

ANNUAL REPORT 2000

Dear Listeners and Colleagues,

We meet again after a year on the pages of the Czech Radio Annual Report. The year 2000 was exceptional for us all, and I am glad that we have managed to raise to the occasion.

We have managed to complete the construction of the Studio Building at an unbelievable pace, and transfer to it our archives, offices and all broadcasting studios. In spite of understandable initial problems, we have managed to administer our entire broadcast from the new premises, and transfer even a large part of original production here. We have also welcomed more than 3,000 visitors during the popular Open Air Day, and regular field trips.

We celebrated the successes of the Czech Radio Symphony Orchestra at home and abroad; became media partners of one of the largest cultural events of the present: Prague – European City of Culture 2000. We brought our listeners information on the events organized by large national institutions or humanitarian organizations; we followed our athletes and proudly announced their every success at the Olympic Games, Paralympic Games, and other world tournaments and championships. We have cooperated with a number of important people and institutions, at home and abroad. I would like to mention the traditionally excellent cooperation with Czech Television, Czech Radiocommunications, and Czech Postal Service. I am glad that the wonderful event “Donate Blood with Czech Radio” still continues. I greatly appreciate the Czech Radio Board and would like to thank its members for their wise approach.

In the following year, we would like to enhance our program and focus our attention on regional broadcast. We have to concentrate on the newly established regions. A lot of work awaits us in the complementation and subsequent evaluation of the distribution of frequencies. All our effort is aimed at the satisfaction of our audiences. The chain, at whose end is the satisfied listener, has many links; our task is to ensure that all these links fulfill their function properly and hold the chain together.

Surveys of public opinion show that the listeners still consider Czech Radio to be a serious, trustworthy institution. This is proved by the great interest in our broadcast, stable high audience ratings, a large number of listener letters (more than 60,000 in the past year), telephone calls, and the number of people interested in visiting all the buildings of Czech Radio. Therefore I hope that all the changes and adjustments in program or technical support will be accepted by our audiences.

Finally I would like to thank all the employees of ČRo for their work in the past year, and also all the cooperating companies, on which the good functioning of Czech Radio is vitally dependent.

Václav Kasík

Director General

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I. PROGRAM

The Program Division consists of four nationwide stations and eight local studios. It includes the international department, program archives and the young reporters' group. The year 2000 saw the consolidation of this distinctively largest and most important section of the Czech Radio, which has a thousand employees. By consistent coordination of all program sections, and gradual formatting of the stations, we have managed to keep the leading position of CR on the Czech radio market. Czech Radio is perceived as a medium capable of bringing the fastest, objective, balanced and complex news service. At the same time, it is a cultural institution, mapping and promoting the best musical and literary works.

The program has also played an irreplaceable role in the formation of public opinion; it provides information to the public, basic service and prevention; it cultivates and entertains. The Program Division is aware that the program of the new millennium must react flexibly at the changing trends in society, meet the listeners' expectations, while still striving to fulfill its public service mission.

PhDr. Josef Havel

Programming Director

Czech Radio 1 – Radiožurnál

The most important event for ČRo 1 was the re-location of the news service center into a new newsroom complex in the new studio building. The main newsroom is directly interconnected with two broadcasting and creative studios, which offers a 24-hour live news broadcast, news journals and up-to-date current affairs. The news service is prepared by the editors of all the main ČRo 1 newsrooms, including the iŽurnál Internet studio.

In 2000, ČRo 1 was a radio station with the highest ratings, with almost 14 percent of the market share and approximately 1,160,000 listeners.

NEW PROGRAMS

At the beginning of 2000, we have concentrated mainly on adjusting the **Saturday Morning RADIOŽURNÁL** to the successful weekday model. Instead of pre-recorded programs, we have introduced live broadcast and strengthened the role of news reporting and analyses of current affairs. Another program to undergo complete transformation was **Culture Weekly**. The weekly summary was split into everyday cultural newscast. A new program **Michaela Grimmová's Studio** is devoted to cultural journalism. Instead of the second part of **Motorevue** broadcast on Saturdays, we have introduced a new program **Eureka**, devoted to the latest development of research, science and technology. The same hour on Sunday features a program titled **iŽurnál**, focusing on the Internet and Internet users. At the end of the year, our current affairs section introduced a brand-new interactive talk show **The Issue**, which has replaced the first hour of **Night Stream**. In the program non-political public figures discuss the events of the past day.

NEWS SERVICE

The editors of the national news service of ČRo 1 have again shown great professionalism in providing newscast in tense situations. During the September meeting of the world financial experts in Prague, ČRo 1 as one of the few media preferred to present expert economic information. With the same level of professionalism and great personal courage, the home affairs reporters provided live coverage of the dramatic clash of the rioters and police in the streets of Prague. High standard of reporting was traditionally maintained in the newscast of the Senate elections and the elections for the new regional councils.

The greatest challenge of the sports department were the Olympic Games in Sydney. Not only those reporting directly from Sydney, but also those preparing the Olympic broadcast in Prague have stood the test well. ČRo 1 managed to broadcast more than 20 items a day from Sydney; news reports and analyses were also enriched by insights behind the scene of the games, prepared by the foreign affairs team under the title **Australian Diary**.

DRIVERS INFO

In 2000, there has been a substantial progress in the implementation of the project of the Unified Traffic Information System of the Czech Radio. Based on a detailed analysis of the technical and organizational requirements, we have concluded a contract with Autoklub Bohemia Assistance a.s., establishing a common center of the Czech Radio Green Wave and ABA. All acquired information is being entered into the ČRo 1 editorial system AVSTAR, available to all the nationwide and local ČRo 1 stations.

TECHNICAL ASPECTS OF THE ČRo 1 BROADCASTING

After several weeks of testing in 2000, the ČRo 1 broadcast was fully transferred from analog transmissions to the DALET digital audio-system. Since June 2000, DALET has broadcasted all news programs; gradually it started broadcasting other ČRo 1

programs and since December 2000, it has been broadcasting music as well. The analog reel broadcast is now used only exceptionally.

Alexandr Pícha

Editor-in-Chief, ČRo 1 - Radiožurnál

Program Structure

45% news and current affairs

47% music

8% other: education, religion, culture, sports, minorities, commercials

Czech Radio 2 – PRAHA

In 2000, Czech Radio 2 – PRAHA has undergone several program changes, initiated already at the end of 1999, designed to change the image of the station, take better advantage of the internal creative potential and introduce new, attractive features into the program. However, all changes respect the traditional image of ČRo 2 – PRAHA as an universal medium, striving to focus on a large target group of several generations of listeners, and presenting those programs considered to be the traditional assets of Czech Radio.

Morning and afternoon programs have undergone the most distinctive transformation in the past year. One of the most popular sections of the program **A Guest in the House** has become the first hour, titled **My Point of View...**, and its new guests (above all, professor Cyril Höschl). This section has featured many other guests (Martin Stěpánek, František Novotný, Rudolf Křesťan). Another new program, **Helping One Another**, has become a true contact point between listeners and social, self-aid and charity institutions.

Since January, ČRo 2 – PRAHA started to broadcast on weekdays from 4.05 to 5 p.m. a new program titled **Four O'clock Coffee**. It features discussions on topics from everyday life. Every two weeks, we have devoted the Four O'clock Coffee to the contingent accession of the Czech Republic to the European Union. We have also regularly cooperated with the Czech Television. At the beginning of November, we have introduced a new afternoon broadcast scheme titled **Good Afternoon**. Among the new features, there is for example a show for children and youth, **The Nest**. With this show, children's programs have returned to the afternoon broadcast after a several-year pause.

During this period, the news service faced problems which emerged already back in 1998 by the transfer of some news reporters to ČRo 2. In the course of the year, these reporters have considerably improved their broadcasting skills, and prepared the broadcasting of an independent Prague news service, which would better reflect the supposed needs of our listeners. The editors have adjusted to the broadcasting in the DALET system, and by transferring to a new building, they have also gained better working conditions.

In the year 2000, the entertainment department has contributed to the broadcast of ČRo 2 – PRAHA with a total of 577 hours of programs of various genres and formats. The department cooperates with top authors and actors. The programs met with a great listeners' response and contributed to the more attractive image of ČRo 2.

The children's broadcast department has broadcasted 260 **Radio on Your Pillow** shows in 2000. In the series of short evening stories **Hajaja**, broadcasted daily including holidays, we have presented 32 premieres. In the series of Sunday stories, we have prepared 8 premieres; during the year 2000, we have broadcasted a total of 62 stories for children. In the summer, we have introduced the series **Follow a Story Around the World**, featuring radio adaptations of stories of various nations. April was the **Month of Radio Stories**, connected with several events promoting and popularizing radio broadcast for children. In the past year, we have also organized an art contest **Painting with Hajaja**, connected with the auction of the pictures; we have also repeatedly organized the children's literary contest on the themes of "Fairy Tale" and "Adventure." In the Saturday radio plays for young people, we have presented 58 plays, out of which 8 for the first night this year.

The music department presented approximately 3,500 programs in the past year. A new successful ČRo 2 program is a show devoted to folk songs **Bow Down to a Song**, the very first performance of which was met with a very lively response. Hosted by Jitka Molavcová the programme attempts to remind the listener of the beauty of folk songs in an innovative way and with the help of interesting guests.

In 2000, the Disman Children's Radio Ensemble (DRDS) concluded the season of 1999/2000. Its prime event and an all-year priority was the celebration of the 65th anniversary of the foundation of the DRDS (15/09/1935), and the project Walls of Prague, presented as a part of the festival Prague 2000 – European City of Culture. Since October, the members of the DRDS have participated in the preparation and presentation of the afternoon broadcast of ČRo 2 – PRAHA; for the time being, in the Monday broadcast of **The Nest**.

For the entire year 2000, the religion department broadcasted in their regular hours on all the nationwide Czech Radio stations. The editors of the religion department have also been successful in creative contests.

The last year of this century has witnessed distinctive and dynamic changes in the station Czech Radio 2 – PRAHA. We have stressed those features which make it a family-oriented radio station. We have devoted more attention to the program hosts, new program concepts and program sequences, and a modern concept of children's broadcasts. These are the basic directions for us to take in our further work.

Ing. Miroslav Dittrich

Editor-in-Chief, ČRo 2 – PRAHA

Program Structure:

35% music

20% news service

17% entertainment

8% culture

9% education

3% radio drama

8% others

ČRo 3 – Vltava

In 2000, the station has continued in the modernization of the content and presentation of its broadcast, while still maintaining its basic structure, variety of genres and radio formats, without a loss of quality. Our goal was to adjust the program structure to the actual listener's lifestyle by a more precise timing of the sections devoted to leisure, and sectioned with a primary informative, educational, esthetic and artistic mission, and to differentiate the demands on attentive listening. New program groups and shows have supported the educational function of our broadcast. In the field of non-artificial music, we have slightly increased the share of ethno music and world music, in order to gain the attention of the younger generations of listeners.

These intentions, supported by the recommendations of surveys, have been demonstrated by the adjustment of the program structure, starting April 4, 2000. The adjustment carefully respected the existing listener habits. The appropriateness of the changes was confirmed by a subsequent specialized survey.

In 2000, the station has broadcasted 256,800 minutes of classical music, 48,935 minutes of jazz music, 44,470 minutes of other non-commercial music genres (ethno, world and alternative music), 17,350 minutes of radio dramas and dramatic programs, 55,853 minutes of literary programs, 74,500 minutes of documentaries and current affairs programs, and 14,610 minutes of news broadcasts.

The broadcast also included the programs of regional ČRo stations (the data is shown in minutes, it does not include news and short current affairs analyses): Brno (27,414), Ostrava (10,438), Plzeň (8,373), Olomouc (3,816), and České Budějovice (810).

Among the outstanding program projects of the station in 2000, we have to mention the **Days of Slovak Culture** (November 6-11); 18-part educational series **TGM – Life and Legacy**; two all-day theme programs on the anniversary of J. S. Bach; a direct live coverage of the new exhibition of the National Gallery in the St. Agnes' Monastery in Prague; special all-day broadcasts of all state holidays, live coverage and reports on important music festivals of both classical and non-artificial music; and also a new program component, which has become the staple of the Vltava broadcast in the last year of the millennium: a Latin chronicle of the events of the last two millennia.

We have introduced a number of new programs and program cycles, such as the series of archive documents **The Sound of History** (important events of Czech history), a series of live reports and analyses **Royal Prague 2000**, and a long-term program cycle **Europe 2003**, devoted to the problem of the unification of Europe, and to the accession of the Czech Republic into the EU.

The classical music department has organized 61 live concert coverage, made 111 concert recordings, recorded 325 musical works (including the performances of young musicians), reconstructed 30 archival programs from the Golden Archive of the ČRo. In cooperation with EBU, we have enabled our listeners to experience live coverage and recordings of the famous world operas, including the Metropolitan Opera of New York, and famous concert halls.

We have taken over 10 live jazz coverage from abroad, recorded the festival of Romany music Khamoro 2000, the 21st Festival of Folk and Traditional Music EBU in Rožnov pod Radhoštěm, and a number of local jazz festivals.

The department of radio drama and documentaries produced 50 radio dramas (out of which 5 were produced in the regional stations), and 104 radio documentaries. The documentarists have played an important role in the organization and course of the International Feature Conference EBU in Berlin (April 2000). We have managed to involve a group of young talented authors, especially in the making of documentaries. Our station

has been cooperating them in an informal workshop – the Center of Young Authors at Vltava.

The literary department has produced 877 new programs for the stations Praha and Vltava. The editor, P. Šrut, won the annual award of the Czech Literary Fund Foundation for his series of children's literary programs **The Island Where Violins Grow**.

We have also organized a number of meetings with listeners in and outside Prague, on the occasion of the 5th anniversary of the Vltava Club. We have prepared the transformation of this loose association of the station's supporters into an association with fixed membership and broader scope of listener services.

Blanka Stárková

Editor-in-Chief, ČRo 3 – Vltava

Program Structure

Classical music	49.1%
Jazz music	9.4%
Other music genres	8.5%
News service	2.8%
Program tips (including auto promotion, promotion of ČRo 1+2, paid commercials)	2.0%
Radio drama	3.3%
Literary programs	10.7%
Current affairs, documentaries	14.2%

Český rozhlas 6/Rádio Svobodná Evropa

In 2000, the station Czech Radio 6 – Radio Free Europe has continued to build the profile of:

- station of analytic journalism, commentaries, discussions, opinions and foreign views on world and domestic problems, compared to the views of the Czech Republic;
- political talk show station, focusing primarily on the most important political, economic, social and environmental events and trends;
- station striving to improve the political culture of the country.

Opinions and analyses are evenly distributed into the entire eighteen hours of broadcast of the day. The station has the largest number of commented news service and analyses of all electronic information media in the Czech Republic. It builds on the traditional plurality of opinions. The public appreciates the station mainly for its trustworthiness; a non-sensational, reliable and matter-of-fact approach toward problems and events; its impartiality and independence. The mission of the station is to help build democracy in the Czech Republic and help the people still not used to the world of market economy to

achieve better orientation. Nevertheless, we will always be the station of a minority (however important). Our typical listener usually has higher education and broad horizons; it may even be a typical citizen, feeling the need to broaden his education and confront his opinions with the opinions of good political and economic journalists. We have been expanding the political broadcast for young people. From our various presentation, for example at universities, we have found out – to our surprise – that even in this environment our broadcast is subject to informed discussion. However, it is again a minority with a deeper interest in politics and economy.

The station ČRo 6/RFE has undergone several changes in the year 2000. The trend was to direct the program development primarily to fulfill its mission of public service. This includes the sharing of experience from abroad (for example, in the series **Democracy – Theory and Practice**), or specific relations of the Czech Republic to its European neighbors (**Compass, Entering Europe with Radio Free Europe**). We provide environmental information in our regular program **Centaury**; several talk shows, including the **Studio STOP**, and others. We are shortly about to expand the broadcast for ethnic minorities. In 2000, the station ČRo 6/RFE broadcasted in Slovak for four hours a day. The afternoon live broadcast is often devoted to non-political issues, such as charity institutions or medicine. In 2000, we have introduced 12 new programs in our broadcast. I would like to mention a program for women (but not just for them), programs concerning human rights, the army, the youth and education. We have paid great attention to the Senate and regional councils elections. We have created a live election studio, which invited a number of experts and politicians from all sides of the political spectrum, putting great emphasis on the plurality of opinions.

On September 11, 2000, the department of evaluation and research of RFE/RL published a brochure evaluating the broadcast of ČRo 6/RFE. The evaluation board included experts from Brno, České Budějovice and Prague. They stressed the professionalism and objectivity of the station's analysts and their balanced commentaries. They stated that the station broadcasted a number of valuable materials, of which the local media did not provide any information. The survey of "elites" of the Czech Republic claims that 41% of this social group are "occasional listeners" to ČRo 6/RFE. (Obviously, this must not be confused with the regular audience ratings of the general Czech public.) The evaluators' marks in the individual categories ranged from "good" to "excellent." In 2000, the station ČRo 6/RFE received the T. G. Masaryk Honorary Award of the Masaryk Democratic Movement. According to Media Projekt, the audience ratings of ČRo 6/RFE are 0.8%. The highest ratings come from Prague; in the individual categories, the highest ratings are among high-school and university graduates. In the latter category of university graduates, ČRo 6 had the fifth highest ratings of all Czech radio stations. According to the AISA agency, ČRo 6/RFE managed to lower the average age of its listeners in 2000.

In August, we became the media partner of the International Charitable Sculptor's Symposium in Krušné Hory. We are still sponsoring Zdena Podhajská Foundation, and the series of classical music concerts in Prague. ČRo 6/RFE is a media partner of a large cultural event **Jewish Moravia, Jewish Brno**.

ČRo 6/RFE is apparently the only station devoted to the analyses of current affairs in the country; in this respect there is no direct competition and our broadcast is unique. Considering the issue of indirect competitors, it could hardly be even Radiožurnál, since our program objectives are intentionally vastly different (even as far as the broadcast format is concerned). Our main objectives still include the effort to improve the political culture and tolerance in the country. This obligates the ČRo 6 to continue presenting balanced news and analyses that will remain objective and supported by facts.

Mgr. Pavel Pecháček

Editor-in-Chief, ČRo 6/RFE

Program Structure:

77% news and current affairs

10% educational programs

6% religious programs

3% literary programs

1% cultural programs

ČRo 5 – Regional Studios

In 2000, the regional studios (RS) of the Czech Radio managed to achieve their set objectives. Adherence to the principles of public service and upholding its attributes is a must; however, our regional broadcast has also slightly increased its ratings, both in the number of listeners and the share on the Czech radio market.

Our most popular local station, and a No. 1 radio in Southern Bohemia, is still the České Budějovice Czech Radio; the local stations in Ústí nad Labem and Brno have broken their records in audience ratings in the year 2000.

However, the studio in the Southern Moravian capital had to work under difficult conditions for the most of the year: the first stage began in summer by extensive reconstruction and modernization of the building; at the same time, the news department has undergone considerable personal, organizational and program changes. A promising future shows itself in the renewal of the production of children's stories and programs for youth and children in Brno.

The local Prague station Regina has witnessed the largest change in its history: after the transformation to a metropolitan format, it substantially re-organized and expanded its news service and analyses of current affairs; entirely changed the music format and jingles. Since April 2000, Regina has become the first and so far the only local studio to broadcast its own program 24 hours a day. The program has also been expanded, though to a smaller extent, in Olomouc and Ostrava.

A very important step was to find intelligible slogans, which would best characterize the individual stations and the entire Czech Radio to the wide public. In the course of the year, local studios started using the positioning slogan "the radio of your region;" in Prague, it is a more specific "your radio station in Prague," plus the official name was shortened to Czech Radio Regina.

For the future regional development of the public radio service, a very important issue is the broadcasting in the newly established regions. It is important to emphasize that for Czech Radio, it is not a job commissioned by the government or a political party: the problem of covering the new regions was actually dealt with by private media, especially newspapers, well in advance. The regional broadcast of ČRo wants to come as close as possible to its listeners, and it must find feasible solution to achieve this objective. The quest for this was commenced by an extensive internal discussion between the management and the Czech Radio Board and has progressed to a stage of preparations and considering specific alternatives. In practice, ČRo has so far managed to separate the Karlovy Vary local broadcast from the program of Czech Radio Pilsen.

An important thing for the future is a technological innovation, brought only at the

very end of the year: 6 regional stations have finally installed the Dalet audio system, functioning so far only in Prague and Hradec Králové. After the full implementation and user training for this state-of-the-art technology, it will not only be possible to process the program more comfortably, but especially to share program components in an interconnected program menu of the local and nation-wide Czech Radio stations.

Ruzbeh Oweysi
Regional Studios Manager

Český rozhlas Brno

The year 2000 ranked among the most successful in the modern history of the station; both in the response of the majority of our audience, and thanks to important professional awards won by our programs. However, those activities whose significance will only become apparent in the near future still seem more important to me.

The largest changes in all spheres of our activity were caused by the first stage of the extensive reconstruction of our building on Beethoven Street. Even a short list of technical innovations is very impressive: structured cable wiring, brand-new energy distribution lines, telephone exchange, antenna systems, emergency power sources, server room; transfer of all broadcasting departments from the building on Kounicova street... but also the most “apparent” change, always very difficult to make in a historical building: an architectural and technical reconstruction of the entire first floor, where we have created a brand new broadcasting and editing “heart” of the entire station. None of these activities have in any way affected either the regional broadcasting, or the extensive original production for nationwide stations – which has put great pressure not only on the directly involved technical operatives, but also on most of the creative professions.

However, moving from the temporary premises on Kounicova street put the greatest demand on the department of news and current affairs, which had to move and economize as a whole. Even then, its new manager Jan Souček launched a series of large system changes, the most important being certainly the introduction of an editorial system. This allowed not only to harmonize the production of news and current affairs programs, but also considerably improved the cooperation of the Brno station with ČRo 1. The news department, moreover, suffered vast changes in personnel for the entire year; nevertheless, it managed to expand its program scheme by three new current affairs programs.

The other departments of Czech Radio Brno also produce programs of analytical journalism; and the last year’s professional awards are a telling example of the quality (but also of the variety) of this type of radio journalism. Alena Blažejovská won the Program Director Award for the long-term high quality standard of the cultural magazine **Cabbage Square**; Marcela Antošová received an Honorary Certificate in the journalistic category at Prix Bohemia for a component of an everyday magazine **Rendezvous**; the regular journalistic series by Andrea Jurášková **Odd Man Out**, featuring the stories of life’s outsiders, represented the entire Czech Radio in the finals of Prix Italia (together with another program of the Brno literary department, **A Little May Paradise**, prepared by the composer Miloš Štědroň, editor Olga Jeřábková, and director Eva Řehořová).

The audiences’ interest in our regional broadcast has steadily grown throughout the year; twice we have even broken the ratings record of our station. We would like to improve the less favorable results from the end of the year by devoting parts of the program to the newly established regions.

One of the special features of the Brno station is an extensive production of mainly

artistic programs for nationwide stations; in the past year, its volume exceeded the total production of similar programs from the other seven regions. Apart from traditionally excellent literary and musical programs, I would like to mention the already 300th episode of the exceptionally popular cycle **Wandering Through Czech History**, prepared for Czech Radio 2 by Josef Veselý, and the return of a children's story into our studios, thanks to the director and playwright Zdeněk Kozák. Programs for children and the youth are one of the areas at which we want to focus intensively in the following years.

As you may see, and especially hear, we (that is us and our listeners) see the Brno station not only as a source of information, but also largely as a cultural institution of super-regional importance, which not only reflects the entire spectrum of cultural events, but also helps to create them; cutting down on these functions would not only be in contradiction to tradition, but also to the public mission of the entire Czech Radio. In this sense, the year 2000 has fulfilled all of our hopes – and opened even larger possibilities for the future years.

Ludvík Němec

Director, Czech Radio Brno

chart:

Program Structure

20% news

9% current affairs

51% music + special musical programs

5% cultural programs

10% entertainment

5% others

chart:

Program Output

Český rozhlas České Budějovice

In 2000, Czech Radio České Budějovice has traditionally become the station with the highest audience ratings in Southern Bohemia. It regularly attracted the attention of approximately 120,000 listeners, and its average market share came close to 18 percent. At the same time, it maintained the top position among the Czech Radio local studios.

The station has achieved its success by putting an emphasis on the quality of its program, and by the introduction of several new programs. Among the most popular was the regular half-hour show of Josef Pospíšil **Brass Music at a Stone's Throw**, broadcasted on weekends. ČRo České Budějovice has raised its prestige by the programs' broadcast not only from the studio, but from various locations of the region. First of all, this included the project **Holiday Radio**; every summer weekend, the inhabitants and visitors of the region met with our reporters at various town celebrations, festivals and fairs. Live broadcast from various Southern Bohemian towns and villages often enriched

the afternoon program **Fountain**. An exceptional feat was the broadcast from the Energy Savings Fair in Wels/Austria, participation of the station at the Fair of Agriculture, Environment and Forests in Písek, or the broadcast of the rafting of wood in the Schwarzenberg channel.

News service has been the focus of the station's attention, especially in connection with the launch of the Temelín nuclear plant. Throughout the year, the news service also covered the events in the Příbram region, due to the transformation of the format of Regina Prague into a metropolitan radio station.

We have also been successful in the original literary production. For the Vltava station, České Budějovice have produced a ten-part series on the technical monuments in the South of Bohemia.

Musical editors have focused on a more extensive use of music selection by the Selector software, with the intention to raise the share of Czech songs. An interesting event in the musical life of the station was the recording of a jazz ballet suite **Love in Wet Foliage**, shortly after the very first performance of this composition by Milan Kaňák, principal of the South Bohemian Theater Orchestra. The composition was first broadcasted by Vltava.

In the year 2000, the image of the station was boosted by social events. Above all, it was the autumn concert of the Czech Radio Symphonic Orchestra, organized by the station in cooperation with the Emma Destinn Festival Office on the 55th anniversary of our broadcast. As a part of the international exchange of musical programs, the Dvořák night was also offered for the broadcast abroad by the International Department of ČRo; therefore, it managed to enchant not only the audience in the sold-out Metropol Culture Hall in České Budějovice, but also the listeners in 12 world countries, including Australia.

In October 2000, České Budějovice held for the first time the international amateur recording contest, under the auspices of Czech Radio. During the three autumn days, the musical studio hosted sound hunters from the United Kingdom, France, Switzerland, Germany, Austria and the Netherlands.

The station has also gained positive experience by participating at the Prix Bohemia Radio in Poděbrady, where we helped to organized the day of brass music at the radio festival. It culminated by a very successful gala concert of the orchestras Moravanka, Stříbrňanka, and Božejáci at the spa Colonnade.

The reporters in České Budějovice continued their expeditions to our compatriots. In 2000, they visited the town of Daruvar in Croatia, where they recorded dozens of interviews mapping the lives of the Czechs living there.

A curious event in the life of the station was the study visit of Mr. Sergej Cebotari, the owner of a private audio-vision station in Moldavia, requested from České Budějovice by the INPRO Institute as a part of the educational project of the World Bank for the journalists from post-communist countries. Apart from this educational program, in 2000 ČRo ČB participated for the first time in the training of future journalists at the workshop Regional Radio Creation, organized by the Department of Journalism of the Faculty of Social Sciences of the Charles University in Prague.

PhDr. Marie Šotolová
Director, Czech Radio České

Budějovice

Program Structure

36% news and current affairs

59% music
3% literature
2% others

ČRo Hradec Králové

In the year 2000 Czech Radio celebrated 55 years from the first radio broadcast from Hradec Králové. Apart from a number of special events commemorating this anniversary, we have also begun a new era of the ordinary functioning of the station.

We have managed to stabilize our audience ratings and maintain a long-term position among the four most successful radio stations; at the end of the year, we have also considerably increased our market share. The analysis of several other surveys has confirmed the positive development of the listener base, especially in the age distribution.

At Prix Bohemia Radio 2000, we won the national award in the main category, for the program **Round Table**, created by M. Růžičková and P. Krejčí.

Of the number of events prepared on the occasion of the aforesaid anniversary, I would like to mention the official grand celebration, organized and broadcast together with ČRo 2 Praha, connected with the announcement of the results of a poll Charming Personality of the Year. After Marek Eben, Zdeněk Svěrák, and Miroslav Antl, the winner of the fourth year became Senator Václav Fischer.

Throughout the year, we have remained faithful to regular and time-tested events, such as an all-day broadcast from the theatrical festival Jirásek's Hronov, from the Zoo in Dvůr Králové n. Labem, from the aviators' show CIAF HK, and many others. At the end of the year, we have newly included the St. Nicolas' Rides, which met with a great response in Jičín, Pardubice, Havlíčkův Brod, Nymburk, and especially at the finals in Hradec Králové. A final Christmas event was the public recording with the main protagonists of the children's film *Z pekla štěstí*: Z. Troška, S. Laurinová, Y. Blanarovičová, and others.

The program scheme has not undergone any major changes. After a broad discussion and preparations, we have merely decided to adopt several innovations, which we introduced in February and found them working well in the course of the year.

The described period was important in the field of technologies. We have generally removed the "bugs" from new digital technologies, which allowed a gradual expansion of their user potential. Worth mentioning is the expansion of the capacity of the hard drive and the installation of the Linux operational system. The upgrade to the 5.1 version of the DALET systems has carried with it some of the well-known problems even in our station.

In our permanent subsidiary departments (Pardubice, Havlíčkův Brod, Jičín, Vrchlabí), we have installed the technology necessary for the Internet transmission of sound recordings, which has been widely used since then.

The station finances have developed in accordance with the budget and suffered no major problems. In the course of the year, we canceled three job positions due to the organizational changes; at the end of the year, we had 60 employees.

In the course of the year, we participated at several preparatory negotiations concerning the launching of broadcast for the Pardubice region. I consider the most important issue to be the optimal distribution of frequencies, even from the perspective of the entire Czech Radio.

Czech Radio Hradec Králové is entering the new millennium in a fairly good shape. This is the result of the effort of the vast majority of our employees and external

colleagues. I would like to express my thanks to them, and also to all our supporters.

Mgr. Petr Haš

Director, ČRo Hradec Králové

Program Structure

44% news and current affairs

30% music

3% entertainment

1% cultural programs

22% others

Český rozhlas Olomouc

The local studio of Czech Radio Olomouc has undergone a number of important changes in the year 2000. We may say, with a slight overstatement, that there was no field of activity in the studio which would not be at least partially affected by the innovations. Time and the reactions of our listeners will show whether all of the change were for the better. However, I may say, with all responsibility, that our effort was guided by a single objective – to improve our broadcast, attract new and possibly younger listeners, spread our reputation throughout the region, and improve the working conditions of our employees.

One of the most important events in our station was undoubtedly the increase of broadcast time by full four hours. We have devoted several months of preparations to this step. Since September 18, 2000, we are on air in Moravia from 5 a.m. to 10 p.m. However, this simple and clear statement means a number of changes and activities connected to the new program layout, work organization, promotion, personnel issues, technological innovations, and finally the creative effort of all our colleagues. We have sought – and hopefully found – a new sound and image of the studio by an innovated, more dynamic sound graphics; program focused on leisure and entertainment; promotion of regional journalism, news reporting and original literary production. Two public competitions have brought new reporters; the department of news and current affairs opened its doors for more external colleagues, mainly young journalists or students of journalism at the Palacky University. Two of our employees give occasional lectures and organize professional workshops at the university. In April we opened a new editorial department in Jeseník, which joined the already functioning filial departments in Prostějov, Přerov, Šumperk, and Kroměříž. However, the last department had to be closed down in December due to the new regional structure.

Partial program changes culminated in the introduction of a new broadcast scheme after the extension of broadcast time until 10 p.m. Since then, we have been producing our own Events of the Region, news at every full hour, Green Wave traffic information supplemented by up-to-date regional information, broadcasted at least ten times a day. Regular weather reports are being enlivened by telephone interviews of the specialists from the Ostrava Hydrometeorology Institute. Program structure has been enriched by a number of new journalistic programs. Definitely worth mentioning is a long-term project

Power Play or Two to One: once a week, a political or social personality from our region faces a battery of questions of our reporter and the reporter of the Dnes newspaper. The broadcasted interview is then fully reprinted in the said newspaper. We discuss the issue of the European Union in a regular magazine **New Region**. The Olomouc studio has also produced a ten-part series **The Popelka Family**, presenting in an entertaining way the pros and cons of our future membership in the EU. The audience's interest in "real life stories" is reflected in the increased attention we devote to these topics. The afternoon series **Home Is Home** focuses on leisure activities, entertainment and active ways of passing leisure time. Although a fairly new program, it has quickly gained popularity and fans. We may say the same for the new radio contests **Nails** and **Plotting**. The use of the answering machine has strongly helped to form the interactive competition for the best listener joke, titled **Know Anything Like That?**, broadcasted every day except Sunday. We have also introduced a new program **Studio Contact**, still looking for its night listeners. Weekend broadcasting was enriched by the program of Jaroslav Wykrent **Music Memories**, a guide through the world of musical and opera **Timeless Melodies**, a special **The World of Charts**, and a music chart taken over from Radiožurnál. Instead of health issues there came the travelers' magazine **From Bohemia to the End of the World**, a new **Film Magazine** focuses on the silver screen. We have introduced a 20-part series of original children's stories, supported by a promotional campaign in schools and kindergartens around the region.

The musical profile of the station is based on the music from the 1970's and 1980's. It is enriched by a total of 11 music specials, not forgetting even the alternative genres. At the end of the year, we have adjusted the Selector software to this choice, and added a larger number of original Czech songs.

Our contribution to nationwide stations included the programs **The Night of Blues in Olomouc**, live coverage of concerts and recordings of classical music. It traditionally includes the International Organ Festival, Baroque, Song Festivals, and the Festival of Spiritual Music. In the course of the year, we have broadcasted our own coverage of the festivals Moravian Sparrow, Jesenice Nugget, Mohelnice Coach, Náměšť Garden 2000, the Czecho-Slovak Jazz Festival in Přerov, and Blues Alive 2000 in Šumperk.

An interesting dramaturgical choice was the production of a 5-part reading of the book "Long Cocoa Lash" by Jaroslav Formánek (presented by the station Vltava).

The activities of the marketing department have increased by approximately two thirds in the past year. We have become the media partners of a number of important events, including charity concerts, sports competitions and social events of the entire region. Our new outside-broadcasting vehicle with distinctive painting successfully functioned as a moveable billboard. We have improved our cooperation with the Olomouc Municipal Office, the Palacky University, the Regional Office and a number of other Olomouc institutions. We have established new traditions which we want to carry on – Dog Charmer, Biking Routes with Czech Radio Olomouc, or the listeners' poll Actor of the Year. All promotional activities, as well as the entire broadcasting concept, have followed the spirit of a newly adopted slogan "Czech Radio Olomouc – the radio of your region."

In the technological area, we have managed to improve the quality of the signal, mainly by upgrading the end processor and the removal of outdated limiters on our transmitters. The sound of our station can now compete with much better sound of the commercial stations in the region. However, I must admit here, that we are still concerned about the insufficient signal coverage of the Olomouc region. We continuously work on the improvement of the digitized sound processing, filing and recording. An important improvement of working conditions was the installation of a new digital exchange, the purchase of additional mobile phones and computers. At the end of the year, we have also

commenced the preparations for the broadcasting via the Dalet system.

The financial situation in the year 2000 showed a stable balance. The number of employees has not exceeded the fixed limit.

Finally, I have to end with a rather sad comment: in spite of all the above mentioned effort, the present number of our listeners is far lower than we would wish (and deserve, I must add). It is a phenomenon initially accompanying all changes, even those for the better. I believe that our hard work will bring a reward. We have done a lot in the year 2000.

Mgr. Pavel Hekela
Director, ČRo Olomouc

Program Structure

40% news and current affairs

25% musical programs

2% cultural programs

4% entertainment

29% others (education, religion, sports, children, minorities)

ČRo Ostrava

The last year of the old millennium has found Czech Radio Ostrava in a consolidated and perspective state, which is a great promise to the future. At the beginning of the year, we have completed the **organizational changes**, aimed at a more effective cooperation of program and technical employees, which would also allow a partial salary increase for the existing employees.

The most important **program change** was the extension of our own broadcasting hours until 7 p.m. This contributed to a more suitable distribution of program components in the afternoon hours. We have gradually introduced new musical blocks and programs: **Rádionka or the Good Old Czech Way, Crackling**, and **The Amulet**, which have considerably increased the share of Czech music; **Rádionka** met with an especially good audience response.

The strength of Ostrava broadcasting is in **news and current affairs programs**. This positive fact has clearly been confirmed not only by the repeatedly highest number of news reports by our reporters broadcasted on the nationwide ČRo stations, but also by the results of the survey among the listeners of ČRo regional stations, prepared by the STEM agency. Unlike other regional ČRo stations, the results indicate, the most popular weekday program of ČRo Ostrava is the news summary **Events of the Region** at 5 p.m.; current affairs analyses in the programs **Advisory Bureau** and **Pharmacy** have also won high audience ratings. We have therefore succeeded in promoting the basic format of our broadcasting, based on news and current affairs analyses, which does not have a comparable competition in the region.

In the field of **musical production**, we have traditionally produced and adapted recordings of concerts at important festivals of classical, folk, country and jazz music held in the region, such as Janáček's May, Beethoven's Hradec, Strážnice Festival, Moravian

Sparrow, concerts of the graduates of the Janáček Conservatory, etc. An extraordinary feat was the complete recording of a large open-air concert KRYLONOCE 2000 in Nový Jičín, held in the honor of Karel Kryl and featuring dozens of popular personalities of folk music. Our regular production of **literary art programs** has most asserted itself in the broadcasting of ČRo 3 – Vltava. Especially the demanding dramatic adaptation of the novel Mr. Theodor Mundstock by Ladislav Fuks, in the total duration of 10 x 30 minutes, received great praise from our Prague colleagues.

In the field of **technology**, we continued in our effort to improve the standard of information technologies, to provide the reporters and technicians with mobile phones and improve the quality of the outcoming signal, which we achieved by installing a new digital modulation processor.

In the field of **marketing and public relations** we have focused more intensely on the communication with our listeners through live coverage of various cultural, entertainment or sports events. Using our outside broadcasting technology, we organized the Days of ČRo Ostrava at the motor shows in Frýdek-Místek and Nový Jičín; we broadcasted brass music programs, but also live coverage of the European Water Skiing Cup, the theater fair No Borders, and other social events. We have devoted great attention to the **use of the large S1 recording studio**, which serves, apart from the recording of good studio productions and commercial purposes, as a concert hall with the capacity of up to 150 seats. Apart from the traditional educational concerts for hundreds of Ostrava schoolchildren, we have organized three public concerts, whose live broadcast won high audience appreciation. The audience, who won their tickets in radio contests, saw the performances of Jaromír Nohavica, Pavel Dobeš, and during the Advent season, the folk music group Fleret, together with Jarmila Šuláková.

In September we have even made a public recording of the cult scenic performance of the Arena theater titled Gradual Blood Poisoning.

In the station's finances in the year 2000 we have managed to maintain the balance between real costs and revenues; the slight overrun of external costs was fully compensated by a higher volume of revenues. by 31/12/2000, the ČRo Ostrava has had the total of 62 employees.

One of **the most important objectives for the next year** is the achievement of a growing tendency in the development of audience ratings; the gradual implementation of the DALET audio system into full operation; preparation of the conditions for the planned reconstruction of the technical complex in the building at Dr. Šmerala 4, in order to facilitate the disconnection of the building at Dr. Šmerala 6, and the use the establishment of the Ostrava region to improve the reputation of the name Czech Radio Ostrava, and strengthen the public trust in regional public broadcasting.

Ing. Igor Horváth
Director, ČRo Ostrava

Program Structure

38% news and current affairs

52% music and musical programs

5% cultural programs

5% others (minorities, sports, contests)

Český rozhlas Plzeň

The fundamental objective of all our efforts is to fulfill the mission of public service for the listeners in West Bohemia. This effort is in perfect harmony with the natural interpretation of the Act on Czech Radio. This means that while the program of the nationwide ČRo stations is obliged to present various genres, it is impossible to define the regional ČRo studios in such a way. Their program must incorporate the news service, analyses, cultural and artistic programs, and musical components within the scope of the station's tradition and in accordance with the interests of the audiences in the region; it must contain elements of entertainment and stimulation, but also fulfill the needs of the minorities. Their material must be drawn from the regional resources, be it either the local and less known ones, or materials overcoming in their dimension the borders of the region. For four years now, Czech Radio Pilsen has been consciously following this concept, which is a distinctive alternative to the private stations, and a necessary complementation of other ČRo stations. It is necessary for us to broadcast at least 19 hours a day, even during night hours. The basic program changes in Czech Radio Pilsen were introduced already back in the years 1997-1999, so that we could devote the year 2000 to the specification of our concept. This included mainly the professional self-improvement of our reporters, and the fine-tuning of the elements of radio broadcast: production, sequencing and presentation of news, fixing regular hours for reporting and analyses, working with supplementary music and the overall pacing of the broadcast. Since we have undergone great changes in personnel not only in the leading editorial positions, we have often had to start from the beginning.

Since we do not want to ignore any of the basic objectives of our broadcast, we try to attract our listeners' attention by a wide selection of themes and genres. In a short list of weekday programs, we may find the main news broadcast **Events of the Region**; 19 news spots; five morning press overviews; four feedback programs, including the **Senior Service** and **Environmental Minutes**; two programs of analytical journalism (notes, commentaries, investigative reports), four musical windows and six musical programs. The content of our broadcast, although varied, is still appreciated by our listeners. The result of the effort of ČRo Pilsen is the highest listening time of all the ČRo stations (we have repeatedly achieved a stable time of over 200 minutes), and the growing share on the crowded regional market (up to 14.3% for the first 6 months of 2000).

The broadcast of Czech Radio Pilsen is divided into several blocks following the lifestyle of our listeners. The morning block (5-8 a.m.) has a 15-minute rhythm and a faster pace. The rest of the morning is slower; two moderators present a dialog to the listeners; it is a contact show with many sections and contests. The morning show presents various music genres, a radio fair, a cooking show, interesting guests, a bit of literature, finished by classical music. After the main newscast, there follows a more entertaining afternoon block (2-5 p.m.), starting by an hour of brass music, which does not appear anywhere else in our broadcast; the entire block is finished by country music. Another Events of the Region open up the evening block of newscast and analyses (5-7 p.m.), featuring a Radioforum-style discussion and sports sections. The evening block (7-12 p.m.) presents a mixture of minority genres – folklore, ethnic broadcast, retro style and hard rock; stimulation, counseling and religious programs; classical music; and at the end, a repeat of the morning hour with the guest of the day.

The weekend broadcast features also literary, cultural and historical half-hours in the programs **Regiolit** and **Kaleidoscope**, introducing important personalities and events from the present, but even more the past of West Bohemia. During the weekend we broadcast off primetime also four hours of the Christian Wave of Pilsen (out of the total of six), but also two half-hours of jazz music in primetime; we present features and reports from the visits of interesting locations in the region, and introduce even more important

guests. The weekend blocks are less distinctive; two moderators complement them with current information of the “flying reporters” from the Pilsen and Karlovy Vary regions.

An important change, which is in line with the present effort of the station, has been the division of the Events of the Region into two independent, simultaneously broadcast programs. Needless to say, all the essential activities connected with this change bring the need to double the basic staff. However, we have been using the so-called standby broadcasting workstation at every station. This first practical reaction of the Czech Radio at the establishment of new regions allows to verify the editorial and technical possibilities of the stations, while not losing listeners by broadcasting a new unknown product. At the same time, it has discovered further reserves in the station’s capacity and verified the actual need for permanent personnel.

Vladimír Bako
Director, ČRo Pilsen

Program Structure

- 16% news and current affairs
- 58% music and musical programs
- 8% entertainment
- 10% culture and arts
- 4% educational programs
- 6% others (minorities, religious programs)

ČRo Regina in the year 2000

Contemporaries are always inclined to think of their present actions as historical, breakthrough and fundamental. Only the history will often show, how very wrong they were. However, even knowing this I dare say that the year 2000 was a great turning point in the development of the Czech Radio station Regina.

In 2000, almost everything in Regina changed. To change our name was fairly simple. We did no longer want to be called Regina Praha, because even after nine years, the listeners still confused us with the station Praha. However, the change of name was mainly supposed to indicate that from now on, we would be broadcasting something slightly different than in the past years. Originally, we meant the change of name to be even more radical; at last we had to admit, though, that those who warned us of a total loss of present listeners were probably right. Since spring 2000, we are therefore called Czech Radio Regina.

However, there were even more substantial changes. Regina always was and wanted to be a news station for Prague and environs but we have never managed to attract those age groups of the audience, for whom information, news and analyses are most important. We believe that our public mission is to provide the most complex information primarily to the listeners in active age. After we realized, about two years ago, that we cannot – nobody can – focus one reporting program on both listeners in Prague and in the Central Bohemian region, we concentrated solely on Prague. At the end of the year 1999 and at the beginning of 2000, we have radically altered our program so that it would attract mainly the listeners in the age group of 30 to 55 years. We have started to

play different music, hired new hosts, introduced news service in half-hour intervals (fifteen minutes in the morning), started producing our own news reports instead of taking over the Echoes of the Day, created new current affairs programs, and canceled many programs – many of them typical for Regina. Our traditional listeners were most unhappy about the fact that we entirely stopped playing brass music at Regina. Many new employees have joined the Regina team, and many left. Some of them retired, such as the “founding fathers” Petr Zborník and Karel Tietze, who started building Regina as an independent Czech Radio station, after they returned from their twenty-year “radio exile” in November 1989. We have to thank them for everything they did for the Czech radio; just as we have to thank Karel Čapek, Blanka Veselá, Majka Vokálková, Ivo Prokop, Petr Burda, Slávka Kadlecová, and many others.

Together with the radical change in format, we have also dared introduce – without increasing the budget – something we had dreamt of for many years. Since April 2000, ČRo Regina, as the first and only regional station, broadcasts 24 hours a day, seven days a week. We have always believed that only a station broadcasting non-stop is a full-bodied radio station.

We were well aware that all the radical changes would necessarily lead to an initial drop in audience ratings. In the past years, the number of our listeners was fairly low, but stable. Faithful, conservative listeners were used to their Regina. We were facing the well-known dilemma of a bird in the hand and two in the bush. We have opted for the two in the bush and hoped that after the initial shock, the audience ratings would not drop down to zero. Well, it wasn't zero, but we have never had so few listeners as in the first half of the year 2000. We kept telling ourselves, isn't this what we knew beforehand and wanted, although I must admit, somewhat nervously. We added that after such a large drop in ratings must necessarily come an increase, since the changes we implemented were good, even in the opinion of others. I cannot speak for other members of the station management, but I even believed what we said then. Today, we have already got results from Mediaprojekt for the second half of 2000. The increase – fairly noticeable – has really come.

We are, of course, only at the beginning. Obviously there is a lot of work ahead of us. But we enjoy doing it.

Michal Novotný
Director, ČRo Regina

Program Structure

60% news

31% musical programs

1% religious programs

2% educational programs

6% others

ČRo Ústí nad Labem

The Czech Radio Ústí nad Labem fulfilled all its resolutions, and celebrated the 55th anniversary of the station's broadcast by a respectable result in the history of surveys. It had witnessed growth in all factors and achieved so far the highest audience ratings,

coming close to fifty thousand listeners a day, and 100,000 listeners a week. The activities organized on the occasion of the anniversary (Children's Day – June 6, and the Open day – September 1) also helped to improve the reputation of the station in the region, and became the most popular events in the history of public events organized by the studio (1,200 visitors at each event). Moreover, we have succeeded in expanding and improving the regional newscast, and expand the broadcast for ethnic minorities. The introduction of the editorial system has also considerably improved not only the quality, but also the objectiveness of the entire broadcast.

Looking back at our broadcast in more detail, there was an important change in the music format, and partially in the proportion of word and music; the content of the reports has also changed. An important moment was the confirmation of the success of a pop-country music format in Northern Bohemia. Among the new programs, the most successful were the musical programs **Oldies' Club, Truth or Dare, or The Best of Czech Music**. In cooperation with the newspaper MF DNES, we have managed to increase the importance of the talk show **Under Discussion**. The station has returned to the connection to the **Minorities' Broadcast**, and also maintained the broadcasting of our own **Slovak Minutes**. The time of the broadcast for minorities has thus doubled. By terminating the broadcast of the adopted morning programs Echoes of the Day and Green Wave, we have managed to become independent on the supply of programs from other ČRo stations. We have continued the renewed tradition of live coverage by broadcasting the finals of the Porta Festival in Ústí nad Labem, and for the first time introduced our own outside-broadcasting vehicle at the exhibition The Garden of Bohemia in Litoměřice. Due to the technical difficulties of the recording studio, the original music production was reduced to minimum.

An important change in promotion was the change of our slogan from "The most information from the North of Bohemia" to "The radio of your region." We have again experienced very good cooperation with the regional newspapers. The promotion of our broadcast appeared regularly in thirty periodicals, from dailies to monthlies. We have increased the number of events at which we cooperated as media partners to 66. Our records contain the total of 16,695 responses to our broadcast, a vast majority of them positive. Listeners participating in our contests received more than 1,500 rewards by mail. The most prestigious contest was the third year of the **Golden Carp**. 461 participants sent their original works to this contest. The summer photo-contest **Animal Friends on Your Pictures** also enjoyed a lively response: more than four hundred competitors had sent the pictures of their animal friends for the contest.

The number of employees was reduced to 51. We have continued in the organized process of the change of company culture and employee training. The station has continued in its intensive effort to launch an independent broadcast for the Liberec region.

We must not forget the successful reconstruction of the data and telephone network in the studio building, the construction of a newly furnished newsroom with eight workstations, or the equipment of an outside-broadcasting vehicle. We have sorted out the records in our sound archives, and transferred part of the reels into the central archives. In spite of a substantially reduced budget, the division managed to fulfill its financial plan. The economic measures did not cause the shortening of our broadcast or the decrease in quality.

Ing. Miroslav Müller
Director, ČRo Ústí nad Labem

40% music
23% musical programs
23% news and current affairs
3% cultural programs
11% other

Broadcasting Abroad **ČRo 7 – Radio Praha**

The year 2000 was the period of further growth for ČRo 7. Compared to 1999, we have managed to increase our budget by 9 million CZK. The main result of this increase was the introduction of broadcast in the Russian language, launched without problems in October 2000. We have also improved the status of ČRo 7 by signing the Contract of Broadcasting Abroad for an indefinite time period.

The Russian broadcast attracted much interest – not only among the Russian-speaking inhabitants of the Czech Republic, but also among listeners in the former Soviet Union. The Russian department has seven employees, broadcasting three news half-hours a day; in the future, we intend to expand this time. All programs are broadcasted from short-wave transmitters in Litomyšl, and also from Rimavská Sobota for better transmission. One half-hour is re-translated in St. Petersburg on medium waves through the company World Radio Network. The Russian broadcast has met with a good response; we have been getting letters even from such faraway regions as Siberia or Kazakhstan. It seems that short-wave radio broadcast is still listened to in Russia; there is also a number of DX listeners.

The launching of Russian broadcast was preceded by a presentation in the Czech Center in Moscow. Its purpose was simple – to ensure maximum publicity for the Russian broadcast. The presentation was visited by several dozens of Russian journalists and Czech studies experts; it was also mentioned in several Russian mass media.

The program structure of Radio Praha has not changed in 2000. We have introduced several new programs, such as **Central Europe Today**, broadcasted in English. The concept of this program is based on a confrontation of Central European countries with respect to their future accession to the European Union. The program receives regular contributions from the foreign broadcasting reporters from Poland, Hungary and Slovakia. The events which met with the highest audience response were the meeting of the IMF and the death of Emil Zátopek. Worth mentioning is also the reporting trip of the Czech department reporter Zdenka Kuchyňová to visit the Czech compatriots in Croatia. She took the trip together with the reporters of ČRo České Budějovice, supported by the grant of the ČRo programming director. The trip produced not only live coverage, but also a series on the life of the compatriots, continued even in the year 2001.

The Internet service of ČRo 7 RADIO PRAHA ONLINE at www.radio.cz is also very popular. While the average attendance of the ČRo 7 website was approximately 40,000 individual sessions a month in 2000, at the time of crises or other current events (the meeting of the IMF, etc.) it substantially exceeded 50,000. Approximately half of the visitors of the Radio Praha website listen to our broadcasting via the Internet. As far as written reactions is concerned, Radio Praha received approximately 13,000 letters from all over the world in 2000.

ČRo 7 has continued producing special programs for our radio partners. In the Czech Republic, these include the BBC and Regina. These programs meet with an

excellent audience response; the listeners demand their expansion and the change of the BBC program structure was not received favorably. The re-broadcasting partners of Radio Praha abroad include the compatriot radio stations in Croatia, Romania and Australia, occasionally also in the USA and South America. Radio Praha also produces programs at the request of Czech embassies and consulates abroad. The demand for these programs is ever growing.

One of the missions of Radio Praha is the presentation of the Czech Republic to the public. Apart from our broadcasting, we strive to fulfill this mission through public contests or other promotional activities. In 2000, Radio Praha held the fifth year of the children's online painting contest **Where My Home Is**. The contest became part of the project Prague – European City of Culture 2000; children from the Czech Republic and other European countries participated in it and contributed more than 4,000 paintings. Almost two hundred best paintings were exhibited in the National Technical Museum in June. At the beginning of the year, we held an auction of the best paintings from the previous year in Prague. We have donated the profit of 53,000 CZK to the charity institution Hope. Another successful ČRo 7 contest, focusing on the increase of the public awareness of Radio Praha in the Czech Republic, is the English Essay Competition, organized in cooperation with the British Council. Apart from that, the individual departments of Radio Praha have continued to hold popular listeners' contests, such as Walks Through Prague (in German), Conozca Algo Interesante (in Spanish), the contest about T.G. Masaryk (in Czech), etc. A great PR event for the ČRo 7 was the EXPO 2000 exhibition in Hannover. Radio Praha had an Internet presentation and distributed information leaflets in the Czech exhibition hall. A suitable means of promoting Radio Praha are the internships of foreign students and journalists in the Czech Radio. There have been more than ten interns working in various departments of Radio Praha. In ČRo 7, they have the opportunity to gain valuable reporting skills, and promote Radio Praha abroad.

We have managed to achieve our main objectives for the year 2000, i.e., securing the budget and launching the Russian broadcast. In the future, we would like to expand the broadcasting in Russian even more. With regard to the success of the English broadcasting of Radio Praha within the Czech Republic (via the BBC), we consider a still more urgent objective the broadcasting in other languages in the Czech Republic. This is a common practice in a number of European countries. It is a pity that in the Czech Republic, which has large German and Russian speaking communities, it is still impossible to broadcast for Radio Praha, with the exception of the Internet.

PhDr. Miroslav Krupička

Director, ČRo 7 – Radio Praha

Czech Radio Online

The Internet division was established on January 1, 2000. The primary purpose of this step was to create the background for the provision of further services to the public. The division had six employees in January; by December, their number was increased to ten.

Our original "black pages" at www.rozhlas.cz (the Czech Radio portal) were replaced by new graphics and content in February. Same as in the past, they contain links to the websites of the individual stations and studios, and a page of live broadcasting and

program. Apart from that, they also bring new information everyday, divided into various sections, such as Commentaries, World, Culture, Science and Technology, Nature, Radio Hot Tips, etc.

Apart from permanent sections, the Czech Radio homepage also offered special sections devoted to extraordinary events. We have to mention the regular reporting from the Summer Olympic Games in Sydney, and the Paralympic Games. In the course of the year, we have also created a number of occasional websites, featuring the activities of the Czech Radio (such as the opening of the Studio Building, charity events, contests), and various social events (such as the meeting of the IMF in Prague). Exceptionally successful was also the project Baby of the Millennium – a live coverage of the birth and first weeks of life of a rare rhinoceros, presented in the WebVideo format.

The changes in scope and content affected not only our homepage, but also the websites of the nationwide stations. At the end of January, the website of Czech Radio 6/Radio Free Europe started presenting the full version of commentaries broadcasted in the program Events and Opinions. This meant a fundamental change in the quality of this website. We have improved our cooperation with Czech Radio 3 – Vltava; since March, we devoted greater attention to the website of Czech Radio 2 – Praha. Czech Radio 1 – Radiožurnál has its own Internet department; however, the Internet division played an essential role in the development of the iŽurnál news pages.

The Czech Radio website also offers live broadcast of its nationwide stations. Thanks to the cooperation with the company Pozitiv, we have put into operation, apart from the RealAudio format, live broadcasting in the formats Windows Media Player and Windows Media Toolbar (we offer the broadcast of the nationwide stations except ČRo 6/RFE, and the broadcasting of ČRo 5 – Regina).

The content of our websites is closely connected with their structure, graphics and technical solution. The graphics of our homepages, introduced in February, was intended only as a temporary solution from the very beginning. In the course of the year, we worked hard on the editorial system, new structure and graphical design of the websites. The design of their new structure was created in the Internet division. The authors of the graphics created a breakthrough project, at least in Czech conditions. At the end of the year 2000, a manual was created, and the dynamic pages of iŽurnál and Czech Radio 6/Radio Free Europe have acquired new graphics.

The above mentioned editorial system, created specifically to suit the needs of Czech Radio, is a tool allowing a simple incorporation of various types of data (text, sound, pictures, videos) into a website. It uses the most up-to-date technologies, especially the XML language. It allows to dynamically create and edit websites and change their logic. By changing the style, the same piece may be displayed in various designs according to the final destination, etc. In practice this means that the creation and administration of websites will no longer be the sole domain of technical experts, and even creative workers with a minimum knowledge of information technologies will have a simple way to present their work on the web. Czech Radio thus entered the year 2001 fully provided with up-to-date and effective technology for the provision of Internet services.

The Czech Radio websites were intentionally not heavily promoted in the year 2000; in spite of that, the number of visitors soared. The comparison of January and November 2000 shows that the number of visitors at the portal homepages (including the regional stations homepages) increased 2.7 times: from 19,926 to 54,458. The number of visitors at the homepage of Czech Radio 1 – Radiožurnál increased 1.36 times: from 25,219 to 34,181; the number of visitors of the website of Czech Radio 2 – Praha increased 1.29 times, from 12,490 to 16,074; the number of visitors at the website of Czech Radio 3 – Vltava increased 1.81 times, from 8,258 to 14,936; the number of visitors of Czech Radio 6 – Radio Free Europe increased 2.47 times, from 2,349 to 5,826.

II. TECHNOLOGY

Technology at Czech Radio

Considering our objectives and subsequent demands on the employees of the Technology section, the year 2000 was the most important in the last few decades. It was the year of the transfer of the broadcasting facilities, and a great part of the production facilities, to the newly built Studio Building in Římská street (SDŘ). This transfer was the result of many years of hard work of the technology section (with close cooperation of our colleagues from other divisions of ČRo), devoted to the building of the SDŘ, which means a brand new technological background for the radio broadcasting.

The broadcast from the Studio Building was launched on November 5, 2000. It was preceded by approximately eight months of installations, testing and trial operation. The Studio Building contains the total of 16 production workstations, three transcription workstation for the APF, one self-service complex, the newsroom of the station ČRo 1 – Radiožurnál, the main switchboard and satellite receiving center. All productions are provided with a unified digital technology; backbone wiring is led via optical fibers, and all signals are distributed in a digital format (AES/EBU or MADI). The SDŘ is also provided with a DALET system, including 35 client stations and a central server, with the capacity of approximately 2,500 hours of sound recording. The main switchboard is created by the technology Studer Madi Router, which enables both manual and automatic switching of all input and output signals. It has seven control stations, located not only directly in the main switchroom, but also in all production centers.

The installation of new technologies, complex testing and the transfer of the broadcasting function into the SDŘ were the most fundamental objectives of the year 2000; however, they were not the only ones. Let us shortly mention the most important objectives of the past year. In the field of studio technologies, those included especially the following:

- Installation of a new workstation for the digital editing of musical recordings, and the reconstruction of the ZP4 workstation in the Vinohradská building.
- Completion and handover of a new outside-broadcasting vehicle, which replaced the written-off Avia. We have thus unified the technologies used by the live reporting department for more demanding exterior live coverage.
- Creation of a new production center in the building of the Senate.
- Launching the operation of a satellite broadcasting station, allowing direct access to the Euroradio network.
- Major participation in the construction of a temporary broadcasting center in the ČRo Pilsen, put into operation in September, in connection with the launching of an

independent broadcasting for Karlovy Vary.

- Creation of a new center for the broadcasting of the Green Wave in the building ABA – Kobylišy.
- Transfer of several special departments into a new building as a result of the cancellation of technical departments in the Vinohradská building.
- Coordination and organization of a public competition for the supply of radio technologies for the reconstruction of broadcasting stations and the switchboard in ČRo Brno, and participation at the subsequent project and implementation stages.
- Cooperation between ČRo and Czech Telecom during the testing of ISDN coders and defining the ČRo requirements on this equipment.
- Work in the inter-departmental team for digital broadcasting (established by the Radio and Television Council).

In the field of production and broadcasting, we have to mention especially those projects, which were an exception from the everyday routine work. In 2000, we have organized several such projects. They involved mainly the broadcasting department, since they rarely concerned studio events.

- Live coverage of the meeting of the International Monetary Fund and the World Bank in Prague.
- Live coverage of the 17th Olympic Games in Sydney.
- Live reporting from the EXPO 2000 exhibition in Hannover.
- Recordings and live coverage of the International Folklore Festival in Rožnov pod Radhoštěm (held under the auspices of the EBU).
- Cooperation with the Czech Railways on the “Park and Ride” project.
- Festival of Romany music Khamoro, and many others.

However, even in studio production, our production specialists had the opportunity to participate in several extraordinary projects. In the field of literary production, these included the programs **Popcorn**, **Stranger**, the dramatization of **The Well of Loneliness**, or the acclaimed **Sonata for Stalin**. In the second half of the year, the most interesting programs included the plays **Successful Prophet**, **The Taming of the Shrew**, **The Widow from Venice**, **The City**, and **The Dream Host**. In the field of classical music, we presented a very successful project with a visiting conductor from Israel, or the recording of Dvořák's **Slavonic Dances**, and many others. We have successfully continued working on long-term projects, such as **The Historical Organs in Bohemia and Moravia**, or **The Liturgical Year in the Gregorian Chant**. We played a prominent role in providing the technical support to the festival **Concertino Praga**: the entire event was produced by a single crew, consisting of a technician and a sound editor. We have thus managed to use our human resources more effectively, and to unify all the competing recordings as far as the technology used and the sound processing concerned.

We have produced 13 live coverage of classical music concerts for the Euroradio network; on December 19, we directly entered the satellite distribution network via a newly installed satellite broadcasting station located on the roof of the SDR.

One of the most important activities of the Technology section is the management of transmitters and the transmission of signal to our listeners. We have implemented the

following measures in this field:

- Increase of output of the transmitter Prague/Mahlerovy Sady for the station ČRo Regina.
- Launch of the transmitters Jeseník-město, Chomutov/Jedlová hora, and Jihlava/Strážník for the station ČRo 2 – Praha.
- Launch of the transmitter Plzeň/Košutka for ČRo Pilsen.

In the field of modulation distribution:

- In February, we installed a new radio relay route for the transmission of the modulation of the station ČRo Regina to the transmitters Praha/Mahlerovy Sady and Praha/Cukrák. This put into operation the transmission of RDS dynamic data.
- We have installed a satellite receiver on the Praha/Petřín transmitter (ČRo 2 – Praha), which allowed us to transmit RDS dynamic data again.
- Since May 15, we have made a new contract for the provision of the satellite distribution route with Czech Television, and terminated our contract with Kabel Plus.
- We have provided the change in the modulation and RDS data distribution for the station ČRo Pilsen, in order to enable an independent broadcasting for the Karlovy Vary region.
- During November, we finished the construction of new technologies of digital connection of the SDR with the Czech Telecom center (UTB), which would enable radio transmissions and modulation distribution.

A large, independent part of our activities lies in the field of information technologies. This field has undergone an extraordinary rapid development recently, which obviously had to affect Czech Radio as well. We may therefore say that apart from our standard duties (i.e., securing a trouble free operation of all central and local information systems), the employees of the IT department faced many other tasks. In the first half of 2000, these included mainly the cooperation on the analysis performed by the IBM company in connection with the project of the possible outsourcing of the ČRo information technologies. After the evaluation of the entire plan and its postponing, we have launched cooperation with the company T-Soft to create a development strategy for the information technologies. Unfortunately, we have not managed to successfully finish this project either. Our IT specialists have therefore started working on the optimization of the performance of information technologies, their use and mutual interaction.

In the year 2000, we have faced the following specific tasks:

- Refurbishment of the computer center in the Vinohradská building, designed to enable the installation of the DALET system servers.
- Connection of the SDR computer network and the Vinohradská building into a single functional system.
- We played an important role in the design and implementation of new computer networks in ČRo Ústí nad Labem, Brno and České Budějovice.
- Upgrade of the ORACLE database and the operational system for AIS 2.0.
- Creation of software tools for the registration and automatic operation of new admission cards.

- Unification of the software tools for the inventory of assets (Prague and regional stations).
- Creation of new software tools for the payment of professional fees, including the regional stations.
- Final termination of all works on the old version of the AIS information system. Thus the only still used version became the new AIS 2.0, which meant that we had to incorporate into it several tasks contained in the previous version (Movement of recording materials, Royalties...) We have gradually expanded the AIS 2.0 in order to include tasks not contained in the old version (reception, DILIA – mass administration...). At present, AIS 2.0 is installed on more than 220 PC's in the Prague divisions of ČRo and in the Regina regional studio.
- Gradual completion of the development of the ASRS system. We have simultaneously developed the SRS in order to fulfill the user requirements. This included especially the problem of importing data from the selectors, records of the broadcasting for ethnic minorities and, in the second half of the year, mainly the preparation of the changes in the processing of professional fees. This meant that essential changes had to be made in the directory module and in the actual fees module. We also had to create brand new import and export data routes.
- Installation of approximately 160 new computers in all divisions of ČRo.

The last important event caused by the moving to the SDR and putting it into operation was the transfer to a new telephone exchange. This transfer was achieved at full operation of all divisions located at Vinohrady, and represented an important intrusion into the normal operation of an institution vitally dependent on communication. However, the renumbering of all sublines, and the disconnection of the original state lines proved that the entire transfer was well prepared and did not cause any major difficulties.

Let me conclude with a single statement. I believe that in 2001, we will manage to resolve all the tasks facing us with at least the same degree of success as we did in the year 2000.

Ing. Martin Zdražil
Director of Technical Division

III. NON-PROGRAMMING ACTIVITIES

Orchestras and Ensembles

Czech Radio Symphony Orchestra (SOČR)

In 2000 the radio symphony orchestra has further expanded their concert activities at home and abroad. The traditional series in the Rudolfinum presented a number of remarkable performers. Let us mention at least the conductor Jin Wang, the soprano Magdalena Hajossy, violinist Václav Hudeček, American singers Esther Heidemann and

Jacalyn Kreitzer, the cellist Michal Kaňka, or the conductor Elli Jaffe. The cycle for season-ticket holders in the National House at Vinohrady presented the art of the harpsichordist Zuzana Růžičková, and other young artists – the piano player Andrej Kasík, or the violinist Hana Kotková, the cellist Christian Benda, and many others.

As is obvious from the following list, the SOČR appeared on the local stage even apart from the actual season-ticket cycles:

January 1 Opening concert of the Prager Winter festival in the Spanish hall of the Prague Castle * January 31 Concert for the Master Musicians Collective in the Rudolfinum, featuring the newest works of the contemporary American and French music * March 24 Official Benefit Concert for Blood Donors, organized by the Czech Radio in cooperation with the Municipal House; Vladimír Válek, Jan Simon – piano * April 14 Concert in the Rudolfinum, part of the Great Representative Cycle of Czech Orchestral Music (the works of J. Kalach, A. Hába, Z. Vostřák, L. Vycpálek, and L. Smolka); Ondřej Kukal, Jan Pěruška – viola * In May, the SOČR – as an orchestra famous for its resourcefulness – was engaged in cooperation on all three rounds of the International Musical Contest Prague Spring in the field of conducting. * May 23 Prague Spring concert in the Rudolfinum, featuring Antonín Dvořák's concerts for the piano, violin and cello (Jan Simon, Ivan Ženatý, Michal Kaňka, conducted by Vladimír Válek) * June 21 At the Smetana's Litomyšl festival, we have performed a Czech premiere of the oratorio *The Child of Our Age* by Sir M. Tippett; SOČR and other performers, conducted by Leoš Svárovský * June 29, Zlonice, June 30, Rudolfinum: at the 49th year of the musical festival Dvořák's Nelahozeves, the orchestra performed Dvořák's Requiem, featuring the American conductor Robert Page and soloists * July 7 SOČR performed in the St. James church in Citoliby at the concert series *Musica Antiqua Citolibensis*, conducted by Jiří Stárek * September 8 Opening concert of the International Musical Festival "Antonín Dvořák and His Prague" (part of the project Prague 2000 – European City of Culture. Smetana Hall of the Municipal House, conducted by Jean-Paul Penin, Radoslav Kvapil – piano * September 9 Closing concert of the Ema Destinn International Music Festival at České Budějovice; Vladimír Válek, Michaela Fukačová – cello * October 16 Special concert in the Municipal House, featuring for example the Czech premiere of the oratorio *Te Deum Laudamus* by Antonín Tučapský; conducted by Vladimír Válek.

The SOČR has also shown its best abroad:

January 1 New Year's concert in Salzburg/Austria, conducted by František Preisler; soloist – Igor Ardašev (piano) * February 23 the hall of the Munich Philharmonic Orchestra (Gasteig): Haydn's "Military" symphony; Orff's *Carmina Burana* with an international cast: conducted by Hanns-Martin Schneidt * October 21-28 Tour in Switzerland, conductor Vladimír Válek, soloist Mischa Maisky; featuring: *Symphony No. 1* by E. Schulhoff, *Symphony No. 6* by B. Martinů, and the *Concert for cello and orchestra* by A. Dvořák * Sixth Japanese tour of the SOČR, conductor Vladimír Válek, soloist Nina Kotova (cello). The program featured the works of A. Dvořák, B. Smetana, F. Liszt, J. Sibelius, L. van Beethoven, F. Schubert and C. Saint-Saëns.

Apart from concerts the orchestra has also shown ample recording activity (30 recordings). The excellent cooperation with the Radioservis publishing house also contributed to the growing public awareness of the SOČR qualities. Let us mention at least Dvořák's *Slavonic Dances* or the *Symphonies No. 8* and *No. 9* of the same composer.

Czech Radio Children's Choir

The year 2000 was the year of two important anniversaries for the Czech Radio Children's Choir. In September we celebrated 55 years from the establishment of the CRCC, and in August we commemorated the 90th birthday of our founder, Professor Bohumil Kulínský. Professor Kulínský was the conductor from the very beginning to 1973. During the period of almost thirty years, he created a radio ensemble which made an indelible impression on the radio audiences, and earned great name in the field of Czech musical culture. The choir produced a number of remarkable singers, conductors, composers, actors, directors, and even politicians. The CRCC inspired many Czech composers to create compositions specially for the choir. The present Czech Radio Children's Choir continues in this fine tradition.

The ensemble consists of 70 members of the concert choir, and two preparatory sections. These help the beginners – the smallest children – to become acquainted with the basics of musical science, intonation, rhythm, and orientation in polyphony. The concert section of the CRCC studies new repertoire and regularly records new compositions in the A Studio in Karlín. In the season of 2000, these included the cycle "Ten Poetical Duets" by Petr Eben, composed on the poetry of Vítězslav Nezval, the program "Months" by Jan Hanuš, "Tre Notturmi" by Josef Mysliveček, "Magnificat" by Michael Haydn, "Lullabies" by Petr Eben and W.A. Mozart; an almost forgotten and newly discovered cycle by Jaroslav Křička "A – O – I – E – U, Spring's Here"; "The Moravian Folk Songs" by Otmar Mácha, and the Christmas Pastoral Songs by J. I. Link and J.J. Ryba.

The Concerts from Studio 1, broadcasted live on the station ČRo 3 – Vltava have been received very well and have become a kind of exhibition of the year's work of the concert ensemble. The CRCC also traditionally participates on the Christmas and spring concerts in the Smetana Hall. In July, the best 35 members of the CRCC ČRo participated at the two-week concert tour to the International Youth Festival 2000, which took place at the Barilla Sport School in Bedonia/Italy. The choir had very successful concerts in Parma and Bedonia, and performed several times at the Virgin Mary Celebrations in the vicinity. As always, the choir organized a summer training camp in Paseky nad Jizerou: the members of the choir industriously studied the new choir repertoire. The week spent in a beautiful mountain area provided an ideal opportunity to work individually with each member of the choir, focus on the voice technique, intonation cleanness and a sophisticated interpretation of the new repertoire.

Dr. Blanka Kulínská
Choir Master, CRCC

Dismar Radio Children's Ensemble (DRDS) in the year 2000

The major part of the ensemble's activities in the year 2000 was subdued to two important events: the celebrations of the 65th anniversary of the establishment of DRDS (culminating by the social event in the Pyramida hotel on September 15, 2000), and the implementation of the project Walls of Prague, part of the festival Prague 2000 – European City of Culture.

The anniversary of the establishment of the ensemble was sufficiently presented in the broadcast of ČRo 2 – Praha (in the programs Coffee At Four O'clock, A Guest in the House, Helter-Skelter; a special program was presented in the Holiday Broadcast on

October 28); but also on the station ČRo 1 – Radiožurnál (Microforum, Style). The actual meeting welcomed more than four hundred former members of the DRDS, some guests even came from abroad. On this occasion, the Jan Masaryk Society awarded the Disman Ensemble a prestigious award – “The Jan Masaryk Medal of Honor and Gratitude.”

From March 31 to April 9, the DRDS organized a training camp in France to prepare for the project Walls of Prague. This culminated at the turn of October and November by common workshops, and also by the series of three performances in Prague. We may say that this event has closed a very inspiring ten-years cooperation with the French ensemble Les Mauvaise Herbes from Grenoble.

We have not ignored even the traditional theater repertoire: depending on the interest of organizers both in and outside Prague, we presented the stories and dramas studied in the previous season (Little Swineherd, Midsummer Snow White, Black God and the Israelites, Bumble-Bee). In accordance with the production plan of ČRo 2, we prepared for the individual recordings of radio dramas (children’s stories, plays and dramatized readings). The members and assistants of the ensemble have played a major role in the television and dubbing activities (in Czech Television they hosted, among others, the programs Gi-Ra-Ffe, The Foam of Days).

In May, the company DISKY COMMUNICATIONS published the third work of its publishing project entitled Children’s Songs and Nursery Rhymes (in the course of two years, they have published three MC/CD sets, virtually covering the basic repertoire of traditional Czech nursery rhymes, children’s songs and counting-out rhymes). The ensemble thus systematically returns to the activities from the previous decades, especially to the efforts of its founder Miloslav Disman.

Since October the members of the DRDS have participated in the preparation and production of the afternoon broadcasts of ČRo 2 – Praha; for now, in the Monday edition of the program **The Nest**. Even the youngest children may participate both in the recording of the individual contributions and in live broadcast.

Zdena and Václav Flegl

Directors, Disman Radio Children’s Ensemble

Contests and festivals organized by Czech Radio

Prix Bohemia Radio

The festival of radio production Prix Bohemia Radio represents the most important non-programming activity of the Czech Radio. The festival is an extraordinary annual presentation of the best radio programs not only in the Czech Republic, but even around the globe. Prix Bohemia Radio is an irreplaceable encounter of authors, professional “broadcasters”, listeners, but also the inhabitants and visitors of the town of Poděbrady. Four autumn days spent in the warm embrace of a spa town are a unique experience, accompanied by the feeling of a work well done.

PhDr. Josef Havel

Director, Programming Section

Results of Prix Bohemia Radio 2000

The international festival of original radio production Prix Bohemia Radio 2000 took place on October 2-5, 2000. The panels of judges evaluated the total of 67 programs, and chose the following winners:

Category: **Recording of a live broadcast – an interactive program**

The Prix Bohemia Radio 2000 Award

the panel of judges decided not to award a winning program due to the unacceptable standard of the applying programs.

The honorary Prix Bohemia Radio 2000 award

was awarded to Marcela Antošová from Czech Radio Brno for her program “Rendezvous with the Patron paper seller.”

The panel of judges further decided to give an honorary award to the program “Telesound Archives” of the author Jana Vašatová from Czech Radio 3 – Vltava, for the promotion of classical music in radio broadcast.

Members of the panel of judges, category: **Recording of a live broadcast – an interactive program**

Václav Moravec, chairman

Vlastimil Hankus, Richard Medek, Jaromír Ostrý, Lucie Vopálenská – members

Naděžda Mečířová, secretary

Category: **Literary program**

The Prix Bohemia Radio 2000 honorary award was given to Josef Henke for the direction of the program by Anna Kareninová “Ezra Pound – I Would Like to Write Paradise.”

The Prix Bohemia Radio 2000 Award was given to Hana Kofránková for the direction of the program of Marie Valtrová “Paper Children.”

Members of the panel of judges, category: **Literary program**

Vladimír Karlík, chairman

Jiří Hraše, Hana Krejčová, Eva Lenartová, Věra Štovičková-Heroldová – members

Eva Vovesná, secretary

International category: A Journalistic Program, topic: European Union

The National Prix Bohemia Radio 2000 Award was given to authors: Marta Růžičková and Pavel Krejčí from Czech Radio Hradec Králové for the original text: “Round Table”

The International Prix Bohemia Radio 2000 Award was given to: Hana Pompurová from the Slovak radio station Regina Košice for the original text: “European Union – What We Do and Don’t Know”, Part 1

Members of the panel of judges, international category **Journalistic program**, topic: European Union

Pavel Pecháček, chairman

Eva Chovancová, Monika Pajerová, Jan Petránek, Jefim Fištejn – members

Jana Odvárková, secretary

Concerto Bohemia

In the year 2000 9th year of the contest of the pupils' and students' orchestras titled CONCERTO BOHEMIA took place. The contest was announced by Czech Radio and Czech Television for the string and woodwind ensembles of 12 to 36 players. It has already become a custom to test the applicants in two rounds. In 2000, the total of 27 ensembles applied, fifteen of which were selected by the radio committee, based on listening to their demo recordings. These fifteen orchestras then made their contest recordings. In the ninth year, 386 young musicians recorded 44 pieces.

The official highlight of the 9th year of the radio contest Concerto Bohemia was the **concert of winners**, held on November 18, 2000 in the Spanish Hall of the Prague Castle under the auspices of Mr. Ivo Mathé, the Chancellor of the President of the Czech Republic. As usually it was held on the important occasion of the Day of the Students' Fight for Freedom and Democracy on November 17. The performance of the eight best contestants was broadcasted live by Czech Radio 3 – Vltava, and Czech Television, in cooperation with the Prague Castle Administration. In the representative hall, the audience heard the Pupils' String Orchestra from Police nad Metují, conducted by Ladislav Michal; the Woodwind Ensemble of the Elementary School of Fine Arts from Náchod, conducted by Jaroslav Vlček; The Chamber Orchestra of the Elementary School of Fine Arts from Hodonín, conducted by David Herzán; Students' Orchestra of the Václav Kálík ESFA from Opava, conducted by Naďa Hanousková, The Orchestra of Woodwind Instruments from the Prague Conservatory, led by the art director Prof. Jiří Stárek, and the conductor Jaroslav Vodňanský; The Chamber String Orchestra of the Jan Neruda Grammar School in Prague, conducted by Jiří Kubík and Tomáš Hála; The Woodwind Harmony of the Janáček Conservatory in Ostrava; and the absolute winner of the 9th year of the contest in 2000, the Student's Chamber Orchestra of the Vilém Petrželka ESFA, conducted by Věra Mazurková.

At the concert in the Spanish Hall, the above mentioned orchestras presented the compositions of famous authors, such as Pavel Josef Vejvanovský, Béla Bartók, or Leoš Janáček. However, they presented especially the works of 20th century authors (Celba, Zeman, Dřízga, Teml, Smutný, Jelínek, Kajstura), performed with an extraordinary zeal and enthusiasm. The highly spontaneous atmosphere of the concert was supported by the participation of important personalities, interviewed by the host of the evening, journalist Jiří Vejvoda: the President's Chancellor Ivo Mathé; dr. Václav Čapek, programming director of the Czech Television; Dr. Blanka Stárková, editor-in-chief of Czech Radio 3 – Vltava; and the always witty and well-prepared speaker and patron of the contest, Professor Ilja Hurník. Present were also the representatives of generous sponsors: Czech-Austrian Insurance Company, Moravian-Silesian Leoš Janáček Foundation, Czech Musical Archives and the OSA Foundation. In the live broadcast of the concert, the composer Ilja Hurník appreciated the importance of the contest for the motivation of young musicians, the promotion of music in general, and its influence on the cultural standards in society. The concert of the best pupils' and students' orchestras from the Czech Republic met with a spontaneous applause of the audience in the Spanish Hall, as well as the television viewers and radio listeners.

Stanislava Střelcová

The panels of judges of the contest Concerto Bohemia 2000, led by the honorary chairman, prof. Ilja Hurník, with members Karel Dospiva, Karel Bělohoubek, and Jaroslav Zeman (for woodwind ensembles); and Ilja Hurník, Miloslav Bubeníček, and Jiří Smutný (for string ensembles) chose the following winners in the individual categories“

I. category: String orchestras for 13 – 36 players

A/ Conservatories

Chamber String Orchestra of the Students of the Jan Neruda Grammar School in Prague

(Conductors Jiří Kubík, Tomáš Hála)

Opava Student's Orchestra

(conductor Naďa Hanousková)

České Budějovice Conservatory

(conductor Jaroslav Vodňanský)

B/ Elementary Schools of Fine Arts, students under 25 years

Student's Chamber Orchestra of the Vilém Petrželka ESFA – Ostrava

(conductor Věra Mazurková)

Chamber Orchestra of the ESFA Hodonín

(conductor David Herzán)

Primavera – String Orchestra, ESFA Hradec Králové

(conductor Jaromír Křováček)

The following orchestras, without rank, also participated in the contest:

Prague Students' Orchestra (conductor Tomáš Hanák); Campanella – String Ensemble of the ESFA Most (conductor Zdeněk Hasil); The Pupils' String Orchestra of the ESFA Břeclav (conductor Josef Kornfeil).

C/ Elementary Schools of Fine Arts, students under 16 years

The Pupils' String Orchestra – Police nad Metují

(conductor Ladislav Michal)

Category II: Woodwind Orchestras for 13 – 36 players

A/ Conservatories

The Woodwind Harmony of the Janáček Conservatory in Ostrava

(conductor Karel Bria)

The Prague Conservatory Woodwind Orchestra

(conductor Jaroslav Vodňanský)

B/ Elementary Schools of Fine Arts, students under 25 years

The Woodwind Orchestra of the ESFA in Náchod

(conductor Jaroslav Vlček)

The Youth Woodwind Orchestra of the ESFA in Vlašim

(conductor Ludvík Merta)

The Woodwind Orchestra of the ESFA in Vimperk

(conductor Petr Staněk)

C/ Elementary Schools of Fine Arts, students under 16 years

no ensemble qualified

The absolute winner of the contest Concerto Bohemia 2000 became the **Students' Chamber Orchestra of the Vilém Petrželka ESFA in Ostrava**, conducted by Věra Mazurková.

The **honorary award** of the panel of judges was given to the string orchestra Primavera of the Elementary School of Fine Arts in Hradec Králové, conducted by Jaromír Křováček.

Concertino Praga

The 35th year of the International Contest Concertino Praga was attended by 24 government and public service radio institutions. 47 contestants from twenty countries of Europe, Asia, Australia and North America pitted their strength against each other in playing piano, violin and cello. In all three categories, the panel of judges decided to award shared awards. The absolute winner (with the highest number of points) of the Helena Karásková Award (founder of the contest) became Ralf-Andreas Stürzinger (1985, cello; nominated by: ARD/BR, contest recordings made by WDR, Germany). All three Czech contestants (winners of the National Czech Republic Contest Concertino Praga 2000) received honorary awards: Veronika Böhmová (1985, piano), David Pokorný (1985, violin), and Tomáš Jamník (1985, cello).

(I suggest supplementing 2 photos here: "Absolute winner", with a caption; "CP 2000, International Panel of Judges", with a caption)

Participation of ČRo at international events

The main activity of the international department was the cooperation with the European Broadcasting Union, and the foreign radio stations, especially in the field of program exchange. The international department organized a number of international events in the Czech Republic, and organized the participation of Czech Radio at contests, festival and events abroad.

Presentation of Czech music abroad

For the Euroradio Concert Season 1999-2000, we have organized the concert of baroque music for organ and clavichord in the Mirror Hall of the Klementinum, featuring the soloist Jaroslav Tůma, on January 1, 2000. As part of the Special Euroradio Day, dedicated to the topic "Bach And His Age" (March 26, 2000), we presented the concert of the mezzo-soprano Magdalena Kožená, and the ensemble Musica Florea. The program featured the works of J.S. Bach and his Czech contemporary, J.D. Zelenka.

On June 23, 2000, we presented a live broadcast from Studio 1: the concert of the Emil Viklický Trio and their guests, Z. Lapčiková and S. Hooben, as part of the Euroradio Jazz Season. The concert also became a part of the program of the European Days of Radio, organized by the EBU.

For the Euroradio Summer Festival 2000, we produced live coverage of the opening concert of the first year of the festival "Antonín Dvořák and his Prague". For the Euroradio 200/2001 concert season, we have organized a recital of the Vihan Quartet (November 13, 2000), featuring a program of the works of A. Dvořák and L. Janáček). The broadcast from Rudolfinum was adopted by 29 foreign radio stations. The concert became the most popular program provided by Czech Radio for the Euroradio network in the year 2000.

An extraordinary event was the organization of the performance of the European Youth Jazz Orchestra, as part of their European tour "Swinging Europe 2000", in the National House at Vinohrady on July 23, 2000.

The largest part of the musical program exchange was implemented within the free offer system of the Euroradio.

We offered the concert seasons of the Czech Radio Symphony Orchestra 1999/2000 and 2000/2001 as entire program cycles. The offer of the program from Concertino Praga also included the concert of winners in the Rudolfinum, the closing concert of the South Bohemian Festival, and the selection of the best performances of the individual contestants at the South Bohemian Festival.

The program collection IMF Prague Spring 2000 included the offer of nine festival concerts. We also offered three concerts from the Bohuslav Martinů Festival 99, seven concerts from the music festival Concertus Moraviae 99, three concerts from the International Music Festival Prague Autumn 99, and seven concerts from the International Music Festival Český Krumlov 1999. The international department also participated in the preparation of a week of broadcast of the Danish Radio from the IMF Český Krumlov 2000. The everyday live coverage was an important promotion of the festival and the entire region.

In the course of the year, we offered concerts from the First International Romany Music Festival Khamoro 1999; concerts of the Prague Chamber Orchestra; The Olomouc Organ Festival; Big Band Radio Praha; Talich Chamber Orchestra, featuring a Japanese violinist R. Watanabe; the concert of the SOČR at the Ema Destinn Festival, featuring the soloist M. Fukačová; the collection of studio recordings of the American saxophone player B. Golbin and the E. Viklický Trio; recording of the European premiere of a composition by Wynton Marsalis "All Rise" (Czech Philharmonic Orchestra, Lincoln Jazz Center

Orchestra, Morgan State University Choir, conducted by V. Válek); and the performance of the Morgan State University Choir in the St. Vitus cathedral, as part of the festival The Strings of Autumn; and three concerts of the festival "Days of Týn Organ."

In cooperation with the Slovak Radio, we organized two castle concerts. On the Pezinok castle performed the Apollon Quartet from Prague (June 22); at the concert in Mikulov (September 14) performed the ensemble Societa Rigata from Slovakia.

On April 19 in Bratislava performed the Czech Radio Big Band, conducted by F. Slováček, featuring the soloists K. Hála, Jan Jirucha, and Bára Lišková. The Gustav Brom Big Band, conducted by Vlado Valovič and featuring the soloist Berco Balogh, performed in the National House at Vinohrady on November 2, as part of the Third Swing Festival.

In total, we have provided 64,896 minutes of Czech music abroad. The greatest interest came from Germany, Denmark, Finland, Australia, Norway, Canada, Romania, Lithuania, Switzerland, the USA, Spain, Hungary, and Belgium.

International musical exchange – import

We have obtained foreign music from the offers of the Concert Season (30 concerts), Opera Season (33 operas), and Jazz season (9 concerts); Special Days, EURORADIO Summer Festivals (220 concerts); the Nordic-Baltic night; and the live broadcast from the New York Metropolitan Opera (21 opera performances). From the total of 62 ordered concerts, the station Vltava broadcast 43 live concerts and 19 concert recordings.

Apart from that, the department of classical music ordered from the so-called "pink offers" of the EBU a large number of concerts, as well as the department of alternative musical genres of the station Vltava, and the music department of Radiožurnál.

From the selection of the CD's of the RFI (Radio France International), we received 122 titles in 2000.

In total, Czech Radio obtained 50,740 minutes of foreign music for its broadcast. The most music was ordered from Germany, France, The Netherlands, the USA, Romania, Poland, Great Britain, Austria, Switzerland, Spain, Belgium, and Slovakia).

Other projects

In January, the international department organized the program of the visit of a Romanian delegation, making in Prague the program "Prague, European City of Culture 2000." We have organized for the interview with the prominent personalities of the Czech cultural and political life, and the representatives of Czech Radio.

On April 9-14, the 26th EBU Feature Conference was held at the Czech Embassy in Berlin, organized jointly by Czech Radio, Deutschland Radio Berlin, and Sender Freies Berlin.

Delegates from twenty countries participated at the conference. Czech Radio was represented by PhDr. Zdeněk Bouček, Jitka Škápíková, PhDr. Hana Krejčová, and Lenka Svobodová.

On May 18, 2000 on the occasion of the official visit of President Vaclav Havel in Bucharest, Czech and Romanian radio signed the "Contract of Cooperation". The general manager, Ing. Václav Kasík, signed the contract on behalf of Czech Radio.

Financial meeting of the EBU (September 6-10, 2000, Prague)

The meeting was organized by Czech Television, with the cooperation of Czech Radio.

International Contests and Festivals

PRIX ITALIA

The Prix Italia international contest was held in Bologna and Rimini on September 16-23, 2000.

Czech Radio presented four contributions in the Radio section, and one contribution in the Multimedia section:

Radio section, category Musical program:

A Little May paradise – Olga Jeřábková, Studio Brno

Have You Heard...? – Jana Knapová, Leoš Kosek, Veronika Rezková, Prague

category Documentaries:

Love Never Ends – Zdeněk Bouček, Jitka Škápíková, Vltava

Odd Man Out – Andrea Jurášková, Tomáš Sedláček, Studio Brno

category Web portals:

Radio Praha – website <http://www.radio.cz>

PRIX EUROPA

Czech Radio was represented by three programs at the international contest Prix Europa:
category Documentary:

In Prison, I Didn't Turn to God But to a Triangle – Gabriela Palyová, Jitka Škápíková, Vltava

category Drama:

Water of Days – Roman Císař, Ivan Chrz, Vltava

category Journalism:

The Great Pardubice Steeple Chase – Marek Janáč, Radiožurnál

Deutsche Welle World Music Award

Czech Radio participated with the program of Libor Trejdl and Petr Dorůžka – Music from the Wild Frontier: Iva Bittová & her Moravian Roots, Radio Praha.

International Forum of Young Performers 2000/Lisbon

Nominated were the oboe player D. Wichterlová, and the piano player J. Jiraský. The latter acceded to the final round and presented his solo recital in Lisbon (October 19, 2000).

The UNESCO International Composers' Tribune (June 2000, Amsterdam)

We presented here the compositions of young Czech authors K. Mařatka, M. Hybler, and M. Marek.

The UNESCO International Tribune for Electro-Acoustic Music (Madrid, October 2000)

To participate at the contest exhibition, we selected the following sound programs: Aranea (R. Růžička), and Mofetti (R. Rejšek).

Cardiff – Singer of the World

Nominated was a young mezzo-soprano Karla Bitnarová.

U.R.T.I. (International Radio and Television University)

For this contest, organized this time by Hungarian Radio, the station Vltava presented the program Mystery of Sky by Vlado Rusek.

Euroradio Big Band

On May 26-28, 2000, the Norwegian city of Bergen held a concert of Euroradio Big Band, conducted by Lars Erik Gudim. Czech Radio was represented by the flutist Jaroslav Šolc. The concert was broadcasted live as part of the Euroradio Jazz Season on May 26, 2000.

The 21st International Festival of Traditional and Folk Music (June 6 – July 2)

Czech Radio was the co-organizer of the festival, together with the Wallachian Open-Air Museum in Rožnov pod Radhoštěm. Total of 14 foreign groups from thirteen world countries participated at the festival; namely, groups from Australia, Belgium, Denmark, Finland, Croatia, Hungary, Germany (2 ensembles), Norway, Poland, Slovenia, Slovakia, Spain, and Switzerland. Czech Radio was represented by Tomáš Kočko and his orchestra; and the group Hradišťan with its principal Jiří Pavlica.

PRIX BOHEMIA RADIO (October 2-5, Poděbrady)

Last year, Czech Radio received 6 program contributions in the international category. In this category, the PRIX BOHEMIA RADIO Award was given to Hana Pompurová from Slovak Radio/studio Regina Košice, for her program "European Union – What We Know About It." The foreign guests present were from Slovakia.

PRIX EX AEQUO Bratislava (November 6-11, 2000)

The station Praha sent their children's story *The Golden Secret* to The International Contest of Radio Production for Children and Youth. In the panel of judges of the international category, Czech Radio was represented by Mr. Vladimír Gromov, and the participating delegates were PhDr. Václava Ledvinková, and PhDr. Jarmila Konrádová.

Technical Support and Studios

Based on the document of the EBU, "The Code of Mutual Help", Czech Radio provided a continuous technical support and studio facilities for foreign reporters.

Sports

For the entire year, the international department provided technical support, commenting posts, international or temporary phone lines, accreditation for Czech Radio reporters abroad, and the same for sports reporters from the foreign radio stations in the Czech Republic. 19 foreign reporters have come to comment upon 12 sports events in the Czech Republic. The Czech Radio reporters (total of 33) participated at 29 sports events abroad.

Mgr. Jarmila Kopečková
Manager of the International

Department

Archive and Program Files in the year 2000

For the Archive and Program Files, the year 2000 was important mainly due to the completion of the new ČRo Studio Building in Římská street: together with studios and other technical support, it also contains specially constructed air-conditioned depositories for the Archive files and collections, the Music archives, Sound archives, Records archives, and the Library.

The actual transfer of the largest section of ČRo (more than 12,000 regular meters, over 500 tons of documents) was preceded by thorough preparations, including the reconstruction of the files. The transfer took place from May 2 to July 4, and was completed two months ahead of the planned deadline. The following months were spent by the APF employees by completion works – cleaning, organization of depositories, adjustment of activities to new conditions, training for the work with new technologies, creation of new functional links, etc.

The new Studio Building provides universal care for the physical state of the archived files and collections. One of the special departments of the APF is the disinfecting chamber, provided with an effective de-dusting box and a mobile fume hood for chemical cleaning. The department could be compared to a kind of "quarantine," mandatory for each new item in the files and collections.

Recent acquisitions

The total acquisitions into the files and collections from both inner and outer sources have been lower compared to the preceding years. The main cause of this state was the transfer, because of which we intentionally limited the influx of documents into the Archives; for the subsequent six months, our technicians had to work in temporary conditions, so that they could only manage the requirements for the loans of programs. A positive phenomenon in the acquisition of sound archives is the growing share of digital media (approximately 70 percent).

Processing and Accessibility

At its ten meetings, the selection and shredding committee for sound documents discussed 177 deletion orders and 95 transfers to the Archives. We have shredded a total of more than 32,000 documents. In the course of the year, there have been five shredding proceedings: in Prague, in the Archives, in the Brno studios, in Pilsen and Ústí nad Labem.

We have added over 80,000 new records in the databases; continuously updated existing records and completed the card files of the Main Catalog in the Research Room on the third floor. For the needs of the ČRo program specialists, the Archives produced an Intranet menu of sound documents concerning the anniversaries of the individual months. The Record archives provided every month information bulletins of newly filed CD's to 57 reporters via the e-mail. The Library pages in the Intranet were also frequently visited.

The Documentation section prepared a finalized version of the Calendarium for the year 2001, and prepared the Radio Echoes daily.

Using of the collections

The files and collections serve the programming and administrative needs and promotion of ČRo, study purposes of the ČRo and the public, and commercial purposes. A substantial improvement in the standard of services was the opening of a research room on the ground floor of the new building in Římská street.

The APF have loaned out almost 100,000 sound and written documents, music notes and books, and prepared pictures for the Radio windows on the anniversary of the Prague uprising and the August of 1968. They have played an important role in the preparation of a film documentary on ČRo. For the undertaking Barricade 1945, reconstructing the events of May 1945, the APF provided the selection of authentic sound documents. For the Open Door Day, the APF have loaned out historical panels; for the exhibition on the 100th anniversary of the birthday of Hugo Haas, organized with the help of ČRo, the APF prepared a selection of sound documents. The archive research room offered its services to 50 outside researchers and 78 reporters of ČRo. The APF employees prepared approximately 500 literature searches, and answered tens of thousands of questions.

New Technologies

In the course of the year, we implemented the new Relief software and converted the data already recorded in the Library. The software had been installed at the end of 1999, and the conversion was successfully completed at the end of the year 2000. In the first half of the year, we have made the transfer to the AIS 2.0. The transfer of the Archives and its connection to the computer network enabled the recording of data directly in the AIS. The documentation section tested for the period of three months freely loaned new software products of the company TOVEK, for visual analysis and the presentation of textual information Analyst's Notebook, and the programs for the creation and finding data in the DB Tovek Tools, or Tovek Agent by TOVEK. In connection with the launching of broadcast from the Studio Building in November, the Archives started using the DALET system for their work.

When evaluating the year 2000, it is necessary to take into consideration the fact that it was utterly extraordinary for the APF. The entire second quarter was affected by the transfer. That the APF have succeeded to function properly and honorably even during this unusual activity may be proven by the fact that the transfer was made without any complications or visible losses, with minimal cutting-down of operations, and ended well ahead of the deadline. The treatment of the files, their relocation and ensuring the subsequent care for their physical state required substantial financial funds. This is also a proof that Czech Radio is an institution which takes good care of the cultural heritage of the past, and strives to preserve it for the future generations.

Eva Ješutová
Manager, APF

SRT

Association for Radio Production

Let me present a short list of the association's (or the "art world's") activities: all events are aimed at the promotion of radio production and its innovative tendencies, radio theory and criticism including the history of this media, and document publishing activities. In practice, this includes the organization of workshops, exhibitions, meetings, discussions, creative workshops, acknowledgement of major creative events, and cooperation with other creative organizations within the Council of Art Societies, etc.

One of the first events of the year 2000 was a spring workshop, traditionally organized in cooperation with the Department of Journalism of the Faculty of Social Sciences of the Charles University, titled What's Our Listener Going To Be Like? It was designed mainly for the present young and youngest radio listeners. To acquaint other interested persons and expert public with the lectures of PhDr. Josef Maršík, CSc., and PhDr. Josef Kleibl, we have published them in the "Collection of the SRT Creative Events in 2000."

We suggested our colleague from the literary department of ČRo 3 – Vltava, poet and translator Pavel Šrut, for the award of the Czech Literary Fund Foundation for the best radio original production. In June, Pavel Šrut actually received the award for the children's program "The Island Where Violins Grow."

At the beginning of June, we hold regularly the literary exhibition ASSESSMENT. It took place on June 7-9 in Poděbrady. The chairman of SRT wrote about it in The Wave: "Assessment is a good event. This was already the eighth time it participants had the opportunity to say this; after a two-and-a-half day marathon of listening to, discussing, criticizing, praising and pulling to pieces nineteen literary programs, prepared in both in regional studios and in nation-wide stations. Again it showed that the strongest point of ASSESSMENT is its non-competitive character. The participants therefore do not have to apply with "sure winners," but may test through the reactions of similarly affected colleagues whether their new productions head in the right direction, or on the contrary, stand in a blind alley."

The interest in this professional workshop is ever growing, same as in the case of the second exhibition, organized by our association – REPORT. The ninth year of REPORT with the date 2000 took place in Nová Rábyně on November 8-11. The participants competed in three journalistic and reporting categories. There was an already traditional group of participants, completed moreover by the unusually strong participation of the JAMU students from Brno, the Department of Journalism from the Faculty of Social Sciences of Charles University, the Czech Radio young reporters' creative group, and also from some regions who have been reluctant to apply until now. We may say, somewhat immodestly, that thanks to this organizationally and financially demanding event (it is necessary to obtain at least three grants in the total sum of 80,000 CZK, plus the awards), the radio managed to refresh and innovate its broadcast both on the nation-wide and regional level. The meeting and contest are also an irreplaceable professional and creative refinement of opinions, and an informal creative link between Prague and the regions. We always coordinate the contents of the competition with the categories of Prix Bohemia Radio, of which REPORT is a suitable complementary event. This was also appreciated by the Director of the Programming Section, PhDr. Josef Havel, at the distribution of awards. It is a pity, though, that in some categories the number of interested applicants exceeds the time capacity of the event.

The association traditionally cooperated at the preparation of a professional workshop for the Prix Bohemia Radio 2000, focusing on the theme "Dual system of radio broadcasting in the Czech Republic." Over eighty participants confirmed the interest of radio broadcasters and guests in expanding their horizons way beyond the frontiers of ordinary everyday thinking. The workshop was accompanied by the publishing of a special issue of Radio World; the presentations delivered at the workshop were published in the following issue. In this connection I would also like to mention the important role of the members of the association in the publishing of this bulletin. In 2000, three issues of Radio World were published (No. 2-4). Libraries, schools and numerous radio professionals consider it to be a unique source of professional information, and prove it, among other things, by a large number of appreciative letters.

Our activities also include the WORKSHOPS – regular listening meetings of authors and editors of journalistic and documentary programs. They take place once every three months. We have organized two workshops for the students of JAMU, DAMU, and the Department of Journalism of the FSC CU, focused on establishing contacts with young promising authors and their education. The last "listening" Workshop took place on November 28, 2000. It discussed the results of the international contests PRIX EUROPA and PRIX ITALIA. The need for such meetings has been proved by the participation of fifty radio professionals, students and external specialists, and also by the request to repeat this listening session. In September we have launched the activities of the Center of Young Authors (CMA), which then took over the organization of these events. The leaders of the Center are the members of the Association for Radio Production.

Among all those who help to organize these voluntary activities, I would like to mention at least several names of the members of our association: Spring Workshop: Mgr.

Jiří Hraše, ASSESSMENT: Jan Halas, Jiří Hubička, Markéta Jahodová; workshop on Prix Bohemia Radio: Mgr. Jiří Hraše, Jan Halas; REPORT: PhDr. Zdeněk Bouček, Mgr. Jiří Hraše; WORKSHOPS: Mgr. Jitka Škápíková; Radio World: PhDr. Zdeněk Bouček, chair of the editorial board, Mgr. Jiří Hraše, PhDr. Bohuslava Kolářová, PhDr. Václav Moravec, and many others. The overall organization is provided by Bohuslava Kolářová, in cooperation with the members of the executive committee of the regional SRT – Miroslav Buriánek from Pilsen, Pavel Krejčí from Hradec Králové, and Aleš Vrzák from České Budějovice.

It is a pleasant duty to express our thanks to the management of Czech Radio, which provides to us, as part of the contract of cooperation, technical and other support of our events, and the organization of Workshops (grant of the general manager of ČRo). Further thanks are due to the Ministry of Culture of the Czech Republic, division of mass media; the Czech Literary Fund Foundation; and Radioservis, a.s., without whose grants and support our association could not carry out its activities, since our only financial means come from our membership fees. We are lucky that all the above mentioned institutions consider our work inspiring and useful.

Bohuslava Kolářová

member of the executive committee

IV. PROMOTION

The main strategic goal of the Marketing Department in 2000 was the communication of the Czech Radio brand image. The media campaign that took place in spring and summer presented Czech Radio as an objective, public service institution with long tradition, open to new ideas and ready to fulfill the public service mission. The campaign introduced a new positioning slogan “Czech Radio – a truly Czech radio” and presented the whole spectrum of individual programme channel of Czech Radio.

This nation-wide radio campaign has been complemented by the campaigns of individual Czech Radio stations. For example, in 2000 we introduced a new positioning slogan for ČRo 1 – Radiožurnál “With you every day” which brings the programme nearer to the audience and its everyday needs.

All Czech Radio programme channels as well as the individual significant events were promoted continually throughout the year 2000 both in the media and by PR activities.

In accordance with its tradition, Czech Radio has been a media partner to a number of influential institutions and substantial events. We have negotiated with more than 200 partner, including National Museum, National Theatre, State Opera, Olympic Games, Paralympic Games, International Fair BookWorld, festival Prague Spring, Prague Autumn and Dance Prague, International Film Festival for Children and Youth in Zlín, Prague – European City of Culture 200 and many other. Media cooperation, an important form of communication, brought Czech Radio not only the publicity as a result of valuable and beneficial projects but also interesting material for the broadcasted programmes.

We pay great attention to direct interaction with our audience. More than 60 000 letters were delivered to Czech Radio last year, the amount of email comments grows steadily as well. Some 6 000 listeners called the Listeners’ Review with their comments and questions.

An interesting event in the area of corporate design was the creative interpretation

of the Czech Radio logo. The concept of live logo, i.e. of waves formed by people, has become the major motive of nation-wide radio campaign "A truly Czech radio." To improve the visual communication, new logos were introduced for ČRo 1 –Radiožurnál, Green Wave and Green Angels, Vltava Club and for the Czech Radio Big Band in 2000.

In 2000 the Marketing Department published 12 issues of the internal monthly "Waves", the Annual Report in two language versions, 2 issues of a study text the Radio World, a brochure "Studio House" and other printed materials including 5 issues of the Prix Bohemia Radio Festival News.

The Czech Radio Marketing Department organized a range of events in 2000, both for the audience and for the employees. The most important ones include:

- A concert for blood donors – 3/24 in cooperation with the Municipal House and SOCR
- Gala/Ceremonial meeting at the occasion of the completion of the Římská construction
- Ceremonial opening of the Římská building attended by VIP "Birthday present" – 5/18
- Children's' Day with ČRo and MO Prague 3, 6/2/2000 at Jiřího z Poděbrad Square
- Cooperation on the presentation of ČRo at the fair BookWorld
- Prix Bohemia Radio – organization of accompanying programmes (2 x for children, 3 x for the youth, continually for adults). Organization of an expert workshop at PBR on the topic "10 years of the Dual System of Broadcasting in CR"
- Collection of toys for handicapped children from children's homes in cooperation with company Tango Havlíčkův Brod (12/7 – 12/15)
- Bethlehem light, in the ČRo buildings there was an opportunity to light the candle by the light brought from Bethlehem
- Open house in the building of ČRo in Prague, 11/25, a total of 2 700 visitors
- Open house in ČRo 1 – Radiožurnál – Newsroom, 11/3
- Excursion in Czech and English, a total of 967 visitors, the route along the old building by the end of September, since October at the new premises as well.
- Donate your blood 4x (3/8, 6/7, 9/13), almost 2000 donors in Prague
- Summer competition Six of One and Half a Dozen of the Other – support to regional broadcasting, a total of 1057 participants, more than a quarter of them visited all buildings of Czech Radio
- A competition about the most beautiful Christmas decoration, December 2000
- Participation on the creation of a documentary about ČRo, film shot in cooperation with Czech Television (first night 1/8/2001)
- Cooperation with ČRo 7 – Radio Prague on the promotion of a competition Where I Call Home On the Network
- Meeting of employees in Římská building – presentation of the new

building

- Annual meeting of employees and the prize awards on 12/8 in the U Hasičů Theatre

Ing Karel Zýka

Marketing Department manager

V. RATINGS AND AUDIENCE OF CZECH RADIO

In 2000, in the population group 12 –79 years of age, on which a continual media research MEDIA PROJECT concentrates, 2.2 million of listeners listened to at least one Czech Radio station on average day. This represents 26% of the population and more than 1/3 of the overall number of radio audience in the above-mentioned age group. Some of the Czech Radio stations, either nation-wide or regional one, was the most often listened-to radio station for 2.3 million listeners. Less frequent listeners of the Czech Radio in the average week rate to three million four hundred thousand, which represents almost 40% of the monitored population. The share of the Czech Radio on the radio market was 27.4% this year, 20.9% for the nation-wide and 6.5% for the regional ČRo stations. For the results of the ČRo according to individual stations in 2000 see the table below:

	Ratings last week		Ratings yesterday		Market share
	No. thous.	In % of popul.	No. thous.	In % of popul.	%
ČRo nation-wide stations					
ČRo 1 – Radiožurnál	1868	21.8	1196.9	14	13.8
ČRo 2 – Praha	795.3	9.3	483.5	5.6	5.9
ČRo 3 – Vltava	168.6	2	70.6	0.8	0.8
ČRo 6 / Radio Free Europe	153.2	1.8	64.3	0.8	0.5
ČRo regional stations					Market share)
ČRo Brno	168.6	2	90.6	1.1	4.8
ČRo České Budějovice	161.7	1.9	119.7	1.4	17.2

ČRo Hradec Králové	123	1.4	65.1	0.8	7.6
ČRo Olomouc	68.7	0.8	35.9	0.4	1.7
ČRo Ostrava	103.2	1.2	49.4	0.6	2.9
ČRo Plzeň	115.6	1.3	75.5	0.9	12
ČRo Ústí nad Labem	94.4	1.1	45.4	0.5	4.6
ČRo – Regina Praha	86.6	1	41.5	0.5	2.7

* Market share in the target region

ČRo 1 – Radiožurnál has remained the best rated Czech radio station. Other nation-wide stations, ČRo 2 –Praha, ČRo 3 – Vltava and ČRo 6 / Radio Free Europe remained on the same position as in 1999. Their common problem is the concentration on a higher age groups of the audience and low reach of younger listeners. The best of the regional stations was, as usually, ČRo České Budějovice.

The changes of the ratings of the public service radio which occurred during the year reflect apart from specific elements of changes of the radio environment some general trends as well. In 2000 there was a decrease of the overall number of radio audience. This tendency was already observed some time ago and it can be perceived in relation to the strengthening of the role of new media in society. The position of Czech Radio within the Czech radio environment has remained relatively stable. Nevertheless, the pressure of the private broadcasting characterized by high dynamics and by will to meet the demands of the broadest taste of the audience has resulted in moderate but steady outflow of interest in traditional radio forms. There are some positive changes in the audience success of the regional broadcasting of the public service radio. A strong element of the success is the professional quality and width of the journalism and news. The main problem of the public service radio is still the identification of the method of communication with younger audience for which the principal element of the radio communication is the ratio and the character of the musical programme of the stations. In this direction the search for the conceptual solution is still ahead of us.

PhDr. Václav Hradecký

Manager of the Communication Section

Data: MEDIA PROJECT SKMO 1.1 – 12/17/2000

VI. ECONOMIC AND COMMERCIAL ACTIVITIES

Czech Radio Finances in 2000

The year 2000 was a demanding one in which it had been necessary to ensure financial coverage of all activities of Czech Radio while preserving the level of concessionary fees. It was a very demanding year from the investments point of view as well. As for constructions, the studio building was completed, and during the year, technologies were installed with the intention to start broadcasting in the last quarter. The finances of the institution may be evaluated positively, for in the course of the year, we have succeeded to cover all justifiable needs of the individual stations and related service processes. The profit gained also ensures necessary resources for further investment development.

We have maintained the principle of a balanced budget as the basic economic instrument of management. The Czech Radio Council approved the 2000 budget in December of the previous year. In the process of its formation, it was necessary to look for new ways of managing resources so that unfavorable influences of external economic processes could be eliminated. At the same time, the Economic Management Rules were modified with the aim to form an economic environment leading to bringing to light of internal reserves and directing of resources in the direction needed.

The year 2000 is associated with a modified concept of approach to investment construction. We have replaced the long-term rigid concept by the so-called rolling plan. For the given year, the approval of an exact plan for 2000 was achieved, as well as the elaboration of outlines for the next two years as a base for the further planning process. The year was relatively demanding for drawing of sources of investment nature. The goal was to finish and introduce into operation the largest investment of the past years - the new studio building in Římská Street. Last autumn, we introduced to the public new broadcasting workplaces of a highly progressive architectural solution. Besides this important action, it was necessary to resolve the most burning problems of regional stations. At the same time, we have continued a long-term process of replacement and installation of new broadcasting technology within the whole Czech Radio institution with the aim of fast, purposeful, and quality usage of information within the institution.

Introduction of the medium-term horizon in the planning of investment activities has been accompanied since the last year also by consistent planning of the resources needed. Disastrous consequences of the megalomaniac construction of the Pankrác broadcast center called for the need to build new broadcasting departments, the realization of which had been achieved in the past year. However, they also made Czech Radio face the inevitable repair and reconstruction of the historical building on the Vinohradská Avenue, associated today inherently with existence of the public-legal Czech Radio institution. Substantial part of resources gained from the sale of the Pankrác construction site was hoarded as the reconstruction resource.

Since we have mentioned introduction into operation of the new studio building, it should be remarked here that maintenance of its operation is connected with increased demands on employees working with the broadcast equipment as well as those ensuring failure-free function of the building. The course of the year 2000 was not too smooth but that was given by concomitant child ills of every such new object. At the end of the year, we were already able to state that many complex mechanisms had been mastered to such an extent that the start of the subsequent year was devoted mainly to improvements of

operational and working conditions.

License Fees

The main and definitely most significant source of the Czech Radio income still comes from the license fees. They accounted for 83 % of total income in the year evaluated. The year 2000 confirmed the formerly observed gradual, but unfortunately continuous decline not only of the fees collected, but especially in the number of licensees. In the past year, we collected 17.4 million CZK less than the year before. The collecting charge of fees paid to the Česká pošta (Czech Postal Service) shows the decline of the average yearly number of licensees by more than 100,000. The average value is in fact a slightly more favorable indicator, as for us the essential factor is the current number of licensees at the end of 2000. The possible solution of the adverse situation could be the proposed amendment of the law on fees, containing provisions concerning the licensees duties and possibilities of their checking.

Here it is appropriate to state that the fact that besides using the services of the Czech Postal Service, it would be possible to collect the fees directly, which would without question contribute to the improvement of collecting concessionary fees. In the case of legal entities, this may represent a direct saving. The transfer of money from the contributor's bank to the Czech Radio account would be shortened without using a mediator, and payment of the so-called collecting charge to Czech Postal Service for its services would be eliminated. In the case of physical persons, this would mean the possibility of free selection of the payment method. Introduction of the duty to record the deregistering of broadcast receivers by their reasons for their canceling of services would surely contribute to the improvement of the morale of the concessionaries.

All these regulations are conditioned by the existence of a good record-keeping system of contributors. In 2000, we have made another step toward the improvement of system quality. This step is represented by the achievement of strong success in the area of exacting fees due. Thanks to this, the input of financial means is not fully adequate to the decline of the number of contributors. However, this is rather a short-term trend, the favorable impact of which will no more be apparent in 2001. When exacting the fees due in the past year, we applied a combined method of direct exacting and of cooperation with a specialized firm. Future possibilities are being negotiated, in case a path to direct collection of fees would open.

Basic Preliminary Result of the Czech Radio Economic Management

	Budget	Drawing	Difference	Fulfilment in %
Total costs	1 646 739	1 565 785	80 954	95,1
Total revenues	1 646 739	1 698 997	52 258	103,2
Economic result	0	133 212	133 212	-----

Development of Costs Drawing and Revenues Creation in Comparison of 2000/1999 (in %)

External	Total
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Costs decline	53,8	55,3
Revenues decline	84,3	85,4

Development of Costs

	Budget	Drawing	Difference	Fulfilment in %
Broadcasting costs	358 413	322 666	-35 747	90,0
CP charges for collection fees	107 000	99 638	-7 362	93,1
Fees and charges to organization	50 719	55 573	4 854	109,6
Reporting of agencies	17 739	17 611	-128	99,3
Recording material	6 910	4 348	-2 562	62,9
Other material	23 812	23 559	-253	98,9
Services	153 456	176 906	23 450	115,3
Energy	17 120	12 795	-4 325	74,7
Repairs and maintenance	10 568	12 475	1 907	118,0
Travel fees	22 736	20 838	-1 898	91,7
Total personal costs	532 389	525 737	-6 652	98,8
Depreciation	140 175	104 127	-36 048	74,3
VAT balance	70 358	82 031	11 673	116,6
Other costs	61 336	21 717	-39 619	35,4
Total external costs	1 572 731	1 480 021	-92 710	94,1
Intra-institutional costs	74 008	85 764	11 756	115,9
Total costs	1 646 739	1 565 785	-80 954	95,1

Development of Revenues

	Budget	Drawing	Difference	Fulfilment in %
Licence fees	1 360 644	1 338 472	-22 172	98,4
Advertising	39 544	49 235	9 691	124,5
Sponsoring	44 250	63 867	19 617	144,3
Publishing production proceeds	740	442	-298	59,7
Songs requested by listeners	6 151	5 716	-435	92,9
Broadcasting abroad	64 000	62 000	-2 000	96,9
Rent	10 724	11 048	324	103,0
Other proceeds	46 678	82 453	35 775	176,6
Total external revenues	1 572 731	1 613 233	40 502	102,6
Intra-institutional revenues	74 008	85 764	11 756	115,9
Total revenues	1 646 739	1 698 997	52 258	103,2

Data are provided in thousands of CZK

Assets Management System

In 2000, we continued in improving the system of integral care for the Czech Radio assets without regard to its location. Other steps were made to improve the quality of record-keeping in the whole process, ranging from acquisition, possible relocation, to the write-off of assets. Special attention has been henceforth paid to economical and efficient spending of sources for the acquisition of assets. Rules for coordination both in the area of purchases and in the area of repairs and reconstructions were implemented to a much broader extent with the aim to use at the maximum the qualified workforce and to draw resources effectively.

Accounting and Taxes

The year 2000, unlike the previous one, was much quieter from the accounting and taxation point of view. Specific operations related to the sale of the Pankrác center were finished, and essentially this was a normal accounting year. In cooperation with auditors and tax consultants, we have gradually eliminated small discrepancies, which had not been in conflict with legal provisions, but had however not always enabled us to acquire quality basic materials for economic management. The internal control system was being deepened more and more within the whole institution, and first steps were taken to build an independent department of internal control.

Employee Care

Czech Radio faces very broad possibilities of the implementation of employee care. So far, it has been exercised rather separately in the individual stations or directly in regions. However, the need for the stabilization of personnel points clearly to the necessity to establish a uniform personnel policy for the whole institution. In the past year, first steps were taken leading to the division of the personnel and wages agenda and to the formation of the necessary transition bridges between these departments. The need for the optimization of the number of employees is becoming more and more apparent; however, it has been implemented but slowly so far.

In close cooperation with the trade union we have sought ways leading to the creation of a strong bond between good and indispensable employees and the employer. The most distinctive support of employee care from the last year represents the extension of retirement funds, where the employer contributes to the retirement additional insurance. At the same time, significant attention has been paid to working conditions and working environment. Installation of an appliance for warm and cold potable water in the broadcasting departments can be given as an example.

In the last year we have commenced the process of revision of internal legislation, which includes provisions concerning the field of employee care. This activity was called up especially by the change of the Labor Code and related regulations. We have performed organizational changes in the division of the personnel and wages agenda, as the first stage of the final inclusion of personnel agenda into the general manager. At the same time, we have substantially improved the cooperation with other divisions of Czech Radio.

Development of the Czech Radio Finances

Economic indicators provided below represent the preliminary results of the year 2000, as Czech Radio makes consistent usage of legal provisions concerning cooperation with tax consultants and auditors. As a result, the economic indicators may be finally confirmed only by June 30 of the following year.

For the past year, Czech Radio shows preliminary accounting profit of CZK 133 mil. in the time of preparation of the yearbook for print. With regard to items not yet accounted, we may expect the final economic result in the form of profit of about CZK 100 mil. A favorable element is the fact that this result was achieved mainly by the cost savings achieved.

When evaluating the favorable development in finances, we may notice several trends. In comparison with 1999, costs for transmitters rose only by CZK 4.6 mil., which was less than originally budgeted. Apart from costs for operation and lease of transmitters, the planned value includes the costs for searching for new frequencies and their putting into operation, and a reserve for the elimination of adverse influences of the external environment. Here it is necessary to emphasize that the current development concerning the privatization of České radiokomunikace (Czech Radio Communications) as our major supplier represents a great threat for the institution. Releasing of prices could at a certain moment cause a significant discrepancy with the resources for coverage of costs for this service.

The evaluation of costs clearly shows a 7 millions saving in the collecting charges for the collection of licensee fees. However, this fact is displayed negatively in the revenues from the fees. If the number of licensees decreases, the volume of fees collected must naturally decrease as well. On the contrary, we have managed to slightly increase the revenues from the sales of services, although we should always keep in mind that this represents only 17 percent of the total income. Czech Radio has been looking for new ways to acquire resources by selling the advertising time allowed by law, has been seeking new uses for the rather over-dimensioned production departments, and has provided a much wider access to the rich archive funds.

We may evaluate the overall development of our finances as being in accord with the possibilities of Czech Radio in direct dependence on its resources. In 2000, we have managed to enter the path toward a more effective utilization of resources for the improvement of quality of the main product, i.e. the program. At the same time, Czech Radio tried to respond to new trends, especially in the area of technological equipment. Highly important is also the rapidly developing Internet broadcasting in the past year.

Ing. Hana Skalova

Director of the Economic and Administrative Division

Commercial Activities

Czech Radio (ČRo) is authorized by law to perform certain commercial activities, which fall under the authority of the business division of the Communication Section.

Commercial activities of the public service institution Czech Radio help to secure financial resources for budget funding.

Due to the change of legal standards of the Czech Republic, especially in the area of broadcast advertising, the importance of commercial activities has declined.

Advertising and Sponsoring

On the long-term basis, the most important commercial activity of ČRo remains the sale of broadcast advertising. This is organized by the company IP Praha, which adopted a new commercial name ARBOmedia.net Praha since September 1, 2000. Their services are being used both by ČRo national stations and ČRo regional studios.

The advertising volume represents 3 minutes a day on national stations and 5 minutes on regional ones.

Advertising is sold especially on the station with the highest audience ratings in the Czech Republic, ČRo 1 - Radiožurnál (RadioJournal), followed by ČRo 2 - Praha, ČRo 3 - Vltava, ČRo 6 - RSE, and ČRo 5 - Regional broadcast.

Net return from the sale of advertising has been CZK 24,423,000.

In 2000, ČRo obtained CZK 23,025,000 from our sponsors.

Further Activities

Leasing of recording studios and equipment in Prague

Czech Radio provides unused capacities of recording studios and transmission technology to persons interested, for the purpose of a short-term lease.

In 2000, the revenues from this activity were CZK 1,462,000.

Licenses and Transcriptions

Czech Radio is the owner of a large number of recordings, which it leases both for commercial as well as non-commercial use. In the past year, ČRo gained 367,000 CZK for the cession of broadcasting rights to audio recordings, and 131,000 CZK for the transcription of audio recordings for commercial purposes and for listeners.

VII. RADIOSERVIS, a.s

The year 2000 was the year of the stabilization of all Radioservis activities. The transfer of Czech Radio music publishing house into our company resulted in major changes. Both the economic results and the graphical layout of the Radio Weekly remained stable and so the most significant change was the retirement of the chief editor Jiří Vejvoda and the appointment of Milan Šefl, his deputy, to the position. The Radio Weekly forms approximately one half of the turnover of the company. During the year there was the decrease of the number of copies by 6 500. At the same time there was a 60% growth of the prices for the distribution of the magazine and this price raise, together with the increase of the prices of paper by 20% made us raise the price of the magazine to CZK 15 since 1/1/2001. The subscribers have a discount of 50 hellers per issue. For the first time in the history of the magazine the subscribers received a present – wall calendar for the year 2001.

Since Spring 2001 there is a digest of the Radio Weekly on the Internet, at the address www.radioservis-as.cz. At the website there is also a virtual shop with musical records and a small bookshop.

At the beginning of the year 2000 we had four shops – Vinohradská Street 12, Rudolfinum, Hradec Králové and Ostrava. Unfortunately, we had to close both shops outside Prague by 12/31/2000 due to their unprofitability. The shop at Vinohrady has established as a popular place for autograph sessions. In 2000 we organized 12 such sessions.

The Radioservis budget was stable and in 2000 we had created profit as well. In comparison with previous years it was smaller due to the unprofitability of the shops in Hradec Králové and Ostrava, the price increase of the magazine distribution that we could not deal with by the price increase, and due to the end of cooperation with some of the distributors of musical records due to their insolvency. The amount of obligations and receivables remained at the level of the year 1999. The bodies of the company, the Board of Directors and the Supervisory Board remained unchanged and met regularly when the need arose.

Kateřina Steinicová

Manager

Radio Weekly

When I look back to the year 2000 in the Radio Weekly, I set myself against the stream of time. The more difficult such retrospection seems at the moment when all the editorial staff concentrates on the Day D – transfer to a Berlin format. As you must have noticed, The Radio Weekly is published since March 2001 in a different format and these lines were written in time when the whole change was being prepared with great effort.

Perhaps there is another comment I should make. I have been the chief editor of the magazine for rather short time – this space would rather belong to my predecessor Jiří Vejvoda.

When I have become the chief editor I had to face the questions as: What do you want to change? Such question always seemed rather embarrassing. I have become the deputy chief editor at the time when I started working in The Radio Weekly together with Agáta Pilátová and Jiří Vejvoda and thus I was signed under all changes that took place in our magazine in the second half of the nineties. If I were to change the magazine at the moment of my entry to the chief editor's office into for example The Frekvence 1 Weekly or The Novák Weekly, it would mean that I was not able to assert my opinions in the last five years and that I just quietly waited for my great chance to radically change the matters. However, it is not so.

I do not think that the Radio Weekly should change its image, the audience and the authorship background and search for the new position at the press market. It is a programming weekly and since it provides a detailed programme of all Czech Radio station and a television supplement oriented mainly at the programme of Czech Television, it is also a culture weekly – as stated in the imprint. I admit that my goal is to improve both the existing content and the graphical layout, to make its structure more lucid and thus to bring the magazine to people who have neglected it. This seems more honest than to pander to the popular taste of the audience of weekend magazines for women and girls. The loss of the prestige would be too high a price to pay. The fact that the number of The Radio Weekly is not and will not amount to hundreds of thousands convinces me about the meaningfulness of my approach.

I am proud that the regular contributors to The Radio Weekly include Jan Petránek, Jindra Klímová, Rudolf Křesťan, Gabriel Gössel, Milan Fridrich, Šimon Pánek, Mirek Kovářík, Jan Svačina, Petr Nováček, Ivan Hoffman, Přemysl Rut, Jan Jaroš, Petr Voldán, Václav Větvička and many others.

I feel honored that I can work with people who I am proud of and who I can rely on.

I am proud that The Radio Weekly remains one of the last magazines in Czech ownership.

Milan Šefl

Editor-in-Chief

Music publishing house

Music publishing house has become a part of the company Radioservis a.s. in May 1999 and as a result the year 2000 was the year of search for the optimum ways of functioning as well as the search for the much occupied Czech records' market. Although the music publishing house belongs to the smallest ones (a total of five employees), the number of new issued title ranks it among the larger ones – 35 new records appeared on the market and 8 already successful titles were published in re-editions.

The new titles embrace almost the whole genre spectrum – from pop, folk, jazz and classical music to the spoken word for adults and children. The most successful titles were the records published further to the successful programmes of Czech Radio – e.g. the Arabian Nights 1 – 2 (digest of the reading series with Hana Maciuchová and Josef Somr), Jiří Sovák in Toboggan or the third digest from the series Voice for this day (commented

voices of our animals). In the area of the classical music we continue in our cooperation with Czech Radio Symphonic Orchestra (we have published Dvořák's Slavonic Dances, the 8th and 9th Symphonies, with SOČR soloists Václav Snítal – violin and Daniel Veis – cello) and with the support of other partners (OSA Foundation, Czech Musical Fund, Artist's Life and others) we work on non-commercial projects as for example the cycle Contemporary Czech Music. On the other hand it has proved that for the publishing house of our size it is not viable to publish new pop music titles that would require a nation-wide massive campaign (Hit of the Century – the Finals).

Last year we have found out that the on-line and mail order sales might become rather prospective. It has proved very helpful that we managed to issue a detailed catalogue of our titles. The new website www.radioservis-as.cz, which contains also the online shop with records, met a lively response. As a result, this year, apart from the attempt to improve the cooperation in the standard distribution network, we would like to concentrate on the targeted advertising for the mail order sales and on the search of new customers on the internet.

Book publishing house

The book production in the year 2000 was the most extensive and the most manifold as far as genres are concerned in the history of Radioservis. We have published eight titles, ranging from political commentaries by Pavel Tigrid, via the historical novel Holy Heretics and short humorous essays by Julius Satinský we traveled to Australia, Russia and France. The end of the year was very successful when the books "Russia Between The Lines" by David Štáhlavský and "The Scenes from Provence" by Jan Šmíd ranked among the top ten titles for several weeks. The historical novel by Jindra Jarošová, the editor of the ČRo 2 – Praha, was adapted for radio as a series of readings.

VIII. APPENDICES

Supplements

Annual awards by the ČRo management in 2000 were awarded on 12/8 in the U Hasičů Theatre

Award of the Director of the Communication Department to

Petra Sklenaříková (ČRo – Radiožurnál) for dedicated work in the area of marketing

Award of the Director of the Technical Section to

Radoslav Řezníček (ČRo Olomouc) for his inventive methods of the implementation of computer technologies, and perfect administration of the IT in Czech Radio Olomouc.

Věra Paroubková (Technical Section Prague) for an extraordinarily reliable long-term work,

and an open approach toward all requests and problems of her colleagues.

Award of the Programming Director to

Jindra Jarošová (ČRo 2 – Praha) for the many years of her creative work in the program for blind people “Touches.”

Alena Blažejovská (ČRo Brno) for the production of an exceptional program series “The Cabbage Square.”

Award of the General Director to

Zdeněk Dedek (ČRo Ostrava) for his many years of reliable and dedicated work for Czech Radio Ostrava.

A Special Award of the Czech Radio General Director in 2000 was awarded to Ota Nutz in memoriam for his lifelong dedicated work for Czech Radio.