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**DIRECTOR  
GENERAL'S  
FOREWORD**



## Dear Readers,

Czech Radio has established itself as a modern, independent and confident public service medium.

2014 saw the completion of all pivotal transformations in Czech Radio's structure aimed at facilitating efficient functioning of all radio centres, divisions and departments. We also succeeded in reorganising our economic strategies in order to ensure that all of our funds are used efficiently and support the development of Czech Radio as a public service medium.

Czech Radio reconfirmed its status as a producer of quality broadcasting. Our activities in the past year have demonstrated that we do not shy away from challenging projects and that we are able to bring them to successful fruition. The popularity of our newly launched programmes and formats are, in turn, an indication of the immense creativity of our staff who do their utmost to satisfy the expectations of our listeners.

Throughout 2014, Czech Radio's activities were dominated by the "Znovu 89" (89 Again) project, re-enacting the day-by-day events of 1989 through programmes on all of our stations, on social media and on our website. As a public service broadcaster, we not only offered our listeners an overview of these past events, but also placed them in an overall context which could help them reflect on the change and development our country has undergone over the past 25 years.

"Znovu 89" followed up on Czech Radio's successful project from two years ago, which marked 45 years since the Soviet occupation in August 1968. Aside from covering the political era of Czech dissent that led to clashes with the communist establishment, the project also offered an insight into the everyday life of people at the time. Its creators drew from newspaper reports published during the period as well as from specialist publications and testimonies of witnesses. The year-long efforts were topped off with a concert held on 17 November in Prague's Wenceslas Square. In terms of scope, "Znovu 89" was the biggest event in Czech Radio's history with the concert proving a great success, attracting around twenty thousand visitors and additional thousands of viewers who watched it live or on demand on our website.

Czech Radio's main mission is to offer high quality programming and I am also happy that in this respect 2014 was a great success. Nationwide stations saw an increase in the number of listeners by 50 thousand daily and 32 thousand weekly. Radiožurnál – Czech Radio's "flagship" programme – traditionally fared very well. Czech Radio Dvojka's service underwent numerous changes, which will certainly prove beneficial in upcoming years and Vltava confirmed its stable position in the market. We were also happy to see our station for children Rádio Junior and our progressive youth station Radio Wave thrive in 2014.

Czech Radio staff made remarkable progress on Czech Radio Plus where earlier this year a complicated legislative process has been successfully brought to completion, which will allow the station to migrate to FM and reach up to 80 per cent of the Czech Republic's inhabitants. 2014 also marked the completion of significant changes in the programming of our regional stations.

2014 was very demanding in terms of news coverage. We successfully managed to cover last year's elections and demonstrated our commitment to report on significant sports events, such as the Winter Olympic Games in Sochi. Our network of foreign correspondents again turned out to be of pivotal importance – producing, for example, reports on the war conflict in Ukraine.

A great deal of high-quality work was accomplished by the Production Department with a focus on the creation of original content – Czech Radio's traditional strength. Thanks to their great determination, members of the New Media Department kept our services up to date with the development of our on-line environment. 2014 was marked by system innovations and progress in extending the station's multimedia content. The greatest gains in terms of listeners can be attributed to new services, improvement of the user environment, emphasis on mobile devices and efficient use of social media. Our technicians have carried out a number of significant changes, one of which is to enable Czech Radio's services to be broadcast from modern and renovated studios.

Czech Radio is also a proud and fully-fledged member of the European Broadcasting Union (EBU), which has also been Czech Radio's close partner in the area of digital broadcasting. Development of our digital radio broadcasting output will become one of the priorities for this year and also for upcoming years. DAB undoubtedly represents the future of radio – digital broadcasting is the only possible way to offer varied content and to enhance the quality of our service.

Each and every one of Czech Radio's employees did their share of hard work and I would like to extend my thanks to all of them. But it is you, our listeners, who are the driving force behind our success. Czech Radio's mission is to provide objective and balanced information, to entertain and educate and to function as an independent public service broadcaster. And I believe that Czech Radio continues to be highly efficient and responsible in playing what has become an irreplaceable role in our society.

I would like to thank all our listeners for their loyalty and support and I believe that in upcoming years our service will attract many new listeners.

  
**Mgr. art. Peter Duhan**  
Czech Radio Director General



# PROJECTS AND EVENTS



The following pages present  
the most interesting projects  
of Czech Radio in 2014.





ZNOVU 89

NĚKDO ZNOVAL NĚKDO POPRVĚ





89 Again

## 89 AGAIN

A concert of the “Znovu 89” (89 Again) project was held as part of the “Festival svobody” (Freedom Festival) on 17 November in Prague’s Wenceslas Square. The event symbolically launched the final stage of Czech Radio’s project of the same name – “Znovu 89”, mapping the turbulent events of 1989. The concert featured live performances by artists such as Koller Band, Jaroslav Hutka, Michal Prokop, Aneta Langerová and Dan Bárta, and attracted a large crowd filling the whole square.

Aside from politics and the clashes of Czech dissidents with the communist establishment, the project also offered an insight into the everyday life of people at the time. Its creators drew from newspaper reports published in the period as well as from specialist publications and testimonies of witnesses. Throughout the year, 1989 events were commemorated on all Czech Radio’s stations. A book mapping the entire project was published under the same title of “Znovu 89” on 15 November. For more information regarding the “Znovu 89” project, go to [www.znovu89.cz](http://www.znovu89.cz).





## The Magnificent 100 on Radiožurnál

## THE MAGNIFICENT 100 ON RADIOŽURNÁL

Radiožurnál's presenters Lucie Výborná and Jan Pokorný managed to set a new Czech record for the longest uninterrupted stream of interviews. Following a 52-hour marathon, the "100 statečných" (The Magnificent 100) project came to its successful end, with 100 personalities of the political, cultural and sports life taking turns at the studio table situated in Wenceslas Square. Only 24 hours after the end of the project, Grada publishers released a book containing the broadcasted interviews from the radio marathon.

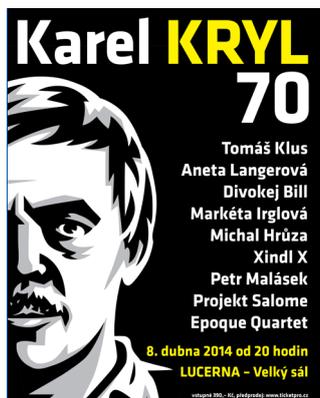




**Karel Kryl 70**

## KAREL KRYL 70

CR Radiožurnál organised a concert to commemorate the 70<sup>th</sup> anniversary of the birth of Karel Kryl. On 8 April, the concert took place in a sold-out auditorium at Lucerna's Grand Hall. Songs by Karel Kryl were covered by Tomáš Klus, Aneta Langerová, Markéta Irglová, Michal Hrůza, Xindl X, Divokej Bill and Projekt Salome in collaboration with Epoque Quartet and Petr Malásek. In November, the recording of the concert was released on a CD. Another concert reminiscent of the singer-songwriter, "Pocta Karlu Krylovi" (A Tribute to Karel Kryl), was held in Studio 1 of CR Ostrava. This was the studio in which Karel Kryl had recorded his legendary album "Bratříčku, zavírej vrátka" (Close the Gate, Little Brother).

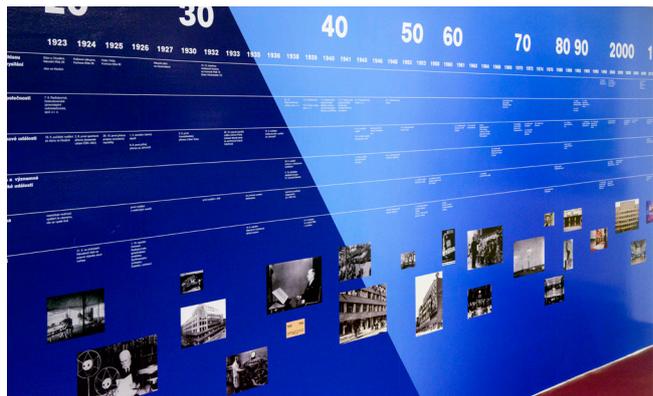




**Gallery Vinohradská 12**

## GALLERY VINOHRADSKÁ 12

The gallery space was officially opened on 15 September 2014 and it houses a permanent exhibition on the history of radio broadcasting, together with a collection of various recordings from the past and the present of Czech Radio, as well as a temporary exhibition. As the beginning of tours of the CR headquarters, the permanent exhibition was mostly visited by groups of school students. Each month, a new temporary exhibition encompassing the fields of photography, painting, and graphics is installed. The aim of these exhibitions is to serve as a springboard for up-and-coming artists and also to showcase various charity and humanitarian projects and Czech Radio-related projects and activities. In the first 4 months after the gallery's opening, the tour of radio history and various exhibitions attracted thousands of visitors.





**Donate a Toy with Czech Radio**

## DONATE A TOY WITH CZECH RADIO

2014 saw the 16<sup>th</sup> edition of the “Darujte hračku” (Donate a Toy) collection of Czech Radio in support of children from children’s homes and social care institutions.

The collection remained faithful to the same principles – each of the children from 70 homes and institutions made two drawings which were compiled in a database. The previous edition was produced by Leksys, s.r.o. from Olomouc. Czech Radio’s listeners and general public could visit [www.darujtehracku.cz](http://www.darujtehracku.cz) to choose one of the drawn wishes and send the toy free of charge via the charity’s transportation partner, GLS, mail or bring it in person to the Czech Radio’s headquarters on Vinohradská 12. In order to keep the process transparent, the selection of toys could be followed via a video stream.

The popularity of the project of Czech Radio and the company Tango Havlíčkův Brod, is documented not only by the increasing interest of listeners, but also in the number of the involved children’s homes, children and wishes (5,140 as opposed to 3,966 in 2013) sent in by 2,570 children and clients from 70 homes and institutions.

The official presentation of the collection to the representatives of children’s homes and institutions took place on 17 December from 1:00 pm to 3:00 pm in the culture house Ostrov in Havlíčkův Brod. On this occasion, Czech Radio also aired a live video broadcasting on-line from the gala evening.





**Audioport**

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## AUDIOPORT

Radio Wave and Rádio\_FM teamed up again to produce the spring and autumn editions of the Czech-Slovak music project Audioport. The concert in Prague's Bio Oko featured the performances of "Deaths" from the Czech Republic and "Fallgrapp" from Slovakia. The autumn edition was hosted by the Radio and Television Slovakia in Bratislava. Audioport takes place twice a year in the form of regular concerts introducing young Czech and Slovak bands and performers. In addition to live concerts, the all-day broadcasting is presented in Czech – Slovakian and covers the current topics from both Czech and Slovakian culture scenes. Audioport is a result of the long-term cooperation between Czech Radio and Radio and Television Slovakia. Both organisations, thus, support contemporary music scene of both countries and focus their activities on young audience.





**PRESSpektivy**



## PRESSPEKTIVY

The spring edition hosted guest speakers James Hardy, Head of Communications for BBC News Group, and Mike Mullane, Head of EBU Media Strategy (now Head of Media Online). They talked about the role of public service media and news. The autumn edition hosted two guest speakers: Thomas Müller, the editor-in-chief of Bavarian youth public service station, PULS, and Aled Haydn Jones, presenter of BBC Radio 1. The face of autumn PRESSpektivy was the presenter of „Ranní Radiožurnál“ (Radiožurnál Morning Show), Jiří Chum. PRESSpektivy take place regularly twice a year in the form of a day-long expert workshop for chosen journalists and experts who discuss a given topic with guests invited from abroad. Creative Workshop is a part of PRESSpektivy, too, and it is a day-long event for students from partner universities. The topics as well as guests are always chosen according to most up-to-date and perspective trends in journalism, and they are always timeless and innovative in character. The main objective and goal of the project is to bring new impulses from the international journalistic environment into the Czech media landscape.





**Art's Birthday**

## ART'S BIRTHDAY

The 10<sup>th</sup> edition of the EBU's music project Art's Birthday took place on 17 January in the experimental space of NoD. The vision of bringing together artists from across the globe has been changing in the recent years parallel to the transformations of communication technologies affecting our life. The broadcast was followed live by thousands of listeners all over the world.

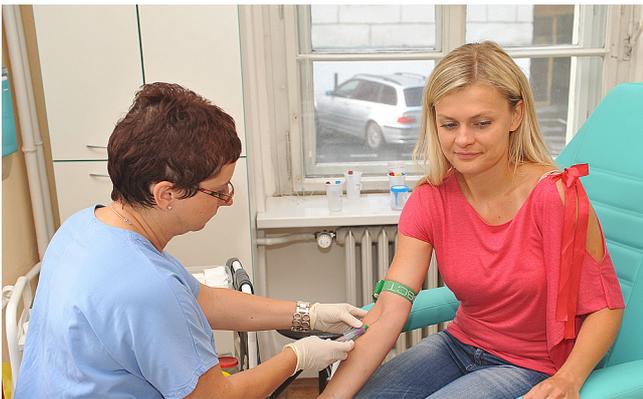




**Give Blood with Czech Radio**

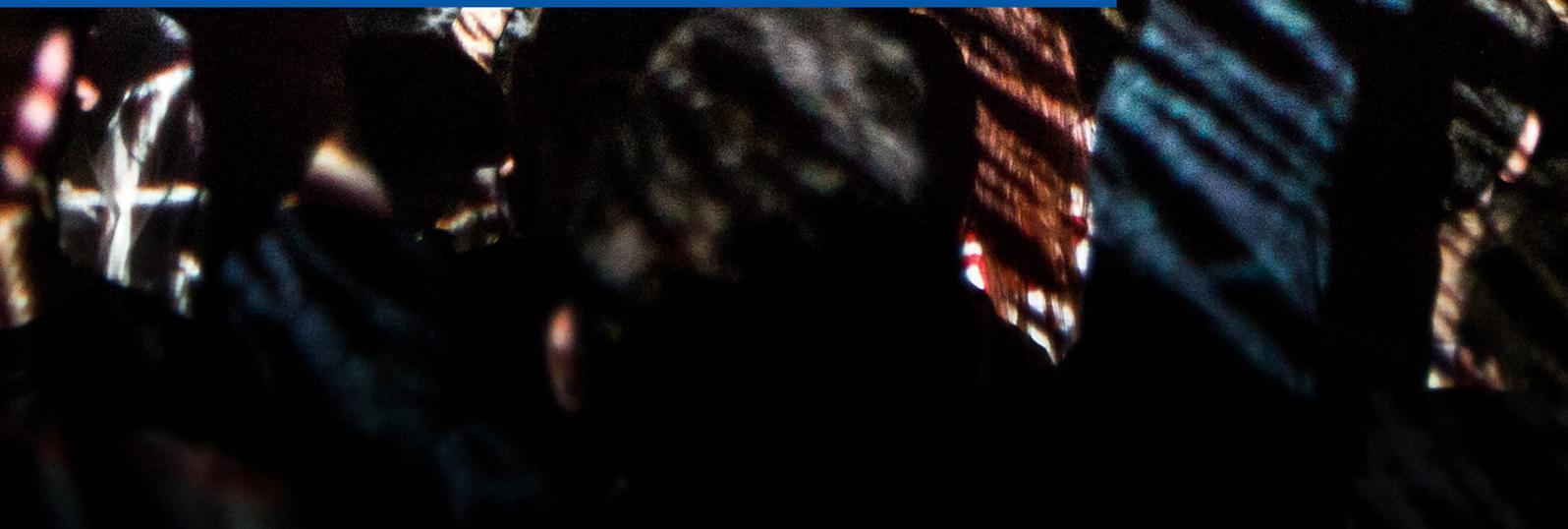
## GIVE BLOOD WITH CZECH RADIO

The traditional campaign motivating listeners to become blood donors recruited new faces from among Czech Radio's employees – foreign reporter Robert Mikoláš, sports editor Tomáš Kohout and presenter Tereza Stýblová. The campaign was targeted primarily at first time donors and especially tried to eliminate concerns often associated with the procedure – fear of pain, lack of will to visit the collection point, insufficient information about the purpose to which the blood is used and how it can help save lives.





## Radio Wave Stimul Festival



## RADIO WAVE STIMUL FESTIVAL

In keeping with tradition, the Radio Wave Stimul Festival took place in November in Prague's MeetFactory, bringing the leading British dance scene act, Simian Mobile Disco, for the first time to the Czech Republic.

Throughout the year, Radio Wave organised dozens of DJ sets in Prague and across the regions. Among the most successful were parties in Prague's Neone Club, featuring a number of international artists as well as a unique DJ party in a tram in Národní třída in Prague, marking the 25<sup>th</sup> anniversary of the Velvet Revolution.





**Radio Wave Live Sessions**

**Radio  
Wave**  
Český rozhlas

wave.cz

## RADIO WAVE LIVE SESSIONS

The regular concert series “Radio Wave Live Sessions” showcased the best of the Czech independent music scene in the form of concerts that took place both in the cosy atmosphere of clubs in Prague and across the regions. In 2014, selected concerts took place for the first time in Czech Radio’s major recording studio in Prague, featuring live performances by DVA, Kalle, Václav Havelka and Ohm Square. A video recording of the events is available on Radio Wave’s YouTube channel.





**A Day for Pustevny**

## A DAY FOR PUSTEVNY

In response to the unfortunate event during which the Libušín monument at the Pustevny resort was devastated by fire and in support of a public collection gathering funds for the repair of the monument, Czech Radio Dvojka organised "Den pro Pustevny" (A Day for Pustevny) that took place in the Wallachian Open Air Museum in Rožnov pod Radhoštěm. The cultural programme presented in the Museum's Wooden Town attracted several thousand visitors. The programme could also be followed on-line on our website and aired live on CR Dvojka. By the end of 2014, more than 8 million CZK had been collected for Libušín's restoration. Czech Radio is pleased to have contributed to the success of this collection.





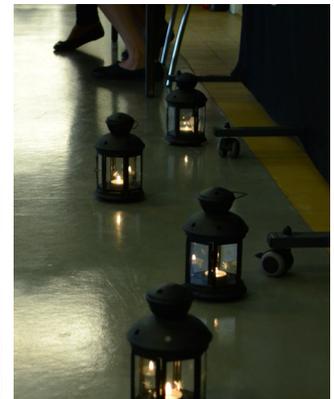
## Open Doors Day



## OPEN DOORS DAY

Czech Radio's Open Doors Day is a traditional and a very popular event allowing listeners to take a tour of our radio headquarters at Prague's Vinohrady and visit regional studios across the Czech Republic.

In 2014, the Prague's Open Doors Day was held on 7 June. Almost 2000 visitors came to look behind the scenes of our nationwide stations. Activities included discussions with radio presenters, trying out microphones, listening to numerous interesting recordings and live concerts or visiting the newly opened Gallery Vinohradská 12 for the first time. Visitors could also take a tour of fully equipped transmission vehicles parked in front of the CR building.





**On the Road with Dvojka**

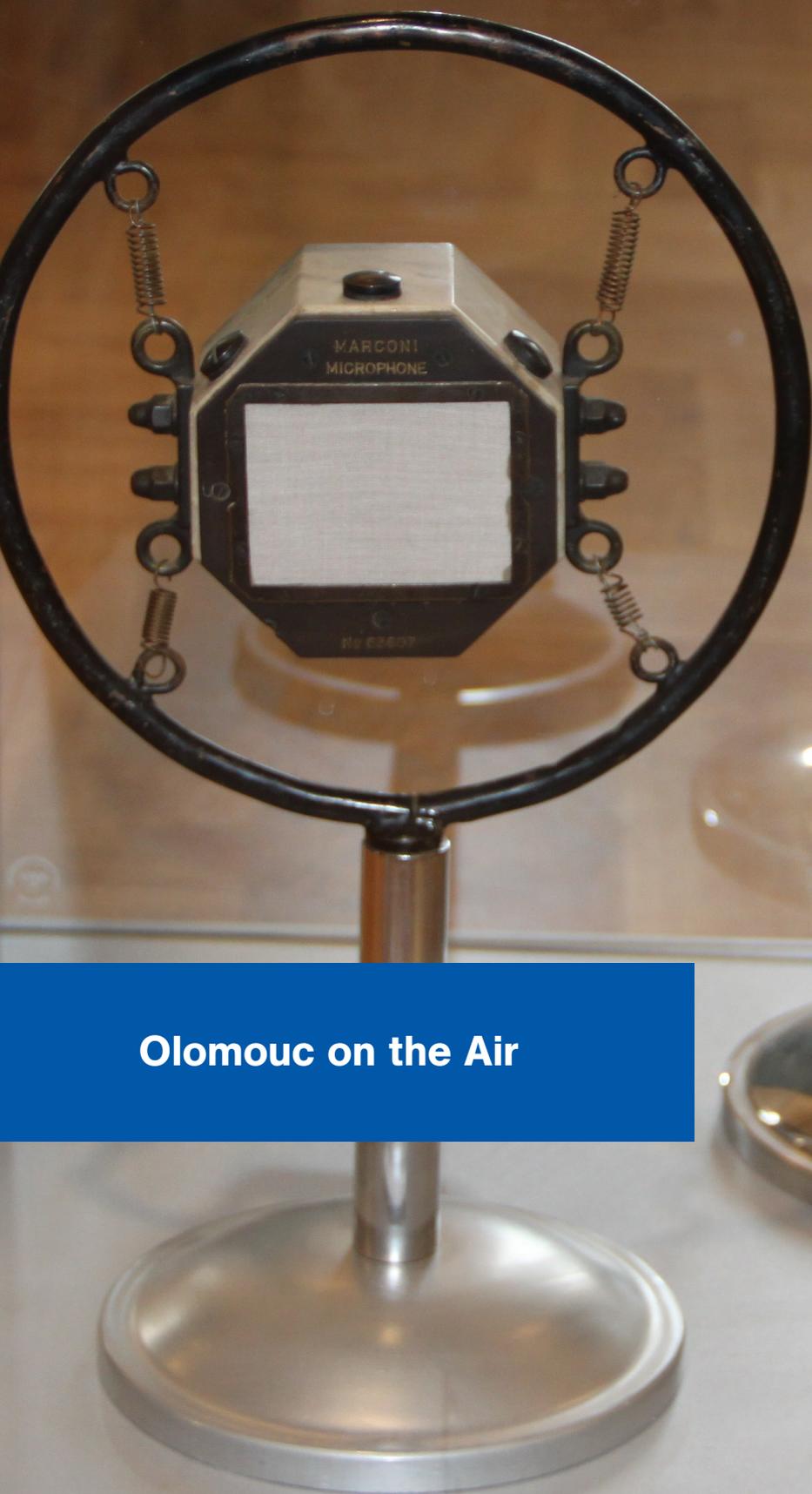


## ON THE ROAD WITH DVOJKA

In 2014, the programme „Výlety“ (Outings) celebrated its eleventh birthday, and our listeners received a present – two new presenters. Each Saturday at 2 pm they are now greeted either by Václav Žmolík or Světlana Lavičková. They visit all corners of our country with their radio tent, reporting on notable events – for example, trade fairs, festivals, sports contests, or exhibitions. The purple-coloured tent does not miss any hot spots.

Among last year's places of interest were the Prague Castle, Čáslav, Bečov nad Teplou, Pilsen, and the Sychrov Castle. In April they managed to win the Blue Ribbon for the record in sailing between Prague and Děčín as part of the charity “Day for Pustevny” in Rožnov pod Radhoštěm. They marked the thousandth episode of “Toulky českou minulostí” (Rambles Through the Czech Past) and visited thirteen of the most significant places associated with Czech history.





## Olomouc on the Air

Mikrofon Reiszova systému od firmy Marconi  
(používaný ve 20. letech 20. stol.)

No. 8807

## OLOMOUC ON THE AIR

In 2014, CR Olomouc commemorated 65 years of its establishment and 20 years of renewed service. Throughout the year, CR Olomouc listeners could tune in to the regular series, “Hláší se Olomouc” (Olomouc on the Air). This programme successfully mapped the history of radio broadcasting in Olomouc. It featured many interesting facts and audio tracks from the archive. A total of 50 episodes were presented on air and they were also published on the pages of the regional “Deník” daily.

In addition, the celebrations brought a series of concerts held at CR Olomouc Studio 1 as well as at other venues alongside an exhibition on the station’s past and present, housed in the Regional Museum in Olomouc. Its visitors could get acquainted with the work of presenters, editors, directors, programmers, and many other figures associated with the service of CR Olomouc. The exhibition also mapped out recent and current projects of CR Olomouc. A part of the exhibition was dedicated to the history and modern technological advancements used within CR. Radio receivers from 1940s and 1960s were also on display. A great rarity was one of the two surviving copies of a microphone manufactured by Marconi, used as part of the Reisz system in 1920s. Visitors also found out about the work done by radio editors. A small studio was set up as part of the exhibition where they could record and edit a short radio report and hear their voice “on air”.





**90 Years of CR Brno**

## 90 YEARS OF CR BRNO

Celebrations of CR Brno 90<sup>th</sup> anniversary kicked off on 3 April when the Brno Radio Orchestra of Folk Instruments presented their “Písňě a hlasy” (Songs and Voices). The biggest event took place as part of the traditional festival “Brno – město uprostřed Evropy” (Brno – City in the Centre of Europe) on 21 June in Brno’s central Svoboda Square. Fifteen to eighteen thousand people in total attended the festival, and the final evening attracted an estimated several thousand listeners. On the same day, the celebrations also lit up the Brno sky. Brno radio was one of the stars during the closing fireworks of the international competition Starobrnno Ignis Brunensis subtitled “Legendy na vlnách” (Legends on the Waves).

The celebrations culminated on the very same spot where the Brno radio launched its first broadcasting session – in a small pavilion on the roof of the Municipal House of Moravian Estates, today’s seat of regional authorities. The festival concluded on 1 September 2014 on a spiritual note – in the Church of the Ascension of the Virgin Mary in the vicinity of the radio’s headquarters, whose chimes can be heard in the radio studios. During the evening mass, names of over 160 people associated with the history of CR Brno, including the former directors, were mentioned.





**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.

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## **VISION**

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

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## **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

PROJEKT EBU

# VISION2020

JAK UDRŽET KROK  
S PROPOJENOU  
SPOLEČNOSTÍ

TRVALE ZVYŠOVÁNÍ  
DŮVĚRY  
A PŘÍNOSU PRO  
SPOLEČNOST





**ON AIR**

Czech Radio's 2014 broadcasting portfolio comprised 4 nationwide stations (Radiožurnál, Dvojka, Vltava, Plus), 4 special stations (Rádio Junior, Radio Wave, D-dur and Jazz) and a network of regional stations covering all of the country's regions. It also offered an international service in six languages. Countless programmes were made available for playback and download on our website. Our website also provided listeners with all further information on our services, including radio frequencies, our artistic ensembles as well as various competitions, presentations and other projects. A whole range of special projects was prepared for presentation on our website. In total, Czech Radio broadcast over 151,316 hours of diverse programming (excluding programmes broadcast simultaneously on multiple stations).

Programming was designed on the basis of approved broadcasting priorities for 2014. The main goal was to consistently fulfil our duties as a public service broadcaster by continuing to produce programming that encompasses the full spectrum of target listener age groups. Following crucial modifications in 2013, the stations' portfolios did not change in the past year. The only new station-based project was CR Sport, which offers online and T-DAB live broadcasts of significant sports events. After twelve years, the CR Vltava and CR Dvojka service underwent substantial changes to their programming schedules, including new formats and new sound graphics and a new mission statement. Radio Wave was also transformed, which has seen the station recently branch out to attract new followers, especially via its online channels. An important programming milestone was the launch of a four-hour morning block of news commentary on CR Plus in January 2014.

All nationwide and regional services broadcast their own specifically tailored news programming. Music again played a crucial role and great emphasis was also placed on entertainment programmes. The start of the year was marked by the Winter Olympic Games in Sochi. Highlights of the year were the pre-election broadcasting and election news reports that covered the European Parliament elections and the local and Senate elections in the autumn.

Across the board, there was a special focus on ensuring that Czech was spoken on air, on quality musical accompaniments, and that all Czech Radio programmes were topical, objective and accurate.

All nationwide and regional services also broadcast their own specifically tailored news programming in 2014. Domestic, international, economic, cultural and sports reports were overseen by the editors of Czech Radio's News and Current Affairs Department, based on the requirements of individual stations.

Editors and reporters of the News and Current Affairs Department built on existing formats in addition to the focus and target groups of individual stations. The unique aspects of each station were highlighted, such as a more local focus for regional studios, a broader focus and more comprehensive news coverage in the case of CR Plus, and deeper cultural insights on CR Vltava. Individual reports often differed in formal terms, be it the varied level of background noise, various lengths of interviewees' responses or the diction of reporters. In this respect, the editors sought to tailor news reporting to each of Czech Radio's stations in order to cater to all listener groups.

In 2014, Czech Radio broadcast some of its night-time current affairs programmes in a format common to most stations (especially simulcast news programmes as part of joint regional night-time programming).

### ■ News

In 2014, Czech Radio provided balanced, impartial, objective and accurate news reports, which were mainly based on authentic reports, recordings and written documents produced by its radio editors. As regards agency news coverage, Czech Radio used the services of ČTK, Reuters, SITA and DPA. All major events to occur over the course of the year in the Czech Republic and abroad were efficiently covered and in this respect the work of Czech Radio's foreign correspondents deserves to be highlighted.

Czech Radio focused mainly on the coverage of events preceding the elections to the European Parliament, including 90-minute discussion programmes offering space to representatives of each of the candidate parties. In the week before the local elections from 6 to 9 October, CR Radiožurnál broadcast other special discussion sessions in the form of live broadcasts from various towns and cities across the Czech Republic.

Another major event was the preparation of special programmes to mark the 25<sup>th</sup> anniversary of November 1989. Czech Radio initiated its "Znovu 89" (89 Again) project on Czech Radio Radiožurnál, which was conceived as a current affairs service. Broadcasting continuously featured reports re-enacting key events of the year in which opposition against the communist regime in the former Czechoslovak Socialist Republic reached its peak. The project culminated in November, with one of the highlights of the project being a live broadcast of a concert held by CR Radiožurnál on 17 November 2014 on Wenceslas Square in Prague. The programming team put together an attractive line-up of performers, which also featured some non-traditional collaborations. Nearly 20,000 people attended the event. The project also provided special web applications available on social media.

In the spring, Czech Radio Radiožurnál prepared a concert on the occasion of the 70<sup>th</sup> anniversary of Karel Kryl's birth, entitled "Karel Kryl 70". Contemporary artists performed adapted versions of Kryl's songs, some of which went on to become part of CR Radiožurnál's playlist. As well as paying tribute to Karel Kryl, the organisers also presented modern covers of his songs for young audiences not so familiar with the original songs.

Our foreign news correspondents were substantially involved in reporting on the wars in Ukraine and the Middle East – in particular Martin Dorazín, our correspondent in Russia, who spent a considerable part of the year in Ukraine providing up-to-the-minute news reports from its eastern regions. Also, thanks to our other foreign correspondent, Czech Radio reported on original topics that were subsequently shared by other media. In this context, the appointment of David Koubek, our new correspondent in South America proved most welcome, where he produced original reports not only on events in Brazil, but also on other countries from the continent. Czech Radio also extended its EU coverage, primarily focusing on the European Parliamentary elections.

One extraordinary achievement saw presenter Lucie Výborná take part in an expedition to K2. On her trip, she reported on Radek Jaroš's attempt to climb K2 and fulfil his dream to conquer the peaks of all mountains in the 'eight thousand club'. Listeners tuned in to her reports from the western camp pitched 6,000 metres above sea level and from other locations over the course of the entire duration of the expedition.

Czech Radio Dvojka heavily reported on the fire at Libušín cottage in the Pustevny mountain resort that took place in early March 2014. The charity event, "Den pro Pustevny", which organised a collection for the restoration of this architectural gem, was the subject of continuous coverage, symbolically delivering a full day's broadcast on location (at Pustevny and the Wallachian Open Air Museum) exactly two months on from the fire on 3 May, 2014. The collection, organised by the Wallachian Open Air Museum in Rožnov pod Radhoštěm in association with the Czech Radio Foundation, obtained permission to collect money via DMS-coded messages and sell its charity products. The profits from these sales and from DMS messages were deposited directly into the charity's accounts, together with the profit from the tickets from the "Den pro Pustevny" event. A concert was also broadcast on radio and in online video form, featuring performances by Spirituál kvintet, Javory, Buty and others. Czech Radio Radiožurnál and other regional studios also covered the event. The collection was accompanied by on-air, on-line and off-air communications releases.



### ■ Traffic News

In 2014, the “Zelená Vlna” (Green Wave) service continued as one of Czech Radio’s leading programmes, produced by the editors of Green Wave from the News and Current Affairs Department. Czech Radio also intensified collaboration with the Road and Motorway Directorate and its National Traffic Information Centre by setting up a worksite at its headquarters, from which some of Czech Radio’s regular programmes on traffic and public transport were aired. Czech Radio Regina and Czech Radio Plus broadcast their programmes from a worksite situated at Prague’s Technical Administration of Roadways control centre.

Czech Radio was the only Czech station to provide traffic news at night, as part of Czech Radio Radiožurnál’s service. Traffic news was given priority during periods of weather fluctuation (snow, black ice). Throughout the year, Czech Radio dedicated a substantial part of its air-time to providing information on the modernisation of the D1 motorway as well as other thoroughfares and its effect on traffic.

Regina, a regional station for Prague and its surroundings, also provided traffic news. The Green Wave service airs in 20-minute intervals between 6:00 am and 6:00 pm.

### ■ Cultural News

CR Vltava was the principal producer of original news on cultural issues. In its programmes, the station covered events relating to the reorganisation of the National Gallery, the recruitment of new artistic management at the National Theatre, the turbulent situation with the Činoherní Studio Theatre in Ústí nad Labem and changes in Prague City Hall – the appointment of a new councillor for culture, etc.

The station featured live broadcasts from the Prague international “Svět knihy” (Book World) book fair and the international festival “Divadlo evropských regionů” (Theatre of European Regions) in Hradec Králové. Among the special guests of “Mozaika” (Mosaic) were Spanish director F. Trueba, Iranian director A. Karini, German writer O. Flink, German dramatist P. Löhle, Chinese writer J. Lien-kche, among others. Radiožurnál also continued its traditional coverage of the Karlovy Vary International Film Festival, while local cultural events were frequently covered by their respective regional Czech Radio stations. Additionally, youth-related cultural events were covered by Radio Wave and events for children by Rádio Junior.

## ■ Current Affairs and Documentary

Current affairs coverage and documentary features consisted of a diverse range of programmes from topical events through reports to general documentary and historical-documentary formats. In 2014, features were mainly produced by editors of the Documentary and Current Affairs Creative Teams and aided by editors and collaborators in the Current Affairs Reporting Unit.

In 2014, Czech Radio's current affairs and documentary coverage focused primarily on two remarkable events – the 100<sup>th</sup> anniversary of World War I and the 25<sup>th</sup> anniversary of the Velvet Revolution. A series of six docudramas were produced (documentaries with pronounced dramatic elements): "Bitvy první světové války" (Battles of WWI), mapping the most memorable battlefields, and a series, "Příběhy první světové války" (Stories of WWI), which focused on less famous war heroes.

Czech Radio was represented by self-produced documentaries at all prestigious international competitions. The documentary "Máma v kalhotách" (Mum in Trousers) ranked among the ten best European radio documentaries at Prix Europa and the docudrama "Řidič vozu smrti" (The Death Car Driver) was selected as one of the seven best documentaries from all over the world at the International URTI Radio Grand Prix. The Government Board for People with Disabilities gave awards to the documentaries "Cirkus paciento jede!" (Circus Patiento Is Coming!) and "Než se setmí" (Before Night Falls).

Czech Radio documentary editor Eva Nachmilnerová was appointed a member of the EBU Features Group. A Czech-German version of the documentary by Martin Becker and Jaroslav Rudiš – "Auf nach Stillstand!" – was produced in coproduction with Mitteldeutscher Rundfunk (MDR).

In terms of current affairs coverage, Czech Radio produced a wide variety of programmes, especially on CR Radiožurnál and CR Plus. These programmes were produced and prepared by the Relevant Current Affairs Desk of the News and Current Affairs Department. Aside from traditional programmes aired in the previous year – the current affairs section of the

"Hlavní zprávy Radiožurnálu" (Main News), "Dvacet minut Radiožurnálu" (Twenty Minutes), "Pro a proti" (Pluses and Minuses), "Názory a argumenty" (Views and Opinions), "Radioforum" (Radio Forum), "Zaostřeno" (In Focus), among others – a new programme, "Šedesát minut" (Sixty Minutes), which also provides space for non-mainstream topics, was launched in September on CR Radiožurnál. Current affairs programmes also gave our listeners the chance to interact (Radio Forum on CR Plus and Sixty Minutes on CR Radiožurnál).

CR Radiožurnál's programming was enriched by the brand new, "Šedesát minut" (Sixty Minutes), a news and current affairs format which replaces the previous thirty-minute programme, "Stalo se dnes" (News of the Day). As a result, more and more current topics are increasingly reflected and subsequently incorporated into the news reports of the morning show on Radiožurnál. In the autumn, Twenty Minutes on CR Radiožurnál lost its long-term presenter Martin Veselovský, who was replaced by Karolína Koubová.

Following criticism of profanities uttered in a live interview "Hovory z Lán" (Conversations from Lány) by Czech president Miloš Zeman on 2 November 2014, the programme was discontinued at the end of the year.

As well as our regular documentary programmes, some of those featured on "Páteční večery" (Friday Evenings) on CR Vltava shared a documentary focus. The programmes from this series garnered awards from the PRIX NON PEREANT competition. First prize in the radio category went to "Páteční večery" (Friday Evenings) and others went to "Svatá Trnová Koruna" (Holy Crown of Thorns), "Broumovsko" (Broumov Region) and "Via Benediktina" from the creative team of Eva Ocisková (script), Markéta Jahodová (director) and Roman Špála (sound). Dramaturg and director Michal Bureš received second prize for his "Hvězdy nad šternberským kopcem" (Stars Above the Šternberk Hill), which was also presented as part of the Friday Evenings programme. Third prize went to Ivan Motýl for his Friday Evenings session, "Ostrava židovská" (Jewish Ostrava).





Current affairs are practically the entire focus of CR Plus, our analytical and current affairs station. The main current affairs programmes consist of “Den podlé” (A Day Through the Eyes of...), where prominent journalists and their guests comment on the important issues of the day, “Názory a argumenty” (Views and Opinions), a Sunday round table providing commentary and analysis, and “Pro a proti” (Pluses and Minuses), a two-person debate confronting very different perspectives, and many more.

#### ■ Sport

The main highlight of 2014 was the Winter Olympics in Sochi. Czech Radio was the only Czech station to obtain broadcasting and recording rights to cover the Olympic Games on location in Sochi, where a team of ten Czech Radio reporters were deployed. Our station also offered full coverage of the subsequent Paralympic Games.

Among last year's other major events were the Ice Hockey World Championship, the FIFA World Cup and the European Athletics Championships. Czech Radio's reporters covered hundreds of other sporting events, not only at the top

international level – but also dedicated themselves to covering events that promoted sports activities among the general public (primarily under the auspices of the Czech Sports Union and the Czech Olympic Committee) – all across Czech Republic's regions.

Starting in July, Czech Radio's sports programmes offered live broadcasts of selected matches and sports events on the Internet and via their mobile app as part of the Czech Radio Sport project.

In a survey conducted for Rádio Junior, sport repeatedly came up as one of the priorities mentioned by children, teachers and parents. Therefore, sports topics are regularly featured in our broadcasting, especially in association with major sporting events and anniversaries. Our aim is to guide children towards healthy sports activities and an active life style through interviews with sportsmen and women, coaches, psychologists, health and sports experts and physicians. Interactive meetings with listeners are held all across the country, offering sports and other competitions for children.



## MUSIC, ART AND CULTURE

### ■ Music

In 2014, Czech Radio covered a wide range of music genres – each of the stations offered genre-specific formats, encompassing mainstream pop (Radiožurnál, Dvojka, regional stations), oldies (Dvojka, regional stations), jazz (Dvojka, Vltava and Jazz), world and alternative (Vltava and Radio Wave), brass band and country (Dvojka and regions) and classical (Vltava and music-only D–dur).

In 2014, Czech Radio aired live broadcasts and recorded versions of hundreds of concerts from across the Czech Republic. These were mostly comprised of classical music events (Prague Spring, Smetana’s Litomyšl IOF, Dvořák Prague IMF, Český Krumlov, Concentus Moraviae, Janáčkův Máj IMF, etc.; orchestra and ensemble concert seasons – Czech Philharmonic, Brno Philharmonic, Prague Symphony Orchestra, Janáček Philharmonic Ostrava, PKF – Prague Philharmonia, Hradec Králové Philharmonic Orchestra, Prague Philharmonic Choir, Czech Philharmonic Choir Brno, etc.; chamber music and opera concerts, etc.) as well as studio productions (symphonic and chamber music). Other areas of musical interest covered jazz (concerts at the Jazz Dock club; the Jazz Goes to Town, Jazz Fest Brno and Strings of Autumn festivals, etc.), folk and folklore (especially in the regions) and alternative pop. The list would not be complete without mainstream shows (the Velehrad concert and the “89 Again” project) and alternative music events (Ars Acustica).

Czech Radio’s artistic ensembles (Prague Radio Symphony Orchestra, Brno Radio Orchestra of Folk Instruments, Gustav Brom Czech Radio Big Band, Czech Radio Children’s Choir) made substantial contributions to the recordings of these concerts. Recordings made during two prominent music competitions – Concertino Praga and Concerto Bohemia – were among the other highlights.

Of all the stations, Dvojka offered the most comprehensive selection of music. It played country (“Country pohoda Mirka Černého” – Mirek Černý’s Country Chill-out), folk (recordings from the Porta festival, “Dvorana Mirka Černého” – Mirek Černý’s Country Hall of Fame), jazz (Gustav Brom Czech Radio Big Band), blues (“Klub osamělých srdcí seržanta Pepře” – Sergeant Pepper’s Lonely Hearts Club), musicals (“Muzikál expres” – Musical Express), folklore (“Folklorní notování” – Folklore Notes), oldies (“Starý desky, sou hezký” – Oldies but Goldies), pop (“Felixir”, “Zpátky si dám tenhle film” – Play Me That Film Again) and world music (“Hudební glóbus” – Music Globe), in addition to its many music programmes.

Vltava and D–dur have always been the main classical music stations. Almost 50% of Vltava’s output comprised classical music, with approximately 10% of its service dedicated to jazz, world music and alternative genres (“Jazzofon”, “Jazzový podvečer” – Jazz Evening, etc.). Experimental genres were also substantially represented. Czech Radio D–dur presented a continuous 24/7 stream of classical music consisting of complete classical compositions accompanied by expert commentary. A great number of programmes were dedicated to discussions on classical music, for example, a two-part session on the inspirational relationship between the families of composer Antonín Dvořák and patron Josef Hlávka in the “Euphonia” series, and a programme on the influence of theosophy on Alexander Scriabin in the “Slovo o hudbě” (A Word About Music) series.

CR Jazz continued its unique service. The station plays an uninterrupted stream of jazz music encompassing a broad variety of genres, from jazz roots to contemporary fusion, with an emphasis on contemporary European and Czech production.

Again, Rádio Junior’s musical focus this year mainly consisted of original pop songs written especially for children, complemented by a substantial amount of singer-songwriter production, as well as folk songs. The majority of the station’s musicians focus 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 in part caters for children (J. Nohavica, Chinaski, Radůza, M. Žbirka, etc.). Songs performed by children also found their place in the programme.

Brass and folklore music were featured heavily on our regional stations. The most popular programmes included “Morava krásná zem” (Moravia Is a Beautiful Country) – live brass band music sessions, “Na moravskou notu” (On the Moravian Note) – folk songs from Moravia (Brno), “Dechovka, to je moje” (Brass Music, My Passion) – from author and presenter Miloň Čepelka, an expert and lover of brass band music (České Budějovice) “Špalíček lidových písní” (Collection of Folk Songs) – programmes on folklore and folk art, mainly from Western Bohemia, “S Plzeňáky za folklórem” (To Pilsen for Folklore) – a magazine using popular forms to deal with all aspects of folk culture, mainly focusing on the West Bohemian region (Plzeň), “Putování za moravskou písní” (Travels with Moravian Songs) (Olomouc) – and other.

Not to be forgotten, folk music was represented by “Folkový antikvariát” (Folk Antiquities) – a magazine offering folk music evergreens and “Folková jíška Pavlína Jišové” (Folk Mix from Pavlína Jišová), the folk world through the eyes of the singer Pavlína Jišová or “Folková pohazení” (Folk Strokes) (Pardubice).

Radio Wave caters to young listeners, offering well-known as well as unknown artists, introducing fresh talents, and showcasing experimental formats and other genres.

## ■ Art and Culture

Culture, art and drama have long been the domain of CR Vltava. Readings and radio plays were regularly aired on CR Dvojka and CR Rádio Junior in 2014. In addition, cultural programmes (and reports) were featured on all Czech Radio stations, including Radiožurnál and the regional studios.

In terms of dramatic output, Czech Radio increased the number of premieres by 23 radio plays. The share of original content versus dramatisations increased, engaging both young and middle-aged authors. Original dramas were produced by Polish playwrights Małgorzata Sikorska-Misczuk (“Šeherezáda” – Scheherazade) and Olga Tokarczuk (“Chvilková havárie” – Momentary Accident) as part of the “Polský rok” (Polish Year) project. The 25<sup>th</sup> anniversary of the Velvet Revolution was commemorated in a 6-part series of mini-scenes, entitled “Kapitoly ze života Eli” (Chapters from the Life of Eli), depicting private and civil life during the period of normalisation in the Czech Republic, and in the formally unconventional drama “Magor”, dedicated to the non-conforming dissident and leading figure of the cultural underground, Ivan Martin Jirous. The series “Četba na pokračování” (Readings to be Continued...) premiered 33 episodes, including: Ivan Binar: “Jen šmouha po nebi” (Only a Streak in the Skies), M. Białoszewski: “Památník z Varšavského povstání” (Memorial of the Warsaw Uprising), Petr Placák: “Fízl” (Cop), Karel Poláček: “Podzemní město” (Underground City), Jan Trachta: “Tichý dech” (Silent Breath) and others. The compilation programme “Schůzky s literaturou” (Meetings with Literature) featured 37 premieres, including Josef Váchal: “Živant a umrlanti” (From the Living and the Dead), Jan Skácel: “...jakési jiné ticho” (Another Silence) and Zbigniew Herbert: A Portrait. Numerous premieres of radio plays (40 titles and a ten-episode series) included productions of three winning dramas from the anonymous competition for an original radio play announced last year on the 90<sup>th</sup> anniversary of the start of the service of Czechoslovak Radio

(Roman Ludva: “Sad” (Orchard), Petr Pýcha: “Benzína Dehtov” (Tar Petrol Station), Martin Františák: “Průtrž” (Downpour).

Czech Radio Dvojka’s dramaturgy team drew mainly from biographies and notable anniversaries in 2014. Among the most successful programmes were a series of ten readings from E. M. Remarque’s “The Road Back”, five readings from “Deníky Edvarda a Hany Benešových” (The Diaries of Edvard and Hana Benešovi) and ten episodes from Betty MacDonald’s famous “The Plague and I”. In total, 27 series of readings were premiered in 2014. The station’s series of dramatised short stories continued, produced in conjunction with regional authors. These dramatic plays were divided into different thematic areas, such as detective stories, humorous everyday stories, love and marriage, secrets and mysteries, sci-fi, short humoresques, historical stories, etc. The most successful titles included two features by Czech author Tereza Boučková (“Nejsvětější trojice” – The Holy Trinity) and (“Mariáš ve třech” – Marriage in Three) and dramatisations of short stories by classic authors of world literature: F. Scott Fitzgerald, G. K. Chesterton, O. Henry, among others.

Czech Radio took part in all major international competitions and a cycle of fairy-tales, “O třech babkách” (The Three Grannies), was awarded outstanding achievement in the “radio fairy-tale play” category at Prix Ex Aequo. The EBU’s project “Europe 1914” (short plays on the theme of World War I) inspired an English version of the short play “Pro patria mori”, which was selected for presentation on EBU’s special website, “Euroradio Launches Europe 1914 – Audio Snapshots from a Continent at War”. For his performance in the series of readings from Jiří Stránský’s “Balada o pilotovi” (Ballad of a Pilot), Luděk Munzar was awarded the Invisible Actor prize.

Regular cultural programmes form an integral part of the services of all stations. Radiožurnál incorporates cultural news in its regular daily news programmes. The establishment of a separate cultural unit as part of the News and Current Affairs Department resulted in a substantial increase in the number of news updates in this field. Reports on culture are a regular feature of the “Šedesát minut” (Sixty Minutes) programme on Radiožurnál. Cultural events are also presented in Dvojka’s long-standing programme “Vstupenka” (Ticket), with “Týden v kultuře” (A Week in Culture) and “Knížky Plus” (Books Plus) being aired on CR Plus. Cultural news and updates are brought to listeners on all regional stations. Rádio Junior and Radio Wave offer an entirely original perspective in this area – targeting younger age categories, from our youngest listeners to teenagers.



## SCIENCE, TECHNOLOGY, NATURE AND HISTORY, EDUCATIONAL CONTENT

In its regular and one-off programmes, Czech Radio covers a wide range of scientific fields. The most prominent is the popular scientific magazine Meteor, which has been educating listeners now for 50 years. A new regular programme on Czech language was launched under the title, "Slovo nad zlato" (The Word over Gold). Special current affairs and documentary programmes were dedicated to various historical anniversaries, including features on World War I and the anniversary of the Velvet Revolution, as well as the canonisation of St. John of Nepomuk (1729) and the anniversary of the Battle of Lipany (1434). Czech Radio's most popular and successful spoken-word programme, "Toulky českou minulostí" (Rambles Through the Czech Past) continued, this time focusing on the life and work of Antonín Dvořák. Produced by Josef Veselý of Czech Radio Brno, the series airs on Sundays on Czech Radio Dvojka and its own website enables listeners to access all previous episodes, accompanied by a wealth of archival photos. To date, over 1000 episodes in total have been produced and broadcast.

The main education programme on Vltava station was "Slovo o..." (A Word About...), which airs Monday to Friday at 5:00 pm. Each day, a different field is discussed, whether it be literature, theatre, fine arts or history. Educational content is also featured in other series – "Osudy" (Life Stories), "Páteční večery" (Friday Evenings), "Psáno kurzívou" (Written in Italics), "Schůzky s literaturou" (Meetings with Literature) and "Duchovní hudba" (Spiritual Music). As part of the "Polský rok" (Polish Year) project, Czech Radio introduced the most significant stages and leading figures in Polish theatre and drama, from the humanist era of the 16<sup>th</sup> century to the present.

"Příběhy 20. století" (Stories of the 20<sup>th</sup> Century) continued to map the pertinent issues of our modern history. This documentary series, apart from providing new perspectives, recounts the memories of witnesses caught up in the events of the 20<sup>th</sup> century, featuring war veterans, resistance fighters, holocaust survivors, former communist political prisoners, dissidents, State Security agents, informers and communist party officials. These are complemented by testimonies of "ordinary" people who were witness to the key events of the past century. The programme is produced in conjunction with the Post Bellum non-profit organisation and other institutions that build memory collections. It draws on an extensive international database "Paměť národa" (The Memory of Nations), co-founded in 2008 by Post Bellum, Czech Radio and the Institute for the Study of Totalitarian Regimes.

"Znovu 89" (89 Again) – a re-enactment of key events preceding the downfall of the Communist regime 25 years ago – also proved to be a great success with our listeners.

Our regional studios teamed up to create "Česko, země neznámá" (Czech Republic – The Unknown Land) – enlightening journeys through unknown places, a project containing both historical and natural points of interest.

Listeners were also able to find a great deal of interesting information on our thematic websites – [veda.rozhlas.cz](http://veda.rozhlas.cz), [priroda.rozhlas.cz](http://priroda.rozhlas.cz) and [historie.rozhlas.cz](http://historie.rozhlas.cz). The Czech Radio website again proudly presented Radio Retro's extensive collection of archival recordings.



## SOCIETY, LIFESTYLE AND RELIGIOUS PROGRAMMES

### ■ Society and Lifestyle

Magazine-style programmes, in which present-day society and lifestyle issues are examined, are the mainstay of CR Dvojka. The regular feature “Poradna” (Advice Service) is highly popular among Czech Radio’s listeners, offering medical and financial consultations as well as advice on purchases, gardening, pet keeping and so on. The discussion series, “Jak to vidí” (Through the Eyes of...), in which well-known personalities comment on current events affecting ethnic minorities, also delivered interesting topics. Related issues were also raised on “Jak to vidíte” (How You See It) and “Kontakt Dvojky” (Contact).

Programmes focusing on nationality and ethnic origin formed an important part of our service by reflecting social topics. These issues were also covered by separate news reports, current affairs and documentary features and were also discussed on CR Vltava in the context of literary and dramatic production. A new regular programme was launched on CR Regina targeting the English-speaking minority living primarily in Prague and its surroundings. This new feature complements our existing service for the Slovak, Roma, Polish and German minorities. Magazine-style programmes delivered a broad range of information on the life of minorities. The editor of our Roma service, Iveta Demeterová, received the “Roma Spirit” award for her objective and positive reporting on the Roma issue, honouring her efforts at raising awareness and enhancing mutual tolerance and understanding.

Listeners of Czech Radio Regina also tuned in to “My a oni” (Us and Them), a programme about minorities. In 2014, it focused primarily on the representation of the cohabitation of foreigners and Czechs in Prague. The acceptance of migrants and their efforts at integrating themselves into Czech society were addressed in the form of interviews and reports. Particular attention was paid to the new Citizenship Act and specific cases of its application. Its second major focus was on events and projects, especially run by non-profit and governmental organisations that are aimed at facilitating and supporting the position and economic progress of migrants in the Czech labour market. The programme examined the Ukrainian and Vietnamese communities, who represent the largest migrant groups in Prague and beyond.

The problems foreigners experience while living in the Czech Republic were also discussed in the regular “Zaostřeno” (In Focus) programme on CR Plus. The most relevant topics included the EU’s asylum policy, commercial health coverage for migrants, a study of foreigners in Czech schools, prospects of opening Vietnamese schools, retirement pensions for migrants, conditions for obtaining Czech citizenship, the Turkish community in the Czech Republic, foreign female entrepreneurs in the Czech labour market, and the turning away of refugees from EU borders.

In December 2014, Rádio Junior launched the “Kolibanky” (Lullabies) project – documenting lullabies of Czech, Moravian and Silesian origin as well as lullabies from our country’s minority and neighbouring cultures, the EU and worldwide. The Czech and original versions of the songs introduced children to other cultures, outlooks and contexts, the aim of which is to help in the continued fight against intolerance and xenophobia.

### ■ Social Issues

Social issues and all of their related consequences were among Czech Radio’s most discussed topics in 2014. Social themes were represented in current affairs reports and news items, advice services, expert programmes as well as documentaries. Over the long-term, Czech Radio’s editors are committed to carefully following developments in socially excluded locations as well as issues affecting senior citizens, the sick and the disabled.

The “Dobrá vůle” (Goodwill) series (broadcast on CR Dvojka) along with the “Dobrá vůle Plus” (Goodwill Plus) documentary-discussion programme on CR Plus, regularly focused on social issues, human stories of difficult life situations, matters affecting the disabled, senior citizens, families, the homeless, minorities, children at risk, the unemployed, and also looked at environmental protection and the upkeep of monuments. In 2014, the series merged with “Spolu” (Together), a project organised to enable psychology students to assist psychiatric patients.

Two of the most noteworthy features were the documentary, “Když umírá důl” (When a Mine Is Dying), which followed the closure of one of Ostrava’s significant mining sites, charting its social and legal consequences and the observational documentary, “Víra, láska, naděje (a jiné ztracené projekty)” (Faith, Love, Hope – and Other Lost Projects), which chronicled the hopes of a social cooperative which employs handicapped citizens, both of which aired on CR Dvojka.

### ■ Religious Programmes

Last Year, the Creative Team for Religious Programmes, a group that was integrated as part of the newly established Current Affairs Creative Team, produced programmes for CR Radiožurnál, CR Dvojka, CR Vltava, CR Radio Wave, CR Plus and CR Regina. All of their formats were tailored to focus on the needs of individual stations and target listener groups. All programmes placed emphasis on the promotion of religious freedom and understanding between different religious and ethnic communities. Radiožurnál’s “Křesťanský týdeník” (Christian Weekly), one of the most popular Czech Radio programmes, continued to attract listeners with regular live broadcasts of religious services aired on CR Dvojka at traditional times.

A series of special projects marking various occasions were produced: “Kairos 89” – a three-part documentary focusing on the role played by religious organisations in the events of November 1989, and “Katedrála důvěrná” (Confidential Cathedral) – four reflections inspired by the 670<sup>th</sup> anniversary of the laying of the cornerstone of St Vitus Cathedral.

Throughout 2014, Czech Radio committed itself to working on a new programme on religious and ethical themes, based on expert analysis from Prof David Václavík, religionist from Masaryk University in Brno, and a survey of 25 public service and national European broadcasters conducted by the EBU. The aim is to introduce a general ethical and spiritual programme that will appeal to the majority of listeners and provide guidance on contemporary moral dilemmas, while promoting the principal values of our society.



Mano Espirito  
CZIA REPUBLICA  
2014



## ENTERTAINMENT

For Czech Radio, 2014 proved to be a great year for entertainment thanks to the revival of the cabaret genre. CR Vltava aired the first episodes of “Cabaret”, performed by various Czech artistic ensembles. In January 2014, our regional studios launched a joint entertainment-on-request format called “Humoriáda” (Humoristic Games). In 2014, the broadest range of entertainment programmes were to be found on CR Dvojka, with shorter formats on CR Rádio Junior, a station for our youngest listeners.

Among Czech Radio Dvojka’s main entertainment programmes were “Jak to vidí Tluchořovi” (How the Tluchořovi See It), the variety show “Radiodárek” (Radio Gift) and the traditional live weekly audience participation series “Tobogan”, presented by Aleš Cibulka. Listeners also tuned in to the new series “Sklípek s Václavem Postráneckým” (Wine Cellar with Václav Postránecký), broadcast from an authentic Moravian wine cellar, featuring guests and a live folk band. Traditional talk shows also formed a key part of CR Dvojka’s output, including “Lenoška Ivo Šmoldase” (On the Sofa With Ivo Šmoldas), “Nostalgické muzeum zábavy Ondřeje Suchého” (Nostalgic Museum of Entertainment with Ondřej Suchý) and “Ungelt”, stories by renowned personalities from the world of theatre and beyond. “Kolotoč” (Merry-Go-Round) maintained its loyal following and “Láska za lásku” (Love for Love), a series of new episodes and repeats of the legendary stories of visual artist Jiří Anderle, proved equally popular.

Czech Radio revamped its traditional radio shows with eight public recordings of regular programmes for the New Year’s Eve show on CR Dvojka, together with an original

radio road-movie “Silvestr v taxíku” (New Year’s Eve in a Taxi), which featured humorous sketches backed up by hit songs in original arrangements by Akustik and performed by Martin Písařík.

Lifestyle programmes played a key role on all our regional stations. Local food and cookery shows continued to be much loved by audiences. These included “Kuchařské čarování” (Cooking Wizardry) on České Budějovice, “Vaříme s Habadějem” (Cooking with Gusto) on Hradec Králové and “Pochoutky” (Delicacies) on CR Region. Various lifestyle magazine shows formed a large part of the programming – with a focus on gardening, home improvements and arts and crafts, along with a host of other entertaining quizzes and competitions.

“Klub Rádia Junior” (Rádio Junior Club) caters to our youngest listeners. Every first Saturday, a selected topic is discussed by presenter Zora Jandová and long-standing guest, eight-year-old presenter Honzík (Jan Špitálský, who has been on the show since the age of five). In 2014, the duo hosted well-known stars from Czech Television – Magdalena Reifová (Majda from “Kouzelná školka” – Magic Kindergarten) and Petr Vacek, whose personality really brings out the humour on some of the formats – and Jana Rychterová, singer, teacher and author of many entertaining projects for children and adults. Rádio Junior also closely collaborates with the music groups, Kašpárek v rohlíku and Yellow Sisters. At the end of the year, Rádio Junior’s mascot – the very funny and ghoulish, Big Ear – was given a face and voice, bringing full life to his interactions with both presenters and listeners.

## BROADCASTING FOR CHILDREN AND YOUTH

2014 saw further development in the area of children and youth programming, a project first begun in previous years. The key producer of content for children, CR Rádio Junior, presented fairy-tales, songs, discussions with interesting guests, adventure stories, one-liners, news snippets and competitions. It also gradually extended its weekend service and prepared new formats, one of which was "Fairy-Tale News". CR Radio Wave, another station for the "young at heart", encourages listeners to abandon mainstream stereotypes in favour of discovering new non-chart music, by keeping abreast of the current cultural and social events of its target group.

Czech Radio's drama productions for children and youth comprised mainly classical titles well-known to listeners, as well as more adventurous items for older children. The standout programmes of 2014 included "Pollyanna", based on the bestseller by the turn-of-the-century US author, Eleanor H. Porter, and a Sunday fairy-tale feature by well-known writer and playwright, Daniela Fischerová, entitled "Šustidlo" (Rustler). The programme format "Hajaja" inspired 14 original series, significantly enriching our contemporary Czech literary production for children. Produced by seven students from the Josef Škvorecký Literary Academy, one such series resulted in an interesting and inspiring collaboration between up-and-coming authors and one of our established radio-show teams.

A series of mini fairy-tales written for CR Rádio Junior met with international success. The fairy-tale series "O třech babkách" (The Three Grannies) was awarded outstanding achievement in the "radio fairy-tale play" category at Prix Ex Aequo and fairy-tales by Jiří Dvořák won in the "Readings for Children up to 20 Minutes" sub-category at Prix Bohemia Radio.

2014 saw more episodes of the "Ve škole i po škole" (In School and Afterwards) series with Venda and Fráňa. Only last year, this humorous and educational show for 1<sup>st</sup> grade pupils reached the distinction of having premiered 200 new works. 50 episodes were created for the "Kouzelná kniha Káji Kučery" (Kája Kučera's Book of Magic) series, which, against a backdrop of adventurous and humorous stories, got to the roots of the basics of natural science. Its "Spánek" (Sleep) episode was given the National Prix Bohemia Radio Award 2014 for best children's programme in the "Magazine Journalist" category.

The editors also used this entertaining format to inform our youngest listeners about current events in all spheres of life. Based on demand from our listeners, sports news was given more coverage and Rádio Junior's on-line stream – "Písničky" (Songs) – was further extended, offering an uninterrupted stream of children's songs.





In 2014, Radio Wave's programming underwent substantial modifications. Programme changes from previous years were also finalised and emphasis was placed on the adjustment of daily and monthly broadcasting schedules. Evening programmes were combined into thematic series and an entire block of programmes was grouped together to air before noon, resulting in a morning show featuring two presenter duos. Continuous daily broadcasting was complemented by a rolling news stream starting at 7:00 am. There was an effort to make topics more attractive, which resulted in a significant increase in listenership figures and view rates on the station's website (78% more views and 149% more users year-on-year). New positions for news reporters were taken up and reports were given a new feel. Music playlists continuously changed throughout the year, the station's database was considerably reduced, and a host of new music was added to playlists with an emphasis on the Czech scene.

The station very successfully continued in the expansion of its social networks, principally Facebook, Twitter and YouTube.

In keeping with tradition, the station also took part in auxiliary events including evening lectures, the Radio Wave Live Sessions and the Radio Wave Stimul Festival. Radio Wave also continued its collaboration with Rádio\_FM, resulting in two joint broadcasting sessions.

Aside from our focus on addressing the issue of increased xenophobia and racism in our country, one of the programming priorities was entertainment, and less serious content in the form of reports, and the presentation style of selected programmes or the new format – Wave News. Reflections on new technology were also given priority in our programming. A new programme "Automatky" (Auto-mothers) was launched, providing many different perspectives on parenting and parenthood, and "Startér" (Starter), a regular programme which supports the young Czech music scene, was revived to great success.

In 2014, Radio Wave continued to increase its focus on regional audiences. "Týden ve městě" (A Week in the Town) investigated the cultural scene and other social aspects in various Czech towns and cities. In terms of music, our daily service came even closer to the Urban Contemporary format, with touches of Euro Adult Contemporary. Evening and specialist programmes continued to dedicate space to more experimental offshoots of contemporary music, with a substantial amount of evening programming being reduced or subsumed into other programme series – "Echo" and "Scéna" (Scene), among others.





## REGIONAL BROADCASTING

Czech Radio operates 14 regional stations. Their scope corresponds with the administrative divisions of the territory of the Czech Republic, with one regional studio broadcasting from each of the regional centres. Overall, the regional stations form a network that focuses on a specific target group of listeners for each particular region.

Czech Radio's regional studios are a part of the Regional Broadcasting Division, which in 2014 was supervised by the Deputy Director General for Regional Broadcasting, Jan Menger. The department's main priorities are: supervising programme concepts for each individual regional station; coordinating programming schemes for individual regional stations and for joint broadcasting throughout the entire Czech Radio network; defining programming priorities of Czech Radio's regional stations for a specific year (in collaboration with the Programme and Broadcasting Division); monitoring the fulfilment of Czech Radio's strategic goals in the area of regional programming and broadcasting; coordinating collaborative programming and marketing and communication projects within the schedules of Czech Radio's regional station network; coordinating the activities of individual regional stations, regional studios and nationwide stations, programming centres and other Czech Radio departments; supervising the fulfilment of the standard personnel model for all regional studios and monitoring up-to-date research outcomes and their practical applications.

The Regional Broadcasting Division's principal task in 2014 was to implement the "Regiony 2014" (Regions 2014) project, whose form was approved on 31 July 2013 at a public session of the Czech Radio Council. This concept is aimed primarily at creating a simple and organised structure for the regional studio network. This will positively affect the quality of the service and employment of teamwork across the individual regional studios and foster closer collaboration among regional studios, while ensuring the full independence of each station remains intact. Its secondary goal is to make individual studios more efficient.

Czech Radio's regional studio programming is based on the following principles: information – 24 hour news services (regional news, weather and traffic news); advisory services (financial and legal consultations, advice regarding purchases, health, lifestyle, hobbies – dealing with the everyday problems of our listeners and offering assistance in resolving these problems in a practical way); promotion of the cultural identity of the region; entertainment (talk shows, song requests, special entertainment programmes) and interaction (contact with listeners). A map of our regional stations, our editorial principles and a manual for the creation of news programmes were all drawn up and put into practical use; new spot graphics were incorporated into our broadcasts and the share of music featured in our broadcasts gradually increased (spoken word/ music = 40/60).

In 2014, Czech Radio's regional studios participated in the collaborative projects "Před 100 lety" (100 Years Ago) and "Znovu 89" (89 Again). Czech Radio also covered the European Parliamentary elections, local and senate elections (Czech Radio Regina also covered elections to the Prague City Council), social issues (such as solidarity among generations, the position and active lives of senior citizens in society) and last but not least, a great emphasis was placed on service and purchase-related issues (implementation of a new civil code, financial and legal skills, food quality, etc.).

In 2014, Czech Radio's regional studios teamed up with the Czech Sports Union, which promotes amateur sports in the regions, actively collaborated in the charity project "Opel Handy Cyklo Maraton", and participated in the nationwide pre-Christmas event, "Česko zpívá koledy" (The Czech Republic Sings Carols). Among other prominent events was the commemoration of 90 years since the start of CR Brno's regular service, 85 years since the launch of broadcasting at CR Ostrava and the 25<sup>th</sup> anniversary of the music programme, "Noční proud" (Night Stream).

In the area of technology, broadcasting studios were transformed into self-service worksites (CR Brno, CR Plzeň and CR Sever); new website graphics for the individual regional studios were introduced and building administration in the regions was transferred to the Administration and Operations Division (Maintenance and Property Department).

In 2014, Czech Radio's regional studios saw a slight drop in their listenership rates. Year-on-year, regional stations saw a decrease in the number of listeners by approx. 15 thousand daily and 55 thousand weekly. The average listening time shortened during this period by 18 minutes, with the regional market share dropping by 0.2%. In terms of daily ratings, this decrease especially affected CR Ostrava, CR České Budějovice, CR Regina and CR Pardubice. Aside from the aforementioned stations, CR Sever also had its share of decreased weekly figures. The main factors behind the dip in figures were the development of audiences and the dynamics of commercial players (both nationwide and regional). In the context of the reduction of the listening time index, shorter average values were detected across all radio market segments, but there were noticeable differences in the cases of some particular stations. However, it must be taken into consideration that figures for individual stations (especially ones with smaller audiences) are partially influenced by a random fluctuation in research results and most of these differences fall within the range of confidence intervals.

## INTERNATIONAL BROADCASTING

Czech Radio broadcasts internationally in accordance with Act No. 484/1991 Coll., on Czech Radio, as commissioned by the Czech Government through the mediation of the Ministry of Foreign Affairs of the Czech Republic. The service is offered in six languages: English, German, French, Spanish, Russian and Czech – each language forming equal parts of the service.

The station provides information on all of the important matters related to Czech foreign policy, drawing on press releases and statements by the spokesperson of the Ministry of Foreign Affairs. Our close collaboration with the Special Commissioner for Czechs Living Abroad also continued in 2014 under Karel Kühnl. Our important collaboration with the Ministry's agency, Czech Centres, also continued. International broadcasting is at the heart of all of the important events organised by the agency, including interviews with its directors.

The main programming focus in 2014 included the senate and local elections, the first actions taken by Bohuslav Sobotka's newly appointed government, the Ukrainian crisis and its reflection in the Czech Republic, the appointment of the Czech EU Commissioner, the 25<sup>th</sup> anniversary of the Velvet Revolution, the 100<sup>th</sup> anniversary of the outbreak of World War I, the 10<sup>th</sup> anniversary of the Czech Republic's accession to the EU, anniversaries marking the births of Bohumil Hrabal, Karel Kryl and Franz Kafka, the Year of Czech Music, achievements of Czech sportsmen and women at the Winter Olympics in Sochi and the European Athletics Championships, the Forum 2000 conference, the visit of the German president to Prague, the visit of the Czech prime minister to Austria, the visit of the Czech prime minister and president to France, the visit of the French prime minister to Prague and the Prague Writers' Festival. The editors of Radio Praha prepared a host of special sessions, discussions and series. The French unit organised a discussion marking the anniversary of the Velvet Revolution, the German unit prepared a series on the new Czech government and World War I, and the UK unit produced a series on the Czech Republic's achievements from a European perspective. Our French editor Guillaume Narguet reported from the Davis Cup semi-finals in France.

One of our priorities is to broadcast in the Czech language, which, among other things focuses on compatriot-related issues. Editors of the Czech unit covered events in compatriot associations as well as events in the Czech Republic organised for Czechs living abroad. Major events were discussed in further detail on Radio Praha including the Gratias Agit awards, the "Krajané a český jazyk" (Compatriots and the Czech Language) conference, a conference on Tomáš Baťa, a language course for compatriots in Dobruška, the "České stopy v Argentině" (Czech Footprints in Argentina) exhibition, curative summer trips for children of Ukrainian compatriots, and more. In 2014, we added a new feature focusing on the lives of our compatriots in Ukraine, especially in the eastern part of the country affected by fighting. In line with an agreement with the Ministry of Foreign Affairs, daily news headlines were distributed via e-mail and compatriot-related features were produced, together with news posts and reports on [www.krajane.net](http://www.krajane.net), which saw an increase in traffic last year.

An integral part of CR Radio Praha's mission is communication with its listeners, while continuing the search for new ways of distributing its content. This aim is promoted in the form of competitions for listeners, of which "Otázka měsíce" (Question of the Month) had the greatest resonance last year. Apart from that, Radio Praha collaborates on various public projects. In 2014, these included Forum 2000, the Prague Writers' Festival and the Czech-German Discussion Forum. The German unit set up a promotional stand showcasing the station for the Open Doors Day at the German embassy.

Active listeners' feedback to CR Radio Praha in 2014 totalled 16,117 communications, representing roughly the same result as in the preceding year. About two thirds of these communications were e-mails, with the remaining one third accounting for letters. In approximately one half of the cases, listeners responded to competitions and quizzes, the rest consisting of reports and requests for QSL cards or inquiries related to Czech historical or cultural facts, compatriots, and so on. In terms of languages, the feedback was made up of the following: English 34%, German 17%, Spanish 17%, French 9%, Russian 8%, Czech 6% and general (mostly Czech) 9%.

Following the discontinuation of FM broadcasting, the internet became the main platform for the distribution Radio Praha's output. According to Google Analytics statistics, average web traffic on [www.radio.cz](http://www.radio.cz) in 2014 was 333,000 visits per month, delivering a year-on-year increase of 5%. A similar increase occurred in the number of viewed pages, averaging 647,000 page views per month. One of the factors attributed to this increase was the interest in updates on the situation in Ukraine. Since spring of last year, the number of followers of Russia-related output has been on the increase, with many of the Russian media following our Russian reports.

The order of their visit rate also changed with Russian, Czech and French on the rise and Spanish on the decline. The share of languages in the visit rate is comprised of the following: English (24.8%), German (19.5%), Russian (17%), Czech (16.3%), French (11.3%) and Spanish (10.9%).

The average web traffic on the compatriot website [www.krajane.net](http://www.krajane.net) was 8,800 visits per month, delivering an increase of 25%. The visit rate of the website [www.remove.cz](http://www.remove.cz) was 12,000 per month, roughly the same as in the preceding year. The total number of web streaming sessions reached around 22,000 per month. Czech Radio's player had a monthly average of 5,000 hits. The number of newsletter subscribers following Radio Praha's daily news headlines rose to 12,000 – 15% more than 2013. The staff of the editorial office who created the website – which celebrated its 20<sup>th</sup> anniversary in 2014 – substantially contributed to this success. Radio Praha's website has been enhanced with web-based projects as well as other minor additions. In 2014, the editorial staff prepared 10 web-based projects related to notable topics including World War I, the events of November 1989, Bohumil Hrabal, among others.

Radio Praha maintains a Facebook profile in all broadcasting languages. The total number of Facebook followers rose to 12,200. Compared to 2013, this represents a 23% increase. The most successful profiles are the English language version (5,352) followed by the Spanish (5,041). The Russian unit is hosted by the Russian network "V kontaktě". Radio Praha has 2,800 Twitter followers.



## INTERNET AND MULTIMEDIA

Czech Radio's new media experienced further dynamic growth in 2014. Innovations were made, multimedia radio content was diversified and new projects added. The greatest gains in terms of listeners were attributed to new services, improvements to the user environment, emphasis on mobile devices and efficient use of social media.

The website portal's structure and design were completely revamped. Priority was given to the most successful programmes, which the portal reflects on multiple levels. The portal's "audiobox" provided direct access to station websites and their live broadcasts, and the audio archive was given an original user interface. The programmes website was also substantially modified and the Czech Radio app was completely re-programmed, re-designed and complemented with new functions. Visual materials related to programmes are now transmitted from station websites, photos of presenters are displayed, and individual programmes are linked to automatic selections of their recordings on iRadio.

iRadio's audio archive was complemented with new search functions and a version for the visually impaired. It also saw almost 45,000 new audio track additions, offering a total of 405 thousand sessions.

The nationwide station websites registered higher visit rates mainly thanks to the restructuring of content based on user analyses, merging of content, optimisation of search engines and use of social networks. CR Radiožurnál's website was extended with new sections such as "Encyklopedie Radiožurnálu" (Radiožurnál's Encyclopaedia), "Žurnál servis" (Journal Service) and general knowledge quizzes. The two most successful projects were "100 statečných" (The Magnificent 100) and "Znovu 89" (89 Again). CR Dvojka's website was given a fresh new look, too, and the more promising programmes like "Příběhy slavných" (Stories of Fame) were posted on iRadio. Among the successful projects were the "D Award" in the audio category on CR Dvojka and "Léto rozhlasových legend" (Summer of Radio Legends).

CR Vltava's website launched "Telefonotéka" (Telephonoteque), a complete archive of aired episodes, interviews with famous cultural personalities and photo galleries. The highest download rates were registered in the "Hry a literatura" (Plays and Literature) section. CR Plus's website was updated with the "Ranní Plus" (Morning Plus) programme. Specials included a live video broadcast of the European TellEurope discussion, video broadcasts of Prague candidate debates in the local and senate elections as well as other projects. CR Radio Wave's website competition for up-and-coming bands, "Startér" (Starter) was launched, which also included listener charts. Wave News, which offers pop-culture news items, was among the top features of the week in terms of readership. Towards the end of the year, CR Rádio Junior's web traffic soared thanks to enhanced synchronisation with its broadcasting department, exemplified by the fairy-tale "Adventní kalendář" (Advent Calendar), picture quizzes and effective editing of the website's content.

Regional studios' websites were converted to a new system, their content and navigation set-up restructured, and their design revamped using symbols associated with the individual regions. A new website – "Rádio vašeho kraje" (Radio of Your Region) provided information on the shared programmes and activities that took place across Czech Radio's regional network in 2014.

The most successful new website was "Česky a hezky" (Nicely Czech), a project showcasing Czech language programmes, whose featured language quizzes and tests attracted hundreds of thousands of visitors. The Radio Archive website, which now provides access to unique recordings of interviews with Czech and international personalities, was completely overhauled. Prague Radio Symphony Orchestra's website was also refurbished and given a new layout and interface for online purchases of concert tickets. A dedicated player was launched on CR Sport's new stream and a programme section was added.

Czech Radio's social media profiles were dominated by a year-round "live broadcast" of the fall of the communist regime in Czechoslovakia – "Znovu 89" (89 Again). Each day through Facebook and Twitter posts, CR managed to evoke the reality of the events that took place 25 years ago, all collated on the Znovu 89 website, which also featured the radio programme. The project culminated in the launch of a special internet stream, Rádio Retro, a live video broadcast of the "Znovu 89" concert in Wenceslas Square on 17 November, and the publication of the book "Znovu 89".

The dramatic atmosphere of World War I was evoked in the series "Před 100 lety" (A Hundred Years Ago), documenting the historic events that engulfed Czech society of the time. Among Czech Radio's successful achievements was the historical series, "Slavní Češi na frontě" (Famous Czechs on the Frontline), tracing the anti-Habsburg resistance, and its general knowledge quizzes. The New Media Centre processed all of the unique materials sent in by our listeners, with its own dedicated website being promoted on its Facebook and Twitter profiles.

The main programming events were significantly supported by our audio-visual team. In 2014, dozens of video broadcasts and videos were produced, representing Czech Radio abroad. The most demanding events included the 52-hour live broadcast of "100 statečných" (The Magnificent 100) from Wenceslas Square, the pre-election debates, as well as concerts held by Prague Radio Symphony Orchestra, CR Radio Wave, our regional studios, Prix Bohemia Radio and many others.

Due to the terms and conditions stipulated by the provider of broadcasting rights for the Sochi WOG 2014, Czech Radio was obliged to introduce geo-blocking for all web content featured on "Zprávy" (News), CR Radiožurnál, our regional studios and other CR platforms. This difficult operation was very well managed and access from abroad was efficiently blocked. It resulted in a drop in our web traffic and listenership rates both internationally and domestically and this trend was put a stop to only after several months.

Czech Radio's playlists on station websites gained in popularity, offering automatic searches for songs on Google/YouTube and Spotify, providing listeners with the opportunity to discover and play music on other platforms.

Our most important new mobile app is iRadio for iOS (iPhone and iPad), which forms a complement to the increasingly more popular iRadio for Android introduced in late 2013. Czech Radio is also planning to launch brand new mobile apps for "Zprávy" (News) and CR Radio Wave. Another new addition to the mobile app is CR iRadio for desktops and laptops.



In 2014, the share of access from mobile devices experienced the fastest growth. Year-on-year, Czech Radio's websites ([www.rozhlas.cz](http://www.rozhlas.cz); [m.rozhlas.cz](http://m.rozhlas.cz); [www.radiojunior.cz](http://www.radiojunior.cz); [www.pribehrozhlasu.cz](http://www.pribehrozhlasu.cz)) saw an increase of +7.84% in visit rates (33,913,230 in total) and a growth of +0.72% in the number of viewed pages (91,606,970 in total). Year-on-year growth in the number of [www.rozhlas.cz](http://www.rozhlas.cz) users reached +11.82 % (9,829,897 in total). The number of pages displayed per visit again dropped as a result of Czech Radio's success on social media where our activities were partially relocated.

CR Radio Wave's and CR Plus's visit rates increased by 78% and 69%, respectively. They also enjoyed the greatest share of the increase in CR web traffic. In line with tradition, the integrated iRadio player had the highest number of hits and Czech language and historical quizzes became the most attractive features for new visitors.

In 2014, CR's reach via social media was further extended. The total number of Czech Radio's Facebook fans jumped by 39% to 224 thousand. Posts on CR's main profile,

CR Radiožurnál and CR Radio Wave reached a total average of 74 thousand Facebook users per day. The most successful project was "Znovu 89" with 20 thousand fans. By the end of the year, posts on the "Znovu 89" Facebook page registered 65 to 220 thousand views weekly, with its Twitter profile reaching 20 to 40 thousand views daily.

CR on Google Plus saw a stable year-on-year increase of 39%, with almost 50 thousand followers. In terms of reach, the fastest growth was achieved on Twitter. At the end of 2014, our stations and projects were operating 20 active Twitter accounts followed by over 40 thousand users – 181% more than in the preceding year.

CR's followership on YouTube experienced record growth. The most successful of CR's video broadcasts was the "Znovu 89" concert. These numbers were substantially affected primarily by CR's shift to web camera streaming from CR's broadcasting studios on YouTube. CR's YouTube channel had almost 4 times more views than in 2013, totalling 306,120 of hours of played recordings.



ASF

## ARCHIVE AND PROGRAMME FUNDS

2014 generated several major projects in which the APF team were involved. They contributed to the preparation of three versions of Rádio Retro (themed “under totality”, “Velvet Revolution” and “Šťastné a veselé” – Merry Christmas) and created a 52-episode series for the archive’s website to mark the events that took place in November 1989. This multimedia series “Čím jsme to žili” (What We Lived) charted the major events of 1989 using archival documents. APF joined the “Znovu 89” project, which evoked the historical year of 1989 by means of documents and quotations posted on Facebook and Twitter. They were also behind all technical modifications of over 1000 recordings in the “Radiotéka” (Radio Library) e-shop, together with the processing of related materials.

In line with their mission, the APF team are completely committed to the processing of funds and collections in order to ensure their availability to the general public. These collections were expanded with thousands of additions in the form of audio recordings and written documents. Almost 35,000 audio and over 28,000 written documents were converted into digital form. Computer databases were updated containing over 33,000 new documents, and 62,000 records were revised and corrected. Data processing in the GSelector database continued, and 338 more tracks were added to the “Vyhledávání hudebních snímků” (Music Track Search) app.

Each month, a host of audio documents marking relevant anniversaries were published on the archive’s intranet primarily for the use of radio presenters, alongside the Gramoarchive Bulletin containing information on catalogued media and files and a list of additions to the library. Users can also find continuously updated lists of CDs (including dramatisations, fairy-tales, and Christmas-themed features). Extensive bibliographies (on the 25<sup>th</sup> anniversary of November 1989, WWI and II and Charles IV) were processed and research (e.g. on WWI and II, November 1989 and May 1945) was conducted as part of major radio projects. Radio editors drew on research of different topics including Langweil’s model of Prague, the history of the Fair Trade Palace, accounts of past activities of the Jewish Museum, Barrandov under the protectorate, Matyáš Braun, gender linguistics, the history of the Letná carousel, Old-Prague folk entertainment and fairs, Czech book markets after 1989, contemporary Finnish literature, etc.

Loans of 53,500 documents had to be arranged for production and broadcasting purposes. 3,988 digital tracks contained in the CR Dvojka, Vltava and Rádio Junior archives were checked, 1,105 of which were repaired and re-uploaded to the digital repository in order to ensure trouble-free studio work. 634 researchers used the research facility, including 380 internal and 254 external employees. On top of that, over 1000 inquiries and requests were sent in by e-mail or made by phone together with 47 licence orders. 56 students were offered guidance and assistance with their diploma theses (ranging from heuristics to expert consultations). Research was conducted on, among other things: “Miliontý koncesionář”

(The Millionth Licensee), a look at promotional events in 1937; the main editing unit for children and youth broadcasting; radio theory and history; and radio screenplays, features, documentaries, spoken word and music. The search field on our website (<http://www2.rozhlas.cz/archivy/>) was used by 5,978 visitors who viewed 37,663 pages and entered 51,364 search phrases.

In conjunction with the board of editors, the APF team prepared and published two more issues of the “Svět rozhlasu” (World of Radio) review (31 and 32), marking, among other things, the anniversary of the events of 1989. An essay on the November events will also be featured in a collection planned for 2015 by the Syndicate of Journalists of the Czech Republic. Another achievement saw the publication of S. Volný’s “Od totality k demokracii aneb Jak jsem se dočkal listopadové revoluce” (From Totality to Democracy, or How the November Revolution Finally Arrived), dedicated to R. Seemann.

Within the framework of their collaboration with the Radio Production Association, APF employees provided organisational support to showcase current affairs and journalist programmes – “Report 2014” and a presentation of literary works, “Bilance” (A Review). The library produced an educational programme for the children of our employees as part of the “Noc s Andersenem” (A Night with Hans Christian Andersen) and a presentation for the Open Doors Day.

Collaboration with the National Archives, the Václav Havel Library, the Nation’s Memory Institute, the Archive of the Institute of Mathematics of the Academy of Sciences, the Institute of the Czech Language of the Academy of Sciences, HIFI Club Klatovy, the Museum of Romani Culture, Czech Television, Supraphon and other institutions also continued in 2014. Collaboration with the Technical University of Liberec on the grant project for the NAKI programme – Enabling Sophisticated Access to Czech Radio’s Archive – entered its final stage. For the first time, the APF team joined two notable national projects focusing on cultural heritage: the first was a national virtual audio-library project under the auspices of the Moravian Library, the second, entitled “Paměť světa” (The Memory of the World), was organised as part of the Czech section of UNESCO. Czech Radio also established contact with the international Association for Historical Sound Media – GHT, the members of which visited Czech Radio’s archives as part of their conference held in September.

The APF team significantly contributed to the promotion of Czech Radio and its history. They prepared sets of photo documents for “Síň slávy” (Hall of Fame) as well as selecting and supplying photos of famous actors for the broadcaster’s 2015 radio calendar. They also greatly contributed to the establishment of Gallery Vinohradská 12, providing numerous exhibits for its shows. 17 articles were prepared for the section “Návraty” (Returns) on “Týdeník Rozhlas” (Radio Weekly) and 10 episodes of “Fonogramy” (Phonograms) from archival recordings.



# OFF AIR ACTIVITIES

In 2014, 5 artistic ensembles performed under the Czech Radio banner: the Prague Radio Symphony Orchestra, the Disman Children's Radio Ensemble, the Czech Radio Children's Choir and, under contract, the Gustav Brom Czech Radio Big Band and the Brno Radio Orchestra of Folk Instruments.

The International Prix Bohemia Radio Festival remained the most notable festival competition organised by Czech Radio, taking place for the second time in Prague. Two music competitions were organised for children and youth, Concertino Praga for soloists and Concerto Bohemia for groups and orchestras.

Czech Radio's communication activities were dominated by a year-round "live broadcast" of the fall of the communist regime in Czechoslovakia – "Znovu 89" (89 Again). With the help of Facebook and Twitter posts, each day CR managed to evoke the reality of the events that took place 25 years ago and all collated on the "Znovu 89" website, which also offered information on the radio programme. The project culminated in the formation of a special station called Rádio Retro, a live video broadcast of a concert on Wenceslas Square on 17 November and publication of the book "Znovu 89". The "Pocta Karlu Krylovi" concert (Tribute to Karel Kryl) was a great success, marking the occasion of the 70<sup>th</sup> anniversary of the birth of the popular singer-songwriter. It also coincided with the publication of the book "Fenomén Karel Kryl" (Karel Kryl – A Phenomenon) and an additional concert organised in his memory. Other important activities included marketing campaigns to promote Czech Radio's services as well as various media partnerships aimed at supporting a whole range of different institutions and projects. In September, Gallery Vinohradská 12 was officially opened in the basement of our historic building in Prague's Vinohrady. The venue will gradually be turned into a meeting place for listeners interested in radio broadcasting, both past and present, and a cultural centre for all.

In 2014, the Czech Radio Foundation continued to support blind and partially sighted children, both via the "Světluška" (Lightning Fly) and "Kavárna Potmě" (Café in the Dark) projects, the latter making stops at various locations throughout the Czech Republic. Lightning Fly's newest project "Křišťál pro Světlušku" (Crystal for Lightning Fly) took place shortly before Christmas.

In association with Radioservis publishing house, a major launch took place of the joint Internet portal [www.radioteka.cz](http://www.radioteka.cz) in conjunction with Czech Radio, making its ever-growing collection of audio recordings available to the public. Radioservis continued with its publication of popular materials from the radio archives as well as of contemporary productions. The regular magazine "Týdeník Rozhlas" (Radio Weekly) played an integral part in Radioservis's activities during the year, offering readers a complete schedule for all Czech Radio stations as well as interesting stories on programme production.



## ARTISTIC ENSEMBLES

### ■ Prague Radio Symphony Orchestra

2014 saw the Prague Radio Symphony Orchestra (SOČR) engage in intensive recording activity as well as taking on an ambitious project in the form of a brand new series of concerts at Municipal House. The series, under the subtitle “Nové horizonty” (New Horizons), presented classical works and other genres including jazz and film soundtracks, often juxtaposed, in order to defy categorisation, to show how different songs relate and refer to one another, and to show that music is essentially only “good” or “bad”. Work on the series was to a large extent motivated by the effort to attract new and younger audiences. The series was sponsored by the up-and-coming conductor and laureate of the prestigious Mitropoulos competition, Tomáš Brauner, who was simultaneously appointed the main guest conductor of SOČR.

Their second, traditional subscription series was inspired by the subtitle “Klasika s noblesou” (Classics with Elegance), spearheaded by SOČR principal conductor, Ondrej Lenárd. Staged in the Dvořák Hall at the Rudolfinum, the series highlighted classical values both in choice of repertoire and performers. Over the course of 2014, it hosted personalities such as conductors Libor Pešek and Petr Vronský, pianists Jitka Čechová and Marian Lapšanský, cellist Michal Kaňka, solo harpist of the Berlin Philharmonic Marie-Pierre Langlamet, violinist Jan Mráček and singers Marie Fajtová, Roman Janál, Aleš Jeniš, Peter Mikuláš and others.

On the subject of audio recordings – in addition to work in the renovated Studio S1 – Czech Radio entered into a co-production recording with Supraphon, which also took place at the Rudolfinum. This remarkable recording, conducted by Tomáš Netopil of Leoš Janáček’s supreme vocal and instrumental work *The Glagolitic Mass* along with his seldom-presented *Eternal Gospel*, was released on CD. The recording won, among other prizes, the Editor’s Choice award from *Gramophone* magazine and garnered positive reviews in

The Times as well as from web portal *Sinfini Music*. The title followed up on the previous, but no less successful, *Janáček* CD featuring the composer’s symphonic music.

SOČR re-confirmed its high artistic standing as a guest at various national festivals and cultural events (Prague Spring, Smetana’s Litomyšl, Czech Touches of Music, The Prague Music Festival – Václav Hudeček and guests, Concertino Praga, Music Forum Hradec Králové, Nine Gates, Pardubice Music Spring). For several years, SOČR has been resident orchestra of the International Music Festival Český Krumlov; during its last programme, they accompanied the stellar Jonas Kaufmann at the festival’s opening concert and also collaborated with conductor Ion Marin and violinist Ivan Ženatý. December was marked by the sold-out “Bizet Gala” at the Prague Congress Centre, and the orchestra’s participation at the Year of Czech Music 2014 gala concert in Prague’s O2 Arena topped off the year.

Another noteworthy event was the public presentation and recording of Antonín Dvořák’s opera debut *Alfred*. It was staged as a renewed premiere in its original German version at the Dvořák Prague IMF. Among the performers were German soloists and the Czech Philharmonic Choir Brno under the baton of Heiko Mathias Förster. A CD was released, which beautifully captures this unique project, serving as a reference point for all future opera productions and representing the only existing audio recording of Dvořák’s *Alfred* to date. The release also met with great acclaim among both the Czech and foreign media.

Successful concerts at the Richard Strauss Festival in Garmisch-Partenkirchen, in Wiesbaden and notably at the RADIRO International Radio Orchestras Festival in Bucharest were just some of the orchestra’s many outings abroad in 2014.

## ■ Czech Radio Children's Choir

In 2014, Czech Radio Children's Choir kept with tradition by presenting concerts, shows and recordings at various radio studios. Czech Radio Children's Choir, under the guidance of choirmasters Blanka Kulínská and Lukáš Jindřich, collaborated extensively with Czech Radio Vltava on audio recordings from the radio audio library and for the Studio Live concert in June in the Czech Radio building in Vinohrady. Among the recorded titles were compositions by Jiří Teml, Lukáš Matoušek, Olga Ježková, Luboš Fišer and Jan Hanuš.

Contemporary Czech music was the dramaturgical priority of the Children's Choir, who will celebrate their 70<sup>th</sup> anniversary in September, but the ensemble also delved into the international repertoire as well as classical music. The choir's concerts included a performance, together with the Prague Radio Symphony Orchestra at the Rudolfinum, of the acclaimed cantata *Carmina Burana* by Carl Orff, and in Smetana Hall at Municipal House for the Archdiocese Charity. The Children's Choir made an appearance at a concert in Prague's Rudolfinum marking the 15<sup>th</sup> International

Festival of Czech-German-Jewish Culture, Nine Gates, in commemoration of the victims of Nazi terror. Two concerts were held as part of the Year of Czech Music, featuring the premiere of Jakub Zahradník's musical composition "Živlové" (Elements) comprised of "Voda" (Water), "Vzduch" (Air), "Oheň" (Fire) and "Země" (Earth) with the author's own lyrics accompanied by harp and drums. In the autumn, young radio singers participated in numerous concerts, including a performance for the blind and partially sighted at the Prague Castle, and other appearances as part of "Hradčanské setkávání" (Meetings at the Castle District) and the "Česko zpívá koledy" (The Czech Republic Sings Christmas Carols) project. 2014 culminated with an Advent Concert held by Euroradio on Christmas Day, at which the Children's Choir joined in a performance with the Brno Radio Orchestra of Folk Instruments. The concert, held at the Bethlehem Chapel in Prague was organised by Czech Radio Vltava in conjunction with Czech Technical University. The programme featured Jakub Jan Ryba's pastorales, Jiří Srnka's "Koleda" (Carol) and adaptations of traditional Czech and Moravian carols, among others.



## ■ Disman Children's Radio Ensemble

Members of the Disman Children's Radio Ensemble (DRDS) took part in dramatisations, readings, plays and fairy-tales as well as short reports, surveys, announcements and "minute" plays, providing the perfect accompaniment to programmes on CR Dvojka, CR Rádio Junior, CR Plus and CR – Radio Wave. They also lent their talents to the Czech Radio Foundation, the Prix Bohemia Radio Festival and took part in other events throughout the year. Fragments of a radio play by Michal Lázněvský, entitled "Uličníci" (Rascals), were recorded at the ensemble's radio summer camp, which also became the venue for a 90-minute performance, broadcast live as part of "Víkendová příloha" (Weekend Supplement) on Czech Radio Vltava. This regular programme also features monthly audio broadcasts under the title, "Diář DRDS" (DRDS's Diary), recapping the ensemble's latest activities.

Members of DRDS also took part in marketing and social events organised by Czech Radio as well as its partner projects, associations and institutions. In 2014, these included the National Museum (including the Czech Museum of Music), Terežín Memorial, Čapek Brothers Society, Mezi ploty and Musica Figurata festivals, Lions Club Prague, the Želiv Premonstratensians, U Jákobova žebříku parish in Kobylisy Prague, and Masaryk's Democratic Movement and others.

The choir also successfully participated in some notable stage projects with a strong social message. DRDS appeared together with Children's Choir at the Concert for 3,792 Terežín Stars at the Rudolfinum, which was followed by a staging of the children's opera "Brundibár" as part of the programme for the "Vlak Lustig" (Train Lustig) Festival and shown at pedagogy seminars at the Ghetto Museum in Terežín. As part of the celebrations to mark Sir Nicholas Winton's 105<sup>th</sup> birthday anniversary, members of DRDS presented the winning works

from Czech Television's student literary contest. Their final project "Zrcadlená tvář" (The Mirrored Face), which formed a series of performances inspired by the literary texts of Bohuslav Reynek and Suzanne Renaud, rounded out the year.

The ensemble places emphasis on regular theatrical presentation, thus helping children gain and develop the creative and communication skills required for work in radio. Its current repertoire is mainly staged in association with the Minor Theatre, but the ensemble also travels around the country, producing two or three premieres each year. In 2014, these included "The War of the Buttons" by Luis Pergaud, "Květovaný kůň" (Flowered Horse) by Norbert Frýd and "Válečná epopěj 1914" (War Epic 1914), a collective performance featuring this year's DRDS graduates. It also continued its highly-valued collaboration with the Archioni Plus orchestra under its artistic director, Michal Macourek.

On Czech Radio's website, the ensemble maintains its own up-to-date section. The DRDS portal offers invitations to events, information on current news, as well as photo-gallery and audio track features. Their video recording of the rap track "Devadesát let je rozhlas!" (The Radio Is Ninety!), in which members chart the history of radio broadcasting in our country, reached over 2,300 views on YouTube by the end of 2014.

In September 2014, Disman's Children Radio Orchestra launched its anniversary season (it was founded on 15 September 1935). In celebrating its 80<sup>th</sup> year in September 2015, the occasion will be undoubtedly set for DRDS to fondly revisit former glories and provide renewed energy and inspiration for years to come.







### ■ Brno Radio Orchestra of Folk Instruments

In 2014, new studio tracks from mostly new and young performers were recorded at Czech Radio's Brno and Ostrava studios adding to their audio library, including new musical adaptations of folk songs in collaboration with renowned music directors Milan Vidlák and Jan Rokyta Jr.

The Brno Radio Orchestra of Folk Instruments (BROLN) branched out to collaborate with other Czech Radio regional studios, most notably their newly established partnership with Czech Radio Plzeň. BROLN also held a high-profile concert in Plzeň featuring performances by its soloists, Brno's children's choir Primavera and young soloists from the Domažlice region. The region also hosted two outstanding concerts with an entirely different sound – organised as part of the International Bagpipe Festival in Strakonice in collaboration with Josef Krček – a spiritual concert of classical music in collaboration with the Strakonice choir and a concert entitled “Proměny” (Transformations) accompanied by international bagpipe soloists.

With its broad repertoire, BROLN has become a permanent fixture within Czech Radio's programming. Highlights of the year include a live broadcast of the orchestra's signature concert on the occasion of the 90<sup>th</sup> anniversary of Czech Radio Brno featuring folk music with top class soloists Hana and Petr Ulrychovi, Jožka Černý and Vlasta Grycová, an Easter concert showcasing Easter folk traditions in collaboration with the children's choir “Děčka ze Skoronic” (Skoronic Kids) on Czech Radio České Budějovice, the New Year's Eve programme “Plkačke” (Get-together) in collaboration with folk story-tellers for Czech Radio Olomouc, and a remarkable concert marking the 85<sup>th</sup> birthday of famous folklore singer Jarmila Šuláková in collaboration with Jan Rokyta, regional soloists and the Fleret band for Czech Radio Ostrava and Brno. The orchestra also worked with young performers for the 20<sup>th</sup> anniversary of the youth folk-singing contest “Zpěváček” (Little Singer).

Organised in partnership with Radio and Television Slovakia, they also took part in the prestigious Czech-Slovak concert commemorating the establishment of the Czechoslovak Republic and the birth of one of the greatest personalities of Slovak folklore, Samko Dudík, held in conjunction with the Orchestra of Folk Instruments – OĽUN SRo Bratislava and Folk Band Kopaničiar – and the

participation of a galaxy of soloists from both countries. They also appeared at the opening concert of the Janáček Brno Festival, performing “Janáček a živá píseň lidová” (Janáček and Live Folk Song), a work made up of Janáček's authentic collections of folk music recorded by Czech Radio Brno (audio clips available for download on the website).

2014 also saw the orchestra perform at the Bethlehem Chapel in an exceptional Christmas concert featuring Missa Pastoralis in C Boemica by Josef Schreier under the baton of Blanka Kulínská, held in association with the Czech Radio's Children's Choir for Czech Radio Dvojka as part of EBU's Euroradio season. Additional Christmas concerts were organised in Ostrava, České Budějovice, Brno and in the Vysočina Region and broadcast on Czech Radio Region.

### ■ Gustav Brom Czech Radio Big Band

Since 1 January 2013, the Gustav Brom Czech Radio Big Band (RBBGB) has been collaborating with Czech Radio under a two-year framework contract. In 2014, RBBGB performed at prominent festivals including the Karel Krautgartner Festival in Mikulov, Rock for People in Hradec Králové and Colours of Ostrava. They also performed on Náměstí Svobody in Brno on the occasion of the 90<sup>th</sup> anniversary of the start of Czech Radio Brno's regular service and made public appearances at events organised by Czech Radio Hradec Králové, Czech Radio Olomouc and others. They also took part in a high-profile concert held on 16 December 2014 in Radio and Television Slovakia's concert hall, in addition to concerts organised as part of the International Music Festival Český Krumlov, the International Swing Festival and more. The band also managed to appear at leading events produced by Czech Radio Hradec Králové, a concert in Reduta organised by Czech Radio Olomouc, and the closing evening of the Prix Bohemia Radio International Radio Festival in the S1 studio on Vinohradská Street. The band also notably joined with SOČR at the opening concert of the new subscription series run by SOČR entitled “Nové horizonty” (New Horizons) in Smetana Hall at Municipal House, showcasing its skills and performing works by Czech musicians and composers Jan Kučera, Jaromír Hnilička and Ladislav Simon. The year was topped off with a concert organised in conjunction with Prague Castle Administration and Czech Radio in Prague Castle's Spanish Hall.



Gustav  
Brom  
Czech Radio  
Big Band

Gustav  
Brom  
Czech Radio  
Big Band

Gustav  
Brom  
Czech Radio  
Big Band

## FESTIVALS AND COMPETITIONS

### ■ Prix Bohemia Radio

The 31<sup>st</sup> edition of the PBR International Radio Festival took place for the second time in Prague on November 24–27, 2014. The festival's working section included seminars for experts and the general public as well as audio presentations of radio plays.

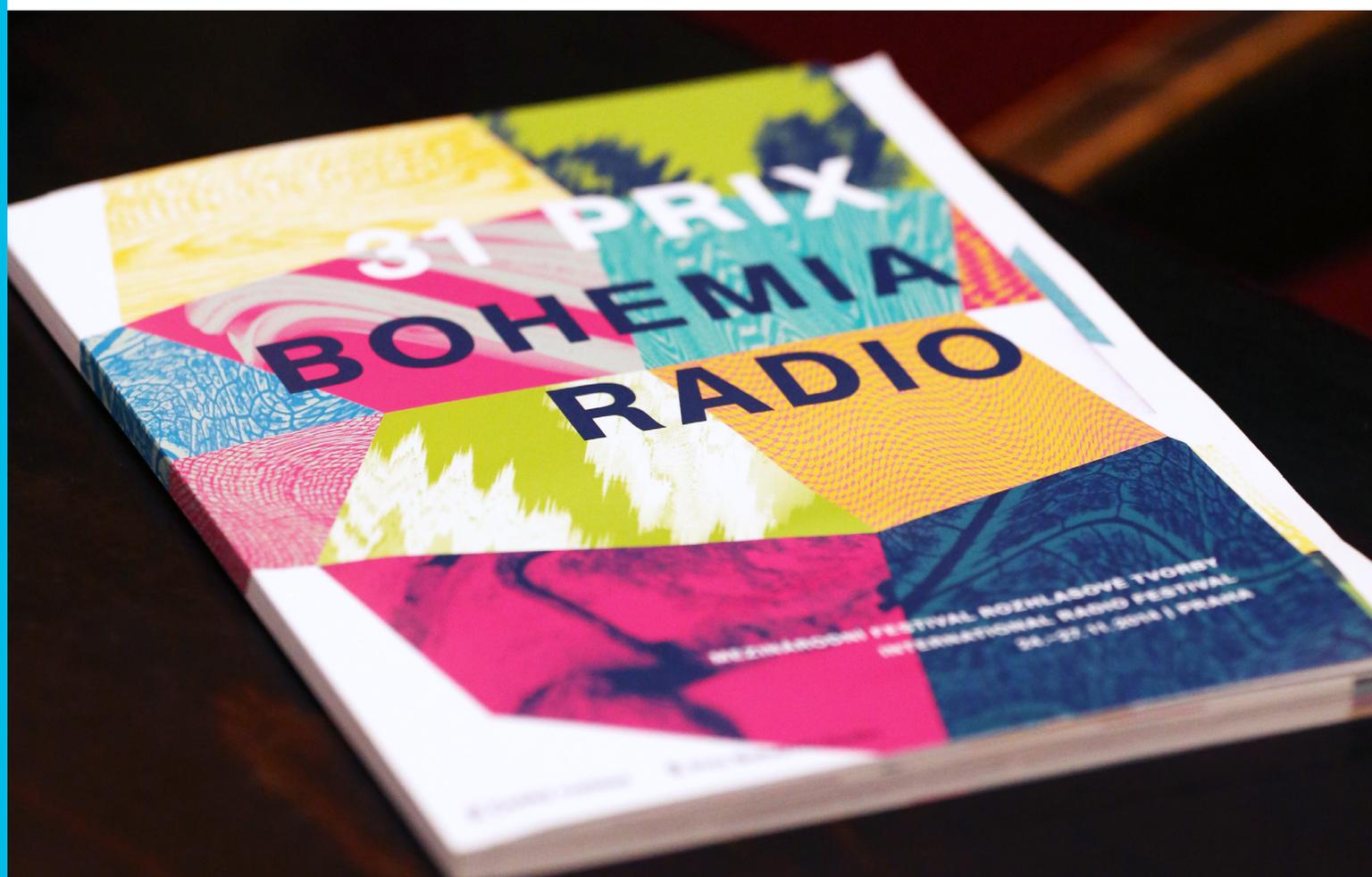
Juries examined 99 segments in the following four competition categories:

The Online international category nominated web and mobile apps and social networks that support radio services. First prize went to French project Audioblogs, which primarily targets the young generation.

"Anatomie jedné moravské vesnice" (The Anatomy of a Moravian Village) created by Brit Jensen was named best radio documentary of the year. In the News Programme category, the jury was most impressed by "Transparent do Soči" (Transparent in Sochi), a report by Pavel Polák, aptly summing up the struggle with the absurd bureaucratic system in only two and a half minutes. Winner in the Children's Programme category was Petr Vodička with his fairy-tale "Babu a papoušek" (Babu and a Parrot). "Minutové pohádky" (Minute Fairy-Tales) by Jiří Dvořák was also recognised. In the current affairs field, the jury gave the award to "Kouzelná kniha Káji Kučery" (The Magical Book of Kája Kučera) by Justin Svoboda and director Tomáš Vacek. An award was also given to "Klub Radia Junior" (Radio Junior Club) for "Letní létání" (Soaring in Summer), created by Magdalena Šorelová.

Many specialist seminars took place during the festival, including an International Workshop on Programme Scheduling and Development of a Public Service Station for the Young, "PRESSpektivy – Budoucnost žurnalistiky" (PRESSpektivy – the Future of Journalism) and others.

The accompanying programme attracted 2,500 visitors and 240 accredited professionals, with international guests representing 10 countries. Among the most successful events was the gala opening concert, which launched the 31<sup>st</sup> edition of the festival at Municipal House, during which the Karel Kyncl prize for the best Czech Radio foreign political reporter political reporter was announced. The winner of the Jiří Ješ prize for the best commentary was awarded and director Hana Kofránková and conductor Vladimír Válek were inducted into the Hall of Fame. The Thalia Award for the best radio programme was presented for the second time in partnership with the Czech Actors' Association. Other events included a concert held during the Radio Wave Stimul Festival in Studio S1 on Vinohradská Street, a winners' concert for the Concerto Bohemia contest at Žofín and a performance by the improvisation ensemble Radio Ivo in Divadlo v Dlouhé theatre, where a radio drama was created live on stage, tracing the process of producing a radio feature in both scenic and audio form.





#### ■ Concertino Praga

Concertino Praga, an international radio competition for young musical talent, is a member of the European Union of Music Competitions for Youth (EMCY). In 2014, its competition for flute, oboe, clarinet, bassoon and trumpet ran under the auspices of the European Broadcasting Union (EBU) and locally under the Czech Ministry of Education. Musicians from twenty-one countries partook in this forty-eighth year, including Bulgaria, the Czech Republic, Hungary, Germany, Poland, Russia and Slovakia. A total of eighteen recordings were presented to the jury. The Grand Champion (winner of both the Helena Karásková Prize and EMCY Award) was clarinetist Matouš Kopáček. Czech Radio recorded and released a special CD of his work. On 22 June 2014, other laureates performed at a special concert in Rudolfinum's Dvořák Hall in Prague. The related forty-sixth annual Southern Bohemian Concertino Praga Festival (June 23–27) continued with performances in Český Krumlov, Bechyň, Třeboň, České Budějovice and Jindřichův Hradec.

#### ■ Concerto Bohemia

The 23<sup>rd</sup> edition of the national radio competition Concerto Bohemia, announced by Czech Radio in association with Czech Television, consisted of 26 registered ensembles in the categories “Music student ensembles and orchestras” (up to 16 years of age), “Student ensembles and orchestras” (up to 25 years of age) and “Conservatoire and music school ensembles and orchestras” from all across the Czech Republic. On 12 March, the jury was presented with 26 recordings and commended 15 recordings for the 2<sup>nd</sup> round of the competition. In the second round held on 9 June, the jury was presented with 13 recordings, of which they selected 8 ensembles to perform at the Concerto Bohemia Winners’ Concert 2014, which took place on 26 November 2014 in the Grand Hall at Žofín Palace. This year, the Pardubice Conservatory Orchestra was the overall winner under conductor Tomáš Židek. The closing concert saw conductor, composer and Czech Radio Vltava editor-in-chief, Lukáš Hurník perform *Gaudeamus Igitur*. Czech Radio also issued a 2014 CD featuring recordings of the winning musicians. The concert itself was broadcast live by Czech Radio Vltava, while Czech Television broadcast a recorded version.

## COMMUNICATION AND MARKETING

Corporate communication, external relations and all Czech Radio commercial activities in 2014 were managed by the Communications and External Relations Department (OKVV) and the Commerce Department (OOB). The entire department underwent reorganisation, resulting in the establishment of the Commerce and Marketing Department (OOM) – newly appointed to take charge of both Czech Radio's commercial activities and marketing of the brand itself as well as individual products and marketing communication of the station – and the Director General Department, which is responsible for Czech Radio's communication activities and international relations.

The Marketing Department's priority was to be responsible for corporate identity, external marketing communication and analytical marketing. The department participated in the **"Znovu 89"** project, a concert marking Karel Kryl's anniversary in Lucerna and the **"Den pro Pustevny"** (Day for Pustevny) charity project, which collected funds for the repair of the fire-damaged Libušín building in the Pustevny resort. These events were accompanied by on-air, on-line and off-air communication releases.

2014 saw the 16<sup>th</sup> edition of Czech Radio's **"Darujte hračku"** (Donate a Toy) collection, which supports children from children's homes and social care institutions. From November to December, listeners had the opportunity to grant the wishes of 2,593 children. All wishes were listed in the database of the [www.darujtehracku.cz](http://www.darujtehracku.cz) website and amazingly the project made 4,055 out of 5,186 children's dreams come true. In keeping with tradition, the collection was supported not only by nationwide stations – namely Czech Radio Dvojka and Czech Radio Radiožurnál – but also by regional studios.

The traditional **"Daruj krev"** (Give Blood) project, which involved all of Czech Radio's stations and which took place in June and July, underwent progressive change. A new promotional image was launched – the project's popular faces, among them, presenters and radio station editors, joined with listeners and the campaign's followers to each roll up one sleeve.

**Czech Radio Dvojka** launched a massive **campaign** during the months of September, October and November pairing faces of the station with the transmission frequencies of individual regions. In mid-2014, preparations commenced for the implementation of projects related to anniversaries marking some of Czech Radio Dvojka's programmes – 1000<sup>th</sup> edition of "Tobogan", 25 years of "Muzikál expres" (Musical Express) and 50 years of "Noční Mikrofórum" (Night Microphorum).

**Czech Radio Vltava** rolled out its new motto – **"Umění slyšet"** (The Art of Hearing) using a visual campaign featuring the station's listeners. Their stories were covered on-air, off-air and on-line and the whole project will continue until spring 2015.

**DARUJ KREV**  
S ČESKÝM ROZHŁASEM

Tereza Štyblová | modelka

**DARUJ KREV**  
S ČESKÝM ROZHŁASEM

**ARh+**

**DARUJ KREV**  
S ČESKÝM ROZHŁASEM

**SPOLU JE NÁM HEZKY**

JOLANA VOLDÁNOVÁ  
JE JAKÁ JE | O1 | 9.00-12.00

JAN KOVAŘÍK  
KOLOTOČ | Po-Ne | 17.00-18.30  
ERKO | Ne | 10.00

**Dvojka**  
Český rozhlas

**umění slyšet**

**Vltava**  
Český rozhlas

[vitava.rozhlas.cz](http://vitava.rozhlas.cz)





In July and August, **Czech Radio Plus** launched a campaign in support of its brand with the motto “Každé ráno je pro mě PLUS” (Each Day Is a New PLUS). The aim of the campaign was to increase the station’s profile and programming and also advertise its 92,6 FM frequency in Prague and the regions through all available marketing channels. The campaign was based around popular personalities involved in the station’s broadcasting.

Regional studios placed more emphasis on network-based formats and programmes. This resulted in successful campaigns for the programmes, “Humoriáda” (Humorous Games) and “**Česko – země neznámá**” (Czech Republic – An Unknown Country). In the Vysočina region, a campaign was launched – “You will learn IT first from us!”

**CR Rádio Junior** focused on personal interactions with its listeners and the general public. Among the most significant projects was the Letní Letná festival, featuring the opening of Ušoun’s (Big Ear’s) summer reading group offering a daily programme for children and their parents. Another noteworthy event was Rádio Junior’s Children’s Day which took place during the International Film Festival for Children and Youth in Zlín. Rádio Junior’s broadcasts were memorable for their association with mascot, Big Ear, who was given voice shortly before Christmas, acting as guide and friend to children throughout the broadcasting year. Big Ear appeared in many different forms and sizes and became the most popular of stuffed toys with even our youngest radio listeners.

In 2014, Radio Wave’s key marketing activities mostly focused on music events. The regular concert series **Radio Wave Live Sessions** showcased the best of the Czech independent music scene in both Prague and the regions. The concerts took place for the first time in Czech Radio’s major recording studio in Prague, featuring live acts by DVA, Kalle, Václav Havelka and Ohm Square. The summer season was marked by new introduction of concerts in public spaces – most notably on Prague’s Vltava riverbank – where Radio Wave introduced up-and-coming music talents and finalists from its “Chart of Unknown Talents” competition under the title, “**Startér Showcase**”. In keeping with tradition, the **Radio Wave Stimul Festival** took place in November in Prague’s MeetFactory, bringing leading British dance scene act, Simian Mobile Disco, for the first time to the Czech Republic.

**Plus**  
Víc než informace

Tomáš Sedláček  
ekonom na Českém rozhlase Plus

**Každé ráno je pro mě Plus**  
92.6 FM

Ranní Plus denně 6.00–10.00

**Rádio Junior**  
Jediné živé rádio pro děti

**RÁDIO JUNIOR**

radiojunior.cz

**Radio Wave Stimul festival**  
14. 11. 2014 20.00  
MeetFactory

**Simian Mobile Disco**  
live [electro, UK]

**Blondes** [electro, US]  
**Darq E Freaker** [electro / hip-hop, UK]  
**18+** [dark R&B, US]

Předprodej 390 Kč plus SMSlíček.cz nebo v síti Ticketpro, Ticketstream a v MeetFactory, 490 Kč na místě

**wave.cz**  
stimul-festival.cz

**Radio Wave**  
Český rozhlas

MeetFactory  
Vltava  
Český rozhlas

In terms of external communication, the Communications Department focused on media relations (relations with journalists and the media – in collaboration with Czech Radio's spokesperson), media partnership and collaboration, event marketing, publishing activities and other forms of external communication, including operation of the website for the public. Here, visitors had regular access to all of the important information on radio events, new programmes and all updates regarding both service and transmission.

The completion and commissioning of our **Gallery Vinohradská 12** was one of our major projects. The construction works were completed in early 2014 so that the venue could be at least partially accessible during the Open Doors Day on 7 June 2014. Its permanent display includes numerous exhibits related to the history of radio broadcasting (tape recorders – illustrating the development in the design of devices used by Czech Radio, including radio receivers, microphones, recording materials, etc.) as well as various written documents and interesting facts about the radio station's everyday operation. It was officially opened on 15 September. By the end of the year, five exhibitions had been organised – paintings by Václav Hradecký and Jiří George Velinger, an exhibition of photographs "Romové jako součást Evropy" (The Roma Are a Part of Europe) by Jana Šustová, photographs illustrating project "Čápi" (Storks) by Czech Radio Dvojka and a special Christmas display of photographs from last year's edition of the Donate a Toy campaign. The venue hosted a great number of events – the official launch of a book by Jitka Novotná, a review of the results from "Radioprojekt" (Radio Project), a meeting with foreign correspondents, the announcement of the "Balance" (A Review) competition results, presentations of radio plays, meetings of novices, public meetings of the Czech Radio Council, etc. Each Czech Radio tour starts in the gallery, presenting the history including various radio recordings before leading to the permanent exhibition.

One of the most important steps of the Communications Department was to define the rules for establishing media partnerships for Czech Radio as a whole as well as for its individual stations and regional studios. The purpose of media partnership is to inform Czech Radio's listeners about notable cultural events and general interest projects of a mainly cultural, educational, charity or informational character. In the period of January–December 2014, Czech Radio became a media partner to almost 80 projects and institutions. In the case of some specific projects, Czech Radio also participated in a programme in which its PR activities were aimed at either a particular target group or at potential listeners at a particular cultural event or festival. On the level of individual stations and on the regional level, Czech Radio kept its listeners informed about more than 500 important social events in the regions.

Czech Radio's exclusive corporate media partnerships, including its own PR and marketing activities, featured the following organisations: Svět knihy (Book World), Prague Spring IMF, Smetana's Litomyšl IOF, Český Krumlov IMF, Zlín International Film Festival for Children and Youth, as well as many others. Among the most prominent institutions with which Czech Radio established media partnership were the State Opera, National Theatre, National Museum, Na Vinohradech Theatre, National Library, Charles University, National Gallery and more.

In 2014, the Communications Department provided organisational support to a wide range of PR events, in particular to Open Door Days, commemorative acts in honour of the victims of the May uprising of Prague citizens in 1945 and the invasion by Warsaw Pact troops in 1968.

An independent off-shoot of the Communications Department is the "Paměť národa" (Memory of Nations) project. This digital Internet archive of audio and video recordings of life stories of people who witnessed key 20<sup>th</sup> century events is based on a joint collaboration among three institutions – Czech Radio, the Institute for the Study of Totalitarian Regimes and the non-profit organization, Post Bellum. Last year's most significant achievement was the "Paměť národa na cestách" (Memory of Nations – On the Road) project. In May and June 2014, mobile studios popped up on the main squares of thirteen significant regional centres simultaneously to launch the second edition of the nationwide competition, "Příběhy 20. století" (Stories of the 20<sup>th</sup> Century), aimed at finding witnesses to pivotal moments of the last century in the Czech and Moravian regions. Citizens and visitors to regional towns could join in the competition on the square or in the mobile studio. There, visitors could access all-important updates on the search for witnesses and the recording of their memories, and get the opportunity to try out basic documentary techniques or an interactive historical quiz. The studio registered 5000 visitors.

Aside from a number of international projects implemented as part of Post Bellum, the 5<sup>th</sup> edition of the Memory of Nations Awards also crossed the Czech borders. On the occasion of the 25<sup>th</sup> anniversary of the fall of totalitarian regimes in Europe, prizes were presented to 5 courageous witnesses from the Czech Republic (Dana Vargová), Germany (Manfred Matthies), Poland (Kornel Morawiecki), Hungary (János Kenedi) and Slovakia (Anton Srholec). The prizes were presented to the laureates on the stage of the National Theatre on 17 November by a host of distinguished European figures (Hungarian writer György Konrád, former Slovak premiere Iveta Radičová and Templeton Prize holder and philosopher Tomáš Halík) and the gala ceremony was graced with performances by the legendary Welsh musician John Cale (of the Velvet Underground), famous Hungarian composer Gábor Presser, cult Berlin band Pankow and Jana Kirschner with David Koller.

Stories of the 20<sup>th</sup> Century is a programme broadcast since 2006 and now aired on Czech Radio Plus and as a repeat on Radiožurnál. As part of the programme, other events related to the Memory of Nations project were also promoted. The programme is prepared by Adam Drda and Mikuláš Kroupa, and produced by Marie Novotná.





## INTERNATIONAL RELATIONS

As the main coordinator of international relations, the International Relations Department continued to strengthen relations with its foreign partners and to closely collaborate with the European Broadcasting Union (EBU), of which Czech Radio is an active member. In 2014, Czech Radio continued its intensive collaboration with Radio Slovakia (RTVS) and German MDR, with which it agreed to collaborate on joint projects by entering into a Cooperation Agreement, as well as establishing new close partnerships with Polish and Romanian radio broadcasters.

In 2013, René Zavoral, Deputy Director General for Programme and Broadcasting, became a regular member of the EBU Euroradio Committee. Czech Radio is now represented in one of the highest supervisory bodies of the EBU and in 2014, it assisted on matters related to the reorganisation of the EBU Radio Department and the redefinition and addition of services provided by the EBU in the area of radio collaboration. All other Czech Radio representatives of EBU expert groups were re-elected and Czech Radio is now represented on all EBU boards and advisory groups in charge of radio broadcasting.

As a member of the EBU, Czech Radio was very active in the area of international music exchange, offering foreign radio stations a total of 146 music programmes over the course of last year. This fulfils the principle of exchange of cultural values among nations and effectively promotes and popularises Czech and international music culture within the European Broadcasting Union. Also in 2014, Czech Radio in association with Czech Television commenced intensive organisational preparations for the EBU's General Assembly – a leading body composed of top managers from all of the public service media associated with the EBU, which will take place for the first time in Prague in 2015. The assembly annually convenes 200 top representatives of public service broadcasters from across the globe.

In 2014, Czech Radio's international activities were, to a considerable extent, dedicated to the strategic project, "Vize 2020" (Vision 2020), which began a process of reorganisation both as part of the European Broadcasting Union (EBU) itself and its partner public service radio broadcasters. The pan-European strategic project Vision 2020 was initiated in 2012 by the European Broadcasting Union employing a team of approx. 60 experts from all around the world. In order to put the six year strategic plan into practice – and implement it across all of Czech Radio's departments – the International Relations Department under the competence of the guarantor of the project, Deputy Director General for Programme and Broadcasting, René Zavoral, appointed an expert group composed of approx. 30 experts, made up of Czech Radio employees and external advisors. Their intensive work consisted especially in the elaboration and implementation of EBU's recommendations for Czech media and for the production of specific outcomes and projects for Czech Radio. Czech Radio approached this initiative from the position of a public service broadcaster, engaging both universities and the commercial sphere in the discussions. The project will continue throughout 2015.

In 2014, Czech Radio hosted 3 EBU meetings. The first was the EURORADIO MUS Database Meeting – a meeting of a group of experts from among EBU and member radio broadcaster representatives who discussed the development of a new IT system to be used for the exchanging programmes

between EBU members. The EURORADIO Users' Group Meeting addressed the practical aspects of international music exchange within the EBU. The EURORADIO Jazz Producers' Meeting focused on the agenda of this EBU expert group, which covers the exchange of jazz concerts. Parallel to this meeting, the current edition of the EURORADIO Jazz Orchestra (EJO) project was held by Czech Radio Vltava in collaboration with the International Relations Department and TWENTYFOURSEVEN Promotions in Prague's Studio A in Czech Radio's Karlín building and in Hradec Králové as part of the Jazz Goes to Town festival. This seven-day unique meeting brings together the best jazz musicians nominated by public service art stations within the EBU to rehearse a special repertoire prepared for the EJO and to make a recording that will be released on CD. This release is not intended for sale, but serves to support and promote contemporary jazz production abroad. For the first time in its history, the EJO performed under the baton of a Czech conductor, Jan Jirucha.

In 2014, the International Relations Department also initiated and developed a number of radio projects, among them, Audioport, a joint music project organised by the public service youth radio stations – Czech Radio Wave and the Slovak Rádio\_FM. Its spring edition took place in Prague's Bio Oko cinema, where the audience came to experience live acts by Czech band Deaths, and Fallgrapp from Slovakia. The autumn Audioport festival held in Bratislava featured performances by Debby Love from the Czech Republic and Modré Hory from Slovakia. In addition to live concerts, editors of both stations provided daily broadcasts on topics related to Czech and Slovak culture. Another music project that was extensively promoted internationally, "Czeching", deals with current non-mainstream production and its export abroad. In 2014, Czeching started to be promoted on foreign youth radio stations, an international expert jury was assembled and the project was presented as part of the Eurosonic conference and festival in January 2015. This marked Czech Radio's debut presentation at this prominent European event. The International Relations Department also organised two more editions (spring and autumn) of the international project, "PRESSpektivy – Budoucnost žurnalistiky" (PRESSpektivy – The Future of Journalism). The main event of the spring edition of PRESSpektivy was a seminar held in the Chamber of Deputies under the title, "The Presence and Future of Public Service Media", organised by Czech Radio in collaboration with Czech Television. The guest speakers at PRESSpektivy were James Hardy, Head of Communications for the BBC News Group, and Mike Mullane, Managing Editor of the EBU's Media Strategy unit. In autumn, an internal seminar entitled "Public Service Radio for the Young" took place with Thomas Müller, the editor-in-chief of Bavarian public service youth station, PULS, and BBC Radio 1's presenter Aled Haydn Jones, as guest speakers. The seminar was presented by Laurent Marceau, a manager of the Eurosonic platform, which is an association of youth radio stations within the EBU. The seminar attracted a large audience that actively engaged in discussions on the focus and further development of broadcasting for Czech Radio's listeners, which was, to a great extent, inspired by the ideas and topics brought up by foreign guests. The face of the autumn edition of PRESSpektivy was the presenter of "Ranní Radiožurnál" (Radiožurnál Morning Show), Jiří Chum. Over its two editions, PRESSpektivy creative workshop provided training for over 20 university students from partner universities. The project's website [www.presspektivy.cz](http://www.presspektivy.cz) was completely revamped, its communication strategy revised and the marketing of the entire project was further enhanced.

### ■ Radioservis, a. s. - Czech Radio Publishing House

Radioservis publishing house launched its biggest project in conjunction with Czech Radio, the joint Internet portal [www.radioteka.cz](http://www.radioteka.cz), offering an ever-growing collection of audio recordings. The e-shop sells music from across all music genres with an emphasis on classical music and all spoken word formats covered by the radio service. It launched in May with 2,450 tracks ready for download and by the end of the year the collection numbered over 5000 songs. Radioservis is a Czech Radio subsidiary company that self-finances its operations.

### ■ Radio Weekly

Radio Weekly appeals to Czech Radio's loyal and well-informed listeners, sharing the cultural and ethical values on which its public service broadcasting is based. As well as offering a programme and technical information service, the magazine concentrates on topics related to Czech Radio broadcasting, which is only marginally covered by other magazines. As such, it serves as an important marketing and communication tool. It publishes regular reviews of premieres of radio plays, SOČR subscription concerts, overviews of the history of Czech Radio and profile interviews with Czech Radio personalities. Radio Weekly continued to serve as media partner to a series of prestigious cultural events. The 18<sup>th</sup> edition of the poll for the most popular radio play performers, "Neviditelný herec" (Invisible Actor) took place, attracting great attention from listeners and the media alike (winners: Luděk Munzar and Eliška Balzerová).

### ■ Music publishing

In 2014, 58 new CD titles were issued, the majority of which were intended for standard distribution, with 17 titles released as part of various external agreements (book inserts, CDs ordered by artists, company orders, etc.) Aside from its own titles, the Radioservis catalogue also provides distribution for small CD publishers, whose productions are in line with the service's own output.

Radioservis became one of the founding members of the "Asociace vydavatelů audioknih" (Audiobook Publishers Association – AVA), which aims to help promote audiobooks as a means for the distribution of literature. Online sales are increasingly becoming a more important segment of Radioservis' sales.

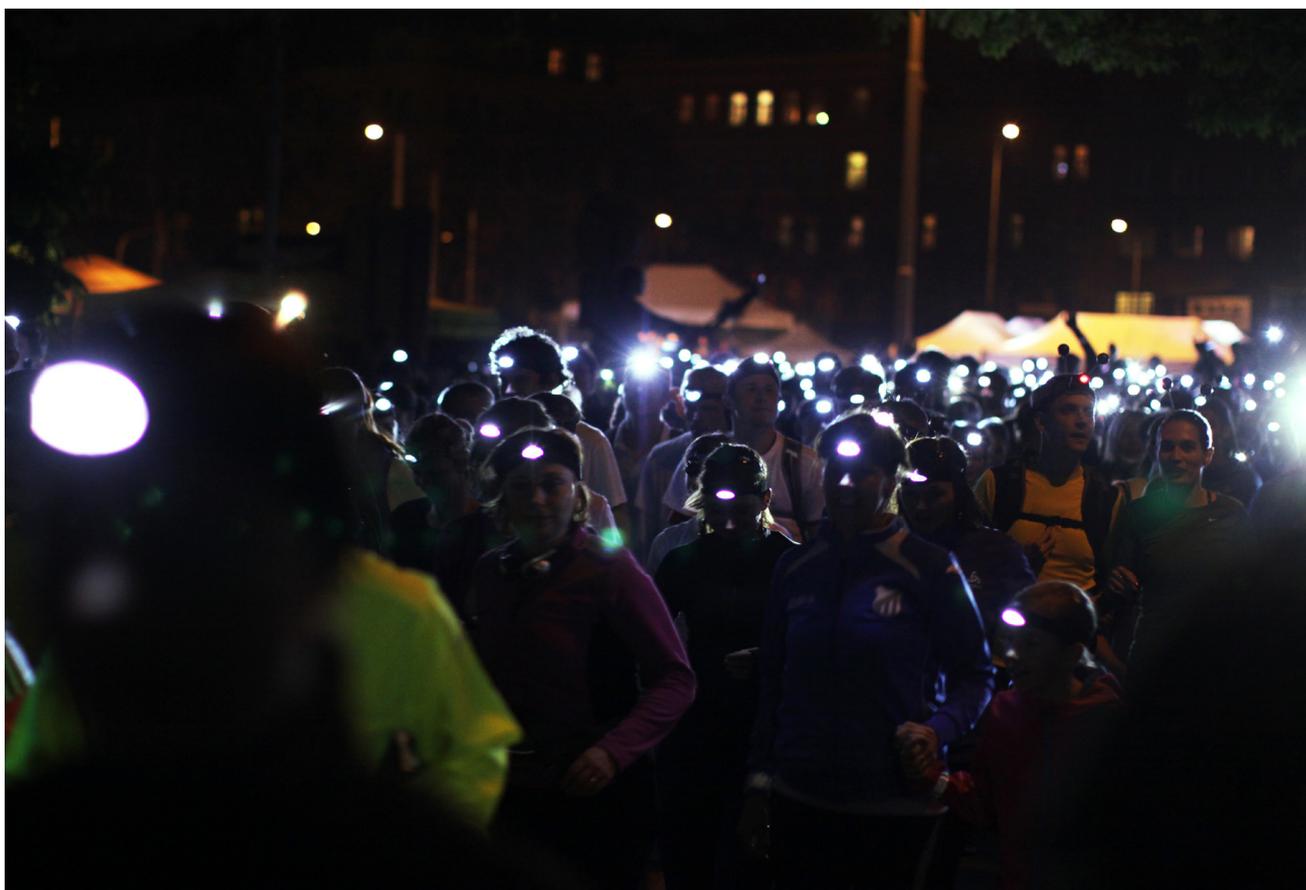
In terms of sales, the most successful titles traditionally included new episodes of "Toulky českou minulostí" (Rambles Through the Czech Past), as well as audio versions of James Herriot's "Cat Stories", new episodes of "Inspector Maigret" with Rudolf Hrušínský in the title role, "Clochemerle" by Gabriel Chevallier and the CD, Jan Werich: "Velké Maličkosti" (Significant Trifles).

### ■ Book Publishing

The Books Department continued to publish works by radio authors, of which by far the most successful title was the memoir "Na co jsem si ještě vzpomněl" (What Also Came to My Mind Today) by Jan Petránek with over 5000 sold copies. Among other radio titles were "Fenomén Karel Kryl" (Karel Kryl – A Phenomenon) by I. Denčevová and M. Stehlík, D. Vaughan's "Slyšte můj hlas" (Hear My Voice), P. Maurer's "Nejezte blbě" (Eat with Style!), "Tak nám zabili Ferdinanda" (So They've Killed Our Ferdinand) by M. Ježek and P. Trojan, and "Od totality k demokracii" (From Totality to Democracy) by S. Volný. Non-audio titles included: M. Bobek's "Žirafa na pondělí" (Giraffe on Monday), V. Pohorecký's "Tipy na výlet po rozhlednách a starých hradech, Východ" (What to Visit – Observation Towers and Old Castles in the Eastern Part of the Czech Republic) and M. Bauman's "Pohyblivé obzory" (Movable Horizons). In terms of sales, the past year was very successful with most of the titles selling out.







## THE CZECH RADIO FOUNDATION

For the Czech Radio Foundation and its **Lightning Fly** project, last year abounded in new ideas, all of which were carried through with the support of our donors and partners.

In the previous year, Lightning Fly offered a helping hand to a large number of severely visually impaired children and adults. In the 12 years since its establishment, the charity project has provided support to thousands of handicapped persons: by funding the purchase of special audio and tactile aids, assistance services and guide dogs, as well as personal assistants for both children and adults. The foundation also supports visually impaired students in the form of scholarships, aiding in the development of the talents and creative abilities of the blind and extending their employment possibilities.

Many non-profit projects are implemented thanks to Lightning Fly's support, including early care for families of children with multiple disabilities, development of the skills of deaf-blind persons, assistance and volunteer services for the blind, space orientation training, requalification programmes and many other projects that help thousands of blind or partially-sighted individuals. In 2014, 221 applications from individuals and 61 projects from non-profit organisations were accepted, allocating a total amount of CZK 11.1 million.

Firefly's traditional projects such as Night Run for the Lightning Fly, Café "In the Dark" and the benefit concert, Light for the Lightning Fly, accompanied this year for the first time by Crystal for Lightning Fly, usher the sighted into the world of the blind, at the same time provide the visually impaired with much needed help.

In partnership with Czech Radio, the foundation also organised a public collection for the fire-damaged Libušín national monument at the Pustevny resort. The current amount, which was collected by the end of 2014, has reached almost 900 thousand CZK.



# **ORGANISATION AND MANAGEMENT**

## ORGANISATION AND MANAGEMENT

In 2014, the financial operations of Czech Radio were planned so that expenditure would match revenues of CZK 2,216,300,000. In reality, the service recorded a net profit of CZK 1,240,000. Given the negative taxable income calculated by the tax advisor, no income tax had to be paid.

The chief priority of the Licence Fee Department was to continually improve the system of the licence fee collection which form the majority of Czech Radio's revenues. As of 31 December, 2014, 3,099,000 natural persons and 142,065 legal entities were registered as licence fee payers.

Among the most significant activities of Czech Radio's Technology Department in 2014 was the extensive renovation of the broadcasting and production units in Prague and the regions. Two music production studios and studios in the Chamber of Deputies and the Senate of the Czech Parliament were also completely refurbished. We continued our activities in developing the Dalet production-broadcasting system and the preparations of our project aimed at integrating and developing broadcasting services within the FM transmitter system. Dynamic progress was made in the area of live radio broadcasts, most importantly in our coverage of the Winter Olympic Games in Sochi.

In research into programming, the most significant survey conducted by Czech Radio in 2014 was the electronic audience measurement project. This survey took place from September 2013 until the end of August 2014 with a group of listeners of CR Radiožurnál (N=200) and a group of listeners of CR Dvojka (N=200). The behaviour of the listeners was measured using audiometers, electronic devices capable of processing sounds recorded in the environment around the group members and identifying when each of them was listening to the radio, including the name of the radio station concerned. Based on subsequent analysis of the collected data, the real behaviour of the listeners and their responses to the radio programmes were examined. This method is similar to TV viewership measurement using people meters and it opens up the potential for developing research into radio listenership.

The evaluation of Czech Radio broadcasts continued from the perspective of how the service fulfils listener expectations within the framework of a public service broadcaster. The entire project was rounded off with discussions among selected respondents and representatives of Czech Radio's management. The study provided useful feedback for programme makers, mapping the programming preferences of listeners and their satisfaction levels regarding expectations for programming versus actual output.

### ■ Radio Technology

In terms of studio technology, 2014 was notable in that the transmission worksites of many of Czech Radio's regional studios were refurbished – in Pardubice, Ústí nad Labem, Brno, Hradec Králové, Olomouc, Zlín and CR Regina, CR Region, Central Bohemia and Karlín.

The individual transmission worksites were equipped with a new DHD modular digital system, including the installation of local switchboards and technological equipment. The installation works were followed by user training. Among other features, this modern technology also allows for “self-service operation”, where the presenter independently manages the entire broadcast without the assistance of the sound engineer.

No less important was the complete renovation of two music production studios: one in Ústí nad Labem, fitted with Avid digital technology, and one in Ostrava, equipped with Studer Vista digital technology. Studio 1 in Vinohrady was additionally equipped with a headphone system with a capacity of up to 120 headphones to facilitate the recording of film soundtracks. Its technological capacities were also put into operation, enabling visual and audio monitoring of all of the studio's areas. The Studio 2 complex was fitted with a camera system and its audio connectivity was extended. Studios in the Chamber of Deputies and the Senate of the Czech Parliament and two worksites of the Zelená vlna (Green Wave) service were also renovated and a sports news unit worksite was installed to accommodate live broadcasts from the 2014 FIFA World Cup. The end of the year was marked by the commencement of a major refurbishment of CR Radiožurnál's entire broadcasting complex and a mobile broadcasting studio at “Meeting Point” was constructed as part of the project, Pilsen – European Capital of Culture.

In 2014, the potential of Czech Radio's mobile broadcasting studio was utilised – notably during its coverage of the traditional Filmžurnál (Film Journal) at Karlovy Vary IFF and during CR Region, Central Bohemia's broadcast coverage of various local events in the region.

The Technology Department provided technology for specialist stations associated with the Rádio Retro project, organised within the framework of the “Znovu 89” (89 Again) radio project.

The virtual environment of the DaletPlus production server – a broadcasting platform – was complemented by the Veeam solution, which is capable of partial backing-up and restoring the entire environment, and, most importantly, verifying the functionality of back-up copies and creating a test environment. The solution also monitors the situation and health of the virtualization infrastructure, including capacity planning.

To aid the Regiony 2014 (Regions 2014) regional broadcasting project, a system was designed to improve DaletPlus audio recordings and subsequently to automatically distribute them to Czech Radio regions which were still using Dalet 5.1 or CartMaster, but which had not yet migrated to DaletPlus. Over the course of the year, the system was also complemented by an automatic update of the RCS G-Selector music database.

### ■ Live Broadcasts

In early 2014, the Outside Broadcasting Department was charged with the task of arranging live broadcasts from WOG in Sochi. These individual broadcasts were successfully aired in collaboration with Czech Television.

With regard to FM transmission, an investment was made to renew Motorola equipment that allows for the transmission of in-ear monitoring. At the same time, the capacity of news report broadcasting in regional studios via FM communication radios at a 442.500 MHz frequency was further extended.

In late 2014, the first audio transmission to use IP technology via high-speed LTE Internet was put into operation. This technology will also be further upgraded by the Technology Department in 2015.

The Audio Broadcasting Department was involved in all of Czech Radio's broadcasts. Among the most significant were WOG in Sochi, 100 statečných (The Magnificent 100), Karel Kryl in Lucerna, the elections and the 25<sup>th</sup> anniversary of the events of 17<sup>th</sup> November.

### ■ New Technologies

The development of new technologies took place in 2014 over a whole range of areas, especially in the field of studio production and distribution. In several regional studios, new technology using DHD mixing consoles was employed, always in keeping with the overall renovation of the stations' broadcasting units. Renovations were often associated with a shift to the new production and distribution system, Dalet Plus.

In terms of T-DAB+ digital broadcasting, several other tests were performed, targeted at the use of associated information and multimedia. For the European Athletics Championships in Zurich in August 2014, in collaboration with the EBU, we managed to organise the broadcasting of image information (photographic slideshows) on T-DAB receiver displays, offering the latest footage and sports graphics (start lists and score-sheets), visually complementing audio broadcasting. On this occasion, the specialist CR Sport station launched its service, delivering a wealth of information related to sports broadcasts and interactive competitions ranging from athletics to the European football league, the start of the national football and hockey cups and a variety of other sports, using T-DAB technology and web streaming. Similarly, a number of CR Rádio Retro projects continued to use T-DAB broadcasting, including additional data, especially images.

In the area of digital T-DAB broadcasting, we continued to collaborate with three existing broadcasters. The installation of a new multiplexer in the České Radiokomunikace multiplex facilitated an increase in the number of programmes to eight, while at the same time an encoder was directly installed in Czech Radio's premises. This increased flexibility and programming potential and further testing allowed us to test programming of the multiplexer and to obtain further information for future use of digital T-DAB broadcasting. Czech Radio entered into partnership with the international organisation, WorldDBM Forum, renewed Czech Radio's



digital team activities and prepared an update of the strategic concept for development of T-DAB digital broadcasting. In 2015, further development in the area of digital audio broadcasting is expected.

A very significant project is the planned replacement and extension of Czech Radio's main switchboard Vinohradská – Římská, which has been in operation since 2000. 2014 was marked by intensive preparations of specification documentation and technical solution drafts (including visits to foreign radio stations) taking into account the possibility of long-term use, technological perspectives and especially the provision of enhanced redundancy and security of employed technology.

### ■ Telecommunications

Several significant changes occurred in the area of analogue broadcasting with regard to transmission networks. In January 2014, the Praha–Cukrák (100.7 MHz) transmitter was transferred from CR Dvojka to CR Region, and vice versa – the Beroun, Záhabská (88.4 MHz) and Mělník–město (87.6 MHz) transmitters were transferred from CR Region to CR Dvojka. In doing so, the transmission network of CR Region, Central Bohemia was reinforced and the coverage of minor regional transmitters was consolidated. Statutory coverage of CR Dvojka was preserved. For the current situation regarding broadcasting networks and maps of coverage, see the Appendices.

Another issue that was addressed was transmission on the long wave band from the Topolná transmitter (270 kHz). The originally proposed discontinuation of its operation was averted thanks to negotiations with the operator, České Radiokomunikace a.s., instead, low output operation was planned. Towards the end of the year, a new transmitter at an output of 50 kW was finally installed. Consequently, the operation of this transmitter remains an option, although it will be rather targeted on the territory of the Czech Republic, and not on remote reception of signals from abroad.

The most important step in the area of broadcasting services was the completion of tender specifications and the announcement of a public competition for the best bid for

the Comprehensive Distribution Service of Radio Signals on FM Transmitter Networks. This project is aimed at integrating all of the existing broadcasting services on FM transmitters and at the same time providing a new form of terrestrial distribution of programmes to transmitters, as well as complex monitoring and management of the operation and distribution network. This project also included an independent technical and economic audit that confirmed the effectiveness of the specifications as well as the importance of comprehensive integration of all of the services and the expected price range. As of the end of 2014 the job had not been completed, and the service's system integrator has not yet been selected.

In 2014, Czech Radio renewed its efforts to search for and acquire new frequencies to provide additional coverage to existing stations and to be available for other purposes. Two frequencies (Tábor, Hradec nad Moravicí) were secured and several others are now being coordinated – our aim is to provide additional coverage of regional stations and optimise transmission networks to accommodate the prospective launch of a new station. These frequencies will soon be included in a comprehensive service and subsequently put into operation.

At the end of the year, a new service for Radiožurnál's listeners was launched. Since 1 December, the RDS system's radio display has been showing the titles of aired songs and artists.

In the area of digital broadcasting, the distribution of Czech Radio's programmes on DVB-T multiplex 1 (in conjunction with Czech Television) continued, offering a stable selection of programmes and practically 100% coverage.

Digital T-DAB radio broadcasting took place within a range similar to the previous year, via the principle of non-commercial collaboration with multiplex operators (České Radiokomunikace, RTI, Teleko). Thanks to the installation of a new headend, the number of programmes on the České Radiokomunikace multiplex was extended to 8, and the RTI multiplex started to offer the CR České Budějovice programme.

Satellite broadcasting of Czech Radio (DVB-S) is further transmitted via the Astra 3B satellite, 23.5° E position.

## FINANCE

During 2014, sound economic management, including fiscal transparency, were ensured thanks to a series of internal directives, chiefly the Czech Radio Rules on Financial Management. As in the previous years, the accuracy and completeness of accounting was affirmed in 2014 via an independent audit. Supervisory Committee, which serves as an advisory body to the Czech Radio Council, monitored fiscal management throughout the year.

In 2014, the financial operations of Czech Radio were planned so that the expenditures would match revenues of CZK 2,216,300,000. In reality, the service recorded a net profit of CZK 1,240,000. Given the negative taxable income calculated by the tax advisor, no income tax was to be paid.

The revenues in 2014 totalled CZK 2,236,009,000 (against a planned CZK 2,216,300,000), which represented a year-on-year drop of 85,769,000, or 3.7%. This came primarily as a result of activity in the area of extraordinary income, owing to the sale of two real estate properties in Prague on Dykova and Jeseniova Street.

In comparison to the pre-budgeted figures, the revenue stream was higher than predicted by CZK 19,709,000, the greatest part of which was generated by the increased volume of collected licence fees. The planned revenues from business activities (mainly advertising and sponsorship) were not met – however, this only concerned the area of barter operations, i.e. the same amount was accounted on the other side of the budget ledger as a cost saving.

In 2014, expenses were CZK 2,234,769,000 (against a projected CZK 2,216,300,000). In comparison with 2013, a year-on-year drop by CZK 83,646,000 was seen, representing 3.6% and suggesting a decreased use of financial resources (see revenues).

Total expenditures were higher than projections by CZK 18,469,000. Revenues increased by CZK 19,709,000 and compensated for areas that exceeded their budgets. These were primarily expenditures incurred in the form of non-deductible VAT included in the operation costs, the amount of which increased especially due to more intensive investment activities as opposed to the previous periods. Higher figures of other expenditures were generated mainly due to an increased amount of adjustments of licence fees as against the projected volume. Conversely, the considerably lower volume of other services was generated primarily in three areas – promotion mainly based on the lower number of implemented barter transactions, wage costs, and consultancy services.

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

## Czech Radio Financial Management in 2014

<b>FISCAL RESULTS OVERVIEW</b>	BUDGET	EXPENDITURES	DIFFERENCE	difference in %
EXPENSES (without income tax)	2 216 300	2 234 769	18 469	100,8%
REVENUES	2 216 300	2 236 009	19 709	100,9%
PROFIT before tax	0	1 240	1 240	x
income tax	0	0	0	x
PROFIT after tax	0	1 240	1 240	x

<b>EXPENSES</b>	BUDGET	EXPENDITURES	DIFFERENCE	difference in %
broadcast expenditures	280 824	282 820	1 996	100,7%
Czech Post collections fee	116 000	115 866	-134	99,9%
wages and fees to organizations	15 524	16 748	1 224	107,9%
wages for individuals	114 948	113 086	-1 862	98,4%
news agencies services	21 830	22 413	583	102,7%
materials	38 619	39 568	949	102,5%
other services	303 948	272 271	-31 677	89,6%
energy	29 012	25 239	-3 773	87,0%
repairs and maintenance	13 672	15 731	2 059	115,1%
travel expenses	20 922	21 196	274	101,3%
personal expenses total	925 494	934 827	9 333	101,0%
write-offs	90 000	93 713	3 713	104,1%
VAT balance	133 150	150 247	17 097	112,8%
other expenses	112 357	131 044	18 687	116,6%
EXPENSES (excluding income tax)	2 216 300	2 234 769	18 469	100,8%
income tax	0	0	0	x
TOTAL EXPENSES	2 216 300	2 234 769	18 469	100,8%

<b>REVENUES</b>	BUDGET	EXPENDITURES	DIFFERENCE	difference in %
licence fee payments	2 005 520	2 027 309	21 789	101,1%
commercial activities (advertising, sponsorship,...)	94 287	85 296	-8 991	90,5%
international broadcasting	27 000	27 050	50	100,2%
other revenues	89 493	96 354	6 861	107,7%
TOTAL REVENUES	2 216 300	2 236 009	19 709	100,9%

<b>YEAR-ON-YEAR COMPARISON</b>	2013	2014	DIFFERENCE	change in %
EXPENSES (without income tax)	2 318 366	2 234 769	-83 597	-3,6%
TOTAL EXPENSES	2 318 415	2 234 769	-83 646	-3,6%
REVENUES	2 321 778	2 236 009	-85 769	-3,7%

## **LISTENERSHIP**

### **■ Czech Radio and its Listeners**

During 2014, 1.676 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 represents 19% of the population concerned and 29.7% of all radio listeners of the specified age group. 1.262 million listeners tuned in daily to at least one nationwide station and 497,000 tuned in to one of Czech Radio's regional studios.

During an average week, Czech Radio attained a listenership of 2.652 million, which represents 35.6% of the overall weekly listenership in the country.

For 1.845 million listeners, a Czech Radio station was selected as their most listened-to choice among all radio stations.

Czech Radio's market share in the Czech radio market amounted to 22.3%. This breaks down to 15.8%, attributed to nationwide stations and 6.5% to regional stations.

In 2014, approx. 24,000 listeners daily and 72,000 listeners weekly tuned in to one of the special Czech Radio stations. Data for individual Czech Radio stations is presented in the following table:

## Listeners

Data: RADIO PROJEKT 1 January – 17 December 2014

CR NATIONWIDE STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share in %
	In thousands	% of population	In thousands	% of population		
CR Radiožurnál	1523	17,3	859	9,7	179,7	9,2
CR Dvojka (Praha)	656	7,4	406	4,6	223,7	5,4
CR Vltava	193	2,2	77	0,9	149,7	0,7
CR Plus	46	0,5	23	0,3	166,2	0,2

CR REGIONAL STUDIOS	Listenership last week		Listenership yesterday		ATS rel.	*Market share in %
	In thousands	% of population	In thousands	% of population		
CR Brno	214	2,4	131	1,5	233	8,6
CR České Budějovice	106	1,2	61	0,7	230,9	11,4
CR Hradec Králové	83	0,9	45	0,5	197,4	7,7
CR Pardubice	40	0,5	16	0,2	199,3	3,7
CR Olomouc	75	0,8	44	0,5	189,5	6
CR Ostrava	80	0,9	43	0,5	184,4	3,7
CR Plzeň	131	1,5	77	0,9	224,8	10,6
CR Sever	68	0,8	35	0,4	191,8	3
CR – Regina	32	0,4	15	0,2	161,9	1,1
CR Region (Central Bohemian Region)	35	0,4	21	0,2	204,7	1,9
CR Region (Vysočina)	40	0,5	21	0,2	216,2	5,3

\* Market share in target region:

**CR Plzeň:** Karlovy Vary + Plzeň regions, **CR Brno:** Zlín + South Moravian regions, **CR Sever:** Liberec + Ústí nad Labem regions

CR SPECIAL STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share in %
	In thousands	% of population	In thousands	% of population		
CR D-dur	16	0,2	7	0,1	87,1	0
CR Jazz	18	0,2	4	0,1	129,8	0
CR Rádio Junior	20	0,2	6	0,1	118,7	0
CR Radio Wave	26	0,3	8	0,1	138,1	0,1

CR	Listenership last week		Listenership yesterday		ATS rel.	Market share in %
	In thousands	% of population	In thousands	% of population		
CR total	2652	30,1	1676	19	222,4	22,3
CR nationwide	2059	23,3	1262	14,3	208,6	15,8
CR regional	847	9,6	497	5,6	218,4	6,5
CR special	72	0,8	24	0,3	125	0,18

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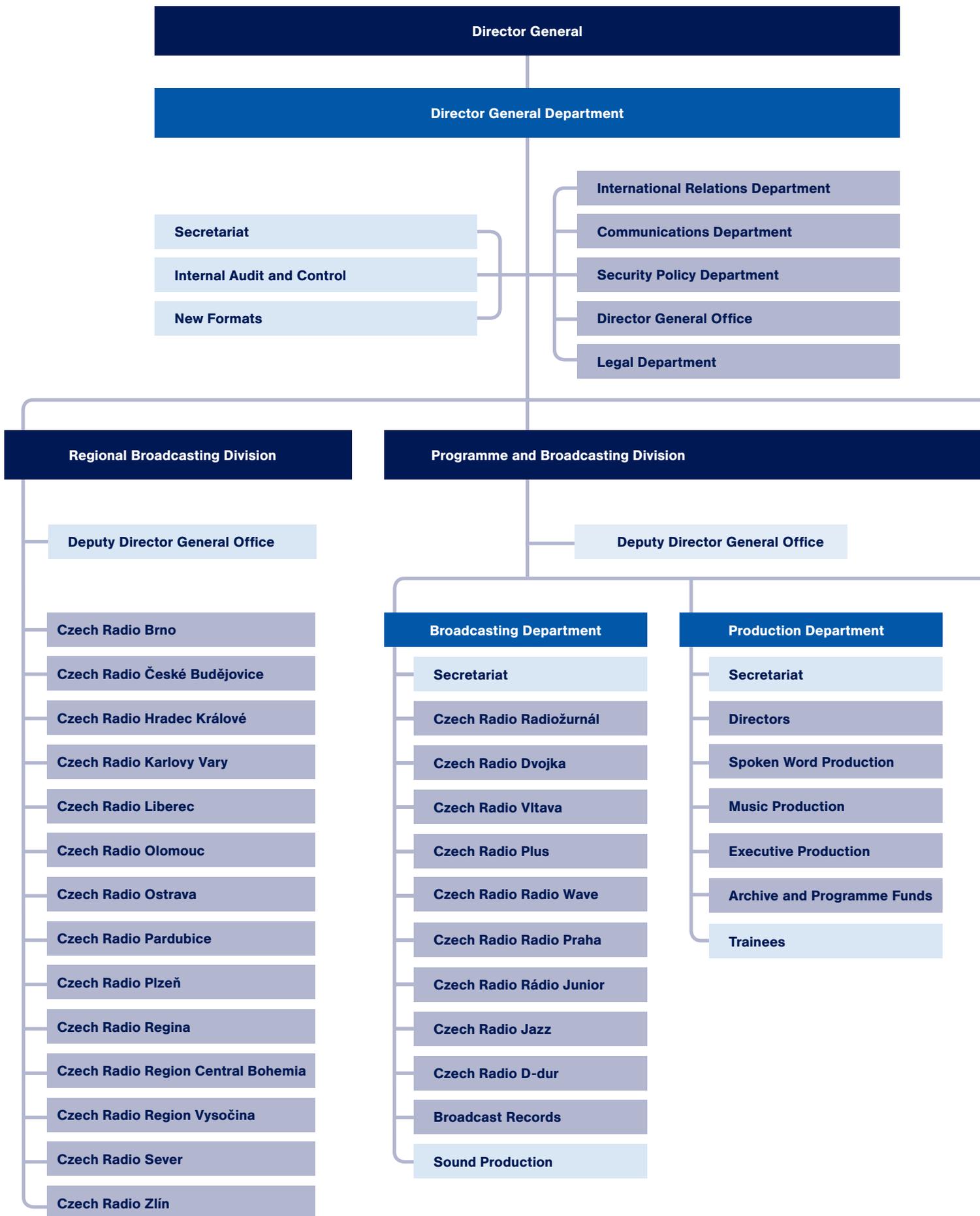
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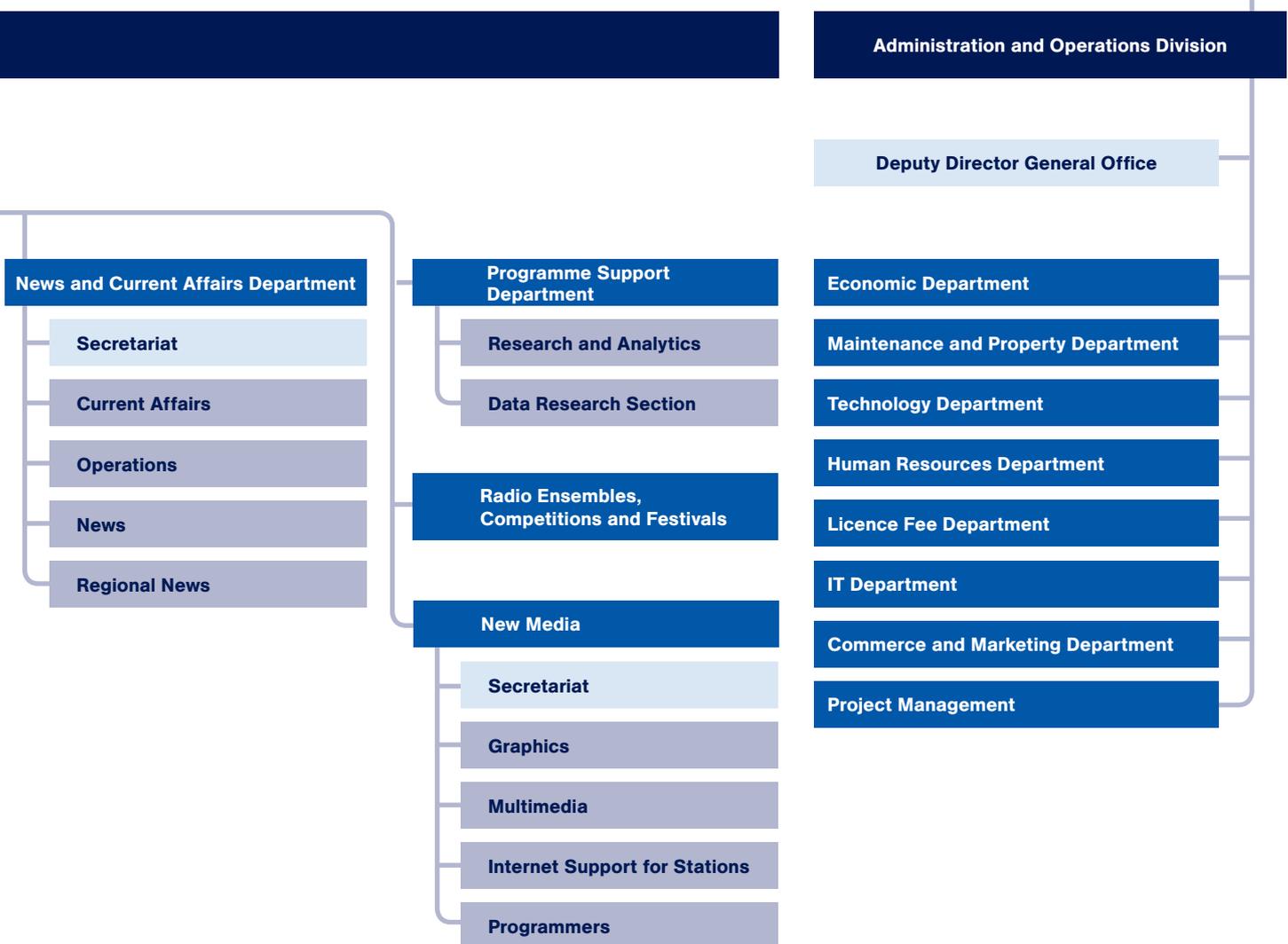
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**ORGANISATIONAL CHART**







# 2014

## **CZECH RADIO ANNUAL REPORT 2014**

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**Nationwide Stations**

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**Radiožurnál****Dvojka****Vltava****Plus****Regional Stations**

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**Region**

We broadcast from radio studios in the following cities:

Brno / Zlín | České Budějovice | Hradec Králové | Jihlava | Olomouc  
Ostrava | Pardubice | Plzeň / Karlovy Vary | Praha | Ústí nad Labem / Liberec

**Special Stations**

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**Radio Wave****Jazz****D-dur****Rádio Junior****International Broadcasting**

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**Radio Praha**

