





CONTENT

■ DIRECTOR GENERAL'S FOREWORD	3
■ THE MISSION, VISION, VALUES AND GOALS OF CZECH RADIO	6
■ PROJECTS AND EVENTS	10
Charles Is One Hell of a King!	12
Generation What?	14
Lipno Olympic Park	16
Half a Century with Cimrman	18
Give Blood with Czech Radio 2016	20
Art's Birthday	22
Open Doors Day	24
Gallery Vinohradská 12	26
PRESSpektivy – The Future of Journalism	28
Radio Wave Stimul festival	30
Radio Wave Opening Session	32
The Voice of Dvojka	34
Battle for the White House	36
Goodfellas of the Year	38
A Day with Rádio Junior	40
Yusra Swims for Her Life	42
■ ON AIR	44
News, Current Affairs and Sports	46
Music, Art and Culture	52
Science, Technology, Educational Content	56
Society and Lifestyle	58
Entertainment	60
Production for Children and Young Adults	61
Regional Broadcasting	62
International Broadcasting	64
Internet and Multimedia	66
Archive	68
■ OFF AIR ACTIVITIES	70
Artistic Ensembles	72
Festivals and Competitions	74
Communication and Marketing	80
International Relations	84
Radioservis	86
Czech Radio Foundation	88
■ ORGANISATION AND MANAGEMENT	90
Finance	92
Technology	94
Listenership	98
Czech Radio Management	100
Czech Radio Council and Supervisory Committee	101
Organizational Chart	102

DIRECTOR GENERAL'S FOREWORD



Dear Readers and Fans of Czech Radio,

It is my honour to present Czech Radio's Annual Report to you for the second time as Czech Radio's Director General.

In 2016, Czech Radio complied with all requirements relating to public service broadcasters as stipulated in the Law on Czech Radio and Czech Radio's Codex. The service offered objective and unbiased information, education, cultivated entertainment and, last but not least, contributed to Czech Radio's position as one of the most prominent Czech cultural institutions.

Czech Radio has always considered its listeners of primary concern. Across its stations, the broadcaster offered plurality, sophisticated and rich programme choice and a fair share of original content. In the course of 2016, many multi-media projects and services have been produced offering a diverse range of forms and experiences. Aside from topics that were expected to appeal to the broader public, we also placed emphasis on minority topics from both social and political perspectives.

Czech Radio's aim was to present the public service medium as a reliable partner for its listeners. As a companion helping listeners find their way through the complexity of today's world, providing the most diverse food for thought, discussion and reflection to promote further development of listeners' personalities in intellectual, ethical and spiritual terms.

Immediately after assuming Directorship on January 21, 2016, we made changes regarding the organisational structure, Czech Radio's operation as an institute, and open communication with the public. We completed public service tasks, the development of our services and Czech Radio stations' programming, implementing special projects, representation abroad (namely vis-a-vis the European Broadcasting Union – EBU) and Czech Radio's technical development, and monitoring a wide range of trends in the modern media world. I am pleased that in the past year, many of these changes have been implemented or at least successfully initiated.

On March 1, a new organisational structure was introduced in order to streamline and enhance Czech Radio's operation. Considerable progress was achieved in the project of establishing Czech Radio as a modern and confident public service broadcaster that interacts openly with the public. On May 1, 2016, Czech Radio's Public Ombudsman of Rights stepped into office. The Ombudsman's role is to conduct dialogue with the listeners and respond to their proposals,

questions and complaints. Constructive suggestions that could contribute to the enhancement of our services are further referred to the relevant radio department.

Czech Radio opened its doors to the public on regular and special occasions. On Saturday, June 11, the Czech Radio station participated for the first time in Prague Museum Night and on October 15 held its traditional Open Doors Day. Czech Radio also showcased its production and programme in Olomouc, where the traditional Prix Bohemia Radio International Festival was revived. Several dozen authors registered for the Drama and Documentary competition categories. Music events, theatre performances, a specialised conference and a seminar on investigative journalism held as part of the accompanying programme attracted many visitors.

Czech Radio also diversified its services for listeners, including its regional service: on November 2, an independent regional studio, CR Liberec went on air for the first time. Also in November, Czech Radio's traffic news service, "Zelená vlna" (Green Wave) launched a new modern 24hour call centre for traffic information updates, enabling the programme to provide even more accurate and faster traffic news. Following its expansion to the VHF, in November 2015, CR Plus became a fully-fledged station offering 24 hour service. The news and current affairs website's editorial team was reinforced following a substantial staffing upgrade. Our ultimate objective is for our website to become an independent entity as part of our News and Current Affairs unit.

One newly established unit was the Creative HUB, a special creative team that has been introducing noteworthy programme features and multimedia projects across Czech Radio's stations. In 2016, Czech Radio joined the celebrations of the 700th anniversary of birth of Charles IV, producing a special project for young audiences entitled Charles Is One Hell of a King! offering an original and informal perspective on this outstanding figure of Czech and European history. One day prior to the start of the Summer Olympic Games in Rio de Janeiro, CR Radiožurnál presented another special project, an exclusive documentary about eighteen-year-old Syrian swimmer Yusra Mardini, who managed to travel all the way from bombed-out Damascus to the Olympic Games in Rio. Yusra was a part of the team of refugees at the Olympic Games and her courage and audacity moved the entire world. The documentary was adopted and broadcasted by the BBC. This special collaboration was the first of its kind between the two public service broadcasters.

On November 16, Czech Radio broadcasted the results of, Generation What?, an international media survey mapping youth attitudes, together with a thematic programme. CR Radiožurnál, CR Dvojka and CR Radio Wave aired their special programme features. The project met with unexpected success, with over 60,000 respondents taking part in the survey.

Among Czech Radio's main topics in the international field relating to the European Broadcasting Union (EBU) was the digitisation of its radio service. On March 15, Czech Radio supported the creation of the European Digital Radio Alliance (EDRA) founded by major European broadcasters in Paris. The Alliance's goal is to become a unified platform communicating in a comprehensible language with automobile and electronics manufacturers as well as governmental and regulatory bodies. As part of the EBU, Czech Radio holds a notable position, confirmed by the fact that many of its employees are members of the Union's bodies, thus having the opportunity to directly influence the pan-European strategy of the public service world.

In the Czech context, Czech Radio was active in the field of radio digitisation in legislation terms. The successful project of DAB Praha – a long-term experiment of digital radio from Prague's Žižkov transmitter – was followed by a new experiment, starting on December 1 and extending the coverage to the nearby town of Beroun. The current project that has become a model for other countries in a similar stage of development and that has been implemented in conjunction with Czech Radiocommunications has thus reached a new level of quality.

In conclusion, I would like to extend my thanks on behalf of Czech Radio to all our listeners for their enthusiasm and interest in our programme. I believe that Czech Radio's programming will remain attractive and that we have "something for everyone" in our reserves.

My thanks also go to Czech Radio's employees for their excellent work and efforts in 2016. They have greatly contributed to Czech Radio's position as a modern and confident institution that has won the long-term trust of the Czech public. Our mission is to offer an unbiased, objective and balanced service as well as entertainment, culture and education. I am pleased that Czech Radio is successful in fulfilling this role and that it will continue to do so in the future.

Mgr. René Zavoral
Director General



THE 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 of 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 organize 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 latest 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 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 area 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 authors
- to cooperate with notable social institutions
- to connect, partner and cooperate with organizations 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



The following pages present
the most interesting projects
of Czech Radio in 2016.

PROJECTS AND EVENTS





Charles Is One Hell of a King!

CHARLES IS ONE HELL OF A KING!

To mark the 700th anniversary of the birth of Charles IV, Czech Radio prepared a special project entitled Charles Is One Hell of a King!, offering a playful and original perspective on this prominent historical figure.

The project's main scheme consisted of the multimedia website, kareljeking.cz, introducing three new visually appealing audio-formats: parodies on popular TV shows with notable Charles IV-related topics, puzzles and information bytes containing little known facts. Historically authentic texts about the period and Charles IV's activities were featured as well, together with videos or mapping the programmes' origins or interactive graphics. In April and May, Czech Radio's stations Radiožurnál, Dvojka and Radio Wave resounded with new audio-formats. The project engaged many prominent Czech media and cultural figures including presenters Václav Moravec, David Vávra, Michaela Jílková, actors Iva Pazderková, Vojtěch Dyk, David Prachař, Miroslav Krobot, Jaroslav Plesl and many others. Selected episodes were directed by Jan Prušinovský. The project culminated in a birthday celebration in Letná Park in the centre of Prague, held on the day Charles IV would have celebrated his 700th birthday. The one-day programme featured a wide range of alternative musicians and visual artists and was crowned with a laser show organised by Signal festival, lighting up buildings historically associated with Charles IV.

Parodies of TV programmes produced as part of the Charles Is One Hell of a King! project were shortlisted for the prestigious international TV and radio competition Rose d'Or 2016. This was historically the first Czech Radio nomination to be shortlisted for Rose d'Or.





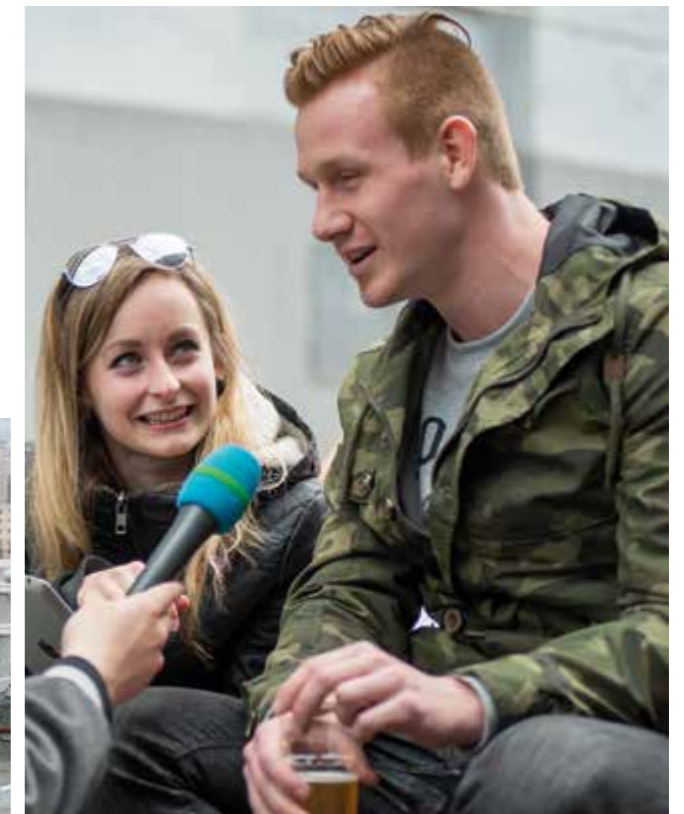
Generation What?

GENERATION WHAT?

In 2016, Czech Radio joined the pan-European media survey devised by the EBU in conjunction with France Télévisions targeted at young audiences. This ambitious project, entitled Generation What? offered online space to youth aged 18 – 34 years to express their life attitudes and opinions on society and to discuss their interests, worldviews and future outlook. It was the first project of this type and size by means of which public service media opened up a dialogue with young audiences. The survey took place concurrently in 14 European countries and a separate online platform offered attractive interactive content mapping the young generation across individual European countries. Czech Radio featured the survey on air and online, culminating in 2 thematic weeks on the Radiožurnál and Radio Wave stations and thematic reports across other stations.

Public figures such as top sportsman Vavřinec Hradilek, musician Terezie Kovalová and blogger Do Thu Trang aka “Asijatka” engaged in the campaign. In autumn, during the stage of data interpretation and international benchmarking Czech Radio collaborated with the elderly support charity fund, Elpida, to produce two public debates presided over by prominent cultural figures including film director Helena Třeštková and writer Rudolf Křesťan.

The project’s guarantor of expertise was the Institute of Sociology of the Academy of Sciences. The project was implemented in conjunction with Czech Television, EBU and foreign public service broadcasters and TV stations.





Lipno Olympic Park

LIPNO OLYMPIC PARK

On August 5, the first day of live service from the Rio-Lipno Olympic Park, CR Radiožurnál officially commissioned the operation of its "R-stream" mobile studio. Supported by the Tam Tam Batucada drummer ensemble and Vibrazil dancers, the event was hosted by Jan Pokorný and featured Václav Chalupa (rower) and Marek Tesař (Marketing Director at Czech Olympic Committee) as special guests.

Radiožurnál offered daily live broadcasting from Lipno from August 5 – 20, 2016 from 6.30 to 10.00 PM. Presenters Jan Pokorný, Jiří Chum, Hanka Shánělová, Lucie Výborná and Petr Král took turns at the microphone. The daytime news stream from the Rio-Lipno Park was brought to listeners by Lubomír Smatana and Kamil Jáša. Every day at 9 PM, our R-stream hosted special guests, including Eva Samková, Lukáš Bauer, Pavel Kuka, Patrik Berger, Lukáš Konečný, Petr Koukal, Vavřinec Hradílek and other sportsmen who had returned home from Rio de Janeiro adorned with Olympic medals.

The publication of "Olympijský rok" (Olympic Games Year), a book officially launched in the atrium of Czech Radio's Studio House in the presence of renowned sportsmen and sportswomen, including gold medalist Lukáš Krpálek, was also among the Olympic-themed activities.





Half a Century with Cimrman

HALF A CENTURY WITH CIMRMAN

On October 1, 2016, the 50th season of the Jára Cimrman Theatre was officially launched in the villages of Příchovice and Tanvald. Aside from bicycle rides and a parade of historical costumes, this gathering of “Cimrmanologists” from across the country also saw the official release of a memorial book “Půlstoletí s Cimrmanem” (Half a Century with Cimrman).

Jára Cimrman has become the the main topic of conversation at the “U Čápa” guest house in Příchovice near Tanvald and the vicinity for at least several weeks. There was a lot of organising, preparations, financial collections, planning of trekking and bike routes. A memorial plaque was officially unveiled near the Rusalka guest house by the bridge, and open-air snooker was opened near the Na Maltě mini-museum.

The most popular catchphrases from Cimrman’s plays were selected, the “Půlstoletí s Cimrmanem” (Half a Century with Cimrman) book was launched and live images from Liptákov were acted out. The day wrapped up with the performance entitled “Cimrman v říši hudby” (Cimrman in the Land of Music) which was enjoyed not only by the audience in Tanvald’s JAS cinema, but through live streaming by the listeners on Radiožurnál as well. The whole day unfolded under the banner “Cimrman Helps” and the earnings of the call centre as well as the show – over 300 thousand crowns – was dedicated to charity.



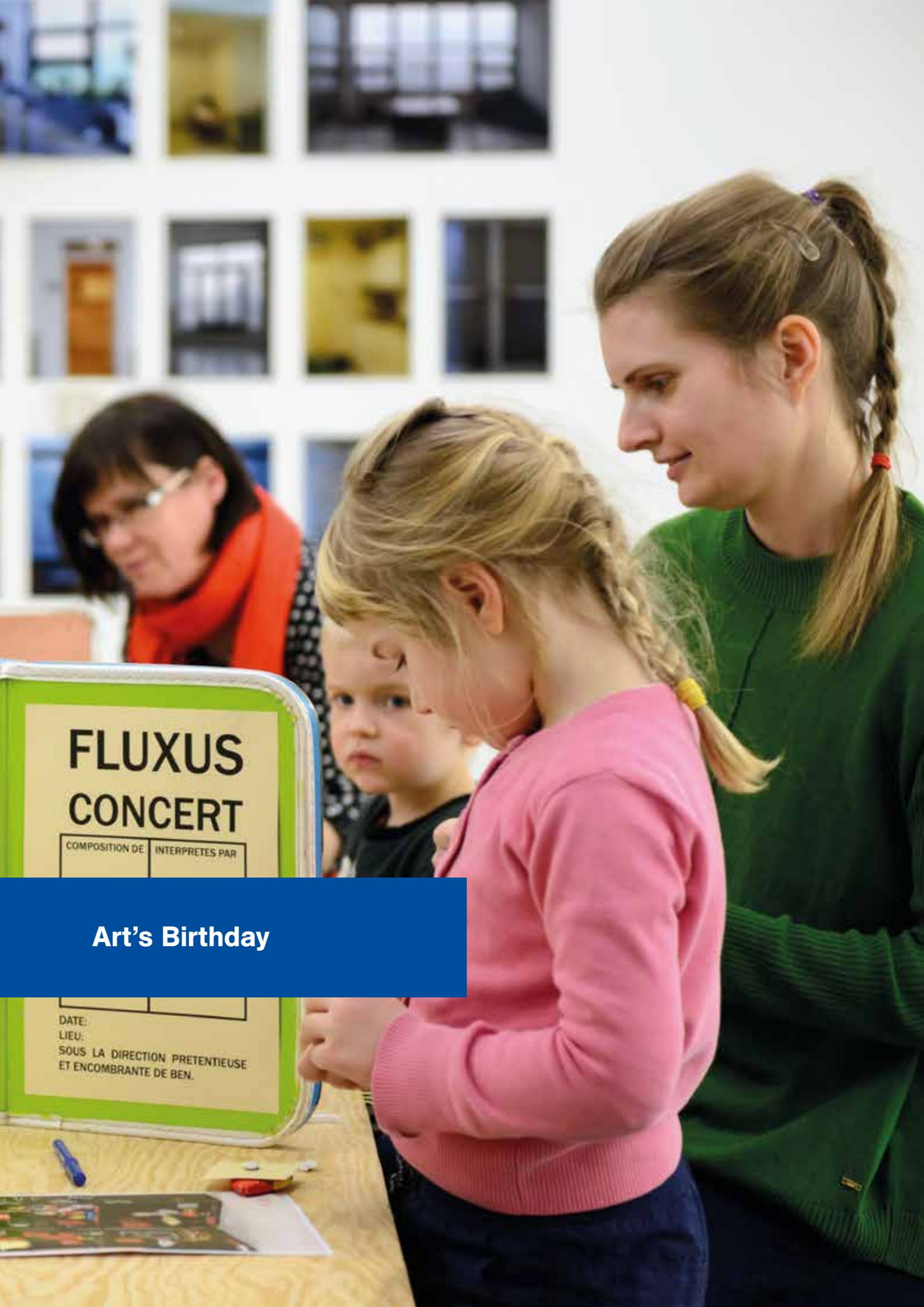


Give Blood with Czech Radio 2016

GIVE BLOOD WITH CZECH RADIO 2016

In 2016, the project “Daruj krev s Českým rozhlasem” (Give Blood with Czech Radio) registered 1295 donor applications and almost four hundred donors donated blood in transfusion stations across the country. This year, the project’s campaign more intensely focused on encouraging first time donors to give blood and helping them overcome any related fears. Among the project’s highlights was the Concert for Blood Donors on Old Town Square in Prague. The campaign was active during the recruitment period, June 1 to 20; however, donors could donate blood until the end of July. In total, the project attracted 1295 applicants, all of whom completed this registration form on the website darujkrev.rozhlas.cz.





Art's Birthday

ART'S BIRTHDAY

On January 17, 2016 art marked its 1,000,053th birthday. A global birthday celebration with the participation of Czech Radio and National Gallery in Prague recounted 100 years of the DADA movement, 106 years of Futurism and over 50 years of the history of Fluxus. The event was celebrated with workshops, performances, commented tours and various other activities for adults and children. The little ones, grown-ups and all young-spirited visitors found their artistic outlet here.





Open Doors Day

OPEN DOORS DAY

The popular Open Doors Day was held in autumn, on October 15. Aside from the radio building complex at Vinohrady, the accompanying part of the programme was held outdoors in Balbínova Street. Doors were open to all stations, and the visitors could meet the presenters and take a look behind the scenes of the broadcasting. The outdoor stage offered something for everyone. A show organised by Rádio Junior for the little ones was followed by the winner of Starter, Pandoo, Marek Ztracený and band, amazing performance by Jana Kirschner and the programme was topped off by last year's winners of the music export radio project Czeching, VR/NOBODY.

Gallery Vinohradská 12 was open the whole day allowing visitors to view the exhibition on the history of radio service and the current display of works by young sculptor Jan Šácha.





Gallery Vinohradská 12

GALLERY VINOHRADSKÁ 12

In 2016, the permanent exhibition on the history of radio service was expanded by several notable pieces on display. At the start of the year, the staff at Technology renovated the Studer 389Q mixing console which was used in Studio A in Karlín for the purposes of recording. After long-standing negotiations, we have solicited an absolutely unique piece – Blattnerfon – from a private collection. This machine served to record sound onto a steel reel. This is most probably the only machine of this type found in the Czech Republic. Our collection of interesting exhibits was expanded with the ZD 1000 F and ZD 70 VL and Optimod 9100 B AM from the Liblice transmitter.

Regular month-long exhibitions are also greatly successful. The exhibition entitled “Slavné housle Jaroslava Svěčeného na vlnách rozhlasových” (Jaroslav Svěčený’s Famous Violin on Radio Waves) was by far the most attractive. The prominent violinist accompanied the violin exhibition with an account on the history of this music instrument. Visitors could admire a selection of exquisite pieces by various violinmaker schools, including a unique granite violin and other curiosities.





PRESSpektivy – The Future of Journalism

PRESSPEKTIVY – THE FUTURE OF JOURNALISM

This year's project, focused (not only) on the future of radio journalism, was dedicated to a specific audio-format – the podcast. Together with this exclusive format, the project hosted exclusive guests – the authors of the Modern Love podcast that has been a phenomenal success in the US. The distinguished guests were the editor of the prestigious The New York Times daily Daniel Jones and programme director at Boston-based NPR and the podcast's producer Iris Adler. PRESSpektivy offered two events one of which was open to the general public and the second one was organised as an in-house seminar. The creators and radio producers discussed the possibilities of podcast, its technical properties, topics that can be converted into an audio form, as well as the possibilities of offering the final product to the specific target group.





Radio Wave Stimul Festival

RADIO WAVE STIMUL FESTIVAL

In 2016, the Radio Wave Stimul Festival sold out MeetFactory on two occasions: Radio Wave music station's 10th Birthday Celebration with Omar Souleyman as the headliner and main guest and the Sacramento-based experimental rap band Death Grips' show in autumn 2016.





Radio Wave Opening Session

RADIO WAVE OPENING SESSION – STREET FESTIVAL & LAUNCH OF RW STUDIO

Radio Wave opened its new glassed-in studio designed by the renowned architectural team PHA on Vinohradská Street. On this occasion, the Radio Wave collective organised a street festival on Balbínova Street in the studio's vicinity. 2,000 visitors attended this event, which offered a wide selection of music acts.





The Voice of Dvojka

THE VOICE OF DVOJKA

In spring of last year, CR Dvojka fell under the spell of the art of rhetoric. On Monday, March 7, the first "Hlas Dvojky" (The Voice of Dvojka) spoken word competition took place. The project was held under the patronage of actor Jan Přeučil.

470 competitors, having pre-submitted an original audio presentation entitled "my travelling experience," enrolled in the competition. Thirty semi-finalists were shortlisted, who then competed in the finals, performed as part of a big entertainment show held in Studio 1 on Vinohradská 12.

Theatre U Hasičů hosted the grand final contest, moderated by Tereza Kostková and Tomáš Voženilek, and judged by a jury of actors Petr Rychlý, Dana Morávková, Alexej Pyško, Naďa Konvalinková, Filip Tomsa and Michaela Tomešová. Blanka Prudilová from Lipník nad Bečvou emerged victorious from the final sextet, and received the Voice of Dvojka Award. On top of the main prize, – a package tour to Greece, she also got the opportunity to sit behind the microphone and step into the shoes of a radio presenter.

Voice, the imprint of a person's personality, will be the focus of CR Dvojka also in 2017. The second competition in the series will take place in autumn.





Battle for the White House

BATTLE FOR THE WHITE HOUSE

Prior to US presidential elections, CR Plus prepared a debate for its listeners entitled "Boj o Bílý dům" (Battle for the White House). It took place on November 8, with regard to the time shift shortly before the first day of election in the US. Guests included Lenka Zlámalová, Jan Švejnar, Tomio Okamura, Jaroslav Foldyna, Ivo Strejček, Tomáš Klvaňa, Rudy Linka, and the debate was moderated by Petr Šimůnek. Passers-by could absorb the real American atmosphere. Throughout the day, an American truck was parked in front of Czech Radio's Vinohradská headquarters. Visitors could savour American popcorn or take a selfie with the retiring US president, Barack Obama, whose life-sized wax figure was borrowed from the Grévin Museum.





Goodfellas of the Year

GOODFELLAS OF THE YEAR

From the end of August 2015 until June 2016, teams of voluntary firemen from across the country vied for the title of Goodfellas of the Year. The aim of the contest was to present the beneficial work of voluntary firemen, the communal life in our towns and villages and the related solidarity of the local citizens.

Czech Radio's regional stations shot bios of the individual teams so that their fellow citizens could send their votes in the form of text messages over a week's period. In June 2016, a big music festival was organised for the winning team, with a cookout for the whole village.

The winners in the individual regions eventually made it into the nationwide finals, where they competed in selected fire sports disciplines for firefighting equipment. The Bludov firefighting team won the entire competition.





A Day with Rádio Junior

A DAY WITH RÁDIO JUNIOR

On September 10, Czech Radio headquarters came to life with children for the Day with Rádio Junior. Young listeners had the opportunity to meet Michal Nesvadba, Magda Reifová from "Kouzelná školka" (Magic Preschool), David Gránský, Anna Slováčková and actors from the "Alenka v kraji zázraků" (Alice in Wonderland) musical or magician Richard Nedvěd. The little visitors could also meet with Rádio Junior presenters, take a look behind the scenes of live broadcasting and even personally meet Big Ear and Budínka Fairy.





Yusra Swims for Her Life

YUSRA SWIMS FOR HER LIFE

In the course of the spring months, Czech Radio obtained unique recordings by Magdalena Sodomková, who followed the story of Yusra Mardini. The journey of the eighteen year old Syrian swimmer from bombed-out Damascus to the Olympic Games in Rio was captured via intimate personal conversations. Yusra Mardini was in the centre of interest of international media: shortly before the Summer Olympic Games, she received around two hundred requests for interviews; however, Czech Radio won exclusive international rights for her story. Her journey across the Aegean Sea to Europe and back to Rio de Janeiro was captured in the form of three unique documentary features. Thanks to the first ever co-production collaboration between Czech Radio and British BBC, the unique documentaries were presented in the Czech premiere on Radiožurnál and in world premiere on BBC Radio 4 and BBC World Service. In this way, Yusra's story spread among millions of listeners all over the world.

Czech Radio also prepared a unique and interactive platform in the form of "pageflow" where viewers can not only listen to Yusra's whole story, but also view unique pictures, follow her journey from Damascus to Berlin and research all data, thereby delving deeper into the context of the migration wave of 2015 and 2016 which allows you to understand the entire context and circumstances of the story of the swimmer who became the international symbol of the refugee crisis in 2016.





ON AIR

ON AIR

Czech Radio's 2016 portfolio of broadcasting services included four nationwide stations (Radiožurnál, Dvojka, Vltava, Plus), four specialty stations (Rádio Junior, Radio Wave, D-dur and Jazz) and a network of regional stations covering all the country's regions. It also offered an international service in six other languages. A number of programmes were promoted via the internet or broadcast digitally. One of the most successful programmes, Rádio Retro, introduced listeners to radio recordings from the distant and recent past.

Czech Radio respected the profile and format of each station, aiming to offer programs for all generations and social groups. The basic station portfolio of Czech Radio is divided according to age group: children – Rádio Junior; young people – Radio Wave; middle-aged – Radiožurnál; seniors – Dvojka. The culturally oriented CR Vltava and the spoken word CR Plus appeal across generations. Because it produces programmes for children as well, CR Dvojka also caters to multiple age groups. In 2016, Dvojka began building up its information content, aiming to strengthen and broaden the appeal of educational programming, and become more open towards younger generations ("Čtení pro celou rodinu" – Readings for the Whole Family). Following this aim, the programme menu introduced new programmes and features over the course of the year. Czech Radio's regional studios target all listeners interested in their regional issues. Due to the character of the programming, listeners are largely recruited from the middle and older generations.

The need for balanced broadcasting was also reflected in the programming on the news and current affairs stations CR Radiožurnál and CR Plus. CR Radiožurnál is a service stream station that includes regular news updates. CR Plus specialises in analytical journalism, offering discussions with experts, witnesses, commentators and analysts to offer context to events in the news. The stations complement one another and often share programming, such as the news. Some features are rebroadcast, like "Dvacet minut Radiožurnálu" (Twenty Minutes of Radiožurnál) on CR Plus or segments of interviews from CR Plus on Radiožurnál. In addition, the journalistic interviews on Twenty Minutes of Radiožurnál and Interview Plus share common dramaturgical elements.

Many programmes were made available for streaming and download on our website. Our website also provided listeners with information about Czech Radio, including radio frequencies, our artistic ensembles and various competitions, presentations and other projects. The web designers paid particular attention to multimedia radio content. Programmers, coders and graphic and interface designers developed and produced websites, microsites, mobile applications and other multimedia platforms. They also launched web-based radio and video streams, including live broadcasts of concerts by the Prague Radio Symphony Orchestra. Making use of social media, Czech Radio reached an ever-increasing number of supporters.

NEWS, CURRENT AFFAIRS AND SPORTS

All nationwide and regional services broadcasted their own specifically-tailored news programming in 2016, some of which was shared among several stations. CR Radiožurnál and CR Plus broadcast the same Main News including the current-affairs part and the late-night news. The regional studios all broadcast the same news. Domestic, international, economic, cultural and sports reporting was covered by Czech Radio's News and Current Affairs Department, based on the needs of the individual stations and studios. Production increased, reaching 17,500 contributions a month, in comparison to 16,000 in 2015.

When preparing their news and features, editors and reporters of News and Current Affairs complied with the formats of individual stations and studios, their aims and target groups. The resulting changes to the character of the individual programmes included more emphasis on regional topics on regional stations, more extensive news coverage in the case of CR Plus and more in-depth cultural contributions on CR Vltava. These programmes emphasise different informational aspects, offering different perspective on the same news event.



■ News Coverage

In 2016, Czech Radio provided balanced, impartial and accurate news reports, mainly based on authenticated reports, recordings and written documents produced by its editors. For agency news coverage, Czech Radio used the services of ČTK, Reuters, SITA and DPA. All of the year's major events in the Czech Republic and abroad were diligently covered, with the work of Czech Radio's foreign reporters deserving particular credit.

There were several key events in 2016. Locally, there were autumn elections to regional governments and one third of the Senate. Globally, the most important events were the Brexit referendum and the US presidential elections. The sports season culminated in the 31st Summer Olympic Games in Rio de Janeiro. The introduction of EET (Electronic Evidence of Profit) dominated domestic economic news. Both main news and current affairs stations devoted scores of broadcasting hours to these events.

Czech Radio continued to collaborate with a team of data journalists, who conducted an exclusive analysis of numerical data. From January 2016 onward, these analyses covered largely the year's crucial events: regional elections in the Czech Republic, referendum on Brexit and the US presidential elections. The results of this data journalism were presented to the public through CR news and the current affairs stations, and they also formed one of the pillars of Czech Radio's innovative news web.



■ Traffic Reporting

Traffic reporting has been a long-term priority of Czech Radio's News programme. In 2016, CR Radiožurnál's "Zelená vlna" (Green Wave) was the only radio station in the country to provide live traffic news, including at night. Czech Radio prepared traffic reports in collaboration with the Czech Ministry of Transport, the Road and Motorway Directorship and the company Global Assistance. The latter was responsible for collecting information from volunteer traffic reporters.

At the end of 2016, the contract with Global Assistance was terminated and Czech Radio established its own call centre for "Zelená vlna". This proved to be the right decision as now the specially trained call centre operators can make better use of the information from volunteers. Early statistics showed that the call centre was receiving more than 7,000 telephone calls a month. Such a large number of calls significantly specifies state traffic reports and helps get information out to drivers quickly and efficiently.

Traffic news form a considerable portion of regional broadcasting, especially in Prague where the CR Regina DAB Prague offers traffic reports every 15 minutes between 6 AM and 7 PM.

■ Current Affairs and Documentaries

Current affairs coverage and feature documentaries included a diverse range of programmes on topical events, general reports, and history. They were produced largely by production editors from the Documentary and Current Affairs creative teams, the News section in Newsroom of Current Affairs and, in the cultural area, from CR Vltava's Newsroom of Cultural Affairs.

The stations devoted significant airtime to the 700th anniversary of Charles IV's birthday (project Charles is One Hell of a King!, among others) and other themes from Czech history: "Jak to bylo doopravdy" (The Real Story), "Historie českého zločinu" (A History of Czech Crime), "Historie Plus" (History Plus), "Archiv Plus" (Archive Plus), etc. They also focused on themes that are currently resonating with Czech society (e.g. non-governmental organizations or immigration). These themes were addressed in "Dokumenty" (Documentaries) on CR Dvojka and "Radiodokumenty" (Radiodocumentaries) on CR Vltava. The programme "Dobrá vůle" (Good Will) on CR Dvojka and CR Plus focus on personal problems that can affect listeners individually and possible ways to solve them, as well as on inspiring stories.





■ Current Affairs and Documentaries

In 2016, CR Radiožurnál broadcast two noteworthy documentary cycles. As part of the project "Olympijský rok" (Olympic Games Year), reporters followed selected Czech Olympic athletes in their preparations for Rio de Janeiro, resulting in a series of documentaries and an eponymous book. Another documentary cycle, "Yusra plave o život" (Yusra Swims for Her Life) mapped the journey of a young Syrian swimmer, Yusra Mardini, from war-torn Damascus across the Aegean sea and continental Europe to the summer Olympics in Brazil. This documentary, produced by Czech Radio, was also broadcast on BBC. The project "Půlstoletí s Cimrmanem" (Half a Century with Cimrman) commemorated the founding of the legendary theatre of Jára Cimrman and its 50th season.

CR Plus covered two crucial international political events: the British referendum on leaving the European Union and the presidential elections in the United States. Both events were addressed in the form of a public debate of experts and analysts with the participation of an audience and broadcast live from Czech Radio's Studio 1. This approach to international events is new for Czech Radio. Previously, only Czech elections had been covered this way.

The regular weekly programme "Slovo o..." (Word about...) on CR Vltava critically discussed contemporary literary production (largely Czech books and translations), theatre, film (feature and documentary films, film festivals, television production), visual arts, architecture and design.

Journalism for children is an integral part of CR Rádio Junior. Popular programmes include "Letopisy Želvíry čili želvy Elvíry I a II" (The Chronicles of Elvire the Turtle I and II), a series combining current affairs and fairy tales (25 ten to twelve minute episodes in total), which aims to explain complex issues, events, and concepts to children (WW I and II, Velvet Revolution, economic crisis, propaganda, concentration camps, holocaust, secret police, the fall of the Berlin Wall, etc.)

Czech Radio's regional studios focused above all on regional topography: "Vltavín" (Moldavite), "Od Pradědu na Hanou" (From Praděd to Haná), "Kraj na dlani" (Landscape in the Palm of your Hand), "Přímo z místa" (Right from this Place), "Křížem krajem" (Cross-country), "Východočeské výlety" (East-Bohemian Trips), "Podzemí Pardubického kraje" (Pardubice Region Underground), "Poznáváme Šumavu" (Getting to Know Šumava), "Prahou Křížem krážem" (All Around Prague), "Putování po středních Čechách" (Rambling around Central Bohemia), "Severočeské rozhledny" (North-Bohemian Observation Towers); important persons of regional life: "Jihočeši" (South Bohemians), "Příběhy z Vysočiny" (Stories from Bohemian-Moravian Highlands), "Návštěva" (Visit), "Náš příběh" (Our Story); regular essays, notes and comments, as well as interviews with interesting guests: "Kontakt" (Contact), "Apetýt" (Appetite), "Zálety Aleny Zárybnické" (Alena Zárybnická's Affairs), "S Vámi v Praze" (With You in Prague), "Narovinu" (Straight Up), "K věci" (To the Point), "Host Dobrého rána/dopoledne/odpoledne" (Guest of Good Morning/Afternoon); popular themes: "Techno," "Okolo češtiny" (Around the Czech Language), "Stalo se před sto lety" (It Happened a Hundred Years Ago), "Kdo umí, ten umí" (He Who Can, Does), "Názvopis" (Onomastics).

■ Sports

The greatest sports highlights of 2016 included the 31st Olympics in Brazil, the EURO 2016 soccer championship in France, ice hockey World Cup in Canada, international tennis tournaments and an international biathlon competition. Czech Radio held exclusive rights to live broadcast most of these events, which were often followed by autograph sessions or other kinds of meetings with successful athletes. "Olympijský rok" (Olympic Games Year) on CR Radiožurnál formed a considerable part of sports broadcasting as did broadcasts from the Olympic Park at Lipno with Czech Olympic medalists.

Sports journalists covered hundreds of other events through live broadcasts, recordings and various reports and interviews with athletes or coaches. Rádio Junior's programs encouraged children to engage in sports and maintain a healthy lifestyle. As a significant part of its news feed, Radio Wave aired interviews with young athletes as well as features on interesting sports and outdoor activities. The travel and outdoor magazine, Casablanca, also occasionally covers sports.

Via special internet streaming, CR Sport, Czech Radio aired soccer matches (19), hockey extra league (8), European football cups (25), football games (19), hockey games (19) and, three Olympic basketball qualifying matches. In 2016, 88 matches in total were broadcast live.

■ Music

Czech Radio offers a wide range of music genres, including mainstream pop (Radiožurnál, Dvojka, regional stations), oldies (Dvojka, regional stations), jazz (Dvojka, Vltava and Jazz), world and alternative music (Vltava and Radio Wave), brass band music and country (Dvojka and regions) and classical music of all periods, kinds and forms (Vltava and D-dur).

Czech Radio drew on many different formats to present this exceptionally diverse group of musical genres, from pre-recorded programmes to live broadcasting and concert recordings, interviews with artists and educational programmes, to musical competitions. Aside from significant representation of music in its service stream, Czech Radio fulfils its role as public service provider by broadcasting and recording concerts.

Czech Radio's Vltava station broadcast or recorded concerts from festivals such as Prague Spring, Smetana's Litomyšl IOF, Dvořákova Praha IMF, Musical Forum Hradec Králové, Český Krumlov, Concentus Moraviae, Festival Znojmo, Janáček May IMF, Summer Festival of Early Music, Festival of New Opera in Ostrava and others; orchestra and ensemble concert seasons – Czech Philharmonic, Brno Philharmonic, Prague Symphony Orchestra, Janáček Philharmonic Ostrava, PKF – Prague Philharmonia, Prague Chamber Orchestra, Hradec Králové Philharmonic Orchestra, Prague Philharmonic Choir, Czech Philharmonic Choir Brno, Collegium 1704, etc.; chamber concerts, operas from theatres in Prague, Brno and Ostrava, as well as New York Metropolitan Opera and various musical competitions (Prague Spring, Antonín Dvořák International Singing Competition in Karlovy Vary).

Concert and opera recordings are complemented with in-studio productions (symphonic and chamber music) as well as recordings obtained from the international musical exchange on Euroradio, of which Czech Radio is a part.

Czech Radio continued to develop the activity of its own artistic ensembles: above all the Prague Radio Symphonic Orchestra, BROLN, Gustav Brom Czech Radio Big Band and the Czech Radio Children's Choir, whose concerts are a regular part of Czech Radio's broadcasting.

Czech Radio actively supported emerging artists: it recorded performances by the best participants from Concertino Praga and Concerto Bohemia, music competitions organised by Czech Radio. Original studio productions included a recording of tracks by the winners of Czeching, a music export competition organised and broadcast by CR Radio Wave. Scouting new talents on the Czech music scene was one of the main goals of Startér, a Radio Wave's programme.

By recording in different regions of the Czech Republic, Czech Radio supported local concert scenes in smaller cities, presenting the work of outstanding regional orchestras such as Hradec Králové Philharmonic Orchestra, North Czech Philharmonic and South Czech Philharmonic to listeners all over the Czech Republic. The recordings help show the development of musical art and dramaturgy in Czech orchestras and ensembles.

Specialised music stations CR D-dur and Jazz included a unique selection of recordings by both Czech and international ensembles.

In 2016, the regional studios of Czech Radio aired a number of music programmes. Genres included pop music, rock, country, folk, swing, jazz but also folk and brass band music. Many regional studios also organised regular live concerts—“Na živú notečku” (On a Lively Note), “Koncerty U Tří lvů” (Concerts at the Three Lions), “Koncertní středy” (Concert Wednesdays) and others—or recorded concerts from important regional events and festivals.

Rádio Junior's unique approach to broadcasting focuses on original pop songs written especially for children, complemented by singer-songwriter production, as well as folk songs. Many of the station's musicians focused mainly or exclusively on making music for children (Svěrák – Uhlíř, Kašpárek v rohlíku, Magda Reifová, etc.), as well as many other artists and bands whose music caters for children (J. Nohavica, Chinaski, Radůza, M. Žbirka, etc.). Songs performed by children also found their place in the programme.

Radio Wave caters to young listeners, offering well-known as well as unknown artists, introducing fresh talents, and drawing attention to experimental formats and other genres. Radio Wave's Factory, a modern version of the out-dated music chart, served as a cross-genre generator of music news that are in turn included in the playlist. Other programmes included Startér, Stage and the export music project, Czeching.



■ Art and Culture

Art and drama programs have been part of CR Vltava's long-term focus. In 2016, CR Dvojka and CR Rádio Junior regularly aired readings and radio plays. In addition, cultural programmes (and reports) featured on all Czech Radio stations including Radiožurnál and regional stations. All stations broadcasted the individual episodes of the multimedia project "Karel je King!" (Charles Is One Hell of a King!).

In 2016, ČR Dvojka and ČR Vltava aired 104 radio drama premieres for adult listeners (22 minute plays and 82 plays of longer duration). The stations broadcast the plays as part of their traditional series, which targets the widest possible audience and, in some cases, brings an innovative approach to radio drama (e.g., in the form of sound design). In the area of literature, CR Dvojka, CR Plus and especially CR Vltava premiered 1106 plays. The stations' literary series continued to offer readings, stories, poetry, essays, memoirs and pre-recorded programmes.

In addition, CR Vltava broadcasted a special twelve-part cycle, "Sto let amerického dramatu" (A Hundred Years of American Drama) as part of the year's main theme, the American year. Prepared by Jiří Josek and Hana Ullmanová, the project introduced the most important phenomena from theatre culture in the USA. CR Vltava devoted special attention to William Shakespeare because of the 400th anniversary of his birth. Aside from rebroadcasts of his plays, the series of Sonnets and Friday Evenings, the station premiered A Midsummer Night's Dream, Werner Fritsch's play "Shakespeare's Skull" inspired by motifs from Shakespeare's plays, and several minute plays. Other drama projects include a series based on novels by Patricia Highsmith, Tom Ripley, and the exceptionally staged series Fatherland based on the novel by Robert Harris. Aside from Fritsch, two other prominent European authors wrote plays for Czech Radio: Eberhard Petschinka ("Pepik Knedlik" [Pepik the Dumpling]) and David Zane Mairowitz ("Byl jsem Golem" [I Was the Golem]).

Even though the news and current affairs stations do not specialise in culture, art and drama, 2016 was exceptional in this respect. As part of the 700th anniversary of the birth of Emperor Charles IV, CR Radiožurnál aired a series of parodies entitled Charles Is One Hell of a King! in which the medieval emperor appears in well-known TV programmes. Radiožurnál also focused on the Czech modern phenomenon – the theatre of Jára Cimrman – in the series "Půlstoletí s Cimrmanem" (Half a Century with Cimrman), offering, among other things, a live performance of one of the theatre's plays. The whole series commemorated fifty years from Jára Cimrman's appearance on the radio and the first mention of this Czech genius in the radio programme "Vinárna u pavouka" (Wine Bar at the Spider).

Culture played an integral role in the programming of CR Plus as well. In 2016, it featured a weekly overview of cultural events in the programme "Kultura Plus" and discussed literature in the programmes "Knihy, na které vám nezbyl čas" (Books you Had no Time to Read), "Knížky Plus" (Books Plus) or "Radiokniha" (Radiobook).

Invitations to cultural events, always age appropriate, have an important place in the broadcasting of Rádio Junior and Radio Wave.

Czech Radio's regional studios gave regular overviews of cultural events in each region, interviewed important figures of regional culture and collaborated with local theatres, libraries and museums. Some of the regional studios included literary-dramatic as well as folklore programmes in their regular programming.



■ Science, Technology, Educational Content

Education and its popularization form one of the pillars of Czech Radio's broadcast mandate, appearing in various forms across all programming.

In 2016, educational programmes were especially important at CR Plus. This station devoted a lot of attention to popularising science not only in radio broadcasting but also as part of a scientific roadshow that toured several cities in the Czech Republic. The programme "Trendy" (Trends), which underwent considerable changes in dramaturgy, maps socially beneficial or topical themes that transform, influence and enrich human life and relationships on the social, technological or philosophical level. In 2016, Leonardo Magazine was included in afternoon programming offering topical contributions from different scientific fields, attractive stories and in-depth interviews with scientists or experts in a given field, both Czech and international, like world-renowned palliative physician Sean Morrison and respected psychologist John C. Norcross. Over the course of the year, the magazine also popularised scientific topics on its website. During programme production, the editors successfully fostered relationships with scientific institutions as well as individual scientists and technology specialists. As the quality of the web content increased with articles, photographs and also videos, the programme's audience grew as did its web traffic and the readership of individual articles. The series "Leonardo Plus" popularised science through extensive interviews, offering a closer look at new developments in a given scientist's field of expertise (the interviewed experts included the economist Tomáš Sedláček, geologist and climatologist Václav Cílek, physical chemist Pavel Jungwirth and physician and promoter of complex and psychosomatic medicine Jan Hnízdil). The programme "Laboratoř" (Laboratory) also promoted science. Historical themes were reflected especially in programmes such as "Příběhy 20. století" (Stories of the 20th Century), "Historie Plus" (History Plus), "Archiv Plus" (Archive Plus) or "Jak to bylo doopravdy" (The Real Story).

On CR Dvojka, the popular-science magazine series "Meteor" and the sequel to the successful "Toulky českou minulostí" (Rambles Through the Czech Past) are among the most important educational programmes. The station continued to broadcast "Slovo nad zlato" (Word Over Gold) about Czech language and "zVědavosti" (Curiosities) introducing interesting facts from different scientific fields. New programmes included "O původu příjmení" (On the Origins of Surnames) and "Poklady Národního divadla" (Treasures of the National Theatre). In the summer, the station's cooperation with the company Forests of the Czech Republic resulted in the educational programme "Než půjdete do lesa" (Before you Go to the Woods).

A number of musical and literary programmes and series broadcast on CR Vltava have great educational impact in the area of art and culture. Experts and specialists from different artistic fields take part in programmes as authors, dramaturgs or guests. Musical programmes include "Euphonia," "Trylek" (Trill), "Duchovní hudba" (Spiritual Music) and "Akademie" (Academy); among the literary programmes are "Schůzky s literaturou" (Meetings with Literature) or "Páteční večer" (Friday Evening). The individual shows in the series "Slovo o..." (Word about...) give listeners a peek into the worlds of music, literature, history, design and visual art, architecture, and film.

In 2016, Czech Radio's regional studios prepared an array of educational programmes. All of these studios teamed up to create the most important of the projects, "Česko, země neznámá" (Czech Republic – The Unknown Land), an educational quiz about the Czech Republic. Programmes offering advice in areas such as law, finances, hobbies or healthy lifestyle, form another large portion of the broadcast schedule. Other programmes are devoted to Czech language – "Okolo češtiny" (Around the Czech Language), "Opáčko" (Repetition Exercise), "Jazykový koutek" (Language Corner), "Názvopis" (Onomastics); history – "Stalo se před sto lety" (It Happened a Hundred Years ago), "Němí svědci historie" (Silent Witnesses of the Past) and; science and technology – "Techno," "Planetárium," "Astronomické okénko" (Astronomical Window). Czech Radio's regional studios also closely cooperate with local universities, museums, science parks and the National Heritage Institute.

The dramaturgy of CR Rádio Junior focused on younger elementary school students in 2016. Its educational programming responded to the demands of pedagogues and was produced directly in relation to the school curriculum. Historically, the most successful project has been "Ušoun Rušoun na stopě Karlu IV" (Big Ear on the Tracks of Charles IV). The interactive educational and entertainment series began with the 650th anniversary of the coronation of Charles IV as Emperor (April 2015) and concluded 13 months later with the 700th anniversary of his birth (May 2016), commemorating the life and work of the ruler a year earlier than other media.

Listeners were also able to find a great deal of interesting information on the thematic websites veda.rozhlas.cz, přiroda.rozhlas.cz and historie.rozhlas.cz. The website re-launched Rádio Retro, providing a large number of archival recordings.



SOCIETY AND LIFESTYLE

■ Society and Lifestyle, Programmes for Minorities

Magazine-type programmes in which present-day society and lifestyle issues are examined, are the main focus of CR Dvojka. The regular feature “Poradna” (Advice Service) is highly popular among Czech Radio’s listeners (offering medical, financial, consumer, gardening and pet keeping advice, among others). On the interesting discussion series “Jak to vidí” (Through the Eyes of...), famous personalities comment on current events related to ethnic and national minorities.

Programmes focusing on nationality and ethnic origin reflected Czech Radio’s focus on social topics. Czech Radio’s programming for minorities contributes to fulfilling the station’s mandate as well as its commitments to the European Charter for Regional or Minority Languages ratified by the Czech Republic in 2007. And so, in 2016, Czech Radio regularly collaborated with the Government Council for National Minorities and its advisory body – The Working Group on Minorities.

The largest minority in the Czech Republic are Slovaks at whom the news and current affairs magazine “Stretnutie” (Meeting) is targeted, supporting Slovak identity within the Czech environment. The show brought information from Slovak associations and churches and supported numerous cultural events organised by Czech Slovaks, such as the Folklore Festival Jánošíkov dukát, IF Prague Heart of Nations, Matej Hrebenda Prize, J. Kollár Literary Competition, etc.

Programming in the service of the Roma minority is another of our priorities. Radiožurnál and the regional stations presented “O Roma vakeren”, a news and commentary programme in Czech with Roma music. In 2016, the most important programmes included a series on the Roma holocaust, the post-war history of Roma workers and the Roma revival. Rather than being about the Roma, the programme is above all for the Roma, bringing topical information, reports and interviews concerning the life of the Roma minority and its most resonant themes—unemployment, housing and education. Airtime was given to the Roma language and authors who write in it, as well as to stories of various Roma figures who are role models for the community. The programme is a media partner of the international Roma festival, Khamoro and the Gypsy Spirit award ceremony.

Czech Radio prepared 252 programmes for the Polish minority. Czech Radio Ostrava broadcasts the 25-minute magazine programme called Wydarzenia. Its producers largely addressed current events, but they also turned to important historical moments. They prepared programmes devoted to Polish culture with its regional, Silesian flavour, focusing also on Czech-Polish contacts and cultural and economic exchange across the border. The programme also features songs in Polish language.

The magazine programme “Sousedé” (Neighbours) is dedicated to the German minority. It became a part of Czech Radio’s regional programming to not only map events along the Czech-Saxon border, but to give a platform to Germans living in the Czech Republic. The programme aired once a week on Czech Radio’s regional stations. In 2016, a representative of the Association for Germans in Bohemia, Moravia and Silesia began to participate in the programme as a moderator. The series Anniversary of the Week enjoyed great interest among radio listeners. It followed the opening of “Naši Němci” (Our Germans) in the Museum of Ústí nad Labem, a unique exhibition of European importance, commemorated the 70th anniversary of the last German transport, addressed the post-war life of Czech Germans, and commemorated the 120th anniversary of the birth of the German community’s most important political figure, the social democratic politician Wenzel Jaksch. The programme is partly bilingual and it regularly airs a contribution from its partner public service radio station MDR 1 RadioSachsen.

In 2016, Czech Radio’s broadcast of the programme “My a oni” (Us and Them) further fulfilled its public-service mandate to address cohabitation with minorities. The programme is the first weekly feature on Czech Radio to regularly discuss migration in the Czech Republic. In Czech Radio’s regional studios, it complements the daily programming focused on the issues of ethnicity and nationality. Its main themes concerned the approach to the refugee crisis and the related integration of foreigners. Addressing the question of facing otherness, the programme concentrated on the government’s implementation of Integration Conception and on activities of non-governmental organizations which deal with migration. A number of individual radio-portraits introduced people from various countries such as Mexico, USA, Ukraine, Germany, Macedonia, Afghanistan, Benin etc.

Radio Praha broadcasts its regular news and current-affairs reports in 6 languages: English, German, French, Spanish, Russian and Czech. The information service in these languages also appears on the station’s web pages.



■ Social Issues

Social issues and their related consequences were among Czech Radio’s most discussed topics in 2016. Social themes were represented in current affairs reports and news items, advice programming, and in both documentaries and programmes hosting experts in the field. Over the long-term, Czech Radio’s editors are committed to carefully following developments in socially excluded locations as well as following issues affecting senior citizens, the sick and the disabled.

Socially-themed programmes were firmly incorporated in Czech Radio’s programme schemes – the series “Dobrá vůle” (Goodwill) and “Dobrá vůle Plus” (Goodwill Plus) on CR Dvojka and CR Plus and “Zaostřeno” (In Focus) and “Za hranou” (Crossing the Line) on CR Plus.

■ Religious Programmes

The vast majority of religious programmes have been produced by the Current Affairs Creative Team for CR Radiožurnál, CR Vltava, CR Radio Wave, CR Plus and CR’s regional studios. Formats are tailored to the needs of individual stations and the target listener groups. Programming emphasises religious freedom and understanding between different religious and ethnic communities. Special attention was paid to the activities of Pope Francis, especially his trips to Sweden, Georgia, Armenia and Mexico. The 600th anniversary of the death of Jerome of Prague, Mother Theresa’s canonisation and the World Youth Day in Krakow were all commemorated.

CR Radiožurnál’s programming has also included regular spiritual and religious broadcasting. This year, they touched upon the historical roots of cohabitation of faiths in Europe, inspirational sources of belief systems aside from Christianity and current issues related to the cohabitation of Christians and other believers, especially Muslims in our geopolitical space, and all current affairs.

The main programme exploring spiritual-religious and ethical themes is the 50-minute “Vertikála” (Vertical), featuring discussions with guests from various walks of life who share their spiritual views on topics that resonate across society (for instance, despair and hope in today’s world, new challenges for Europe the value of freedom of speech, the Jewish exodus from France to Israel, various forms of homes and families, and consumerist reality and ideals).

Religious, spiritual and ethical topics are occasionally covered by CR Dvojka, in programmes “Jak to vidí” (As They See It) (especially on Sunday morning) or on Kontakt Dvojky (Contact on Dvojka).

Every Sunday, CR Vltava broadcasts religious services, which attracts a large number of listeners. Services of the Roman Catholic church regularly alternate with those of other churches associated with the Ecumenical Council of Churches. Holy Masses are also presented to mark major religious holidays (Good Friday, Day of the Slavonic Sages Cyril and Methodius, Day of the Execution of John Huss, Czech Statehood Day, Christmas, etc.). A fair share of programmes on faith and ethics remained in CR Vltava’s daily broadcasting: “Ranní úvaha” (Morning Contemplation), and “Etická knihovna” (Ethical Library), “Liturgický rok” (The Liturgical Year), “Ranní slovo” (Morning Discourse) and “Duchovní hudba” (Spiritual Music).

“Mezi nebem a zemí” (Between Heaven and Earth) was the key religious magazine programme broadcast by CR’s regional studios. “Šalom alejchem” (Shalom Aleichem), a new programme on Jewish life, was launched in January 2016, wrapping up a week of programmes dedicated to ethical-spiritual-religious minorities in the Czech Republic.

CR Radio Wave aired “Hergot!” (Good God!), presenting non-orthodox views on spiritual topics in an accessible form.



ENTERTAINMENT

CR's long-term mission is to offer cultivated entertainment to our listeners and CR Dvojka remained the greatest producer of entertainment among Czech Radio's stations. In 2016, the Drama and Literature Creative Team produced a total of 218 hours of entertainment shows, especially in the form of monthly public talk shows: "Nostalgické muzeum Ondřeje Suchého" (Ondřej Suchý's Nostalgic Museum of Entertainment), "Lenoška Ivo Šmoldase" (Sitting Around with Ivo Šmoldas), "Sklipek" (Wine Cellar) and a theatre get-together "Kdo židli má, bydlí" (It Only Takes a Chair to Furnish a Flat) with the Head of the Ungelt Theatre and singer Marta Kubišová. Among the most popular shows was Saturday's Tobogan with Aleš Cibulka, reminding listeners of observable and forgotten anniversaries and offering a chance for listeners to meet famous figures in person. The Tluchořovi series "Kolotoč" (Merry-Go-Round), "Hvězdy vinylu" (Stars on Vinyl) and many others retained their loyal followers. A series of holiday specials was prepared, including "100 let Rokoka" (100 Years of Rococo), "Setkání v Huti František" (Meeting in the František Iron Works), "Ungelt zpívá" (Ungelt Sings) and "Silvestrovské střibření" (Silver on New Year's Eve).

In 2016, CR Vltava continued to air "Kabaret" (Cabaret) as presented by various Czech ensembles mostly working with elements of improvisation and exaggeration.

In 2016, CR Radiožurnál also aired some entertainment programmes, notably the parody series Charles Is One Hell of a King! and the 50th anniversary of Jára Cimrman's appearance on Radio Wave, and the first mention of the Czech genius in the radio programme "Vinárna u pavouka" (Wine Bar at the Spider). The "Půlstoletí s Cimrmanem" (Half a Century with Cimrman) series included a live broadcast of one of the ensemble's theatre plays.

Entertainment is one of the five pillars of Czech Radio's regional programming. Nationwide entertainment programmes are centrally produced so as to minimise time, financial and organisational pressure, including "Humoriáda" (Humoristic Games), "Hvězdné návraty" (Star Comebacks), "Divadlo pro vaše uši" (Theatre for Your Ears), "Staří holubi se vracejí" (Old Pigeons Are Flying Back), "Co vy na to, doktore?" (What Do You Think, Doctor?); whereas regional entertainment is taken care of independently by each regional studio: "Vzpomínky nám zůstanou" (Our Memories Linger), "Posezení v divadle" (Get-together in the Theatre), "Krimi historky" (Criminal Stories), "Plk na nedělo" (Sunday Gossip), "Na větví s Halinou" (Tripping with Halina), etc.

In late 2016, CR Radio Wave aired a show called "Dementi aneb Radikální remix reality" (The Demented, or Radical Reality Remix) by Martin Tvrký, intended for social media. This satirical format features public figures' media statements remixed with music and accompanied with visuals to put its viral potential for young listeners to the test. The Dementi format is suited for Facebook, YouTube, and Radio Wave's other social media profiles or for collaboration with Radio Ivo, improvised live on air.

"Klub Rádía Junior" (Radio Junior Club) is dedicated to our youngest listeners. Web episodes featuring live animals in the studio have been the most successful. Rádio Junior's mascot, the funny radio personality Big Ear, became a hit with our youngest audience. And it was in 2016 that Big Ear started directly communicating with children in our live service, answering their questions, playing request songs, etc. In the European media context, this kind of interactive programming with children is unique.

PRODUCTION FOR CHILDREN AND YOUNG ADULTS

CR Rádio Junior, CR Radio Wave and CR Dvojka were the key producers of programmes for children and young adults.

The key producer of content for children was CR Rádio Junior, a digital and online station of Czech Radio with broadcasting intended primarily for kids aged 3 to 12. The secondary target group, children and youth aged 12+ and adults, are the primary focus of Rádio Junior Club, Atrium and Atrium Special and website content intended for older children. The station broadcasts 24 hours a day and its dramaturgy is structured to conform with children's daily regime (school, rest, sleep). More than for any other Czech Radio station, its service depends on the school year (holidays, curriculum).

In 2015, a live moderated stream was moved to 6 AM based on feedback from the primary and secondary target groups. The morning block from 8 AM to 12 PM was intended for preschoolers and kids not attending school. The afternoon block is broadcast from 3-7 PM. Radio Junior Club runs between 7 and 8 PM on CR Dvojka. After the end of the evening block with the so-called big fairy-tale and a lullaby, the programme, Atrium, intended for adults, but focusing exclusively on children-related topics follows from Monday to Thursday. These are the topics related to the "Linka důvěry" (Hotline) operated by Rádio Junior Club. Other topics include school, communication and technology, and health. Within the framework of this show (from 9.15-10 PM) the CR Rádio Junior's website streams songs for our smallest listeners. Between 10 PM and 6 AM, you can tune in to an uninterrupted music stream.

Last year, based on listener feedback, a new interactive format was launched, featuring live readings of and commentary on fairy-tales from century-old books, such as "Pohádky a báchorky" (Fairy-tales and Stories) by Božena Němcová. Every last Thursday of the month, children and their parents can become familiar with the context, customs and expressions that were previously commonplace for their grand- and great-grand-parents. The format fosters intergenerational communication and has been praised by elderly listeners as well.

In addition to broadcasting and website content, CR Rádio Junior in 2016 continued to focus on its listeners, audience and visitors in 2016 during events organised in Czech Radio's buildings (Open Doors Days, excursions, workshops) as well as interactive meetings across the Czech Republic and especially through projects "Rádio Junior na cestách" (Radio Junior on the Road), "Rádio Junior na návštěvě" (Radio Junior Paying a Visit), incl. "Jičín – město pohádky" (Jičín, the Fairy-tale Town), "Bookni si" (Make a Booking!), "Svět knihy" (Book World),

Zlínfest, Prix Bohemia Radio, "Noc vědců" (Science Night), "Noc s Andersenem" (A Night with Hans Christian Andersen), events organised by CR's regional studios, activities in zoos, elementary schools and preschools, libraries, museums, etc.). These events raise general awareness about the station and the CR Rádio Junior brand and aim to attract new listeners. The station's philosophy remains the same: instead of binding children to devices and new technologies, we seek to activate them in an informational and entertaining manner and encourage them to engage in a wide range of activities, not only at home, but also at school and outdoors, optimally with their friends and family.

In 2016, Radio Wave was the main station for young listeners, opening its new broadcasting space on the ground floor of Czech Radio's Prague headquarters on the corner of Vinohradská and Balbínova streets. This memorable event was accompanied with the refurbishment of the station's programming scheme, a new method of working with audiovisual content, public events held in the vicinity of the studio and the enhancement of interactivity with listeners enabled by the contact studio. The programme implemented the new Radio Wave Studio Sessions, i.e. regular live shows of bands, DJs and music artists in the studio, as well as dramatic performances and other visually appealing content. Online direction of cameras situated in the studio enabled the inclusion of quality live video broadcasts from the studio on social media and subsequent archiving of these recordings.

The main changes in the programme were scheduled to accompany the launch of the service from the new studio in April and primarily concerned evening music programmes. Changes were made after the overall review of the existing music programmes vis-a-vis service scheme logic and programme series, reflecting the current development of music trends on the international and Czech music scenes. The shows, "Echo s Ghonzalesem a Philipem TBC" (Echo of Ghonzales and Philip TBC), "Echo Petra Ference" (Echo of Petr Ferenc) and "Scéna s Alexem" (Scene with Alex), were discontinued. The service scheme newly featured new programmes, "Kořeni" (Roots, host Jakub Kaifosz's programme about music roots and tradition, Friday 8-9 PM), "Echo Viktora Paláka" (Echo of Viktor Palák, a heavy metal show, Friday 9-10 PM) and Werk (Jakub Benda's techno show with Robin Fritzen, Sanjin Nesimi and Jakub Zeman, Sunday 8-10 PM). Once a month, as part of the "Scéna s Mary C" (Scene with Mary C) show, we broadcast the music-for-export programme Czeching in line with Radio Wave's talent-scouting and music export programme Czeching.





REGIONAL BROADCASTING

In 2015, Czech Radio's regional network encompassed 14 studios in individual regional centres. Their scope of operation follows the administrative and territorial division of the Czech Republic, with a regional studio based in each regional capital broadcasting in each of the regions. The stations focus on particular groups of listeners in each region, dealing with specific regional issues, and local demographics are also reflected in each station's musical offering. Individual programming schemes were coordinated so as to engage all stations and to offer sufficient space to original broadcasting covering individual areas, including all regional priorities and demographics.

In 2015, the main regional broadcasting priorities were to create a separate service of Czech Radio Liberec beginning November 2, 2016, launch works on CR Brno's independent service for the Zlín Region (under the name Czech Radio Zlín), implement the second part of the of Czech Radio's syndicate project between its regional studios and Czech Volunteer Firefighters, the Goodfellas of the Year, enhance the "Zelená vlna" (Green Wave) traffic service (vis-a-vis the founding of the new Czech Radio traffic call-centre) and, last but not least, prepare "Pochoutkový rok" (The Gourmet Year) intended to promote Czech cuisine's diversity (including Czech, Moravian and Silesian traditional family recipes).

Czech Radio's regional studio's programming was based on the following: information, advice services, promotion of regional cultural identity, entertainment and interactivity. The programme highlights of 2016 included modifications to all regional stations' weekday evening broadcasts. Since October 3, 2016, broadcasting included the interactive talk show, "Kontakt" (Contact, Mon-Fri between 8-9 PM) a Czech Radio regional syndicate in which presenters invite prominent regional figures. Another syndicate contact programme has undergone a minor change, "Noční linka" (Night Line) now follows a coherent dramaturgy and features a limited number of presenters. Every Friday 1-2 PM during the summer holidays, the regional stations aired a special edition of "Česko – země neznámá" (Czechia – An Unknown Land) summarising national social and cultural events, for example, "Rybářské slavnosti v Třeboni" (Fishing Festivities in Třeboň), "Chodské slavnosti v Domažlicích" (Chodský Fest in Domažlice), etc., interviews with local personalities, interesting local facts, and invitations to other regional events. Czech Radio's regional stations electoral coverage is also worth mentioning. Modified manuals for news and current affairs coverage were implemented and the new system for self-promotion has been gradually set in place.

In 2016 we emphasised support of multi-media content; a better collaboration of websites with broadcasting schemes and links to social profiles, which has proved successful via increased traffic on the website and social media profiles of most of Czech Radio's regional studios.

In 2016, Czech Radio's regional studios participated in the joint project Generation What? the programme commemorated important anniversaries (for example, the 700th birthday of Charles IV, 700 years following the murder of Wenceslas III in Olomouc, the 60th anniversary of the Brno Philharmonic, the 500th anniversary of the foundation of the town of Jáchymov, the 150th anniversary of the Battle of Hradec Králové, etc.), social issues (solidarity between generations, senior citizens' active lives, etc.), local transport services, extreme climatic conditions and related issues (local floods, droughts, record temperatures, construction of flood dams and channelling waterways, etc.), support of recreational sports, development of tourism in the regions and service and consumer topics (financial and legal literacy, etc.).

Collaboration with the Czech Sports Union continued (support for regional amateur sports), as well as studio support for the September collection for the blind, the Lightning Fly in the regions, the Czech Radio Plus scientific road show (Pilsen, Liberec, Brno, Olomouc) and the pre-Christmas nationwide event "Česko zpívá koledy" (Czechs Sing Christmas Carols), attracting 120,000 visitors to 800 spots throughout the country. One remarkable project was the joint project Goodfellas of the Year, organised by regional studios with the Volunteer Firefighters of the Czech Republic. In 2016, Czech Radio's regional studios also broadcasted the international radio festival Prix Bohemia Radio (Olomouc October 3–5, 2016) and selected stations reported on the "Muzejní noc" (Museum Night) project in individual regional capitals.

In October 2016, a seminar was held in Brno initiated by Czech Radio's management on the topic of Czech Radio's Regional Broadcasting and Production, the aim of which was to introduce the general public to the focus, role and structure of regional broadcasting as part of Czech Radio's stations' portfolios, simultaneously presenting the production system in the individual regions (Production Department Creative Teams). An increase in funds by CZK 2.4 million was allocated to spoken-word and music production for regional studios for 2017, enabling the start of production in Hradec Králové, Pardubice and Liberec. Each of the regional studios will produce a weekly literary-publicity magazine and programming will incorporate occasional radio plays and readings produced by regional Creative Teams for the service of nationwide stations.

The structure of the directory of all regional stations was unified in the iNews editorial system, while the production-broadcasting worksites of Czech Radio Ostrava were renovated; Brno saw the installation of a self-service glass studio used for interviews with guests primarily by news and current affairs stations (CR Radiožurnál and CR Plus). In order to enhance the coverage of Czech Radio's regional stations, the transmission networks were fitted with two additional transmitters: Česká Lípa – Hospital (94.3 MHz/50W ERP) for CR Liberec and Cheb – Wolkerova (89.5 MHz/50W ERP) for the service of CR Plzeň – Karlovy Vary.

INTERNATIONAL BROADCASTING

In 2016, CR Radio Praha continued to produce 30-minute news briefs on current affairs in all service languages (English, German, French, Spanish, Russian, Czech). Its content consisted of news, features on current affairs, and genre analyses and reports (economics, culture, history, travels across the Czech Republic, etc.).

A topic that resonated broadly in the international services included Czech international politics and relations with China (the visit of Chinese president Xi Jinping in Prague and the “Dalai Lama affair”) and the migration crisis in the EU, controversy related to quotas and integration of refugees. Other topics included Czech perspectives on the future of the EU, reactions to the terrorist attacks in Brussels, Nice, Munich and Berlin. Radio Praha also dealt with the collaboration within V4 countries, with regard to the 25th anniversary of this group. Much air-time in the service of CR Radio Praha was dedicated to the 700th anniversary of Charles IV’s birth, Václav Havel’s 80th birthday and Radio Praha’s 80th anniversary of existence, all supported by debates, media coverage, and meetings with listeners.

Czech content, consisting primarily of current-affairs, reports and programmes of the Czech Radio News And Current Affairs service, differs from the foreign-language service. A two-member editorial team produces exclusively compatriot-related content and news and, in line with the mission of our station, news briefs, as well as economic features and programmes whose aim is to promote our country as a tourist and cultural destination.

The editorial team closely collaborates with Czech Schools Without Borders, the designee of the Ministry of Foreign Affairs for compatriots, covering all meaningful events related to Czechs residing abroad. www.krajane.net is a special website dedicated to compatriot-related content. In 2016, the main focus of the Czech editorial team was on the Gratias Agit awards, language courses for compatriots in Dobruška, Compatriot Conference, exhibition on exile in Prague, senate conference entitled “Vztahy diaspory a mateřského státu” (Relations of the Diaspora and the Country of Origin). The compatriot-related programme also offered biographies of celebrated Czechs abroad, together with the survey, “Zahraniční Čech roku 2016” (Czechs Abroad of 2016). The winner of this competition was Czech doctor Karel Pacák, who accepted the award in person at the 80th Anniversary of Radio Praha press conference.

Radio Praha continues to provide programming support to compatriot radio stations based in Romania, Croatia, Serbia, Ukraine, Slovakia, and Australia. Collaboration with compatriot associations was extended, newly engaging also those who focus on education of children. Radio Praha closely collaborated with various institutions, enriching the station’s cultural content – Czech Centres, Institut Cervantes, the French Institute, Czech-German Discussion Forum, Europäische Wochen Passau, Prague Literature House of German Authors, the German Language Theatre Festival, Ibérica Festival, Forum 2000, The Franz Kafka Society, Václav Havel Library, Czech-German Future Fund, etc.

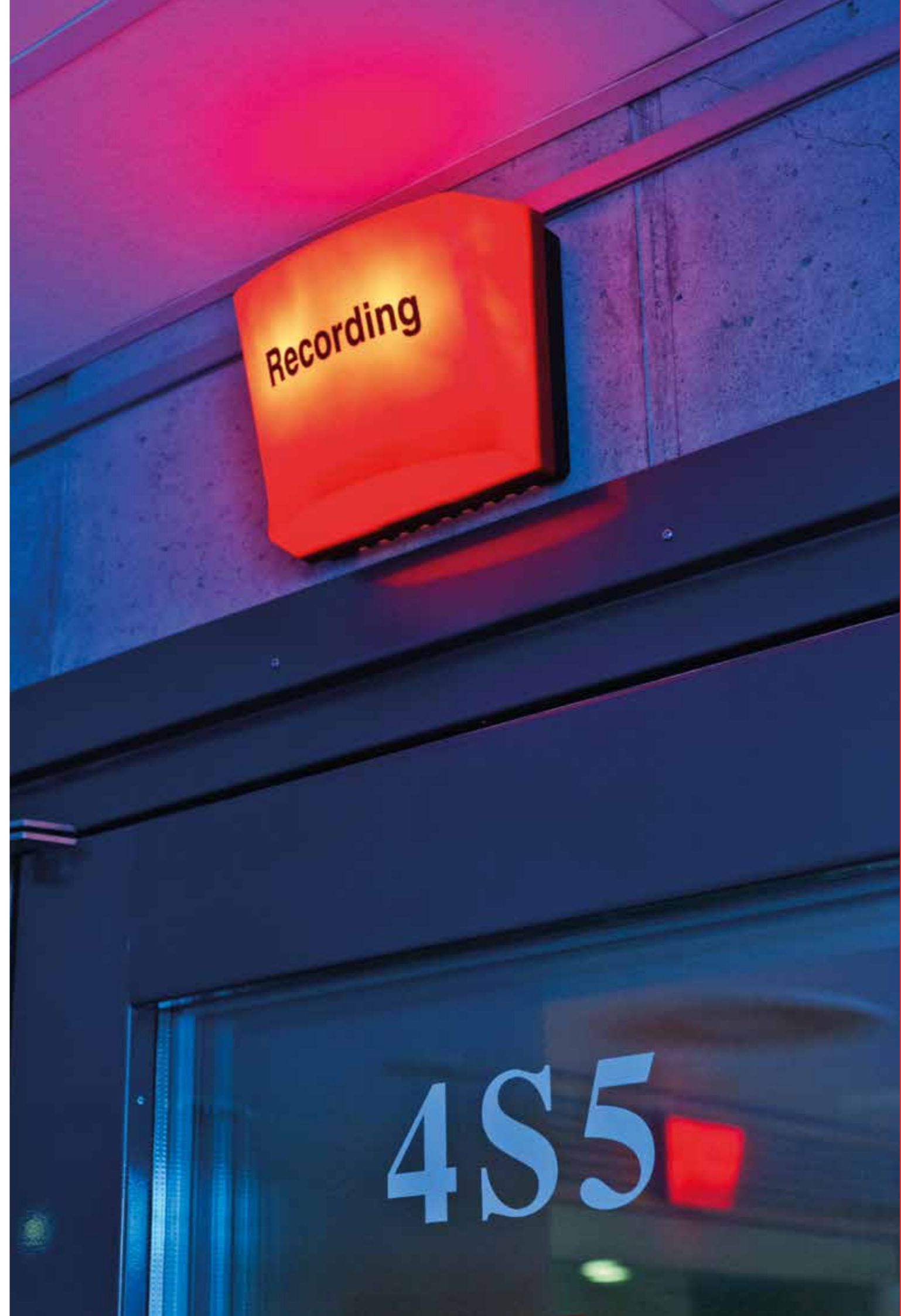
Radio Praha’s main programme distribution platform is the Internet. According to Google Analytics statistics, average web traffic on radio.cz in 2016 was 3.5 million visits. The number of pageviews almost reached 6.6 million. Language sections in order of web traffic were: English (26%), German (21%) and Russian (14.5%). Russian servers offering content produced by Russian editorial teams have very high readership rates, greatly exceeding the parameters of the in-house website. Czech Radio Praha does not influence the selection and numbers of articles.

The number of pageviews on the compatriot websites www.krajane.net and rozhlas.cz/krajane reached almost 127 thousand. The total number of plays (web streaming) according to Google Analytics was 174 thousand, the Blubrry statistics (which includes plays and podcasts using mobile applications such as iTunes) speak of 451 thousand. The statistics do not include listening via <http://www.play.cz>. The number of subscribers to the electronic newsletter (which underwent a thorough facelift, including a unification of all language mutations in late October) exceeded 12,000.

Web traffic according to the type of device: 1. desktops (63%), 2. cell phones (29%), 3. tablets (8%). In late 2016, the Facebook profile of Radio Praha registered 16,500 followers. In terms of followership, the most successful are Spanish and British editorial teams. Radio Praha’s Twitter account has 4,200 followers.

The satellite is another of Radio Praha’s broadcasting platforms. In Europe, the programme is transmitted via Czech Radio’s packet CS Link on Astra 3A satellite. Hence the service can be received on TV sets in the DVB-S format. This possibility is popular primarily with listeners in Germany who have not accepted the fact that Radio Praha discontinued its service on short waves and who refuse to switch to the online programme. Radio Praha’s English section prepares two five-minute news briefs aired on workday evenings on CR Plus. The French editorial team prepares a twenty-minute programme, Une semaine a Prague, presented by RFI in Prague, on 99.3 FM.

Rebroadcasting provides other opportunities for distribution of Radio Praha’s programmes. Radio Praha’s programmes or their parts are adopted by 10 radio stations in 8 countries (USA, Austria, Georgia, Argentina, Mexico, Chile, Bolivia, Ecuador and Venezuela). These are mostly local stations broadcasting on the FM frequency. One exception is Radio Miami International, which transmits English and Spanish programmes by Radio Praha in Central and South America on short waves. Radio Praha has gained considerable popularity in this region, including Cuba. In Russia, Radio Praha’s Russian service is taken over by VR (Vsemirnaja Radioset) broadcasting on medium waves in Moscow. German broadcasting is adopted by Radio Ypsilon in Hollabrunn in Austria and Freies Radio Freistadt broadcasting on short waves.



INTERNET AND MULTIMEDIA

In 2016, Czech Radio's new media content attracted an increased number of audience on platforms for mobile phones and tablets. The new mobile app, iRadio, has been a great success. Conversely, the growth in web traffic on the rozhlas.cz website decelerated. Therefore, Czech Radio started to build a new website in the Drupal system, which will allow for the station's web services to be tailored to the parameters of mobile devices. The web infrastructure is simultaneously being transferred to an external cloud that will enhance the output and speed of web-based services. Czech Radio also further expanded on social media and significantly increased the amount of multi-media content in its radio service.

Great emphasis was placed on radio programme distribution via podcasts. This corresponds to a new wave of interest in this format, going hand in hand with the increased usage of mobile phones to play audio content. Programmes from Czech Radio's Audio Archive have begun to be offered through the sophisticated iRadio mobile app. The corporate website now offers podcasts of Czech Radio's programmes organised also according to the programme's main topics. An integral feature is the offer of radio podcasts encompassing all available platforms – iTunes, Android, Windows and RSS.

The news and current affairs programmes on CR Radiožurnál were complemented with special projects "Nejsem plýtvák" (I'm Not a Waster, support for eco-friendly food consumption), "Olympijský rok" (The Olympic Games Year), online reports from the Cho-Oyu expedition and an exceptionally successful new website called "Půlstoletí s Cimrmanem" Half a Century with Cimrman. Almost 40,000 people voted in the survey for the best Cimrman quote.

Concurrently with the extended CR Plus service, the station's website's content was greatly enhanced, generating a substantial increase in web traffic. Each month, regular interviews, analyses and commentaries were accompanied with special thematic programmes: "10 let s Příběhy 20. století" (10 Years of Stories from the 20th Century), a scientific roadshow, a public debate on Brexit and the US presidential elections, "Ministři v zapomnění" (Forgotten Ministers) series, "Výrok roku 2016" (Statement of the Year 2016) and others.

CR Dvojka was dominated by an innovative approach to the presentation of valuable and attractive content. An attractive microsite "Historie českého zločinu" (The History of Crime in the Czech Lands) was produced with the support of documentarians for CR Dvojka's website. At the same time, Dvojka had success with the programme's audio recordings on its YouTube channel. This programme only had 185,000 plays online. Among other successful web-based projects was "Léto s Maigretem" (Summer with Maigret) reaching over 100,000 listeners.

CR Vltava's pivotal projects were "Americký rok" (American Year) and "Shakespeare +400". An exclusive online offer of plays, readings, documentaries and articles were complemented with live broadcasts and recordings of theatre performances, classical music concerts and events held, for example, in the Václav Havel Library.

CR Radio Wave tailored its offer to a range of varied distribution channels: video output was predominantly featured on social media profiles, articles adapting the broadcast content were presented on the station's website, and a mobile app was designed for Radio Wave's 10th birthday.

CR Rádio Junior launched a new online platform called "Webik" (Webbie) with playful content for the smallest kids in a responsive design, i.e. comfortably accessible even on small mobile phone and tablet displays. Rádio Junior's online plays have been finalised, their graphics and level of difficulty adjusted to two main age groups, and their popularity has been continuously rising.

One project that contributed to the stable rise in regional studios' website traffic was called Goodfellas of the Year, organised in conjunction with volunteer firefighters. Between August 2015 and June 2016, the project's web presentation registered a total of 167,000 visits.

The website zpravy.rozhlas.cz, was radically revamped. A series of special online news sections were created dedicated to elections, world hockey championship, EURO 2016 special, Rio 2016 Summer Olympic Games special, etc.

A new application, Newsfeed, was designed and the online Zpravodajství (News Reports) programme was innovated. Czech Radio's News Reports also had a new functionality programmed for Instant Articles for Facebook.

Czech Radio audiovisual team produced video reportages, broadcasts and videos from 65 events – a total of 173 videos and 19 live online broadcasts. Another novelty in terms of both content and technology were live online video broadcasts on Facebook Live. Czech Radio's first simultaneous online video broadcasts on Facebook and YouTube presented a debate related to Brexit. Czech Radio also introduced its new YouTube channel entitled "Koncerty ČRo" (Czech Radio Concerts) dedicated to Prague Radio Symphony Orchestra performances, video broadcasts and recordings of regional, especially Moravian bands and other live acts.

Czech Radio joined Czech Television to participate in the European online project Generation What?, mapping attitudes of youth between 18 and 34 years of age. The project was also strongly promoted on Czech Radio's social media profiles. The Czech Republic is ranked among the most successful European projects.

In 2016, Czech Radio's mobile apps were significantly upgraded. Aside from live linear service, the brand new native applications iRadio for iOS and Android offer audio archives of stations structured according to the individual programme series, for streaming and download. Each station now operates an individual online section containing articles. For the purposes of Windows, we have developed a more economical and simplified version of iRadio.

The youth station, Radio Wave, rolled out a separate mobile app for iOS and Android. "Audioknihy do kapsy" (Pocket Audiobooks) is a new mobile app offering titles from the "Čtenářský deník" (Reader's Diary) for download and radio plays and readings from Dvojka and Vltava for streaming. The application is equipped with a cache in case of loss of Wi-Fi signal.

Online broadcasting has undergone technological innovations. Czech Radio has installed Dante technology enabling the streaming of nationwide and 4 regional stations while encoding the stations' broadcasting for online streaming in one computer room in Prague.

In 2016, the traffic on Czech Radio's website and mobile apps increased by 1.2% to reach 41,278,104 visits. According to Google Analytics, traffic on the domain rozhlas.cz reached a total of 40,152,959 visits, representing a year-to-year decrease of 1.6%. This is evidenced by the tendency of users to switch to mobile phones and tablets. However, the number of users of rozhlas.cz rose by 6.78% to 13,066,377. The number of displayed pages on Czech Radio's website reached 102,317,402 which represents a year-on-year increase of 2.88%.

Out of all social media, radio content was predominantly distributed and promoted on Facebook. Czech Radio's main profile remained to be the most visited social media profile. Its followership rose by 46% to reach 57,000. Radiožurnál's profile attracted 38% more fans, reaching 43,000 followers. The number of Radio Wave followers rose by 62%, totalling 32,000.

The overall number of followers for all stations, programmes and projects on Twitter rose to 75,000, representing an increase of 31% from the previous year. Czech Radio is also now active on Instagram, followed by 6,500 users. Czech Radio's audience on Google Plus remains roughly the same, reaching 56,700 fans.

Czech Radio's YouTube channel saw an increase in the overall time for video views by 31%, with average viewing time increasing by 8% and the number of views rising by 22%. In collaboration with YouTube, more intensive measures have been taken to prevent illegal distribution of radio content on YouTube. Based on YouTube analysis, Czech Radio's channel is one of the fifty best Czech profiles.





ARCHIVE

APF departments conducted standard expert activities, provided programming services and participated on syndicate projects, e.g. related to Charles IV anniversary, "Rakouský rok" (Austrian Year) "Americký rok" (American Year), WWI, Czechoslovak Legionnaires, the Charter 77 Anniversary and 80 years since the start of International Broadcasting. APF contributed to all versions of Rádio Retro, conducting research activities and feeding additional information into the AIS database: "Rozdělený svět" (A Divided World), "Karel IV." (Charles IV), "Podzimní" and "Šťastné a veselé 2016" (Merry Christmas 2016).

The pilot project PIQL was implemented (in collaboration with Czech Radio's Technology Department), employing new methods of archiving digital recordings on the film reel.

For its radio e-store Radiotéka, APF continued to provide comprehensive technical services, consisting of image processing and adding documentation to the AIS database (341 images). It also continued building a central literary catalogue, recording literary works in the AIS database and scanning loaned baptism certificates. One of its main achievements was an agreement made with the American Library of Congress, granting Czech Radio the right to broadcast 18 hours of the R. Slánský trial in exchange for recordings from the Munich period. Substantial additions came in the form of K. Lánský and R. Seemann's personal funding and the estate of A. Svoboda. Also of great value are Dismán's Children's Radio Ensemble archives, documents related to Concertino Praga and Concerto Bohemia, and 300 transcripts of the programme "Stopy, fakta, tajemství" (Footprints, Facts and Mysteries). Starting in September, a systematic transcription of audio foils (gelatine, metal, varnish and decelith) was conducted. By the end of the year, 78 foils and 2,099 gramophone records with many unique recordings had been transcribed.

Almost 147,000 audio and over 20,000 written documents were added to the digital archive, with 15,179 additions to the digital audio library. Computer databases were updated with over 52,600 new documents, and 67,000 records revised and corrected. Data processing on the GSelector database (786 recordings) continued, and 365 more tracks were added to the Music Track Search app. Following the preparation of the programme, production and broadcasting, nearly 90,000 loans were arranged, and 5,324 digital recordings were checked (or repaired) to assist CR Dvojka, Vltava and Rádio Junior services. 419 users visited our research facility in 505 visits and 5 excursions were organised for participants of various professions and age groups.

APF supplied reference documents for production and broadcasting, the station's multimedia website, the Radio Library, Radioservis and for external subjects based on licence agreements. Each month, a host of audio documents marking relevant anniversaries, the Gramoarchive Bulletin containing information on catalogued media and files and a list of additions to the Library were published on APF's intranet.

Users also found continuously updated lists of CDs (including dramatisations, fairy-tales and readings for children). Over 500 extensive researches were conducted encompassing topics, such as Ostrava, history of DRDS, Charter 77, history of Prague's cinemas, romantic fiction, First Republic lifestyles, the Battle of Hradec Králové, US presidential elections, and notable figures: Charles IV, Yusra Mardini, Wilhelm Pieck, Ema Destinnová, Otka Bednářová, Jiří Horčíčka, Josef Henke, Eliška Junková, among others. Research prepared for students' theses focused on radio production in the 1960s, notable Czech Radio directors, the history of sports reportages, school radio stations, literary-critical periodicals of the 1960s, radio reportages, radio dramatisations, contemporary language of radio broadcasting, radio aesthetic functions, radio dramaturgy in 1960s – 1980s.

In 2016, APF prepared and issued two more issues of the Svět rozhlasu revue (The World of Radio Review), issues 35 and 36. Prof. Jan Vedral became the new head of the editorial board. The survey on regional studios had a great response following the project REGIONS 2014, including Jan Menger and Jaromír Ostrý's printed reactions to the survey. Issue No. 36 featured a review of a publication with a radio focus after a long break (Jiří Hubička: Lucie Weisssová: Karel Weinlich – An Attempt for an Autobiography).

The archive's website used over 200 archive audio documents, presented two series dedicated to Rádio Mama (17 episodes) and Radio Documentary (7 episodes), 48 articles in the "Hlasy slavných" (Famous Voices) section, and many other articles. "Týdeník Rozhlas" (Radio Weekly) published 16 articles, APF employees were hosted by the Erko magazine and Radio Junior as guests on several occasions. CR Vltava broadcasted "Fonogramy" (Phonograms) prepared by Jiří Hubička using archival audio documentaries.

And for the eleventh time, the library produced a valuable and entertaining programme as part of the "Noc s Andersenem" (A Night with Andersen) project.

Within the framework of their collaboration with the Radio Production Association, the employees of the APF provided organisational support to both showcases of current affairs, journalist and documentary programmes – "Report", a presentation of literary works, "Bilance" as well as the presentation of awards to the winning authors.

Collaboration with the National Archive, the Václav Havel Library, The Institute of the Memory of the Nation, Czech Television, Supraphon, universities and other institutions also continued in 2015. APF again participated in two extensive nationwide projects focusing on cultural heritage – "Národní virtuální fonotéka" (National Virtual Audio Library) and "Paměť světa" (The Memory of the World), coordinated by the Czech division of UNESCO.



OFF AIR ACTIVITIES

OFF AIR

In 2015, many artistic ensembles performed under the banner of Czech Radio, including the station's own musical ensembles (Prague Radio Symphony Orchestra, Dismal Children's Radio Ensemble, Czech Radio Children's Choir) and outside orchestras (the Gustav Brom Czech Radio Big Band and the Brno Radio Orchestra of Folk Instruments).

Czech Radio's most significant competition showcases of 2016 were targeted at children and youth – Concertino Praga for individuals and Concerto Bohemia for groups and orchestras. For the first time, the international radio competition, Prix Bohemia Radio, was held in Olomouc, generating a lot of interest in both experts and the public alike.

Several large projects formed the core of Czech Radio's communication activities, including "Karel je King" (Charles is One Hell of a King!), Generation What? and "Půlstoletí s Cimrmanem" (Half a Century with Cimrman). During Czech Radio's successful first-time participation in the Prague Museum Night, more than 5000 visitors came to see the Radio's historical building in Vinohrady.

Czech Radio successfully connected its activities to the Czech Radio Foundation, organizing projects such as "Noční běh pro Světlušku" (Night Run for the Lightning fly), the touring kavárna POTMĚ (Café IN THE DARK), various concerts and other events.

Czech Radio is one of the most active members of the EBU. It takes regular part in selecting attractive concerts which it then includes in Euro radio's programming and in the system of free offerings as part of the international programme exchange. The Radio also hosted numerous meetings and conferences such as the EURORADIO Drama Workshop and the EURORADIO Sport Plenary Meeting. Czech Radio also realized a historical first: a co-production with the BBC called "Yusra plave o život" (Yusra Swims for Her Life).

Supporting visually impaired children remained the priority of the Czech Radio Foundation in 2016, both through the Světluška (The Lightning Fly) project and other efforts such as kavárna POTMĚ (Café IN THE DARK), Běh pro Světlušku (Run for the Lightning Fly) and a number of concerts.

Radioservis, a. s., is a subsidiary company of Czech Radio. In 2016, it released sixty-two new titles on CD. The internet portal www.radioteka.cz has developed rapidly, offering more than 800 titles. Radioservis's activities include the regular periodical Týdeník Rozhlas (Radio Weekly), where readers can find the complete schedule for all Czech Radio stations as well as interesting articles on radio production.

ARTISTIC ENSEMBLES

■ Prague Radio Symphony Orchestra

Season 2015–16

The spring part of the SOČR's 89th concert season brought numerous interesting projects as part of the "Nové horizonty" (New Horizons) cycle. The SOČR also hosted the popular Epoque Quartet with singer Dan Bárta and the Clarinet Factory quartet. The Rudolfinum concert hall hosted performances by the outstanding Czech soloists Jan Mráček (violin), Vilém Veverka (hoboe) and Radek Baborák (French horn). The season culminated in the performance of Dvořák's Requiem under the baton of chief conductor Ondrej Lenárd.

Season 2016–17

The Orchestra entered its 90th anniversary season with several new features, adding more 20th and 21st century music to its programme and focusing on Czech composers. It also invited distinctive conductors and soloists and launched a new concert cycle entitled "S – Tady žije SOČR" (S – Prague Radio Orchestra Lives Here) which aims to make the orchestra more approachable by introducing its individual players in the role of soloists. Some of the important achievements of the main concert series in Rudolfinum include an American programme with the conductor Stefan Asbury (featuring Copland, Yves, Adams and Bernstein), an evening with the phenomenal trombone player, Christian Lindberg, and the Czech premiere of Miroslav Srnka's Piano Concert with the pianist Nicolas Hodges and conductor Tomáš Netopil. At its special concert on November 4, the orchestra introduced the recent winner of the prestigious Queen Elisabeth Piano Competition, Lukáš Vondráček. The ensemble's collaboration with the Tata/Bojs band, conducted by Tomáš Brauner, was an audience favourite. The sold-out show at the Fórum Karlín was filled with emotion and topped off by a long standing ovation. Supported by the campaign "SOČR: boříme zdi" (Prague Radio Symphony Orchestra: Breaking the Walls), the 90th anniversary season aimed to break myths and prejudices around classical music's exclusive and complicated nature.

Festival Concerts

Highlights of the season included the introductory concert at the 25th International Music Festival in Český Krumlov where the Symphony Orchestra accompanied the prominent tenor, Juan Diego Flórez, and its performance of Mahler's "Symphony of a Thousand" at the international festival Smetanova Litomyšl. At the same festival, the orchestra also performed alongside Aneta Langerová and her band.

Recording and CDs

In 2016, the Symphony Orchestra completed recording of the set of Bohuslav Martinů's piano concerts featuring seven Czech pianists, conducted by Tomáš Brauner. The CDs were released in the fall by Radioservis. The same publishing company also issued works by Josef Suk under the baton of O. Lenárd. Supraphon released a set of M. Kabeláč's symphonies conducted by Marko Ivanovič as well as the third CD in a series containing overtures from Janáček's operas, conducted by T. Netopil. In its 2016 studio recordings, the Symphony Orchestra's collaborators also included Ivan Ženatý, Jitka Hosprová, Jitka Čechová, Vladimír Bukač, Pavel Černochoch, Dana Burešová, Robert Jindra and Vojtěch Spurný.





■ Czech Radio Children's Choir

The Czech Radio Children's Choir has a new choirmaster, Věra Hrdinková, while Blanka Kulínská continues to work with the young singers as co-choirmaster. In September, the choir recruited a large number of new singers, significantly expanding its scope. The choir now consists of three preparatory sections and one concert choir.

Among the choir's most successful performances was the concert celebrating International Children's Day, held as part of Studio Live in Czech Radio's Studio 1 in Vinohradská Street. By organizing this concert, Czech Radio contributed to Euroradio Day, devoted to children's choirs, which took place on June 1 and included seven other children's choirs from all around Europe.

Other successful concerts included the performance of all the choir's sections at Prague's Novoměstská Townhall on June 13; the concert with Concerta Bohemia winners at Žofín on November 9; "Předvánoční zpívání" (Pre-Christmas Singing), organized under the auspices of the head of the Senate in Knights' Hall in Wallenstein Palace on December 6; the December 8 performance in Wallenstein Palace celebrating the anniversary of Česká školní inspekce (Czech School Inspection) and; the book launch for "Vánoční písně evropských národů" (Christmas songs of European nations) in Břevnov Monastery. The choir recorded numerous songs for Radio Junior programs "Notováníčko" (Singing Time) and "Veršovánky" (Little Rhymes).

The revised DPS web pages offers regularly updated information on performances and news about the choir. The DPS also now has an active presence on Facebook where it is presented as a lively community of young musicians.

■ Disman Children's Radio Ensemble

Over the course of the year, DRDS frequently participated in Czech Radio productions. Its members covered news and recorded documentaries for CR Vltava on a regular basis. The programme "Souzvuk O žabě, starém veteránovi a ozvěně" (About a Frog, an Old Veteran and an Echo) was well-received at "Bilance", a competition for literary and dramatic radio programmes. "Díář DRDS" (DRDS's Diary) from March 2016 won first prize in the "Report" category at the Report radio journalist competition.

The ensemble gave thirty performances throughout the year, both in in Divadlo Minor, its regular venue, and on tours. The repertoire consists of seven performances of different genre including playful programs such as "Knoflíková válka" (War of Buttons), a set of poems by Petr Nikl and the fairy tale "O dvanácti měsíčkách" (The Twelve Months) as well as more serious programs, such as the children's opera Brundibar and the collage of texts by children interned in Terezín during WW II "...a bolelo nebe" (...and the sky was hurting).

The ensemble participated in "Dětská scéna" (Children's Scene), a showcase of children's theatre groups and was shortlisted for the regional competition. In the competition's recitation category, four members were shortlisted for the regional competition where Jan Vokrouhlecký won first prize.

The inspiring programme "...a bolelo nebe" (...and the sky was hurting) was chosen for the state competition "Děti-výchova-divadlo" (Children-education-theatre).

Ensemble members benefited from their collaboration with important theatre, film and television directors and their guest performances in Prague theatres, such as the National Theatre, Divadlo Na Vinohradech (Vinohrady Theatre) and Divadlo v Dlouhé Theatre. The ensemble also participates in a number of cultural and charity events (competition "Daniel", "Děti kreslí korupci" [Children Draw Corruption], etc.)

Throughout 2016, MgA. Jana Doležalová (Franková) was the artistic director of the ensemble, which now has 61 members.

■ Brno Radio Orchestra of Folk Instruments

In 2016, the ensemble focused on working with young musicians from various folklore groups. It performed or recorded fifteen concerts for Czech Radio. In February and March, the orchestra recorded in Studio Orli in Brno, creating recordings with semi-finalists of the “Zpěváček” competition as well as several instrumental recordings. In April, BROLN performed in Krumvíř at the concert for CR Brno, in Uherský Brod and in Olomouc at the Flora gardening fair. In May and June, the orchestra supported young singers at the “Zpěváček” competition, in June they performed at the International Folklore Festival in Jablonec nad Nisou and gave a gala concert in Strážnice organized by CR Ostrava and Brno. In August, the orchestra performed at the International Festival Brno 2016, and in September it gave a concert in Frýdlant nad Ostravicí. In November, it accompanied the soloists Vlasta Grycová and Karel Hegner at concerts in Ostrava and České Budějovice. The year was concluded with the Advent concert in Blansko. Although the orchestra performed fewer concerts than in the previous year, due to decreased funding, the quality and the singular artistic approach remained the same. BROLN performed approximately twenty-five other concerts for external patrons.

On February 1, 2016 the artistic director, František Černý, resigned for health reasons and was replaced by Petr Varmuža. Černý continues to perform with the orchestra as a violinist.

■ Gustav Brom Czech Radio Big Band

Under the directorship of Vlado Valovič, the Gustav Brom Czech Radio Big Band recorded its first CD entitled “Correspondance”, issued by Czech Radio. The title refers to communication both between the musicians and the listeners and among the musicians themselves, but it also connotes the word’s meaning in French—setting out on a new artistic journey. The ensemble consists of high-quality musicians from Slovakia and the Czech Republic and the CD presents original compositions exclusively, that is, demanding pieces in the style of contemporary big band jazz created by the members of the ensemble.

In 2016, the Big Band performed fourteen concerts for Czech Radio, of which eleven were broadcast. The number of concerts decreased in comparison to 2015 due to cuts in funding; however, the concerts enjoyed great success. The most important performances included “Slovenské divy” (Slovakian Divas) with Slovakian soloists on February 1 in Prague’s Lucerna; the award ceremony for “Šarmantní osobnost roku” (Charming Personality of the Year) on April 29 in Hradec Králové; a concert on September 9 in Brno’s Reduta; Prague United Islands festival on June 25 where the ensemble was warmly received by the young audience; Christmas concert on December 1 in Bratislava alongside Jiří Korn, Tonya Graves, Marta Jandová and other soloists. The year climaxed with the Best of Swing concert, organized on the occasion of the 25th anniversary of the founding of the Visegrad Group in Czech Radio’s Studio 1 under the auspices of the Czech president.





FESTIVALS AND COMPETITION

■ Prix Bohemia Radio

The Prix Bohemia Radio International Festival of radio production is a traditional showcase produced and organized by Czech Radio. The 32nd annual edition took place between October 3 and October 5, 2016. For the first time in its history, the festival was held in the historical city of Olomouc.

Two competition categories were announced. Out of thirty-six works registered in the Drama category, Zuzana Ferenczová won first prize for "Problém (Vyskočit z kůže)" (Problem [To jump out of one's skin]). Twenty-eight radio projects competed in the Documentary category, of which Jan Hanák's "Díptych" and Dominik Mačas's "Dobyvatel ztracené krásy" (Conqueror of the Lost Beauty) shared first prize.

Special prizes were awarded to three important persons who devoted their working life to radio. Radio author and journalist, Josef Veselý and composer and lyricist Jan Spálený were inducted into the Hall of Fame by Czech Radio's Director General, René Zavoral; the Thalia Prize for radio play acting went to actor Viktor Preiss for his role as Václav Talich in the play "Má protentokrát obsazená vlast" (My Currently Occupied Country)

Aside from the competition, the festival also included a conference on radio production for children and youth and a seminar about investigative journalism with the participation of renowned European journalists. The Prix Bohemia Radio enjoyed great popularity among students at Olomouc University. The accompanying program—musical performances, a theatre performance and an entertaining programme for children—offered an opportunity for audiences of all ages to become familiar with the work and mission of this public service medium. Thousands of visitors had the opportunity to meet radio producers and get to know their work.

The festival aspires to continue developing radio production in Central-European public media, cooperating especially with the members of the Visegrad Group (V4). The main mission of Prix Bohemia Radio is to increase the quality of radio production and present public broadcasting as an institution that creates and spreads cultural values in V4 countries.

■ Concertino Praga

The 50th yearly edition of the International Radio Competition for Young Musicians 'Concertino Praga' took place under the auspices of the Minister of Culture, Daniel Herman and the South-Bohemian Regional Governor, Jiří Zimola. In 2016, the competition was open to pianists, violinists and cellists. The international jury, headed by the pianist Ivo Kahánek, evaluated twenty-nine anonymous recordings from eleven countries throughout the world. First prize went to the violinist Maria Zaytseva from Russia. Czech Radio released a CD with the winners' recordings and a CD with recordings by the main winner.

The concert of the winners from Prague's Rudolfinum on Friday June 10, 2016 was live broadcast and webstreamed by CR Vltava and several other radio stations associated with the European Broadcasting Union (EBU). The South-Bohemian versions of Concertino Praga in Český Krumlov, Bechyně, Třeboň, and Jindřichův Hradec were broadcast on Czech Radio's Vltava station. The concerts were supported by MŠMT (Ministry of Education, Youth and Sports), the City of Prague, the Region of South Bohemia, the towns of Jindřichův Hradec, Třeboň, Bechyně, Český Krumlov, "Nadace Život Umělce" (The Artist's Life Foundation) and the Romanian Cultural Institute.

■ Concerto Bohemia

In 2016, twenty-four musical ensembles registered for the 25th edition of 'Concerto Bohemia,' a radio competition for young orchestras and ensembles.

The competition concluded on November 9, 2016 with the concert of the competition winners. The Great Hall of the Palace Žofín hosted more than a hundred young musicians. The jury members evaluated recordings and selected the best ensembles specializing in genres ranging from Renaissance to dixieland and contemporary music. Ensembles that performed at Žofín included Brass Banda, Krumlovští pištci, Musica per gaudium, Prague Conservatory String Orchestra, Aries, Prague Conservatory Baroque Orchestra, Sarabanda, Jazzsle and Prague Conservatory Modern, of which the latter won the first prize. Czech Radio Children's Choir performed as a guest. The concert was broadcast live by CR Vltava. Czech Television did not participate in the project this year but the concert was available on Czech Television's YouTube channel. Czech Radio also released a CD with the best recordings by the competition winners.

■ Marketing

The Marketing Department is responsible for corporate identity, external marketing communication and analytical marketing. Corporate projects included the yearly edition of "Daruj krev s Českým rozhlasem" (Give Blood with Czech Radio) with the participation of all stations of Czech Radio. Fifty-nine transfusion stations in the Czech Republic took part in the project and 1295 people donated blood. The project is organized under the auspices of key partners such as the Czech Ministry of Health. It is considered the most important activity on the part of the media to support blood donation.

Intensive marketing activities took place especially on the Czech Radio station Radiožurnál. The mobile studio R-Stream, an innovative element, was present at key marketing events like the International Film Festival in Karlovy Vary and the Olympic Park at Lipno. The mobile studio attracts attention and enjoys the popularity of the audience wherever it goes.

In September the radio launched a long-term project "Půlstoletí s Cimrmanem" (Half-Century with Cimrman), as part of the celebration of the 50th anniversary of Jára Cimrman Theatre. The marketing campaign for the project ran throughout the whole month of September, including a contest for the most popular quote from the Cimrman Theatre's plays. On October 1, this part of the campaign climaxed with a special full-day event in Tanvald and Příchovice broadcast by Radiožurnál. Thousands of visitors attended the event. On December 19, a celebration took place in studio S1 CR where, fifty years ago on December 22, the mystification around Jára Cimrman was first conceived in the programme called "Nealkoholická vinárna U pavouka" (Non-alcoholic Wine Bar At the Spider).

Czech Radio's traffic report setting underwent a key transformation, supported by an intensive communication campaign launched at the beginning of November. The campaign drew attention to the new telephone number for Czech Radio's call centre and to the hiring of new reporters for the programme "Zelená vlna" (Green Wave).

Radio Wave celebrated its 10th anniversary. As part of the celebration, the glass studio in Vinohradská Street, which the radio uses for both broadcasting and marketing activities, was opened to the public. The Radio Wave Street Festival organized for this occasion, and especially its music stage in Balbínova Street, attracted many visitors. In September, another musical event took place on the premises of the Czech Radio, this time as part of the musical project called Czeching which supports progressive young artists. The event was well attended by the public, especially young people.

As part of the EBU, Czech Radio along with Czech Television took part in the international project Generation What? which maps the contemporary generation of people aged 18 to 34 across many states of the European Union. The web-portion of the project, where there is an interactive questionnaire, was frequently visited. The results of the poll then appeared on Czech Radio and on social networks. The project was carried out in partnership with the Institute of Sociology.

The Marketing Department also cooperated with Creative HUB on the radio project Karel je King! (Charles is One Hell of a King!). The project was frequently viewed on the web where special audio content was available. On the day of the actual birthday of Charles IV, an event was organized at the site of the former Stalin monument at Letná. This outdoor event was popular with the public, and the main musical programme featured a special light projection and laser show.

■ Communication

The Communication Department focused on external relations and communication. Its activities include media relations, media partnership and cooperation, event management, publication and other forms of external communication.

On Czech Radio's web pages, the department operated the Press column for journalists and organized several press conferences throughout the year. The most important themes included the election of René Zavoral to the position of the Czech radio's new Director General, the ten year anniversary of Radio Wave and the opening of the glass studio on Vinohradská Street, the projects Charles is One Hell of a King! and Generation What?

An information telephone line and e-mail info@rozhlas.cz for listeners are other important means of external communication, as are the popular tours of Czech Radio buildings. Czech Radio published a number of information booklets and pamphlets including the bilingual Annual Report of Czech Radio.

■ Media Partnership, Cooperation, Media-Supported Projects

The goal of media partnership is to inform Czech Radio audiences about special cultural projects and educational or charity-oriented activities. In 2016, the radio supported as a media partner more than 40 projects. The most extensive projects included the Children's Day with Radio Junior at the Zlín Film Festival, the opera festival Smetanova Litomyšl, National Food Bank and others.





■ Vinohradská 12 Gallery

In 2016, more than 13,000 visitors came to the gallery during various events. The exhibition plan included 12 exhibitions presenting radio projects, introducing young artists or commemorating anniversaries. In the most successful exhibition, "Slavné housle na vlnách rozhlasových" (Famous Violins on Radio Waves), Jaroslav Svěcený introduced different violins by world-renowned brands, including rarities such as a granite or a marble violin. The exhibition of photographs by Bohumil Dobrovolský commemorating the 1968 August occupation was unique because of its wide scope.

The gallery also housed a number of press conferences, book and CD launches, talks, meetings with foreign journalists, etc. We are working on extending the collection of historical radio technology. We even acquired an absolute rarity—a Blattnerphone—and many other objects.

The gallery served as a venue for large PR events such as the Open Doors Day or the Radio's first-time participation in Prague Museum Night when more than 5,000 visitors had a chance to peek behind the scenes of radio production. Our Day with Digital Radio was popular as well, presenting digital broadcasting and its possibilities.

■ Memory of the Nation

Memory of the Nation is an independent communication activity. A digital internet archive containing audio and video recordings of people's life stories is the result of cooperation among three institutions—Czech Radio, Institute for the Study of Totalitarian Regimes and Post Bellum, a non-governmental organization.

In 2016, over 700 new stories were published in the database 'Memory of the Nation' as part of several different projects. The most extensive of these projects, "Příběhy 20. Století" (Stories of the 20th century), is also available in its video version, "Příběhy 20. století TV". Other successful projects included "Nejsme tady sami: příběhy našich menšin" (We are never alone: the stories of our minorities) or "Slezsko, paměť multikulturního region" (Silesia, the memory of the multicultural region).

In Summer 2016, the Run for the Memory of the Nation was organized for the first time. The ten-kilometre route through the deer park at Hvězda commemorated ten important events and historical phenomena of the 20th century—the information panels were designed by the artist Vojtěch Šeda. The run also celebrated ten years of "Příběhy 20. Století" in Czech Radio's programming.

As part of the project Memory of the Nation, we decided to join the Anglo-Saxon tradition of commemorating Veteran's Day on November 11 with red poppy flowers. Even though volunteers only sold the flowers on the streets of Prague, the flowers were distributed all around the country through the internet and thanks to enthusiastic members of the Club of Friends of the Memory of the Nation.

The radio also organized the 7th edition of the Memory of the Nation Award on October 27. The awardees included Slovakian author, Rudolf Dobiáš, who was sentenced to ten years in prison for treason during the communist regime, Jitka Malíková, a medical student convicted of the same crime and sentenced to eleven years in prison. Anton Tomík, a political prisoner who escaped from the Leopoldov labour camp, and Ludmila Váchalová who was sentenced to six years for contact with the West and spent nine months in solitary confinement. The award also went to the Auschwitz survivor Jiří Brady. The ceremony was broadcast on CR Plus, Czech TV 2 and Slovakian Radio and Television.

In 2016, Albatros Media published the book Stories of Heroes of the 20th Century. It is a collection of fascinating cases of totalitarian despotism in Czechoslovakia, a mosaic of everything that affected the country's citizens in the 20th century: wars, Nazi and Soviet occupation, communist labour camps, Stalinist trials but also protests against totalitarianism.

INTERNATIONAL RELATIONS

The Department of International Relations coordinates the cooperation between Czech Radio and international institutions and organizations, coordinates relationships with Czech Radio and international organizations and institutions. The main activities in this field include developing and strengthening relationships with international radio broadcasters. Cooperation with European Broadcasting Union (EBU) in Geneva is the most important among these activities.

Czech Radio was represented in two top EBU advisory organs. In 2016, Director General René Zavoral continued to work as a member of the Radio Committee, while the Technical Director, Karel Zýka, held the position of Operations Council's Chairman. The main agenda and actions of these and other organs largely followed considerations on the European Broadcasting Union's reform. These considerations were part of the project 'Athena.' The EBU argued that it was necessary to improve its effectiveness so member services remained relevant and so its business activities would be sustainable. A suggestion was made to transfer some decision-making power away from the General Assembly to speed up the decision-making process, especially in business activities. No final agreement was reached in 2016.

Czech Radio also hosted numerous meetings and conferences largely under the umbrella of the EBU. The most important of these meetings included the EURORADIO Drama Workshop held on April 21 and 22 for approximately sixty dramaturges, sound designers and directors of drama departments from all around Europe. The presentations focused on individual model projects addressing a new and younger audience, introduced different ways of working with sound, and discussed recording without a script. In an interesting creative part of the workshop's second day, participants took part in performing a passage from Franz Kafka's diary. A EURORADIO Sport Plenary Meeting was organized on November 8 and 9. Approximately sixty representatives of radio sports departments from all over Europe presented their projects, which were especially numerous in 2016 due to the Olympics in Rio de Janeiro and the EURO2016 in France. A shining example was Czech Radio's first ever cooperation with BBC, "Yusra plave o život" (Yusra Swims for Her Life). The participants also discussed strategic decisions about sport broadcasting rights and the struggle for these rights. Further discussions included searching for new routes and analysing trends that will affect radio broadcasting, shifting it towards the use of new technologies.

In 2016, Czech Radio cooperated intensively with its traditional partner, Slovak Radio (RTVS). In March, the institutions renewed their bilateral agreement. The year-round cooperation climaxed in the fourth joint Christmas concert which took place on December 1 in the great concert hall in the Slovak Radio building, featuring Jiří Korn, Tonya Graves, Marta Jandová, Jana Kirschner, Robo Grigorov and Elán. The concert was broadcast on CR Dvojka and on Slovak Radio. Czech Radio also strengthened its cooperation with radio stations in other Visegrad countries. Two V4 High-Level Meetings were held in 2016, along with separate meetings. Czech Radio received a grant from the International Visegrad Fund (IVF) to support the Prix Bohemia Radio Festival in Olomouc. IVF appreciated this festival as an event with a significant marketing and promotion potential for activities in the Visegrad countries.

In 2016, Czech Radio continued to develop its existing activities such as Audioport, a joint musical project of Czech Radio and Radio and Television Slovakia, and created by the Czech Radio Wave and Slovak Rádio_FM, stations aimed at young people. In the spring, Audioport took place in its traditional venue, studio S1 in the building on 12 Vinohradská Street. Radio Wave brought in the electronic duo Himalayan Dalai Lama, while Rádio_FM chose electro-pop band Purist. The programme was jointly broadcast throughout the day and was devoted to the music scene in post-November 1989 Czechoslovakia. The second part of Audioport took place on October 19 in Bratislava with the participation of Czech producer Aid Kid and Jimmy Pé with guests, both working in a similar genre. The day-long broadcast focused on gaming—from computer to board games.

The international radio project PRESSpektivy, which focuses on the future of (not only) radio journalism, was devoted to podcasting. It took place on November 14 and 15, 2016 in Prague. The podcast is a revitalized audio-format that is extremely successful in the US especially and its popularity is on the rise in Europe as well. For this reason, Czech Radio invited the creator of the "Modern Love" podcast, which has many devoted listeners in the US. Other important guests included Daniel Jones, The New York Times editor, and Iris Adler, programme director of NPR in Boston and podcast producer. One part of the two-day event was open public and the other part was an internal seminar whose participants discussed the possibilities of podcasting and its technical components, themes amenable to the audio-format and the best ways to reach a programme's target audience.

The Summer Olympic Games in Rio de Janeiro brought the most extensive international cooperation in both coverage and intensity. Of three broadcasting studios, two were located in Rio de Janeiro and one in Lipno. Reporters in both Brazil and the Czech Republic prepared over 760 reports and the audience could listen to live broadcasting of almost all events in which Czechs took part. For the first time ever, an international production team was present on site.

Czech Radio is one of the most active members of the EBU. It regularly takes part in choosing dramaturgically distinctive concerts which it then includes in Euroradio programming and in the system of free, international exchange of musical programs. Czech Radio prepares these concerts in cooperation with prominent Czech music institutions and festivals, experts and musicians. In 2016, it offered 110 musical programs to the EBU. This is 27 concerts less than in 2015 (in 2014, Czech Radio offered 146 concerts). These concerts include above all the so-called member selections (free offers from EBU members), live broadcasts and recordings of concerts from the Euroradio Seasons (classical music, jazz, ars acustica, folklore) and the Euroradio Summer Festivals.





CZECH RADIO PUBLISHING HOUSE

■ Radioservis, a. s. – the Czech Radio Publishing House

In 2016, the Radioservis released 62 new CDs, focusing primarily on spoken word, Radioservis's specialty on the market. Radioservis's production regularly appears among the best selling products listed by the AVA (Association of Audio-book Publishers), of which it has been a member since 2014.

Aside from operating its own portal Radioteka.cz, Radioservis transfers its production to the digital format, cooperating with other portals such as Audiotéka, Audiolibrix, Wooky, Alza and others. The bestselling newly released audio-books included James Herriot's *The Vet and Dog Stories*, the new radio recording of Jack London's *The Star Rover*, but also the challenging readings from Jung Chang's *Wild Swans*, as well as upcoming volumes from "Toulky českou minulostí" (Rambles through the Czech Past) and selections from Jiří Anderle's programs "Láska za lásku" (Love for Love) entitled "Obrazy v čase" (Images in Time).

■ Radio Weekly

Radio Weekly is the only printed periodical which publishes the programs of all the Czech Radio stations and offers a comprehensive information service regarding its most important projects and programs. At the same time, it provides feedback in the form of reviews and listener comments. It is increasingly perceived by the culture-going public as not only a source of information regarding radio broadcasting but also as a full-fledged cultural magazine focusing on artistic disciplines associated with Czech Radio programming (literature, drama, documentary, music). Over the course of 2016, Radio Weekly published texts by a number of renowned authors (Jan Petránek, Ondřej Vaculík, David Smoljak, Jaroslav Vanča, Milan Šmíd, Milan Kruml, Věra Nosková). Organizers of music festivals such as Dvořák's Prague, Prague Spring and Janáček Brno 2016 commissioned Radio Weekly to create a separately distributed section for their programs.

In 2016, Radio Weekly organized its 20th annual Invisible Actor, the award for the most popular actor on Czech Radio (Norbert Lichý and Taťjana Medvecká were the winners). It was also a media partner for numerous cultural events.

■ Book Publishing

Czech Radio's editorial strategy follows primarily from its programming. In 2016, it edited and published the following titles: "Olympijský rok" (Olympic Games Year), "Rytířské pohádky a tajemství starých alchymistů" (Knight Stories and the Secret of Ancient Alchemists), Pavla Jazairiová – "Příběhy" (Stories), "Proč má zebra pruhy aneb Chytřej jak rádio 2" (Why Does Zebra Have Stripes, or Clever as Radio 2), Karel Franta and František Novotný – "Čertoviny" (Devil's Tricks), "Malovaná muzika" (Painted Music), Karel Weinlich – "Pokus o životopis" (An Attempt at a Biography), Petr Hlaváček – "Rozdělený svět" (Divided World). The titles that were not commissioned by Czech Radio include: Vladimír Socha – "Poslední dny dinosaurů" (The Last Days of the Dinosaurs), Miroslav Bobek – "Trojský lev" (Trojan Lion) and the second, extended edition of Vladimír Pohorecký's "Rozhledny a ztracené hrady Západ" (Observation Towers and Lost Castles, West).

■ Radioteka.cz Portal

A joint project of Czech Radio and Radioservis, Radioteka.cz has been gradually putting online the Czech Radio archives, offering a complete catalogue of Radioservis in MP3 and Flac formats. The portal has been operating for three years.

Today, the portal offers approximately 800 titles of spoken word from radio production as well as a number of CDs from different publishers. The most popular titles naturally include adventure novels but also detective stories and humorous or poetic texts. Radioteka is not based exclusively on archival recordings; it regularly adds titles from its regular yearly production and, aside from commercial content, it offers some free titles. The latter usually include technically unique recordings or older documentary programs (here, Radioteka fulfils another of its goals—providing education for elementary and high school students).

Like the musical part of Radioteka, the spoken word is selected with an emphasis on diversity, including both older recordings from the golden collection as well as newer recordings by an array of authors and actors. The selection spans from classical to modern radio renditions, from older recordings with well-known Czech actors to the new generation of emerging directors and actors.

The dramaturgy of musical recordings is based primarily on the original production of the radio ensembles. The nine categories of classical music comprise both rare historical recordings and the latest productions, spanning from chamber music or melodrama via symphonic works and operetta to large vocal-instrumental composition and opera. Studio recordings predominate but the selection also includes interesting live recordings from concert halls as well as recordings from the history and the present of the Czech Radio Symphonic Orchestra. The rich selection from the Prague Spring festival is among the most notable of the archival recordings.

Popular music and jazz are divided into six categories. Pop and rock sections focus on famous Czech pop musicians who recorded with the Dance and Jazz Orchestra of the Czechoslovak Radio in the legendary Studio 'A' in Karlín. It encompasses both the classical "big band" jazz, which is often associated with Czech Radio, and modern compositions for smaller ensembles. Radioteka also makes available recordings of winning bands in the project "Czeching" organised by Radio Wave. One of the sections specializes in brass-band music and folklore (BROLN), containing a number of interesting recordings largely from regional studios.

Emphasis is placed on Czech music and Czech musicians with historical ties to radio broadcasting. To facilitate orientation in the extensive musical content, we created several miniseries and thematic albums such as "Sólo pro" (Solo for), "Slavní čeští houslisté a klavíristé" (Famous Czech Violinists and Pianists), "České operní hvězdy" (Czech Opera Stars), "Současní čeští skladatelé" (Contemporary Czech Composers), Jazz combo, etc. The offer is entirely unique in many cases. Radioteka finds its uniqueness on diversity of genre and style and on equal representation of historical and contemporary production, while also reflecting important dates from music history in its dramaturgy.



CZECH RADIO FOUNDATION

During the previous year, Czech Radio Foundation's donors and partners helped to support the visually impaired through the Lightning Fly Foundation and contributed to humanitarian aid for Nepal devastated by the earthquake. As part of a project of the Radiožurnál station and the Jára Cimrman Theatre, it also participated in the celebration of Humour that Helps.

The Lightning Fly Foundation helped the visually impaired and blind children and adults by funding the purchase of special audio and tactile aids, and the services of assistance and guide dogs and personal assistants. It also supported the blind and partially sighted in the area of education, culture, sports and assisted many in finding new job opportunities. Over its 14-year existence, Lightning Fly has grown to become a trustworthy partner and a loyal friend for the disabled.

Some non-profit organizations that provide services to the blind or focus on awareness campaigns also rely on the foundation's help. Lightning Fly supported projects dealing with early care for families with children with multiple disabilities, skills development for deaf-blind persons, assistance and volunteer services for the blind, space orientation training, requalification programmes and many other projects that help hundreds of blind or partially sighted individuals.

In 2016, a total of 248 applications from individuals and 100 projects from non-profit organizations were accepted, allocating a total of CZK 17 million. This would not have been possible without the help of the thousands of individual donors, volunteers and partner companies. Our thanks go to the participants of the Lightning Fly events, including the Night Run for the Lightning Fly, Café IN THE DARK, September charity days, charity concert Light for the Lightning Fly and the pre-Christmas event, Crystal Lights for the Lightning Fly.

In partnership with Czech Radio, the foundation also organized a public collection following the devastating 2015 earthquake in Nepal, collecting funds to aid in the renewal of the affected remote mountain areas. The money from the Helping Nepal with Czech Radio project was used to buy equipment that helped inhabitants of Simthali and Selang villages survive the cold winter. Further funds went to agricultural development, improvement of children's education and basic healthcare.

Admirers of the Czech luminary, Jára Cimrman, show that they have both a sense of humour and a good heart. They participated in large numbers in the collection "Cimrman Helps" which became an inseparable part of the celebration of the Cimrman theatre's fiftieth year. The collection raised over CZK 450,000 and the money was divided among three non-profit organizations including the Czech Radio Foundation.

Our thanks go out to all those who help us support people in the Czech Republic and internationally!



ORGANISATION AND MANAGEMENT

ORGANISATION AND MANAGEMENT

In 2016, the financial operations of Czech Radio were planned so that expenditures would match revenues of CZK 2,205,600,000. In reality, the service recorded a net profit of CZK 2,128,000. Given the negative taxable income calculated by the tax advisor, no income tax is expected to be paid. The tax return will be submitted by the tax advisor by June 30, 2017.

The chief priority of the Licence Fee Department was to continually improve the system for the collection of licence fees, which form the majority of Czech Radio's revenues. As of 31 December, 2015, 3,094,218 natural persons and 151,069 legal entities were registered as licence fee payers.

The Technology Department provided all technical, technological and infrastructural services that are an essential component to ensure Czech Radio's function as a modern media institution. Among the most significant activities of Czech Radio's Technology Department in 2016 was the construction of Radio Wave's brand new broadcasting unit situated on the ground floor of Czech Radio's historical headquarters on the corner of Vinohradská and Balbínova streets. Its glass walls allow passers-by to peek behind the scenes of Radio Wave's broadcasting. Additional broadcasting and production units in the Vinohradská – Římská building complex have been renovated.

In terms of major sport and cultural event coverage, the most significant achievement was the Olympics in Rio de Janeiro. One complex task was also the coverage of the opening of the 50th season of the Jára Cimrman Theatre in Pířchovice and One Day in Litomyřl.

In research terms, the most significant and valuable survey conducted in 2016 by Czech Radio was the project of a panel survey administered to a group of eight thousand respondents. The panel was based on a quota providing a representative sample of the average demographic characteristics of Czech Radio listeners. The survey was conducted by the research agency Median. The survey took place in three stages, 80% online and 20% via telephone. The minimum required number of survey respondents was 65%; i.e., 5,200-5,500 respondents participated in each of its individual stages, producing a comprehensive description of radio audiences' programme preferences. The first stage focused on radio listeners' music preferences. The survey consisted of 36 music clips ranging

from brass bands to hip-hop and provided insight into the musical tastes of the majority of radio listeners, in addition to optimal music mixes for select listener groups. The second stage concerned listeners' preferences in spoken-word programmes, characterising the majority of listeners according to their interest in specific radio genres and programme types. In stage three, the respondents described their expectations vis-a-vis public service broadcasting and the extent to which Czech Radio meets these expectations.

The quantitative research was followed by a qualitative probe in which 16 discussion groups representing current Czech Radio listeners as well as former and potential audiences evaluated the programme and broadcasting of the public service radio. The project was concluded with a discussion between selected respondents and some of Czech Radio's senior managers.

As in past years, the survey confirmed that the majority (about three quarters) of Czech Radio listeners are aware of the importance of the role of public service broadcasting and the need to create conditions for its existence. The majority of listeners confirmed its satisfaction with Czech Radio's service and quality. The research was also aimed at specific comments related to the programme and listeners' needs and suggestions. Our main weakness has again proven to be Czech Radio's insufficient promotion of its general and individual programmes – a large majority of listeners are not familiar with our overall programme offer and its diversity.

FINANCIAL MANAGEMENT IN 2016

Sound economic management, including fiscal transparency, was ensured during 2016 thanks to a series of internal directives, chiefly the Czech Radio Rules on Financial Management. The accuracy and completeness of accounting were affirmed in 2016, as in previous years, via an independent audit. The Supervisory Committee, which serves as an advisory body to the Czech Radio Council, was tasked with keeping an eye on fiscal management throughout the year.

In 2016, the financial operations of Czech Radio were planned so that expenditures would match revenues of CZK 2,205,600,000. In reality, the service recorded a net profit of CZK 2,128,000. Given the fact that preliminary calculation of the taxable income is negative, no income tax is expected to be paid. The tax return will be filed by a tax advisor by June 30, 2016.

The year's revenues totalling CZK 2,212,340,000 (against a planned CZK 2,205,600,000) represent a year-on-year decrease of CZK 36,918,000. The absolute year-on-year decrease in revenues is of a notional character and caused exclusively by the introduction of new accounting methodology based on value and provisions re-adjustments as of January 1, 2016, which amounted to approx. CZK 55 million. Having excluded this factor, Czech Radio's revenues increased as opposed to the previous year mainly in the sphere of collection and enforcement of radio licence fees.

In comparison to pre-budget figures, higher performance was illustrated by an increase in revenue of CZK 6,740,000, the greatest part of which was generated by the increased volume of collected licence fees. The planned revenues from business activities (mainly revenues from advertising and sponsorship) were not fully met in the sphere of sponsored programmes. Other revenue items have been reported as projected.

In 2016, expenses were CZK 2,210,212,000 (against a projected CZK 2,205,600,000). In comparison with 2015, a year-on-year drop of was revealed, due to the aforementioned reasons.

Total expenditures were lower than projections by CZK 4,612,000. The considerably higher volume of expenditures than expected was related to primarily the replacement of computer equipment funded from the savings in other expenditure items, primarily in fees, travel expenditures, consultancy services and expenses for the support and maintenance of information systems. The projected amount of expenditures was also exceeded with regard to non-deductible VAT and deductions of long-term assets related to increased investment activities in the recent years, including 2016.

The overall fiscal outlook of Czech Radio has been consolidated, laying the foundations for the further development and modernisation of public service broadcasting in the Czech Republic.

Czech Radio Financial Management in 2016

FISCAL RESULTS OVERVIEW	Budget	Expenditures	Difference	Difference in %
expenses (excluding income tax)	2 205 600	2 210 212	4612	100,2%
revenues	2 205 600	2 212 340	6740	100,3%
profit before tax	0	2128	2128	x
income tax	0	0	0	x
profit after tax	0	2128	2128	x

EXPENSES	Budget	Expenditures	Difference	Difference in %
broadcasting expenditures	285 830	282 682	-3148	98,9%
Czech Post collections fee	115 400	114 380	-1020	99,1%
wages and fees to organisations	14 578	14 956	378	102,6%
wages for individuals	132 400	127 391	-5009	96,2%
news agencies services	22 150	21 963	-187	99,2%
materials	31 584	48 752	17 168	154,4%
other services	270 671	249 936	-20 735	92,3%
energy	24 519	23 326	-1193	95,1%
repairs and maintenance	14 033	13 628	-405	97,1%
travel expenses	20 618	17 810	-2808	86,4%
personal expenses total	959 550	966 562	7012	100,7%
write-offs	111 500	113 498	1998	101,8%
VAT balance	146 300	153 033	6733	104,6%
other expenses	56 467	62 295	5828	110,3%
expenses (excluding income tax)	2 205 600	2 210 212	4612	100,2%
income tax	0	0	0	x
total expenses	2 205 600	2 210 212	4612	100,2 %

REVENUES	Budget	Expenditures	Difference	Difference in %
licence fee payments	2 058 163	2 064 100	5937	100,3%
commercial activities (advertising, sponsorship,...)	85 730	85 286	-444	99,5%
international broadcasting	27 250	27 200	-50	99,8%
other revenues	34 457	35 754	1297	103,8%
total revenues	2 205 600	2 212 340	6740	100,3%

YEAR-ON-YEAR COMPARISON	2014	2015	Difference	Change in %
expenses (excluding income tax)	2 231 808	2 210 212	-21 595	-1,0%
total expenses	2 231 808	2 210 212	-21 595	-1,0%
revenues	2 249 258	2 212 340	-36 918	-1,6%

TECHNOLOGY

Technology covers all technical, technological and infrastructural services that are an essential component to ensure Czech Radio's function. In 2016, based on a readjustment of Czech Radio's entire organisational scheme, the Technology Department was newly categorised among the highest management level and renamed Technology. Its internal structure has also been optimised. The main departments falling under the Technology unit are Sound Technology, Signal Distribution, Information Technology and Radio Broadcasts.

■ Sound Technology

The most notable project of 2016 was the construction of Radio Wave's brand new broadcasting unit situated on the ground floor of Czech Radio's historical headquarters on the corner of Vinohradská and Balbínova streets. State-of-the-art technology paired with a sophisticated interior makes the studio into a true showcase of Czech Radio. Passers-by can watch the broadcasting live from the street.

New mixing consoles have been installed in our regional studio in Liberec, thus completing the stage of technology exchange in all of our regional studios resulting in the overall enhancement of user functionality and technological reliability of the service. At the same time, distribution technology in other parts of the country was modified to become compatible with the DaletPlus transmission system.

The Studio House in Římská 13 saw a complete and extensive refurbishment of both broadcasting units of Czech Radio Dvojka as well as other production units, for example in the studio complex 2RS6 for Czech Radio Vltava on the DHD mixing console platform. The new technology enables multi-track recording and remote control with DAW Samplitude Pro X. Post-production unit P22 of the Production Department also underwent complete renovation, built exclusively on the Dante IP audio protocol.

For the purposes of Czech Radio Radiožurnál, an R-Stream mobile broadcasting studio has been installed. The studio is equipped with DHD digital technology and the production and broadcasting system DaletPlus, with its direct connection to the central system in Prague enabling a unique flexibility while broadcasting from various locations. Employees of the Sound Technology division provided technical support, for example, during the coverage of the Karlovy Vary IFF, the Olympic Park in Lipno, Half a Century with Cimrman, Great Pardubice Steeplechase, Prix Bohemia Radio in Olomouc, among other major events.

In 2016, Technology continued to cover special programme projects produced by CR Sport and CR Rádio Retro. This year, the service kicked off with "Příběh vědy" (The Story of Science), followed by a block called "Rozdělený svět" (Divided World) and a subsequent programme "U mikrofonu Otec vlasti" (Father of the Nation on Microphone). The summer season started off with the block, "Prázdninový speciál" (Summer Holiday Special Edition), followed by "Barevný podzim" (Colourful Fall) and the last special programme was the Christmas edition of "Šťastné a veselé" (Merry Christmas).



■ Radio Broadcasts

Another challenging task was to arrange the coverage and communication during the Summer Olympic Games in Rio. Two studios in Rio were interconnected with the unit in the Olympic Park in Lipno. The broadcasting went smoothly and without any difficulties. Two other significant broadcasts were the coverage of the opening of the 50th season of Jára Cimrman Theatre in Píčovce and One Day in Litomyšl.

An investment project for news broadcast vehicles was successfully prepared and implemented. The vehicles are equipped with new technology both for recording and broadcasting as well as charging and communication.



■ New Technologies

The central broadcasting recording system underwent major important technological modernisation. The recording servers have been replaced and the system was enhanced with a system to record all regional programmes. For further use, files are saved in a special disc field and further stored in a permanent archive.

Similarly the transmission of sound signals for internet streaming has also been centralised. The state-of-the-art AoIP Dante protocol allows the connection of additional computers to the main transmission node and the utilisation of processing of all broadcast programmes for other forms of distribution and recording. The Dante technology is embedded in a secured redundant configuration.

In the sphere of digital T-DAB+ broadcasting, Czech Radio continued its collaboration with České Radiokomunikace a.s. (Czech Radiocommunications) offering experimental service in Prague using the Praha – Mahlerovy sady transmitter. This project called DAB Prague has tested the potential of a full-fledged function of the so-called public service radio multiplex. The broadcasting contained a comprehensive offer of Czech Radio's nationwide and special programmes including accompanying data. This broadcasting was operated in the approved experimental mode. Collaboration with other DAB operators – RTI cz s.r.o. and Teleko s.r.o. continued including the integration of CR Rádio Retro's and CR Radio Wave's programme in all networks.

Having updated its new digitisation concept, Czech Radio is now holding intensive talks with authorised organisations regarding the development of digital radio broadcasting, and taking steps towards launching and expanding this platform in our country.

■ Information Technologies

Data storage systems underwent substantial renovation. Technologically outdated storage systems with insufficient capacity, deficient output and incompatibility with new applications have been replaced with a scalable solution offering a sufficient and well-arranged output for all applications, databases and users.

A new call-centre for the Traffic Information Centre has been set up. An internal SW system for traffic information management and distribution via various platforms (RDS broadcasting, web, DAB) has been installed. This has resulted in the spinoff of the traffic news unit also providing information gathered from traffic reporters independent of Global Assistance.

For the purposes of the Archive, a new digitisation unit has been launched used for the purposes of scanning of archived documents. The core of the digitisation unit is formed of 2 new efficient production scanners, Kodak i3200 and Kodak i4250, whose parameters ensure quick and high-quality processing of archival materials. The supply includes the Kodak Capture Pro programme equipment with pre-set templates for batch processing of scanned documents that will facilitate scanning, description, control and import of a large number of scanned documents in the Digital Archive. The digital archive proper is implemented using the AIS application developed by our IT staff.

In collaboration with Bonton a.s. and using the PIQL method of film reel digital data recording, selected audio data from the Czech Radio Archives has been preserved so that the records will still be readable in 100 years.



■ Signal Distribution

The most significant achievement in the field of distribution services in 2016 was the gradual expansion of transmission networks and identification of new frequencies in the VHF band together with the launch of two new transmitters in the MF band dedicated to CR Plus. A total of 6 new VHF transmitters and two MF transmitters have been put in operation throughout the year, with international coordination of additional locations already in progress.

In terms of the VHF band, it has proven convenient to use the complex distribution and transmission services provided by Czech Radiocommunications, including the possibility of incorporating special programme editions on a specific transmitter (for example CR Radiožurnál and KV IFF). Based on this experience, a new comprehensive service for transmission in the AM transmitter bands (MF and LF), has been prepared in collaboration with Czech Radiocommunications for the upcoming five-year period, again integrating the distribution of the signal including the back-up, modulation processing, transmitter operation and a monitoring service.

In 2016, two major changes were made in the technical parameters in the field of DVB-S/S2 satellite distribution as a consequence of the termination of previous agreements with Czech Television. First, the DVB-S service was prolonged from July 1 to November 15, 2016, followed by a new agreement with M7 Group and the transition to a more modern system, DVB-S2, on the same Astra 3B satellite (23.5° E position). This new agreement has been planned to span three more years and to enable efficient use of satellite broadcasting services with the possibility of further modernisation and enhancement (for example MPEG4-AAC coding or space sound service), at the same time reducing running costs. In addition, distribution serves as a back-up for terrestrial distribution to transmitters so that the all transmitters have been replaced at transmission locations.

As regards DVB-T digital broadcasting, Czech Radio's programmes were distributed via DVB-T public service multiplex 1 (in conjunction with Czech Television) offering a stable variety of programmes and practically 100% of coverage.



LISTENERSHIP

■ Czech Radio and its Listeners

In 2016, 1.582 million listeners aged 12–79 tuned in daily to at least one Czech Radio station, as monitored by RADIO PROJEKT, the main radio ratings aggregator in the country. This stands for 18 % of the respective population and 29 % of all radio listeners of the specified age group. 1.208 million listeners tuned in daily to at least one nationwide station and 441,000 tuned in to one of the Czech Radio's regional studios.

During an average week, Czech Radio attained a listenership of 2.486 million, which represents 33% of the overall weekly listenership in the country.

1.759 million listeners selected a Czech Radio station as their most listened-to choice of all radio services. Czech Radio's market share on the Czech radio market amounted to 22.7 %. This breaks down to 16.5 % attributed for nationwide stations and 6.3 % for regional stations.

In 2015, approx. 23,000 listeners daily and 60,000 listeners weekly tuned in to any of the special Czech Radio stations.

Data for individual Czech Radio stations is presented in the following table:

Listenership of Czech Radio's stations and studios in 2016

Data: Radio Projekt SKMO January 1 – December 17, 2016

CR NATIONWIDE STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
ČRo Radiožurnál	1465	16,7	833	9,5	181,8	9,8
ČRo Dvojka (Praha)	582	6,6	370	4,2	221,9	5,3
ČRo Vltava	141	1,6	49	0,6	134	0,4

CR REGIONAL STUDIOS	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
ČRo Brno	182	2,1	112	1,3	237,4	8,8
ČRo České Budějovice	87	1	54	0,6	206,2	8,6
ČRo Hradec Králové	60	0,7	31	0,4	233,9	7,1
ČRo Pardubice	38	0,4	18	0,2	216,1	4,7
ČRo Olomouc	70	0,8	37	0,4	210,3	6,4
ČRo Ostrava	82	0,9	49	0,6	191,8	4,8
ČRo Plzeň	110	1,2	65	0,7	232,6	10,6
ČRo Sever	66	0,7	35	0,4	189,4	3
CR Regina DAB Praha	25	0,3	11	0,1	147,7	0,6
CR Region (Central Bohemian Region)	32	0,4	18	0,2	162,5	1
ČRo Region (Vysočina)	32	0,4	18	0,2	249,1	5,5

* Market share in the target region:

STATIONS AS PER SECTION 3 (1)(B)	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
ČRo Plus	92	1	57	0,7	185,2	0,7

CR SPECIAL STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
ČRo D-dur	11	0,1	5	0,1	230,6	0,1
ČRo Jazz	9	0,1	3	0	169,6	0
ČRo Rádio Junior	23	0,3	7	0,1	100,9	0
ČRo Radio Wave	19	0,2	7	0,1	212,2	0,1

CZECH RADIO	listenership last week		listenership yesterday		ATS rel.	market share
	in thousands	% of population	in thousands	% of population	in minutes	in %
CR nationwide stations	1945	22,1	1208	13,7	210,8	16,4
CR regional studios	749	8,5	441	5,0	219,7	6,3
Stations as per Section 3 (1)(b)	92	1	57	0,7	185,2	0,7
CR special stations	60	0,7	23	0,3	175,5	0,3
CR Total	2486	28,3	1582	18,0	222,6	22,7



René Zavoral
Director General

(since January 20, 2016)

Jan Menger
Regional Broadcasting Director

Jan Pokorný
News and Current Affairs Director

Eva Hazdrová – Kopecká
Programme Director

Kateřina Konopásková (since January 1, 2017, in 2016 Jiřĩ Mejstřĩk)
Production Director

Alexandr Pĩcha
New Media Director

Karel Zýka
Technical Director

Josef Havel
DG Office Director

Jiřĩ Hořna
Communications and External Relations Director

Dana Mudd (since February 1, 2017, in 2016 Ludmila Sůssová)
Human Resources Director

Jakub Čĩžek
Prague Radio Symphony Orchestra Director

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Chairwoman

Jiřĩ Vejvoda
Vice Chairman and Spokesperson

Tomáš Křĩourek
Vice Chairman

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Ervín Kukuczka

Michal Stehlík

Petr Šafařĩk

Ivan Tesař

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Robert Cholenský (since February 13, 2017 Vice Chairman)
Vice Chairman

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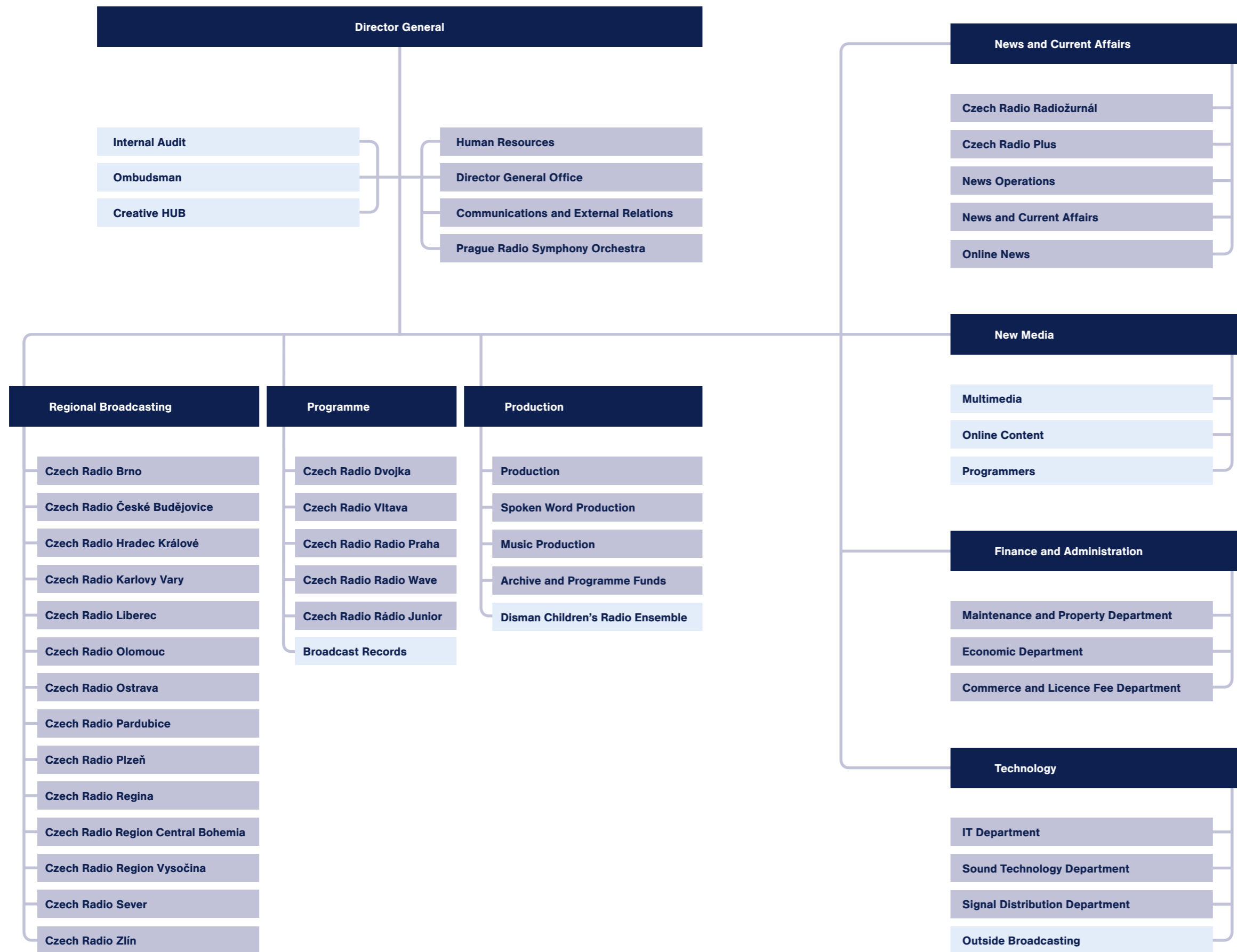
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in 2016

Tomáš Kaňka

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Nationwide Stations

Radiožurnál

Dvojka

Vltava

Plus

Regional Stations

Region

We broadcast from radio studios in the following cities:
Brno / Zlín | České Budějovice | Hradec Králové | Jihlava | Olomouc
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