

2010

Czech Radio Annual Report



Czech Radio – Key Information

Start of regular broadcasting	18 th May 1923
Status	Public service radio
	Under law no. 484/1991 Col. on Czech Radio

Stations

Czech Radio 1 – Radiožurnál
(News and current affairs)

Czech Radio 2 – Praha
(Universal programming for the entire family)

Czech Radio 3 – Vltava
(Cultural station)

Czech Radio 6
(Current affairs and analysis)

Czech Radio – regional broadcasting
(Brno, České Budějovice, Hradec Králové, Olomouc, Ostrava, Pardubice, Plzeň, Sever, Regína, Region Středočeský kraj, Region Vysočina)

Czech Radio – Rádio Česko
(News and current affairs)

Czech Radio Leonardo
(Popular educational service)

Czech Radio D-dur
(Classical music)

Czech Radio – Radio Wave
(Station for young listeners)

Czech Radio 7 – Radio Praha
(International broadcasting)

Broadcasting frequencies	VKV, SV, DV, DVB-T, DVB-S + live streams over rozhlas.cz
Address	Vinohradská 12, 120 99 Prague 2
Number of employees	1448 – as of 31.12.2010
Revenues streams	Licence fees Advertising space sales
	Commercial activities enabled by law
Statutory authority	Director General (Elected by the CR Council for six-year term)
Oversight body	Czech Radio Council (Nine members elected for five-year terms by the Chamber of Deputies of the Czech Parliament)

Nationwide stations



Special stations



Regional stations



International stations




ČESKÝ ROZHLAS

2010

Czech Radio Annual Report



Introduction

Peter Duhan

/
Interim
Director
General



Dear readers,

For the second time, I have the honour of ushering in the Czech Radio Annual Report from the position of Interim Director General. The past year, 2010, was a demanding one both in the national and international sense. On the news front, we covered three elections in the Czech Republic. For the first time, we chose the path of public debates, moderated by the Czech Radio editor Martin Veselovský. Discussions took place in individual Czech towns and culminated in a meeting of the main political party chiefs in the atrium of our Prague headquarters. I truly believe that we assisted our listeners in understanding the respective programmes of the political parties and also in the overall problems present in the voting mechanism.

World events also brought numerous episodes of which we tried our best to inform listeners. To name but a few: the destructive earthquake in Haiti, the tragic crash of a Polish airliner in Russia's Smolensk, armed conflict in Kyrgyzstan, USA - Russia Summit in Prague and many more. At all notable global events, a Czech Radio reporter was on the scene.

Other arenas of Czech Radio broadcasting also saw great success. Numerous plays, children's stories and musical programmes were also recorded. With media partnerships, we supported a series of institutions, festivals and individual events. The Radio Autumn International Music Festival found great success, organised in conjunction with the publishing company Radioservis. Competition entries had a particularly high standard, notably in the international festival of radio production

Prix Bohemia Radio, Balance, Report and other competitions.

In September, Czech Radio launched a revamped website. The site is now easier to navigate, with a new design and many other modern features.

Undoubtedly, the greatest headache for us was caused by the unfinished reconstruction of the historic Czech Radio building at Vinohradská 12 in Prague. It became necessary to find an amicable path and reach an agreement with the contractor regarding a timetable for completion and a definitive financial ceiling for the project's costs. I am very pleased that as you read these words, the reconstruction work has passed inspection and life is slowly returning to the building. In the next few months, a tender process will be carried out to find suppliers to provide and install new technology in the building. I firmly believe that at the gathering to mark 2011, we will be talking about the radio plays, stories and concerts that have come about in the new, modern studios.

In the near future, the most fundamental priority for Czech Radio is to further develop quality programme offerings and to make more of our output available for online listening, be it a direct stream or for download and playback on a mobile device. We seek to enable all listeners to be able to construct their own customised timetables suited to their own priorities and interests and at a time when their schedule permits.

I would like to thank all Czech Radio employees and external part-time partners for their superior

levels of service in 2010 and very much believe that the same quality work will continue through this year too. I thank the members of the Czech Radio Board for the understanding and patience with which they continue to approach the numerous issues that Czech Radio encounters on a regular basis. But most of all, I wish to thank our listeners. I continue to be thoroughly grateful for their faith and loyalty to our particular broadcasting service.

Yours, Peter Duhan

The mission, vision, values and goals of Czech Radio

Mission

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

Vision

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

Values

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

1. Trustworthiness

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

2. Quality

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

3. Diversity

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

4. Tradition and development

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

5. Respect

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

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Goals

The following basic goals guide us in fulfilling our mission:

1. To provide the public with impartial, balanced and quality programming and content

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

2. To create, defend and promote the basic values of a modern democratic society

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

3. To contribute towards technological advancement

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

4. To nurture, enrich and disseminate the national cultural heritage both at home and abroad

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

5. To defend the principle of independence and to strive for the competitiveness of Czech Radio

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

/ On air



ON AIR



Programme

News, Current Affairs and Sport
 Music, Art and Culture
 Science, Technology, Nature and History
 Society, Lifestyle and Entertainment
 Children's Broadcasting
 Regional Broadcasting
 International Broadcasting
 Internet and Multimedia
 Archives



In 2010, Czech Radio broadcast on 4 nationwide stations, with 4 special and 11 regional stations as well as foreign broadcasts in Czech and five other global languages. In total, 393,954 hours of various programming were broadcast.

2010 also saw important events taking place at Czech Radio, which either confirmed or once again defined the service's mission in terms of its relationship with listeners, its cultural and historical context and also its technological development. The aforementioned concepts were specifically dealt with at the Programming Conference (25th-27th March) and the Marketing Conference (6th-7th April). The conferences yielded, among other items, the "Mission and Vision of Czech Radio" and "Programming Priorities for the Year 2011" documents.

Czech Radio defined three pillars of its functioning in relation to its listeners. These were information, education and culture. Musical programme offerings play a paramount role, but

entertainment programmes also form an indelible and regular component.

The service reached listeners both with stations targeted at the widest range of listeners such as CR 1 – Radiožurnál and CR 2 – Praha, as well as with stations with a narrower focus. These include both regional and thematically oriented services (CR 3 – Vltava for arts and culture, CR Leonardo for science). It also offered projects with a very narrow specialisation (CR D-dur for serious music, webcasts and genre-based music streams).

Another offering for specific interest groups was represented in the form of Internet content related to education: iRadio, Reader's Diary, rAMpa for music amateurs, Radiocustica for artistic sound experiments.

In all programmes, programme-makers sought to ensure that there was a balanced offering of opinions and cultural and social paradigms. A diversity of opinions is one of the basic tenets of Czech Radio dramaturgy.

News, Current Affairs and Sport

The broadcasting of programmes related to the above categories is a priority of Czech Radio 1 – Radiožurnál, Czech Radio - Rádio Česko and Czech Radio 6. Basic news

and current affairs programming also have pride of place in other Czech Radio stations.

News

From the point-of-view of news gathering, 2010 was a particularly rich year in terms of events both at home and abroad. The Czech Republic saw elections to Parliament, the Senate as well as local elections. Prior to the parliamentary elections, Czech Radio 1 – Radiožurnál broadcast a series of 16 town-hall-type discussions with Martin Veselovský and the leaders of the major political parties; the discussions were held across the country's regions. The debates could also be listened to at the respective regional Czech Radio broadcaster, while the Czech Radio website carried a video-stream of the events. Further debates were broadcast prior to local elections in the autumn and also before the second round of elections to the Senate. In preparing for these events, Czech Radio took great care to ensure equal representation for representatives of all the major political parties. Czech Radio also commissioned an exclusive poll prior to parliamentary elections from a reputable polling firm (SCaC and STEM).

Our news-gathering capabilities also had to react to various calamities that affected both the Czech Republic and the rest of the world. From heavy snowfall in the winter to flooding in the summer, Czech Radio was always ready to break into pre-existing schedules to ensure, via special programming, that

citizens were kept well prepared and informed of unfolding events.

World affairs also saw many key events in 2010. Slovakia, Hungary and the United Kingdom elected new governments; Iraq saw US troop numbers reduced; while unrest in Kyrgyzstan led to the downfall of the government there; in the south, armed conflict erupted between Kyrgyz and Uzbeks. A fatal plane crash in Russia's Smolensk cost Poland a significant number of its political, military and social elite, including the country's president. Meanwhile, an earthquake ravaged the already poverty-stricken island of Haiti leading to 230,000 deaths and a million people being left homeless. In the Gulf of Mexico, a BP oil rig exploded leading to as much as 100,000 barrels of oil spilling into the ocean. The Catholic Church faced fresh accusations of its priests abusing children in Germany, Austria and other countries. Prague hosted the USA-Russia presidential summit. Czech Radio's news stations delivered up-to-date information about all of these events to our listeners. The same subjects were also reflected in the news operations of the special youth station Radio Wave, fashioned in such a way as to be accessible to young audiences. ///



Cultural Coverage

Detailed cultural coverage could primarily be located at CR 3 – Vltava. Since January 2010, the show “Mozaika” (“Mosaic”) was broadcast twice daily. With 180 minutes a day of live broadcasting, the series brought listeners a current perspective on events in the cultural sphere. Among the guests in the studio were a host of well-known Czech figures as well as the American writer M. Cunningham, who partook in an hour-long interview. Tuesday’s “Radiogalerie” became a new regular Mozaika feature, broadcasting more than twenty profiles of artists recorded right in their own work studios. Mozaika

also presented itself in a new Internet form – updated daily, the site often offered listeners extended versions of broadcast segments, with accompanying video an additional feature too. Events in the world of film were covered every Tuesday by the programme “Filmový týdeník” (“Film Weekly”). The Sunday show “Setkávání” (“Meeting”) also offered listeners a line-up of notable names to discuss cultural events. Guests included A. Vrzák, J. Heřman, D. D. Pařízek, F. Halas, D. Klimentová, I. Lomová, D. Vihanová, F. Fenič and V. Nosková. ///

Current Affairs

CR 6 is primarily tasked with political journalism. Last year, the station offered a variety of formats – from commentaries through discussions to political documentaries. The main journalistic programme was “Názory a argumenty” (“Opinions and Arguments”), which offered analysis and commentary on current political issues. The main discussion programme was “Studio Stop”. The programme “Téma” (“Theme”) offered listeners various political documentaries. One of these documentaries, “Krátká dlouhá cesta” (“Short Long Path”) made its way to the final fourteen at the Prix Italia competition.

Among journalistic programming on CR 2 – Praha, the main programme was “Jak to vidí...” (“How They See It...”) – with notable figures from the academic, journalistic, scientific, cultural and social spheres providing commentaries on both Czech and global current affairs. The series “Stopy, fakta, tajemství” (“Trails, Facts and Secrets”) found great favour with listeners, offering up a series of reportages by Stanislav Motl and uncovering hitherto unknown facts from the history of the Czech nation. Also “Káva o čtvrté” (“Coffee at Four”) – a discussion offering a look beneath the surface of many of today’s issues – proved similarly popular.

Czech Radio Leonardo is primarily targeted at the popularisation of science and technology. The notion of journalism is also entirely applicable here. Programme makers focused on current events in both Czech and global science, which was brought to listeners via the show “Monitor” in daily up-to-date presentations also published on the website leonardo.rozhlas.cz. The schedule was further supplemented with journalistic magazine programmes oriented towards long-term questions related to today’s science and society, and also related discussion programmes and in-depth interviews.

Within the framework of the discussion programme “Studio Česko”, the station Rádio Česko broadcast interviews from the series “Druhá dekáda” (“Second Decade”) – as guests of the economic editor Roman Chlupatý. Among the invitees were numerous non-Czech respondents, economists, philosophers and professors, whose perspectives on global economic and political events proved particularly thought-provoking. At the end of 2010, the book (Ne)mocná země (roughly: Powerful/Sick Nation) was published on the basis of the aforementioned discussions. ///

Sport

Sports news also forms an incontrovertible part of our broadcasting. Sports editors and commentators from Czech Radio 1 – Radiožurnál broadcast numerous reportages from the Winter Olympics in Vancouver including up-to-date results. Expert reporters also covered key matches in Czech football, ice hockey basketball, athletics, tennis and other sports. Nor did they overlook providing listeners with reports from the Prague International Marathon and other such events. The competitions of handicapped sportsmen and women were also covered, primarily with reporting from the Paralympics as well as numerous other events. ///



Music, Art and Culture

Music, the arts and culture are the domain of Czech Radio 3 – Vltava. The station reflects cultural events both at home and abroad, with new programming created to both cover and foment new forms of art. In the literary sphere, Vltava created and broadcast around 20,000 minutes of programming in 2010.

» *Czech Radio 3 – Vltava reflects cultural events both at home and abroad, with new programming created to both cover and foment new forms of art.* «

Specifically, this comprised of 212 episodes of “Četba na pokračování” (“Reading in Chunks”), 190 episodes of the series “Stránky na dobrou noc” (“Pages before Bedtime”), 21 original episodes of “Schůzky s literaturou” (“Introductions with Literature”), 41 short stories and other literary programmes. 43 dramatic programmes also premiered on the station. Alongside these, the programme was also supplemented via repeat broadcasts of some of the best from Czech Radio’s archives. The production “Uprchlíci” (“Refugees”) found a very positive reception at the Prix Europe festival; the production “The Enigma of Emma Göring” was victorious in this year’s Prix Bohemia Radio festival. A series of debutante plays continued while last year, Vltava was also a notable partner in the Alfréd Radok Awards.

“Britský rok” (“The British Year”) formed the dramaturgical linchpin of the entire year’s output for CR 3 – Vltava. Within this framework, the station attempted to shed light on British culture from various angles. In the literary-dramatic department, for example, this brought about productions such as The Portrait of Mr. W. H. by Oscar Wilde, Graham Greene’s The Power and The Glory, Simon Mawer’s The Glass Room and the analytical

programmes “Harold Pinter, Unsettling Lyricist” and “G. K. Chesterton – fanatic, prophet or clown?”. Experimental plays of Shakespeare’s Much Ado about Nothing and the contemporary BBC production of the David Eldridge play The Picture Man were also broadcast. “The British Year” programming on Vltava culminated with a 24-hour marathon programme on New Year’s Eve.

Vltava also paid particular note to the 200th anniversary of the birth of the poet Karel Hynek Mácha. Apart from individual programmes broadcast over the year, on Saturday 13th November, Vltava devoted an entire 24-hour block to Mácha. The Improvisation Weekend (22-24th October 2010) also found great favour with listeners.

Asides from various musical and journalistic work associated with The British Year project, Vltava also paid note to various anniversaries in the musical field. These included Frederic Chopin, Robert Schumann, Gustav Mahler, Bohuslav Martinů and Frank Zappa. The station also brought listeners news from the main Czech musical festivals (The Prague Spring, Dvořák Prague, Hradec Králové Music Forum). In September, an all day broadcast focused on cultural life in Ostrava. Vltava also offered up its own contributions as well as adopting others as part of the European Broadcasting Union’s “Euroradio Day” special pan-European radio exchange project. The station realised more than 200 transmissions or recordings of classical music from across the Czech Republic, also offering up these broadcasts to the EBU network. Jazz dramaturgy focused on projects





related to the very best Czech and global musicians, while at the same time continuing co-operation with notable festivals including “Jazz Goes to Town” Hradec Králové or “Mezinárodní festival jazzového piana v Praze” (The International Jazz Piano Festival in Prague).

The station Leonardo also had a relatively strong musical portfolio in 2010. The makers of the musical reportage programme “Nota Bene” primarily focused on minority music streams (jazz, ethno). Various magazine programmes were also supplemented by original music, prepared with an eye towards various themes by our music editor. Further, in the magazine programme “Sedmý světadíl” (“The Seventh Continent”) a section on global ethnic music was hosted by P. Dorůžka.

Music programmes devoted to pop, jazz, folk, country, folklore, brass band “dechovka”, classical music and many other genres could also be found

at Czech Radio 2 – Praha. Literary works were also not overlooked, for example with the programmes “Četba na pokračování” (“Reading in Chunks”) or “Rozhlasová hra pro dospělé” (“Radio Play for Adults”).

The youth station Radio Wave has an entirely different musical format. It visits various festivals and prepares interesting musical morsels for its listeners. Two concerts broadcast as part of the series “Radio Wave uvádí” (“Radio Wave Presents”) found particular favour. In May, the legendary band Wovenhand, headed by the charismatic front-man David Eugene Edwards, came to Prague’s Akropolis at the invitation of the station. The second of these concerts organised by Radio Wave was put together in conjunction with Archa Theatre. Two unmistakable women, the sisters Bianca and Sierra Cassidy, performed as CocoRosie. ///

Science, Technology, Nature and History



These dominant subjects were essentially covered by Czech Radio's Leonardo station throughout 2010. As a service dedicated to popularising education, Leonardo, via individual magazine shows, examined issues related to technology and society ("Nula-jednička" / "Zero One"), health problems ("Ženšen" / "Ginseng"), the multicultural problems in today's world ("Sedmý světadíl" / "The Seventh Continent"), the natural sciences and environmental protection ("Natura"), both ancient and contemporary history ("Zrcadlo" / "Mirror")

» *Discussion evenings
organised by Czech Radio
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public interest.* «

and, at last, also astronomy ("Nebeský cestopis" / "The Celestial Travelogue"). The discussion programme "Třetí dimenze" ("The Third Dimension") covered the wider contexts of individual scientific, natural and humanitarian fields, while the profile series "Vstupte!" ("Enter!") covered the same via in-depth interviews. Discussion evenings held in the Municipal Library of

Prague found great public interest, with other series across Czech Radio also noteworthy. These included the traditional magazine programme "Meteor" for Czech Radio 2 – Praha, "Rozhlasové akademie celoživotního vzdělávání" ("The Radio Academy for Life-long Learning") for the same station and also "Týden ve vědě a technice" ("The Week in Science and Technology") broadcast on Czech Radio 1 – Radiožurnál and Radio Česko. The unique Meteor competition "Pojmenuj opici" ("Name an Ape") aroused great public feedback, enabling listeners to come up with the officially recognised terminology of a particular primate. Further, in 2010, two additional popular education programmes came about on Leonardo based on material already broadcast by the station.

One of CR 2 – Praha's broadcasts is "Toulky českou minulostí" ("Roaming through the Czech Past") – a series that maps both the bright and dark chapters of our national history; the series is produced by CR Brno.

Vltava also made progress in the scientific fields of the environment and humanities. Because 2010 was the International Year of Biodiversity, considerable attention was paid to this subject. Czech Radio succeeded in recording interviews with several Nobel Prize winners who were visiting the country, for example, the British scientist Sir John Walker, winner of the Nobel Prize for Chemistry for his research involving cellular respiration and the transfer of energy in cells; France's Françoise Barré-Sinoussi, winner of the Nobel Prize in Physiology or Medicine for her discovery of HIV and the American

»» Czech Radio succeeded in recording interviews with several Nobel Prize winners who were visiting the country in 2010. ««

David Baltimore, winner of the Nobel Prize in Physiology or Medicine for his discoveries in the field of oncological virology. Vltava also marked several important scientific anniversaries in 2010, for example the 10th anniversary of the cracking of the human genome (prof. Hořejší, prof. V. Pačes from the Institute of Molecular Genetics, the Academy of Sciences of the Czech Republic); the 50th anniversary of the invention of the laser – examining its development and usage; the 350th anniversary of the Royal Society; the 30th anniversary of the elimination of smallpox – the American epidemiologist Peter Carrasco from the WHO in Geneva; or the 50th anniversary of Czech African studies.

The year-long series “Lucemburkové v Čechách a jinde v Evropě” (“House of Luxembourg in Czech and Elsewhere in Europe”) remained and remains a notable component of “Historický Klub” (“Historical Club”), broadcasting every third Wednesday of the month. Within this framework, Vltava presented certain new contexts for several well-known figures, some of them “controversial”: John of Luxembourg, sometimes a foreigner king, other times a diplomat and the “creator” of the future Emperor Charles IV. Within these events, a series of so-called circular anniversaries were also presented: a King’s marriage and the 700th anniversary

of the ascension of the Luxembourgs to the Bohemian throne and the anniversary of the death of Eliška Přemyslovna. Listeners also greatly enjoyed the series “Česká stopa ve světě” (“The Czech Footprint in the World”) – this time devoted to both well-known and obscure explorers of the New World.

The systematic study of our past, primarily of the recent variety – paradoxically the lesser known – continued in “Radiodokument” with a particular emphasis on moral connections - Miloš Doležal: “Dým z Ležáků” (“Smoke from the Dead Past”), Martin Groman and Tomáš Černý: “Buňa – Stanislav Budín, novinář a komunista bez legitimace” (“Buňa – Stanislav Budín, journalist and communist without ID”).

In the journalistic magazine programme “Rentgen” (“X-Ray”), Radio Wave reminded listeners of the 35th anniversary of the completion of one the most notable buildings in Prague from the 1970s – the Máj department store. May also saw an important historical landmark as Czech Radio marked the 65th anniversary of the Prague Uprising. Programme-makers were interested to discover precisely how the most important mass medium at the time, namely Czech Radio, informed listeners during the final days of the Nazi Protectorate of Bohemia and Moravia. ///



/ The case for machine gun bullets during the search for a tank from World War II

Society, Lifestyle and Entertainment

Society and contemporary lifestyle magazine programmes are the domain of Czech Radio 2 – Praha.

Last year, the dominant show in this field was “Host do domu” (“House Guest”) – a daily magazine programme bringing listeners useful information, making sense of today’s complicated world. Its guests dedicated themselves to matters such as healthcare, law, finance, lifestyle, the social field and much more. Profiles of notable women were encapsulated in the show “Stříbrný vítr” (“Silver Wind”). Among its female guests were the Czech first lady Livia Klausová.

Within the framework of the yearlong “The British Year”, Vltava’s “Vltavské poledníky” (“Vltava at Noon”), broadcast Saturday, presented weekday life in today’s England and Wales. Meanwhile, the art historian Helena



» *Last year, the dominant show of Czech Radio 2 – Praha was The House Guest.* “

Čapková reported on efforts to restore the former sheen to modernistic monuments in England, while Hana Whitton acquainted listeners with certain habits and traditions in the “heart” of England, in Oxford and elsewhere.

The Vltava series “Zachraňme slova – aspoň některá!” (“Let’s Save our Words – At Least Some!”) is also finding favour with listeners, who actively help to select their “own” words or phrases that they believe should not disappear from our lexicon. In 2010, even noted cultural figures joined in, arguing that language is a “creative medium” (the actor, singer and translator Rudolf Pellar, radio director Hana Kofránková, journalist and

translator Libor Dvořák, the Americanist Miroslav Jindra and theatrologist Vladimír Just, to name but a few).

The Religious Broadcasting Department forms an inseparable part of CR 6. Its programmes are broadcast across Czech Radio - on Radiožurnál, CR 2 and Vltava. One of Czech Radio’s traditionally most listened-to programmes is “Křesťanský týdeník” (“Christian Weekly”), which is broadcast on Radiožurnál. Each Sunday on CR 2 – Praha, religious services are broadcast – each time a different denomination in a different location is covered. The programme “Dobrá vůle” (“Good Will”) is also popular, winning four awards in

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2010 from the Government Committee on Physically Handicapped Citizens.

On 19th April 2010, the maverick Australian rock star Rowland S. Howard was set to perform in Prague. However, the concert was cancelled after the star turned his energies towards battling his own cancer. Sadly, Howard lost this battle two days before 2010 began, but others came forward to perform in his honour. Radio Wave was live at an event in Malostranská where our reporters discussed efforts to prevent and treat cancer with prof. MUDr. Zdeňek Dientsbier, DrSc.

Entertainment is a key component of Czech Radio's programming conception. This is understood as a medium that assists in the communicativeness and attractiveness of all Czech Radio programming. Entertainment programming can primarily be found at CR 2 – Praha in the programmes “Hvězný prach” (“Star

Dust”), where noted actors visit with the host Jaromír Hanzlík and “Když je na co vzpomínat” (“When There is something to Remember”) – a meeting of former Czech Radio colleagues, who remember their days working there, including tours through the broadcaster's archives. Other programmes in this category include “Lenoška Ivo Šmoldase”, “Kolotoč” (“Roundabout”), “Nostalgické muzeum Ondřeje Suchého” (“Ondřej Suchý's Nostalgia Museum”) and “Radiodárek” (“Radiogift”) – an entertainment programme, in which the wishes of members of local municipalities are fulfilled. This last programme is anchored in a specific town or village and is devoted to those who have undertaken remarkable efforts and deeds in the places in which they live. The beloved series “Tobogan” presented by Aleš Cibulka should also not be overlooked. ///



Children's Broadcasting

Children's broadcasting is almost exclusively found at Czech Radio 2 – Praha. The traditional goodnight fairytale for preschoolers called “Hajaja” has become an iconic part of the Czech cultural landscape. Hajaja broadcasts to children each day at 7pm.

On Sunday, shortly after noon we find “Nedělní pohádky” (“Sunday Fairytales”). The Czech Radio pantomime is targeted at the youngest of children and their parents. Similarly, there is “Sobotní hra pro mládež” (“Saturday Youth Play”) – adventure-oriented dramatic stories for adolescent youngsters and their parents.

Another traditional programme is “Domino” – a children's magazine show containing psychological advice as well as readings from adventure literature. Last year, the series devoted time to many contemporary issues of interest to children. ///

» *The traditional goodnight fairytale for preschoolers called Hajaja has become an iconic part of the Czech cultural landscape.* «



Regional Broadcasting

Within the structure of Czech Radio, regional broadcasting exists as a public service that is both literally and figuratively very close to our listeners. This form of broadcasting aims to support local and cultural identities, to provide reliable information to assist listeners in orienting themselves in the issues of the day, while also serving as a

Next to the obvious news services, regional stations also devoted greater attention to journalistic genres – from reportages and columns, to magazines and service formats, to one-on-one talk shows and serious discussion programmes. Relations with listeners were consolidated by programmes about and broadcasts from specific notable

» It aims to support local and cultural identities, to provide reliable information to assist listeners in orienting themselves in the issues of the day, while also serving as a useful guide and even friendly company. «

useful guide and even friendly company. The uniqueness of such a conception resides in its regional nature. And so it was in 2010 as well, with all 14 regional Czech Radio services striving for the maximum levels of proximity to their listeners as well as to be useful, to understand the core values of listeners and to share in the most important of these. Also key was to listen to respective compatriots and to communicate in an affable and correct manner – as the “radio of your region”.

The success of this vision is underscored by the stable levels of goodwill directed at us from our audiences – in 2010, more than 620,000 people tuned in to Czech Radio's regional broadcasts daily across the country with more than a million tuning in at least once a week. This represents one thirteenth of the overall radio market in the country. Broadcasters in Brno, Plzeň and České Budějovice remained the most popular, while listenership also increased in Hradec Králové, Olomouc, Ostrava and the Vysočina region.

local sites and regional events, for example “Moravská rodina” (Moravian Family), Pardubice's “Posvícení” (Fete) or the Central Bohemian “Jaro v Regionu” (Spring in the Region). Probing field work was represented by reportages from seasonal floods in northern Bohemian and Moravia, but also by the Prague transport news service “Regina”. Among the more notable projects was the continuation of “Toulky českou minulostí” (“Roaming through the Czech Past”) – by the end of 2010, the series had reached its 809th episode.

Professional awards increased the prestige of Czech Radio's regional services. Hradec Králové won the Znojmo Grape International TV and Radio Festival and received the award “Zlatý hrozen” (Golden Grape) and Ostrava won the “Report 2010”. Czech Radio Olomouc also received official recognition becoming the winner of the “Cena Olomouckého kraje” (The Olomouc Region Award) for its contributions in the field of culture. ///



+ editorial offices in Karlovy Vary, Liberec and Zlín

International Broadcasting

2010 was a year of fiscal austerity in the field of international broadcasting. The budget was reduced to CZK 51.68 million, which meant a reduction of 20 % from the previous year. The effect of these measures was a reduction in staff (by six) and the curtailment of short wave broadcasting (the elimination of one of two SW transmitters in Litomyšl). The second wave of

around 200-300,000 a month. The main task for the future remains to increase the web experience for Internet and mobile phone visitors. Web hits for www.krajane.net (compatriots) hovers around 10-15,000 a month.

The curtailment of short wave broadcasts increased the importance of other platforms for the distribution of foreign content. One example is Czech Radio's Regina 92.6 FM in Prague, where English language news (Monday to Friday) was increased to include broadcasts in German and Russian. Another notable platform is so-called "re-broadcasters", meaning partner stations that transmit various Radio Prague content in several languages. There are 25 such partners across the world, with more than half comprising of compatriots. The majority of these stations broadcast on the FM spectrum, with others broadcasting on medium wave and two on short wave. After the reduction in short wave broadcasts, satellite reception has taken on an increased dimension. Czech Radio 7 – Radio Prague, along with other Czech Radio stations, is distributed in Europe on the CS Link platform. The World Radio Network organisation also distributes Radio Prague content by satellite across other parts of the globe. In 2010, reception fell by 15%, reflecting the reduction in short wave broadcasts. Many reactions from audiences were decidedly negative in this regard, noting that they will not be able to switch from short wave to Internet reception. This is why great efforts were made to explain the situation along with propagating alternative methods of reception. In this effort, surveys, competitions and the distribution of small propagation materials, including QSL cards, was used. Radio Prague's Facebook page also serves an important communication role. Czech Radio 7 – Radio Prague acted as a partner in a series of cultural and specialist activities, of which some were directed at compatriots. ///

»» Web hits at www.radio.cz exceeded one million visits a month in the second half of 2010. ««

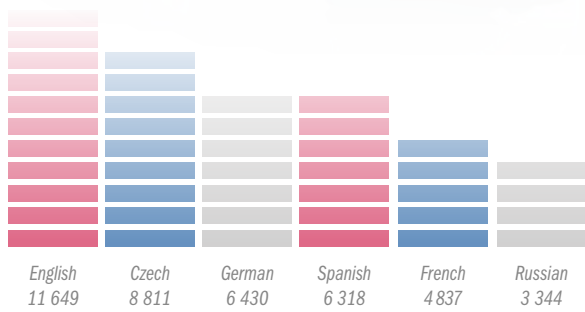
cutbacks, reducing the 2011 budget by 42 %, was more dramatic. At the end of 2010, another 10 members of staff were made redundant, representing a 25 % overall staff reduction to 49. By the beginning of 2011, short wave radio broadcasts were shut down entirely. These financial restrictions had the effect of a minor reduction in the variety of programming, but the volume and quality were successfully preserved. The main goal of Radio Prague – to inform listeners abroad of events in the Czech Republic via accessible mediums – was fulfilled.

The gradual elimination of short wave transmissions increased the role played by the Internet. Web hits at www.radio.cz continued to rise. In the second half of 2010, they exceeded one million visits a month, which represents a roughly 20 % increase on the previous year. The number of Internet listeners hovers around 40-50,000 a month; the number of downloaded podcasts

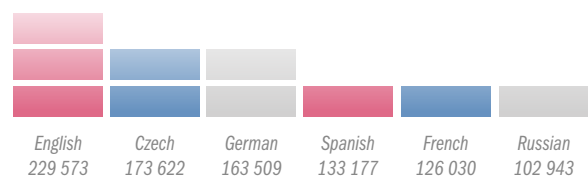
»» The main goal of Radio Prague is to inform listeners abroad of the events in the Czech Republic via accessible mediums. ««



Listerneship of www.radio.cz (October 2010),
TOTAL 43 153 listenings



Web hits of www.radio.cz (October 2010),
TOTAL 1 079 373 web hits



Internet and Multimedia

ZPRÁVY.ROZHLAS.CZ

DOMÁCÍ ZAHRANIČÍ EKONOMIKA VĚDA KOVENTÁŘE KULTURA SPORT ZELENÁ

2010 brought a fundamental modernisation of Czech Radio's web services after five years, primarily directed at supporting radio broadcasts and programmes.

well as being able to search for subject matters across the entire Czech Radio cross-section.

» Czech Internet-using

public find that

zpravy.rozhlas.cz is the best online news providing website. «

At the beginning of the year, Czech Radio enabled listeners to utilise a new integrated media player for all of its stations, be they national, regional or specialist. The player integrates the wma, mp3, aac and ogg formats and also text information related to the programmes of all stations.

Some of Czech Radio's online thematic content was overhauled, while other parts were created anew. For example, sections such as Science and Technology, Travel, Lifestyle, Teenweb and Domino – the latter two reach out to a hitherto overlooked group of adolescents aged 13-19. The new page "Czech Radio Archive" represents a significant addition in terms of content, opening up via an accessible form the service's rich archives segmented into sections on personalities, art, documentaries and technology. Radio Wave is undertaking co-operation on children's web pages, preparing a selection of streams of varied targeted music.

The iRadio service was also incorporated into the new Czech Radio website design. Further innovations to this service are expected in the coming year. This feature places under one roof live broadcasts, a downloadable archive, podcasts and mobile phone services.

The most notable change online in 2010 was the shift towards a new graphic structure in September. Czech Radio content was divided into two main navigation paths – either according to a particular station or a particular subject broadcast by the service. Thus, listeners could seek out radio content on the websites of individual stations, as

well as being able to search for subject matters across the entire Czech Radio cross-section. Broadcasts, projects and programmes are interconnected with Facebook by individual stations. Meanwhile, Czech Radio's master Facebook page received almost 30,000 fans in 2010. Thus, social networks have become an important communications tool for Czech Radio, with the service also beginning to use Twitter and YouTube as well as keeping its eyes open for other methods of communicating with listeners.

The screenshot shows the website interface for Czech Radio's news section. At the top, there is a navigation bar with the logo 'ČESKÝ ROZHLAS' and menu items: ZPRÁVY, IRADIO, PROGRAM, STANICE, TÉMATA, and O ROZHLASE. A search bar is located on the right. Below the navigation bar, the main content area is titled 'Zprávy' and includes sub-sections for 'Domácí', 'Zahraničí', 'Ekonomika', and 'Sport'. The main news article features a photo of a man in a cap and the headline 'Soud nechal vyvést ze síně Mladiče, líčení pokračuje bez něj'. To the right, there are smaller articles with headlines like 'Nebezpečnost bakterií v balené vodě testuje několik laboratoří' and 'Očekávanou událostí MFF KV je třicet let starý film Evžen mezi námi'. Below the main article, there is a section titled 'Aktuálně' with four sub-sections: 'VĚDA', 'CESTOVÁNÍ', 'ARCHIV', and 'WEBK'. The 'VĚDA' section has the same headline as the article above. The 'CESTOVÁNÍ' section has the headline 'Mladé Japonce sumó neláká. Jsou však i výjimky'. The 'ARCHIV' section features a photo of Marie Řihová with the headline 'Marie Řihová'. The 'WEBK' section has the headline 'Hajaja 4. - 10. 7. 2011 a sv. pohádky 5. - 6. 7. 2011'. On the right side of the page, there is a 'Živé vysílání' section with a list of live broadcasts from various stations, including 'ČRo 1 - Radiožurnál', 'ČRo 2 - Praha (Dvojka)', 'ČRo 3 - Vltava', 'Český rozhlas B', 'ČRo Rádio Česko', 'ČRo Leonardo', 'ČRo D-dur', and 'ČRo Radio Wave'. At the bottom right, there is a promotional banner for 'Vyberte si svůj směr a vydejte se s námi svou cestou' with the website address 'www.jdusvoucestou.cz'.

O ROZHLESE

The screenshot shows the website for the Czech Radio Big Band. At the top, there is a navigation menu with links for 'STANICE', 'ZPRÁVY', 'TĚMATA', 'ŽIVĚ', 'PROGRAM', and 'O ROZHLESE'. Below this is a search bar with the text 'Hledání: Hledat Instrukce > Big Band'. The main content area features a large video player showing a live performance of the Big Band. To the left of the video is a sidebar with a list of topics: '50 let Big Bandu', 'Hvězdy, k výročí', 'Ochutnávky z archivu', 'Galerie dirigentů', 'Historie v souvislostech', 'Nástroje a muzikanti', 'Z čeho se skládá jazz', 'Pohled publicisty', and 'Slavnostní koncert'. Below the video player, there are two news articles. The first article is titled 'Již tento pátek pořádáme v Brně živý koncert Big Bandu ČRo s Martinou Kociánovou' and mentions a concert on June 10, 2011. The second article is titled 'Poslední pražská veřejná nahrávka v této sezóně' and mentions a recording on May 3, 2011. To the right of the news articles are two promotional banners: one for 'Kultura' featuring a classical bust, and another for 'JAZZ na Vltavě' and 'Vánoční koncert Big Bandu'.

12/ The multimedia department also found itself in great demand. In the spring, it created an interactive audio and video special to mark the 50th anniversary of the Czech Radio Big Band: a video-recording also exists in Flash format of the birthday concert in which, for example, Marta Kubišová and Karel Gott performed. Also of note is a broad multimedia application examining the Celt presence as being one of the oldest civilisations in the Czech lands.

The multimedia team's efforts were naturally also in operation during the country's "super election year". For the first time, Czech Radio organised a series of pre-election debates held in various regions both ahead of spring's parliamentary elections and regional and senate elections in the autumn. The final duel between the two main party leaders, Petr Nečas and Jiří Paroubek, received 17,000 views.

Czech Radio's multimedia department once again supported the traditional festival Prix Bohemia Radio. Primarily, it produced daily "television style" news reports

as well as reportages and video-feeds from the various performances.

Czech Radio's Internet activities continued to receive positive feedback from both lay-users and experts throughout the year. In 2010, CR's website saw ongoing growth, with 17.5 million hits and 58,267,396 page-views – a figure around 13% higher than in 2009.

According to a qualitative survey of CR web users conducted by NMS Market Research, 95% of respondents had a positive reaction to the service's online makeover. The Internet news operations of Czech Radio also met with a similarly positive response. According to a Media-Research survey, a representative sample of the Internet-using public older than fifteen years-of-age found that zpravy.rozhlas.cz was the best online news providing website, despite not being as strongly frequented as other main news reporting websites. Respondents primarily valued its ease-of-use, graphic overview and the limited amount of advertising. ///

Archives

In 2010, the Archive and Programme Funds (APF) mainly devoted resources towards supplementing, processing and making accessible archives and collections and ensuring programme services. Digitalisation efforts continued successfully, with tapes and CD tracks in the sound archive complete; 95% of tracks in the archive have been digitalised, with efforts now moving to gramophone

records and R-DAT tapes. More than 200 detailed summaries have been prepared for programme-makers and the public alike. The research department served 559 researchers, of which 173 were external. The website “Vyhledávání hudebních snímků” (Searching for Music Recordings at <http://www2.rozhlas.cz/archivy/>) was visited by 24,000 users, with the Archive’s newly-created website also experiencing a significant number of visitors. Each month, the “Výběr dokumentů Archivu” (“Selection of Documents in the Archives”), “Bulletin Gramoarchivu” (“Gramophone Archive Bulletin”) and “Seznam přírůstků Knihovny” (“List of Library Acquisitions”) was published on the Intranet.

Czech Radio’s publishing division issued a total of 30 titles in the main popular and historical categories with 86 new contracts signed. The eighth meeting with blind children at the J. Ježek’s School took place, during which time three further “Radio-Albums in Braille” were presented. The cultural section was overseen by A. Gondolán, K. Růžička and R. Němejč.

» *Preparatory work continued on a publication devoted to notable journalists and documentary-makers.* «



/ Braille music notation



»» *The Archive and Programme Funds mainly devoted resources towards supplementing, processing and making accessible archives and collections and ensuring programme services.* ««

Cooperation in cultural and educational events helped the APF to firmly fulfil the public service mandate of Czech Radio. Among the most prominent was a joint project with the National Museum, National Theatre, Office of the Czech Government and Czech Radio for the Czech statehood national holiday on 28th September – a live musical accompaniment to a projection of the film Sv. Václav (St. Wenceslas).

Cooperation also continued with the National Library, National Archives, the Václav Havel Library, “Archiv Bezpečnostních Služek” (Security Services Archive), Memory of the Nation Institute, The MÚ AV ČR (Institute of Mathematics, The Academy of Sciences of the Czech Republic) Archives and the Ministry of Foreign Affairs Archives. Czech Radio gained additional recordings of engineers Hanzelka and Zikmund from the museum in Zlín. The Czech-Chinese Society provided the archives with sound recordings of notable Czech sinologists.

Numbers 23 and 24 of the theoretical revue Svět rozhlasu (Radio World) were published. APF also co-operated with the “Sdružení pro rozhlasovou tvorbu” (SRT, Radio Production Association) to organise an overview of literary creativity called “BILANCE 2010”; seminars at the Faculty of Social Sciences, Charles University (FSS CU); seminars within the framework of Prix Bohemia Radio and the 19th annual competition of news, journalistic and documentary programmes “REPORT”. Preparatory work also continued on a publication devoted to notable journalists and documentary-makers. The SRT and CR collectively published the details of a seminar organised by the SRT and FSS CU Prague on the subject of the “Programme Profiling of Czech Radio”.

At the end of the year, the APF assisted in the production of a Czech Radio publicity CD called “Into the New Year with a Smile”. ///

/ Off air





Non-programming Activities

Artistic Ensembles
Festivals and Competitions
Communications and Marketing
Radioservis



The Prague Radio Symphony Orchestra (SOČR) represents one of the artistic pillars of the entire institution. The existence of this musical ensemble dates back to 1926 – not much older than Czech Radio itself. During its existence, the Orchestra’s mix of creativity and ever-increasing artistic standards has helped it to build a notable position for itself in the Czech artistic scene. Today, the Orchestra performs with great success both at home and across the globe.

The Czech Radio Big Band is another of the institution’s ensembles, celebrating its 50th anniversary in 2010. Meanwhile, the revived Brno Radio Orchestra of Folk Instruments is once again having a notable impact of the Czech folkloric scene.

The final two artistic ensembles operating under the Czech Radio umbrella are devoted to children. The first is the Czech Radio Children’s Choir, which under the leadership of Blanka Kulínská, celebrated 65 years since its founding. The second of these is the Dismal Children’s Radio Ensemble. A host of notable Czech figures have passed through the ranks of both of these ensembles. These include Czech president Václav Klaus, senator Tomáš Töpfer, actors Václav Postránecký and Aťka Janoušková or, from the younger generation, actor Kryštof Hádek.

The Prix Bohemia Radio international festival of radio production is Czech Radio’s most significant competitive festival, organised each year at the beginning of October in Poděbrady. Radio creatives meet here regularly in order to collectively review and evaluate radio productions. Accompanying programmes for the public form an inseparable part of the festival.

Yet another international festival takes place in the autumn, namely Radio Autumn (Rozhlasový podzim). This event enables radio orchestras from across Europe to perform to the public.

Another two musical competitions are targeted at children and young people: Concertino Praga for individuals and Concerto Bohemia for musical ensembles and orchestras. Both competitions are founded on the same principle – a special jury evaluates anonymously submitted recordings. The winners then defend their positions in public concerts.

The main communication activities of Czech Radio centre on presenting the service as a modern medium, which offers listeners such a large range of programs and events that truly everyone can find something in it for them. In 2010, the most notable activity was the campaign “Jdu svou cestou” (“You learn something new every day. Your radio, your

choice”), which for the first time in the history of Czech Radio campaigns also made use of the social networking site Facebook.

In 2010, the priority of the Czech Radio Foundation was the support of blind children. This was done via the “Světluška” (“Lightning Fly”) collection, as well as other projects such as Kavárna Potmě (“Café in the Dark”).

The Radioservis publishing house continued issuing successful works from both the Czech Radio archives and contemporary productions. The regular publication Týdeník Rozhlas (Radio Weekly) enabled readers to find complete scheduling information for all Czech Radio programmes as well as behind-the-scenes info related to Czech Radio producers and productions

Artistic Ensembles



Prague Radio Symphony Orchestra

In 2010, the Prague Radio Symphony Orchestra (SOČR) continued its presence at the most notable Czech festivals. Along with conductor Leoš Svárovský, the orchestra closed the Brno Easter Festival, performed twice at the Prague Spring International Music Festival (with conductor Christian Mandeal, among others, it accompanied the world-renowned pianist Radu Lupu - under Tomáš Hanus it served as a partner to the trumpeter Gábor Boldoczki) and also accompanied the laureates of the Paganini international violin competition. Regular attendance at the laureate international radio competition Concertino Praga concert is also a key event for the SOČR. With conductor Peter Feranc, the orchestra also played in the presence of Czech president Václav Klaus at the Smetana's Litomyšl International Opera Festival; at the Znojmo Music Festival (with violinist Pavel Šporcl); at the Český Krumlov International Music Festival and with the star performer tenor José Cura and violinist Vadim Gluzman. At the 3rd annual Dvořák Prague Festival, the SOČR performed under conductor Juraj Valčuha and at the Radio Autumn International Music Festival under Tomáš Netopil.

The concert at Dvořák Hall Rudolfinum on 28th September found a large audience. SOČR performed with conductor Jana Kučera under the patronage of Czech PM Petr Nečas within the framework of the St. Václav (St. Wenceslas) project, initiated by The Office of the Government of the Czech Republic in partnership with Czech Radio, Czech Television and the National Film Archive. On the occasion of the celebration of the anniversary of Czech statehood, a restored premiere took place of the first major epic Czech historical film *Svatý Václav* (St. Wenceslas) (1930) with the original music by Jaroslav Křička and Oskar Nedbal. Another notable event was a December concert entitled "Smetana Gala". During this event in Prague's Congress Centre, the soprano Kateřina Kněžíková, tenor Tomáš Černý, the Prague Chamber Choir under Jaroslav Brych and the SOČR under head conductor Vladimír Válek performed together. TV cameras were present to record the events.

Thanks to its artistic direction, the traditional season-ticket series managed to retain a remarkably loyal audience. An inseparable (and much sought after by

» On the occasion of the celebration of the anniversary of Czech statehood, a restored premiere took place of the first major epic Czech historical film *St. Wenceslas* with the original music performed by the Prague Radio Symphony Orchestra. «

visitors) component of the orchestra's activities are continued publicly accessible dress rehearsals. Attendance at these events underscores interest in the orchestra from classical music lovers far beyond Prague. At around fifteen season concerts in 2010, a strong line up of notable artists performed. To name but a few: the conductor Zdeňek Mácal, violoncellist Michaela Fukačová, saxophonist Felix Slováček, pianist Martin Kasík, harpist Jana Boušková and clarinet player Jiří Hlaváč.

In 2010, the orchestra also undertook various foreign trips. These included a March tournament trip to Benelux with conductor Daniel Raiskin and an April return trip by the radio symphonists to the Philharmonic Hall in Kolín nad Rýnem with Vladimír Válek. The orchestra continues in the collected renditions of Dvořák's symphonies under conductor Zdeňek Mácal in Germany's Wiesbaden. ///

Czech Radio Big Band

Celebrations to mark the 50th anniversary of the founding of the Czech radio Big Band culminated with a concert in the National House of Vinohrady, where the orchestra was joined by Karel Gott, Felix Slováček, Ilona Csáková,

Marta Kubišová and Laco Déczi. In conjunction with Czech Radio's Internet division, a new website was created. Another 11 songs were produced for an upcoming album of Karel Gott and BB CR. ///



Brno Radio Orchestra of Folk Instruments

Under the leadership of František Černý, the Brno Radio Orchestra of Folk Instruments (BROLN) continued in its activities based on three main pillars: representing Czech Radio, working with young and talented singers of folk songs and the production of artistically valuable musical culture. In fostering young

talent, BROLN continued to closely work with the Czech Folklore Association in the national Zpěváček 2010 (The Little Chanter 2010) competition. The orchestra performed in dozens of concerts across the country and in conjunction with Radioservis issued a profile CD of its notable soloist Klára Blažková. ///

»... representing Czech Radio, working with young and talented singers of folk songs and the production of artistically valuable musical culture. «

Disman Children's Radio Ensemble

The ensemble presents children's performances for Czech Radio broadcasts. Close cooperation between creatives and staff alike brought extraordinary results in 2010 in the form of 2010 members of the Disman Radio Children's Ensemble (DRDS) partaking in the production of series that won accolades both at home and even abroad. Apart from dramatic works, the ensemble also aided the radio's journalistic work. A characteristic interconnection exists between these efforts and the ensemble's artistic direction: for example, in the award-winning Stanislav Motl documentary "Chlapec a hvězdy" ("A Boy and the Stars"). Viola and Tobiáš Vackov played a direct part in the production; by coincidence, in 2005, both were also active participants in "Projekt Petr Ginz" ("Petr Ginz Project") in which the Disman ensemble and a German children's choir jointly performed "Kantáta na paměť Petra Gitze" ("Cantata in Memory of Petr Ginz") – a talented Jewish boy who died age sixteen in Auschwitz – in Prague and Bremen, Germany.

Twelve-year-old Jiří Köhler attained particularly unique

success for his extraordinary success in the play Povídka o chlapci a divoké huse ("The Story of a Boy and a Wild Goose") written by Zuzana Křížková and directed by Hana Kofránková. Köhler was nominated in the best male actor category in the "Neviditelný herec" ("Invisible Actor") awards (ultimately won by Tomáš Töpfer, a former member of DRDS). In 2010, Martin Suchard was nominated for the František Filipovský Award for an outstanding children's performance in dubbing (for his work in a Czech Television series).

The ensemble places emphasis on regular theatrical activities – the contemporary repertoire is primarily presented in the Minor Theatre and the Zahrada (The Garden) Cultural Centre in Prague 11, but also in local and foreign (at the end of September, a ten week trip to Sweden was organised, with more than two thousand viewers witnessing nine performances). During the season, which also marked 75 years of the existence of the Disman Radio Children's Ensemble (founded 15th September 1953) the ensemble premiered four theatrical productions. ///





Czech Radio Children's Choir

A New Year's concert in the Church of St. Simon and Jude held on January 15th allowed the Czech Radio Children's Choir (DPS) to ring in 2010. The concert primarily had a Christmastime feel. The DPS, meanwhile, presented a very beautiful – and today increasingly rare – collection of Albert Pek's carols for children's choirs, two violins and bagpipes called "Dudácké koledy" ("Bagpipe Carols").

A series of songs from the Bohuslav Martinů ballet "Špalíček" ("The Chap-Book") was recorded by the choir in Czech Radio's studios as well as the "První směs národních písní pro děti" ("The First Assortment of National Songs for Children") by Otakar Jeremiáš from 1935 dedicated to Czech Radio. Also, the series for children's choir and lead violin "Rozčítadla" from contemporary author Olga Ježková, "Pět chodských písniček" ("Five Songs from the Chodsko Region") by Jiří Teml accompanied by bagpipe, a small cantata by Ilja Hurník "Tři dcery" ("Three Daughters") performed to the words of folk poetry for the children's choir with piano accompaniment and "Marijanek" performed to the words of Opavian folk poetry by Jiří Teml.

During May, June and September, entrance exams took place into the Czech Radio DPS. Those children who passed muster formed the so-called "New Prep" which practises regularly every Monday and Wednesday in the Czech

Radio building in Římská. The new preparatory group began working in September and during the space of one month managed to put together part of the programme for the live October broadcast of a concert from Studio A as part of the series "STUDIO LIVE". The concert was dedicated to the 65th anniversary of the founding of the Czech Radio Children's Choir and hundredth anniversary of the birth of its founder. In a live broadcast alongside DPS, the New Prep and Bambini di Praga ensembles joined in, with former DPS members, some in their sixties, also taking part in a surprisingly lively session. The latter included the first lady of jazz Jana Koubková, a former DPS member and prof. Čestmír Stašek, the choirmaster of the group from 1973-1990. Czech Radio staff Jiří Teml and Olga Ježková along with numerous parents and friends of the Czech and former Czechoslovak Radio DPS came along to offer their congratulations.

On 13th November, the programme "TOBOGAN" was devoted to the Czech Radio Children's Choir. On 16th December members of the DPS found themselves among Czech Radio colleagues, and in the concert hall of an adapted garage, sang European and American carols to radio staff. At the end, the most famous Czech carols were also sung by all. ///

Festivals and Competitions



The 27th annual Prix Bohemia Radio Festival took place 5-7th October 2010 in Poděbrady. In this year, it celebrated the concept of fantasy with the overall motto being “Sound has Fantasy...A Sound Gives Space to Fantasy”. Competitions took place in four categories. The international category was devoted to RadioArt (competing countries included the Czech Republic, Slovakia, Austria, USA, Germany, Serbia, Ireland, Croatia, Portugal, Sweden and Australia). Other categories included Best Radio Play, Documentary and News Report. A record number of competing segments were presented to the competition with the jury evaluating more than 170 programmes. The festival was accompanied by a rich work and social programme. The tradition continued of making accompanying programmes accessible to as wide as possible number of attendees – from children to seniors. ///

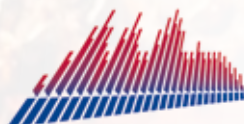


The jury in the 19th annual Concerto Bohemia Festival sat down in June and ultimately sent eight orchestras to the grand final. These then performed at the Gala Victors Concert on 11th November in Žofín palace's Grand Hall. The concert was broadcast live by CR 3 - Vltava, while Czech Television broadcast a recording in the run up to Christmas. Collegium instrumentale – dechový soubor studentů Gymnázia J. Nerudy v Praze (Collegium Instrumentale – Student Wind Orchestra of the J. Neruda High School in Prague) became the overall winners under conductor Pavel Tylšar. ///





The 44th annual Concertino Praga Festival evaluated musical performances in the following categories: piano, violin, violoncello and classical guitar. The Russian pianist Anastasia Vorotnaya was declared the absolute victor, with CR recording and issuing a CD of the proceedings. Competing laureates performed in a concert in Prague's Rudolfinum with SOČR (The Prague Radio Symphony Orchestra) providing the backing music. This concert was broadcast live over the EBU network across the world, while a live stream was also accessible online. The related 42nd annual South Bohemian Concertino Praga festival continued with performances in Český Krumlov, Bechyně, Třebon and Jindřichův Hradec. CR 3 - Vltava broadcast all of these either live or recorded. ///



Rozhlasový podzim

The 1st annual Radio Autumn International Music Festival took place on 12-16th October 2010 in Prague's Rudolfinum, Bethlehem Chapel and at the Bohuslav Martinů Hall, HAMU (Music and Dance Faculty, Academy of Performing Arts in Prague). The event was devoted to Polish national music, with the programme offering visitors everything from the Polish classics to contemporary works – and beyond their Prague premieres too. In a total of six concerts, audiences were able to see the Polish Radio Symphony Orchestra from Katowice and Warsaw, SOČR, The Collegium of Prague Radio Symphony Players, the Pardubice Chamber Philharmonic and the Talich Chamber Orchestra. Among the conductors and soloists on display were Tomáš Netopil, Tadeusz Strugała, Łukasz Borowicz, Alfons Scarano, Petr Vronský, Jiří Barta, Alexander Ghindin and Ian Fountain. The festival was organised under the patronage of the Czech Minister of Culture, the Polish Minister of Culture and National Heritage, the Polish Ambassador to the Czech Republic, the Mayor of Prague and with the financial support of the Czech Ministry of Culture. The City of Prague served as a partner to the festival. ///



Communication and Marketing

The main goal for Czech Radio throughout 2010 was to present the service as a modern, dynamically developing and technologically advanced institution; to underscore that the service's goal is to utilise the broadcasting medium to inform, educate and entertain listeners. A concurrent goal of Czech Radio was to market the service to listeners – meaning to inform listeners about all that they can expect from Czech Radio. Communication activities were undertaken by the Communications and External Relations (OKVV) as well as by individual stations and other Czech Radio departments.

» The pan-Czech Radio image-shaping campaign “Your Radio, Your Choice” was a significant marketing feat. «

Insofar as external relations and communications are concerned, Czech Radio focused on promotion in the form of media advertisements, media partnerships and cooperation, event marketing, publishing activities and other forms of outward communication (the creation of promotional materials etc.). At the same time, relations with journalists and the media also remained of key importance.

During 2010, Czech Radio decided to provide media support to a whole series of institutions and projects – be it in the form of declaration-based media partnerships and co-operation agreements or on the basis of Czech Radio's own volition with the aim of informing listeners about interesting feats and activities taking place. Overall, the number of events and institutions supported reached around two-thousand.

Throughout the year, Czech Radio also prepared a series of PR events for its listeners, supporters, strategic partners and other target groups. Among the most notable: participation in the “Regiontour 2010” and “Svět knihy 2010” (“Book World 2010”) expos, four public blood donor events as part of the “Daruj krev s ČRo” (“Donate blood with Czech Radio”) event, ten episodes of the series “Rozhlasové hry živě” (“Live radio plays”) targeted at secondary school and other children designed to propagate public listenership of radio plays as well as Czech Radio itself, the “Slavnostní koncert Big Bandu ČRo” (“Czech Radio Big Band Celebratory Concert”) on the occasion of the ensemble's 50th anniversary, “Den

děti” (“Children's Day”) as part of the Zlín International Film Festival for Children and Youth, “Open Day” as part of the “Oslava Prahy” (“Celebrating Prague”) day, “Den s ČRo” (“A Day with Czech Radio”) as part of Smetana's Litomyšl International Opera Festival, the Prix Bohemia International Festival of Radio Production 2010, the Radio Autumn International Music Festival and at a successful traditional collection to assist abandoned and ill children called “Daruj hračku” (“Donate a toy”). At the same time, in 2010 the OKVV arranged a total of 79 Czech Radio excursions – 66 from the Czech Republic and from 11 abroad. Individual Czech Radio stations as well as specific departments (for example, the Production Centre and Archive and Programme Funds) executing their own marketing strategies also carried out their own PR projects and events.

During the spring of 2010, Czech Radio began to intensively focus on the potential of social networking. A corporate profile was created on Facebook and Twitter, while the same was done for selected stations and notable programmes.

Within the field of marketing communications, Czech Radio realised several notable advertising campaigns: CR 3 – Vltava “Ponořte se do klasiky” (“Submerge yourselves in the Classics”) April-May 2010; CRD-dur “Víte, co v sobě ukrývá Vaše televize?” (“Do You know what's Concealed Inside your Television?”) August 2010; “Posviťme si s Martinem Veselovským na politiky” (“Let us shed Light on our Politicians, with Martin Veselovský”) May, September 2010; a campaign to promote the zpravy.rozhlas.cz website called “pročzpravyrozhlas.cz” (“whycezchradionews.cz”) October 2010; “Rozhlasový podzim” (“Radio Autumn”) September 2010 or “CR 1 – Radiožurnál: Vědět víc” (“CR 1 – Radiožurnál: Knowing More”) September 2010. Further, the pan-Czech Radio image-shaping campaign “Jdu svou cestou” (“You learn something new every day. Your radio, your choice”), which ran from November to December 2010 focused on gaining new younger listeners - as part of this propagation, Czech Radio made presentations across the country's universities.

Czech Radio, a member of the European Broadcasting Union (EBU), also systematically communicates beyond its borders. The station's representatives regularly take part in international conferences, seminars and EBU meetings; at the same time, several times a year, Czech Radio hosts EBU activities in the Czech Republic. In 2010, these included a Meeting of EBU engineers, the EBU Legal seminar for Central and Eastern European public-service media and the EBU Marketing seminar focused on the propagation of cultural stations. Cooperation with the EBU as well as individual foreign public service radio providers remains crucial for the future development of Czech Radio in the arenas of programming, technology and even legislature. ///



Mám svůj vlastní rytmus. Jdu svou cestou.

Poskytujeme kvalitní a rozmanitý obsah.

Jdeme do hloubky i do šířky, díváme se na vše zblízka i s odstupem. A jaká je vaše cesta?

Vyberte si směr na www.jdusvoucestou.cz
nebo www.facebook.com/jdusvoucestou.

The Czech Radio Foundation

It is ten years since Czech Radio set up an endowment fund to help the blind and partially sighted to have the opportunity to live as independent life as possible. The Czech Radio Foundation contributes towards numerous talking aids, guide dogs and assistants to develop creative abilities and support education. Escorts are provided when needed and when independent travel is possible sometimes we merely help show the way. In 2010 alone, the Foundation allocated an incredible CZK 9.5 million; in total the figure distributed is CZK 60 million.

The Czech Radio Foundation projects – “Den, kdy svítí Světlušky” (“The Day when Lightning Flies Glow”), “Café POTMĚ” (“Café in the Dark”) or the television benefit evening “Světlo pro Světlušku” (“Light for the Lightning Fly”), are today known not only among the target group that they assist, but far beyond. They have become respected charity projects that enjoy the trust of the wider public and businesses. ///



» It is ten years since Czech Radio set up a foundation to help the blind and partially sighted to have the opportunity to live as independent life as possible. «



/ Benefit concert Light for the Lightning Fly, November 2010

Radioservis

2010 was a successful year for the Radioservis, the Czech Radio publishing house, despite numerous hurdles including the, albeit receding, economic crisis. Týdeník Rozhlas continued to maintain its unique standing as a specialised radio magazine. Meanwhile, our music publishing department continued to focus on the spoken word, strengthening its leading market position in this genre in 2010. Our orientation towards a book-selling network, which compensated for the drop-off in CD-selling outlets, continued to yield positive economic results. Our book publishing division issued titles in co-operation with CR 2 – Praha, Czech Radio Leonardo

and Czech Radio – Rádio Česko. As of June 2010, the Czech Radio showroom store had returned to its former address within the historic main building – albeit now in a newer, larger location. Radioservis and Czech Radio served as the organisers of the first official annual Radio Autumn International Music Festival. Radioservis, a. s. as a subsidiary company of Czech Radio is financially independent of its parent and finances its operations out of its own commercial activities. Even 2010 proved to be a profitable year, with a total of four successive years of increasing margins. ///

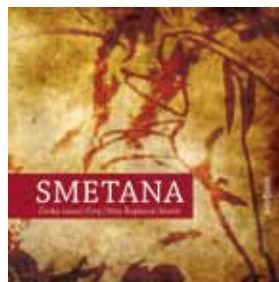
» *Radio Weekly includes programme advertisements, commentaries, reviews, interviews, reportages and other materials related to the activities of Czech Radio* «

Týdeník Rozhlas (Radio Weekly)

Týdeník Rozhlas is the only periodical in the Czech market to publish schedule information for all Czech Radio stations, and also includes programme advertisements, commentaries, reviews, interviews, reportages and other materials related to the activities of Czech Radio. Aside from fans of specific CR genres, regular readers also include those interested in the cultural activities reported on by CR 2 and CR 3.

In the 14th annual survey Neviditelný herec (Invisible Actor), traditionally supported by the magazine, Hana Maciuchová and Tomáš Töpfer were the winners of the Cena čtenářů Týdeníku Rozhlas (Týdeník Rozhlas Readers' Award); the award for the most popular spoken-word programme went to the play The Enigma of Emma Göring by Werner Fritsche, directed by Aleš Vrzák with Hana Maciuchová in the title role. ///





Music Publishing

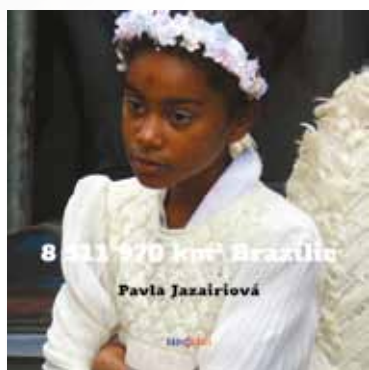
In 2010, our CD publisher issued 64 new titles – the most in its history. Among new releases in the field of world literature there was G. G. Márquez's *One Hundred Years of Solitude* Bulgakov's *The Master and Margarita*, Tolstoy's *Anna Karenina*, Hailey's *Flight into Danger* and a new radio production of *Dracula*. In the field of Czech literature, we saw Čapek's *Krakatit*, Škvorecký's *Legenda Emöke*, Zmeškal's novel *Milostný dopis klínovým písmem* (*Love Letter in Cuneiform Script*) or Bereme, co je (*Let's Take What There Is*) by Věra Nosková. The year also saw the release of several famous detective recordings (Agatha Christie, Sherlock Holmes adventures and the work of Chandler). The publishing of *Zvukové kroniky Divadla Járy Cimrmana* (*The Sound Chronicle of Jára Cimrman Theatre*) was particularly well-received as well as a collection from the Czech Radio series "Pohádky tisíce a jedné noci" (*Stories from a Thousand and One Nights*). Building on the extensive documentary projects "Srpen 1968" (*August 1968*) and "Listopad 1989"

("November 1989") was the 13 hour complete CD set (in mp3 format) "World War II". Our musical catalogue was broadened with several new jazz titles (CDs from Milan Svoboda and Karel Růžička, Bora Kříž & Vlasta Průchová, Brom Live and others) and two folklore CDs, "Písňe milostné a láskyplné" (*Love Songs full of Affection*) and "BROLN uvádí Kláru Blažkovou" (*BROLN Introduces Klára Blažková*). In the field of classical music, releases continued in the "Great Artists in Prague" (Lazar Berman, Mstislav Rostropovich) collection and the archive range of recitals from Czech singers (including Marie Podvalová). Additionally, CDs from the Czech Radio archives were released (a profile of the pianist Věra Řepková and others) as well as several entirely contemporary recordings, for example "Zdeněk Šesták – Orchestrální dílo" (*Zdeněk Šesták – Orchestral Works*). Within the framework of long-term co-operation with the Beno Blachut Organisation, a 1945 recording of Smetana's "Tajemství" (*The Secret*) was released. ///

Book Publishing

The book division of Czech Radio's publishing house Radioservis continued to focus on Czech Radio programmes. Ongoing co-operation with CR 2 – Praha led to the publication of commentaries from Václav Cílek called *Jak to vidí* (*How He Sees It*). Vltava's edition of *Osudy* (*Life Stories*) featured reflections by the pilot and

heraldist Jiří Louda and speleologist Jaroslav Hromas. In conjunction with Czech Radio Leonardo, the columns of the biologist Jiří Petr and botanist Václav Větvíčka were published. ///



Organisation and Governance


 /
 Technology
 Finance
 Listenership
 CR Management
 Organisational Chart



In 2010, the most notable technical challenges related to the conclusion of the first phase of reconstruction of the historic Czech Radio building. As part of these efforts, it was crucial to make operational new broadcasting studios for Rádio Česko, Radio Wave and other facilities for journalistic production. The transmission department had no less a challenging year. Ensuring broadcasts of the Winter Olympics in Vancouver represented one of this department's most formidable tasks. A similarly difficult task was presented by the technical challenges associated with broadcasting pre-election debates and specials in the Czech Republic's "super-election year". The technical and production aspects of securing coverage of the US-Russia Prague summit in April 2010 should also not be overlooked.

Czech Radio's financial management is designed to create profit, thus enabling the institution to both meet its investment needs and also to create a reserve for the future. The main goals of the Economic Department were to improve the methods of licence fee collection, secure oversight of the service's financial resources, planning, ensuring proper accounting practices and exercising legal requirements in the field of the application of public commissions.

Asides from regularly monitoring the ratings of Czech Radio's various stations, the Research and Analytics department also ensured a whole series of qualitative and quantitative studies designed for the requirements of various individual Czech Radio departments. For example, selected song titles were tested for CR 1 - Radiožurnál's musical dramaturgy as well as a series of regional pre-

election studies, which served as the foundation for the preparation of political debates in regional towns. In November, in conjunction with the NMS polling agency, a survey was carried out to determine user experience visiting the web pages Czech Radio and of its various stations. At the same time, a "News Servers" study undertaken by Mediaresearch, which monitored reactions to the news site zpravy.rozhlas.cz. Both surveys confirmed that the new updated Internet services had found favour with users.

Technology

From the point-of-view of technological maintenance, 2010 brought several fundamental tasks. In primary place was the completion of the first phase of the reconstruction of the historic Czech Radio headquarters, and with that the equipping and furnishing of new studios. Technology was also put to use in reporting on two elections in the country, the Winter Olympics and several other technologically challenging events.

2010 was particularly challenging year for staff in Czech Radio's transmission department. The first notable event was to ensure the broadcasting of the Winter Olympics in Vancouver, Canada. Our staff oversaw the construction of a studio in the international IBC centre and subsequently numerous sports-related broadcasts were produced from this site. At the same time, they also oversaw the creation of a small work-station directly

„A real “morsel” was represented by overcoming the technical and production hurdles associated with the US-Russian summit attended by presidents Obama and Medvedev in Prague in April 2010.“

The completion of the first phase of reconstruction meant the need to make operational all work places located in the third and fourth floors of the Balbínova wing in the Vinohradská 12 building. Specifically, this entailed the broadcasting complex of Rádio Česko and Radio Wave (the newsroom, control room and broadcast studio), a new journalistic production facility (control room and studio) and other technological foundations, two machine-rooms and an assistive secondary commutator.

Installation also continued of a new DaletPlus production-broadcast system. An upgrade from the previous generation was undertaken at Vltava, D-dur and Praha, while the former system continued to function during the transition. More than 25 work stations, including audio connections were installed ensuring editing, planning, production and broadcasting needs were met. Additionally, a new computer network was built including eight new Active Elements and mainframe optical routers with the aim of separating the DaletPlus broadcasting stations found in Studio House Římská.

The main CR commutator saw a new system installed, in which individual regional Czech Radio station signals travel via a data line – a so-called “contributing network”. This system was successfully utilised during the broadcasting of special pre-election forums for CR 1 - Radiožurnál and CR Rádio Česko. This meant that during electoral coverage, the feeds from individual key political party secretariats, short-wave mobile stations, experts in regional studios and our own reporters were all interconnected.

inside the Czech Olympic house. The IP codec and an Internet connection were used for broadcasts from this studio.

Another notable activity was represented by the fact that 2010 was a so-called “super-election year” (Czech parliamentary elections in June, local and senate elections in the autumn). Czech Radio broadcast from individual election HQs, but the main event which accompanied both elections was the broadcasting of pre-election debates and special post-election breakdowns for CR 1 - Radiožurnál and CR Rádio Česko.

Another “morsel” was represented by overcoming the technical and production hurdles (along with international co-operation) associated with the US-Russian summit attended by presidents Obama and Medvedev in Prague in April 2010. A press centre was built at Prague Castle with Host Broadcasting services offered and technical support provided for international organisations.

In the middle of the year, the reception centre KV linkup was moved to a new location as part of reconstruction efforts in the Vinohradská building. This meant that at the





same time, the process of transferring to new broadcasting frequencies for reporting duties was completed.

October saw the installation of a new mixing desk in the oldest broadcasting trailer. A twelve-year-old

mixing desk was replaced with a modern Digidesign VENUE D-show desk containing a Pro Tools system. The broadcasting trailer is now able to process up to 68 channels of input. ///

Finance

Czech Radio financial management in 2010

The financial administration of Czech Radio is designed under a profit structure that allows the investment needs of the institution to be met. The second reason for the generation of profits is to create sources to be utilised for the development of the institution and the maintenance of its remit should such resources decrease in future periods. In 2010, the amount of post-tax profits was CZK 110.5 million, with income taxes due by Czech Radio as a legal entity totalling CZK 10.7 million.

In 2010, revenues totalled CZK 2.2054 billion. This was against costs totalling CZK 2.0842 billion (without income tax). If we compare these figures against 2009, there is an evident decrease in costs (- 4.8 %) and also revenues (- 1.4 %). The compared costs include income taxes. Similarly to 2010, an acceleration of investment costs engendered by the reconstruction of the Czech Radio building in Vinohradská was also evident. Costs allocated for the VAT balance – meaning the unused part of expenses designated for value added tax - decreased. Cost levels were also affected by one-time operations, which will not be repeated in the coming years. Specifically, these related to unresolved taxation matters and the ongoing reconstruction of the Vinohradská building. The third reason of the year-on-year fall in costs is the result of austerity measures implemented by Czech Radio management.

In terms of revenues, notable decreases were evident in three arenas: from licence fee payments, sponsorship

and from the Ministry of Foreign Affairs for Czech Radio's Radio Prague foreign broadcasts. The global economic crisis and austerity measures taken by license fee payers (both legal entities and individuals) in the business sphere coupled with the increased levels of subscription cancellations by fee payers in the household is reflected in the stagnating revenues coming from Czech Radio licence fees. The curtailments of contributions towards overseas broadcasts in 2010 were only a precursor to further significant cutbacks in this area in 2011. Meanwhile, the trend of falling advertising and sponsorship revenue, evident since 2008, continued.

Actual costs were below forecast costs by 2.7 %, meaning CZK 57.5 million under-budget. The main deviations between forecasts and reality came in the arenas of VAT balance and material usage. Other factors included numerous small items.

Transparency in the institution's business activities has traditionally been ensured via a body of internal statutes, primarily the Czech Radio Rules of Economic Governance (Pravidla ekonomického řízení Českého rozhlasu). As in previous years, the correctness, comprehensiveness and preciseness of Czech Radio's accounting practices were confirmed by an accountant's audit. The progress of fiscal management issues is also overseen by a Board of Trustees, which serves as an advisory body in the realm of business affairs to the Czech Radio Council. ///



Basic financial results				
	budgeted	sourced	difference	difference in %
expenses	2 142 061	2 084 199	-57 862	97.3
revenues	2 207 030	2 205 425	-1 605	99.9
pre-tax profits	64 969	121 226	56 257	186.6
income taxes	10 300	10 705	405	103.9
post-tax profits	54 669	110 521	55 852	202.2

Developments in costs and the generation of revenues - comparison between 2010 and 2009 (in %)	
year-on-year decrease in expenses	-4.8 %
year-on-year decrease in revenues	-1.4 %

Expenses in 2010				
	budgeted	sourced	difference	difference in %
broadcasting expenses	323 480	319 521	-3 959	98.8
fees to Czech Post Office for collection	119 000	116 404	-2 596	97.8
fees and charges to organisations	96 980	100 024	3 044	103.1
individual salaries	132 103	125 072	-7 031	94.7
news agency services	21 088	20 391	-697	96.7
materials	55 520	45 822	-9 698	82.5
services	204 710	195 174	-9 536	95.3
energy	31 581	30 581	-1 000	96.8
maintenance and repairs	22 749	17 636	-5 113	77.5
fares	18 149	15 643	-2 506	86.2
personal expenses in total	768 524	772 525	4 001	100.5
deductions	89 844	88 803	-1 041	98.8
VAT balance	173 000	160 124	-12 876	92.6
other expenses	85 333	76 479	-8 854	89.6
total expenses (before income tax)	2 142 061	2 084 199	-57 862	97.3
income tax	10 300	10 705	405	103.9

Revenue developments				
	budgeted	sourced	difference	difference in %
license fee payments	1 970 000	1 974 476	4 476	100.2
advertising	55 814	51 404	-4 410	92.1
sponsorship	59 509	56 041	-3 468	94.2
foreign broadcasting	51 680	51 680	0	100.0
other costs	70 027	71 824	1 797	102.6
total reveue	2 207 030	2 205 425	-1 605	99.9

Development of internal costs				
	budgeted	sourced	difference	difference in %
in-house programme production	17 188	16 936	-252	98.5
technical department costs	31 354	31 774	420	101.3
vehicle operation	9 473	8 040	-1 433	84.9
other costs	8 901	8 844	-57	99.4
total internal output	66 916	65 594	-1 322	98.0

note: above figures presented in thousands of CZK.

ČESKÝ

Czech Radio licence fees

Traditionally, licence fee payments have formed the main pillar of Czech Radio's financing, forming 89.5 % of revenues in 2010. The significance of this figure is also underscored by a trend in which the share of this source of funding as a ratio of overall revenue has grown. In 2008, the licence fee share of total Czech Radio revenue was 87.2 %; by 2009 that figure had risen to 88.8 %.

During the period of evaluation, revenues from licence fee payments were CZK 1.9745 billion, a figure CZK 13.1 million (0.7 %) lower than the previous evaluation period. This figure exceeded forecast values by CZK 4.5 million (0.2 %). From the change in licence fee rates in 2005 to 2009, revenues from this financial source continued to rise year-on-year. 2009 saw the potential yields from seeking out unlicensed service receivers, prepared to sign up without major legal measures – notably causing increased expenses on the side of Czech Radio – exhausted.

Collection of licence fee payments from individuals – or households – is traditionally carried out by the SIPO (Concentrated encashment of citizens' payments) instrument administered by the Czech Post Office. The second collection channel is primarily designed for legal and business entities and is directly administered by the Licence Fee Section (ÚRP, Útvar rozhlasových poplatků). For direct collections, both traditional and modern sources of payment are used. These are primarily electronic transfers from the licence payer's account to that of Czech Radio. Another option, whose development was started by Czech Radio in 2008, involves payment over the Internet via a credit/debit card. Efforts continue to be made to seek out inexpensive, fast and reliable channels for communicating with licence fee payers. Email communication, utilising the

new P-info information system, which incontrovertibly prevents debt claims related to so-called “direct payers”, continues to be a major aid in this effort. The system enables an annual statement to be emailed to those licence fee payers who have selected this option in their Internet fee-payer accounts.

Up to and including the final day of 2010, Czech Radio recorded 3.638 million radio receivers of whom 3.069 million were from the ranks of individual entities – namely households. Another 125,000 licence fee payers came from the ranks of legal entities and business entities, representing 569,000 receivers. From January to the end of the period of evaluation, a loss of 21,000 receivers was observed. An interesting trend was evident among business entities paying for each individual receiver. Only a minimal decrease of licence fee payers was observed here. However, the average number of receivers for one payee decreased. ///

» *Efforts continue to be made to seek out inexpensive, fast and reliable channels for communicating with licence fee payers* «



Households pay 45 CZK per month for the possession of one radio receiver.



Entrepreneurs and organisations pay 45 CZK per month per each radio receiver that they own or keep

ROZHLAS



Listenership

Czech Radio and its Listeners

In 2010, 1.554 million listeners listened to at least one Czech Radio station daily in the 12-79 age category monitored by RADIO PROJEKT – the main survey of radio listenership in the Czech Republic. This represents 17.4 % of the given population and 20 % of all radio listeners in the aforementioned age category. Certain Czech Radio stations had a daily listenership of 1.025 million, while regional broadcasts were around 623,000.

During the average week, Czech Radio reached around 2.507 million listeners, which is around a third of the weekly radio audience in the Czech Republic.

1.704 million listeners of radio in the Czech Republic said that a particular Czech Radio station was their most

listened-to. The market share of Czech Radio of all Czech radio broadcasters was 20.2 %; for nationwide stations it was 12.5 % and 7.6 % for regional ones. The ratings for individual CR stations are illustrated in the below table.

In 2010, Certain Czech Radio digital stations had a daily listenership of around 18,000, with the weekly average at around 48,000. A significant number of individual listenership is via the medium of the Internet. On an average day, CR Rádio Česko had around 3000 of these listeners. After adding in those listeners who listened to Rádio Česko within the framework of the Czech BBC World Service broadcasts, the total daily listenership for this station rises to 14,000. ///



CR national stations	Listenership last week		Listenership yesterday		ATS rel.	Market Share in %
	In thousands	% of population	In thousands	% of population		
CR 1 – Radiožurnál	1256	14.1	687	7.7	182.2	7.3
CR 2 – Praha	589	6.6	345	3.9	215.1	4.3
CR 3 – Vltava	175	2	58	0.7	143	0.5
CR 6	45	0.5	27	0.3	143.2	0.2
CR regional stations						Market share in target region
CR Brno	261	2.9	160	1.8	224.1	10.5
CR České Budějovice	145	1.6	92	1	208.3	15.2
CR Hradec Králové	82	0.9	43	0.5	203.6	7.5
CR Pardubice	33	0.4	17	0.2	211.4	3.9
CR Olomouc	100	1.1	47	0.5	177.8	5.8
CR Ostrava	103	1.2	59	0.7	214.5	5.2
CR Plzeň	184	2.1	107	1.2	211.7	13.5
CR Sever	82	0.9	39	0.4	163.4	2.8
CR Regina	49	0.6	25	0.3	129.7	0.9
CR Region (Central Bohemian Region)	36	0.4	20	0.2	179.7	1.7
CR Region (Vysočina)	51	0.6	32	0.4	195.8	6.8
CR digital stations						Market share
CR D-dur	11	0.1	4	0	125.1	0
CR Leonardo	19	0.2	7	0.1	164.1	0.1
CR Rádio Česko	12	0.1	3	0	87.7	0
CR Radio Wave	12	0.1	5	0.1	196.6	0.1
CR total	2507	28.1	1554	17.4	222.5	20.2
CR nationwide	1743	19.5	1025	11.5	209.1	12.5
CR regional	1049	11.8	623	7	209.5	7.6

/ Data: RADIO PROJEKT 01.01. -17.12.2010

Czech Radio Management

DIRECTOR GENERAL

Peter Duhan

*Interim Director General
since 1/3/2010*

Richard Medek

*Director General
until 28/2/2010*

PROGRAMME DIVISION

Lukáš Hurník

*Acting Director
since 1/3/2010*

Peter Duhan

*Director
until 28/2/2010*

TECHNICAL DIVISION

Jakub Papírník

Director since 1/4/2011

Martin Zadražil

*Director
until 31/1/2011*

DG OFFICE

Oldřich Šesták

Director since 1/7/2010

Hana Pořízková

Director until 30/6/2010

ADMINISTRATIVE DIVISION

Oldřich Šesták

*Acting Director
since 1/6/2011*

Josef Havel

*Acting Director
until 30/5/2011*

NEWS AND CURRENT AFFAIRS STATIONS

Hana Hikelová

Director

COMMUNICATIONS AND EXTERNAL RELATIONS

René Zavoral

Director

ECONOMIC DEPARTMENT

Hana Skalová

Director

CZECH RADIO COUNCIL

Dana Jaklová

*Chairwoman since 4/2010,
until then Vice Chairwoman*

Milan Badal

Member since 17/12/2010

Petr Šafařík

Member since 8/6/2011

Jiří Florian

*Chairman and Member
until 2/2010*

Tomáš Ratiborský

*Vice Chairman since
4/2010, until then Member*

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Member since 8/6/2011

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Member since 8/6/2011

Pavel Hazuka

Member until 2/2010

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Antonín Zelenka

Member

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*Vice Chairman
and Member until 3/2011*

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Member until 1/2011*

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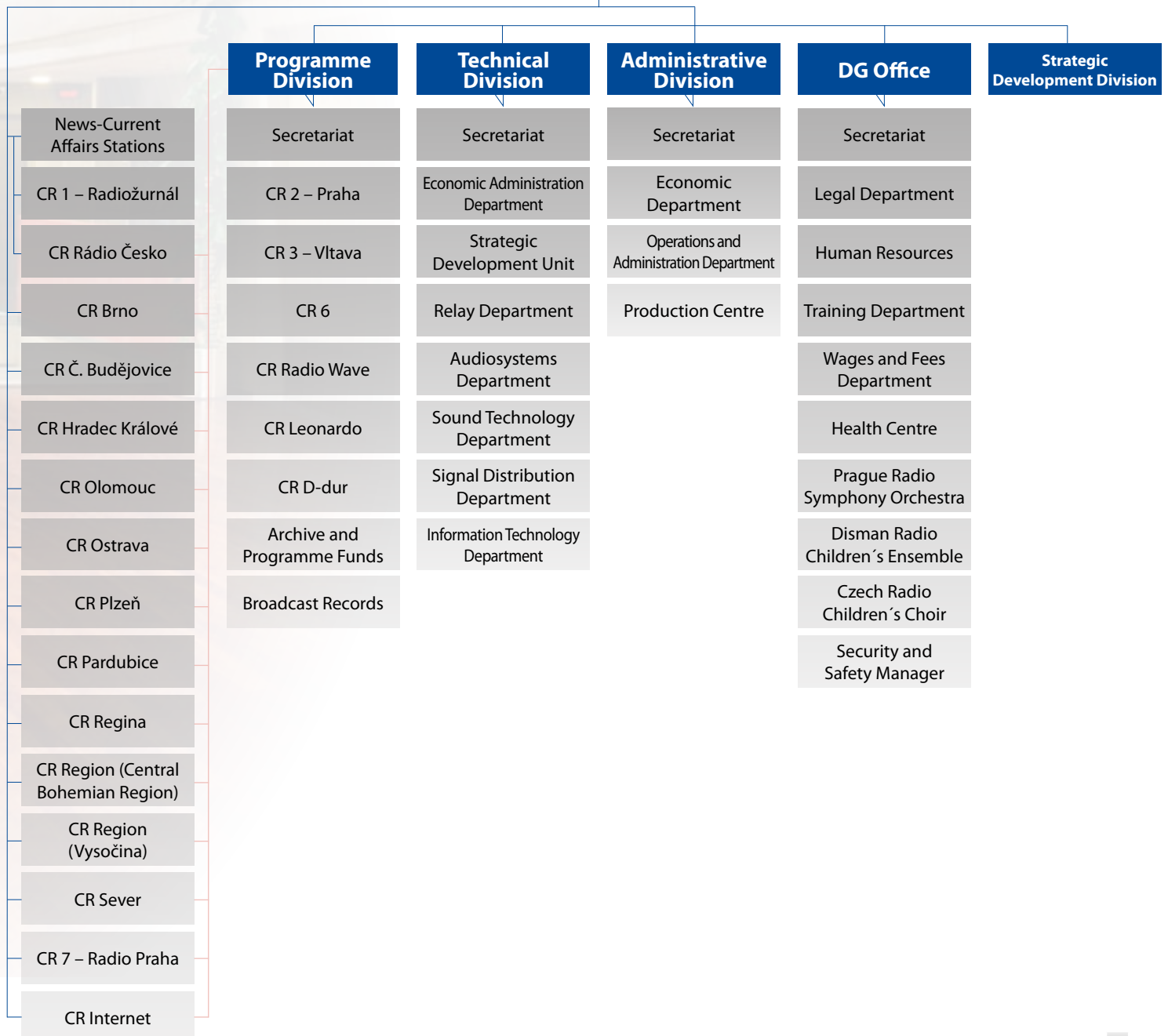
Member until 1/2011



ČESKÝ ROZHLAS

Czech Radio Director General

DG Secretariat	Internal Audit and Control
DG Advisers	Property and Investments
Communications and External Relations	Research and Analytics



History



1933
10 December

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



1964
1 March

The first stereo broadcast (jointly by the station Praha and the television)



1923
18 May

Prague – the start of regular broadcasting from a tent at Kbely (Czechoslovakia is only the second country after Britain to broadcast regularly in Europe)



1945
5 May

The Prague Uprising begins with radio appeals for help



1992
1 January

The establishment of Czech Radio as an independent public entity



2009
15 July

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




1968
21 August

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



2000
18 May

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



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