

J. SLAGTER. *Dedicated public broadcasting for 50+ adults*. *Gerontechnology* 2012; 11(2):422; doi:10.4017/gt.2012.11.02.796.00 **Purpose** Older adults are an asset to society for knowledge transfer, as a reservoir of our collective memory, to acknowledge values and principles, and as a unifying factor in diverse societal and social environments. It is the older adult who has most experienced of life and with people. In 2002 this MAX-imal life experience inspired Jan Slagter to launch a public broadcasting company in the Netherlands, named MAX. The first television program was broadcast in 2005, and MAX also developed programs for radio and the Internet.

Method The broadcasting starting point are older adults' lives and thinking, and it includes both leisure and more educational programs. **Results & Discussion** An educational television program, called 'Krasse knarren' (a Dutch colloquial description of old and active adults)^{1,2}, shows the health-improving effects of social gatherings that include activities familiar from the past: i.e. the power to think young. Five well-known Dutch persons from the past, John Leddy (81), Mimi Kok (77), Ed van Thijn (77), Marie-Cécile Moerdijk (82) and Henk van der Horst (72), stayed for one week in an experimental home retrofitted in 1970s style, under unobtrusive medical supervision of the Academic Medical Center Amsterdam. Physical and cognitive tests were carried out before and after the experiment, and showed considerable improvement. The resulting program (3 broadcasts in January 2012) had been offered to the more traditional broadcasting companies, who all declined. Only MAX was interested to air the program, a broadcast that attracted an audience of 1.2 million; representing a market share of as much as 17%³. Moreover the generation cohort showed their interest by leaving numerous comments on the program's website⁴. Therefore we can conclude that there is room for a radio, television, and internet channel in the broadcasting world dedicated to older adults.

References

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Keywords: active aging, back in time, young again, health improvement

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