



Press Release

Prague, December 21, 2012

Czech Radio supports Libya's transformation process

In cooperation with the Deutsche Welle Akademie, Czech Radio hosted a visit by the representatives of Libyan media and politics which took place at the headquarters of Czech Radio. The ten participating media representatives and politicians were interested in hearing the experience of an institution which in 1989 underwent a transformation into a modern medium and, at the same time, cut itself off from its Communist past.

Most of all, the members of the Libyan delegation wanted to learn about the preparation and specifications of the legislative process and legal essentials. The discussion also focused on the function of the existing supervisory and executive bodies of Czech Radio, the system of licence fees and the advertising possibilities of Czech Radio. The legal aspects were introduced by Helena Havlíková from the Legal Department. From 1997 to 2002, Havlíková was a member of the Council for Radio and Television Broadcasting and she could share her first-hand experience from that period.

First, the Libyan delegation was received by Edita Kudláčová, the Head of the International Department, who gave a brief introduction of the institution. This was followed by a presentation entitled "How to Create a Modern Radio" by Filip Rožánek, a new media and strategic development expert, who made recommendations on how to build and manage a modern radio station.

The delegation was subsequently received by Peter Duhan, the Director General of Czech Radio, who warned the representatives not to underestimate the current transformation process and consider their decisions thoroughly before putting them into practice: *"Do not try to find your own specific system, find inspiration in what has already been invented. We are also ready to provide assistance directly in your country – we will send our editors to you or we can host your talented new journalists and give them professional guidance"*, said Peter Duhan, the CR's Director General. And he continued: *"I wish you good luck and great success in all your current effort. And I would like to stress the word effort. It is not difficult to create a new media structure, to reorganize media and to set out new principles. This is rather easy to do. The most difficult thing that you will have to do is to change your thinking. Good luck!"*

The experts from Libya appreciated the scope and the quality of the activities of Czech Radio. Rida Faheel Alboum, who is a journalist, writer and TV presenter was astounded by the range of the activities of Czech Radio that go beyond the scope of typical radio activities. The visitors took a tour of the building where Czech Radio is based and they visited the newly renovated newsroom of Czech Radio 1 – Radiožurnál, including one of its broadcasting studios. They also paid a brief visit to the Foreign News Department. Here, they were curious to know why, in addition to news agencies as information sources from particular locations, a wide network of correspondents and associates are also employed. They also asked how information from areas where there are no correspondents is verified.

For more information about Czech Radio,
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The Libyan representatives expressed the hope that they will visit Czech Radio again in the future. They found the afternoon programme very inspiring and they are looking forward to future cooperation.

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