



# Annual Report 2011

# Czech Radio – Key Information

## Start of regular broadcasts Status

18<sup>th</sup> May 1923

Public service radio

Under law no. 484/1991 Col. concerning Czech Radio

## Stations

### Czech Radio 1 – Radiožurnál

*/News, current affairs and music/*

### Czech Radio 2 – Praha

*/Entertainment and education/*

### Czech Radio 3 – Vltava

*/Cultural station/*

### Czech Radio 6

*/Current affairs and analysis/*

### Czech Radio – regional broadcasting

*/Brno, České Budějovice, Hradec Králové, Olomouc, Ostrava, Pardubice, Plzeň, Regina,  
Region Středočeský kraj, Region Vysočina, Sever + news desks in Liberec, Karlovy Vary and Zlín/*

### Czech Radio – Rádio Česko

*/News and current affairs/*

### Czech Radio Leonardo

*/Popular educational service/*

### Czech Radio D-dur

*/Classical music/*

### Czech Radio – Radio Wave

*/Station for young listeners /*

### Czech Radio 7 – Radio Praha

*/International broadcasting /*

Broadcasting frequencies	FM, SW, DV, DVB-T, DVB-S + live streams over rozhlas.cz
Address	Vinohradská 12, 120 99 Prague 2
Number of employees	1448 – as of 31. 12. 2011
Revenues streams	Licence fees Advertising space sales Commercial activities enabled by law
Statutory authority	Director General <i>(Elected by the CR Council for six-year term)</i>
Oversight body	Czech Radio Council <i>(Nine members elected for five-year terms by the Chamber of Deputies of the Czech Parliament)</i>



# **A**nnual Report 2011

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# Director General's Foreword



Dear readers,

It is with a great sense of honour that I have the third opportunity in a row to present the Czech Radio Annual Report. This time, however, I do so from the position of duly elected Director General of the service.

The past year was an extraordinarily challenging one. After many months, the Czech Radio Council – at least for a few months – managed to operate with a full contingent of members and complete the election of a new Director General. This pleases me, as a situation has finally arisen in which necessary reforms can be initiated. As of November 1<sup>st</sup>, the organisational structure of Czech Radio was changed – three new divisions were created and deputies chosen to head them. In December, the creation of a new Human Resources Department followed, while the position of Human Resources Director was filled. Other changes in the organisational structure will be undertaken during 2012, with the aim that the service will fully operate under the new structure by 2013. The aim is a more modern, better functioning service operating on a principle of savings but also on high quality programming output.

In the realm of programming, Czech Radio succeeded in informing listeners of events both at home and abroad. On the home front, the most challenging broadcasts in terms of ensuring objectivity and balance, surrounded events at “Šluknovský výběžek” [in which crime issues led to ongoing tensions between Roma and other Czechs]. Clearly specified guidelines were required for dealing with reporting on stories reflecting social unrest. Global events were also often complicated, particularly relating to events in Arab countries, where accounts coming from various news wires often notably differed. In this instance, Czech Radio sent reporters straight to the source, with Radiožurnál correspondents covering events in Egypt, Tunisia and Libya directly from these countries.

Other areas of Czech Radio's broadcasting also met with success. A series of radio plays, children's stories and musical programmes

were recorded. Many of these gained prestigious awards from around the globe. Numerous institutions, festivals and individual events were supported by us via media partnerships. The Radio Autumn International Music Festival also proved to be a great success, organised by Czech Radio in conjunction with the Radioservis publishers. An exceptional standard of contributions were also to be found at the international festival of radio production Prix Bohemia Radio, at Bilanz, Report and other competitions. Staff at the New Media department created a series of new mobile phone applications and other technical innovations designed to aid listening opportunities. Online projects were also not neglected, for example the site [klasika.rozhlas.cz](http://klasika.rozhlas.cz) (devoted to classical music) and many more.

The completion of the reorganisation process, as well as the further development of quality broadcast output, remain two fundamental goals for the near future. We will continue to strive to ensure that the number of programmes available for listening online continues to increase, be this in live stream format or as a post-broadcast download, for example to a mobile device. We seek to enable all interested listeners to construct their own broadcast schedule, which meets their particular needs and priorities – enabling listening of whatever subject or programme and at whatever time suits the individual Czech Radio user. To this effect, an expansion of mobile phone applications continues to be undertaken as these represent a crucial conduit in today's current environment.

I would like to close by thanking all Czech Radio staff and external workers for their exceptional levels of service during 2011. I believe that they will understand the crucial changes we are implementing and that their service during this year will reach even higher levels. I would also like to thank all the members of the Czech Radio Council for their patience and understanding with regards to their approach towards the problems caused by the ongoing reorganisation of Czech Radio. Most of all, I wish to thank our listeners. I am glad for their continued fidelity to our service. I firmly believe that all the changes we are seeking to implement will ultimately be to their benefit.

Peter Duhan  
Director General

A handwritten signature in blue ink, which appears to be "Peter Duhan". The signature is stylized and fluid, with a long, sweeping line extending upwards from the end.





# **T**he Mission, Vision, Values and Goals of Czech Radio

## **MISSION**

Our mission is to serve the public, offer quality information, education, culture and entertainment and to contribute to the defence and development of the core values of a democratic society.

## **VISION**

We seek to be a highly reliable, sought-after and irreplaceable communication medium.

## **VALUES**

We are fully cognizant of the fact that we are financed by the public. As such, we seek to fulfil our public service remit, and are guided in our functioning by the following basic principles:

### **Trustworthiness**

- to be a trustworthy and independent source of information
- to be impartial, accurate and honest
- to be a reliable and responsible partner of the public
- all of our activities are subject to strict ethical guidelines
- we are accountable to the public, which has the right to monitor and evaluate our activities

### **Quality**

- to pay maximum attention to quality in all our activities
- to strive for a civil discourse in our content and various forms of communication
- to ensure that we produce consistently high levels of content and forms of communication
- to cultivate the expertise and education of our employees
- to seek out and school professionals to work in Czech Radio

### **Diversity**

- to provide a varied offering of programmes that cover all relevant viewpoints
- to also cover subjects and genres that commercial media routinely overlook
- to seek out and make use of new forms and methods of work
- to support the creativity and interests of our employees

### **Tradition and development**

- to honour democratic and cultural traditions and seek to ensure their preservation for future generations
- to preserve the continuity of Czech Radio broadcasting, while at the same time reflecting changes in society
- to support universal development and beneficial innovation
- to utilise new technologies as part of ongoing efforts to ensure easy access to our programming

### **Respect**

- to respect our listeners and pay attention to their needs, opinions, wishes and requests
- to always make our listeners the number one priority
- to serve all of society, while at the same time respecting all social groups and minorities as well as individuals
- to seek social cohesion and the integration and empowerment of all members of society
- to respect other rival media, welcoming an open and free media environment
- we are all one team, one Czech Radio; each employee and each department is important and contributes towards the universal goal of the service







# \_Goals

The following basic goals guide us in fulfilling our mission:

## **To provide the public with impartial, balanced and quality programming and content**

- to provide listeners and users with balanced, quality and varied programming content, primarily focused on information, education, culture and entertainment
- to cover a diverse array subjects, genres and forms of programming and content
- to offer programming to all sections of society, taking into account varied age-groups, ethnicities, nationalities, social groups, faiths and creeds as well as gender, sexual orientation, culture, artistic direction, regional and local factors, political and philosophical beliefs and also levels of education
- to devote programming to Czech historical art, primarily in the fields of music, literature, drama and documentary
- to offer foreign productions as well as to distribute our programming to foreign audiences
- to organise national and international competitions and festivals with a view to supporting radio production, new talent and young artists
- to secure easy access to our programming and content via the newest technologies

## **To create, defend and promote the basic values of a modern democratic society**

- to create, defend, promote and develop the crucial values of a modern democratic society
- to strengthen democracy, the plurality of viewpoints and a belief in the rule of law as well as basic human rights and freedoms, most importantly the freedom of speech, the right to information and the right to privacy
- to contribute to the defence of the rights of the individual, minorities and other social groups, primarily children, youngsters, seniors, disabled and medically afflicted citizens and those living in difficult social circumstances
- to educate, enlighten, contribute to the legal, political, economic, environmental, social and cultural awareness of citizens of the Czech Republic and to support their right to freely make up their own minds
- to strengthen mutual understanding and tolerance, social cohesion, solidarity and inclusiveness within all sectors of society
- to communicate those values, which enrich, ease everyday burdens and contribute towards individual education and development as well as that of society as a whole
- to increase awareness of civil rights and responsibilities and to promote civic discussion and participation in public life
- to fulfil the role of a socially responsible institution; to organise and support charity, artistic and other universally beneficial projects

## **To contribute towards technological advancement**

- to utilise new technologies, including multimedia platforms to disseminate programming and content, including the Internet and mobile communication tools
- to undertake activities in the arena of new communication media and services; to serve as a pioneer in the field of new radio and communication technologies
- to offer maximum access to our schedule and content
- to motivate society towards an effective use of modern communication technologies relating to the activities of Czech Radio
- to continuously and systematically modernise Czech Radio, its activities and services

## **To nurture, enrich and disseminate the national cultural heritage both at home and abroad**

- to fulfil the function of a prominent cultural institution
- to preserve and honour traditions, nurture cultural heritage and treasures and disseminate knowledge of these to the general public
- to strengthen national values, cultivate national identity among citizens; to disseminate these values and the good name of the Czech Republic abroad
- to promote Czech culture abroad
- to promote Czech and global cultural diversity and to cultivate the Czech language
- to create, maintain, utilise and make accessible the Czech Radio archive collection
- to seek out and support new talents, young performers and creatives
- to cooperate with notable social institutions
- to connect, partner and cooperate with organisations and individuals who, via their activities and projects, embody the values of Czech Radio, particularly in the fields of science education, culture and sport
- to heed to the ethnographic and cultural character of regions

## **To defend the principle of independence and to strive for the competitiveness of Czech Radio**

- to perpetually defend the legislatively enshrined independence of Czech Radio
- to respect the right of public oversight
- to emphasise and utilise Czech Radio's unique position and mission in the media market
- to consistently monitor, be aware of and react to developments in both the Czech and international media markets
- to evaluate the contributions of Czech Radio and its influence upon society; to make use of analyses, market studies and ratings data

# \_ON AIR



- \_Programme
- \_News, Current Affairs and Sport
- \_Music, Art and Culture
- \_Science, Technology, Nature and History
- \_Society and Lifestyle
- \_Entertainment
- \_Children's Broadcasting
- \_Regional Broadcasting
- \_International Broadcasting
- \_Internet and Multimedia
- \_Archives





## **\_P**rogramme

During 2011, Czech Radio broadcast on 4 nationwide, 4 specialised and 11 regional stations as well as undertaking global broadcasts in Czech and five other languages. Overall, 161,389 hours of various programming was transmitted.

Programming was designed on the basis of an approved model underlining broadcast priorities for 2011. One of the key goals was to consistently fulfil Czech Radio's mission as a public service broadcaster. This meant programme-makers repeatedly strived to ensure a balanced on-air representation of viewpoints and opinions including in the comparative makeup of programming targeted at various minority and interest groups across the country.

Czech Radio was guided in the preparation of its broadcasts and in its relationship with listeners by three pillars, defined back in 2010. These were: information, education and culture. Music played an important role in programming makeup, while a great emphasis was also placed on entertainment programming. Concurrently, broadcasts also offered an ever increasing number of educational programmes, for example a series dedicated to improving Czechs' knowledge of their legal rights and the application of the law.

The dissemination of a variegated assortment of programming at Czech Radio for all possible Czech target groups was assisted in 2011 by stations intended for the widest possible audiences such as Czech Radio 1 – Radiožurnál and Czech Radio 2 – Prague as well as other specialist services including regional stations across the country and thematically-oriented services such as Czech Radio 3 – Vltava for art and culture and Czech Radio Leonardo for science.

Additional stations or websites were available for even more specialised programming, including Czech Radio D-dur for classical music, the newly-launched Euro Jazz site and various webcasts and genre-based music streams. These were further augmented by additional on-demand Internet content, for example iRadio, Čtenářský deník (Reader's Diary), rAMpa for musical amateurs and Radiocustica for soundscape experimentation.

In all Czech Radio output, producers strived to ensure a high level of spoken Czech, quality musical accompaniments and up-to-date and accurate content.



## **\_News,** Current Affairs and Sport

In 2011, all national and regional stations broadcast their own authentic in-house news programming. National, foreign, economic and sports news was primarily created by journalists at Radiožurnál, including for the needs of other Czech Radio stations. Journalistic analysis was primarily provided by Czech Radio 6; quality journalism could also be found at all other Czech Radio services in varying degrees.

### **News**

Domestic political developments remained one of the most important sources of coverage. Even though for the first time since 2007 the year brought no nationwide elections, debates nonetheless raged about government reform proposals, while various tensions within the governing coalition continued. These were reported and analysed by Radiožurnál as well as Rádio Česko in both news and current affairs programmes. Ongoing economic crises and troubles within the eurozone also had an impact in the Czech Republic – in government cutbacks and reform proposals as well as in the debate over whether (and to what degree) the Czech Republic should join other nations in helping to shore up the eurozone.

*Ozvěny dne (Echoes of the Day)*, broadcast twice a day, served as one of the central news programmes of Czech Radio. This programme brought a regular range of viewpoints on current affairs.

Czech Radio also provided a crucial public service during the 2011 census. Radiožurnál broadcast a series of programmes and interviews in which listeners could gain advice and instructions on the process and were also informed about why the census was taking place at all. At the end of the year, Radiožurnál also provided and analysed the first published results of the census.

In mid-December 2011, all Czech Radio programming was impacted by the death of the first post-Velvet Revolution president Václav Havel. Stations prepared special output, ditching existing schedules, and broadcasting numerous interviews and tributes to Václav Havel,

including referencing his plays and other dramatic works. Czech Radio also broadcast live coverage of the state funeral of the former president at Prague Castle.

Foreign news coverage in 2011 was dominated by two key global stories: the so-called “Arab Spring” and the deepening political and economic crisis inside the eurozone. Other notable events included the Fukushima nuclear meltdown caused by an earthquake off Japan and a subsequent tsunami, or the killing of the world’s most wanted terrorist Osama bin Laden.

### **Traffic News**

Throughout 2011, traffic and motor-related news coverage focused acutely on all legislative changes affecting transport and drivers across the Czech Republic. Specific developments worthy of note included fundamental changes to the penalty points and fines systems for drivers, the mandatory implementation of winter tyres from November to March and the increase in prices of motorway permits for individual cars.

*Zelená vlna Radiožurnálu (Radiožurnál Green Wave)* a forty second-long up-to-date roundup of traffic news airing every 30 minutes between 5:30am and 7:30pm and 8:30am-7:30pm on weekends, sought to cover all current stories of interest to drivers, including detailed information on alternate routes. Czech Radio’s regional services also brought local traffic information. One notable example, which underscores the service’s commitment to this arena, was *Bezstarostná jízda (Carefree Journey)* broadcast on Regina, targeted at Prague and areas surrounding the metropolis.

In 2011, the number of registered voluntary listener reports within Green Wave exceeded more than 8000, with more than 500 new members, hoping to help out their fellow drivers with firsthand accounts of pertinent traffic news, joining this successful system.





## Cultural Coverage

Programming in the cultural arena was primarily covered by Czech Radio 3 – Vltava. The programme *Mozaiika (Mosaic)* sought to inform listeners about contemporary events in the cultural and arts spheres twice a day, also providing insightful critiques. The service also presented impartial analysis of various controversial events in the cultural world, for example the merging of the National Theatre and Prague State Opera etc. Similarly, via reporting, analysis and musical broadcasting, the station's presenters closely followed a unique cooperation project between the Prague Spring International Music Festival and The Prague Conservatoire, via which Jiří Bělohávek and his students prepared and also performed Smetana's "My Country" at the Prague Spring Festival. Regular broadcasts of *Kritický klub (Critical Club)*, dedicated to various cultural projects also provided additional reporting and analysis.

Czech Radio 1 – Radiožurnál covered the world of filmmaking via its reporting on the annual Karlovy Vary film festival. The long-running *Filmžurnál (Film Journal)* has also become an inseparable component of this station's summer broadcasting. Additionally, all Czech Radio stations provided listeners with a summary of key events in the world of Czech culture.

The erudite and energetic staff at Radio Wave's film criticism programme *Čelisti (Jaws)* has helped this series become a must for numerous listeners. Both contemporary blockbusters and smaller independent movies were covered in this series.

## Current Affairs and Documentary

Analytical journalism and debate was a key priority of Czech Radio 6 throughout 2011. Subjects included political, economic, religious and social matters.

Broadcasts were significantly impacted by the 60<sup>th</sup> anniversary of the Founding of the Czechoslovak service of Radio Free Europe (RFE),

which during the long years of totalitarian rule served as the most important alternative source of information and free journalism. Czech Radio 6 sought to continue to reflect the spirit of exile journalism, preparing numerous programmes and discussions during the year to reflect upon RFE's anniversary. All other departments within Czech Radio joined the Svobodně! (Freely!) project established specifically for this event.

A year-long series of commentaries by the legendary Czechoslovak journalist and the first director of the Czechoslovakian section of RFE, Ferdinand Peroutka, is also worthy of special mention. A selection of these was chosen from the archives for the Saturday broadcast of *Názory a argumenty (Opinions and Arguments)* by Jan Bednář.

A series of special live broadcasts by Czech Radio 1 – Radiožurnál's *Speciál Martina Veselovského (Martin Veselovský's Special)* featuring public debates represented a new feature for 2011. This special appeared via a similar format as that used to cover Czech elections in 2010. With an audience comprised of members of the public, important and controversial subjects were examined, including the airport expansion in Vodochody, the surpassing of the limit of brown coal mining in Northern Bohemia, social tensions in Šluknovský Výběžek, the condition and state of reconstruction of the D1 motorway or poor air quality in Ostrava. These specials were broadcast in conjunction with both Radiožurnál and relevant regional Czech Radio stations.

The series *20 minut Radiožurnálu (20 Minutes of Radiožurnál)* retained great favour with listeners, airing from Monday to Friday at 5pm with repeats after midnight, presenting one person connected to an event of significance to life in the Czech Republic. Meanwhile, the evening news programme *Stalo se dnes (It Happened Today)* summarised the day's most important events. This also incorporated both an overview of sports news as well as reporting on the weather.

The Religious Affairs Department prepared a series called *Dobrá vůle (Good Will)* for Czech Radio 2 focusing on people genuinely devoted to improving the world. *Stopy, fakta, tajemství (Footprints, Facts and Secrets)* with Stanislav Motl found great popularity with listeners, also finding success in the international sphere, winning for the second time the top prize of the Association for International Broadcasting in London.

A central commitment to documentary and current affairs programming could also be found at Rádio Česko. The 35 minute documentary series *Příběhy 20. století (20<sup>th</sup> Century Stories)* enabled audiences to hear the authentic testimonials of those who directly witnessed key historical events in the modern history of the Czech nation. In its five years of existence, the testimonials of several hundred people have been recorded in the series' archives.

Czech Radio's Radio Wave examined long term and contemporary social problems via the series *Rentgen (X-ray)*. Individual episodes were thematically crafted to reflect both the interests and perceptions of younger listeners.

## Sport

Radiožurnál reporters followed all major sporting events across the globe in which Czechs were involved. In 2011, this was primarily the ice hockey World Championship played in neighbouring Slovakia and followed closely by an exceptionally large number of Czechs; the national team went on to win the bronze medal. Among other notable sporting events were the ski jumping Four Hills Tournament, the cross country tournament Tour de Ski and most importantly four Grand Slam tennis tournaments. Thanks to the success of Petra Kvitová at Wimbledon and at WTA Tour and also in the Fed Cup team, tennis became the most successful Czech sport in 2011. Radiožurnál offered live reports from all of these remarkable events. The daily show *Sportžurnál (Sport Journal)* and also special broadcasts covered stories from these events.





# Music, Art and Culture

Music, the arts and culture are the domain of Czech Radio 3 – Vltava.

This station made 2011 the year of the German language – and this affected all aspects of its broadcasting, for example, *Četba na pokračování (Reading in Parts)*, the series *Důvěrná sdělení (Intimate Information)*, which via the unique format of a dual-language broadcast, mapped German poetry; the series *Století rozumu (Century of Reason)* devoted to the relationship between classical philosophy and theatre; as well as with premieres of radio and theatrical productions. Within the framework of the German focus of the year, musical broadcasts had a greater emphasis on the histories and also contemporary output of German speaking nations and also concerts, festivals, and the mapping of activities of Czechs associated with these art forms. Vltava, in coordination with the broadcasts of the station D-dur, also brought live broadcasts, which highlighted Wagner's jubilee festival held in Bayreuth.

Other unprecedented musical projects included the live broadcasting of the premiere of the operatic production of Dvořák's "The Jacobin" at the National Theatre, broadcast by Vltava in a standard manner as well as simultaneously by D-dur from a behind-the-scenes perspective with its own microphones and on-site reporter.

The station also devoted considerable attention to musical anniversaries – this primarily included 170 years from the birth of Antonín Dvořák – it also helped organise and presented or reported on several autumn chamber concerts. Other anniversaries included the jubilees of composers Gustav Mahler, Antonín Vranický, Karel Husa, Igor Stravinský or Steve Reich and through coordination of both musical and lyrical works also the anniversaries of K. J. Erben or Emperor Franz Josef. Further inspiration was provided by 15 years since the death of composer and conductor Rafael Kubelík. Several concerts were organised by the station in unusual locations (the tower in Polička, a prison in Ostrava) and via its concert performances it also joined in events designed to aid the victims of the 2011 earthquake in Japan.

A brand new project of 12 original radio plays *Vinohradská dvanáctka (Vinohrady Twelve)* met with considerable interest. Further, *Hry mladé generace (Plays of the Younger Generation)* continued. The series *Století rozumu (Century of Reason)* focused on the relationship between classical philosophy and the theatre. A show based on the book by Umberto Eco *Pražský hřbitov (The Prague Cemetery)* was broadcast by Vltava before the book was even published in the country.

Vltava reacted to the passing of Václav Havel at the end of the year with an overview of the playwright's radio interviews with the station over the years (for example marking Havel's 70<sup>th</sup> birthday) including the presentation of his play *Spiklenci (The Conspirators)* and several essays.

Musical and arts oriented programming also formed an inseparable component of other Czech Radio stations, with each one giving preference to different aspects of this spectrum.

Pop, jazz, folk, country, folklore, Czech brass band, classical music and many other forms of music could be found by listeners at Czech Radio 2. Nor were literary works neglected, for example *Četba na pokračování (Reading in Parts)* or *Rozhlasová hra pro dospělé (Radio Play for Adults)*.

An entirely different musical format was presented for young listeners by the station Radio Wave, playing a mix of contemporary pop and indie music with a greater focus on urban and guitar works. Due to the fact that many styles in modern music overlap, Radio Wave also offered listeners regular overviews of contemporary trends and developments. Of the standard phrases used to describe such forms, "Urban Contemporary" appears the most appropriate, also somewhat touching upon Euro AC too. The service visited numerous festivals, preparing for listeners a mix of the best and most significant performances.

The station Leonardo, via the producers' efforts at the music news series *Nota Bene* focused on minority music trends (jazz, ethno). At the same time, individual shows were supplemented with original music, prepared with a view towards reflecting specific themes.





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# Science, Technology, Nature and History

Each listener tuning into Czech Radio's Leonardo throughout 2011 could be assured of coming across programming devoted to the above title – and prepared in an interesting and accessible manner. This popular-educational station focused, via individual shows, on present-day technology - *Nula-jednička (Zero One)*; covering health matters – *Ženšen (Ginseng)*; multicultural problems in the modern world - *Sedmý světadíl (The Seventh Continent)*; the natural sciences, conservation in the natural world and environment – *Natura*; both ancient and modern history – *Zrcadlo (Mirror)*; astronomy - *Nebeský cestopis (Celestial Travelogue)* and many other subjects. Numerous programmes were designed to be broadcast by other stations, for example, the popular *Meteor*, without which listeners of Czech Radio 2 could not imagine their Saturday mornings.

The logistically challenging project ELOREX (Electrical Circular Republic Expedition) was among Czech Radio's extraordinary programming projects in 2011. Within its context, reporters verified the genuine possibilities of contemporary electric motor vehicles. A relay race between Prague and Ostrava brought an entire series of unique insights for broadcast and other multimedia materials. Further, it was also connected with tips for summer trips. The project spawned a one hour documentary containing reports, consisting of the stories of four crews on four chapters of this race and the problems encountered during these trips.

Public debates continued to develop, taking place in the Municipal Library of Prague in the first half of the year, and later in the Hub multifunctional space in Prague's Smíchov. Czech Radio continued to co-operate with the magazine *Vesmír (Space)* in their production.

*Toulky českou minulostí (Wandering through the Czech Past)* provided historical programming which was engaging for listeners – the series mapped both the bright and dark chapters in Czech history and was produced for Czech Radio 2 by Czech Radio Brno. Last year, the number of episodes produced exceeded 850. A new website was also created for a project in which listeners could both read about Czech history and also locate older episodes from the series in the online archives.

Listeners could find the stories of both well and lesser-known figures via the Czech Radio 3 – Vltava programme *Radiodokument*. Musical compositions were covered by the series *Z jejich života (From their Lives)*, in which listeners could acquaint themselves with composers and their respective works via artefacts such as letters, memoirs and examinations of biographical literature.

History was also covered on Czech Radio's webpages. The web project *Utajená obrana železné opony (The Secret Defence of the Iron Curtain)* by Petr Slavík of the New Media department received a Special Award from the London-based Association for International Broadcasting in London in the Best cross-media production category. The project examined Czechoslovak border fortifications from 1935–38 constructed to defend against Nazi Germany. This subject remains very popular and its history has been almost entirely charted. Conversely, information on the construction of garrison houses from 1948–64 designed to protect the communist empire from the capitalist West have barely been examined. Thanks to cooperation between Czech Radio, the Czech Army and input from web-users, it was possible to create a technically accurate detailed catalogue of these post-war constructions, of which more than 2500 remain today as silent testimonials to the Iron Curtain in the Czech Republic. The website for this project is [rozhlas.cz/bunkry](http://rozhlas.cz/bunkry).







# Society and Lifestyle

Magazine-type shows, in which society and lifestyle issues of the day are reflected, are the domain of Czech Radio 2. Following a scheduling change on January 31, the number of these programmes, including live broadcasts, increased.

The pre-noon bloc *Je jaká je (She is How She Is)* brought three hours of interviews with experts and coverage of current issues as well as offering advice to listeners (chronologically from Monday to Friday: medical, consumer, financial, veterinary and gardening) and reporting of interesting developments both at home and abroad. Many Czech public figures stopped by the studios including Zdeněk Svěrák, Eva Zaoralová, Dana Drábová, Adolf Born, Jiřina Bohdalová, Marek Eben, Dominik Duka, Jan Tříška, Libor Pešek, Zdeněk Mahler, Helena Illnerová and others.

Changes also affected afternoon broadcasting, with the station enabling reporters to technically dispatch their own broadcasting. Night-time broadcasts saw the return of *Noční Mikroforum (Night Micro-forum)*, which likewise brought listeners the opinions, thoughts and reflections of a spectrum of interesting people.

Each day, Czech Radio 1 - Radiožurnál invited a selected figure of interest into the studio to analyse the most interesting development in all aspects of life via the programme *Host Radiožurnálu (Guest of Radiožurnál)*.

The Religious Affairs Department at Czech Radio 6 formed a crucial component of the service. Programming produced here was created for all Czech Radio services including Radiožurnál, Czech Radio 2 and Vltava. *Křesťanský týdeník (Christian Weekly)*, broadcast on Czech Radio 1 – Radiožurnál, traditionally remains one of the most popular programmes. Each week on Czech Radio 2, live broadcasts of Sunday religious services were transmitted – each time from a different denomination and different church. The series *Dobrá vůle (Good Will)* also remained particularly popular while *My si ještě zatancujem (We Will Yet Have a Dance)* by M. Smolařová, L. Svobodová, Y. Žertová and R. Špála won second prize in the competition of the Government Board for People with Disabilities, with its journalistic segments focused on the problems of those afflicted with various medical conditions.

Included in its many live transmissions, Czech Radio - Radio Wave also offered two broadcasts from non-traditional locations and two weeks were devoted to concrete subjects – Social Exclusion and Women in Need, all falling under the collective banner *Vidíme to jinak (We See it Differently)*. These programmes found great favour with listeners.







# Entertainment

At the 2010 Programming Conference, Czech Radio emphasised entertainment as one of the facets of broadcasting which should serve to make output more attractive to listeners. Entertainment is primarily the domain of Czech Radio 2 – Prague and regional stations; however, entertainment formed a significant component of the majority of Czech Radio stations in 2011.

The variety show format was served by the programme *Radiodárek (Radio-gift)*. The talk show format was represented by a group of several programmes, be they more or less classical interviews of host and guest - *Lenoška (Sofa)* by I. Šmoldas, *Když je na co vzpomínat (When There is Something to Remember)* by V. Bernášek, or when discussions were combined with other factors such as Czech Radio archive clips - *Hvězdný prach (Star Dust)* by J. Hanzlík or *Nostalgické muzeum zábavy (Nostalgic Museum of Entertainment)* by O. Suchý. A particular entertainment programme closely resembling the talk show format was *Tobogan (Water Slide, "moderated by A. Cibulka")* broadcast live on a weekly basis, and with public participation.

Another quasi-talk show, albeit of the more intimate and compact variety, was represented by *Sklípek (Wine Cellar)* with Václav Postránecký and his guests, and premiered during 2011. A key component of the programme was the setting of a real Moravian cellar, with a genuine folk band in attendance as well as selected guests with knowledge of wine, great stories to tell and a racy environment. Each episode was also enriched by the presence of a wine expert, and included wine reviews and news from the world of viniculture.

For a second year in a row, the revival of traditional New Year's Eve broadcasting was undertaken. In 2011, this had two forms: firstly, produced by the classic man of Czech entertainment Gustav Oplustil, Czech Radio saw the renewal of the traditional New Year's Eve variety show - *My dva a čas (We Two and Time)*, broadcast in the untraditional, but more followed time-slot of two hours before noon. The second of these was the variety show programme *Silvestr U Hasičů (New Year's Eve at the Fire-fighters)*, presented at the more common pre-midnight evening hours. Czech Radio 3 – Vltava's New Year's Eve culminated the *Rok německého jazyka (Year of the German Language)*. In its *Rakousko-uherský Silvestr (Austro-Hungarian New Year's Eve)* discussions focused, among other things, on how schoolchildren were once taught to enter trains properly, the disappointments felt around the failed attempts to welcome Crown Prince Rudolf in Jindřichův Hradec, who was amused by a curious wardrobe malfunction by Mrs. Colonel (in the Bengt Ahlfors play) and what was the form of a talking machine, which created a sensation in Jindřichův Hradec's town square.

In presenting readings and theatrical plays on Czech Radio 3 – Vltava, the service sought to ensure a balance between genres, thanks to which comedies, humorous stories, and other sketches were guaranteed fodder for listeners all year round among other literary and dramatic broadcasts.

Entertainment programming was also not absent from regional stations. Listeners of Brno's local Czech Radio service were able to listen in on an afternoon friendly gathering of Marcela Vandrová, Věra Hotařová and Josef Veselý and a live audience in a series called *Siesta*. Entertainment from the archives was presented by Josef Veselý via the series *Račte ostoupit (Deign to Enter)* and also with Jaromír Ostrý in a meeting with doctors in the series *Jak na tom jsem, pane doktore? (How am I doing, doctor?)*. Meetings with guests from the cultural sphere were moderated, for example, by Vladimír Bernášek via the series *Aby řeč nestála (Keeping the Conversation Going)* on Czech Radio Plzeň.



## **Children's Broadcasting**

In 2011, the production of children's programming was primarily the domain of Czech Radio 2. Other series were prepared by Leonardo and also for the first time, the new Roma department of Czech Radio 1 – Radiožurnál, which included within the series *O Roma vakeren* regular readings of Roma children's stories, fairytales or poems with the aim of adding Roma children among its listeners.

Saturday plays for children and youth and also Sunday fairytales remained popular series for the youngest listeners. Play productions sought to provide rewarding experiences full of adventure and daring. Jules Verne productions included the premiere of the two-part play *Patnáctiletý kapitán* (*A Fifteen-year-old Captain*) while others focused on stories featuring young heroes. A three part production of an original work focused on adolescence– *Bílá košatinka, Černé korálky, Cár papíru* (*White Crib, Black Beads,*

*Scraps of Paper*) brought actress Lucie Vondráčková 1<sup>st</sup> prize in the women's category of the Invisible Actor competition.

Throughout 2011, broadcasts of traditional radio fairytales continued to meet listeners expectations. Regularly, on each first and third Sunday of the month, a classic Czech title was broadcast. Summer belonged to the project *Čertovské pohádky aneb Jsou či nejsou s čerty žerty* (*Devilish Stories or Are there or are there not Capers with Devils*). To mark the 100<sup>th</sup> anniversary of the birth of Václav Čtvrtek, a radio production premiere of lesser-known selected story motifs featured in the book *Je to proti fyzice* (*It's Against Physics*) took place. Regional broadcasters in Brno, České Budějovice and Olomouc significantly contributed to the production of this series.

At the beginning of January, the traditional Czech Radio 2 series *Hajaja* celebrated its 50<sup>th</sup> anniversary. To mark this occasion,





a number of radio and also extra-radio events occurred, including interviews and gatherings. Of particular note was how Hajaja was featured across other media.

*Domino* – a series, which in 2012 will celebrate its 30<sup>th</sup> anniversary, received a new impulse during 2012 in the form of regular broadcasts from regional studios. This conception brought an expansion of dramatic quality as well as better fulfilling the credo of the series: about children, with children and for children. A key aim was to present interesting children, who either have remarkable talents or achievements and are also able to talk about this on-air, perhaps imprinting their wants, feelings and views on other young listeners.

Internet projects such as Webík or Teenweb were specifically targeted at young audiences.











# International Broadcasting

In 2011, foreign broadcasting was reduced by 42% to a budget of 30 million crowns. One effect of this was continued cuts in employee levels to a total of 49, representing a 25% reduction compared to 2009. Significant austerity measures were also implemented in all areas of the budget, with February 1 seeing the end after 75 years of Radio Prague's short wave broadcasts. As a result, the Internet became the main broadcasting platform for foreign broadcasts.

However, in terms of the total amount of output, the figure remained unchanged from 2010. Each department, as before, produced half an hour of news programming, with news headlines updated daily between 8am and 8pm – and at other times during extraordinary news events. Sundays saw the broadcasting of programming familiarizing audiences with Czech music.

The greatest marketing-related activities in 2011 were connected to the 75<sup>th</sup> anniversary of Czech Radio's foreign service, falling under the banner of "Radio Prague - All About the Czech Republic in 6 languages!" This time, the majority of activities related to the anniversary were targeted at Czech audiences. On the day of the anniversary (August 31), a press conference was organised at Czech Radio in Na Příkopech street, with a promotional tent installed, from which live broadcasts were undertaken. Additionally, Prague witnessed meetings between foreign listeners as well as social gatherings; a video card was created for Czech Radio 7 (for YouTube) as well as other emblems. In the summer of 2011, Czech Radio 7 won Honorary Recognition from the government of the Russian Federation for the development of cultural co-operation between Russia and the Czech Republic.

Following the abolition of short wave broadcasting in February 2011, the Internet became the main forum for the dissemination of Czech Radio's foreign broadcasts. The website [www.radio.cz](http://www.radio.cz) was continuously being upgraded and improved. Throughout 2011, the web audio player underwent a graphics overhaul, with audio reproduction quality improved from 32 kbps to 64 kbps in the mp3 format. Further, the presentation of photo-galleries was improved while article text was made more easily readable via categorisation into subject-based sub-groupings. Orientation within the sound and text archives was also improved, further guaranteeing visitors access to broadcast materials going back to 2002. In 2011, the New Media created the following thematic projects: Rožmberk Year, The Year of St. Agnes of Bohemia, 75 years of Radio Prague, 80 years of Prague Zoo, 100 years since the flight of Jan Kašpar, the Gustav Mahler anniversary, K. J. Erben anniversary, Industrial Prague, Inventions and Inventors. The added value of such projects stemmed from their wide scope supplemented by photographs and even video.

During 2011, the average number of hits received by [www.radio.cz](http://www.radio.cz) was 780,000, down 14% on the previous year. In terms of the popularity of the language services, English was in first place, followed by Czech, German, Spanish, French and finally the Russian service. The number of pageviews at the site was 1.5 million a month. Meanwhile, [www.krajane.net](http://www.krajane.net) had 9,000 visits per month, while [www.romove.cz](http://www.romove.cz), also administered by Czech Radio 7, was 47,000 visits per month. In terms of sound files of broadcasts available online, 280,000 podcasts were downloaded per month, which is roughly the same as 2010. The sum total of all other listening activities of materials at Radio Prague's website was around 80,000 per month. To this, it is necessary to also add listening opportunities afforded by the new Czech Radio player, which achieved around 4,000 listens a month, while hits via [www.play.cz](http://www.play.cz) exceeded 10,000 per month. The total of all of these listens per month was around 94,000.

Radio Prague is systematically building a presence on social websites. On Facebook, Radio Prague's English language page has around 2000 members and the Spanish version has 1,600 members. On Twitter, an account opened during 2011 has more than 200 fans; on YouTube, in 2011, Radio Prague uploaded the first of its videos related to the celebrations of the 75<sup>th</sup> anniversary of the service.





# Internet and Multimedia

For Czech Radio Internet, meaning the New Media, 2011 was a successful year seeing record growth in webpage visits at Czech Radio sites, and also the launching of new mobile applications as well as new projects on offer via the multimedia platforms of Czech Radio.

The new updated structure of Czech Radio's web presence was partly responsible for a growth in visitor numbers as well as an emphasis on utilising radio broadcasts online as much as possible. Visitor numbers and primarily the downloading of audio from Czech Radio's website have risen to such a degree that in February 2011 the number of downloaded bits exceeded 10 million in a total volume of more than one TB per day. As a result, the organization was forced to update its server system. Year-on-year, web visits increased by 16% (20,511,128 hits) and the number of pageviews increased by 20% (to 69,996,153). The average number of pageviews per visit also grew to 3.41 and the average length of a visit increased to 4min 39s.

The greatest levels of interest were expressed in iRadio and [zpravy.rozhlas.cz](http://zpravy.rozhlas.cz) (the news service). Visitor levels in Czech Radio's basic online news service experienced the greatest growth – visitor numbers grew year-on-year by 48% (4,454,072 hits) and the number of pageviews grew year-on-year by 38% (8,048,998 hits).

Not only did visitor numbers increase, but ratings grew concurrently for live Czech Radio broadcasts. The greatest levels of growth occurred during the second half of the year, when a new version of a live player came online. This is the most modern player available in the Czech radio market, and integrates streaming of all Czech Radio stations as well as all programmes available in the sound archive. Between the first and fourth quarters, Czech Radio's stations experienced a 30% increase in interest for Internet broadcasts. By 2011, the number of live plays at Czech Radio's Internet sites was 17,972,252. During the fourth quarter there were an average of 62,776 listens per day. On work days, the number of online listens of Czech Radio often exceeded 80,000 per day.

Czech Radio also premiered mobile phone applications for Android, iPhone and the Windows Phone. For all three of these systems, Czech Radio provided special applications enabling users to listen to Czech Radio streams. Additionally, for Android and iPhone, new applications were also created enabling mobile Internet access to Czech Radio's news service. The mobile web version of the Czech Radio website can be viewed on all mobile phones.

Czech Radio's online broadcast archives are being continuously expanded. In 2011, 57,519 sound files were added to the iRadio service, increasing their overall number to 279,066. In addition, a new user-friendly text searching tool was added to iRadio.

The New Media department also helped in the construction of the Czech Radio Jazz site, featuring a web radio service called Euro Jazz. For fans of classical music, Czech Radio designed a portal called Klasika containing a host of concerts which could be downloaded for free. The Prague Radio Symphony Orchestra also offered a rich selection of music available for free via a new website. The New Media also cooperated with the Institute of Czech Literature of the Academy of Sciences, to create an updated and expanded version of the popular *Čtenářský deník (Readers' Diary)* pages, a place where the service provides required Czech school reading materials recorded by the country's leading actors. All this could be downloaded for free in the MP3 format.

The multimedia team also supported a series of Czech Radio programmes and events by providing video coverage. Among the most notable of these were the Zlatý Ámos survey, the Radio Autumn International Music Festival, the Prix Bohemia Radio festival, the special *Doacet minut Radiožurnálu (Twenty minutes of Radiožurnál)* from Serbian Kosovo and many more.





Archives



Archive and Programme Funds (APF) services continued throughout 2011 primarily via the providing of services for programmes and aiding public access. More than 400 wide-ranging searches covering various subjects were processed, while our researchers were visited by 564 people in search of documents they wished to study. The webpages Vyhledávání hudebních snímků (Sound Clips Search) were viewed by more than 15,000 visitors. At the close of the year, in cooperation with the Information Technology Department, a database went online in which users could access samples of audio documentaries from the digital sound archives.

The APF cooperated on a series of notable cultural and educational projects, which contributed to the fulfilment of the public service mission of Czech Radio. They also aided in a project called Česká měna (Czech Currency) coinciding with the Czech national holiday and in the creation of a gift CD called Do nového roku dobře naladěni (Well tuned-in to the New Year). The archive was successful in a grant application and gained 180,000 crowns from the Foreign Ministry for a project called Dějiny čs. diplomacie ve zvukových dokumentech

(The History of Czechoslovak Diplomacy in Sound Documentaries).

Publishers and authors met in a ceremonial setting to mark ten years of successful co-existence thanks to Czech Radio's publishing department. In 2011, 25 new titles were issued across the spectrum of classical, popular and historical works. For the ninth time, the APF also organised a pre-Christmas gathering of blind and partially sighted children in the Jaroslav Ježek's School, connected with a presentation of musical notation printed in Braille and also a performance delivered by Václav Neckář.

Numbers 25 and 26 of the theoretical revue Svět rozhlasu (Radio World) were also published while a recording of testimonials for the oral history collection was undertaken. The APF provided logistical organisation assistance to events organised by the Sdružení pro rozhlasovou tvorbu (Association for Radio Production) – an overview of literary works called BILANCE 2011, a seminar at Prix Bohemia Radio and also the 20<sup>th</sup> jubilee year of the annual journalism, reporting and documentary competition called REPORT. Preparations continued on a publication dedicated to notable reporters and documentary makers.



# \_OFF AIR



- \_Artistic Ensembles
- \_Festivals and Competitions
- \_Communication and Marketing
- \_Radioservis
- \_The Czech Radio Foundation
- \_The Radio Production Association



## Off Air Activities

In 2011, five artistic ensembles performed under the banner of Czech Radio. The largest of these was The Prague Radio Symphony Orchestra (SOČR), its history almost dating back to very beginning of the radio service. In the autumn, a new head conductor, Ondrej Lenárd, took over leadership of the orchestra.

Other ensembles included the Czech Radio Big Band, which in 2011 finished a series of recordings with the singer Karel Gott. The ensuing recordings were issued in a new CD called *Sentiment*, which was ceremonially christened at a concert within the Prix Bohemia Radio International Radio Production Festival in Poděbrady. Meanwhile, the Brno Radio Orchestra of Folk Instruments (BROLN) solidified its prime position on the Czech folk scene, continuing to perform at a majority of larger local music festivals and offering a key pillar to upstart young folk singers within the framework of the *Zpěváček* (The Little Chanter) competition.

The last two artistic ensembles functioning under the umbrella of Czech Radio are devoted to children and youth. The first is the well-known Dismán Children's Radio Ensemble, which in 2011 celebrated 80 years since its founding with a programme of compositions at the National Theatre's "New Scene" in Prague. On this occasion, a series of both former and current members of this choir were united, together reflecting on the various chapters of this ensemble's existence. The second of these is the Czech Radio Children's Choir, which under the leadership of Blanka Kulínská expanded its membership base and learned to perform a whole series of new compositions – all to the delight of thousands of listeners who heard the performances at a series of concerts.

Prix Bohemia Radio International Radio Production Festival, organised by Czech Radio, represented the most prestigious competition festival. Organised in October, and held in Poděbrady, the festival experienced considerable interest from a whole series of private radio broadcasters. The Moderator of the Year national poll-based

competition formed a part of Prix Bohemia and featured competitors from across the entire Czech radio industry. In this regard, Czech Radio 1 – Radiožurnál's presenter Lucie Výborná fared particularly well, winning the first prize.

A second international festival was also held in the autumn, the eponymous Radio Autumn. This festival presented a whole series of both foreign and domestic performers. Two musical competitions were held for children and youth: *Concertino Praga* for individuals and *Concerto Bohemia* for musical ensembles and orchestras.

During 2011, one of the main communication activities of Czech Radio was the project *Svobodně!* (Freely!), which marked the 60<sup>th</sup> anniversary of the onset of broadcasting by Radio Free Europe. For a good number of years, RFE represented one of the only sources of independent and objective information for those living behind the Iron Curtain.

The support of blind and partially sighted children remained a priority for the Czech Radio Endowment Fund. This included the issuing of the *Světluška* (The Lightning Fly) collection as well as other projects including *Kavárna Potmě* (Café in the Dark).

The Radioservis publishing house continued issuing successful works from both the Czech Radio archives and from current output. The publication *Týdeník Rozhlas* (Radio Weekly) remained a key component of these publishing activities, offering readers complete programming schedules for all Czech Radio stations as well as behind-the-scenes stories from the world of Czech Radio production.





## **\_**Artistic Ensembles

### **Prague Radio Symphony Orchestra**

The Prague Radio Symphony Orchestra (SOČR) offered regular performances at sold out members-only concerts. Thanks to the well-regarded names within the SOČR and to its engaging performances, even public rehearsals from this ensemble were well attended! During 2011, the orchestra also performed at the international musical festivals Smetana's Litomyšl, Dvořák Prague or at Český Krumlov, where it backed the celebrated tenors Plácido Domingo, Ramón Vargas and the violoncellist Mischa Maisky.

The January recital of the Welsh bass-baritone singer Bryn Terfel in The Municipal House or the Christmas concert of José Carreras in the O2 Arena are worthy of particular mention as well as a May concert at Prague's Wallenstein Garden organised by Czech Radio within the framework of the Svobodně! (Freely!) campaign or the Gershwin Gala at the end of the year in Prague's Congress Centre.

Major tour across Japan and South Korea was significantly scaled back as a result of the Japan earthquake, with only the latter country forming part of the revised tour. Via five concerts, the SOČR performed in the main concert halls in Seoul and Busan. Czech Radio's symphonists also travelled around Europe, visiting, among other places, Wiesbaden, Passau, Bad Elster, Weimar, Antwerp, Freiberg, Visp and Neuchâtel.

Alongside concert activities, recordings were also unabated.

Radioservis issued symphonies by Antonín Rejcha, which the SOČR interpreted under the conductor Ondřej Kukul. Under conductor Marko Ivanović, musicians continued recording a symphonic work by Miloslav Kabeláč.

Finally, also of note, is a major change of leadership within this body. In September 2011, Ondrej Lenárd took over as SOČR head conductor, while Vladimír Válek accepted the title of honorary head conductor and Ronald Zollman became chief guest conductor.

### **Czech Radio Big Band**

Big Band continued several series of traditional public recordings in Studio A, marking significant musical anniversaries including 100 years since the birth of Karel Vlach, the 80<sup>th</sup> birthday of the long time jazz composer and radio director Kamil Hála or honouring the jazz legend Stan Kenton.

Four songs were recorded with singer Karel Gott, capping off three and a half years of co-operation with this performer on a new album, which was finally released commercially under the title Sentiment.

### **Brno Radio Orchestra of Folk Instruments**

This seven-piece orchestra (BROLN) operated under conductor František Černý. The artistic performances of all the musicians





and singers remained on an extremely high level as well as the ensemble's variegated and interdisciplinary repertoire.

Just as in 2010, BROLN performed at 31 occasions. Of particular note were concerts conducted in conjunction with the Czech Folklore Association – accompanying the finalists of the Zpěváček (The Little Chanter) national singing competition in Velké Losiny or at the gala concert Zpěváček – Slávik in Piešťany. For this latter event, the orchestra had to adapt and learn to perform 30 songs. Further, BROLN performed at the National Folk Costume Ball in Prague, the Prague Fair International Festival of Folklore, in Brno's Meeting House to remember first violinist Jindřich Hovorka and during many other events.

Many of these concerts were recorded for future broadcasting use by Czech Radio. The most important event of the performing year was the recording of Moravský Silvestr 2011 (Moravian New Year 2011) in the open air museum at Rožnov pod Radhoštěm.

### **Disman Children's Radio Ensemble**

Czech Radio and its Disman's choir are inseparably bound together. Indeed, from time to time, they even celebrate their birthdays together. This was the case on the evening of May 16<sup>th</sup> 2011, when the National Theatre's "New Scene" hall was filled to capacity in celebrating a joint event called Český rozhlas ve znamení osmiček (Czech Radio and

History of Eights). Two notable historical events were marked on this day: the start of regular radio broadcasts in this country on 18 May 1923 and the first documented live broadcast by Miloslav Disman and his children's choir, via a stylised reportage called Podblanické děti návštěvou v Praze (Children from the Podblanicko Region Visit Prague) from 5 May 1931.

As has always been the case during the ensemble's long and rich existence, the members are led towards gaining basic communication skills, creative and technical foundations necessary for working with the human voice and also technical foundations for working in the sound environment. In this regard, cooperation with the Archioni Plus orchestra and its creative director Michal Macourek has been particularly valuable.

The current choir prepares children's performances for roles in dramatic and journalistic Czech Radio programming, during which regular theatrical activities are regarded as key training. During each season, the choir presents several dozen performances not only in Prague but also during nationwide and international trips.

### **Czech Radio Children's Choir**

In 2011, the first performance of Czech Radio Children's Choir (DPS) was held on 20<sup>th</sup> January in Prague's Congress Centre on the occasion of a film premiere of Nickyho rodina (Nicholas' Family) from director Matej Mináč. A day after, the choir performed at a traditional New Year's concert on the steps of the National Museum.

On May 5<sup>th</sup>, the DPS performed both the Czech and US national anthems on the occasion of the ceremonial opening of an exhibition in the Czech Senate's Wallenstein Palace Gardens to mark the 60<sup>th</sup> anniversary of Radio Free Europe. The event was part of the Czech Radio Svobodně! (Freely!) project.

In June, the choir recorded two new works by composer Jan Vičar, Hanýskovy písničky (Hanýsek's Songs) and Koleda (Carol) from the movie Nezbedný bakalář (The Mischievous Bachelor) in a studio in Karlín. On June 28<sup>th</sup>, the choir participated at the final concert of the Bambini di Praga choir before it ended its artistic activities in Prague's City Library. The DPS performed here and absorbed the youngest members of the Bambini di Praga into its Czech Radio ranks. Two recruitment drives also took place to find new members for this choir.

During September, the DPS began to operate within a new organisational structure, represented by three choir collectives. The A1 choir is comprised of 25 of the most experienced singers. The youngest members of the DPS are concentrated within two preparatory sections, both 16 members strong. The choir also focused on the preparation of a new repertoire as well as on fine-tuning its vocalisation, international and rhythmical capabilities.

In December, the DPS partook in events kicking off an Advent concert on the subject of Linka bezpečí pro šťastné Vánoce a spokojenou rodinu (Emergency line for Merry Christmas and a Happy Family) at the Pyramid hotel. On December 12<sup>th</sup> it launched an Advent evening of Czech carols in front of the Hergetova Cihelna at Prague's Lesser Town and on the 15<sup>th</sup>, along with Musica Rustica and other Czech Radio employees, it joined in singing Christmas carols at a festive evening organised by Czech Radio.





## **F**estivals and Competitions

### **Prix Bohemia Radio**

The 28<sup>th</sup> annual Prix Bohemia Radio International Radio Production Festival took place in Poděbrady on 11-13<sup>th</sup> October 2011, this time under the motto "Sweetening Time". For the first time in its history, under the auspices of the Association of Radio Organisations, a listener's poll was on offer relating to the favourite moderator in all Czech Radio called Moderator of the Year.

As in previous years, the Director General of Czech Radio presented the Cena Karla Kyncla (Karel Kyncl Award) for the best foreign-political news reporter. In 2011, this was won by Libor Dvořák. For the first time, the Director General also inducted into the Hall of Fame three radio legends – the late Jiří Ješ and Jiří Dienstbier and also Antonín Přidal.

Three jury awards evaluated 130 recordings. Also at the festival, numerous seminars allowed knowledgeable members of the public to join in discussions on the radio business. Among the most popular accompanying programmes was a Czech Radio Big Band concert connected to the launch of Karel Gott's new CD Sentiment.

### **Concerto Bohemia**

A jury at this 20<sup>th</sup> annual contest sat down in March, ultimately announcing winners across several categories. A total of nine ensembles performed at a gala Victors' Concert on November 12<sup>th</sup> in the Great Hall at Žofín Palace. The concert was broadcast live by Czech Radio 3 – Vltava, while Czech Television later broadcast a recording of the events. The overall winner of the competition was the Prague Youth Philharmonic under Ladislav Cigler.

### **Concertino Praga**

The 45<sup>th</sup> annual Concertino Praga wind instrument competition was announced in 2011 for the following instruments: flute, oboe, clarinet, bassoon and trumpet. The overall winner was the Austrian flutist Veronika Blachuta, who was recorded by Czech Radio for a CD profile. The competition laureates performed at a concert in Prague's Rudolfinum accompanied by the SOČR under conductor Jan Kučera. This concert was broadcast live via the EBU network, with Czech Television also broadcasting a recording. The related 43<sup>rd</sup> annual Jihočeský festival CP (South Bohemian festival CP) continued this via performances in Český



Krumlov, Bechyně, Třeboň and Jindřichův Hradec. Czech Radio 3 – Vltava broadcast all of these either live or recorded.

### **Radio Autumn**

Czech Radio and its Radioservis publishing house jointly organised the 2<sup>nd</sup> annual Radio Autumn International Music Festival, which took place from 4<sup>th</sup> October to 1<sup>st</sup> November 2011 in Prague's Rudolfinum, in the Archa Theatre and at Hluboká Castle.

The festival was comprised of a total of six concerts, of which four were symphonic, one was chamber and one was in the realm of electro-acoustic art (ars acustica). The basic pillars of the festival, founded in 2009, were once again duly present. Visitors heard two concerts of a foreign radio orchestra, namely the Hessen Radio Symphony Orchestra. Also performing were The Pilsen Philharmonic Orchestra and The Prague Radio Symphony Orchestra. All concerts at the festival were recorded and broadcast by Czech Radio 3 – Vltava and were also offered for transmission to all foreign members of the EBU network. Concerts featuring were also supported by performances from the ensuing careers of young and talented laureates of the Concertino Praga International Radio Competition.

The second annual Radio Autumn offered visitors an attractive and artistically valuable programme accented towards German and Austrian composers in the spirit of Vltava's "Year of the German Language". Consequently, the festival was primarily built upon the works of highly notable composers such as Haydn, Mozart, Weber, Schubert and Bruckner. At the same time, it also brought audiences the works of Dvořák and Saint-Saëns via a concert held on November 1<sup>st</sup> and whose aim was the support of the project Úsměv pro život (A Smile for Life). The overall dramaturgy of the event was supplemented by a special project undertaken in cooperation with the Babel Prague festival in Archa Theatre on 4<sup>th</sup> October and a chamber concert held in a castle at Hluboká nad Vltavou prepared in conjunction with Slovak Radio.

Conductors Paavo Järvi, Tomáš Brauner and Petr Vronský presented their artistry at the festival alongside pianists Khatia Buniatishvili and Jan Simon and the violinist and new statutory soloist of the SOČR Jan Mráček. Space was also given over to successful young soloists – laureates of the Concertino Praga International Radio Competition – Walter Hofbauer (trumpet) and Veronika Blachuta (flute).





# Communication and Marketing

Throughout 2011, communication activities were ensured by the Communications and External Relations department as well as by individual stations. The chief goal was to consolidate in the eyes of our audience the notion of Czech Radio as a modern, developing, and technologically advanced media platform, whose goal is to inform, educate and entertain its listeners via its broadcasts. Efforts also continued to familiarise the public with all that listeners could envisage, or rather expect, under the Czech Radio banner.

The spring of 2011 at Czech Radio was dominated to a large degree by the project Svobodně! (Freely!), which marked the 60<sup>th</sup> anniversary of the founding of the Czechoslovak service of Radio Free Europe (RFE). With this project, Czech Radio added its voice to reflecting the tradition of exile journalism. The celebrations organised by both Czech Radio and Radio Free Europe/Radio Liberty were held under the auspices of both the Czech and Slovak prime ministers and the President of the Senate, with events taking place in the upper chamber of the Czech Parliament. As part of the project, the Freely! book was published, mapping the history of the Czechoslovak section. The exhibition featured a thematic exhibition, a special website [svobodny.rozhlas.cz](http://svobodny.rozhlas.cz), a literary competition for secondary school students, an international conference attended by Czech and Slovak PMs, and also a gala concert in the Senate's Wallenstein Garden. The entire celebration was presented via a uniquely devised visual style.

In the field of external relations and communications, Czech Radio focused on promotion in the form of targeted media advertisements, media partnerships and cooperation, event marketing, publication activities and other forms of external communications. At the same time, the realm of relationships with journalists and the media was also a priority. 120 press releases, news stories and programming announcements were issued. Media outlets could also utilise a special website targeted at journalists, a so-called "pressroom". Six notable press conferences took place covering various subjects. These included programming changes at Czech Radio 2, announcements about the Freely! project, the anniversary of Czech Radio 7 – Radio Prague, the Prague Radio Symphony Orchestra season and the Radio Autumn International Music Festival, Czech Statehood Day, Prix Bohemia Radio and the Moderator of the Year competition. Among the successful media promotions were Daruj krev s Českým rozhlasem (Donate Blood with Czech Radio), Rozhlasový podzim 2011 (Radio Autumn 2011), a collection for the Czech Radio Foundation, the Moderator of the Year Competition organised within the framework of the Association of Radio Organisations (ARO) or the Freely! project.

Last year, Czech Radio also chose to provide media support for a number of institutions and projects, both via media partnerships on the basis of an agreement or declaration or on the basis of the service's own good volition with the purpose of informing listeners about interesting cultural, sporting and other projects and events. In total, Czech Radio reporters informed listeners about more than 2,000 such events and activities.

Czech Radio prepared eight PR events and projects for listeners, supporters, strategic partners and other target groups. Among the most dynamic were Donate Blood with Czech Radio, in which the service prepared a new visual style for the project with a new patron for the event, the speed-skater Martina Sáblíková. Further, Children's Day at the International Film Festival for Children and Youth in Zlín 2011, Dny otevřených dveří (Open Days at Czech Radio), Prix Bohemia Radio 2011, Rozhlasový podzim 2011 (Radio Autumn 2011), Daruj hračku s ČRo (Donate a Toy with Czech Radio), Den s ČRo na festivalu Dvořákova Praha (A Day with Czech Radio at the Dvořák Prague International Music Festival), the christening of new album by Karel

Gott and the Czech Radio Big Band, the anniversary of the Dismal Children's Radio Ensemble in Nová scéna (New Stage of the National Theatre), Stopování dinosaurů (Dinosaur Trail) and others. The series Rozhlasové hry živě (Radio Plays Live), which is targeted at secondary school and other children with the concurrent aim of promoting public listening to Czech Radio and the service in general, also continued. Guided excursions to the Czech Radio building featuring expert presentations were experienced by a total of 88 groups of visitors of all age groups.

The service also paid great attention to presenting its programming and events via the Internet, including on social networking sites. The webpages of both the Daruj hračku (Donate a Toy) and Daruj krev (Donate Blood) received an overhaul during 2011.

From last year, the Czech Radio Annual Report also has an entirely new format. From graphics to style to the way information is presented and also its content; all have been adjusted to the needs of the modern environment in which we all live. The report was published with a print run of 1,000 for the Czech version and 100 for the English version. All of these issues were immediately scooped up by readers.

In the field of operative marketing, Czech Radio utilised, via Communications and External Relations department and in conjunction with numerous individual stations, a significant degree of marketing-communicational activity to support the following projects and products: Freely!, Rozhlasový podzim 2011 (Radio Autumn 2011), the Czech Radio 2 programmes *Je jaká je (She is how She Is)* and *Karel Gott – Zpátky si dám tenhle film (Karel Gott – Let's Roll Back this Film)*, the singing competition [START.ROZHLAS.CZ](http://START.ROZHLAS.CZ), the programmes *Ranní Radiožurnál s Janem Pokorným (Morning Radiožurnál with Jan Pokorný)*, *Dopolední Radiožurnál s Lucíí Výbornou (Radiožurnál till noon with Lucie Výborná)* and *20 minut Radiožurnálu s Martinem Veselovským (20 Minutes of Radiožurnál with Martin Veselovský)*; the Czech Radio 6 project *Naše vysílání vás neuklidní (Our Broadcasts Won't Calm You)* or the project *Změna frekvencí ČRo Dvojky a ČRo 3 – Vltava (Change of Frequency: Czech Radio 2 and Czech Radio 3 – Vltava)*. The advert *Jdu svou cestou (You learn something new every day. Your radio, your choice)*, carried out at the end of 2010, was awarded within the framework of the prestigious best advertisement competition *Louskáček* with a "Silver Louskáček" won in the category of best online campaign. The same campaign was also recognised by the *Zlatá pecka (Golden Pip)* advertising awards.

Aside from external communications, the OKVV also focused on internal communications, which serve as a very effective tool for building up a company-wide culture and relationships between employees and the service. New Intranet web-pages were launched at Czech Radio and the distribution of a regular weekly newsletter was initiated, summarising all the crucial pieces of information published on the Intranet during the prior week. The newsletter is sent to the email accounts of all Czech Radio employees.

Naturally, cooperation with radio services across the globe continued, primarily within the framework of the European Broadcasting Union (EBU). Representatives from Czech Radio regularly attended industry conferences and working groups abroad. Within the Czech Republic, three such gatherings took place – a meeting of the sporting group of the EBU, an international plenary conference of specialists from *Ars Acustica* and the EBU Radio International Relations Plenary Meeting. All of these events were organised by staff at the International Relations Department, who were also responsible for overseeing all notable visits from representatives of international institutions in Prague and the coordination of Czech Radio staff trips abroad.





# \_Radioservis

**The Czech Radio publishing house Radioservis, a. s., is the subsidiary company of Czech Radio, and is independently financed via its own revenue.**

## Radio Weekly

The mission of Týdeník Rozhlas (Radio Weekly) is the dissemination of information about the activities of Czech Radio. At the same time, the magazine serves as a focal point for focusing readers and radio listeners on the cultural and ethical values upon which public broadcasting is based.

The programming part of the magazine contains regular scheduling information for all Czech Radio stations as well as selected television stations. Additionally, texts within the publication also help to underscore and accentuate many of the subjects covered by Czech Radio. Assisted by a readers' poll, the editorial staff undertook modifications to the weekly publication in 2011, linking thematic articles with programming tips. Each issue now contains four pages of such information.

The staff regularly returns to subjects which radio listeners have flagged as of particular interest to them, often via the format of critical reflections. Radio Weekly is the only periodical to offer its pages to a critique of Czech Radio programming. Also of note is the space given over to notable figures in the field of radio broadcasting. Last year, the magazine brought major profiles and interviews with Peter Duhan, Ondrej Lenárd, Ivan Chrz, Jan Pokorný, David Vaughan and Jaroslav Kodeš.

The Týdeník Rozhlas survey Neviditelný herec (Invisible Actor) marking 15 years of its existence, found considerable interest among the public. Actors Luděk Munzar and Lucie Vondráčková emerged as the winners, with the magazine's Readers' Award for the best spoken word programme going to a play by David Drábek entitled Koule (Shot Put) and directed by Aleš Vrzák.

## Music Publishing

68 new CDs were issued by Czech Radio in 2011, the most in the organisation's history.

From the point-of-view of sales, new episodes of the traditionally popular series *Toulky českou minulostí* (*Wanders through the Czech Past*) continued to find favour with listeners. Additionally, other examples included a reading of the Mika Waltari novel Egyptian Sinuhet, detective stories from Agatha Christie and Georges Simenon. And in other genres, for example, a 2CD volume of Jan Werich and Miroslav Horníček at Kampa, Prague or a conversation

with Jiří Anderle on a CD entitled *Ani mráčku na oblačku* (*Not a Cloud in the Sky*).

As before, Radioservis participated in several charitable projects including the publishing of a fourth CD for the Centrum Paraple, this time containing two plays by Václav Havel: *Vernisáž* (*Unveiling*) and *Anděl strážný* (*Guardian Angel*).

## Book Publishing

Books too are published by Czech Radio. Three new books were published within the *Osudy* (*Life Stories*) series of Czech Radio 3 – Vltava: from poet Jan Vladislav, botanist Josef Svoboda and philosopher Jan Sokol. To mark the anniversary of the founding of Radio Free Europe, Radioservis published the book *Svobodně!* (*Freely!*). And in cooperation with Czech Radio Hradec Králové, Radioservis published the book *Hubneme s šarmem* (*Lose Weight Gracefully*). Further, Radioservis also published a storybook called *Podél cest* (*Along Paths*) by essential author Pavla Jazairová.

In 2011, the Radioservis representative store, selling all possible Czech Radio merchandise, had a particularly strong year. This store can be found at the front of the main Czech Radio building in Vinohradská 12 in Prague, while the online mail-order service is available at: [www.radioservis-as.cz/katalog](http://www.radioservis-as.cz/katalog).





## The Czech Radio Foundation



"Lightning Fly's light shines into your eyes, stroking you and shushing in your ear, telling you that each evening you can take her in your hand and absorb some of the colours from her glow..." sang blind girl Nelinka Franková along with the eighty-member choir of both seeing and non-sighted children in November's *Koncert pro Světlušku* (beneficiary concert Light for the Lightning Fly). The Czech Radio Foundation thus rounded off the eleventh year of its existence. It is extremely satisfying to know that the Foundation has managed to raise money, which can help specific children to lead a normal life. Financial resources are targeted at various speaking aides, assistants and also guide dogs.

Last year's *Kavárna POTMĚ* (Café in the Dark) may well have met with the greatest response in its history. For the first time, a *Výstava POTMĚ* (Exhibition in the Dark) was also organised – a historically first exhibition of photographs displayed in complete darkness, which visitors viewed by torchlight.

In September, on the *Den, kdy září Světlušky* (Day when Lightning Flies Glow), 6,000 volunteers joined more than thirty celebrities dressed up in bug costumes who spent the day selling bracelets and whistles for charity. In November, for the first time a special

tricycle set off from Ostrava to Prague in order to bring in time donations of "light" collected en route for a live broadcast of the *Koncert pro Světlušku* (beneficiary concert Light for the Lightning Fly). Famous figures alternated in the saddle, for example Simona Stašová and Pavel Liška.

Over the years, more than 48,000 volunteers have lent their time and energy to this charitable endeavour, while millions have donated financially to the project. The Lightning Fly has handed out around 70 million crowns in targeted aid; in 2011, the annual figure rose to 9 million crowns. But more important than the overall sum is the fact that more and more people understand that even though the blind and partially sighted need our help, it does not mean that they are less valuable as individuals. Both worlds can mutually inspire and help each other. Lightning Fly let thousands of people who lack sight know that in facing the challenges they have to endure, they are not alone.





# TThe Radio Production Association

The Radio Production Association is an independent civic discussion and production platform, which, via its activities, ties into the former Association of Radio Producers. It organises theoretical and creative seminars, in which professionals from across the country and also university students and those interested in radio production take part. The attentions of the association are focused on journalism, documentaries and literary-dramatic works.

In 2011, members and supporters of the association were able to partake in an audio and debate seminar entitled Poetika české vs. evropské rozhlasové hry (Poetics of the Czech versus European radio plays), within the 20<sup>th</sup> jubilee year of the competitive overview of radio plays and artistic literature Bilance 2011.

The autumn seminar Vyrůstá nám nová generace rozhlasáků? (Is a new generation of radio enthusiasts emerging?) at Prix Bohemia Radio 2011 engendered significant interest from devotees among the general public. The debate focused on the increasingly pertinent subject of the generational exchange of creatives in the field.



# \_ORGANISATION AND MANAGEMENT



\_Technology

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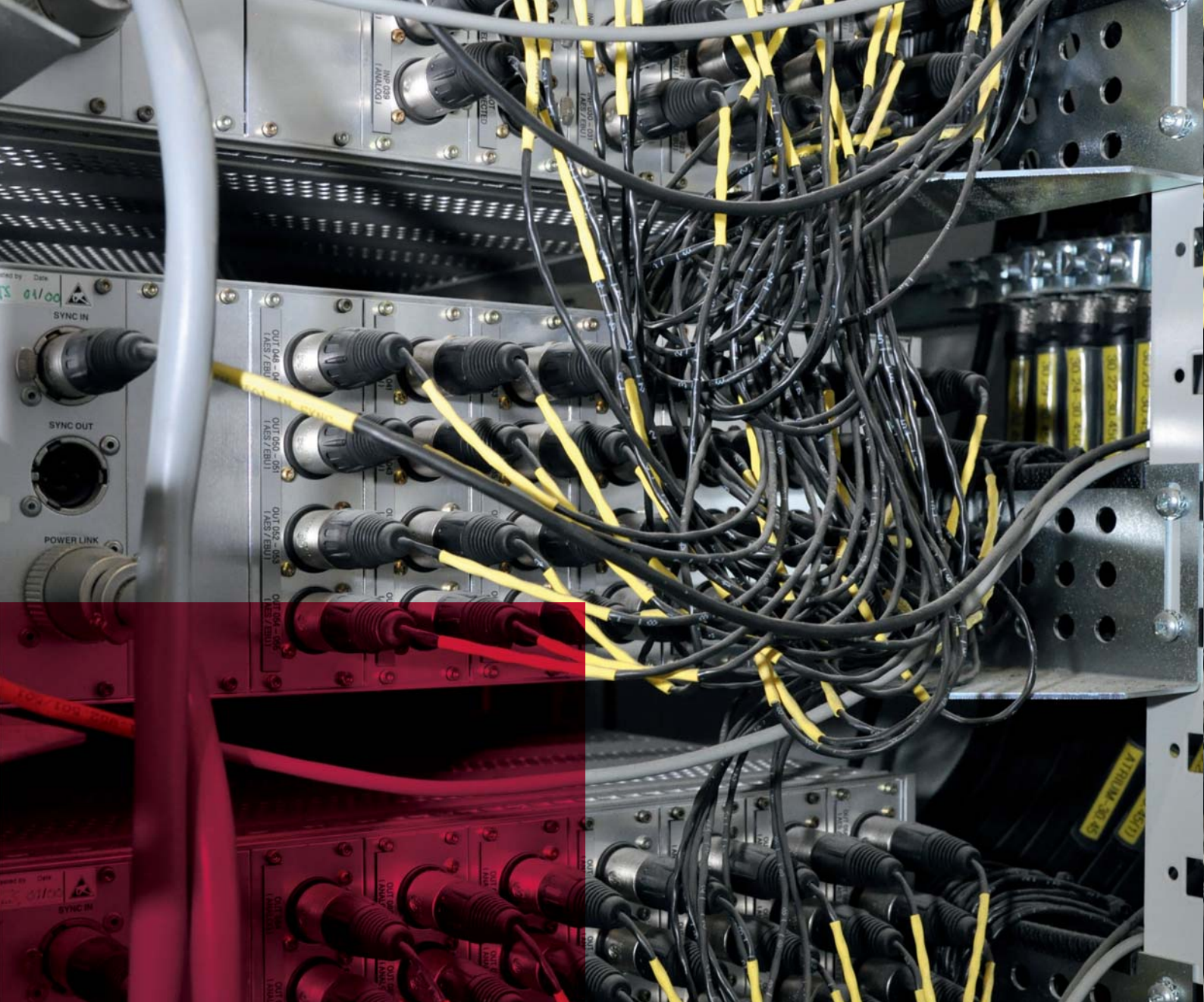
## Organisation and Management

In 2011, among the most pressing technical challenges was the moving of Czech Radio 6 from its location at Dykova Street to inside the Czech Radio complex at Vinohradská – Římská streets. Logistical matters surrounding the preparation of broadcasting facilities for this station represented an additional challenge. Also, an entirely new audio listening facility was built in the mezzanine of the Vinohradská building. Perhaps the greatest technical innovation was represented by the full utilisation of the opportunities presented by the Czech Radio “contribution network”. This technology uses a data network to interconnect regional studios and replaces the former system which was based on ISDN lines. Also noteworthy was the complete replacement of microphones and other technology in outside broadcast vehicles.

The operations of Czech Radio were designed to be profitable in the sense that they could cover the important investment needs of the institution and also create a reserve fund for the future. The main task of the Economic Department was to make sure that legal requirements for public institution procurement and commissioning procedures were dutifully and consistently followed. Thanks to several well-managed public tenders, the potential wasting of considerable sums of money was avoided. Meanwhile, the top priority of the Licence Fee Department was to qualitatively improve the collection of these fees, which form the vast majority of Czech Radio’s revenue.

Asides from regular monitoring of Czech Radio’s ratings, the Research and Analytics department also undertook a series of both qualitative and quantitative studies for the specific use of a range of departments across the service. During April and October of 2011, two AVL studio tests were undertaken as part of testing selected song titles for the musical dramaturgy of Czech Radio 1 – Radiožurnál, with each of these tests used to process 600 samples. In November a similar test took place on 400 samples for CR Region Vysočina, CR Region Střední Čechy, CR Hradec Králové and CR Pardubice. In February a survey of transport-related broadcasting targeted at the effectiveness of *Zelená Vlna (Green Wave)* was undertaken. Also surveyed were scheduling changes at Czech Radio 2. In January, pre-tests took place before programming changes were implemented, while a focus group was surveyed after the fact on the subject of “An Evaluation of Broadcasting Changes”. This study was undertaken in three waves roughly one month apart (February, March and April).





# Technology

Throughout last year, the Audio Production Department provided interior and exterior recordings, the restoration of historical soundtracks and also basic journalistic, spoken word and musical services.

Of all these projects, several are worthy of particular mention: the Prague Spring International Music Festival (for example, a concert by the New York Philharmonic orchestra), as well as the “Dvořák Prague” and “Strings of Autumn” international music festivals; further, an all encompassing recording of the symphonies of Miloslav Kabeláč, veteran’s day in Rudolfinum or the complete restoration of a historical recording of Slavonic Dances conducted by Otakar Jeremiáš from the late 1930s. Czech Radio’s famous Studio A also served as a dubbing studio for the Czech version of the movie Happy Feet 2, as well as for a project of international Big Band (a Czech, Slovak, Austrian and American co-production), a long-anticipated new album by singer Karel Gott called “Sentiment”,

the rock-themed Nauzea Orchestra, Houpací koně and singer Načeva. Of spoken-word productions, the award-winning productions of the plays *Fotograf (Photographer)*, *Akoárium (Aquarium)* or *Nevděčné děti (Ungrateful Children)* are also worthy of mention.

The equipment makeup of the mobile production studio was modernised so as to enable problem-free recordings in 5.1 surround sound. Further, a new Czech Radio Intranet booking service was created to enable staff to easily gain information on the availability of studio spaces.

As part of the completion of the second phase of reconstruction of the Czech Radio building in Vinohradská street, work on the creation of several new large studios began, including the initiation of a public tender for their technological outfitting. A new broadcasting complex including a newsroom was created for Radio Wave. Moving Czech Radio 6 from Dykova street and constructing new broadcasting and office facilities as well as training staff for their new environment, all while ensuring that transmissions were not interrupted, proved to be particularly challenging. A new audio

listening room - a self service workplace for Czech Radio 6 staff - was also built as well as the reconstruction of the 2R2 production facilities towards a self-service system; further, the installation of three technological workplaces for sound direction was also completed. A new intercom was installed for all broadcasting facilities in the Studio House and a new cable distribution framework system was designed and subsequently installed as part of the second phase of Vinohradská reconstruction.

Radio transmissions become a key component of everyday broadcasts. Modern-day Czech Radio is no longer one central broadcasting clarion, but rather its distribution lines enable a variety of portals to access its broadcasting and thus programming and also ensures that the service's output is able to keep its ear to the ground. In 2011, the Radio Broadcasting Department realised a whole series of varied tasks. Among the most notable was the broadcasting of the mammoth concert to mark the 100<sup>th</sup> anniversary of the death of composer Gustav Mahler for four thousand listeners and 500 participants. During this mega-concert, broadcast technicians processed and mixed around 70 separate microphone inputs in tandem. Another notable activity was represented by the ensuring of broadcasts within the Svobodně! (Freely!) project, covering a festival such as Porta or, from the point-of-view of listeners, via particularly engrossing series such as *Hradologie (Castle Science)*. Another unique effort was the broadcasting of the series *Speciál Martina Veselovského (Martin Veselovský's Special)* from a military base in Kosovo. Other notable projects included the now traditional *Filmžurnál (Film Journal)* at Karlovy Vary. The ability of the team at the Outside Broadcasting Section was also tested to the full as it provided all necessary coverage surrounding the death of the former president Václav Havel.

In order to improve the services offered by the Outside Broadcasting Section, all wireless microphones were replaced, while the shifting of outside broadcast vehicles towards digital multi-track technology was completed. At the same time, all vehicles were outfitted with an HD video camera. Also of interest is a new connection between the press centre and the Czech Radio studio in the Czech Parliament. This interconnection enables the direct live transmission of press announcements made in these facilities.

Probably the greatest technological innovation was represented by the full utilisation of the opportunities presented by the Czech Radio "contribution network". This technology creates significant interconnectivity between regional studios via a data net and replaces the former technology based on ISDN lines. This connection can easily be accessed via an electronic booking system and without incurring any additional costs. Consequently, the number of inter-studio connections across Czech Radio almost doubled. Production departments also began booking in significant quantities the newly installed "contribution network". One advantage of this system is a bi-directional stereo connection as well as the ability to access the internal Czech Radio data network including access to the intranet. Another optional component on offer is a video stream of broadcasts, as was evidenced via a series of specials presented by Martin Veselovský.

Additional implementation of new technologies occurred at the digital archives, where sound recordings were converted, new previewing access systems created for a significant part of the overall sound archives - and thus made available to users - including a full-text search tool. Also undertaken within the integration project was the digitalisation and archiving of recordings from Czech Radio's numerous regional stations.

The accessibility, efficiency and reliability of all networking components were increased both in terms of presentation and in terms of Czech Radio's Internet accessibility. The ITIL Best Practise method for operation in the IT field began to be implemented and co-operation with the New Media department was undertaken with regards to the iRadio project.

During the second half of the year, work began on a three-year project to standardise IT systems and strategies. The goal of this is to simplify the operation and maintenance of IT and to create better conditions for idea implementation and a longer-term method for planning and development of IT services for internal users at Czech Radio. From September 1<sup>st</sup>, the IT department also began to ensure a 24/7 fault repairing service.

A commission for system-wide integration assisted the development of new IT technologies. Among the most important materials produced by this commission were the "Information System Integration Conception" and the "Catalogue of user roles in relation to individual information systems".

Efforts related to the implementation of an electronic records management service at Czech Radio, including a new Classification Code and the preparation and implementation of schooling of selected administrators of postal nodes proved to be particularly challenging.

During the complete reorganisation of the Czech Radio Technology Department, a Signal Distribution Department was created. The main task of this section was to ensure the operation of transmission networks, contributions between regional studios, the operation of the main commutator and the support of telephone voice services including mobile phones. Also addressed were problems associated with digital broadcasting, and cooperation on programme exchanges via the EBU. Test transmissions of the DAB+ system were initiated gradually across Prague, Příbram, Brno and Ostrava.

In June 2011, a major reorganisation of the Technology Department took place. The former structure of four sub-divisions without precisely defined purviews was replaced with three divisions all with clearly defined roles. From November 1<sup>st</sup> 2011, the Technology Department exists as a sub-division within the Administration and Operations Division.





## **\_Finance**

### **CZECH RADIO FINANCIAL MANAGEMENT IN 2011**

In lieu of requirements to create resources for the future development of Czech Radio, the service budgeted funds in 2011, which projected a net profit of CZK 62 million after the deduction of individual income tax payments of CZK 16 million. Actual results were then influenced by a number of factors. The consistent application of a law related to publicly commissioned contracts had a significant impact on the sourcing of resources as did austerity measures carried out across the institution, including the centralisation of certain activities. The result of this was a significantly higher net profit than was planned. Czech Radio ended the year CZK 145.1 million in the black, after income taxes of CZK 25.3 million were paid. Revenues of CZK 2.1789 billion essentially mirrored projections. Overspending was a mere CZK 6.5 million, which meant that actual revenues were 0.3% higher than initial budget projections. Costs ran at CZK 2.0184 billion (excluding individual income taxes) and represented savings of CZK 85.3 million (or 4.1%). This result then was mitigated by higher income tax payments, by CZK 9.3 million.

Revenue structure was somewhat different to that which was planned. However, overall required parameters were nonetheless achieved. The sourcing of expenses was primarily influenced by the aforementioned factors – the application of the law related to publicly commissioned contracts and a centralisation of marketing expenses. These savings can primarily be found in the sourcing of materials and services. A fall in revenues from advertising and sponsorship was combined with reduced costs for advertising and commissions for the implementation of these activities. A change in VAT laws also had a one-off, and not insignificant, impact on business affairs. Specifically, this related to a re-categorisation of the property of the Vínohradská building as a technologically valued

asset, increasing the 2011 coefficient for reducing VAT liability. The 2011 coefficient was three times higher than what had been common.

In year-on-year terms, revenues were down by CZK 16.6 million, or 0.8%. Excluding income tax liabilities, year-on-year costs fell by CZK 65.9 million or 1%. A year-on-year fall in both costs and revenue components was influenced by a fall in contributions from the Ministry of Foreign Affairs of the Czech Republic supporting international broadcasting. The impact of the global economic crisis, and ensuing austerity measures by licence fee payers – both individual and legal business entities – along with a larger number of cancelled subscribers in homes was mirrored in stagnating revenues from licence fee payments. A trend in falling advertising revenue and sponsorship has been notable since 2008. Lower revenues from these three sections had a direct bearing on expenditure levels – in the foreign broadcasting, lower revenues were directly translated into its overall final expenditures. Falls in advertising and sponsorship revenues manifested themselves in both a fall in costs for their production and facilitation (lower commissions), while subsequently a reduction was also evident in outlays for the propagation of Czech Radio and its products. A lower selection of licence fee payers, coupled with a “cleaning” of the Czech Radio database of registered licence fee payers meant lower amounts for the collection of licence fee payments.

The transparency of business practices at the institution continued to be ensured via a series of internal guidelines, primarily the “Business Management Rules of Czech Radio” stipulations. Correctness, completeness and precision in accounting were, as in previous years, ensured via an audit. The development of business practices was regularly overseen by the Supervisory Committee, serving as the advisory body to the Czech Radio Council in the arena of business practices and management.

# Czech Radio Financial Management 2011

Fiscal results overview				
	budget	expenditures	difference	difference in %
expenses	2 104 256	2 018 347	-85 909	95,9
revenues	2 182 256	2 188 785	6 529	100,3
<b>Profit Before Tax</b>	<b>78 000</b>	<b>170 438</b>	<b>92 438</b>	<b>218,5</b>
income tax	16 000	25 339	9 339	158,4
<b>Profit After Tax</b>	<b>62 000</b>	<b>145 099</b>	<b>83 099</b>	<b>234,0</b>
Development of expense outlays and revenue makeup, comparing 2011/2010 (in %)				
year-on-year decrease in expenses				-2,4%
year-on-year decrease in revenues				-0,8%
Expenses in 2011				
	budget	expenditures	difference	difference in %
broadcast expenditures	314 131	312 376	-1 755	99,4
Czech Post collections fee	117 000	115 605	-1 395	98,8
wages and fees to organisations	98 073	94 775	-3 298	96,6
wages for individuals	128 663	125 967	-2 696	97,9
news agencies services	20 765	21 165	400	101,9
materials	40 630	26 624	-14 006	65,5
services	183 107	164 604	-18 503	89,9
energy	29 455	27 000	-2 455	91,7
repairs and maintenance	14 350	13 706	-644	95,5
travel expenses	17 122	16 608	-514	97,0
personal expenses total	769 649	768 850	-799	99,9
write-offs	88 124	87 032	-1 092	98,8
VAT balance	162 000	113 641	-48 359	70,1
other expenses	121 187	130 394	9 207	107,6
<b>total expenses (excluding income tax)</b>	<b>2 104 256</b>	<b>2 018 347</b>	<b>-85 909</b>	<b>95,9</b>
income tax	16 000	25 339	9 339	158,4
Revenue development in 2011				
	budget	expenditures	difference	difference in %
license fee payments	1 960 145	1 964 754	4 609	100,2
advertising	45 703	32 795	-12 908	71,8
sponsorship	52 870	50 651	-2 219	95,8
foreign broadcasting	30 000	30 000	0	100,0
other costs	93 538	110 585	17 047	118,2
<b>total revenue</b>	<b>2 182 256</b>	<b>2 188 785</b>	<b>6 529</b>	<b>100,3</b>
Development of internal output in 2011				
	budget	expenditures	difference	difference in %
in-house programme production	15 833	15 647	-186	98,8
technology department output	30 504	31 368	864	102,8
vehicle operation output	8 819	7 707	-1 112	87,4
other output	12 795	9 589	-3 206	74,9
<b>internal output total</b>	<b>67 951</b>	<b>64 311</b>	<b>-3 640</b>	<b>94,6</b>

Vaules are presented in thousands of Czech crowns (CZK)





# Czech Radio Licence Fees

The main source for financing the institution remained traditional licence fee payments. These represented 89.8% of revenues. The significance of this item is also underscored by a growth trend in their overall share of revenues. In 2008, these fees represented 87.2% of revenues; in 2009, 88.8% and in 2010, the figure rose to 89.5%.

In the evaluated period, revenues from licence fee payments represented CZK 1.9647 billion, which is CZK 9.7 million or 0.5% lower than during the previous period. This figure exceeded planned figures by CZK 4.6 million or 0.2%. From the change in the cost of the licence fee in 2005 to 2009, the levels of revenues from licence fee payments continued to rise. In 2009, the potential for seeking out un-registered non-fee-paying users of the service who were willing to register without any legal measures and increased costs incurred by Czech Radio, was exhausted.

The collection of licence fees from individuals – meaning households – primarily continued to be undertaken via the SIPO instrument (concentrated encashment of citizens' payments) at the Czech Post. A second channel of collections, intended primarily for legal entities and businesses was directly undertaken by the Licence Fee Department (ÚRP, Útvar rozhlasových poplatků). Collections were undertaken primarily by traditional payment methods such as bank transfers from customers to Czech Radio. Other methods,

whose development Czech Radio began in 2008, included credit and debit card payments over the Internet. Priority was given to finding the cheapest, fastest and most reliable channels for communication with license fee payers. The new P-info information service was a particularly useful tool, enabling efficient email communications, helping to prevent debt claims being initiated against direct payees. This system enabled annual statements to be sent via email to those fee payers who have selected this option in their Internet payment accounts.

As of the last day of 2011, Czech Radio had around 3,608,000 registered license fee payers, of which 3,045,000 were individuals (households). Another 123,000 were legal entities and businesses, representing 563,000 receivers. In comparison with the January 2011 monitoring period, a fall of more than 30,000 receivers was evidenced, which, coupled with a fall of 21,000 in the previous monitoring period represented a significant decline. Since last year, Czech Radio has been focusing its attentions on finding the right tools to, if not stop, at least notably decrease the impacts of these negative trends.





# Czech Radio and its Listeners

In 2011, at least one station of Czech Radio was listened to by 1.548 million people aged 12-79, according to data provided by RADIO PROJEKT, the main radio ratings aggregator in the Czech Republic. That represents 17.4% of the total Czech population and 27.5% of all radio listeners in the aforementioned age group. On a daily basis, 1.052 million listeners tuned in to at least one national Czech Radio station, while 598,000 listened to one of the regional services.

During an average week, 2.467 million listeners tuned in to Czech Radio, which represents a third of the total radio listeners in the country.

For 1.686 million listeners, a Czech Radio service was their favourite radio station. The share of the Czech Radio audience within the total radio market was 20.8%; for nationwide services, the breakdown was 13.2%, while a 7.6% share tuned in to regional Czech Radio services. The ratings of individual Czech Radio stations are listed in the table on page 55.

In 2011, at least one digital Czech Radio station was listened to by around 18,000 people per day and around 57,000 per week. A significant number of these listeners tuned-in via the Internet. Czech Radio's Rádio Česko represented around 3,000 of these listeners on an average day. If to this we add those who listened to Rádio Česko within the framework of the BBC World Service slots, the daily audience for this station represented around 14,000 listeners.





# Czech Radio Listenership in 2011

	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population		in %
CR national stations						
CR 1 Radiožurnál	1269	14,2	696	7,8	184,5	7,6
CR 2 – Praha	599	6,7	366	4,1	221,7	4,8
CR 3 – Vltava	161	1,8	59	0,7	134,5	0,5
CR 6	43	0,5	24	0,3	99,1	0,1
<b>CR regional stations</b>						<b>Market share in target region*</b>
CR Brno	269	3,0	173	1,9	242,8	12,5
CR České Budějovice	136	1,5	86	1,0	222,1	14,1
CR Hradec Králové	91	1,0	52	0,6	204,3	7,8
CR Pardubice	34	0,4	12	0,1	201,5	2,6
CR Olomouc	76	0,8	41	0,5	172,3	4,5
CR Ostrava	102	1,1	59	0,7	183,1	4,6
CR Plzeň	151	1,7	86	1,0	207,7	11,0
CR Sever	84	0,9	45	0,5	171,6	3,4
CR Regína	39	0,4	16	0,2	144	1,0
CR Region (Central Bohemian Region)	33	0,4	17	0,2	197,2	1,6
CR Region (Vysočina)	51	0,6	27	0,3	188,6	5,7
<b>CR digital stations</b>						<b>Market share</b>
CR D-dur	12	0,1	4	0	100,2	0
CR Leonardo	17	0,2	5	0,1	94,9	0
CR Rádio Česko	16	0,2	7	0,1	118,4	0
CR Radio Wave	16	0,2	3	0	186,2	0
<b>CR total</b>	2467	27,7	1548	17,4	226,8	20,8
<b>CR national</b>	1755	19,7	1052	11,8	211,1	13,2
<b>CR regional</b>	999	11,2	598	6,7	214,6	7,6

\* CR Plzeň: Karlovy Vary + Plzeň Regions

CR Brno: Zlín + South Moravian Regions

CR Sever: Liberec + Ústí nad Labem Regions

Data: RADIO PROJEKT 01.01.-17.12.2011





# \_Organisational Chart





# \_Czech Radio Management

## DIRECTOR GENERAL

### Peter Duhan

Director General since 28-7-2011

*Interim Director General since 1-3-2010*

## PROGRAMME AND BROADCASTING DIVISION

### Jan Menger

Deputy Director General for Programme and Broadcasting since 1-3-2012

*Peter Duhan Acting Deputy since 1-11-2011*

### BROADCASTING DEPARTMENT

#### Ondřej Nováček

Director since 1-5-2012

### PRODUCTION DEPARTMENT

#### Miroslav Dittrich

Director

### NEWS AND CURRENT AFFAIRS DEPARTMENT

#### Tomáš Pancíř

Director since 1-5-2012

## STRATEGIC DEVELOPMENT DIVISION

### René Zavoral

Deputy Director General for Strategic Development since 1-11-2011

### COMMUNICATIONS AND EXTERNAL RELATIONS

#### Jakub Čížek

Director since 1-1-2012

### NEW MEDIA

#### Alexandr Pícha

Director

### COMMERCIAL DEPARTMENT

#### Tomáš Kollarczyk

Director since 1-4-2012

### RADIO ENSEMBLES, COMPETITIONS AND FESTIVALS

#### Jan Simon

Director since 1-4-2012

*René Zavoral*

*Director since od 1-1-2011*

## ADMINISTRATION AND OPERATIONS DIVISION

### Ladislav Musil

Deputy Director General for Administration and Operations since 15-6-2012

*Oldřich Šesták Deputy since 1-11-2011*

### ECONOMIC DEPARTMENT

#### Hana Skalová

Director

### MAINTENANCE AND PROPERTY DEPARTMENT

#### Daniel Bogošovský

Director since 1-1-2012

### TECHNOLOGY DEPARTMENT

#### Jakub Papírník

Director

### LICENCE FEE DEPARTMENT

#### Ondřej Beran

Head

## HUMAN RESOURCES DEPARTMENT

### Marian Ferenčík

Director since 1-12-2011

Valid on July 7 2012

## **\_Czech Radio Council**

### **Tomáš Ratiborský**

Chairman since 26-4-2012, until then Vice Chairman

### **Bohuš Zoubek**

Vice Chairman

### **Michal Stehlík**

Vice Chairman and Spokesperson since 26-4-2012, until then Member

### **Milan Badal**

Member since 17-12-2010

### **Ervín Kukuczka**

Member since 8-6-2011

### **Ivan Tesař**

Member since 8-6-2011

### **Antonín Zelenka**

Member since 20-3-2007

### **Petr Šafařík**

Member since 15-3-2012, second period of membership since 20-6-2012

## **Former Members**

*Dana Jaklová*

*Chairwoman until 16-3-2012*

*Ladislav Jiša*

*Vice Chairman until 23-3-2011*

## **\_Supervisory Committee of Czech Radio Council**

### **Jiří Volf**

Chairman since 3-2-2011

### **Jiří Mutafov**

Vice Chairman since 3-2-2011

### **Jiří Hrabovský**

Member since 1-2-2011

### **Stanislava Koucká Nodlová**

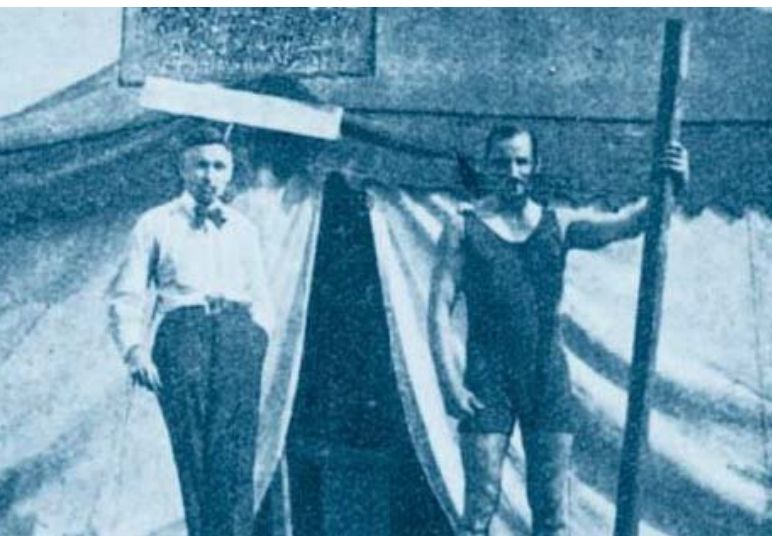
Member since 1-2-2011

### **Jaroslav Růžička**

Member since 1-2-2011



# History



1923

18 May

Prague – the start of regular broadcasting from a tent at Kbely

1933

10 December

Ceremonial opening of the new Czech Radio building in Vinohradská Street 12, Prague 2



1968

21 August

The occupation of Czechoslovak Radio buildings, fighting outside the Czechoslovak Radio building in Prague /15 dead/

1992

1 January

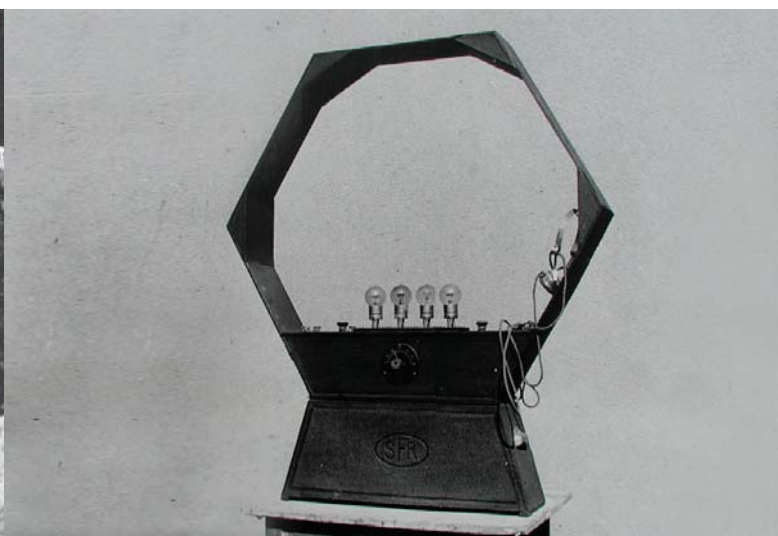
The establishment of Czech Radio as an independent public entity



1945

5 May

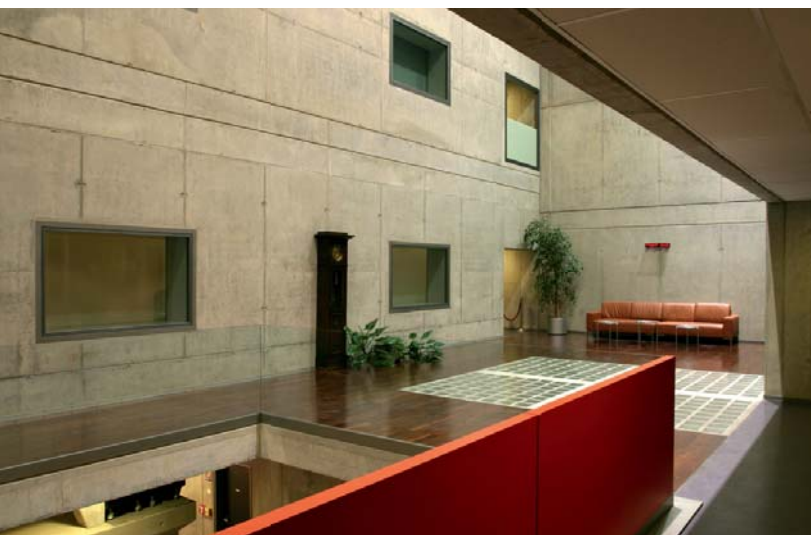
The Prague Uprising begins with radio appeals for help



1964

1 March

The first stereo broadcast  
*/jointly by the station Praha and the television/*



2000

18 May

The ceremonial opening of the new Czech Radio building, the so-called Studio Building, on Římská Street */the back wing of the historical Czech Radio building on Vinohradská Street 12/*



2009

15 July

The ceremonial opening of the newly reconstructed administrative part of the historical building on Vinohradská Street 12





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## \_Nationwide stations



## \_Special stations



## \_Regional stations



## \_International stations

