

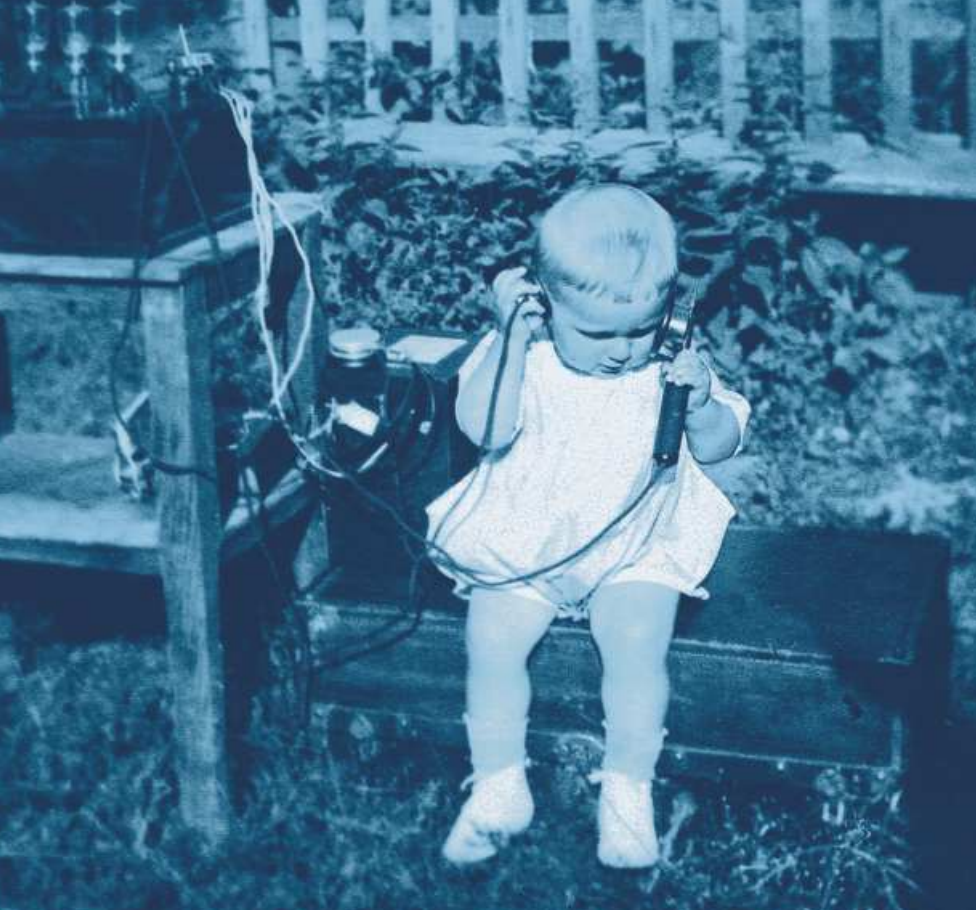
CZECH RADIO 2003/2004

in brief

www.rozhlas.cz
e-mail: info@rozhlas.cz

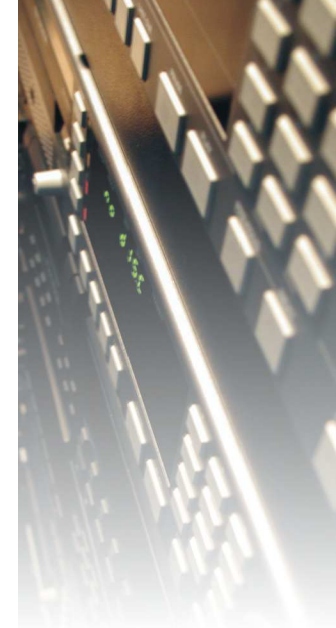
with us you're never alone


ČESKÝ ROZHLAS



Czechoslovakia was the first country in continental Europe to begin regular radio broadcasts. Our first broadcast on 18. 5.1923 was from an army tent in the Prague district of Kbely.

This year Czech Radio is celebrating 80 years since the beginning of regular radio broadcasts in this country.



status

public service radio

stations

Czech Radio 1 – Radiožurnál (news-current affairs station)

Czech Radio 2 – Praha (station for the whole family)

Czech Radio 3 – Vltava (European style station devoted to culture)

Czech Radio 6 (news-current affairs station)

Czech Radio – regional broadcasting

CR Brno; CR České Budějovice; CR Hradec Králové; CR Olomouc; CR Ostrava; CR Pardubice; CR Plzeň; CR Sever; CR Regina; CR Region, Středočeský kraj; CR Region, Vysočina

Czech Radio 7 – Radio Praha (international broadcasting)

Czech Radio Online (Czech Radio's information server)

other activities

Radio also supports original artistic radio work (in the form of the Prix Bohemia Radio), important artistic bodies (the Czech Radio Symphony Orchestra, the Czech Radio Big Band, the Dismal Children's Radio Ensemble, Children's Choir) and young musicians from many areas (the Concertino Praga and Concerto Bohemia competitions). It is an active member of the European Broadcasting Union (EBU) and – via the Czech Radio Endowment Fund - is also involved in the area of charity.

broadcasting bands

FM, MW, LW, SW and live broadcasting on www.rozhlas.cz

programme orientation

universal

address

Vinohradská 12, 120 99 Praha 2, Czech Republic

e-mail

info@rozhlas.cz

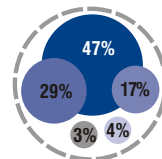
nation-wide news-current affairs station
broadcasting 24 hours a day

Radiožurnál
ČESKÝ ROZHLAS 1

www.izurnal.cz

e-mail:
radiozurnal@rozhlas.cz

- fast, reliable and thorough information service reporting on both domestic and international events
- commentators offering the widest possible range of views
- up-to-date traffic and weather reports
- interviews, discussions and meetings with interesting people
- religious broadcasting
- broadcasting for minorities
- Czech and foreign popular music



- music
- news
- current affairs
- sport
- traffic and motoring

What you won't find elsewhere

- live domestic and foreign **sports broadcasts**
- the **Your Topic** series - every day a different issue is aired on a phone-in programme in which the public participate
- **ižurnál**, Czech Radio 1 - Radiožurnál's internet server. Offers constantly updated information from home, abroad and the worlds of economics and sport, as well as detailed weather forecasts, traffic news and transcriptions of selected current affairs



Frequencies on FM

Brno 95,1 * České Budějovice 91,1 * Domažlice 98,0 * Hodonín 106,2 * Chomutov 98,9 * Jeseník 91,3 * Jihlava 90,7
 Karlovy Vary 102,6 * Klatovy 99,8 * Liberec 95,9 * Mariánské Lázně 97,6 * Ostrava 101,4 * Pardubice 89,7 * Písek 97,0
 Plzeň 89,1 * Plzeň-město 99,2 * Praha 94,6 * Píbram 102,2 * Sušice 90,6 * Trutnov 88,5 * Třebíč 92,1 * Uherský Brod 93,0
 Ústí nad Labem 90,9 * Valašské Meziříčí 92,5 * Votice 93,1 * Vsetín 92,1 * Zlín 99,5 * Znojmo 101,2 *

LW Transmitters Mon - Sat (05:00 - 24:00); Sunday + holidays (06:00 - 24:00)

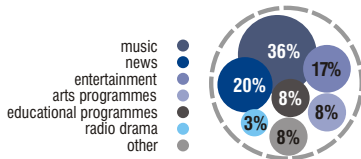


www.rozhlas.cz/praha

e-mail:
praha@rozhlas.cz

nation-wide station for the whole family
broadcasting 24 hours a day

- a colourful mix of information, educational programmes and entertainment
- programmes for children
- news and current affairs programmes
- broadcasting about free time, interests, pastimes and hobbies
- a wide selection of music - contemporary popular music, oldies, folk, brass band music



What you won't find elsewhere

- this much entertainment
- a lot of programmes for children and young people
- a fairytale every day

Frequencies on FM

Brno 92,61 * České Budějovice 103,7 * Chomutov 94,2 * Jeseník 88,7 * Jičín 106,9 * Jihlava 107,1 * Klatovy 90,3
Kutná Hora 102,2 * Liberec 89,9 * Nové Hradky 102,2 * Olomouc 107,2 * Pardubice 100,1 * Písek 98,9 * Plzeň 101,7
Praha 91,3 * Trinec 101,9 * Valašské Meziříčí 89,9 * Votice 103,2 * Vrbno po Praděděm 103,6

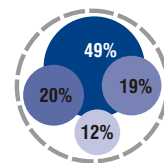
Frequencies on AM Brno 900 * České Budějovice 954 * Dobrochov 954 * Jihlava 981 * Karlovy Vary 954
Moravské Budějovice 1332 * Ostrava 639 * Praha - Liblice 639 * Strakonice 864



nation-wide station aimed at people with
an interest in music, the spoken word
and culture in the widest meaning of the word
– broadcasting 24 hours a day



- almost 70% of broadcasting consists of classical music and jazz
- Literature, drama and documentaries at prime times
- complete daily arts listings
- simple and clear programme schedule
(the same genres are featured at the same time every day)
- uses the advanced RDS system, including PTY codes



- classical music
- arts information
- arts news
- spoken word (drama, prose, poetry)
- jazz and other genres of music

What you won't find elsewhere

- live broadcasts from opera houses and concert halls around the world
- radio documentaries and radio drama
- jazz, ethnic and other specific genres of music
- **Klub Vltava** offers closer contact with broadcasts and publishes an exclusive quarterly, the *Magazin Klubu Vltava*, with informations from the world of culture.



Frequencies on FM

Brno - Kojál 102,0 * Brno - Město 90,4 * České Budějovice 96,1 * Hodonín 100,4 * Cheb 106,2 * Chomutov 96,3
Jeseník 98,2 * Jihlava 95,4 * Kaplice 105,9 * Karlovy Vary 105,7 * Kašperské hory 107,2 * Klatovy 88,6 * Liberec 103,9
Ostrava 104,8 * Pardubice 102,7 * Písek 105,2 * Plzeň - Krašov 95,6 * Plzeň - Radeč 93,3 * Praha 105,0 * Příbram 107,0
Trutnov 101,9 * Ústí nad Labem 104,5 * Valašské Meziříčí 96,8 * Varnsdorf 88,4 * Vsetín 98,3 * Zlín 94,8 * Znojmo 99,2



www.rozhlas.cz/cro6

e-mail:
cro6@rozhlas.cz

ČESKÝ ROZHLAS 6

**nation-wide news-current affairs station
broadcasting from 7.00 to 21.00 and
from 9.00 to 21.00 at weekends on MW (AM)**

- co-operation with CR 7 - Radio Praha and Voice of America
- live broadcasting on the internet and transcriptions of selected programmes and reports
- offers objective news, analysis and discussion of domestic and regional issues



We promise you

- extensive news from home and abroad
- current affairs analysis and comments
- information from all areas of science and culture
- environment, education and healthcare
- civic society



Frequencies on AM

Brno - Komárov 1233 * České Budějovice 1287 * Hradec Králové 1071 * Jihlava 1233 * Karlovy Vary 1287
Liberec 1287 * Mělník 1233 * Moravské Budějovice - Domamil 1071 * Ostrava 1233 * Plzeň 1287



Radio Prague
- the international service of Czech Radio
Broadcasts 23 hours a day in six languages

RADIO PRAHA

ČESKÝ ROZHLAS 7

www.radio.cz

e-mail:
cr@radio.cz

- the latest news from the Czech Republic in English, German, French, Spanish, Russian and Czech
- aimed at listeners outside the Czech Republic
- broadcasts on short wave, the internet and via satellite
- special broadcasts for foreigners living in the Czech Republic (every day from 12 to 14 on the Czech Radio 6 medium wave frequency)
- half-hour programmes containing news, interviews and reports



Frequencies on SV

13 m * 16 m * 19 m * 25 m * 41 m * 49 m
CR 7 - Radio Praha can be received via the Czechlink satellite system and also in German and English on Eutelsat Hotbird 5.

Detailed information on broadcasting times and frequencies can be found at www.radio.cz



www.rozhlas.cz

e-mail:
see Contacts

We broadcast from our studios in the following cities and towns: Brno, České Budějovice, Hradec Králové, Jihlava, Olomouc, Ostrava, Pardubice, Plzeň, Praha, Ústí nad Labem.

- further radio departments are based in Karlovy Vary, Liberec and Zlín
- in 2000 - 2002 the Central Bohemian programme, broadcasting for Vysočina and in Pardubice, became independent; what are called „local windows“ for the Karlovy Vary and Zlín regions are broadening
- Czech Radio's long-term goal is to gradually restructure regional broadcasting in such a way that every region will have its own independent regional station



We promise you

- FM broadcasting 13 – 24 hours a day
- regional news and current affairs
- regional arts
- regional made high-quality creative radio programmes - especially in the traditionally big studios in Brno, Ostrava, Plzeň and České Budějovice

Frequencies on AM

ČRo Brno - 106,5 - 93,1 - 93,6 - 97,5 - 107,3 * ČRo České Budějovice - 88,2 - 106,4 * ČRo Hradec Králové - 90,5 - 95,3 - 96,5 * ČRo Olomouc - 106,8 - 92,8 - 88,7 * ČRo Ostrava - 107,3 - 99,0 - 105,3 - 102,6 - 95,5 - 89,5
 ČRo Pardubice - 104,7 - 101,0 - 102,4 * ČRo Plzeň - 106,7 - 91,0 - 95,8 - 102,4 - 105,3 - 91,0 - 103,4 - 100,8 - 96,7
 ČRo North - 88,8 - 91,3 - 98,5 - 102,3 - 103,1 * ČRo Regina - 92,6 * ČRo Region, Central Bohemia - 100,7 - 100,5 - 100,3 - 100,0 - 100,4 * ČRo Region, Vysočina - 87,9 *

There are no borders for us on the world-wide web. Even in the furthest flung parts of the world everyone can enjoy Czech Radio Online

Czech Radio Online

- news and information from the Czech Republic and around the world
- the latest information from the worlds of science and technology
- news about the natural world
- arts news
- information about interesting radio programmes
- sound recordings from the radio archives

Selected Pages

- children's pages - games and learning for children of all ages
- Radium - for teenagers and older
- Servisnet - pages for the whole family
- Odyssea - online monitoring of the migration of black storks

What you won't find elsewhere

- content suited to different times and moods
- we don't want to overwhelm you - relax with Czech Radio's internet pages



www.rozhlas.cz

e-mail:
online@rozhlas.cz

www.rozhlas.cz

Czech Radio's communication with the public

Czech Radio does not only use the airwaves to communicate with the public. We also **co-operate with other media** (such as Czech Television and various daily newspapers), use **public relations** and support different charity projects in the form of media partnership, as well as other publicity activities.

The emphasis is placed on **publicising Czech Radio** as an institution which provides the broadest possible service in the field of radio broadcasting. In recent years great stress has been put on the brand Czech Radio and strengthening and making more precise the position of individual stations on the market. The **unified visual style** of Czech Radio and its stations is important in this regard.

Czech Radio supports many exceptional **charity, educational, cultural and sports institutions** and their activities (in the form of media co-operation). Among our long-term partners are the National Museum, the State Opera, the Administration of Prague Castle, the Czech Olympic Committee and important festivals such as the Prague Spring, the Prague Autumn and others.

Another important part of Czech Radio's activities involves **organising our own events**, such as the regular **Open Day**, Give Blood with Czech Radio, the Prix Bohemia Radio festival, toy collections, etc. Every year a **Czech Radio Yearbook** is published in a Czech-English version; it contains a summary of our programmes and economic results for the previous year. Current information on Czech Radio's stations and their programmes is available on various types of brochures and other printed material.



For Czech Radio **direct contact with listeners** is important. Written and telephone feedback and requests for programmes to be repeated reach us via the email address ohlasy@rozhlas.cz and the special listeners' number +420 22 155 1313.



Archive and Programme Stock (APS)

The APS department has the responsibility of **taking care of stock and collections** of sound, written and picture documents. Currently the stock and collections takes up over **12,000 metres**. Altogether the sound stock consists of **9,000,000** minutes, the written stock amounts to **50,000,000** pages and the number of books is **50,000**.

The stock and collections is made up of sound recordings on various historical and contemporary media, music, photographs, personal collections, administrative material, technical documentation, clippings, books and publications.

They are important from the cultural-historical perspective and are used in programmes, in publicity and sometimes even for commercial purposes. The documents are a **valuable resource** for radio history and history in general. They contain many **unique documents**, among the most valuable being the voices of Czech presidents, Emperor Franz Josef and important figures from the world of culture, including the Čapek brothers and J. Hora, K. Biebl. From the world of science, there are recordings of F. Křížik, B. Hrozný, J. Pekař, J. Heyrovský, etc.

Important historical events are also recorded in our archives, such as Munich 1938, May 1945, the show trials of the 1950's, August 1968 etc. As regards written documents, there are genuine gems, such as **manuscripts** written by K. Čapek, B. Martinů, L. Janáček and J. Suka.



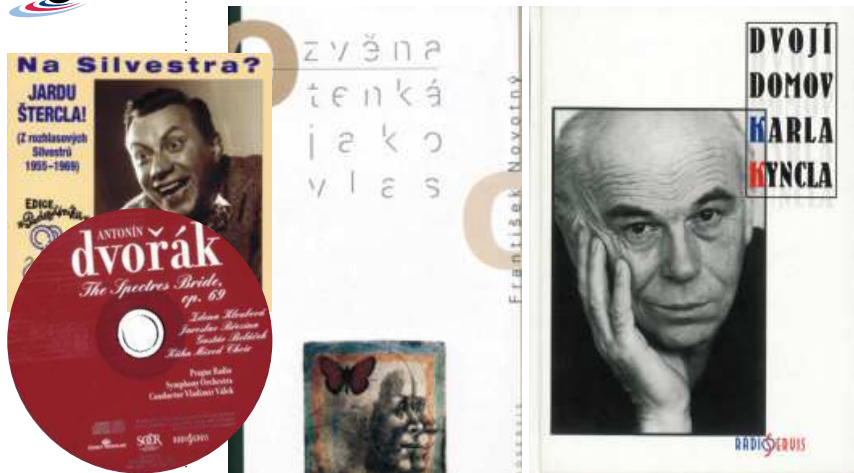
Archive materials can be accessed by the public under set conditions – for more see the **Business Activities / Sale of Licenses** section.






Radioservis, a.s.

Radioservis is a daughter company of Czech Radio and acts as its publishing service. It brings out the weekly **Tydeník Rozhlas** magazine, which is the only publication to carry listings of all the programmes broadcast by every Czech Radio station. Radioservis also releases **sound recordings** on various formats. An important part of its activities is the **publication of books**, mainly books that concern radio or are written by radio personalities.



Radioservis's products can be bought at the Czech Radio shop at Vinohradská 12, Prague 2, at the Rudolfinum, Alšovo náměstí 12, Prague 1 and at the premises of Czech Radio in Hradec Králové (Hlaváčkova 29) and in Ostrava (Dr. Šmerala 2).

The Czech Radio Endowment Fund

The Czech Radio Endowment Fund was established in 2001 at the instigation of the director of Czech Radio, Václav Kasík. The endowment fund provides direct and effective help to people who are **seriously visually impaired**, and aims to help them live independently. In the two years of its existence the fund has donated almost **9 million crowns** to help the visually impaired.

The endowment fund has given over 5 million crowns towards **special sound programmes** which help the visually impaired learn to move about on their own using white sticks and read Braille, as well as taking part in requalification programmes. The devastating floods of 2002 robbed some visually impaired people of what they need most for an independent life and the Czech Radio Endowment Fund has helped them to **build a new home**.

As well as financial support they are provided with legal advice and accompaniment services. So far over **3 million crowns** has been donated to those affected by the floods. The Czech Radio Endowment Fund gathers finances via a public appeal. The "ten nines" appeal bank account, no. **99999 99999/0600**, is open all year round.

Contact:

Nadační fond Českého rozhlasu

Vinohradská 12, 120 99 Praha 2,

tel: +420 22 155 1219, +420 604 866 366,

e-mail: nadacni.fond@rozhlas.cz

www.rozhlas.cz/nfcro, www.dobrocinna.aukce.cz



Nadační fond
Českého rozhlasu

The "ten nines" **appeal bank account**, no. **99999 99999/0600**, is open all year round.



Czech Radio Symphony Orchestra (CRSO)

The Czech Radio Symphony Orchestra was **established in 1926** and its history dates back to virtually the beginning of Czech Radio's broadcasts. During its existence the orchestra has built up a very high reputation, thanks to its rich programme and ever-improving artistic standards. It has become an essential part of the Czech concert scene and a welcome guest at concert halls abroad.

The CRSO has been led by **many important conductors** over the years, including C. Munch, F. Konwitschny, H. Scherchen, G. Rožděstvenskij, S. Baudo, L. Segerstam, C. Mackerras and V. Neumann. Among composers whose work the orchestra has premiered are A. Honegger, A. Chačaturjan and K. Penderecki.



Under **chief conductor Vladimír Válek**, who has led it since 1985, the orchestra has reached a very high professional level. At the present time, the CRSO performs concerts within the framework of a season ticket system at the **Dvořák Hall at Prague's Rudolfinum**. It is a regular guest at several important cultural events (such as the Prague Spring, the Prague August, Smetana's Litomyšl, the Moravian Autumn, etc.).

The radio symphony is proud to regard itself as **one of the most important radio orchestras in Europe**. The artistic standing of the orchestra is confirmed by the positive reaction it meets on foreign tours, both from audiences and critics. The Czech Radio Symphony Orchestra has appeared in Germany, Italy,

Austria, Spain, Turkey, Switzerland, France, Greece, England, South Korea, Japan, China, Taiwan and the United States.

At the same time the Czech Radio Symphony Orchestra also has a rich **recording career**. It records at leading Czech institutions and the recordings are released by Czech music companies. Among the labels which release CRSO recordings are Supraphon, Radioservis, Pony Canyon, Carlton.

One of the orchestra's recordings, featuring **piano concerts by Ervín Schulhoff** with the soloist Jan Simon and conducted by Vladimír Válek, won a world music critics award in January 1996 at the MIDEM Classic in Cannes (the **Cannes Classical Award**).



Ervín Schulhoff, with the soloist Jan Simon and conducted by Vladimír Válek, won a world music critics award in January 1996 at the MIDEM Classic in Cannes (the **Cannes Classical Award**).



The Czech Radio Symphony Orchestra was established in 1926 and its history dates back to virtually the beginning of Czech Radio's broadcasts.





Czech Radio Big Band

The history of the Big Band goes back to the 1960s, when it was called the **Dance and Jazz Orchestra**. It was founded by and first led by the excellent Czech jazz musician and composer **Karel Krautgartner**. Over the years many personalities whose names have become part of Czech jazz history have passed through the orchestra: among them Luděk Hulan, Richard Kubernát, Václav Král, Laco Déczi, Milan Ulrich. In 2002 **Felix Slováček** was replaced as chief conductor of the Czech Radio Big Band by **Václav Kozel**.

Disman Children's Radio Ensemble

The Disman Children's Radio Ensemble was established in **September 1935** and was led until 1973 by its founder, the renowned teacher and radio director **Miloslav Disman**. The ensemble was then taken over by Jan Berger until it came under the leadership of **Zdena and Václav Flegl**. As well as taking part in radio programmes, the ensemble has its own repertoire.

Czech Radio Children's Choir

The Czech Radio Children's Choir was led from 1945 by **Dr. Bohumil Kulínský**, under whom the choir reached a high level in terms of both programme and interpretation. The choir was next led by Čestmír Stašek, and then in 1992 **Dr. Blanka Kulínská** and her son **Bohumil Kulínský** became choir master and artistic director. The two have led the choir to very high standards of interpretation. The children take part in many studio recordings, live broadcasts and public concerts. The choir also represents Czech choral singing and Czech Radio abroad.

The Czech Radio Big Band was formed in the 1960s, the Disman Children's Radio Ensemble was established in 1935 and the history of the Czech Radio Children's Choir dates back to 1945.

Prix Bohemia Radio

The Prix Bohemia Radio is a **festival of original radio creativity** and was first held in Mladá Boleslav in **1976**. The categories rotate every year, though it always features an international category. The festival is chaired by Czech Radio's director of programming and takes place in Poděbrady at the end of September / the beginning of October.

Concertino Praga

The Concertino Praga is a member of the European Union of Music Competitions for Youth (EMCY). An **international competition for young musicians**, it was founded in **1966** by the children and young people music department. Czech Radio sends recordings (15 - 20 min.) to the **EBU**, and in some cases to the **EMYC**. The winners - CP laureates - defend their titles at a winners' concert in Prague and within the framework of the South Bohemian CP festival.

Concerto Bohemia

Czech Radio's competition for young orchestras and ensembles takes place in Prague every year and is a younger sibling to the Concertina Praga. It too was begun by the children and young people music department. Both competitions are based on the same principle: the anonymous appraisal of sound recordings. The upper age limit is 25 and the maximum number of players is 36.

The first annual Prix Bohemia Radio took place in 1976. The Concertino Praga competition was established in 1966 by the children and young people music department, while its younger sibling, the Concerto Bohemia, started several years later.



Technology and Information Technology at Czech Radio

Understandably, Czech Radio has to use a great amount of modern technical equipment in the creation and broadcasting of its programmes. Czech Radio's technical division takes care of obtaining, maintaining and using that technology in the best possible way. That technology includes recording and broadcasting studios, connecting systems and communication between individual departments, a telephone exchange and a modern information infrastructure including a WAN network, radio relaying equipment (such as transmission vans) and broadcasting distribution systems.

From the point of view of transmitting individual radio programmes, the most important service is **broadcasting centres**. They are equipped with modern digital technology and use recordings made on CD, MD, DAT and direct from computers. Classic analogue tape is rarely used today (that is especially true of news programmes, which practically never use them). Studios are equipped with the **Dalet computer system**, which is used for recording, preparing programmes, special transmissions and to a certain extent for archiving programmes. Czech Radio's **most modern** facility is the **Studio Building in Římská Street**, in the Prague district of Vinohrady. All studios are equipped with digital mixing desks, computer systems and are connected by fibre optics. At the same time, regional studios are also being equipped with similar technology (in 2001 that was the case in the studios in Brno, Ústí nad Labem and České Budějovice).

Recording studios are an important part of Czech Radio's facilities, and are used for recording various genres of music and drama. The biggest studio, studio 1 in Vinohrady, is designed for the recording of symphonic music, and can hold a whole orchestra. The

From the point of view of transmitting individual radio programmes, the most important service is broadcasting centres, which are equipped with digital technology and use recordings made on CD, MD, DAT and direct from computers.

recordings are not just broadcast but are also sold on various formats. The technical division also restores unique historical pictures which were taken at Czech Radio.

A **satellite system** is used to distribute the broadcasting signal of nation-wide stations: the signal is broadcast from Prague by satellite, from where it is broadcast back to the country and to individual transmitters where it is used as the transmitter's source signal. We also cooperate with partner radio stations in Europe to whom we are joined by satellite connection (e.g. in the live transmitting of concerts and sports events, or in the international exchange of programmes). A modern **broadband ISDN distribution** network is increasingly used in radio broadcasting; this allows for the very simple transfer of sound signals, without the need for ordering and organising special modulation lines.

Czech Radio uses modern information, **computer and communications technology** intensively and all its centres are equipped with an information technology and computer network. Regional studios are connected via data lines allowing for quick and reliable transmission in electronic form. The radio archive is gradually being digitised (both sound and print archives).

A further information and communications medium is the internet. **Czech Radio's web pages** have with time become an extensive resource offering information about the station as well as broad news coverage, including the possibility to download on request old news stories for instance. Another part of the Czech Radio website is the **live broadcasting of programmes**, which is especially popular with the Czech community overseas.

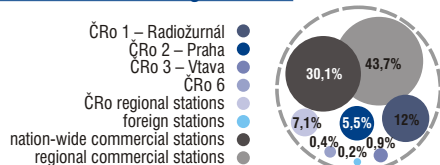
A satellite system is used to distribute the broadcasting signal of nation-wide stations: the signal is broadcast from Prague by satellite, from where it is broadcast back to the country and to individual transmitters where it is used as the transmitter's source signal.

Czech Radio's audience

Czech Radio, specifically some of its nation-wide and regional stations, is listened to on average day by almost a third of the Czech population over the age of 12. Multimedia research conducted by the company MEDIA PROJEKT during the first half of 2003 found that Czech Radio has a 27.2% share of the radio audience in the Czech Republic. The average listen to Czech Radio is almost three hours a day. Some 2.63 million listeners, or almost a third of Czechs over the age of 12, listen to a Czech Radio station at least once a week. In a very competitive environment of commercial broadcasting, three nation-wide and over 60 regional or local radio stations, Czech Radio 1 - Radiožurnál has for a long time been among the most successful. In the monitored period **Radiožurnál** was the most listened to radio station in the Czech Republic and the only one which reached more than a million listeners a day. Among regional public service radio stations the most listened to is Czech Radio Brno, which has 200,000 listeners a day and is the second most listened to regional station in the Czech Republic.

Share of the Czech radio market according to stations

(first half of 2003)



Source: continuous research of consumption of the print media and radio audience MEDIA PROJEKT, carried out for SKMO by the GfK Praha and Median agencies. Data from 1.1 - 30.6.2003.

Czech Radio, specifically some of its nation-wide and regional stations, is listened to on average day by almost a third of the Czech population over the age of 12.

Co-operation with the European Broadcasting Union (EBU)

The EBU was **established in 1950 and is based in Geneva**. It is the biggest professional organisation of national broadcasting organisations in the world. It has 117 members in 80 countries, of which 71 are active and 47 are affiliated. In 1990 Czech Radio became an affiliated member and on 1.1.1993, with the merging of the EBU and OIRT, it became a full, active member. It includes EUROVIZE and EURORADIO - a system of exchange of television and radio programmes organised by and coordinated by the EBU and based on the programmes offered by individual members.

Co-operation with the EBU in terms of radio is very broad and includes the areas of music, news, sport, educational and drama programmes, youth programmes, motoring programmes, etc. One of the EBU's main areas is **co-operation in the technical field**. The EURORADIO network - its two satellite channels - broadcasts around 2,100 concerts and opera performances every year and coordinates over 400 sporting events and 120 important news events. **EURORADIO has a potential audience of around 400 million listeners.**

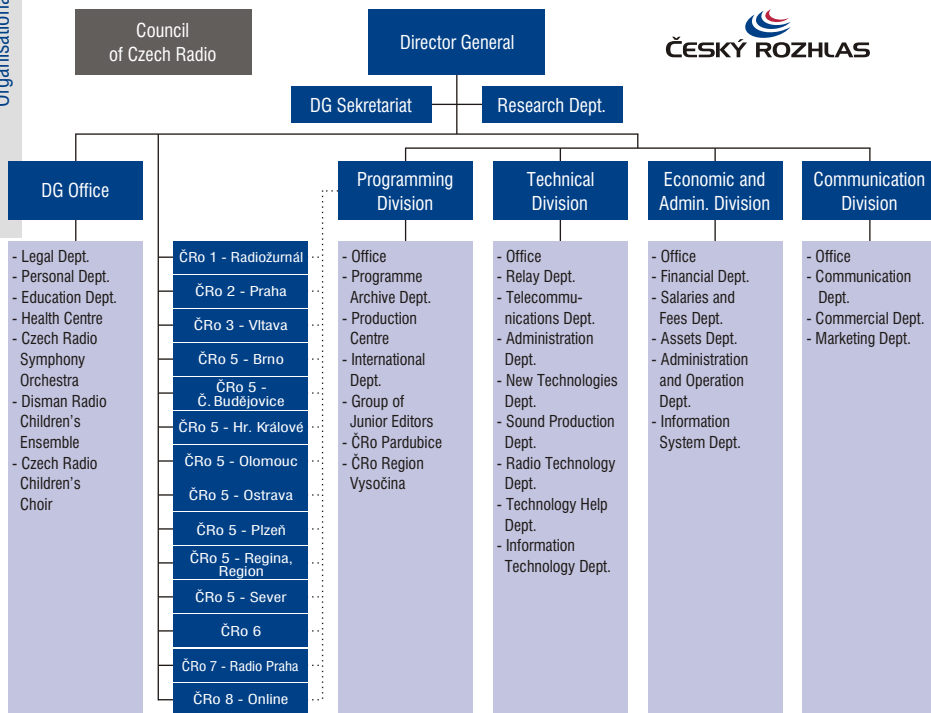
The EURORADIO season offers a range of **over 100 programmes** intended for live broadcast in its concert, opera and jazz seasons, special days and the New York Metropolitan Opera in the period from September to June. Furthermore, it broadcasts over 250 concerts in the period 15. 6. – 15. 9. in EURORADIO summer festivals. The popular music project EUROSONIC offers its members over 600 concerts a year.

Czech Radio plays an important role in the area of the **international exchange of music programmes** organised through EURORADIO, allowing an important part of our national culture to be presented across a wide genre and regional spectrum. Through our international department Czech Radio regularly plays an active role in EURORADIO musical programme cycles (concert season, opera season, jazz season, special days) and offers many music programmes in a system of free programme exchanges. That mostly concerns concert recordings from important festivals, leading orchestras' concert seasons and the very best chamber ensembles and soloists.

Co-operation with the EBU in terms of radio is very broad and includes the areas of music, news, sport, educational and drama programmes, youth programmes, motoring programmes, etc.



Czech Radio's Organisational Structure



How Czech Radio is financed

Czech Radio is financed in a mixed way according to law no. 252 from 8. 12. 1994 on radio and television license fees. Around 83% of Czech Radio's total income comes from radio license fees. The remainder comes from commercial activities (selling advertising time, renting free technical capacity, publishing, selling the rights to sound recordings in the archive, etc.).

Czech Radio's employees

On 31. 12. 2002 Czech Radio had 1,434 employees, of whom 969 work in Prague and 465 in our regional studios.

Commercial Activities

Czech Radio is allowed by law to engage in certain commercial activities, which serve to supplement the organisation's finances to an extent of 10 – 18% of the total budget. Following an amendment to the Czech Republic's laws the importance of commercial activities is decreasing, particularly in the area of radio advertising.

Advertising and Sponsorship

The sale of radio advertisements and sponsorship remain our most important commercial activity. The amount of advertising is limited by the amount of time advertising is allowed (a maximum of three minutes daily on nation-wide stations and a maximum of five minutes a day on regional stations). With the exception of news and current affairs programmes all of Czech Radio's programmes and events can be sponsored. The agency ARBOMedia handles advertising on Czech Radio's nation-wide stations, while other commercial activities are taken care of by Czech Radio's expert divisions.

Information on conditions for the sale of advertising and sponsorship on Czech Radio, including prices, can be obtained from:

ARBOMedia

(exclusive representative for nation-wide stations for the sale of advertising in broadcasting studios)

Janáčkovo náměstí 51, 150 00 Praha 5, Phone: +420 251 082 111, e-mail: pr@arbomedia.cz



The Sale of Licenses

Interested parties can obtain **mechanical rights** to certain titles from Czech Radio's rich archive, including titles which are of great importance in the history of the Czech Republic. Those rights allow with the observation of further conditions under the copyright law for the release of those recordings on commercial formats (CD, MC, CD ROM, video, film etc.).

Contact: Český rozhlas, Vinohradská 12, 120 99 Praha 2, Tel.: +420 22 155 1346
e-mail: licence@rozhlas.cz

Advertising Spot Production

Clients can have Czech Radio produce **professional advertisements**, according to either concrete scenarios or more general outlines. Prices are according to a set price-list.

Contact: Český rozhlas, Vinohradská 12, 120 99 Praha 2, Tel.: +420 22 155 1344
e-mail: reklama@rozhlas.cz

Recording of Particular Programmes

If listeners would like to obtain a copy of a favourite programme or an excerpt from a Czech Radio broadcast, we can make recordings for private use (which may not be rebroadcast). Prices are according to a set price-list.

Contact: Český rozhlas, Vinohradská 12, 120 99 Praha 2, Tel.: +420 22 155 1341
e-mail: info@rozhlas.cz

Interested parties can obtain mechanical rights to certain titles from Czech Radio's rich archive, including titles which are of great importance in the history of the Czech Republic.

History of Czech(oslovak) Radio

- | | |
|------|--|
| 1923 | 18. 5. – PRAGUE - start of regular broadcasting from the tent at Kbely (Czech Republic the second country after Britain to broadcast regularly in Europe) |
| 1924 | 1. 8. – first sports broadcast (boxing from Letná) |
| 1925 | 1. 9. – BRNO - start of studio broadcasting |
| 1926 | 21. 2. – first Czech broadcasting station starts operating in Prague - Staré Strašnice |
| 1928 | 12. 2. – first live opera broadcast (Národní divadlo, Prague - Smetana's "The Two Widows") |
| 1929 | 28. 10. – first live broadcast of presidential address |
| 1930 | – Agricultural Radio begins regular broadcasting - first specialized radio broadcast in Europe |
| 1932 | – time signal introduced |
| 1933 | 1. 4. – Foundation of Prague Radio Symphony Orchestra |
| 1935 | 1. 10. – BRATISLAVA - start of studio broadcasting |
| 1936 | – first international opera broadcast (Opera Comique in Paris - "The Bartered Bride") |
| 1945 | – MORAVSKÁ OSTRAVA - start of studio broadcasting |
| 1945 | – first transoceanic broadcast from New York |
| 1945 | Oct. – first broadcast from wax cylinder recording |
| 1945 | – Ceremonial opening of the new Czechoslovak Radio building in Fochova třída (now Vinohradská 12 in Prague Vinohrady), in which the institution still has its headquarters today |
| 1945 | – foundation of the Czech Radio Dismal Children's Ensemble |
| 1945 | 31. 8. – RADIO PRAHA begins broadcasting abroad |
| 1945 | 5. 5. – Prague Uprising begins with radio appeal for help |
| 1945 | May – second station of Czechoslovak Radio begins broadcasting - PRAHA II => Československo => Hvězda (after 1968) => Československo (after 1989) => ČRo 1 - RADIOŽURNÁL (1993) |
| 1945 | end of year – PLZEŇ and ČESKÉ BUDĚJOVICE - start of studio broadcasting |
| 1945 | – HRADEC KRÁLOVÉ and ÚSTÍ n/L - start of studio broadcasting |
| 1945 | – start of TV broadcasting (TV part of radio until 1957) |
| 1945 | – introduction of radio by wire |
| 1945 | – first VHF transmitter begins transmitting on Petřín in Prague |
| 1945 | – first stereo broadcast (jointly by Praha station and TV) |
| 1945 | – Regional station for Prague and C. Bohemia (after 91 REGINA PRAHA) begins broadcasting |
| 1945 | Dec. – Station for demanding listeners begins broadcasting on VHF - ČESKOSLOVENSKO II => VLTAVA (after 1968) |
| 1945 | – foundation of international competition for young musicians "Concertino Praga" |
| 1945 | – active participation of radio in the political changes in society (direct transmissions from public meetings, discussion programs...) |
| 1945 | Aug. – fighting at the radio (15 dead) |
| 1945 | – foundation of festival of original radio production "Prix Bohemia Radio" |



- 1991** – Act on Radio and TV Broadcasting passed, enabling operation of private channels
– Czech National Council passes Act on the establishment of Czech Radio as an independent public entity
- 1994** 1. 7. – foundation of radio competition for young chamber orchestras “Concerto Bohemia”
- 1995** 6. 11. – ČRo Record Company begins operating
- 1997** – ČRo 6 / RADIO FREE EUROPE begins broadcasting
– Act No. 135/1997 passed, amending level of radio license fees to 37 CZK and volume of advertising time on nationwide and regional channels of ČRo to 3 and 5 minutes per day respectively
- 1998** 1. 5. – website www.cro.cz started
11. 2. – opening the Czech Radio Ústí nad Labem branch office in Liberec
- 1999** 1. 7. – the Czech radio Board appointed Václav Kasík the Director General of Czech Radio
- 2000** 18. 5. – ceremonial opening of new Studio House at Římská street
29. 10. – broadcasting in Russian (ČRo 7 Radio Praha) begins
31. 8. – 65. anniversary of the start of Czech Radio broadcasts abroad
- 2001** 4. 3. – Czech Radio Pardubice begins broadcasting
- 2002** 6. 3. – Czech Radio Vysočina begins broadcasting
1. 5. – launch of special broadcasts for foreigners living in the Czech Republic. Broadcasting in English, German, Spanish, French and Russian by Czech Radio 7 - Radio Prague, international broadcasting becomes part of the new set up at Czech Radio 6 (formerly Czech Radio 6/Radio Free Europe).
11. 9. – 30th Give Blood with Czech Radio campaign take place
1. 10. – after the American side stops financing the Czech broadcasts of Radio Free Europe the news-current affairs station Czech Radio 6/Radio Free Europe is renamed Czech Radio 6.
21. 10. – Czech Radio regional broadcasting for Central Bohemia under the name Czech Radio Region, Central Bohemia (the previously used name Czech Radio Regina is now exclusively used for Czech Radio broadcasting in the Prague metropolitan area)
- 2003** – 80th anniversary of the launch of regular radio broadcasting in the Czech lands



Director General Office

tel.: +420 22 422 2261
+420 22 155 1202
+420 22 155 1203
fax: +420 22 422 2223

Technical Division Office

tel.: +420 22 155 3251
fax: +420 22 155 3253

Čro 1 - Radiožurnál

tel.: +420 22 155 2128
e-mail:
radiozurnal@rozhlas.cz

ČRo 6

tel.: +420 22 155 2736
fax: +420 22 155 2736
e-mail:
cro6@rozhlas.cz

Programming Division Office

tel.: +420 22 155 1241
fax: +420 22 155 1242

Communication Division Office

tel.: +420 22 155 1322

Čro 2 - Praha

tel.: +420 22 155 2500
e-mail:
paha@rozhlas.cz

ČRo 7 - Radio Praha

tel.: +420 22 155 2921-7
fax: +420 22 155 2903
e-mail:
cr@radio.cz

Economic and Administrative Division Office

tel.: +420 22 272 2016
+420 22 697 5291-3
fax: +420 22 272 1354

Programme Information Dept.

tel.: +420 22 155 1340-3
fax: +420 22 155 1342
e-mail:
ohlas@rozhlas.cz

Čro 3 - Vltava

tel.: +420 22 155 2601
e-mail:
vltava@rozhlas.cz

Radioservis

tel.: +420 22 271 3037
fax: +420 22 271 5036
e-mail:
info@radioservis-as.cz

Informations and all phone contacts through operator

+420 22 155 1111



**ČRo Brno**

Beethovenova 4
657 42 Brno
tel.: +420 542 523 111
fax: +420 542 523 156
e-mail:
radio@bo.rozhlas.cz

ČRo Olomouc

Horní náměstí 21
771 06 Olomouc
tel.: +420 585 100 111

e-mail:
rozhlas@ol.rozhlas.cz

ČRo Plzeň

Náměstí Míru 10
320 70 Plzeň
tel.: +420 377 488 111
fax: +420 377 488 120
e-mail:
webmaster@pl.rozhlas.cz

ČRo Region. Vysočina

Masarykovo náměstí 42
586 01 Jihlava
tel.: +420 567 310 900
fax: +420 567 310 600
e-mail:
vysocina@rozhlas.cz

ČRo České Budějovice

U tří lvů 1
370 29 České Budějovice
tel.: +420 386 797 111
fax: +420 386 797 230
e-mail:
zpravy@cb.rozhlas.cz

ČRo Ostrava

Dr. Šmerala 2
729 91 Ostrava
tel.: +420 596 203 111
fax: +420 596 118 198
e-mail:
zpr@ov.rozhlas.cz

ČRo Regína

Hybešova 10
186 72 Praha 8
tel.: +420 272 170 111
fax: +420 224 218 169
e-mail:
regina@rozhlas.cz

ČRo Sever

Na Schodech 10
400 01 Ústí nad Labem
tel.: +420 475 211 686

e-mail:
rozhlas@ul.rozhlas.cz

ČRo Hradec Králové

Havlíčková 292
500 01 Hradec Králové
tel.: +420 495 011 120
fax: +420 495 011 220
e-mail:
rozhlas@hk.rozhlas.cz

ČRo Pardubice

Sv. Anežky České 29
530 02 Pardubice
tel.: +420 466 530 070
fax: +420 466 530 070
e-mail:
pardubice@rozhlas.cz

ČRo Region. stř. Čechy

Vinohradská 12
120 99 Praha 2
tel.: +420 272 170 111
fax: +420 224 218 169
e-mail:
region@rozhlas.cz

**Czech Radio
Endowment Fund**

Vinohradská 12
120 99 Praha 2
tel. +420 22 155 1218
e-mail:
nadacni.fond@rozhlas.cz

