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1. Manifesto for Sound and Vision The Hague

Why are we here?

Everyone is available 24/7, everyone has 24/7 access to everyone else, and everyone is a constant media consumer, user, participant, subject or maker. This is wonderful, and we wouldn’t want it any other way. There’s FaceTiming with your mother to tell her that her grand-daughter has received her swimming certificate; or being proud of your brother the activist and liking and retweeting his activities from your couch; being in bed sick, but attending class anyway; taking fewer business flights and Skyping instead; or always having access to the news at your favourite virtual location and being able to share and discuss it. Journalists and media makers spread their news through all available platforms, leaving politicians, authoritarian leaders, managers and CEOs in no doubt that the democratic magnifying glass is fixed more firmly on them than ever. Technology has been one of the driving forces behind all of this.

And yet, there’s also a shadow side to rapid, total and constant access: making genuine contact with others turns out to be difficult. Everyone thinks they’re safe among their own pack, with an almost unassailable sense of identity. Freedom of the press and freedom of speech do not mean the same thing to everyone. Facts and fiction seem to be becoming synonymous. This feels uncomfortable, and has consequences for society. Makers, owners and consumers of Media and Technology play a greater role in this together than ever before. This role isn’t always easy to comprehend, and nor is it always clear how society should relate to it. We believe that it’s important for us to gather in person to discuss and explore these issues together. And there’s no better place to do this than at the centre of Dutch democracy: The Hague, the city of justice and peace. We believe in personal encounters. In listening. In debate. In polemics. In investigation. In understanding. In trust. In coffee, beer and wine. In curiosity and congeniality. We believe in others and in ourselves.

At Sound and Vision The Hague, we actively unite people in researching, discussing and experiencing how we live in the media. By doing so, we hope to contribute to a free and open society in which mutual understanding, attention, contact, reliability, accessibility, multiformity and freedom of the press are core values.

Who are we here for?

We’re here for media makers, students, parents, scientists, educators, companies and public organisations, professionals, journalists and individual visitors. After all, media and technology are everywhere. Everyone is a media consumer, user, participant, subject or maker. And to turn up the pressure an extra notch: we’re not just talking about the people we know or who look just like us. No, we’re talking about people of every stripe, age, education, faith and postcode.

What are we offering them?

We organise educational workshops, museum exhibitions and appealing programmes. Sometimes we directly copy what’s happening at Sound and Vision in Hilversum. However, more often than not we’ll programme something specifically with our city in mind, with its sands and its moors, the expats who are traditionally seen as part of the city, the journalists who are drawn here, and the city’s government officials, large corporations and institutions. Sound and Vision The Hague is also the ideal place for a chat or to dash off a piece of writing in the Lounge. Finally, it’s essential that many
people find their way to us to organise meetings and events in a setting that exemplifies human contact and media in the broadest sense. After all, we provide much more than just a rented space! This will be necessary to secure our revenues and ensure a positive cash flow over the coming three years.

2. Our three Programme Lines

Programme Line I: Media & the city of democracy, peace and justice
The Hague is a remarkable media city. The heart of democracy is also the stage on which political and social parties strive to influence public opinion. They are closely monitored and critically questioned by parliamentary and other journalists. As an international city of peace and justice, The Hague is a focal point in the interpretation of information about international relations, conflicts and conciliation. At the same time, just as in other large cities, local, regional and social media play a crucial role in the national social dynamic. In this unique media context, Sound and Vision The Hague organises debates and other events focusing on the role and impact of media in democracy and the national/international legal order. The public dialogue between different interests, cultural backgrounds and generations in the community is a central concern of ours.

Programme Line II: Journalism in transition
The Dutch Institute for Sound and Vision plays a prominent role in maintaining, collecting and raising the profile of journalistic heritage in the Netherlands. From this strong foundation in press history, Sound and Vision The Hague is able to examine both the changes underway today and the challenges for the future. Examples include the reliability of news in the online media landscape, the authenticity of digital and other sources, and the pressures brought to bear on the capacity, appreciation, intricacy and depth of journalistic work. We make use of debates, exhibitions and educational programmes to investigate these issues.

Programme Line III: Media, data and technology
Developments in media go hand in hand with rapid technological developments. Accessible, affordable technologies mean that far more people than ever before are now able to both find information and disseminate their own views. Data technology and artificial intelligence are being used in unprecedented ways to construct and reconstruct stories and histories, separate facts from fiction, and puncture façades. At the same time, the pervasiveness of social and other media and the elusiveness of large tech companies are leading to an increasing sense of unease. Through research, education and debate, we explore the influence of and opportunities offered by media technology, paying particular attention to uniting the various professional disciplines and linking digital media collections.
3. Media in everything we do

Sound and Vision The Hague is a new institution for collection management, education, connection, engagement and facilitating the work of makers. We are a modern museum that fully embraces the new ICOM definition.

Sound and Vision The Hague pools all of the knowledge, digital archives and collections held by the former Press Museum, the former Museum for Communication, and the current Dutch Institute for Sound and Vision. These collections represent the press, journalism, media, communication and technology, and together form the foundation of Sound and Vision The Hague.

All of our digital collections are freely accessible to everyone at our historic premises. This includes audio-visual material from the public broadcasters, from Mr Owl (Meneer de Uil) to Eva Jinek, from Phil Bloom to Jeroen Pauw, from Chiel Beelen to Margreet Spijker, the Polygoonjournaal, Amateurfilm and cartoons, as well as all of the audio-visual Parliamentary reportage.

These archives and collections belong to all of us, and we believe that they represent every section of the Dutch population. However, should that turn out not to be the case, we are more than willing to discuss and investigate this together.

At Sound and Vision The Hague, you'll be able to use the collections to illustrate your standpoint or shake your audience awake, either through a programmed debate or during a symposium or meeting held in one of our rooms. Of course, we count on you to be open to the inconvenient truths expressed by others.

Our multimedia data sources are a veritable treasure trove for researchers, scientists and investigative journalists. We work together with them to develop suitable applications for thoroughly mining the data sources. This could involve anything from academic research (WWII sources or notarial acts) to current, newsworthy research such as that carried out by Bellingcat and the International Consortium of Investigative Journalists.

There is no other historical building in the Netherlands that so closely unites People, Media and Technology. We also need to ensure that we engage as quickly as possible with the rich diversity of people with whom we strongly desire genuine contact. We will facilitate this by appointing Advisory Boards, peer educators (Blikopeners) and ambassadors who reflect the city and its characteristics. In addition, we will join forces with partners so that no time need be wasted on reinventing the wheel.
4. **Our Mission**

At Sound and Vision The Hague, we actively unite people in researching, discussing and experiencing how we live in the media. By doing so, we hope to contribute to a free and open society in which mutual understanding, attention, contact, reliability, accessibility, multiformal and freedom of the press are core values.

**Tagline:**
Sound and Vision The Hague. media museum. connections. research. engagement

5. **Our Vision**

Sound and Vision The Hague actively brings together media makers, students, parents, scientists, educators, companies and public organisations, professionals, investigative and other journalists to research, discuss and experience how we live in the media. Part of these media are our own digital collections, which we make available as often as possible and for as many different purposes as possible. We offer museum exhibitions, education and diverse programmes that connect with the city of The Hague. Together with scientists and journalists, we research how free speech, facts and fiction relate to the role of technology. In collaboration with our partners, we develop new tools for the responsible use and distribution of the enormous quantity of data.

Finally, in order for us to secure a healthy financial position, it’s crucial for as many people as possible to find their way to us for organising meetings and events in a setting that exemplifies genuine human contact and media in the broadest sense. The open atmosphere of our building and the hospitality extended by our people ensures the productivity of any gathering held at Sound and Vision The Hague.