brandje dat geen ramp had mogen worden; De gebeurtenissen in het cellencomplex op Schiphol volgens de Onderzoeksraad	NRC.NEXT	20.1.1	1	1387	3	6.00
1325	22/09/2006	Optreden door aftreden; nrc\xE2 commentaar	NRC.NEXT	20.1.2	1	536	3	5.15
1326	22/09/2006	Burgemeester weg om Schipholrapport	NRC Handelsblad	20.1.2	1	211	2	6.14
1327	22/09/2006	Overheid faalt, ministers trekken terecht conclusies	Volkskrant	20.1.2	1	607	3	5.75
1328	22/09/2006	Donner en Dekker leggen functie neer	Volkskrant	20.1.2	1	344	2	6.45
1329	22/09/2006	Onderzoeksraad oordeelt vernietigend over rijk	Volkskrant	20.1.2	1	292	2	6.35
1330	22/09/2006	Van Vollenhoven verscherpte oordeel	Volkskrant	20.1.2	1	409	2	6.50
1331	22/09/2006	Dialoog	Telegraaf	12.2.0	2	339	3	2.72
1332	22/09/2006	Snelle actie om de schade te beperken	Telegraaf	20.1.2	1	798	3	6.97
1333	22/09/2006	Falende overheid veroorzaakt ramp	Telegraaf	20.1.2	1	435	2	7.62
1334	22/09/2006	Onvermijdelijk	Telegraaf	20.1.2	1	219	2	7.32
1335	22/09/2006	MINISTERS DIRECT WEG	Telegraaf	20.1.2	1	357	1	8.52
1336	22/09/2006	Burgemeester Haarlemmermeer stapt op	AD/Algemeen Dagblad	20.1.2	1	100	3	5.67
1337	22/09/2006	3 vragen aan Pieter van Vollenhoven - 'Er moesten snel cellen worden bijgebouwd'	AD/Algemeen Dagblad	20.1.2	1	169	2	6.77
1338	22/09/2006	WAARDIGE AFTOCHT - Keihard rapport Schipholbrand brengt ministers Donner en Dekker tot aftreden	AD/Algemeen Dagblad	20.1.2	1	268	1	7.92
1339	23/09/2006	Onderzoeksraad geeft visitekaartje af	NRC Handelsblad	20.1.2	1	877	2	6.89
1340	23/09/2006	PROF. MR. PIETER	Volkskrant	20.1.2	2	2724	3	1.65
1341	23/09/2006	Schiphol aast op 'koninklijk'	Telegraaf	99.6.0	1	83	3	6.12
1342	25/09/2006	Strijd van werpers nadert ontknoping; honkbal	Trouw	27.3.0	1	524	3	5.25
1343	25/09/2006	Mea culpa? Ontsla de ambtenaar die faalt!; Een onverantwoordelijke overheid is funester	NRC.NEXT	20.1.2	1	926	3	5.55
1344	25/09/2006	Ontsla de falende ambtenaar	NRC Handelsblad	20.1.2	1	772	3	5.79
1345	26/09/2006	Haarlemmermeer bepleit onschuld	Trouw	20.1.2	1	187	3	4.85
1346	26/09/2006	Onderzoek naar ramp moet sneller; veiligheid	Trouw	20.1.2	1	446	3	5.15
1347	26/09/2006	Haarlemmermeer verscherpt regels	NRC Handelsblad	20.1.2	1	382	1	7.39
1348	28/09/2006	?	Trouw	20.1.2	1	569	3	5.30
1349	28/09/2006	Brommerboete verscheurd dankzij eigen gsm-filmpje	Telegraaf	99.6.0	1	358	3	6.52
1350	29/09/2006	De rafelranden en de rommelplekjes van de samenleving verfilmd	Trouw	99.6.0	2	454	3	1.25
1351	29/09/2006	Geen elfde gebod voor college Haarlemmermeer	Reformatorisch Dagblad	20.1.2	1	528	3	5.13
1352	29/09/2006	Gemeente voelt beetje schuld	NRC Handelsblad	20.1.2	1	658	2	6.69
1353	05/10/2006	Ambtenaren weg	NRC Handelsblad	20.1.2	1	542	3	5.57
1354	05/10/2006	Brandveiligheid cellen aangepakt	Volkskrant	20.1.2	1	338	2	6.42
1355	07/10/2006	Meer dan eurotekens op de startbaan; opklaringen	NRC Handelsblad	13.3.0	1	1076	3	6.12
1356	09/10/2006	Netelenbos in voor Haarlemmermeer	NRC Handelsblad	16.2.2	1	286	1	7.27
1357	10/10/2006	?	Reformatorisch Dagblad	16.2.2	1	29	3	4.24
1358	10/10/2006	Weer vertragingen in rechtszaak celbrand	Reformatorisch Dagblad	20.1.3	1	361	3	4.94
1359	10/10/2006	Onderzoek OM brand Schiphol vertraagd	NRC Handelsblad	20.1.3	1	335	2	6.32
1360	10/10/2006	Netelenbos naar Haarlemmermeer	Telegraaf	16.2.2	1	51	3	5.89
1361	10/10/2006	Netelenbos naar Haarlemmermeer	Telegraaf	16.2.2	1	51	3	5.89
1362	12/10/2006	Je kunt als gemeente niet vertrouwen op het rijk'; Burgemeester Opstelten over toezicht Rotterdam op uitzetcentrum	NRC Handelsblad	20.1.2	1	1083	2	7.12
1363	13/10/2006	"De kans van mijn leven"	Reformatorisch Dagblad	16.2.2	1	370	3	4.94
1364	14/10/2006	Extern advies over cellencomplex Schiphol-Oost	Reformatorisch Dagblad	20.1.3	1	116	3	4.64
1365	14/10/2006	WetenWeek zit vol energie	Volkskrant	7.5.0	2	236	3	1.67
1366	17/10/2006	?	Reformatorisch Dagblad	26.1.0	1	597	2	6.19
1367	18/10/2006	Onderzoek brandgevaar gevangenis	Reformatorisch Dagblad	20.1.2	1	427	1	7.04
1368	19/10/2006	Kunst brengt nieuwe rituelen rondom de dood	Volkskrant	21.1.0	2	411	3	1.67
1369	20/10/2006	Celen op Schiphol-Oost krijgen 'natte sprinklers'; brandveiligheid	Trouw	20.1.3	1	392	3	5.11
1370	20/10/2006	?	Reformatorisch Dagblad	16.2.2	1	57	3	4.39
1371	20/10/2006	Sprinklerinstallatie voor cellen Schiphol; Gemeente dreigt complex te sluiten	Reformatorisch Dagblad	20.1.3	1	425	3	5.04
1372	20/10/2006	Sprinklers voor cellen Schiphol	NRC.NEXT	20.1.3	1	97	2	5.62
1373	20/10/2006	Gevangenen Schiphol sliepen in busjes'	NRC Handelsblad	20.1.2	1	307	1	7.32
1374	20/10/2006	De brandweer moest door een illegaal hek'; Ex-burgemeester Hertog over brand detentiecentrum	NRC Handelsblad	20.1.2	1	1201	2	7.27
1375	20/10/2006	Haarlemmermeer dreigt met sluiten cellencomplex Schiphol-Oost	Volkskrant	20.1.2	1	213	2	6.27
1376	20/10/2006	Detentiecentrum Schiphol mag openblijven	Telegraaf	20.1.2	1	271	3	6.34
1377	21/10/2006	Oud-Beijerland krijgt weer waarnemend burgemeester	Reformatorisch Dagblad	16.2.2	2	123	3	1.14
1378	24/10/2006	Gevangenisdienst in het nauw; Vandaag en morgen debatteert de Tweede Kamer over het rapport over de Schipholbrand	NRC.NEXT	20.1.2	1	1280	3	5.92
1379	24/10/2006	Toegeven schuld Schipholbrand moet	Volkskrant	20.1.2	1	821	3	5.97
1380	25/10/2006	Meer nieuwe koopwoningen in dure Randstad; ruimtelijke ordening	Trouw	31.3.0	2	367	3	1.26
1381	25/10/2006	Kosten woning gelijk aan 20 jaar geleden	NRC Handelsblad	31.3.0	2	244	3	1.57
1382	25/10/2006	Koopwoningen zijn net zo betaalbaar als 20 jaar terug	Volkskrant	31.3.0	2	420	3	1.67

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1383	25/10/2006	Zeilrace voor echte mannen	Telegraaf	27.3.0	2	153	3	2.64
1384	27/10/2006	Herdenking brand vooral felle aanklacht	Reformatorisch Dagblad	20.1.3	1	602	2	6.24
1385	27/10/2006	Schipholbrand is nog 'open wond'	NRC Handelsblad	20.1.3	1	500	1	7.52
1386	28/10/2006	Overlevenden niet welkom bij herdenking Schipholbrand	Volkskrant	20.1.3	1	206	2	6.27
1387	28/10/2006	Ministers staan stil bij Schipholbrand	Telegraaf	20.1.3	1	104	3	6.14
1388	30/10/2006	Toeristenbelasting	AD/Algemeen Dagblad	10.1.1	2	158	3	2.14
1389	31/10/2006	Netelenbos: Hoeksche Waard wordt ooit één gemeente	Reformatorisch Dagblad	16.2.2	2	208	3	1.14
1390	01/11/2006	Normale les was niet meer mogelijk; UMTS-mast op school zorgt voor onrust na gevallen van hersentumor	NRC Handelsblad	99.1.0	2	1033	2	2.57
1391	01/11/2006	Mensen	Volkskrant	16.2.2	2	294	3	1.67
1392	02/11/2006	Minder asielzoekers op Schiphol	Reformatorisch Dagblad	2.0.0	1	177	3	4.69
1393	02/11/2006	Breebandbloedneus; UMTS-mast bij Amsterdamse basisscholen zorgt voor onrust	NRC.NEXT	99.1.0	2	887	3	1.17
1394	13/11/2006	"gemeente mag bordeel gaan weren"	Reformatorisch Dagblad	99.2.0	2	328	1	3.14
1395	13/11/2006	Bewoners kapen gemeentegrond	Telegraaf	10.3.0	2	391	3	2.64
1396	02/12/2006	Ja, ik wil…"	Telegraaf	10.2.0	1	582	3	6.69
1397	05/12/2006	Gelders Rozendaal rijkste gemeente van Nederland	Reformatorisch Dagblad	9.0.0	2	237	3	1.14
1398	08/12/2006	?	Reformatorisch Dagblad	15.1.0	2	605	3	1.14
1399	08/12/2006	Chef wilde positief nieuws Schipholcellen	Reformatorisch Dagblad	29.3.0	1	166	3	4.69
1400	08/12/2006	Te weinig besef van gevolgen bij gemeentebestuur'	Volkskrant	12.1.0	2	161	2	2.67
1401	08/12/2006	Liegen over veiligheid Schiphol-Oost	Telegraaf	29.3.0	1	444	3	6.54
1402	08/12/2006	Kort nieuws	AD/Algemeen Dagblad	7.3.0	2	226	3	2.14
1403	15/12/2006	Deel cellencomplex Schiphol weer open	NRC Handelsblad	20.1.3	1	322	2	6.32
1404	15/12/2006	?	NRC Handelsblad	20.1.3	2	320	1	3.57
1405	16/12/2006	Groot deel cellencomplex Schiphol nu brandveilig; schipholbrand	Trouw	20.1.3	1	388	3	5.11
1406	16/12/2006	Burgemeester verklaart cellen van Schiphol-Oost brandveilig	AD/Algemeen Dagblad	20.1.3	1	187	3	5.74
1407	22/12/2006	Cellen Schiphol vandaag open	NRC.NEXT	20.1.3	1	54	2	5.42
1408	23/12/2006	Logboek Klimaat 2006	Volkskrant	25.2.0	2	775	3	1.67
1409	30/12/2006	?	NRC Handelsblad	13.3.0	2	641	3	1.57
1410	03/01/2007	Burgemeesters bezorgd over milieu en geld	NRC Handelsblad	4.1.1	2	534	2	2.55
1411	03/01/2007	Onderhuur aangepakt	Telegraaf	99.6.0	1	85	3	5.98
1412	06/01/2007	Ook Tokio is gebouw op palen; In Japan zijn het land en het water brandschoon door groot milieubesef van de burger	NRC Handelsblad	25.1.1	2	974	3	1.55
1413	10/01/2007	Vrouw dood na val uit auto	Telegraaf	20.3.0	1	93	2	7.03
1414	11/01/2007	Een toezegging is niet meer genoeg; Sinds Schipholbrand letten gemeenten meer op veiligheid gevangenissen. Aannemers kunnen claims verwachten	NRC Handelsblad	20.1.2	1	957	2	7.00
1415	11/01/2007	?	NRC Handelsblad	3.1.1	2	399	3	1.55
1416	12/01/2007	Chipshol schikt over grond bij Schiphol	Trouw	3.1.1	1	93	3	4.71
1417	12/01/2007	Chipshol heeft eerste miljoenen binnen	NRC Handelsblad	3.1.1	1	741	3	5.75
1418	12/01/2007	Projectontwikkelaar schikt met Haarlemmermeer	NRC.NEXT	3.1.1	1	331	3	4.93
1419	12/01/2007	Chipshol ontvangt schadevergoeding	Volkskrant	3.1.1	1	276	3	5.36
1420	12/01/2007	?	Volkskrant	3.1.1	2	384	1	3.66
1421	12/01/2007	Kort bericht (Financieel)	Telegraaf	3.1.1	1	64	3	5.88
1422	12/01/2007	Chipshol krijgt eerste geld	AD/Algemeen Dagblad	3.1.1	1	193	3	5.72
1423	13/01/2007	Wie poot zal oogsten; Lux	NRC Handelsblad	3.1.1	1	417	3	5.40
1424	17/01/2007	?	Reformatorisch Dagblad	6.2.1	2	565	3	1.13
1425	22/01/2007	Abtenaren gaan door met actievoeren voor betere cao	Trouw	19.1.1	2	183	3	1.26
1426	22/01/2007	Ambtenaren zetten protestacties voort	Reformatorisch Dagblad	19.1.1	2	207	2	2.13
1427	23/01/2007	De rechtbank van Haarlem is partijdig'	Volkskrant	3.1.1	1	427	3	5.56
1428	23/01/2007	Protestactie brandweer valt in 't water	Telegraaf	19.1.1	2	531	3	2.58
1429	24/01/2007	Brandweer mag actie doorzetten	NRC Handelsblad	19.1.1	2	198	2	2.55
1430	25/01/2007	Het is net zondag in de kazerne; Brandweerkorpsen voeren actie voor Europees besluit werk- en rusttijden	NRC Handelsblad	19.1.1	2	840	3	1.55
1431	26/01/2007	Zondag in de kazerne; Actie brandweerkorpsen voor 'Europese' werkweek van 48 uur	NRC.NEXT	19.1.1	2	1032	3	1.18
1432	28/01/2007	Vandaag, 28 januari	Telegraaf	8.2.0	2	526	3	2.58
1433	03/02/2007	Auto bij toeval ontdekt	AD/Algemeen Dagblad	99.5.0	1	61	3	5.42
1434	06/02/2007	?	Volkskrant	99.5.0	1	522	3	5.66
1435	06/02/2007	?	Reformatorisch Dagblad	99.5.0	2	603	3	1.13
1436	06/02/2007	Baggerlijk is vermiste man	Telegraaf	99.5.0	1	78	3	5.93
1437	06/02/2007	Baggerlijk' is vermiste man	Telegraaf	99.5.0	1	124	3	6.08
1438	06/02/2007	Kort nieuws	AD/Algemeen Dagblad	99.5.0	2	317	3	2.12
1439	07/02/2007	Weer antivries in slootwater op Schiphol; Waterschap doet aangifte	NRC Handelsblad	24.2.0	1	340	2	6.30
1440	07/02/2007	We gaan saaie dagen tegemoet	NRC.NEXT	20.1.2	2	609	3	1.18
1441	10/02/2007	Barbaren aan de gate; lux	NRC Handelsblad	13.3.0	1	460	3	5.45
1442	10/02/2007	?	Volkskrant	25.2.0	2	185	3	1.66
1443	12/02/2007	Actie voor spottersplaats Schiphol	Reformatorisch Dagblad	24.4.0	2	693	3	1.13
1444	12/02/2007	De snelle vernietiging van het landschap	Volkskrant	31.2.0	2	518	3	1.66
1445	16/02/2007	?	Reformatorisch Dagblad	99.5.0	2	587	3	1.13
1446	16/02/2007	Miljoenenschikking voor Chipshol	Reformatorisch Dagblad	3.1.1	1	257	1	6.78
1447	16/02/2007	Provincie schikt ook met Chipshol	NRC Handelsblad	3.1.1	1	324	3	5.30
1448	16/02/2007	?	NRC Handelsblad	99.5.0	1	427	2	6.45
1449	16/02/2007	Noord-Holland betaalt Chipshol	NRC.NEXT	3.1.1	1	145	2	5.73
1450	16/02/2007	Kantorenbouw in hele regio fors afgeremd	Telegraaf	3.2.2	1	420	3	6.43
1451	17/02/2007	De gesprekken waren niet zoetsappig'	NRC Handelsblad	3.1.1	1	703	3	5.75
1452	17/02/2007	Argwaan en boosheid in de Haarlemmermeerpolder	NRC Handelsblad	31.1.0	1	716	3	5.75
1453	17/02/2007	Man na ruim 13 jaar gevonden	Volkskrant	99.5.0	1	77	2	6.01
1454	17/02/2007	Chipshol schikt opnieuw	Volkskrant	3.1.1	1	316	3	5.41
1455	17/02/2007	Shell-medewerker lag 13 jaar in Ringvaart	Telegraaf	99.5.0	1	424	3	6.48
1456	17/02/2007	Kort nieuws	AD/Algemeen Dagblad	3.1.1	2	191	3	2.12

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1457	21/02/2007	Drijvend huis nog een experiment; Bouwbedrijven huiverig zolang regelgeving van de overheid ontbreekt	NRC Handelsblad	25.1.2	1	935	3	5.95
1458	21/02/2007	Weg met de ecotax	Telegraaf	7.1.0	2	540	3	2.58
1459	22/02/2007	Overstroming-proof wonen; Klimaatbestendige huizen doen voorzichtig intrede in Nederland	NRC.NEXT	25.1.2	1	1048	3	5.68
1460	22/02/2007	Driemaal is scheepsrecht voor Boeddha	Telegraaf	30.2.0	1	305	3	6.33
1461	24/02/2007	Kort nieuws	AD/Algemeen Dagblad	4.1.1	2	256	3	2.12
1462	26/02/2007	Bubbelen in de polder om stress kwijt te raken; ontspanning	Trouw	99.3.0	1	548	3	5.26
1463	26/02/2007	Haarlemmermeer krijgt de grootste sauna ter wereld	Trouw	99.3.0	1	34	1	6.41
1464	26/02/2007	?	Volkskrant	16.2.3	2	317	3	1.66
1465	27/02/2007	Spot niet met spotters! - Vliegtuigfanaten vechten voor behoud van hun stekje	AD/Algemeen Dagblad	24.4.0	1	402	3	5.97
1466	01/03/2007	?	Trouw	7.1.0	1	562	3	5.31
1467	06/03/2007	Randstad propvol	Telegraaf	4.1.1	2	343	3	2.58
1468	07/03/2007	Wethouder van de provincie	Volkskrant	14.3.0	2	1478	3	1.66
1469	07/03/2007	Woningen voor nog geen ton	Telegraaf	31.2.0	1	290	3	6.28
1470	10/03/2007	KORT NIEUWS	AD/Algemeen Dagblad	99.6.0	2	352	3	2.12
1471	15/03/2007	WANKELE TEMPELS; Nieuwe poppodia kort na de opening in financiële problemen	Volkskrant	21.2.1	2	2103	2	2.66
1472	16/03/2007	Conexxion zoekt 300 chauffeurs	Reformatorisch Dagblad	4.2.2	1	99	3	4.58
1473	16/03/2007	Brandveilige rijksgebouwen kosten 880 mln; Veel gebreken geconstateerd	NRC Handelsblad	20.1.2	2	329	2	2.55
1474	24/03/2007	?	NRC Handelsblad	99.6.0	2	394	3	1.55
1475	27/03/2007	Piramidevorm tegen overlast Schiphol	NRC Handelsblad	24.3.0	1	222	2	6.20
1476	28/03/2007	Kans van een op 26 op een huis; Starters op woningmarkt 'Het is heel triest dat dit nodig is,' zegt ontwerper van koopwoningen in Lisserbroek	Volkskrant	31.2.0	1	661	3	5.81
1477	29/03/2007	Water is geen reden tot paniek; Bouwen in de polder 'Zuidplaspolder is minst slechte plek om te bouwen in de Randstad'	Trouw	25.3.0	2	550	3	1.26
1478	31/03/2007	De pizzakoerier wacht op betaling; De onderwereld heeft zich via de vastgoedbranche diep ingevreten in de bovenwereld	NRC Handelsblad	99.6.0	2	2408	3	1.55
1479	31/03/2007	?	Volkskrant	8.2.0	2	349	3	1.66
1480	02/04/2007	Schiphol wil in 2015 65 miljoen passagiers	NRC.NEXT	13.2.0	1	225	3	4.85
1481	05/04/2007	Maak één plan voor Schiphol en Randstad	NRC.NEXT	13.2.0	1	837	3	5.83
1482	07/04/2007	DE LUCHTSTAD IS NIET TE STOPPEN	NRC Handelsblad	13.1.0	1	5812	3	6.53
1483	07/04/2007	LET'S GO OUTSIDE!	Telegraaf	8.2.0	1	215	3	6.24
1484	11/04/2007	?	NRC Handelsblad	1.1.2	2	679	2	2.53
1485	11/04/2007	Het grote gebaar over de sloot in Hoofddorp is al aan herstel toe	Volkskrant	1.1.2	1	365	3	5.44
1486	11/04/2007	Herstel Calatrava-bruggen kost 5 mln.	Telegraaf	1.1.2	1	223	3	6.29
1487	12/04/2007	Cellen Schiphol-Oost brandveilig	Reformatorisch Dagblad	20.1.3	1	207	3	4.73
1488	12/04/2007	?	NRC.NEXT	20.1.3	2	557	3	1.20
1489	12/04/2007	Het festivalgevoel is zon, bier en decibellen; Honderden festivals beginnen binnenkort, in binnen- en buitenland; waar moet je naartoe en waarom?	NRC.NEXT	22.5.0	2	1674	3	1.20
1490	17/04/2007	Zonder hulp van Amsterdam is Schiphol niet veilig; Burgemeester Haarlemmermeer slaat alarm over rampenbestrijding luchthaven	NRC Handelsblad	19.2.0	1	909	3	5.93
1491	17/04/2007	Bestrijding rampen op Schiphol in gevaar	NRC Handelsblad	19.2.0	1	228	1	7.18
1492	18/04/2007	Een veilige vliegstad	NRC Handelsblad	19.2.0	1	452	3	5.43
1493	18/04/2007	Zonder hulp van Amsterdam is Schiphol onveilig; De luchthaven valt straks onder de veiligheidsregio Kennemerland, maar deze kan een ramp helemaal niet aan	NRC.NEXT	19.2.0	1	988	3	5.65
1494	18/04/2007	Schiphol bij ramp slecht af; Nederland	NRC.NEXT	19.2.0	1	43	1	6.40
1495	19/04/2007	?	NRC Handelsblad	19.2.0	2	670	2	2.53
1496	19/04/2007	Een veilige vliegstad; nrc\xE2-commentaar	NRC.NEXT	19.2.0	1	499	3	5.15
1497	19/04/2007	?	Volkskrant	19.2.0	1	42	3	4.84
1498	25/04/2007	Superprovincie tegen stroperigheid blijft uit	Volkskrant	31.3.0	2	569	2	2.64
1499	26/04/2007	?	Reformatorisch Dagblad	21.1.0	2	569	3	1.13
1500	26/04/2007	Zeeheld uit zand	Telegraaf	21.1.0	1	101	3	6.14
1501	28/04/2007	Zo, en dan nu de lucht in	Volkskrant	10.2.0	1	1334	3	6.44
1502	01/05/2007	Een Schiphol-filiaal bij Lelystad zet de polder onvermijdelijk op slot; commentaar	Trouw	13.2.0	1	420	2	6.10
1503	02/05/2007	Gebiedsverbod - Chauffeur na waarschuwing en boete steeds langer niet welkom	AD/Algemeen Dagblad	99.6.0	1	129	3	5.62
1504	03/05/2007	?	NRC Handelsblad	2.0.0	2	533	2	2.53
1505	03/05/2007	KORT NIEUWS	AD/Algemeen Dagblad	2.0.0	2	351	3	2.12
1506	04/05/2007	Politie alert op antihomoteksten	Reformatorisch Dagblad	21.2.1	1	197	2	5.73
1507	04/05/2007	?	NRC.NEXT	21.2.1	2	525	3	1.20
1508	04/05/2007	Politie volgt concert Elephant Man	Volkskrant	21.2.1	1	124	3	5.14
1509	04/05/2007	Elephant Man heeft niets tegen homo's	Volkskrant	21.2.1	2	401	1	3.64
1510	07/05/2007	Elephant Man heeft niets tegen homo's	Volkskrant	21.2.1	1	518	3	5.64
1511	08/05/2007	Een brug te zwaar voor het Venetiaanse Canal Grande	AD/Algemeen Dagblad	1.1.2	2	246	3	2.12
1512	16/05/2007	Bacterie in pompstation waterbedrijf Hoofddorp	Trouw	99.6.0	1	85	3	4.65
1513	16/05/2007	Bacterie in pompstation Hoofddorp	Reformatorisch Dagblad	99.6.0	1	163	3	4.68
1514	16/05/2007	Drinkwater vervuild met E.colibactier; Bij 170.000 huishoudens	NRC Handelsblad	99.6.0	1	390	3	5.38
1515	16/05/2007	KORT NIEUWS	AD/Algemeen Dagblad	99.6.0	2	352	3	2.12
1516	21/05/2007	Tot nu toe	AD/Algemeen Dagblad	20.1.1	1	216	3	5.72
1517	21/05/2007	KORT NIEUWS	AD/Algemeen Dagblad	20.3.0	2	349	3	2.12
1518	26/05/2007	Tot nu toe	AD/Algemeen Dagblad	20.1.1	1	135	2	6.62
1519	26/05/2007	CORRUPTIE Projectleider bouw cellencomplex Schiphol hoefde nooit te betalen - Naar het bordeel met bouwvrienden	AD/Algemeen Dagblad	5.2.0	1	565	2	7.17
1520	29/05/2007	Als het maar in de omgeving past	Trouw	1.1.2	2	1174	3	1.25
1521	29/05/2007	Brandweer druk met vuurhaarden	Reformatorisch Dagblad	20.2.0	1	435	3	5.03

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1522	29/05/2007	Tot nu toe	AD/Algemeen Dagblad	20.1.2	1	112	2	6.62
1523	31/05/2007	Netelenbos waarnemend burgemeester Ede	Reformatorisch Dagblad	16.2.2	2	117	3	1.13
1524	31/05/2007	?	Volkskrant	16.2.2	2	319	3	1.64
1525	02/06/2007	Ontsnapt aan de reisleider	Trouw	10.3.0	2	1191	3	1.25
1526	02/06/2007	?	NRC Handelsblad	99.6.0	2	675	3	1.53
1527	02/06/2007	WAT IS HET? - Toeristenbelasting is overal met uitzondering van 126 gemeenten	AD/Algemeen Dagblad	10.1.1	2	198	3	2.12
1528	05/06/2007	Aanmeldcentrum Schiphol weer open	Reformatorisch Dagblad	2.0.0	1	231	3	4.78
1529	05/06/2007	Startschot voor epilepsiecollecte	Telegraaf	99.6.0	1	221	3	6.29
1530	06/06/2007	DAG VAN DE ARCHITECTUUR 2007 EVENEMENTENOVERZICHT	Trouw	1.3.0	2	13774	3	1.25
1531	07/06/2007	?	Reformatorisch Dagblad	99.6.0	1	113	3	4.63
1532	07/06/2007	Schiphol wil meer herrie produceren!; Geluidsoverlast Grenzen van luchthaven knellen	Volkskrant	24.3.0	1	305	3	5.39
1533	07/06/2007	Zeeheld van zand	AD/Algemeen Dagblad	21.1.0	1	706	3	6.32
1534	09/06/2007	Gemeente verhoogt belasting niet zomaar; Vrees voor lastenstijgingen als gemeenten de onroerendezaakbelasting zelf mogen bepalen	NRC Handelsblad	10.1.2	2	862	2	2.53
1535	14/06/2007	Schiphol moet Chipshol 19 miljoen euro betalen	Reformatorisch Dagblad	3.1.1	1	379	3	4.93
1536	14/06/2007	(…)	Nederlands Dagblad	99.6.0	2	1787	1	3.08
1537	18/06/2007	Met advertenties je gelijk halen; Doorgeslagen	DAG	3.1.1	1	384	3	5.61
1538	22/06/2007	Akkoord over extra vluchten	Telegraaf	13.2.0	1	71	3	5.99
1539	23/06/2007	Wippen op het podium is niks nieuws'; Gemeenten vinden strengere richtlijnen voor erotisch getinte feesten niet nodig	NRC Handelsblad	99.6.0	2	1016	2	2.53
1540	26/06/2007	Medeplichtige aan het noodlot	Volkskrant	20.1.1	1	706	3	5.84
1541	27/06/2007	Alderstafel 'Selectieve groei' Eurlings achter advies-Alders; 'Schiphol mag nog vijftigduizend vluchten groeien'	Nederlands Dagblad	13.2.0	1	308	3	4.83
1542	28/06/2007	"Cohen coordinator bij ramp Schiphol"	Reformatorisch Dagblad	19.2.0	1	150	3	4.68
1543	29/06/2007	Overheid erkent nu eindelijk fouten Chipshol'; Interview Kees Poot	Volkskrant	3.1.1	1	392	3	5.49
1544	30/06/2007	Bloemen en ook diamanten straks supersnel met HSL	Telegraaf	4.4.1	1	382	3	6.49
1545	05/07/2007	Alle verdachten van de Schipholbrand gaan vrijuit	Trouw	20.1.3	1	326	3	5.00
1546	05/07/2007	Cipiers van celcomplex gaan vrijuit; Hoger beroep Schipholbrand	Reformatorisch Dagblad	20.1.3	1	428	1	7.03
1547	05/07/2007	Geen verdere vervolgingen om celbrand Schiphol	Volkskrant	20.1.3	1	342	2	6.43
1548	05/07/2007	OM vervolgt directeur niet	Telegraaf	20.1.3	1	58	3	5.98
1549	05/07/2007	Drukke dancezomer	Telegraaf	22.5.0	2	179	3	2.73
1550	05/07/2007	Personeel van cellencomplex op Schiphol niet vervolgd voor brand	AD/Algemeen Dagblad	20.1.3	1	329	3	5.87
1551	06/07/2007	Dit weekend in 0031	Metro	21.2.1	2	198	3	2.12
1552	12/07/2007	Gratis golfen op Kennemer	Telegraaf	99.6.0	1	168	3	6.28
1553	13/07/2007	Amsterdam meet met twee maten rond slogan	Trouw	10.3.0	1	290	3	4.95
1554	17/07/2007	Bevlogen en bemiddelde pamflettist Dinsdagprofiel Jan Poot	Volkskrant	3.1.1	1	1894	2	7.63
1555	18/07/2007	Dit is al mijn achtste, negende overstroming'; Riool in Zwanenburg is te klein	Trouw	99.6.0	1	520	3	5.25
1556	18/07/2007	Haarlem toch de baas bij ramp luchthaven Schiphol	Trouw	19.2.0	1	113	3	4.75
1557	18/07/2007	Haarlem baas bij ramp op Schiphol	Spits	19.2.0	1	93	2	6.29
1558	18/07/2007	Haarlem baas bij ramp op Schiphol	Reformatorisch Dagblad	19.2.0	1	345	3	4.93
1559	18/07/2007	Opnieuw frictie over lijst namen illegalen	NRC Handelsblad	99.6.0	2	407	2	2.52
1560	18/07/2007	?	NRC Handelsblad	19.2.0	2	473	2	2.52
1561	18/07/2007	?	NRC.NEXT	19.2.0	1	725	3	5.39
1562	18/07/2007	Rampaanpak op Schiphol naar Haarlem; Versnippering hulp aangepakt	Telegraaf	19.2.0	1	328	3	6.48
1563	20/07/2007	Toeristische tip - Stoomgemaal Cruquius	AD/Algemeen Dagblad	25.2.0	1	46	3	5.32
1564	21/07/2007	Gevecht krijgt vervolg in Kamer; Affaire Chipshol en Schiphol wordt mogelijk parlementaire enquete	Trouw	3.1.1	1	624	3	5.35
1565	22/07/2007	Kanjer van een meerval	Telegraaf	23.1.2	1	113	3	6.23
1566	23/07/2007	?	NRC Handelsblad	23.1.1	2	233	3	1.52
1567	31/07/2007	Amstelland wordt maar niet gezonder	Metro	99.6.0	2	267	3	2.12
1568	11/08/2007	Housefeest op Schiphol verboden; Gemeente weigert vergunning	Reformatorisch Dagblad	99.6.0	1	188	3	4.73
1569	11/08/2007	Kort nieuws	AD/Algemeen Dagblad	99.6.0	2	347	3	2.12
1570	15/08/2007	Gemeenten traag met digitale loket	Metro	10.3.0	2	110	3	2.12
1571	21/08/2007	Mystery Land	Telegraaf	22.5.0	1	168	3	6.28
1572	23/08/2007	za 25.08.07 Mysteryland en Volt	Volkskrant	22.5.0	1	130	3	5.13
1573	23/08/2007	?	Volkskrant	21.2.1	2	1027	3	1.63
1574	23/08/2007	Evenement Harlinger Visserijdagen Het eendaagse feest dat in 1959 begon om Harlingen en in het bijzonder…	AD/Algemeen Dagblad	22.5.0	2	895	3	2.12
1575	24/08/2007	Te laat voor een Mystery Land-kaart	Spits	22.5.0	1	49	3	5.04
1576	24/08/2007	Hoofddorp: 46 miljoen voor topsport	Volkskrant	27.1.0	2	160	3	1.63
1577	25/08/2007	?	Trouw	22.5.0	2	168	3	1.25
1578	25/08/2007	Veel files verwacht	Telegraaf	22.5.0	1	103	2	7.23
1579	26/08/2007	Prachtige dag voor Rutte	Telegraaf	22.5.0	1	227	2	7.38
1580	27/08/2007	Dancefestival Mystery Land perfect verlopen'	Spits	22.5.0	1	95	1	7.29
1581	27/08/2007	Politie arresteert zestig deelnemers op Mystery Land	Reformatorisch Dagblad	22.5.0	1	112	2	5.63
1582	27/08/2007	Mystery Land rustig verlopen	NRC.NEXT	22.5.0	1	46	2	5.39
1583	27/08/2007	Beats en spektakel	Metro	22.5.0	1	413	3	5.97
1584	27/08/2007	Nederland in ban van festival en evenement	Volkskrant	22.5.0	2	195	2	2.63
1585	27/08/2007	ALLES STAAT STIL; Economische schade loopt op tot miljard euro Stop geld in wegen	Telegraaf	22.5.0	2	245	1	4.73
1586	27/08/2007	DAG	DAG	22.5.0	2	255	3	1.80
1587	27/08/2007	Zon, muziek en vuurwerk in uitverkocht Mystery Land	AD/Algemeen Dagblad	22.5.0	1	165	3	5.67
1588	28/08/2007	Toch nog naar Mystery Land	Spits	22.5.0	1	103	3	5.34
1589	28/08/2007	Schiphol bang voor ganzen	Telegraaf	99.6.0	1	102	3	6.23

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1590	29/08/2007	Waar blijven die luchtjes eigenlijk?; Voor veel passagiers is het afnemen van spullen uit de handbagage een slecht begin of einde van hun vakantie	Volkskrant	22.5.0	2	707	2	2.63
1591	31/08/2007	Personeelstekort in zorg opvullen met werklozen	Telegraaf	28.2.0	2	128	2	3.73
1592	05/09/2007	Vastgoed polo zonder misère	Telegraaf	3.2.2	2	421	3	2.73
1593	06/09/2007	Overlast Schiphol neemt af	Metro	24.1.0	1	183	2	6.72
1594	06/09/2007	KUSTBESCHERMING Zwakste schakels in onze zeewering worden snel aangepakt - Gevecht tegen de zee houdt maar aan	AD/Algemeen Dagblad	25.1.2	2	572	3	2.12
1595	11/09/2007	Kunstwerkplaats met krakende en levende muren	Volkskrant	21.1.0	1	701	3	5.83
1596	12/09/2007	Wachttijd voor een huurhuis daalt tot onder de tien jaar	Metro	31.4.0	2	443	3	2.12
1597	12/09/2007	COLLECTANT IN HART EN NIEREN; Zelf doodziek, maar toch bereid geld op te halen voor KWF 'Albert Heijn-personeel vertroetelt me hele dagt door'	Telegraaf	99.6.0	1	374	3	6.53
1598	14/09/2007	Nederland 'bijkantoor' in transport	NRC Handelsblad	4.4.1	2	863	3	1.52
1599	22/09/2007	Rita's hofhouding	Trouw	99.6.0	2	483	2	2.25
1600	24/09/2007	Kortom	Metro	99.6.0	2	41	3	2.12
1601	29/09/2007	Andere stotteraars kan ik niet aanhoren'; Het verhaal van Peter Boerman (38) over leven met een spraakhandicap	NRC Handelsblad	99.6.0	1	1096	3	6.07
1602	09/10/2007	Piramides Schiphol houden Hoofddorp stil	Volkskrant	24.3.0	1	584	3	5.68
1603	10/10/2007	Deal Schiphol omstreden'	Volkskrant	99.6.0	1	374	2	6.43
1604	10/10/2007	Liever de file dan de binnenstad De overloop van Amsterdam naar de polder	Volkskrant	12.2.0	1	1962	3	6.63
1605	11/10/2007	Bij hoge nood zijn er altijd creatieve oplossingen'	Trouw	31.3.0	2	497	2	2.26
1606	11/10/2007	Onduidelijkheid over aanpak grondlawaai	Spits	24.3.0	1	70	3	5.36
1607	11/10/2007	Nog geen oplossing lawaai Schiphol	Reformatorisch Dagblad	24.3.0	1	131	3	4.64
1608	11/10/2007	Kort; Kort	DAG	24.3.0	2	170	3	1.94
1609	12/10/2007	?	Reformatorisch Dagblad	7.5.0	2	599	3	1.14
1610	19/10/2007	Spotterslpek bij Schiphol blijft open	Reformatorisch Dagblad	24.4.0	1	95	3	4.59
1611	19/10/2007	Rita is echt stoer, ze pakt alles aan; 'De mensen' zijn dol op zo'n populistisch breekijzer, legt politicoloog uit	NRC.NEXT	99.6.0	2	1111	3	1.21
1612	24/10/2007	Koper zonder makelaar niet kansloos	Metro	18.0.0	2	545	3	2.26
1613	27/10/2007	KLEURTJE STERREN; A "Negentig procent doet niets aan ramadan, velen zijn niet-praktiserend islamiet"	Telegraaf	99.3.0	2	1523	1	4.65
1614	29/10/2007	?	NRC Handelsblad	99.6.0	2	555	2	2.54
1615	30/10/2007	Fusie corporaties tot allergrootste	NRC Handelsblad	99.6.0	1	314	3	5.29
1616	31/10/2007	Nieuw onderzoek Schipholbrand na verzoek advocaat	NRC Handelsblad	20.1.3	1	353	2	6.34
1617	31/10/2007	Twee woningcorporaties willen fusie tot grootste	NRC.NEXT	99.6.0	1	247	3	4.86
1618	31/10/2007	Corporatiereus resultaat fusie	Telegraaf	99.6.0	1	128	3	6.15
1619	01/11/2007	Libiëer was bliksemafleider bij schuldvraag, Bij Schipholbrand worden ware schuldige door OM en Hoge Raad buiten beeld gehouden	NRC Handelsblad	20.1.3	1	1012	3	6.04
1620	02/11/2007	Wagens op koolzaadolie	Metro	7.2.0	1	106	3	5.76
1621	02/11/2007	Kort	DAG	7.2.0	2	269	3	1.94
1622	03/11/2007	Dag dood, wij lekker! Leven	Volkskrant	21.1.0	2	1116	1	3.63
1623	03/11/2007	Ontsnapt aan de reisleider	Trouw	1.1.2	2	1313	3	1.26
1624	08/11/2007	'Niet één eiland voor de kust, maar een hele reeks'; Ingenieurs prijzen idee van CDA-Kamerlid Atsma	Trouw	12.1.0	2	568	3	1.26
1625	15/11/2007	Smijten met geld in de bouw	DAG	1.1.2	2	305	3	1.94
1626	17/11/2007	Hof van Vinex; De nieuwe beslotenheid is ook een gevolg van de Fortuyn revolutie	NRC Handelsblad	31.2.0	2	1694	3	1.54
1627	17/11/2007	Vreemde toeristen-belasting	Telegraaf	10.1.1	2	512	3	2.65
1628	19/11/2007	Stoomgemaal De Cruquius veranderde Haarlemmermeer	Reformatorisch Dagblad	25.2.0	1	300	3	4.84
1629	30/11/2007	Betalen	Telegraaf	12.2.0	2	405	2	2.65
1630	01/12/2007	Invloedrijke Jan poot moet Schiphol betalen	Volkskrant	3.1.1	1	390	3	5.48
1631	04/12/2007	Polenhotels bieden uitkomst voor gemeenten en uitzenders; Problemen rond huisvesting arbeidsmigranten aangepakt	Trouw	99.6.0	2	667	3	1.26
1632	04/12/2007	Onderzoek naar alternatief hoogspanningsnet	Reformatorisch Dagblad	99.6.0	1	170	3	4.69
1633	04/12/2007	(…)	Nederlands Dagblad	99.6.0	1	458	3	4.98
1634	11/12/2007	?	Reformatorisch Dagblad	4.1.1	1	69	3	4.44
1635	12/12/2007	Horeca beklaagt zich over appelboomgaard; Regel=regel	Volkskrant	30.2.0	1	480	3	5.58
1636	20/12/2007	?	Volkskrant	16.3.0	2	335	3	1.63
1637	24/12/2007	Kortom	Metro	27.1.0	1	33	3	5.41
1638	24/12/2007	?	Volkskrant	16.2.3	2	309	3	1.63
1639	28/12/2007	?	Nederlands Dagblad	16.2.3	2	105	3	1.08
1640	29/12/2007	De prijspalen komen er, maar wel pas na de afslag; Automobilist kan benzineprijs niet vanaf snelweg zien	Trouw	4.1.5	2	585	3	1.26
1641	29/12/2007	Veel extra politie rond jaarwisseling	Reformatorisch Dagblad	6.1.0	2	479	2	2.14
1642	04/01/2008	Zeeslagen in de Haarlemmermeer	Spits	11.1.0	1	88	3	5.46
1643	04/01/2008	?	DAG	99.6.0	2	239	3	1.94
1644	05/01/2008	Gemaal gaat digitaal; Alle documenten over gemaal De Cruquius bijeen op cd-rom	NRC Handelsblad	25.2.0	1	1010	3	6.04
1645	12/01/2008	Huiseigenaar wordt beheerst belast; Onroerendzaakbelasting Woningen zijn zoveel duurder geworden dat tarieven in veel plaatsen omlaag kunnen	NRC Handelsblad	10.1.2	2	782	2	2.54
1646	16/01/2008	Luchtschermem langs de A9	Telegraaf	99.6.0	1	202	3	6.25
1647	18/01/2008	?	Nederlands Dagblad	1.1.2	2	367	3	1.08
1648	23/01/2008	Lege kantoren in randgemeenten; Kantorenmarkt amper huurders voor ruimte in kleine steden als Diemen en Gouda	Trouw	3.2.1	2	674	3	1.26
1649	23/01/2008	Heidedorp met stadsallures	Trouw	12.1.0	2	1517	2	2.26
1650	31/01/2008	Rechter: Chipsol krijgt 19 miljoen	Volkskrant	3.1.1	1	167	3	5.18
1651	31/01/2008	Schiphol moet Chipshol alsnog	Telegraaf	3.1.1	1	226	3	6.30

	Date	Title article	Newspaper	Cat. code	Level	Words	Pag. cat	News score
1652	31/01/2008	Schiphol moet Chipshol alsnog 19 miljoen betalen	AD/Algemeen Dagblad	3.1.1	1	262	3	5.82
1653	01/02/2008	?	NRC Handelsblad	4.1.4	2	475	2	2.54
1654	02/02/2008	Kort nieuws	AD/Algemeen Dagblad	4.1.4	1	343	3	5.92
1655	06/02/2008	Huizenprijzen stijgen skyhigh	Metro	18.0.0	2	457	3	2.26
1656	07/02/2008	Aandacht vragen Liturgie Liefdeloosheid Boetedoen bij cellencomplex Schiphol	Nederlands Dagblad	20.1.3	1	697	2	6.23
1657	08/02/2008	Amsterdamse regio wil in top 5 internationale vestigingslocaties	Metro	17.2.0	1	105	3	5.76
1658	08/02/2008	Aantrekkelijk: Amsterdam: op naar de topvijf	Metro	17.2.0	1	69	3	5.56
1659	09/02/2008	Verdachte van Schipholbrand onderzocht; Twijfels over verklaringen Al J.	NRC Handelsblad	20.1.3	1	375	2	6.34
1660	11/02/2008	Afbraakbeleid prachtwijken'	Volkskrant	12.2.0	2	366	2	2.63
1661	12/02/2008	Britse vliegvelden chaos; Enorme drukte Heathrow dupeert NL'se passagiers	Spits	99.6.0	1	428	2	6.96
1662	16/02/2008	Vijfhuizen - Halfweg; Aan de wandel in de Haarlemmermeer	NRC Handelsblad	23.2.3	1	429	3	5.44
1663	27/02/2008	?	NRC Handelsblad	13.2.0	2	607	2	2.54
1664	27/02/2008	Verloren, maar met volle tribunes; Na tijden verzamelen groepjes Haarlem-fans zich weer op de kruispunten, voor het bekerduel tegen Heracles.	Volkskrant	27.3.0	2	759	3	1.63
1665	27/02/2008	Stiefzoontje mishandeld met wc-borstel in anus	Telegraaf	6.2.3	1	131	3	6.15
1666	28/02/2008	Haarlemmermeer vindt extra Kaagbaan Schiphol niet noodzakelijk	Trouw	13.2.0	1	407	3	5.11
1667	28/02/2008	?	NRC.NEXT	13.2.0	1	545	3	5.21
1668	28/02/2008	Kortom	Metro	13.2.0	1	67	2	6.56
1669	28/02/2008	Einde groei Schiphol in zicht'	Volkskrant	13.2.0	1	107	3	5.13
1670	28/02/2008	Haarlemmermeer: Toom Schiphol in	Telegraaf	13.2.0	1	52	3	5.90
1671	28/02/2008	Haarlemmermeer: Grens voor Schiphol	Telegraaf	13.2.0	1	122	3	6.15
1672	02/03/2008	Oud en Nieuw'	Telegraaf	3.1.1	1	483	3	6.60
1673	03/03/2008	Monument in de polder: De bataaf kijkt uit naar wielerklassieker	Telegraaf	27.3.0	2	506	3	2.65
1674	06/03/2008	Kortom	Metro	4.1.1	2	140	3	2.26
1675	08/03/2008	?	Volkskrant	99.3.0	1	69	2	5.93
1676	08/03/2008	Miljonairsgevoel in honingbad	Volkskrant	99.3.0	2	1667	3	1.63
1677	15/03/2008	Lusten en steeds meer lasten	AD/Algemeen Dagblad	10.1.2	2	705	3	2.12
1678	17/03/2008	Zwemtheater tijdens EK - In volgepakt zwembad De Tongelreep heerst olympische ambiance	AD/Algemeen Dagblad	27.1.0	2	558	3	2.12
1679	21/03/2008	Besluit Schipholbaan verrast Eurlings	NRC Handelsblad	13.2.0	2	283	2	2.54
1680	29/03/2008	Te veel stof in tunnel van de HSL	NRC Handelsblad	4.4.1	2	222	2	2.54
1681	01/04/2008	Aanmeldcentrum Schiphol brandveilig verklaard	Trouw	2.0.0	1	102	3	4.76
1682	01/04/2008	Amsterdam is even fors uitgebreid	Telegraaf	99.6.0	1	117	3	6.15
1683	02/04/2008	Vals alarm	Telegraaf	20.4.0	1	81	3	6.05
1684	03/04/2008	Sloper smacht naar wrakkige Benz; Afgedankte auto's verdwijnen naar het buitenland in plaats van naar het autokerkhof	Volkskrant	99.6.0	2	557	3	1.63
1685	11/04/2008	Nieuwe Fiat bruut geramd	Spits	20.3.0	1	63	3	5.36

B Circulation statistics and newspaper scores

TABLE B.1 Circulation statistics for the newspapers per quarter (Source: HOI Institute voor Media Auditing 2008)

Year	Quarter	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkskrant
2000	1	0	0	0	32,116	275,994	0	59,354	0	787,750	125,647	345,320
	2	0	0	0	31,554	271,710	0	58,571	0	805,614	122,916	344,711
	3	0	0	0	31,518	265,402	0	58,260	0	848,050	126,763	347,435
	4	0	0	0	33,447	269,876	0	59,431	0	797,900	126,674	338,232
2001	1	0	0	0	33,412	266,016	0	58,918	0	789,100	130,346	333,489
	2	0	0	0	33,069	267,698	0	58,602	0	791,100	127,505	331,892
	3	0	0	0	31,925	265,457	0	58,183	0	854,500	128,015	339,347
	4	0	0	0	33,863	269,670	0	59,763	384,253	794,800	126,780	331,080
2002	1	0	0	0	33,591	269,761	0	59,445	407,406	781,250	125,630	329,218
	2	0	0	0	33,452	271,490	0	59,252	416,741	777,475	124,807	325,133
	3	0	0	233,220	32,875	263,256	0	58,431	341,035	826,475	118,131	330,166
	4	0	0	309,415	34,446	269,138	0	59,621	348,991	782,216	122,914	332,730
2003	1	0	0	319,232	34,360	266,025	0	59,352	361,801	761,310	122,380	329,089
	2	0	0	320,233	33,787	261,156	0	58,781	372,680	756,488	115,989	319,704
	3	0	0	261,410	33,057	253,611	0	58,810	323,589	802,612	106,964	310,500
	4	0	0	352,565	34,437	264,635	0	60,236	352,565	763,449	117,036	318,772
2004	1	0	0	336,108	34,462	259,908	0	59,690	383,947	732,455	110,686	309,343
	2	0	0	339,107	34,549	255,989	0	59,349	369,992	738,251	105,089	304,897
	3	0	0	301,266	35,709	246,597	0	58,679	292,201	775,757	101,409	300,910
	4	0	0	382,397	36,512	256,155	0	60,588	390,052	748,480	107,155	304,299
2005	1	0	0	385,017	34,411	249,710	0	59,652	400,784	709,745	113,234	300,494
	2	0	0	422,187	34,200	245,743	0	58,729	400,351	702,825	106,278	287,489
	3	0	0	373,935	34,259	242,463	0	58,894	317,199	765,210	104,222	288,781
	4	556,638	0	478,870	34,551	251,190	0	58,932	414,904	733,330	108,405	293,995
2006	1	548,657	0	477,518	33,191	243,689	0	57,492	410,085	704,005	109,709	290,926
	2	539,513	0	471,901	32,959	239,501	75,052	57,281	421,134	735,088	107,421	282,308
	3	522,650	0	431,134	32,440	229,833	65,163	56,539	352,532	698,913	104,935	278,922
	4	489,043	0	481,141	34,311	244,131	74,516	58,429	424,257	673,472	111,775	287,168
2007	1	480,258	0	522,818	32,989	234,394	75,012	56,859	431,431	673,472	112,933	280,265
	2	478,636	326,086	526,563	32,313	228,250	85,439	56,761	446,766	699,450	107,474	273,177
	3	480,234	341,142	478,994	31,477	222,873	79,273	56,743	359,818	737,541	105,385	268,982
	4	477,329	400,604	538,633	33,616	231,680	90,493	57,701	451,723	703,504	111,113	269,170
2008	1*	x	x	x	x	x	x	x	x	.x	x	x
	2*	x	x	x	x	x	x	x	x	x	x	x

* = At the time of writing, these circulation statistics were not yet published

TABLE B.2 Newspaper scores for the newspapers per quarter

Jaar	Kwartaal	AD/Algemeen Dagblad	DAG	Metro	Nederlands Dagblad	NRC Handelsblad	NRC.NEXT	Reformatorisch Dagblad	Spits!	De Telegraaf	Trouw	De Volkrskrant
2000	1	0.00	0.00	0.00	0.08	0.65	0.00	0.14	0.00	1.84	0.29	0.81
	2	0.00	0.00	0.00	0.07	0.64	0.00	0.14	0.00	1.89	0.29	0.81
	3	0.00	0.00	0.00	0.07	0.62	0.00	0.14	0.00	1.98	0.30	0.81
	4	0.00	0.00	0.00	0.08	0.63	0.00	0.14	0.00	1.87	0.30	0.79
2001	1	0.00	0.00	0.00	0.08	0.62	0.00	0.14	0.00	1.85	0.31	0.78
	2	0.00	0.00	0.00	0.08	0.63	0.00	0.14	0.00	1.85	0.30	0.78
	3	0.00	0.00	0.00	0.07	0.62	0.00	0.14	0.00	2.00	0.30	0.79
	4	0.00	0.00	0.00	0.08	0.63	0.00	0.14	0.90	1.86	0.30	0.77
2002	1	0.00	0.00	0.00	0.08	0.63	0.00	0.14	0.95	1.83	0.29	0.77
	2	0.00	0.00	0.00	0.08	0.64	0.00	0.14	0.98	1.82	0.29	0.76
	3	0.00	0.00	0.55	0.08	0.62	0.00	0.14	0.80	1.93	0.28	0.77
	4	0.00	0.00	0.72	0.08	0.63	0.00	0.14	0.82	1.83	0.29	0.78
2003	1	0.00	0.00	0.75	0.08	0.62	0.00	0.14	0.85	1.78	0.29	0.77
	2	0.00	0.00	0.75	0.08	0.61	0.00	0.14	0.87	1.77	0.27	0.75
	3	0.00	0.00	0.61	0.08	0.59	0.00	0.14	0.76	1.88	0.25	0.73
	4	0.00	0.00	0.83	0.08	0.62	0.00	0.14	0.83	1.79	0.27	0.75
2004	1	0.00	0.00	0.79	0.08	0.61	0.00	0.14	0.90	1.71	0.26	0.72
	2	0.00	0.00	0.79	0.08	0.60	0.00	0.14	0.87	1.73	0.25	0.71
	3	0.00	0.00	0.71	0.08	0.58	0.00	0.14	0.68	1.82	0.24	0.70
	4	0.00	0.00	0.90	0.09	0.60	0.00	0.14	0.91	1.75	0.25	0.71
2005	1	0.00	0.00	0.90	0.08	0.58	0.00	0.14	0.94	1.66	0.27	0.70
	2	0.00	0.00	0.99	0.08	0.58	0.00	0.14	0.94	1.64	0.25	0.67
	3	0.00	0.00	0.88	0.08	0.57	0.00	0.14	0.74	1.79	0.24	0.68
	4	1.30	0.00	1.12	0.08	0.59	0.00	0.14	0.97	1.72	0.25	0.69
2006	1	1.28	0.00	1.12	0.08	0.57	0.00	0.13	0.96	1.65	0.26	0.68
	2	1.26	0.00	1.10	0.08	0.56	0.18	0.13	0.99	1.72	0.25	0.66
	3	1.22	0.00	1.01	0.08	0.54	0.15	0.13	0.83	1.64	0.25	0.65
	4	1.14	0.00	1.13	0.08	0.57	0.17	0.14	0.99	1.58	0.26	0.67
2007	1	1.12	0.00	1.22	0.08	0.55	0.18	0.13	1.01	1.58	0.26	0.66
	2	1.12	0.76	1.23	0.08	0.53	0.20	0.13	1.05	1.64	0.25	0.64
	3	1.12	0.80	1.12	0.07	0.52	0.19	0.13	0.84	1.73	0.25	0.63
	4	1.12	0.94	1.26	0.08	0.54	0.21	0.14	1.06	1.65	0.26	0.63
2008	1*	1.12	0.94	1.26	0.08	0.54	0.21	0.14	1.06	1.65	0.26	0.63
	2*	1.12	0.94	1.26	0.08	0.54	0.21	0.14	1.06	1.65	0.26	0.63

* = At the time of writing, these circulation statistics were not yet published. These periods get the same newspaper scores as 2007, Q4.

C   List with subjects and media images

1.0.0   Architecture
1.1.0   Calatravabridges
1.1.1   Calatravabridges (before the opening)
1.1.2   Calatravabridges (after the opening)
1.2.0   Floriade pavillion
1.3.0   Architecture (other)

2.0.0   Asylum seekers centre Schiphol

3.0.0   Business parks & Offices
3.1.0   Business parks
3.1.1   Chipshol
3.1.2   Business parks parks (other)
3.2.0   Offices
3.2.1   Offices (unoccupied)
3.2.2   Officies (construction)

4.0.0   Accessibility
4.1.0   Transportation by car
4.1.1   Construction of roads
4.1.2   Road congestion
4.1.3   Road pricing
4.1.4   Speed limitations
4.1.5   Transportation by car (other)
4.2.0   Transportation by bus
4.2.1   Zuidtangent
4.2.2   Transportation by bus (other)
4.3.0   Transportation by subway
4.4.0   Transportation by train
4.4.1   High Speed Train
4.4.2   Zuiderzee-train connection
4.4.3   Transportation by train (other)

5.0.0   Building fraud
5.1.0   Building fraud infrastructure Schiphol
5.2.0   Building fraud (other)

6.0.0   Crime
6.1.0   Crime (general)
6.2.0   Criminal events
6.2.1   Theft
6.2.2   Drug trafficking Schiphol
6.2.3   Abuse
6.2.4   Swindle
6.2.5   (Attempt to) Murder

7.0.0   Sustainability
7.1.0   Energy waste
7.2.0   Municipal cars on rapeseed oil
7.3.0   Windmills
7.4.0   Solar power generator on Floriade area
7.5.0   Sustainability (other)

8.0.0   Floriade area
8.1.0   Floriade 2002
8.1.1   Floriade 2002 (before the event)
8.1.2   Floriade 2002 (during the event)
8.1.3   Floriade 2002 (after the event)
8.2.0   Other events on Floriade area

9.0.0   Municipality with high incomes

10.0.0   Municipal services
10.1.0   Local taxes

10.1.1   Tourist taxes
10.1.2   Local taxes (other)
10.2.0   Marrying in Haarlemmermeer
10.3.0   Municipal services (other)

11.0.0   History
11.1.0   History as a lake
11.2.0   Second World War

12.0.0   Growth of the population
12.1.0   Growth of the population (general)
12.2.0   Inhabitants of Amsterdam move to
          Haarlemmermeer
12.3.0   Immigrants move to Haarlemmermeer
12.4.0   Natives move to Haarlemmermeer

13.0.0   Growth Schiphol
13.1.0   Current growth Schiphol
13.2.0   Future growth Schiphol
13.3.0   Privatization Schiphol

14.0.0   Agricultural sector
14.1.0   Bulb-growing
14.2.0   Greenhouses
14.3.0   Haarlemmermeer agricultural (other)

15.0.0   Drugs
15.1.0   Drug policy of the municipality
15.2.0   Drugs (other)

16.0.0   Haarlemmermeer governors
16.1.0   Resigning of aldermen
16.2.0   Mayors
16.2.1   Mayor Hertog
16.2.2   Mayor Netelenbos
16.2.3   Mayor Weterings
16.2.4   Mayor (other)
16.3.0   Haarlemmermeer governors (other)

**17.0.0   Haarlemmermeer within the Amsterdam
            Metropolitan Region**
17.1.0   Current situation Amsterdam Metropolitan
          Region
17.2.0   Future situation Amsterdam Metropolitan Region

18.0.0   High housing prices

19.0.0   Emergency services
19.1.0   Emergency services (general)
19.1.1   Fire department
19.1.2   Ambulances
19.1.3   Police
19.2.0   Future of assistance regions

20.0.0   Incidents
20.1.0   Schipholfire
20.1.1   Report Schipholfire
20.1.2   Aftermath Schipholfire (politically)
20.1.3   Aftermath Schipholfire (other)
20.2.0   Other fires
20.3.0   Traffic accidents
20.4.0   Other incidents

21.0.0   Art & Culture

D   Scores per category

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
1.0.0	**Architecture**	**21**	**25**	**169.85**	**0.52**	**88.62**
1.1.0	Calatravabridges	17	12	121.16	0.24	29.25
1.1.1	*Calatravabridges (before the opening)*	*6*	*3*	*43.03*	*1.00*	*43.03*
1.1.2	*Calatravabridges (after the opening)*	*11*	*9*	*78.13*	*-0.10*	*-7.81*
1.2.0	Floriade pavillion	2	7	26.54	1.00	26.54
1.3.0	Architecture (other)	2	6	22.15	1.00	22.15
2.0.0	**Asylum seekers centre Schiphol**	**7**	**3**	**45.50**	**-0.20**	**-9.10**
3.0.0	**Business parks & Offices**	**43**	**13**	**279.34**	**-0.75**	**-209.51**
3.1.0	Business parks	39	6	241.96	-0.78	-188.19
3.1.1	*Chipshol*	*38*	*3*	*230.71*	*-0.90*	*-208.20*
3.1.2	*Business parks (other)*	*1*	*3*	*11.25*	*0.50*	*5.62*
3.2.0	Offices	4	7	37.38	-0.63	-23.79
3.2.1	*Offices (unoccupied)*	*2*	*6*	*15.27*	*-1.00*	*-15.27*
3.2.2	*Offices (construction)*	*2*	*1*	*22.11*	*0.00*	*0.00*
4.0.0	**Accessibility**	**30**	**25**	**235.61**	**0.42**	**98.53**
4.1.0	Transportation by car	17	18	139.21	0.37	51.70
4.1.1	*Construction of roads*	*13*	*8*	*93.52*	*0.62*	*57.89*
4.1.2	*Road congestion*	*0*	*4*	*8.91*	*-0.50*	*-4.46*
4.1.3	*Road pricing*	*3*	*4*	*27.06*	*-0.14*	*-3.87*
4.1.4	*Speed limitations*	*1*	*1*	*8.46*	*1.00*	*8.46*
4.1.5	*Transportation by car (other)*	*0*	*1*	*1.26*	*1.00*	*1.26*
4.2.0	Transportation by bus	9	3	63.49	0.5	31.75
4.2.1	*Zuidtangent*	*8*	*1*	*53.69*	*0.33*	*17.90*
4.2.2	*Transportation by bus (other)*	*1*	*2*	*9.81*	*1.00*	*9.81*
4.3.0	Transportation by subway	1	0	7.58	1.00	7.58
4.4.0	Transportation by train	3	4	25.33	0.43	10.86
4.4.1	*High Speed Train*	*2*	*2*	*16.32*	*0.50*	*8.16*
4.4.2	*Zuiderzee-train connection*	*0*	*2*	*4.22*	*1.00*	*4.22*
4.4.3	*Transportation by train (other)*	*1*	*0*	*4.79*	*-1.00*	*-4.79*
5.0.0	**Building fraud**	**24**	**9**	**169.54**	**-1.00**	**-169.54**
5.1.0	Building fraud infrastructure Schiphol	22	5	145.52	-1.00	-145.52
5.2.0	Building fraud (other)	2	4	24.02	-1.00	-24.02
6.0.0	**Crime**	**67**	**18**	**447.43**	**-0.95**	**-426.37**
6.1.0	Crime (general)	4	9	47.31	-0.69	-32.75
6.2.0	Criminal events	63	9	400.12	-1.00	-400.12
6.2.1	*Theft*	*11*	*2*	*67.84*	*-1.00*	*169.00*
6.2.2	*Drug trafficking Schiphol*	*25*	*4*	*169.00*	*-1.00*	*-169.00*
6.2.3	*Abuse*	*2*	*0*	*12.32*	*-1.00*	*-12.32*

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
6.2.4	*Swindle*	*2*	*0*	*11.29*	*-1.00*	*-11.29*
6.2.5	*(Attempt to) Murder*	*23*	*3*	*139.67*	*-1.00*	*-139.67*
7.0.0	**Sustainability**	**5**	**10**	**49.32**	**0.73**	**36.17**
7.1.0	Energy waste	1	1	7.89	-1.00	-7.89
7.2.0	Municipal cars on rapeseed oil	2	1	7.70	1.00	7.70
7.3.0	Windmills	0	2	5.14	1.00	5.14
7.4.0	Solar power generator on Floriade area	3	2	20.31	1.00	20.31
7.5.0	Sustainability (other)	0	4	8.27	1.00	8.27
8.0.0	**Floriade area**	**50**	**23**	**352.55**	**0.51**	**178.69**
8.1.0	Floriade 2002	47	18	323.45	0.45	144.31
8.1.1	*Floriade 2002 (before the event)*	*10*	*7*	*75.33*	*1.00*	*75.33*
8.1.2	*Floriade 2002 (during the event)*	*26*	*8*	*178.46*	*0.41*	*73.48*
8.1.3	*Floriade 2002 (after the event)*	*11*	*3*	*69.67*	*-0.14*	*-9.95*
8.2.0	Other events on Floriade area	3	5	29.09	1.00	29.09
9.0.0	**Municipality with high incomes**	**0**	**9**	**19.41**	**1.00**	**19.41**
10.0.0	**Municipal services**	**23**	**33**	**218.90**	**0.07**	**15.64**
10.1.0	Local taxes	4	16	61.66	-0.20	-12.33
10.1.1	*Tourist taxes*	*0*	*8*	*17.82*	*-1.00*	*-17.82*
10.1.2	*Local taxes (general)*	*4*	*8*	*43.85*	*0.33*	*14.62*
10.2.0	Marrying in Haarlemmermeer	4	0	25.80	1.00	25.80
10.3.0	Municipal services (other)	15	17	131.43	0.13	16.43
11.0.0	**History**	**5**	**13**	**53.85**	**0.89**	**47.86**
11.1.0	History as a lake	1	10	23.86	1.00	23.86
11.2.0	Second World War	4	3	29.98	0.71	21.42
12.0.0	**Growth of the population**	**7**	**14**	**74.63**	**0.90**	**67.52**
12.1.0	Growth of the population (general)	5	4	39.17	0.78	30.46
12.2.0	Inhabitants of Amsterdam move to Haarlemmermeer	2	4	23.92	1.00	23.92
12.3.0	Immigrants move to Haarlemmermeer	0	1	1.13	1.00	1.13
12.4.0	Natives move to Haarlemmermeer	0	5	10.42	1.00	10.42
13.0.0	**Growth Schiphol**	**92**	**11**	**582.55**	**-0.01**	**-5.66**
13.1.0	Current growth Schiphol	48	2	302.38	-0.28	-84.67
13.2.0	Future growth Schiphol	34	8	221.35	0.10	21.08
13.3.0	Privatization Schiphol	10	1	58.81	0.82	48.12
14.0.0	**Agricultural sector**	**5**	**9**	**47.47**	**1.00**	**47.47**
14.1.0	Bulb-growing	0	4	7.11	1.00	7.11
14.2.0	Greenhouses	5	3	37.45	1.00	37.45
14.3.0	Agricultural sector (other)	0	2	2.91	1.00	2.91

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
15.0.0	**Drugs**	**4**	**5**	**34.47**	**-0.56**	**-19.15**
15.1.0	Drug policy of the municipality	2	5	22.25	-0.43	-9.54
15.2.0	Drugs (other)	2	0	12.22	-1.00	-12.22
16.0.0	**Haarlemmermeer governors**	**27**	**29**	**212.09**	**0.21**	**45.45**
16.1.0	Resigning of aldermen	5	2	33.36	-1.00	-33.36
16.2.0	Mayors	15	14	107.19	0.31	33.27
16.2.1	*Mayor Hertog*	*8*	*2*	*49.68*	*0.00*	*0.00*
16.2.2	*Mayor Netelenbos*	*6*	*5*	*39.32*	*1.00*	*39.32*
16.2.3	*Mayor Weterings*	*0*	*3*	*4.36*	*1.00*	*4.36*
16.2.4	*Mayors (other)*	*1*	*4*	*13.83*	*-1.00*	*-13.83*
16.3.0	Haarlemmermeer governors (other)	7	13	71.54	0.50	35.77
17.0.0	**Haarlemmermeer within the Amsterdam Metropolitan Region**	**4**	**6**	**37.57**	**1.00**	**37.57**
17.1.0	Current situation Amsterdam Metropolitan Region	2	5	24.56	1.00	24.56
17.2.0	Future situation Amsterdam Metropolitan Region	2	1	13.01	1.00	13.01
18.0.0	**High housing prices**	**2**	**7**	**27.09**	**-0.11**	**-3.01**
19.0.0	**Emergency services**	**40**	**20**	**284.03**	**-0.37**	**-104.15**
19.1.0	Emergency services (general)	8	15	83.09	-0.39	-32.51
19.1.1	*Fire department*	*5*	*10*	*51.99*	*-0.47*	*-24.26*
19.1.2	*Ambulances*	*2*	*1*	*13.57*	*-1.00*	*-13.57*
19.1.3	*Police*	*1*	*4*	*17.53*	*0.20*	*3.51*
19.2.0	Future of assistance regions	32	5	200.94	-0.35	-70.60
20.0.0	**Incidents**	**279**	**34**	**1827.19**	**-0.93**	**-1698.76**
20.1.0	Schipholfire	231	25	1518.52	-0.94	-1423.62
20.1.1	*Report Schipholfire*	*15*	*0*	*99.77*	*-1.00*	*-99.77*
20.1.2	*Aftermath Schipholfire (politically)*	*190*	*23*	*1261.91*	*-0.95*	*-1202.67*
20.1.3	*Aftermath Schipholfire (other))*	*26*	*2*	*156.85*	*-0.79*	*-123.24*
20.2.0	Other fires	14	0	87.61	-1.00	-87.61
20.3.0	Traffic accidents	16	6	108.90	-0.91	-99.00
20.4.0	Other incidents	18	3	112.16	-0.81	-90.79
21.0.0	**Art & Culture**	**17**	**17**	**140.75**	**0.71**	**99.35**
21.1.0	Art	7	8	59.06	0.87	51.18
21.2.0	Culture	10	9	81.69	0.58	47.30
21.2.1	*Music*	*7*	*8*	*62.15*	*0.47*	*29.00*
21.2.2	*Culture (other)*	*3*	*1*	*19.54*	*1.00*	*19.54*
22.0.0	**Mystery Land**	**28**	**15**	**209.77**	**0.58**	**121.96**
22.1.0	Mystery Land 2003	1	1	7.65	1.00	7.65
22.2.0	Mystery Land 2004	10	1	66.83	0.82	54.68
22.3.0	Mystery Land 2005	3	3	26.06	0.33	8.69
22.4.0	Mystery Land 2006	3	2	23.79	0.20	4.76
22.5.0	Mystery Land 2007	11	8	85.43	0.58	49.46

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
23.0.0	**Nature & Recreation**	**18**	**21**	**154.04**	**0.79**	**122.44**
23.1.0	Nature	9	15	85.27	0.83	71.06
23.1.1	*Construction nature reserves*	*1*	*6*	*17.72*	*0.71*	*12.65*
23.1.2	*The 'Ringvaart'*	*3*	*4*	*25.62*	*1.00*	*25.62*
23.1.3	*Waterlogging*	*2*	*3*	*18.33*	*0.60*	*11.00*
23.1.4	*Nature (other)*	*3*	*2*	*23.61*	*1.00*	*23.61*
23.2.0	Recreation	9	6	68.77	0.73	50.43
23.2.1	*Cycling*	*2*	*3*	*17.24*	*0.60*	*10.34*
23.2.2	*Sailing*	*6*	*2*	*43.85*	*1.00*	*43.85*
23.2.3	*Recreation (other)*	*1*	*1*	*7.68*	*0.00*	*0.00*
24.0.0	**Nuisance Schiphol**	**61**	**4**	**382.37**	**-0.63**	**-241.18**
24.1.0	Homeless people on Schiphol	8	0	51.48	-0.25	-12.87
24.2.0	Soil- or air nuissance because of Schiphol	4	1	29.36	-1.00	-29.36
24.3.0	Noise nuisance because of Schiphol	36	2	221.47	-0.68	-151.53
24.4.0	Nuisance because of plane spotters	7	1	42.18	-0.50	-21.09
24.5.0	Nuisance Schiphol (general)	6	0	37.87	-0.67	-25.24
25.0.0	**Polders & Pumping stations**	**12**	**23**	**110.23**	**0.66**	**72.44**
25.1.0	Polders	3	11	36.56	0.29	10.44
25.1.1	*Polder landscape*	*1*	*8*	*18.78*	*0.78*	*14.61*
25.1.2	*Polders (other)*	*2*	*3*	*17.77*	*-0.60*	*-10.66*
25.2.0	Cruquius-pumping station	6	4	40.65	1.00	40.65
25.3.0	Drainage of the Haarlemmermeer	3	8	33.02	0.82	27.02
26.0.0	**Religions in Haarlemmermeer**	**6**	**3**	**42.86**	**1.00**	**42.86**
26.1.0	Christianity	5	3	36.45	1.00	36.45
26.2.0	Islam	1	0	6.40	1.00	6.40
27.0.0	**Sport**	**9**	**18**	**98.22**	**0.93**	**90.94**
27.1.0	Sport (general)	1	2	9.16	1.00	9.16
27.2.0	Horse riding	5	10	59.32	0.87	51.41
27.3.0	Other sports	3	6	29.74	1.00	29.74
28.0.0	**Strong economy**	**8**	**17**	**88.50**	**0.36**	**31.86**
28.1.0	Growth of the economy	1	6	18.45	1.00	18.45
28.2.0	Employment	7	11	70.05	0.11	7.78
29.0.0	**Safety Schiphol**	**31**	**6**	**204.68**	**-0.03**	**-5.53**
29.1.0	Preventive body search at Schiphol	6	4	48.18	1.00	48.18
29.2.0	Terrorism threat at Schiphol	6	1	37.79	-1.00	-37.79
29.3.0	Safety Schiphol (general)	19	1	118.71	-0.20	-23.74
30.0.0	**Facilities in Haarlemmermeer**	**12**	**4**	**86.45**	**0.50**	**43.23**
30.1.0	Facilities (general)	0	2	5.62	1.00	5.62
30.2.0	Hotels, bars and restaurants	5	1	34.48	0.67	22.99

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
30.3.0	Shops	7	1	46.35	0.25	11.59
31.0.0	**House-building**	**37**	**54**	**339.74**	**0.52**	**175.47**
31.1.0	History house-building	4	7	40.33	0.27	11.00
31.2.0	Current house-building	10	16	90.37	0.00	0.00
31.3.0	Future house-building	22	28	196.31	0.80	157.05
31.4.0	House-building (other)	1	3	12.74	0.11	12.74
99.0.0	**Other news**	**108**	**105**	**854.90**	**-0.03**	**-28.10**
99.1.0	Haarlemmermeer against phone masts	5	8	47.23	-0.85	-39.96
99.2.0	Plan for mega-brothel next to the A4	10	2	69.70	-1.00	-69.70
99.3.0	Plan for wellness center	4	2	30.06	1.00	30.06
99.4.0	Privatization of Haarlemmermeer energy supplier	0	33	61.21	1.00	61.21
99.5.0	Body of old Shell-officer found in the Ringvaart	7	3	46.40	-1.00	-46.40
99.6.0	Other news articles	82	57	600.29	-0.09	-56.14

E   Scores per category (without Schiphol related articles)

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
1.0.0	**Architecture**	**21**	**25**	**169.85**	**0.52**	**88.62**
1.1.0	Calatravabridges	17	12	121.16	0.24	29.25
1.1.1	*Calatravabridges (before the opening)*	*6*	*3*	*43.03*	*1.00*	*43.03*
1.1.2	*Calatravabridges (after the opening)*	*11*	*9*	*78.13*	*-0.10*	*-7.81*
1.2.0	Floriade pavillion	2	7	26.54	1.00	26.54
1.3.0	Architecture (other)	2	6	22.15	1.00	22.15
2.0.0	**Asylum seekers centre Schiphol**	**0**	**0**	**0.00**	**0.00**	**0.00**
3.0.0	**Business parks & Offices**	**5**	**9**	**47.05**	**-0.43**	**-20.16**
3.1.0	Business parks	1	2	9.67	0.33	3.22
3.1.1	*Chipshol*	*0*	*0*	*0.00*	*0.00*	*0.00*
3.1.2	*Business parks (other)*	*1*	*2*	*9.67*	*0.33*	*3.22*
3.2.0	Offices	4	7	37.38	-0.64	-23.79
3.2.1	*Offices (unoccupied)*	*1*	*6*	*15.27*	*-1.00*	*-15.27*
3.2.2	*Offices (construction)*	*3*	*1*	*22.11*	*0.00*	*0.00*
4.0.0	**Accessibility**	**27**	**23**	**213.67**	**0.48**	**102.56**
4.1.0	Transportation by car	16	17	131.16	0.45	59.62
4.1.1	*Construction of roads*	*12*	*8*	*87.06*	*0.70*	*60.94*
4.1.2	*Road congestion*	*0*	*3*	*7.32*	*-0.33*	*-2.44*
4.1.3	*Road pricing*	*3*	*4*	*27.06*	*-0.14*	*-3.87*
4.1.4	*Speed limitations*	*1*	*1*	*8.46*	*1.00*	*8.46*
4.1.5	*Transportation by car (other)*	*0*	*1*	*1.26*	*1.00*	*1.26*
4.2.0	Transportation by bus	9	3	63.49	0.50	31.75
4.2.1	*Zuidtangent*	*8*	*1*	*53.69*	*0.33*	*17.90*
4.2.2	*Transportation by bus (other)*	*1*	*2*	*9.81*	*1.00*	*9.81*
4.3.0	Transportation by subway	0	0	0.00	0.00	0.00
4.4.0	Transportation by train	2	3	19.02	0.60	11.41
4.4.1	*High Speed Train*	*2*	*1*	*14.80*	*0.33*	*4.93*
4.4.2	*Zuiderzee-train connection*	*0*	*2*	*4.22*	*1.00*	*4.22*
4.4.3	*Transportation by train (other)*	*0*	*0*	*0.00*	*0.00*	*0.00*
5.0.0	**Building fraud**	**1**	**4**	**16.85**	**-1.00**	**-16.85**
5.1.0	Building fraud infrastructure Schiphol	0	0	0.00	0.00	0.00
5.2.0	Building fraud (other)	1	4	16.85	-1.00	-16.85
6.0.0	**Crime**	**33**	**14**	**227.58**	**-0.91**	**-208.21**
6.1.0	Crime (general)	3	9	41.55	-0.67	-27.70
6.2.0	Criminal events	30	5	193.89	-1.00	-193.89
6.2.1	*Theft*	*7*	*2*	*44.24*	*-1.00*	*-44.24*
6.2.2	*Drug trafficking Schiphol*	*0*	*0*	*0.00*	*0.00*	*0.00*
6.2.3	*Abuse*	*2*	*0*	*12.32*	*-1.00*	*-12.32*

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
6.2.4	*Swindle*	*2*	*0*	*11.29*	*-1.00*	*-11.29*
6.2.5	*(Attempt to) Murder*	*19*	*3*	*118.18*	*-1.00*	*-118.18*
7.0.0	**Sustainability**	**5**	**10**	**49.32**	**0.73**	**36.17**
7.1.0	Energy waste	1	1	7.89	-1.00	-7.89
7.2.0	Municipal cars on rapeseed oil	1	1	7.70	1.00	7.70
7.3.0	Windmills	0	2	5.14	1.00	5.14
7.4.0	Solar power generator on Floriade area	3	2	20.31	1.00	20.31
7.5.0	Sustainability (other)	0	4	8.27	1.00	8.27
8.0.0	**Floriade area**	**49**	**23**	**346.31**	**0.50**	**173.15**
8.1.0	Floriade 2002	47	18	323.45	0.45	144.31
8.1.1	*Floriade 2002 (before the event)*	*10*	*7*	*75.33*	*1.00*	*75.33*
8.1.2	*Floriade 2002 (during the event)*	*26*	*8*	*178.46*	*0.41*	*73.48*
8.1.3	*Floriade 2002 (after the event)*	*11*	*3*	*69.67*	*-0.14*	*-9.95*
8.2.0	Other events on Floriade area	2	5	22.86	1.00	22.86
9.0.0	**Municipality with high incomes**	**0**	**9**	**19.41**	**1.00**	**19.41**
10.0.0	**Municipal services**	**21**	**32**	**202.99**	**0.06**	**11.49**
10.1.0	Local taxes	4	15	58.88	-0.16	-9.30
10.1.1	*Tourist taxes*	*0*	*7*	*15.04*	*-1.00*	*-15.04*
10.1.2	*Local taxes (general)*	*4*	*8*	*43.85*	*0.33*	*14.62*
10.2.0	Marrying in Haarlemmermeer	2	0	12.67	1.00	12.67
10.3.0	Municipal services (other)	15	17	131.43	0.13	16.43
11.0.0	**History**	**5**	**12**	**52.26**	**1.00**	**52.26**
11.1.0	History as a lake	1	10	23.86	1.00	23.86
11.2.0	Second World War	4	2	28.40	1.00	28.40
12.0.0	**Growth of the population**	**7**	**13**	**73.37**	**0.90**	**66.03**
12.1.0	Growth of the population (general)	5	3	37.90	0.75	28.43
12.2.0	Inhabitants of Amsterdam move to Haarlemmermeer	2	4	23.92	1.00	23.92
12.3.0	Immigrants move to Haarlemmermeer	0	1	1.13	1.00	1.13
12.4.0	Natives move to Haarlemmermeer	0	5	10.42	1.00	10.42
13.0.0	**Growth Schiphol**	**0**	**0**	**0.00**	**0.00**	**0.00**
13.1.0	Current growth Schiphol	0	0	0.00	0.00	0.00
13.2.0	Future growth Schiphol	0	0	0.00	0.00	0.00
13.3.0	Privatization Schiphol	0	0	0.00	0.00	0.00
14.0.0	**Agricultural sector**	**4**	**9**	**41.98**	**1.00**	**41.98**
14.1.0	Bulb-growing	0	4	7.11	1.00	7.11
14.2.0	Greenhouses	4	3	31.96	1.00	31.96
14.3.0	Agrarische sector (overig)	0	2	2.91	1.00	2.91

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
15.0.0	**Drugs**	**4**	**4**	**33.33**	**-0.50**	**-16.67**
15.1.0	Drug policy of the municipality	2	4	21.12	-0.33	-7.04
15.2.0	Drugs (other)	2	0	12.22	-1.00	-12.22
16.0.0	**Haarlemmermeer governors**	**26**	**29**	**205.79**	**0.24**	**48.64**
16.1.0	Resigning of aldermen	5	2	33.36	-1.00	-33.36
16.2.0	Mayors	14	14	100.89	0.36	36.03
16.2.1	*Mayor Hertog*	*7*	*2*	*43.37*	*0.11*	*4.82*
16.2.2	*Mayor Netelenbos*	*6*	*5*	*39.32*	*1.00*	*39.32*
16.2.3	*Mayor Weterings*	*0*	*3*	*4.36*	*1.00*	*4.36*
16.2.4	*Mayors (other)*	*1*	*4*	*13.83*	*-1.00*	*-13.83*
16.3.0	Haarlemmermeer governors (other)	7	13	71.54	0.50	35.77
17.0.0	**Haarlemmermeer within the Amsterdam Metropolitan Region**	**4**	**6**	**37.57**	**1.00**	**37.57**
17.1.0	Current situation Amsterdam Metropolitan Region	2	5	24.56	1.00	24.56
17.2.0	Future situation Amsterdam Metropolitan Region	2	1	13.01	1.00	13.01
18.0.0	**High housing prices**	**2**	**7**	**27.09**	**-0.11**	**-3.01**
19.0.0	**Emergency services**	**8**	**17**	**88.25**	**-0.28**	**-24.71**
19.1.0	Emergency services (general)	5	15	63.77	-0.30	-19.13
19.1.1	*Fire department*	*2*	*10*	*32.68*	*-0.33*	*-10.89*
19.1.2	*Ambulances*	*2*	*1*	*13.57*	*-1.00*	*-13.57*
19.1.3	*Police*	*1*	*4*	*17.53*	*0.20*	*3.51*
19.2.0	Future of assistance regions	3	2	24.48	-0.20	-4.90
20.0.0	**Incidents**	**37**	**9**	**238.40**	**-0.87**	**-207.30**
20.1.0	Schipholfire	0	0	0.00	0.00	0.00
20.1.1	*Report Schipholfire*	*0*	*0*	*0.00*	*0.00*	*0.00*
20.1.2	*Aftermath Schipholfire (politically)*	*0*	*0*	*0.00*	*0.00*	*0.00*
20.1.3	*Aftermath Schipholfire (other))*	*0*	*0*	*0.00*	*0.00*	*0.00*
20.2.0	Other fires	4	0	23.41	-1.00	-23.41
20.3.0	Traffic accidents	16	6	108.90	-0.91	-99.00
20.4.0	Other incidents	17	3	106.09	-0.80	-84.87
21.0.0	**Art & Culture**	**16**	**16**	**132.63**	**0.69**	**91.18**
21.1.0	Art	6	8	7.65	1.00	7.65
21.2.0	Culture	10	8	66.83	0.82	54.68
21.2.1	*Music*	*7*	*7*	*60.52*	*0.43*	*25.94*
21.2.2	*Culture (other)*	*3*	*1*	*19.54*	*1.00*	*19.54*
22.0.0	**Mystery Land**	**28**	**15**	**209.77**	**0.58**	**121.96**
22.1.0	Mystery Land 2003	1	1	7.65	1.00	7.65
22.2.0	Mystery Land 2004	10	1	66.83	0.82	54.68
22.3.0	Mystery Land 2005	3	3	26.06	0.33	8.69
22.4.0	Mystery Land 2006	3	2	23.79	0.20	4.76
22.5.0	Mystery Land 2007	11	8	85.43	0.58	49.46

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
23.0.0	**Nature & Recreation**	**18**	**20**	**152.52**	**0.79**	**120.40**
23.1.0	Nature	9	14	86.75	0.83	69.18
23.1.1	*Construction nature reserves*	*1*	*5*	*16.19*	*0.67*	*10.80*
23.1.2	*The 'Ringvaart'*	*3*	*4*	*25.62*	*1.00*	*25.62*
23.1.3	*Waterlogging*	*2*	*3*	*18.33*	*0.60*	*11.00*
23.1.4	*Nature (other)*	*3*	*2*	*23.61*	*1.00*	*23.61*
23.2.0	Recreation	9	6	68.77	0.73	50.43
23.2.1	*Cycling*	*2*	*3*	*17.24*	*0.60*	*10.34*
23.2.2	*Sailing*	*6*	*2*	*43.85*	*1.00*	*43.85*
23.2.3	*Recreation (other)*	*1*	*1*	*7.68*	*0.00*	*0.00*
24.0.0	**Nuisance Schiphol**	**0**	**0**	**0.00**	**0.00**	**0.00**
24.1.0	Homeless people on Schiphol	0	0	0.00	0.00	0.00
24.2.0	Soil- or air nuissance because of Schiphol	0	0	0.00	0.00	0.00
24.3.0	Noise nuisance because of Schiphol	0	0	0.00	0.00	0.00
24.4.0	Nuisance because of plane spotters	0	0	0.00	0.00	0.00
24.5.0	Nuisance Schiphol (general)	0	0	0.00	0.00	0.00
25.0.0	**Polders & Pumping stations**	**12**	**22**	**107.50**	**0.71**	**75.88**
25.1.0	Polders	3	10	33.83	0.38	13.01
25.1.1	*Polder landscape*	*1*	*8*	*18.78*	*0.78*	*14.61*
25.1.2	*Polders (other)*	*2*	*2*	*15.05*	*-0.50*	*-7.52*
25.2.0	Cruquius-pumping station	6	4	40.65	1.00	40.65
25.3.0	Drainage of the Haarlemmermeer	3	8	33.02	0.82	27.02
26.0.0	**Religions in Haarlemmermeer**	**3**	**2**	**21.36**	**1.00**	**21.36**
26.1.0	Christianity	2	2	14.96	1.00	14.96
26.2.0	Islam	1	0	6.40	1.00	6.40
27.0.0	**Sport**	**9**	**18**	**98.21**	**0.93**	**90.94**
27.1.0	Sport (general)	1	2	9.16	1.00	9.16
27.2.0	Horse riding	5	10	59.32	0.87	51.41
27.3.0	Other sports	3	6	29.74	1.00	29.74
28.0.0	**Strong economy**	**5**	**13**	**62.99**	**0.78**	**48.99**
28.1.0	Growth of the economy	1	6	18.45	0.00	18.45
28.2.0	Employment	4	7	44.54	0.64	28.34
29.0.0	**Safety Schiphol**	**0**	**0**	**0.00**	**0.00**	**0.00**
29.1.0	Preventive body search at Schiphol	0	0	0.00	0.00	0.00
29.2.0	Terrorism threat at Schiphol	0	0	0.00	0.00	0.00
29.3.0	Safety Schiphol (general)	0	0	0.00	0.00	0.00
30.0.0	**Facilities in Haarlemmermeer**	**11**	**4**	**80.12**	**0.47**	**37.39**
30.1.0	Facilities (general)	0	2	5.62	1.00	5.62
30.2.0	Hotels, bars and restaurants	4	1	28.16	0.60	16.89

Code	Name	Number of articles level 1	Number of articles level 2	Total news score	Positivityfactor	Positivity score
30.3.0	Shops	7	1	46.35	0.25	11.59
31.0.0	**House-building**	**34**	**53**	**318.03**	**0.53**	**179.12**
31.1.0	History house-building	4	7	40.33	0.27	11.00
31.2.0	Current house-building	9	16	85.02	0.04	3.40
31.3.0	Future house-building	20	27	179.95	0.87	156.98
31.4.0	House-building (other)	1	3	12.74	1.00	12.74
99.0.0	**Other news**	**86**	**99**	**713.07**	**-0.02**	**-11.56**
99.1.0	Haarlemmermeer against phone masts	5	8	47.23	-0.85	-39.96
99.2.0	Plan for mega-brothel next to the A4	10	2	69.70	-1.00	-69.70
99.3.0	Plan for wellness center	4	2	30.06	1.00	30.06
99.4.0	Privatization of Haarlemmermeer energy supplier	0	33	61.21	1.00	61.21
99.5.0	Body of old Shell-officer found in the Ringvaart	7	3	46.40	-1.00	-46.40
99.6.0	Other news articles	60	51	458.46	-0.08	-37.17

F   All of the ranking lists

TABLE F.1 Total rankings list of all the category codes, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.1.2	Aftermath Schipholfire (politically)	213	1261.91
2	13.1.0	Current growth Schiphol	50	302.38
3	3.1.1	Chipshol	41	230.71
4	24.3.0	Noise nuisance because of Schiphol	38	221.47
5	13.2.0	Future growth Schiphol	42	221.35
6	19.2.0	Future of assistance regions	37	200.94
7	31.3.0	Future house-building	50	196.31
8	8.1.2	Floriade 2002 (during the event)	34	178.46
9	6.2.2	Drug trafficking Schiphol	29	169.00
10	20.1.3	Aftermath Schipholfire (other))	28	156.85
11	5.1.0	Building fraud infrastructure Schiphol	27	145.52
12	6.2.5	(Attempt to) Murder	26	139.67
13	10.3.0	Municipal services (other)	32	131.43
14	29.3.0	Safety Schiphol (general)	20	118.71
15	20.4.0	Other incidents	21	112.16
16	20.3.0	Traffic accidents	22	108.90
17	20.1.1	Report Schipholfire	15	99.77
18	4.1.1	Construction of roads	21	93.52
19	31.2.0	Current house-building	26	90.37
20	20.2.0	Other fires	14	87.61
21	22.5.0	Mystery Land 2007	19	85.43
22	1.1.2	Calatravabridges (after the opening)	20	78.13
23	8.1.1	Floriade 2002 (before the event)	17	75.33
24	16.3.0	Haarlemmermeer governors (other)	20	71.54
25	28.2.0	Employment	18	70.05
26	99.2.0	Plan for mega-brothel next to the A4	12	69.70
27	8.1.3	Floriade 2002 (na de opening)	14	69.67
28	6.2.1	Theft	13	67.84
29	22.2.0	Mystery Land 2004	11	66.83
30	21.2.1	Music	15	62.15
31	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
32	27.2.0	Horse riding	15	59.32
33	21.1.0	Art	15	59.06
34	13.3.0	Privatization Schiphol	11	58.81
35	4.2.1	Zuidtangent	9	53.69
36	19.1.1	Fire department	15	51.99
37	24.1.0	Homeless people on Schiphol	8	51.48
38	16.2.1	Mayor Hertog	10	49.68
39	29.1.0	Preventive body search at Schiphol	10	48.18
40	6.1.0	Crime (general)	13	47.31
41	99.1.0	Haarlemmermeer against phone masts	13	47.23
42	99.5.0	Body of old Shell-officer found in the Ringvaart	10	46.40
43	30.3.0	Shops	8	46.35
44	2.0.0	Asylum seekers centre Schiphol	10	45.50
45	23.2.2	Sailing	8	43.85
46	10.1.2	Local taxes (general)	12	43.85
47	1.1.1	Calatravabridges (before the opening)	9	43.03
48	24.4.0	Nuisance because of plane spotters	8	42.18
49	25.2.0	Cruquius-pumping station	10	40.65
50	31.1.0	History house-building	11	40.33
51	16.2.2	Mayor Netelenbos	11	39.32
52	12.1.0	Growth of the population (general)	9	39.17
53	24.5.0	Nuisance Schiphol (general)	6	37.87
54	29.2.0	Terrorism threat at Schiphol	7	37.79
55	14.2.0	Greenhouses	8	37.45
56	26.1.0	Christianity	8	36.45
57	30.2.0	Hotels, bars and restaurants	6	34.48
58	16.1.0	Resigning of aldermen	7	33.36

	Cat. code	Name	Number of articles	Total news score
59	25.3.0	Drainage of the Haarlemmermeer	11	33.02
60	99.3.0	Plan for wellness center	6	30.06
61	11.2.0	Second World War	7	29.98
62	27.3.0	Other sports	9	29.74
63	24.2.0	Soil- or air nuissance because of Schiphol	5	29.36
64	8.2.0	Other events on Floriade area	8	29.09
65	18.0.0	High housing prices	9	27.09
66	4.1.3	Road pricing	7	27.06
67	1.2.0	Floriade pavillion	9	26.54
68	22.3.0	Mystery Land 2005	6	26.06
69	10.2.0	Marrying in Haarlemmermeer	4	25.80
70	23.1.2	The 'Ringvaart'	7	25.62
71	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
72	5.2.0	Building fraud (other)	6	24.02
73	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
74	11.1.0	History as a lake	11	23.86
75	22.4.0	Mystery Land 2006	5	23.79
76	23.1.4	Nature (other)	5	23.61
77	15.1.0	Drug policy of the municipality	7	22.25
78	1.3.0	Architecture (other)	8	22.15
79	3.2.2	Offices (construction)	4	22.11
80	7.4.0	Solar power generator on Floriade area	5	20.31
81	21.2.2	Culture (other)	4	19.54
82	9.0.0	Municipality with high incomes	9	19.41
83	25.1.1	Polder landscape	9	18.78
84	28.1.0	Growth of the economy	7	18.45
85	23.1.3	Waterlogging	5	18.33
86	10.1.1	Tourist taxes	8	17.82
87	25.1.2	Polders (other)	5	17.77
88	23.1.1	Construction nature reserves	7	17.72
89	19.1.3	Police	5	17.53
90	23.2.1	Cycling	5	17.24
91	4.4.1	High Speed Train	4	16.32
92	3.2.1	Offices (unoccupied)	7	15.27
93	16.2.4	Mayors (other)	5	13.83
94	19.1.2	Ambulances	3	13.57
95	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
96	31.4.0	House-building (other)	4	12.74
97	6.2.3	Abuse	2	12.32
98	15.2.0	Drugs (other)	2	12.22
99	6.2.4	Swindle	2	11.29
100	3.1.2	Business parks (other)	4	11.25
101	12.4.0	Natives move to Haarlemmermeer	5	10.42
102	4.2.2	Transportation by bus (other)	3	9.81
103	27.1.0	Sport (general)	3	9.16
104	4.1.2	Road congestion	4	8.91
105	4.1.4	Speed limitations	2	8.46
106	7.5.0	Sustainability (other)	4	8.27
107	7.1.0	Energy waste	2	7.89
108	7.2.0	Municipal cars on rapeseed oil	2	7.70
109	23.2.3	Recreation (other)	2	7.68
110	22.1.0	Mystery Land 2003	2	7.65
111	4.3.0	Transportation by subway	1	7.58
112	14.1.0	Bulb-growing	4	7.11
113	26.2.0	Islam	1	6.40
114	30.1.0	Facilities (general)	2	5.62
115	7.3.0	Windmills	2	5.14
116	4.4.3	Transportation by train (other)	1	4.79
117	16.2.3	Mayor Weterings	3	4.36
118	4.4.2	Zuiderzee-train connection	2	4.22
119	14.3.0	Agricultural sector (other)	2	2.91
120	4.1.5	Transportation by car (other)	1	1.26
121	12.3.0	Immigrants move to Haarlemmermeer	1	1.13

TABLE F.2 Total rankings list of all the category codes (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	31.3.0	Future house-building	47	179.95
2	8.1.2	Floriade 2002 (during the event)	34	178.46
3	10.3.0	Municipal services (other)	32	131.43
4	6.2.5	(Attempt to) Murder	22	118.18
5	20.3.0	Traffic accidents	22	108.90
6	20.4.0	Other incidents	20	106.09
7	4.1.1	Construction of roads	20	87.06
8	22.5.0	Mystery Land 2007	19	85.43
9	31.2.0	Current house-building	25	85.02
10	1.1.2	Calatravabridges (after the opening)	20	78.13
11	8.1.1	Floriade 2002 (before the event)	17	75.33
12	16.3.0	Haarlemmermeer governors (other)	20	71.54
13	99.2.0	Plan for mega-brothel next to the A4	12	69.70
14	8.1.3	Floriade 2002 (after the event)	14	69.67
15	22.2.0	Mystery Land 2004	11	66.83
16	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
17	21.2.1	Music	14	60.52
18	27.2.0	Horse riding	15	59.32
19	4.2.1	Zuidtangent	9	53.69
20	21.1.0	Art	14	52.57
21	99.1.0	Haarlemmermeer against phone masts	13	47.23
22	99.5.0	Body of old Shell-officer found in the Ringvaart	10	46.40
23	30.3.0	Shops	8	46.35
24	28.2.0	Employment	11	44.54
25	6.2.1	Theft	9	44.24
26	23.2.2	Sailing	8	43.85
27	10.1.2	Local taxes (general)	12	43.85
28	16.2.1	Mayor Hertog	9	43.37
29	1.1.1	Calatravabridges (before the opening)	9	43.03
30	6.1.0	Crime (general)	12	41.55
31	25.2.0	Cruquius-pumping station	10	40.65
32	31.1.0	History house-building	11	40.33
33	16.2.2	Mayor Netelenbos	11	39.32
34	12.1.0	Growth of the population (general)	8	37.91
35	16.1.0	Resigning of aldermen	7	33.36
36	25.3.0	Drainage of the Haarlemmermeer	11	33.02
37	19.1.1	Fire department	12	32.68
38	14.2.0	Greenhouses	7	31.96
39	99.3.0	Plan for wellness center	6	30.06
40	27.3.0	Other sports	9	29.74
41	11.2.0	Second World War	6	28.40
42	30.2.0	Hotels, bars and restaurants	5	28.16
43	18.0.0	High housing prices	9	27.09
44	4.1.3	Road pricing	7	27.06
45	1.2.0	Floriade pavillion	9	26.54
46	22.3.0	Mystery Land 2005	6	26.06
47	23.1.2	The 'Ringvaart'	7	25.62
48	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
49	19.2.0	Future of assistance regions	5	24.48
50	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
51	11.1.0	History as a lake	11	23.86
52	22.4.0	Mystery Land 2006	5	23.79
53	23.1.4	Nature (other)	5	23.61
54	20.2.0	Other fires	4	23.41
55	8.2.0	Other events on Floriade area	7	22.86
56	1.3.0	Architecture (other)	8	22.15
57	3.2.2	Offices (construction)	4	22.11
58	15.1.0	Drug policy of the municipality	6	21.12
59	7.4.0	Solar power generator on Floriade area	5	20.31
60	21.2.2	Culture (other)	4	19.54
61	9.0.0	Municipality with high incomes	9	19.41
62	25.1.1	Polder landscape	9	18.78
63	28.1.0	Growth of the economy	7	18.45
64	23.1.3	Waterlogging	5	18.33
65	19.1.3	Police	5	17.53

	Cat. code	Name	Number of articles	Total news score
66	23.2.1	Cycling	5	17.24
67	5.2.0	Building fraud (other)	5	16.85
68	23.1.1	Construction nature reserves	6	16.19
69	3.2.1	Offices (unoccupied)	7	15.27
70	25.1.2	Polders (other)	4	15.05
71	10.1.1	Tourist taxes	7	15.04
72	26.1.0	Christianity	4	14.96
73	4.4.1	High Speed Train	3	14.80
74	16.2.4	Mayors (other)	5	13.83
75	19.1.2	Ambulances	3	13.57
76	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
77	31.4.0	House-building (other)	4	12.74
78	10.2.0	Marrying in Haarlemmermeer	2	12.67
79	6.2.3	Abuse	2	12.32
80	15.2.0	Drugs (other)	2	12.22
81	6.2.4	Swindle	2	11.29
82	12.4.0	Natives move to Haarlemmermeer	5	10.42
83	4.2.2	Transportation by bus (other)	3	9.81
84	3.1.2	Business parks (other)	3	9.67
85	27.1.0	Sport (general)	3	9.16
86	4.1.4	Speed limitations	2	8.46
87	7.5.0	Sustainability (other)	4	8.27
88	7.1.0	Energy waste	2	7.89
89	7.2.0	Municipal cars on rapeseed oil	2	7.70
90	23.2.3	Recreation (other)	2	7.68
91	22.1.0	Mystery Land 2003	2	7.65
92	4.1.2	Road congestion	3	7.32
93	14.1.0	Bulb-growing	4	7.11
94	26.2.0	Islam	1	6.40
95	30.1.0	Facilities (general)	2	5.62
96	7.3.0	Windmills	2	5.14
97	16.2.3	Mayor Weterings	3	4.36
98	4.4.2	Zuiderzee-train connection	2	4.22
99	14.3.0	Agricultural sector (other)	2	2.91
100	4.1.5	Transportation by car (other)	1	1.26
101	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	3.1.1	Chipshol	0	0.00
	4.3.0	Transportation by subway	0	0.00
	4.4.3	Transportation by train (other)	0	0.00
	5.1.0	Building fraud infrastructure Schiphol	0	0.00
	6.2.2	Drug trafficking Schiphol	0	0.00
	13.1.0	Current growth Schiphol	0	0.00
	13.2.0	Future growth Schiphol	0	0.00
	13.3.0	Privatization Schiphol	0	0.00
	20.1.1	Report Schipholfire	0	0.00
	20.1.2	Aftermath Schipholfire (politically)	0	0.00
	20.1.3	Aftermath Schipholfire (other))	0	0.00
	24.1.0	Homeless people on Schiphol	0	0.00
	24.2.0	Soil- or air nuissance because of Schiphol	0	0.00
	24.3.0	Noise nuisance because of Schiphol	0	0.00
	24.4.0	Nuisance because of plane spotters	0	0.00
	24.5.0	Nuisance Schiphol (general)	0	0.00
	29.1.0	Preventive body search at Schiphol	0	0.00
	29.2.0	Terrorism threat at Schiphol	0	0.00
	29.3.0	Safety Schiphol (general)	0	0.00

TABLE F.3 Total rankings list of all the category codes, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	50	157.05
2	8.1.1	Floriade 2002 (before the event)	17	75.33
3	8.1.2	Floriade 2002 (during the event)	34	73.48
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.1	Construction of roads	21	57.89
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	21.1.0	Art	15	51.18
9	22.5.0	Mystery Land 2007	19	49.46
10	29.1.0	Preventive body search at Schiphol	10	48.18
11	13.3.0	Privatization Schiphol	11	48.12
12	23.2.2	Sailing	8	43.85
13	1.1.1	Calatravabridges (before the opening)	9	43.03
14	25.2.0	Cruquius-pumping station	10	40.65
15	16.2.2	Mayor Netelenbos	11	39.32
16	14.2.0	Greenhouses	8	37.45
17	26.1.0	Christianity	8	36.45
18	16.3.0	Haarlemmermeer governors (other)	20	35.77
19	12.1.0	Growth of the population (general)	9	30.46
20	99.3.0	Plan for wellness center	6	30.06
21	27.3.0	Other sports	9	29.74
22	8.2.0	Other events on Floriade area	8	29.09
23	21.2.1	Music	15	29.00
24	25.3.0	Drainage of the Haarlemmermeer	11	27.02
25	1.2.0	Floriade pavillion	9	26.54
26	10.2.0	Marrying in Haarlemmermeer	4	25.80
27	23.1.2	The 'Ringvaart'	7	25.62
28	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
29	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
30	11.1.0	History as a lake	11	23.86
31	23.1.4	Nature (other)	5	23.61
32	30.2.0	Hotels, bars and restaurants	6	22.99
33	1.3.0	Architecture (other)	8	22.15
34	11.2.0	Second World War	7	21.42
35	13.2.0	Future growth Schiphol	42	21.08
36	7.4.0	Solar power generator on Floriade area	5	20.31
37	21.2.2	Culture (other)	4	19.54
38	9.0.0	Municipality with high incomes	9	19.41
39	28.1.0	Growth of the economy	7	18.45
40	4.2.1	Zuidtangent	9	17.90
41	10.3.0	Municipal services (other)	32	16.43
42	10.1.2	Local taxes (general)	12	14.62
43	25.1.1	Polder landscape	9	14.61
44	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
45	31.4.0	House-building (other)	4	12.74
46	23.1.1	Construction nature reserves	7	12.65
47	30.3.0	Shops	8	11.59
48	31.1.0	History house-building	11	11.00
49	23.1.3	Waterlogging	5	11.00
50	12.4.0	Natives move to Haarlemmermeer	5	10.42
51	23.2.1	Cycling	5	10.34
52	4.2.2	Transportation by bus (other)	3	9.81
53	27.1.0	Sport (general)	3	9.16
54	22.3.0	Mystery Land 2005	6	8.69
55	4.1.4	Speed limitations	2	8.46
56	7.5.0	Sustainability (other)	4	8.27
57	4.4.1	High Speed Train	4	8.16
58	28.2.0	Employment	18	7.78
59	7.2.0	Municipal cars on rapeseed oil	2	7.70
60	22.1.0	Mystery Land 2003	2	7.65
61	4.3.0	Transportation by subway	1	7.58
62	14.1.0	Bulb-growing	4	7.11
63	26.2.0	Islam	1	6.40
64	3.1.2	Business parks (other)	4	5.62
65	30.1.0	Facilities (general)	2	5.62

	Cat. code	Name	Number of articles	Total positivity score
66	7.3.0	Windmills	2	5.14
67	22.4.0	Mystery Land 2006	5	4.76
68	16.2.3	Mayor Weterings	3	4.36
69	4.4.2	Zuiderzee-train connection	2	4.22
70	19.1.3	Police	5	3.51
71	14.3.0	Agricultural sector (other)	2	2.91
72	4.1.5	Transportation by car (other)	1	1.26
73	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
74	31.2.0	Current house-building	26	0.00
75	16.2.1	Mayor Hertog	10	0.00
76	3.2.2	Offices (construction)	4	0.00
77	23.2.3	Recreation (other)	2	0.00
78	18.0.0	High housing prices	9	-3.01
79	4.1.3	Road pricing	7	-3.87
80	4.1.2	Road congestion	4	-4.46
81	4.4.3	Transportation by train (other)	1	-4.79
82	1.1.2	Calatravabridges (after the opening)	20	-7.81
83	7.1.0	Energy waste	2	-7.89
84	2.0.0	Asylum seekers centre Schiphol	10	-9.10
85	15.1.0	Drug policy of the municipality	7	-9.54
86	8.1.3	Floriade 2002 (after the event)	14	-9.95
87	25.1.2	Polders (other)	5	-10.66
88	6.2.4	Swindle	2	-11.29
89	15.2.0	Drugs (other)	2	-12.22
90	6.2.3	Abuse	2	-12.32
91	24.1.0	Homeless people on Schiphol	8	-12.87
92	19.1.2	Ambulances	3	-13.57
93	16.2.4	Mayors (other)	5	-13.83
94	3.2.1	Offices (unoccupied)	7	-15.27
95	10.1.1	Tourist taxes	8	-17.82
96	24.4.0	Nuisance because of plane spotters	8	-21.09
97	29.3.0	Safety Schiphol (general)	20	-23.74
98	5.2.0	Building fraud (other)	6	-24.02
99	19.1.1	Fire department	15	-24.26
100	24.5.0	Nuisance Schiphol (general)	6	-25.24
101	24.2.0	Soil- or air nuissance because of Schiphol	5	-29.36
102	6.1.0	Crime (general)	13	-32.75
103	16.1.0	Resigning of aldermen	7	-33.36
104	29.2.0	Terrorism threat at Schiphol	7	-37.79
105	99.1.0	Haarlemmermeer against phone masts	13	-39.96
106	99.5.0	Body of old Shell-officer found in the Ringvaart	10	-46.40
107	6.2.1	Theft	13	-67.84
108	99.2.0	Plan for mega-brothel next to the A4	12	-69.70
109	19.2.0	Future of assistance regions	37	-70.60
110	13.1.0	Current growth Schiphol	50	-84.67
111	20.2.0	Other fires	14	-87.61
112	20.4.0	Other incidents	21	-90.80
113	20.3.0	Traffic accidents	22	-99.00
114	20.1.1	Report Schipholfire	15	-99.77
115	20.1.3	Aftermath Schipholfire (other))	28	-123.24
116	6.2.5	(Attempt to) Murder	26	-139.67
117	5.1.0	Building fraud infrastructure Schiphol	27	-145.52
118	24.3.0	Noise nuisance because of Schiphol	38	-151.53
119	6.2.2	Drug trafficking Schiphol	29	-169.00
120	3.1.1	Chipshol	41	-208.20
121	20.1.2	Aftermath Schipholfire (politically)	213	-1202.67

TABLE F.4 Total rankings list of all the category codes (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	47	156.98
2	8.1.1	Floriade 2002 (before the event)	17	75.33
3	8.1.2	Floriade 2002 (during the event)	34	73.48
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.1	Construction of roads	20	60.94
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	22.5.0	Mystery Land 2007	19	49.46
9	21.1.0	Art	14	45.06
10	23.2.2	Sailing	8	43.85
11	1.1.1	Calatravabridges (before the opening)	9	43.03
12	25.2.0	Cruquius-pumping station	10	40.65
13	16.2.2	Mayor Netelenbos	11	39.32
14	16.3.0	Haarlemmermeer governors (other)	20	35.77
15	14.2.0	Greenhouses	7	31.96
16	99.3.0	Plan for wellness center	6	30.06
17	27.3.0	Other sports	9	29.74
18	12.1.0	Growth of the population (general)	8	28.43
19	11.2.0	Second World War	6	28.40
20	28.2.0	Employment	11	28.34
21	25.3.0	Drainage of the Haarlemmermeer	11	27.02
22	1.2.0	Floriade pavillion	9	26.54
23	21.2.1	Music	14	25.94
24	23.1.2	The 'Ringvaart'	7	25.62
25	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
26	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
27	11.1.0	History as a lake	11	23.86
28	23.1.4	Nature (other)	5	23.61
29	8.2.0	Other events on Floriade area	7	22.86
30	1.3.0	Architecture (other)	8	22.15
31	7.4.0	Solar power generator on Floriade area	5	20.31
32	21.2.2	Culture (other)	4	19.54
33	9.0.0	Municipality with high incomes	9	19.41
34	28.1.0	Growth of the economy	7	18.45
35	4.2.1	Zuidtangent	9	17.90
36	30.2.0	Hotels, bars and restaurants	5	16.89
37	10.3.0	Municipal services (other)	32	16.43
38	26.1.0	Christianity	4	14.96
39	10.1.2	Local taxes (general)	12	14.62
40	25.1.1	Polder landscape	9	13.01
41	17.2.0	Future situation Amsterdam Metropolitan Region	3	12.74
42	31.4.0	House-building (other)	4	12.67
43	10.2.0	Marrying in Haarlemmermeer	2	11.59
44	30.3.0	Shops	8	11.00
45	31.1.0	History house-building	11	11.00
46	23.1.3	Waterlogging	5	10.80
47	23.1.1	Construction nature reserves	6	10.42
48	12.4.0	Natives move to Haarlemmermeer	5	10.34
49	23.2.1	Cycling	5	9.81
50	4.2.2	Transportation by bus (other)	3	9.16
51	27.1.0	Sport (general)	3	8.69
52	22.3.0	Mystery Land 2005	6	8.46
53	4.1.4	Speed limitations	2	8.27
54	7.5.0	Sustainability (other)	4	7.70
55	7.2.0	Municipal cars on rapeseed oil	2	7.65
56	22.1.0	Mystery Land 2003	2	7.65
57	14.1.0	Bulb-growing	4	7.11
58	26.2.0	Islam	1	6.40
59	30.1.0	Facilities (general)	2	5.62
60	7.3.0	Windmills	2	5.14
61	4.4.1	Transportation by subway	3	4.93
62	16.2.1	Mayor Hertog	9	4.82
63	22.4.0	Mystery Land 2006	5	4.76
64	16.2.3	Mayor Weterings	3	4.36
65	4.4.2	Zuiderzee-train connection	2	4.22

	Cat. code	Name	Number of articles	Total positivity score
66	19.1.3	Police	5	3.51
67	31.2.0	Current house-building	25	3.40
68	3.1.2	Business parks (other)	3	3.22
69	14.3.0	Agricultural sector (other)	2	2.91
70	4.1.5	Transportation by car (other)	1	1.26
71	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
72	3.2.2	Offices (construction)	4	0.00
73	23.2.3	Recreation (other)	2	0.00
74	4.1.2	Road congestion	3	-2.44
75	18.0.0	High housing prices	9	-3.01
76	4.1.3	Road pricing	7	-3.87
77	19.2.0	Future of assistance regions	5	-4.90
78	15.1.0	Drug policy of the municipality	6	-7.04
79	25.1.2	Polders (other)	4	-7.52
80	1.1.2	Calatravabridges (after the opening)	20	-7.81
81	7.1.0	Energy waste	2	-7.89
82	8.1.3	Floriade 2002 (after the event)	14	-9.95
83	19.1.1	Fire department	12	-10.89
84	6.2.4	Swindle	2	-11.29
85	15.2.0	Drugs (other)	2	-12.22
86	6.2.3	Abuse	2	-12.32
87	19.1.2	Ambulances	3	-13.57
88	16.2.4	Mayors (other)	5	-13.83
89	10.1.1	Tourist taxes	7	-15.04
90	3.2.1	Offices (unoccupied)	7	-15.27
91	5.2.0	Building fraud (other)	5	-16.85
92	20.2.0	Other fires	4	-23.41
93	6.1.0	Crime (general)	12	-27.70
94	16.1.0	Resigning of aldermen	7	-33.36
95	99.1.0	Haarlemmermeer against phone masts	13	-39.96
96	6.2.1	Theft	9	-44.24
97	99.5.0	Body of old Shell-officer found in the Ringvaart	10	-46.40
98	99.2.0	Plan for mega-brothel next to the A4	12	-69.70
99	20.4.0	Other incidents	20	-84.87
100	20.3.0	Traffic accidents	22	-99.00
101	6.2.5	(Attempt to) Murder	22	-118.18
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	3.1.1	Chipshol	0	0.00
	4.3.0	Transportation by subway	0	0.00
	4.4.3	Transportation by train (other)	0	0.00
	5.1.0	Building fraud infrastructure Schiphol	0	0.00
	6.2.2	Drug trafficking Schiphol	0	0.00
	13.1.0	Current growth Schiphol	0	0.00
	13.2.0	Future growth Schiphol	0	0.00
	13.3.0	Privatization Schiphol	0	0.00
	20.1.1	Report Schipholfire	0	0.00
	20.1.2	Aftermath Schipholfire (politically)	0	0.00
	20.1.3	Aftermath Schipholfire (other))	0	0.00
	24.1.0	Homeless people on Schiphol	0	0.00
	24.2.0	Soil- or air nuissance because of Schiphol	0	0.00
	24.3.0	Noise nuisance because of Schiphol	0	0.00
	24.4.0	Nuisance because of plane spotters	0	0.00
	24.5.0	Nuisance Schiphol (general)	0	0.00
	29.1.0	Preventive body search at Schiphol	0	0.00
	29.2.0	Terrorism threat at Schiphol	0	0.00
	29.3.0	Safety Schiphol (general)	0	0.00

TABLE F.5 Total rankings list of all the subjects, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.1.0	Schipholfire	256	1518.52
2	6.2.0	Criminal events	72	400.12
3	8.1.0	Floriade 2002	65	323.45
4	13.1.0	Current growth Schiphol	50	302.38
5	3.1.0	Business parks	45	241.96
6	24.3.0	Noise nuisance because of Schiphol	38	221.47
7	13.2.0	Future growth Schiphol	42	221.35
8	19.2.0	Future of assistance regions	37	200.94
9	31.3.0	Future house-building	50	196.31
10	5.1.0	Building fraud infrastructure Schiphol	27	145.52
11	4.1.0	Transportation by car	35	139.21
12	10.3.0	Municipal services (other)	32	131.43
13	1.1.0	Calatravabridges	29	121.16
14	29.3.0	Safety Schiphol (general)	20	118.71
15	20.4.0	Other incidents	21	112.16
16	20.3.0	Traffic accidents	22	108.90
17	16.2.0	Mayors	29	107.19
18	31.2.0	Current house-building	26	90.37
19	20.2.0	Other fires	14	87.61
20	22.5.0	Mystery Land 2007	19	85.43
21	23.1.0	Nature	24	85.27
22	19.1.0	Emergency services (general)	23	83.09
23	21.2.0	Culture	19	81.69
24	16.3.0	Haarlemmermeer governors (other)	20	71.54
25	28.2.0	Employment	18	70.05
26	99.2.0	Plan for mega-brothel next to the A4	12	69.70
27	23.2.0	Recreation	15	68.77
28	22.2.0	Mystery Land 2004	11	66.83
29	4.2.0	Transportation by bus	12	63.49
30	10.1.0	Local taxes	20	61.66
31	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
32	27.2.0	Horse riding	15	59.32
33	21.1.0	Art	15	59.06
34	13.3.0	Privatization Schiphol	11	58.81
35	24.1.0	Homeless people on Schiphol	8	51.48
36	29.1.0	Preventive body search at Schiphol	10	48.18
37	6.1.0	Crime (general)	13	47.31
38	99.1.0	Haarlemmermeer against phone masts	13	47.23
39	99.5.0	Body of old Shell-officer found in the Ringvaart	10	46.40
40	30.3.0	Shops	8	46.35
41	2.0.0	Asylum seekers centre Schiphol	10	45.50
42	24.4.0	Nuisance because of plane spotters	8	42.18
43	25.2.0	Cruquius-pumping station	10	40.65
44	31.1.0	History house-building	11	40.33
45	12.1.0	Growth of the population (general)	9	39.17
46	24.5.0	Nuisance Schiphol (general)	6	37.87
47	29.2.0	Terrorism threat at Schiphol	7	37.79
48	14.2.0	Greenhouses	8	37.45
49	3.2.0	Offices	11	37.38
50	25.1.0	Polders	14	36.56
51	26.1.0	Christianity	8	36.45
52	30.2.0	Hotels, bars and restaurants	6	34.48
53	16.1.0	Resigning of aldermen	7	33.36
54	25.3.0	Drainage of the Haarlemmermeer	11	33.02
55	99.3.0	Plan for wellness center	6	30.06
56	11.2.0	Second World War	7	29.98
57	27.3.0	Other sports	9	29.74
58	24.2.0	Soil- or air nuissance because of Schiphol	5	29.36
59	8.2.0	Overig evenement op het Floriade area	8	29.09
60	18.0.0	High housing prices	9	27.09
61	1.2.0	Floriade pavillion	9	26.54
62	22.3.0	Mystery Land 2005	6	26.06
63	10.2.0	Marrying in Haarlemmermeer	4	25.80
64	4.4.0	Transportation by train	7	25.33
65	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56

	Cat. code	Name	Number of articles	Total news score
66	5.2.0	Building fraud (other)	6	24.02
67	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
68	11.1.0	History as a lake	11	23.86
69	22.4.0	Mystery Land 2006	5	23.79
70	15.1.0	Drug policy of the municipality	7	22.25
71	1.3.0	Architecture (other)	8	22.15
72	7.4.0	Solar power generator on Floriade area	5	20.31
73	9.0.0	Municipality with high incomes	9	19.41
74	28.1.0	Growth of the economy	7	18.45
75	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
76	31.4.0	House-building (other)	4	12.74
77	15.2.0	Drugs (other)	2	12.22
78	12.4.0	Natives move to Haarlemmermeer	5	10.42
79	27.1.0	Sport (general)	3	9.16
80	7.5.0	Sustainability (other)	4	8.27
81	7.1.0	Energy waste	2	7.89
82	7.2.0	Municipal cars on rapeseed oil	2	7.70
83	22.1.0	Mystery Land 2003	2	7.65
84	4.3.0	Transportation by subway	1	7.58
85	14.1.0	Bulb-growing	4	7.11
86	26.2.0	Islam	1	6.40
87	30.1.0	Facilities (general)	2	5.62
88	7.3.0	Windmills	2	5.14
89	14.3.0	Agricultural sector (other)	2	2.91
90	12.3.0	Immigrants move to Haarlemmermeer	1	1.13

TABLE F.6 Total rankings list of all the subjects (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	8.1.0	Floriade 2002	65	323.45
2	6.2.0	Criminal events	35	186.03
3	31.3.0	Future house-building	47	179.95
4	10.3.0	Municipal services (other)	32	131.43
5	4.1.0	Transportation by car	33	131.16
6	1.1.0	Calatravabridges	29	121.16
7	20.3.0	Traffic accidents	22	108.90
8	20.4.0	Other incidents	20	106.09
9	16.2.0	Mayors	28	100.89
10	22.5.0	Mystery Land 2007	19	85.43
11	31.2.0	Current house-building	25	85.02
12	23.1.0	Nature	23	83.75
13	21.2.0	Culture	18	80.06
14	16.3.0	Haarlemmermeer governors (other)	20	71.54
15	99.2.0	Plan for mega-brothel next to the A4	12	69.70
16	23.2.0	Recreation	15	68.77
17	22.2.0	Mystery Land 2004	11	66.83
18	19.1.0	Emergency services (general)	20	63.77
19	4.2.0	Transportation by bus	12	63.49
20	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
21	27.2.0	Horse riding	15	59.23
22	10.1.0	Local taxes	19	58.88
23	21.1.0	Art	14	52.57
24	99.1.0	Haarlemmermeer against phone masts	13	47.23
25	99.5.0	Body of old Shell-officer found in the Ringvaart	10	46.40
26	30.3.0	Shops	8	46.35
27	28.2.0	Employment	11	44.54
28	6.1.0	Crime (general)	12	41.55
29	25.2.0	Cruquius-pumping station	10	40.65
30	31.1.0	History house-building	11	40.33
31	12.1.0	Growth of the population (general)	8	37.91
32	3.2.0	Offices	11	37.38
33	25.1.0	Polders	13	33.83
34	16.1.0	Resigning of aldermen	7	33.36
35	25.3.0	Drainage of the Haarlemmermeer	11	33.02
36	14.2.0	Greenhouses	7	31.96
37	99.3.0	Plan for wellness center	6	30.06
38	27.3.0	Other sports	9	29.74
39	11.2.0	Second World War	6	28.40
40	30.2.0	Hotels, bars and restaurants	5	28.16
41	18.0.0	High housing prices	9	27.09
42	1.2.0	Floriade pavillion	9	26.54
43	22.3.0	Mystery Land 2005	6	26.06
44	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
45	19.2.0	Future of assistance regions	5	24.48
46	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
47	11.1.0	History as a lake	11	23.86
48	22.4.0	Mystery Land 2006	5	23.79
49	20.2.0	Other fires	4	23.41
50	8.2.0	Overig evenement op het Floriade area	7	22.86
51	1.3.0	Architecture (other)	8	22.15
52	15.1.0	Drug policy of the municipality	6	22.12
53	7.4.0	Solar power generator on Floriade area	5	20.31
54	9.0.0	Municipality with high incomes	9	19.41
55	4.4.0	Transportation by train	5	19.02
56	28.1.0	Growth of the economy	7	18.45
57	5.2.0	Building fraud (other)	5	16.85
58	26.1.0	Christianity	4	14.96
59	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
60	31.4.0	House-building (other)	4	12.74
61	10.2.0	Marrying in Haarlemmermeer	2	12.67
62	15.2.0	Drugs (other)	2	12.22
63	12.4.0	Natives move to Haarlemmermeer	5	10.42
64	3.1.0	Business parks	3	9.67
65	27.1.0	Sport (general)	3	9.16

	Cat. code	Name	Number of articles	Total news score
66	7.5.0	Sustainability (other)	4	8.27
67	7.1.0	Energy waste	2	7.89
68	7.2.0	Municipal cars on rapeseed oil	2	7.70
69	22.1.0	Mystery Land 2003	2	7.65
70	14.1.0	Bulb-growing	4	7.11
71	26.2.0	Islam	1	6.40
72	30.1.0	Facilities (general)	2	5.62
73	7.3.0	Windmills	2	5.14
74	14.3.0	Agricultural sector (other)	2	2.91
75	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	4.3.0	Transportation by subway	0	0.00
	5.1.0	Building fraud infrastructure Schiphol	0	0.00
	13.1.0	Current growth Schiphol	0	0.00
	13.2.0	Future growth Schiphol	0	0.00
	13.3.0	Privatization Schiphol	0	0.00
	20.1.0	Schipholfire	0	0.00
	24.1.0	Homeless people on Schiphol	0	0.00
	24.2.0	Soil- or air nuissance because of Schiphol	0	0.00
	24.3.0	Noise nuisance because of Schiphol	0	0.00
	24.4.0	Nuisance because of plane spotters	0	0.00
	24.5.0	Nuisance Schiphol (general)	0	0.00
	29.1.0	Preventive body search at Schiphol	0	0.00
	29.2.0	Terrorism threat at Schiphol	0	0.00
	29.3.0	Safety Schiphol (general)	0	0.00

TABLE F.7 Total rankings list of all the subjects, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	50	157.05
2	8.1.0	Floriade 2002	65	144.31
3	23.1.0	Nature	24	71.06
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	22.2.0	Mystery Land 2004	11	54.68
6	4.1.0	Transportation by car	35	51.70
7	27.2.0	Horse riding	15	51.41
8	21.1.0	Art	15	51.18
9	23.2.0	Recreation	15	50.43
10	22.5.0	Mystery Land 2007	19	49.46
11	29.1.0	Preventive body search at Schiphol	10	48.18
12	13.3.0	Privatization Schiphol	11	48.12
13	21.2.0	Culture	19	47.30
14	25.2.0	Cruquius-pumping station	10	40.65
15	14.2.0	Greenhouses	8	37.45
16	26.1.0	Christianity	8	36.45
17	16.3.0	Haarlemmermeer governors (other)	20	35.77
18	16.2.0	Mayors	29	33.27
19	4.2.0	Transportation by bus	12	31.75
20	12.1.0	Growth of the population (general)	9	30.46
21	99.3.0	Plan for wellness center	6	30.06
22	27.3.0	Other sports	9	29.74
23	1.1.0	Calatravabridges	29	29.25
24	8.2.0	Other events on Floriade area	8	29.09
25	25.3.0	Drainage of the Haarlemmermeer	11	27.02
26	1.2.0	Floriade pavillion	9	26.54
27	10.2.0	Marrying in Haarlemmermeer	4	25.80
28	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
29	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
30	11.1.0	History as a lake	11	23.86
31	30.2.0	Hotels, bars and restaurants	6	22.99
32	1.3.0	Architecture (other)	8	22.15
33	11.2.0	Second World War	7	21.42
34	13.2.0	Future growth Schiphol	42	21.08
35	7.4.0	Solar power generator on Floriade area	5	20.31
36	9.0.0	Municipality with high incomes	9	19.41
37	28.1.0	Growth of the economy	7	18.45
38	10.3.0	Municipal services (other)	32	16.43
39	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
40	31.4.0	House-building (other)	4	12.74
41	30.3.0	Shops	8	11.59
42	31.1.0	History house-building	11	11.00
43	4.4.0	Transportation by train	7	10.86
44	25.1.0	Polders	14	10.44
45	12.4.0	Natives move to Haarlemmermeer	5	10.42
46	27.1.0	Sport (general)	3	9.16
47	22.3.0	Mystery Land 2005	6	8.69
48	7.5.0	Sustainability (other)	4	8.27
49	28.2.0	Employment	18	7.78
50	7.2.0	Municipal cars on rapeseed oil	2	7.70
51	22.1.0	Mystery Land 2003	2	7.65
52	4.3.0	Transportation by subway	1	7.58
53	14.1.0	Bulb-growing	4	7.11
54	26.2.0	Islam	1	6.40
55	30.1.0	Facilities (general)	2	5.62
56	7.3.0	Windmills	2	5.14
57	22.4.0	Mystery Land 2006	5	4.76
58	14.3.0	Agricultural sector (other)	2	2.91
59	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
60	31.2.0	Current house-building	26	0.00
61	18.0.0	High housing prices	9	-3.01
62	7.1.0	Energy waste	2	-7.89
63	2.0.0	Asylum seekers centre Schiphol	10	-9.10
64	15.1.0	Drug policy of the municipality	7	-9.54
65	15.2.0	Drugs (other)	2	-12.22

	Cat. code	Name	Number of articles	Total positivity score
66	10.1.0	Local taxes	20	-12.33
67	24.1.0	Homeless people on Schiphol	8	-12.87
68	24.4.0	Nuisance because of plane spotters	8	-21.09
69	29.3.0	Safety Schiphol (general)	20	-23.74
70	3.2.0	Offices	11	-23.79
71	5.2.0	Building fraud (other)	6	-24.02
72	24.5.0	Nuisance Schiphol (general)	6	-25.24
73	24.2.0	Soil- or air nuissance because of Schiphol	5	-29.36
74	19.1.0	Emergency services (general)	23	-32.51
75	6.1.0	Crime (general)	13	-32.75
76	16.1.0	Resigning of aldermen	7	-33.36
77	29.2.0	Terrorism threat at Schiphol	7	-37.79
78	99.1.0	Haarlemmermeer against phone masts	13	-39.96
79	99.5.0	Body of old Shell-officer found in the Ringvaart	10	-46.40
80	99.2.0	Plan for mega-brothel next to the A4	12	-69.70
81	19.2.0	Future of assistance regions	37	-70.60
82	13.1.0	Current growth Schiphol	50	-84.67
83	20.2.0	Other fires	14	-87.61
84	20.4.0	Other incidents	21	-90.80
85	20.3.0	Traffic accidents	22	-99.00
86	5.1.0	Building fraud infrastructure Schiphol	27	-145.52
87	24.3.0	Noise nuisance because of Schiphol	38	-151.53
88	3.1.0	Business parks	45	-188.19
89	6.2.0	Criminal events	72	-400.12
90	20.1.0	Schipholfire	256	-1423.62

TABLE F.8 Total rankings list of all the subjects (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.3.0	Future house-building	47	156.98
2	8.1.0	Floriade 2002	65	144.31
3	23.1.0	Nature	23	69.18
4	99.4.0	Privatization of Haarlemmermeer energy supplier	33	61.21
5	4.1.0	Transportation by car	33	59.62
6	22.2.0	Mystery Land 2004	11	54.68
7	27.2.0	Horse riding	15	51.41
8	23.2.0	Recreation	15	50.43
9	22.5.0	Mystery Land 2007	19	49.46
10	21.1.0	Art	14	45.06
11	21.2.0	Culture	18	44.48
12	25.2.0	Cruquius-pumping station	10	40.65
13	16.2.0	Mayors	28	36.03
14	16.3.0	Haarlemmermeer governors (other)	20	35.77
15	14.2.0	Greenhouses	7	31.96
16	4.2.0	Transportation by bus	12	31.75
17	99.3.0	Plan for wellness center	6	30.06
18	27.3.0	Other sports	9	29.74
19	1.1.0	Calatravabridges	29	29.25
20	12.1.0	Growth of the population (general)	8	28.43
21	11.2.0	Second World War	6	28.40
22	28.2.0	Employment	11	28.34
23	25.3.0	Drainage of the Haarlemmermeer	11	27.02
24	1.2.0	Floriade pavillion	9	26.54
25	17.1.0	Current situation Amsterdam Metropolitan Region	7	24.56
26	12.2.0	Inhabitants of Amsterdam move to H'meer	6	23.92
27	11.1.0	History as a lake	11	23.86
28	8.2.0	Other events on Floriade area	7	22.86
29	1.3.0	Architecture (other)	8	22.15
30	7.4.0	Solar power generator on Floriade area	5	20.31
31	9.0.0	Municipality with high incomes	9	19.41
32	28.1.0	Growth of the economy	7	18.45
33	30.2.0	Hotels, bars and restaurants	5	16.89
34	10.3.0	Municipal services (other)	32	16.43
35	26.1.0	Christianity	4	14.96
36	25.1.0	Polders	13	13.01
37	17.2.0	Future situation Amsterdam Metropolitan Region	3	13.01
38	31.4.0	House-building (other)	4	12.74
39	10.2.0	Marrying in Haarlemmermeer	2	12.67
40	30.3.0	Shops	8	11.59
41	4.4.0	Transportation by train	5	11.41
42	31.1.0	History house-building	11	11.00
43	12.4.0	Natives move to Haarlemmermeer	5	10.42
44	27.1.0	Sport (general)	3	9.16
45	22.3.0	Mystery Land 2005	6	8.69
46	7.5.0	Sustainability (other)	4	8.27
47	7.2.0	Municipal cars on rapeseed oil	2	7.70
48	22.1.0	Mystery Land 2003	2	7.65
49	14.1.0	Bulb-growing	4	7.11
50	26.2.0	Islam	1	6.40
51	30.1.0	Facilities (general)	2	5.62
52	7.3.0	Windmills	2	5.14
53	22.4.0	Mystery Land 2006	5	4.76
54	31.2.0	Current house-building	25	3.40
55	3.1.0	Business parks	3	3.22
56	14.3.0	Agricultural sector (other)	2	2.91
57	12.3.0	Immigrants move to Haarlemmermeer	1	1.13
58	18.0.0	High housing prices	9	-3.01
59	19.2.0	Future of assistance regions	5	-4.90
60	15.1.0	Drug policy of the municipality	6	-7.04
61	7.1.0	Energy waste	2	-7.89
62	10.1.0	Local taxes	19	-9.30
63	15.2.0	Drugs (other)	2	-12.22
64	5.2.0	Building fraud (other)	5	-16.85
65	19.1.0	Emergency services (general)	20	-19.13

	Cat. code	Name	Number of articles	Total positivity score
66	20.2.0	Other fires	4	-23.41
67	3.2.0	Offices	11	-23.79
68	6.1.0	Crime (general)	12	-27.70
69	16.1.0	Resigning of aldermen	7	-33.36
70	99.1.0	Haarlemmermeer against phone masts	13	-39.96
71	99.5.0	Body of old Shell-officer found in the Ringvaart	10	-46.40
72	99.2.0	Plan for mega-brothel next to the A4	12	-69.70
73	20.4.0	Other incidents	20	-84.87
74	20.3.0	Traffic accidents	22	-99.00
75	6.2.0	Criminal events	35	-186.03
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	4.3.0	Transportation by subway	0	0.00
	5.1.0	Building fraud infrastructure Schiphol	0	0.00
	13.1.0	Current growth Schiphol	0	0.00
	13.2.0	Future growth Schiphol	0	0.00
	13.3.0	Privatization Schiphol	0	0.00
	20.1.0	Schipholfire	0	0.00
	24.1.0	Homeless people on Schiphol	0	0.00
	24.2.0	Soil- or air nuissance because of Schiphol	0	0.00
	24.3.0	Noise nuisance because of Schiphol	0	0.00
	24.4.0	Nuisance because of plane spotters	0	0.00
	24.5.0	Nuisance Schiphol (general)	0	0.00
	29.1.0	Preventive body search at Schiphol	0	0.00
	29.2.0	Terrorism threat at Schiphol	0	0.00
	29.3.0	Safety Schiphol (general)	0	0.00

TABLE F.9 Total rankings list of all the media images, ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	20.0.0	Incidents	313	1827.19
2	13.0.0	Growth Schiphol	103	582.55
3	6.0.0	Crime	85	447.43
4	24.0.0	Nuisance Schiphol	65	382.37
5	8.0.0	Floriade area	73	352.55
6	31.0.0	House-building	91	339.74
7	19.0.0	Emergency services	60	284.03
8	3.0.0	Business parks & Offices	56	279.34
9	4.0.0	Accessibility	55	235.61
10	10.0.0	Municipal services	56	218.90
11	16.0.0	Haarlemmermeer governors	56	212.09
12	22.0.0	Mystery Land	43	209.77
13	29.0.0	Safety Schiphol	37	204.68
14	1.0.0	Architecture	46	169.85
15	5.0.0	Building fraud	33	169.54
16	23.0.0	Nature & Recreation	39	154.04
17	21.0.0	Art & Culture	34	140.75
18	25.0.0	Polders & Pumping stations	35	110.23
19	27.0.0	Sport	27	98.22
20	28.0.0	Strong economy	25	88.50
21	30.0.0	Facilities in Haarlemmermeer	16	86.45
22	12.0.0	Growth of the population	21	74.63
23	11.0.0	History	18	53.85
24	7.0.0	Sustainability	15	49.32
25	14.0.0	Agricultural sector	14	47.47
26	2.0.0	Asylum seekers centre Schiphol	10	45.50
27	26.0.0	Religions in Haarlemmermeer	9	42.86
28	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
29	15.0.0	Drugs	9	34.47
30	18.0.0	High housing prices	9	27.09
31	9.0.0	Municipality with high incomes	9	19.41

TABLE F.10 Total rankings list of all the media images (without Schiphol related articles), ranked by their news scores

	Cat. code	Name	Number of articles	Total news score
1	8.0.0	Floriade area	72	346.31
2	31.0.0	House-building	87	318.03
3	20.0.0	Incidents	46	238.40
4	6.0.0	Crime	47	227.58
5	4.0.0	Accessibility	50	213.67
6	22.0.0	Mystery Land	43	209.77
7	16.0.0	Haarlemmermeer governors	55	205.79
8	10.0.0	Municipal services	53	202.99
9	1.0.0	Architecture	46	169.85
10	23.0.0	Nature & Recreation	38	152.52
11	21.0.0	Art & Culture	32	132.63
12	25.0.0	Polders & Pumping stations	34	107.50
13	27.0.0	Sport	27	98.22
14	19.0.0	Emergency services	25	88.25
15	30.0.0	Facilities in Haarlemmermeer	15	80.12
16	12.0.0	Growth of the population	20	73.37
17	28.0.0	Strong economy	18	62.99
18	11.0.0	History	17	52.26
19	7.0.0	Sustainability	15	49.32
20	3.0.0	Business parks & Offices	14	47.05
21	14.0.0	Agricultural sector	13	41.98
22	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
23	15.0.0	Drugs	8	33.33
24	18.0.0	High housing prices	9	27.09
25	26.0.0	Religions in Haarlemmermeer	5	21.36
26	9.0.0	Municipality with high incomes	9	19.41
27	5.0.0	Building fraud	5	16.85
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	13.0.0	Growth Schiphol	0	0.00
	24.0.0	Nuisance Schiphol	0	0.00
	29.0.0	Safety Schiphol	0	0.00

TABLE F.11 Total rankings list of all the media images, ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	8.0.0	Floriade area	73	178.69
2	31.0.0	House-building	91	175.47
3	23.0.0	Nature & Recreation	39	122.44
4	22.0.0	Mystery Land	43	121.96
5	21.0.0	Art & Culture	34	99.35
6	4.0.0	Accessibility	55	98.53
7	27.0.0	Sport	27	90.94
8	1.0.0	Architecture	46	88.62
9	25.0.0	Polders & Pumping stations	35	72.44
10	12.0.0	Growth of the population	21	67.52
11	11.0.0	History	18	47.86
12	14.0.0	Agricultural sector	14	47.47
13	16.0.0	Haarlemmermeer governors	56	45.45
14	30.0.0	Facilities in Haarlemmermeer	16	43.23
15	26.0.0	Religions in Haarlemmermeer	9	42.86
16	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
17	7.0.0	Sustainability	15	36.17
18	28.0.0	Strong economy	25	31.86
19	9.0.0	Municipality with high incomes	9	19.41
20	10.0.0	Municipal services	56	15.64
21	18.0.0	High housing prices	9	-3.01
22	29.0.0	Safety Schiphol	37	-5.53
23	13.0.0	Growth Schiphol	103	-5.66
24	2.0.0	Asylum seekers centre Schiphol	10	-9.10
25	15.0.0	Drugs	9	-19.15
26	19.0.0	Emergency services	60	-104.15
27	5.0.0	Building fraud	33	-169.54
28	3.0.0	Business parks & Offices	56	-209.51
29	24.0.0	Nuisance Schiphol	65	-241.18
30	6.0.0	Crime	85	-426.37
31	20.0.0	Incidents	313	-1698.76

TABLE F.12 Total rankings list of all the subjects (without Schiphol related articles), ranked by their positivity scores

	Cat. code	Name	Number of articles	Total positivity score
1	31.0.0	House-building	87	179.12
2	8.0.0	Floriade area	72	173.15
3	22.0.0	Mystery Land	43	121.96
4	23.0.0	Nature & Recreation	38	120.41
5	4.0.0	Accessibility	50	102.56
6	21.0.0	Art & Culture	32	91.18
7	27.0.0	Sport	27	90.94
8	1.0.0	Architecture	46	88.62
9	25.0.0	Polders & Pumping stations	34	75.88
10	12.0.0	Growth of the population	20	66.03
11	11.0.0	History	17	52.26
12	28.0.0	Strong economy	18	48.99
13	16.0.0	Haarlemmermeer governors	55	48.64
14	14.0.0	Agricultural sector	13	41.98
15	17.0.0	H'meer within the Amsterdam Metropolitan Region	10	37.57
16	30.0.0	Facilities in Haarlemmermeer	15	37.39
17	7.0.0	Sustainability	15	36.17
18	26.0.0	Religions in Haarlemmermeer	5	21.36
19	9.0.0	Municipality with high incomes	9	19.41
20	10.0.0	Municipal services	53	11.49
21	18.0.0	High housing prices	9	-3.01
22	15.0.0	Drugs	8	-16.67
23	5.0.0	Building fraud	5	-16.85
24	3.0.0	Business parks & Offices	14	-20.16
25	19.0.0	Emergency services	25	-24.71
26	20.0.0	Incidents	46	-207.30
27	6.0.0	Crime	47	-208.21
	2.0.0	Asylum seekers centre Schiphol	0	0.00
	13.0.0	Growth Schiphol	0	0.00
	24.0.0	Nuisance Schiphol	0	0.00
	29.0.0	Safety Schiphol	0	0.00