




**Czech Radio**

**Annual Report 2015**



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**DIRECTOR  
GENERAL'S  
FOREWORD**



**Dear Readers,**

In 2015, Czech Radio continued to serve as a source of information, erudition and culture, fulfilling diligently and responsibly its mission as a public service medium and offering guidance to all generations of listeners in this complex world, cultivating their opinions and bringing fresh inspiration.

In the previous year, Czech Radio reinforced its position as a reliable and confident broadcaster that does not shy away from innovation and that never ceases to develop and improve the services offered to its listeners. In this respect, one of the most notable events was the launch of the spoken word station, Plus, on the FM platform on November 2, following a complex legislation procedure. The station, which focuses on in-depth current affairs analysis and commentary, entered a new era with an enriched programme reaching roughly 60 percent of the country's population. This means Czech Radio has extended its portfolio of stations to the point that it is now on a par with the most advanced Western European media houses.

Among last year's major projects were our on-going efforts at completing the digitisation of the radio broadcasting. During a public seminar held in April hosting private broadcasters, politicians and business figures, Czech Radio presented its vision for digital broadcasting. Following on from the seminar, the DAB Praha multiplex was launched on August 6 bringing together all of Czech Radio's specialists and nationwide stations. Czech Radio started its experimental digital service using the Žižkov-based transmitter in association with Czech Radiocommunications.

As in previous years, Czech Radio's programming focused on the commemoration of notable anniversaries and the creation of syndicate projects. In this context, Hrdina.cz was of exceptional importance as it encompassed all of Czech Radio's stations, websites and social media profiles. The project offered a series of stories from World War II, followed by wanderings in the footsteps of John Huss and engagement in a debate on the controversial heroes of our recent past.

For instance, the "Hrdinové s otazníkem" (Heroes with a Question Mark) cycle confronted Czech listeners with the aim of challenging the black-and-white approach to the historical figures who have made a controversial mark on Czech history in recent decades. Together with listeners, we tried to find the answer to the question: "Who is the greatest living Czech hero?" in the "Hrdinové kolem nás" (Heroes Around Us) cycle. The Hrdina.cz project was topped off by a charity event organised by Czech Radio – Concert for Heroes – which took place on November 8 in Ostrava, attracting roughly nine hundred visitors. The funds collected – roughly CZK 100,000 – were then dedicated to the charity fund for war veterans, Regi Base I.

As in previous years, 2015 was very challenging in terms of news reporting. Czech Radio managed to report on all notable events, bringing a varied range of views and balanced coverage. Its exceptional position in the field of domestic

and international news reporting was also affirmed thanks to the work of its foreign reporters whose high quality input shed light on the dramatic events of the year, notably the terrorist attacks in Paris. Last year's major topics included the Ukrainian and Syrian conflicts as well as the migration crisis.

One of Czech Radio's strongholds is original radio production. 2015 saw the creation of numerous high-quality programmes. Czech Radio focused on the production of dramatic programmes as well as documentary shows – genres traditionally omitted by other Czech radio broadcasters. The quality of these programmes is underscored by the fact that they have garnered awards at international festivals across Europe.

Czech Radio also committed to the development of its multimedia environment by progressively offering on-line services and working with social media. These efforts will continue to provide key additions to radio broadcasting. We were also successful in improving our technical equipment, radio studios and in delivering not only high-quality programmes, but also efficient coverage of events using all sorts of available platforms.

As a public service medium, we have secured a stable position not only in the Czech Republic, but also in the international context. Czech Radio is a respected and fully-fledged member of the European Broadcasting Union (EBU), which is comprised of associated European public service broadcasters. This enables us to participate in a wide range of projects on the European level, bringing live and exclusive music and sports coverage to our listeners. Under the framework of the EBU, Czech Radio holds a significant position given that many of its employees work in EBU bodies, directly affecting European strategy within the public service media world.

I am pleased to declare that all of Czech Radio's employees did great work last year. This is also why Czech Radio is considered an institution that enjoys a very good standing with the Czech public. Our mission is to remain unbiased, objective, balanced and to offer entertainment, culture and knowledge. I am happy to see Czech Radio efficiently fulfilling this role and I believe that it will continue to do so in the future. And I would like to thank our listeners for their loyalty in the previous year and for their on-going support. I hope that they will find much to enjoy in Czech Radio's services in the future and that their numbers will only grow.

  
**René Zavoral**  
Director General

The following pages present  
the most interesting projects  
of Czech Radio in 2015.

# PROJECTS AND EVENTS





**EBU**

**OPERATING EUROVISION A**

**74TH GEN**

**74<sup>th</sup> EBU General Assembly in Prague**

**ASSEMBLY**



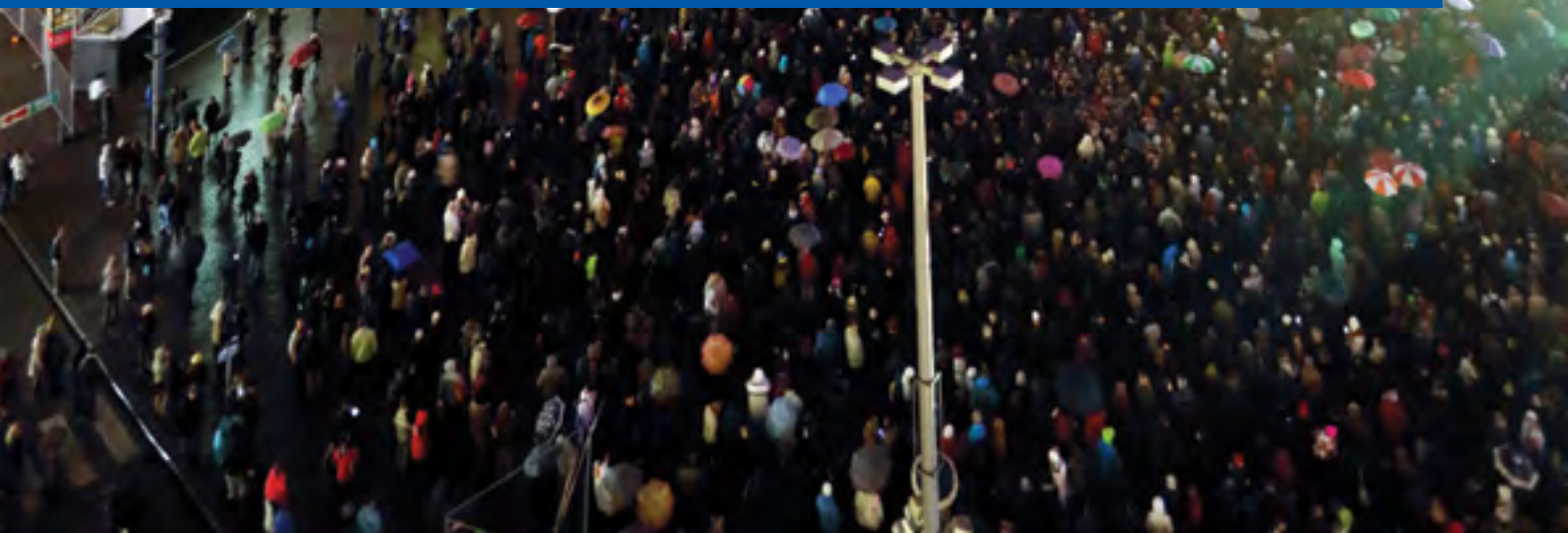
## 74<sup>TH</sup> EBU GENERAL ASSEMBLY IN PRAGUE

Czech Radio's most remarkable international event in 2015 was the 74<sup>th</sup> General Assembly of the European Broadcasting Union (EBU) hosted by the Czech broadcaster in partnership with Czech Television at Prague's National Museum on June 25 and 26. Almost two hundred top representatives of public service broadcasters from sixty-five countries across Europe came to Prague to discuss developments in the public service media. The agenda encompassed both EBU's operation in financing and auditing and future public service strategies. The General Assembly was officially opened on June 25 with speeches from EBU's President Jean-Paul Philippot and Director General Ingrid Deltenre accompanied by Czech Radio's Director General Peter Duhan and the Director of Czech Television Petr Dvořák. A block entitled "Proud to Present" featured a presentation by René Zavoral, Czech Radio's former Deputy Director General for Programme and Broadcasting and since January 21, 2016 the present Director General, who spoke about implementing the principles of Vision 2020 as part of Czech Radio's modernisation project. The General Assembly was held under the joint auspices of Czech Prime Minister Bohuslav Sobotka, who received the top representatives of the EBU and both Czech public service media at the Office of the Government, and the Minister of Culture, Daniel Herman.



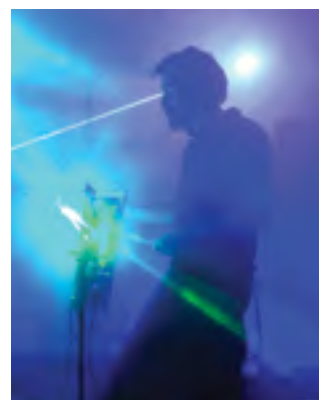


**Pilsen – The European Capital of Culture 2015**



## PILSEN – THE EUROPEAN CAPITAL OF CULTURE 2015

In 2015, Czech Radio established a key media partnership with Pilsen – The European Capital of Culture 2015. This year-round project was the most significant cultural initiative in the Czech Republic with Czech Radio greatly contributing to the project's programme. Among our most remarkable activities was "Den s Českým rozhlasem" (A Day with Czech Radio), organised as part of the celebrations of the 70<sup>th</sup> anniversary of the end of World War II. Events such as the Radio Wave Stimul Festival prepared by individual Czech Radio stations were held directly in Pilsen. One specific feature was a temporary broadcasting studio set up at the main information point for the Pilsen ECC 2015 project – the Meeting Point on the Square of the Republic. This is historically the first activity of its kind to have been implemented by Czech Radio. All nationwide stations together with CR's digital stations Radio Wave and Rádio Junior as well as the regional studio of Czech Radio Plzeň alternated in offering a continuous programme stream.





**Helping Nepal with Czech Radio**

## HELPING NEPAL WITH CZECH RADIO

On May 22, a charity collection was organised aimed at providing aid to two Nepalese villages devastated by the earthquake. A special call-centre was set up at Czech Radio's headquarters hosting about 50 special guests. A charity account was opened to collect funds from donors who sent in contributions via SMS messages, raising over CZK 9.5 million.





Hrdina.cz

Another key project of 2015 was the campaign and syndicate project entitled Hrdina.cz. Listeners cast their votes in the poll “Hrdinové kolem nás” (The Heroes Around Us). Czech Radio was invited as a partner to the ceremonious act marking the end of World War II on Old Town Square. At night, Týn Church located on the square turned into a unique videomapping screen.



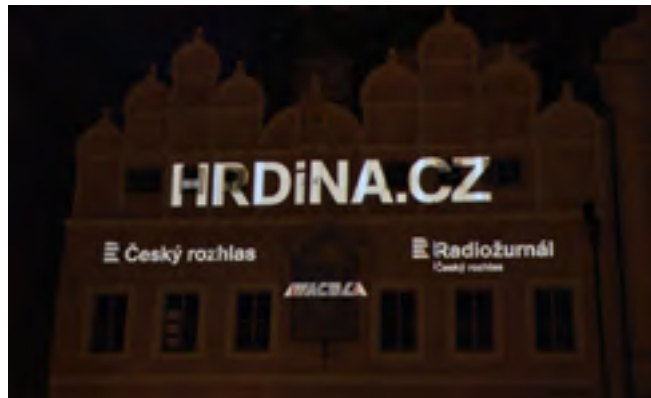


**“Radio 45” Videomapping**



## “RADIO 45” VIDEOMAPPING

By means of this unique videomapping presentation held on Prague’s Old Town Square on May 5, Czech Radio introduced its project commemorating the fallen heroes of World War II, topping off celebrations of the 70<sup>th</sup> anniversary of the Prague Uprising. The event attracted about 4 thousand spectators. The event was accompanied by a one-day programme including a ceremonious act of remembrance in front of Czech Radio’s building and a concert performed by the Gustav Brom Czech Radio Big Band.





**Concert for Heroes**

## CONCERT FOR HEROES

On Sunday November 8, Ostrava's multi-purpose Gong Arena hosted "Koncert pro hrdiny" (Concert for Heroes), rounding off the year-long project Hrdina.cz. Among others, the winners of the listener poll "Hrdinové kolem nás" (Heroes Around Us) were welcomed on stage by a 900-strong crowd. The proceeds from the concert went to the Regi Base I foundation to aid the construction of a diagnostic and rehabilitation centre for modern veterans.





**United Islands of Prague**

## UNITED ISLANDS OF PRAGUE

In terms of music media partnerships, Czech Radio's collaboration with the United Islands of Prague festival intensified, with Czech Radio Vltava, Radio Wave and Jazz reaping the main benefits. Czech Radio prepared a programme for two music stages on the Střelecký Island in Prague. Czech Radio Vltava and Rádio Junior contributed further, offering a programme and set design for our small listeners and their parents on the main stage in the Kinský Garden.

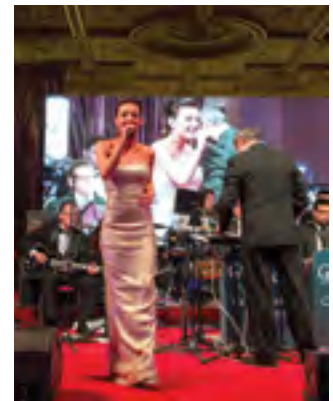




## Czech Radio Ball

## CZECH RADIO BALL

On Saturday March 7, Czech Radio held its second annual ball, with Žofín Palace serving as the venue. Its three representative halls hosted a gala programme attracting over 800 visitors including Czech Radio's employees, listeners and popular radio and TV names. The Grand Hall offered a show by the Gustav Brom Czech Radio Big Band with soloists Ewa Farná, Dasha and Ondřej Ruml. In the Small Hall, listeners enjoyed the chamber tones of the Epoque Quartet followed by lively electro swing rhythms, with the Knights' Hall reserved for Czech folklore and wine-tasting. The hosts of the evening were Jitka Novotná, Bára Šichanová and Václav Žmolík. The proceeds from admissions went to support the Lightning Fly project of the Czech Radio Foundation, collecting over CZK 210,000.





Ra  
Český

**Give Blood with Czech Radio**



## GIVE BLOOD WITH CZECH RADIO

One of last year's pivotal initiatives was "Daruj krev s Českým rozhlasem" (Give Blood with Czech Radio), involving all Czech Radio stations and taking place in June and July 2015. The project employed the same design concept as introduced in the preceding year – the symbol of a rolled up sleeve – and Czech Radio's presenters serving as the project's media faces. The whole project was an unprecedented success, resonating with a large number of listeners, many of whom registered as blood donors. 94% of all transfusion centres around the country were involved in the event. A concert for blood donors and their supporters was subsequently held on Prague's Old Town Square, broadcast live on CR Radiožurnál and made available on Czech Radio's YouTube channel.





**Art's Birthday**

## ART'S BIRTHDAY

The 11<sup>th</sup> edition of EBU's music project Art's Birthday took place on January 16, 2015 as part of the opening night of Pilsen – European Capital of Culture 2015. The programme attracted many listeners and fans of Ars Acustica, with the event becoming one of Czech Radio's top cultural projects held under the framework of "Pilsen 2015".





**Open Doors Day**

## OPEN DOORS DAY

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

In 2015, Prague's Open Doors Day was held on Saturday May 23. Almost 2,000 visitors came to look behind the scenes of our nationwide stations. Activities included discussions with radio presenters, trying out microphones, listening to numerous interesting recordings and live concerts and visiting the newly opened Gallery Vinohradská 12 for the first time. Visitors could also take a tour of fully equipped transmission vehicles parked in front of the Czech Radio building. One of the highlights arrived in the form of a bus parked in front of Czech Radio's headquarters featuring Café IN THE DARK run by the Czech Radio Foundation, giving visitors an opportunity to enjoy a cup of coffee in pitch dark.

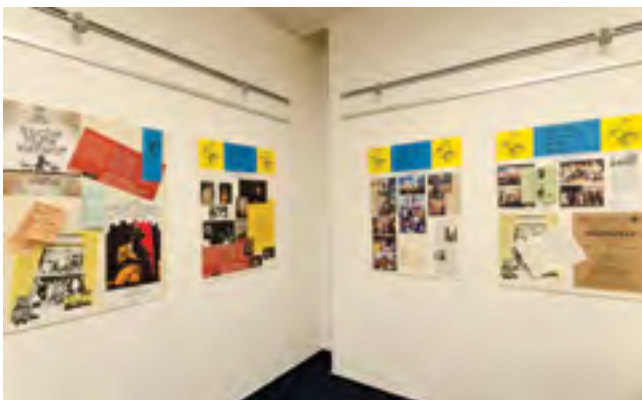




**Gallery Vinohradská 12**

## GALLERY VINOHRADSKÁ 12

The gallery space was officially opened on September 15, 2014. It houses a permanent exhibition on the history of radio broadcasting, together with a collection of various recordings from Czech Radio's past and present as well as a temporary exhibition. Hosting tours of Czech Radio headquarters, the permanent exhibition was mostly visited by groups of school students. A total of 12 different exhibition projects were selected to decorate the space in 2015, encompassing photography, painting and graphics. These provided a springboard for up-and-coming artists while also showcasing various charity and humanitarian projects and Czech Radiorelated projects and activities. The largest of them was the permanent exhibition entitled "Boj o rozhlas" (The Fight for Czechoslovak Radio) marking 70 years from the Prague Uprising, appreciated by several thousand visitors.





PRESSpektivy

Šimon Holý  
Český rozhlas

Adam Javůrek  
Český rozhlas

Štěpán Mlýnský  
Český rozhlas

**PRESSpektivy**



## PRESSPEKTIVY

The 2015's edition of PRESSpektivy came with the subheading "There is a story hidden behind each fact". The central topic was the refugee crisis and the possible ways of approaching this burning social issue from the perspective of a public service broadcaster using multimedia tools. Nils Lindström and Firas Jonblat from Swedish Radio – the authors of Fortress Europe, a multimedia web-based project documenting stories of Syrian refugees – accepted invitation to be guest speakers. They were joined by Vojtěch Berger and Adam Javůrek, journalists and creators of a thematic website dedicated to the refugee crisis powered by Czech Radio, who shared their experiences from the perspective of the Czech public service medium and in relation to the Czech context in general. The guest speakers included Czech blogger Michelle Losekoot, who introduced the audience the current situation on the Czech blogging scene and the employment of social media. Together with Radio Wave's presenter Šimon Holý, Michelle served as the show's moderator.





**Audioport**

## AUDIOPORT

In the spring and autumn, two Audioport sessions were aired, a joint project of CR Radio Wave and Slovak public service Rádio\_FM, aimed at interconnecting the Czech and Slovak music scenes. In keeping with tradition, the spring edition was held in Prague, this time at S1 radio studio in CR's building at Vinohradská 12. In line with the main theme of the one-day programme – closing the generation gap – Radio Wave nominated Člověk pokrokový in association with young rappers Cincinaty and Elpida Senior Group. Rádio\_FM introduced the Slovak singer-songwriter Tante Elze accompanied by Martin Burlas. The autumn edition was aired on October 27 in Bratislava featuring PzH from Brno and Slovak newcomers NVMERI. The topic of the joint one-day programme was Czech and Slovak cinema.





## Radio Wave Stimul Festival

## RADIO WAVE STIMUL FESTIVAL

As usual, the Radio Wave Stimul Festival took place in September in Prague's MeetFactory, bringing US math-rock stars Battles.

Over the course of the year, Radio Wave organised dozens of DJ parties and concerts in Prague and the regions. One of the most prominent gigs was a special AV show by Robert Henke held at the Czech Museum of Music.





## Radio Wave Live Sessions

## RADIO WAVE LIVE SESSIONS

The regular concert series “Radio Wave Live Sessions” showcased the best of the Czech independent music scene with concerts taking place in the cosy atmospheres of clubs in Prague and across the regions. Selected concerts took place for the first time at Czech Radio’s major recording studio in Prague, featuring live acts by Mutanti Hledaj Východisko, Smack, Kieslowski, Boris Carloff, VR/Nobody, Mulholland Blue and Člověk pokrokový. Regional audiences saw performances by Zrní, Please The Trees, Wild Tides & Schwarzprior and others.





**THE MISSION,  
VISION,  
VALUES AND  
GOALS OF  
CZECH RADIO**



## MISSION

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

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## VISION

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

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## VALUES

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

### ■ Trustworthiness

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

### ■ Quality

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

### ■ Diversity

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

### ■ Tradition and development

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

### ■ Respect

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

## GOALS

The following basic goals guide us in fulfilling our mission:

### ■ To provide the public with impartial, balanced and quality programming and content

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

### ■ To create, defend and promote the basic values of a modern democratic society

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

### ■ To contribute towards technological advancement

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

### ■ To nurture, enrich and disseminate the national cultural heritage both at home and abroad

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

### ■ To defend the principle of independence and to strive for the competitiveness of Czech Radio

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





**ON AIR**

Czech Radio's 2015 portfolio of broadcasting services comprised 4 nationwide stations (Radiožurnál, Dvojka, Vltava, Plus), 4 special stations (Rádio Junior, Radio Wave, D-dur and Jazz) and a network of regional stations covering all of the country's regions. It also offered an international service in six other languages. In addition, the broadcaster's editorial team created a wide range of programmes promoted via Czech Radio's website and as part of its digital service. One of the most successful projects has been Rádio Retro bringing recordings encompassing the distant and recent past.

Czech Radio's primary task in the previous year was to ensure an objective, verified and generally balanced information service. The importance of this task grew in relation with the urgency of international events in both the Czech Republic, the EU and worldwide.

Czech Radio has been continuously evaluating and adjusting the programming schemes of its stations and studios as well as the overall portfolio so that its offer appeals to all groups of the Czech population regardless of age, gender, belief, origin or ethnic minority. Czech Radio's long-term effort is to cover niche segments in the radio market. In 2015, following many years of preparations, Czech Radio wrapped up its project of a full format spoken word station concentrating primarily on current affairs analysis. Thanks to the reallocation of FM transmitters within Czech Radio's network, the station extended its reach to 55% of the Czech population. The station's programming targets an inquisitive and well-educated audience that takes interest in detailed information, in-depth analysis and critical commentary.

The basic portfolio of Czech Radio's stations is divided into corresponding individual age groups: children – CR Rádio Junior, the young generation – CR Radio Wave, the middle-aged – CR Radiožurnál, senior citizens – CR Dvojka. A multi-generational concept is applied in the case of the culture-oriented station CR Vltava and the spokenword station CR Plus as well as, given its production for children, CR Dvojka. In 2015, the station optimised its morning, afternoon and evening service on weekdays to be more in line with the expectations of typical listeners in terms of the selection of music, genres and information. Over the course of the year, this format was extended to include new programmes and regular features focusing on the station's target groups.

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

In total, Czech Radio broadcast over 121,486 hours of diverse programming (excluding programmes broadcast simultaneously on multiple stations and repeats).

## NEWS, CURRENT AFFAIRS AND SPORTS

All nationwide and regional services also broadcast their own specifically-tailored news programming in 2015. Domestic, international, economic, cultural and sports reporting was covered by the editors of Czech Radio's News and Current Affairs Department, based on the needs of the individual station.

Editors and reporters of the News and Current Affairs Department built on the formats, priorities and target groups of the individual stations. Each month, the News and Current Affairs Department produced 16 thousand news sessions and current affairs features. Over the course of the year, Czech Radio maximised its coverage of all noteworthy events in the Czech Republic and abroad with the help of its reporters stationed on location in the areas of interest. Among the most demanding phenomena and events to cover and process were the migration influx to Europe, the 70<sup>th</sup> anniversary of the end of WWII, the IIHF Ice Hockey World Championship and other major sports events taking place in our country along with a wide range of regional updates (very often of nationwide relevance).

In many cases, Czech Radio raised new topics and news reporting agendas – often adopted by other Czech media. In this respect, the work of domestic and foreign editors, including foreign correspondents, deserves to be highlighted. Our investigative journalism team reached new heights through their collaboration with experienced reporter Janek Kroupa. Thanks to this collaboration, Czech Radio brought fresh information regarding the situation in the Czech ice hockey world, which led to the resignation of representation coach Vladimír Růžička.





## ■ News

In 2015, Czech Radio provided balanced, impartial and accurate news reports, mainly based on authentic reports, recordings and written documents produced by its radio editors. As regards agency news coverage, Czech Radio used the services of ČTK, Reuters, SITA and DPA. All major events to occur over the course of the year in the Czech Republic and abroad were efficiently covered and the work of Czech Radio's foreign reporters deserves particular credit.

The most crucial topic of 2015 was the situation related to the refugee influx into the EU. Czech Radio dedicated much space to this topic in its regular news reports and current affairs programmes. Foreign correspondents and news editors were monitoring the situation in individual European countries, with the output being collected in a special section on Czech Radio's website. Our correspondent reporting from Bratislava repeatedly covered the Balkan region, with reporters in Germany, Brussels, London and Paris also paying close attention to the topic. EU's policies were accentuated not only in relation to the migration crisis. Czech Radio also focused on Czech reactions and debates regarding the refugee influx and the steps taken by Czech authorities.

Over the course of 2015, Czech Radio also applied the concept of "flying" correspondents, involving reporters concentrating on specific areas and regions. They covered, for example, the earthquake and the subsequent remedial measures in Nepal (with regard to Czech Radio's charity for Nepal, special correspondent Jaromír Marek reported from the area) and the world Expo 2015 exhibition in Milan (repeated coverage by reporter Jaroslav Skalický).

Throughout the year, Czech Radio joined forces with a team of data journalists, who conducted an exclusive analysis of data files (for example, documents on the migration process, treatment of cancer and the unemployment of secondary school and university graduates over the course of 2015) presenting the outcomes of this research on individual stations and in the form of interactive apps on its news website. Posts drawing on the work of our data journalists ranked as the top visited and commented on features on the news website, [zprav.rozhlas.cz](http://zprav.rozhlas.cz).

The development of multimedia capacities and the use of social media continued to be one of CR's key priorities. All reporters and correspondents were supplied with smartphones fitted with a high-quality camera and Czech Radio continued to train foreign correspondents in new media, increasing their activity on social networks (both Facebook and Twitter).



## ■ Traffic News

In 2015, the “Zelená Vlna” (Green Wave) service continued to be one of our priorities, developing its partnership with the Ministry of Transportation and the Road and Motorway Directorate – and preparing updates of its agreements with these two partners. The station also intensified collaboration with the Road and Motorway Directorate and its National Traffic Information Centre – making use of the worksite located at their headquarters from which some of Czech Radio’s regular programmes on traffic and transportation services were aired. CR Regina, CR Region and CR Plus also broadcasted from a worksite located at Prague’s Technical Administration of Communications’ control centre.

Czech Radio was the only Czech station to provide live traffic news at night-time, as part of CR Radiožurnál’s service. Traffic news took priority during bad weather and at peak traffic times.

Aside from current traffic data, the Green Wave editorial team produced service information for motorists, traffic safety-related output as well as information on developments in the automotive industry (one of the biggest trending topics of 2015 was the VW software scandal, which also involved the Czech Škoda car producer). There was increased focus on road repairs (including the on-going modernisation of the D1 motorway) and new transportation structures.



## ■ Cultural News

The principal producer of original news focusing on cultural issues was CR Vltava. The station's most popular show, "Mozaika" (Mosaic) mainly offered current cultural news and coverage of socially relevant cultural topics: funding of culture, grant systems of the Ministry of Culture and the City of Prague, the decrease in the VAT rate on books, plans related to the construction of new concert halls in Prague and in Brno and the renovations to the National Museum and the National Library. The station broadcasted live from festivals, such as the Prague Quadrennial, 4 + 4 Days in Motion, Pilsen – The European Capital of Culture, and covered the start of the National Theatre's season in Prague. Thanks to a newly assigned time slot, Mosaic was shifted by one hour which greatly increased its listenership.

Radiožurnál also continued its traditional coverage of the Karlovy Vary International Film Festival, while local cultural events were frequently covered by their respective regional stations. Additionally, youth-related cultural events were covered by Radio Wave and events for children by Rádio Junior. Dvojka kept apace with cultural news, with its morning and afternoon streams bringing regular updates on all cultural events and interviews with their organisers, among others.





## ■ Current Affairs and Documentaries

Current affairs coverage and documentary features comprised a diverse range of programmes encompassing topical events, general reports, documentaries and history-documentary formats. The pivotal topics of 2015 were the 70<sup>th</sup> anniversary of the end of World War II and the 600<sup>th</sup> anniversary of the execution of John Huss. This gave rise to documentary and docu-drama series commemorating these events as part of the Hrdina.cz cycle – 70 stories, “Putování za mistrem Janem Husem” (Wanderings in the Footsteps of John Huss) and “Hrdinové s otazníkem” (Heroes with a Question Mark). Related to the topic of liberation, CR Dvojka also aired 12 documentaries about the Prague Uprising – “Hrdinové z barikád” (Heroes on the Barricades).

Czech Radio was represented by self-produced documentaries at all prestigious international competitions. Czech Radio's documentaries ranked in the first three places winning the Awards of the Government Board for People with Disabilities and the station's producers emerged victorious in all categories of the 24<sup>th</sup> annual radio festival REPORT 2015.

In current affairs coverage, Czech Radio produced a wide variety of programmes, especially on the CR Radiožurnál and CR Plus stations. Highly popular were CR's traditional programmes – the current affairs section of “Hlavní zprávy” (Main News) on Radiožurnál, “Dvacet minut” (Twenty Minutes) on Radiožurnál, “Pro a proti” (Pros and Cons), “Názory a argumenty” (Opinions and Arguments), “Radioforum” (Radio Forum), “Zaostřeno” (In Focus), etc. Current affairs programmes on CR Plus were further developed and extended.

In addition to news updates and current affairs, CR Radiožurnál aired the moving stories entitled “Hrdinové kolem nás” (Heroes Around Us), greatly contributing to CR's project Daruj krev (Give Blood). The summer event “Jedeme pro Světlušku” (A Ride for the Lightning Fly) focused on the lives of the blind.

Dvojka continued to air its cycle “Stopy, fakta, tajemství” (Footprints, Facts and Mysteries) – this “micro” investigative series by Stanislav Motl continued to unveil myths, mysteries and events that have helped to co-form Czech and European history, or at least mark its progress.

Current affairs programmes and documentaries also took pride of place in CR Vltava's broadcasts, for example, as part of Friday evenings or live during the moderated 30-minute-long magazine “Slovo o ...” (A Word About Literature, Music, Film, Design, etc.). In 2015 “Slovo o divadle” (A Word About Theatre) was complemented with a cycle on heroes in Czech dramatic works by Professor Jaroslav Vostrý.

A notable achievement was the continuation of the new current affairs genre developed by Rádio Junior entitled “fairy-tale affairs”. The first project, combining current affairs and fairy tales, was “Letopisy Želviry čili želvy Elvíry” (Turtle Elvire's Chronicles). It was explaining the history to children aged 6-12 and continued with the 100<sup>th</sup> anniversary of WWI and focused on the 25<sup>th</sup> anniversary of the Velvet Revolution. In 2015, this successful project had a sequel called “Letopisy Želviry čili želvy Elvíry II.” (Turtle Elvire's Chronicles II) related to the 70<sup>th</sup> anniversary of World War II and which introduced children to the history of this conflict and its notable events and interrogated through the work of Osvobozené divadlo, with Jiří Voskovec, Jan Werich and Jaroslav Ježek.

Young listeners tuned in to current affairs programmes on Radio Wave continuously as part of the daytime stream On Air and on programmes “Přes čáru” (Crossing the Line), Universum and Diagnóza F. (F Diagnose).

## ■ Sports

The greatest sports highlight of 2015 was the IIHF Ice Hockey World Championship, which took place once again after 11 years in the Czech Republic – in Prague and Ostrava. Czech Radio was the exclusive holder of rights to live broadcasts of the World Championships matches as well as to live interviews from the stadiums. Czech Radio also provided extensive coverage of other championships organised across the country – the European Athletics Indoor Championships, the Cyclo-cross World Championships, the Canoe Sprint World Championships and the UEFA European Under-21 Championship.

Czech Radio's reporters covered hundreds of other sports events, not only on the international and world level – but also prioritised and promoted events and sports activities among the general public (primarily under the auspices of the Czech Sports Union and the Czech Olympic Committee) – all across Czech Republic's regions. However, Czech Radio did not focus merely on live broadcasts and sports events commentary – sports were presented in all their complexity with detailed reports on the background and context to the events, including the Czech hockey corruption scandal.

As part of the on-going year-round project CR Sport, Czech Radio offered live broadcasts of sports matches and competitions on its website as well as on its various smartphone and tablet apps.

Sports also made up part of Rádio Junior's programming with the aim of engaging children in healthy sports activities and an active lifestyle by means of interviews with sportsmen, coaches, psychologists, health and sports experts and physicians. Rádio Junior's philosophy is to introduce children to the principles of fair-play. Radio Wave aired interviews with young sportsmen as well as features on interesting sports and outdoor activities. The outstanding achievements of our Czech sportsmen were also reported on during Radio Wave's news feed.

Members of the Fed Cup team were invited to the radio hall at Vinohradská to sign and hand out toys, an event that drew in many listeners.

■ Music

In 2015, Czech Radio covered a wide range of music genres, encompassing mainstream pop (Radiožurnál, Dvojka, regional stations), oldies (Dvojka, regional stations), jazz (Dvojka, Vltava and Jazz), world and alternative music (Vltava and Radio Wave), brass band music and country (Dvojka and regions) and classical music (Vltava and music-only D-dur).

Czech Radio aired live broadcasts and recorded versions of hundreds of concerts from across the Czech Republic. These were mostly comprised of classical music events (Prague Spring, Smetana's Litomyšl IOF, Dvořákova Praha IMF, Český Krumlov, Concentus Moraviae, Janacek May IMF, etc.; orchestra and ensemble concert seasons – Czech Philharmonic, Brno Philharmonic, Prague Symphony Orchestra, Janáček Philharmonic Ostrava, PKF – Prague Philharmonia, Hradec Králové Philharmonic Orchestra, Prague Philharmonic Choir, Czech Philharmonic Choir Brno, etc.; chamber music and opera concerts, etc.) as well as studio productions (symphonic and chamber music). Other areas of musical interest covered jazz (concerts at the Jazz Dock club; the Jazz Goes to Town, Jazz Fest Brno and Strings of Autumn festivals, etc.), folk and folklore (especially in the regions) and alternative pop. The list would not be complete without the mainstream shows (the Velehrad concert and the “Znovu89” project) and alternative music events (ars acustica).

Czech Radio was also pro-active in searching out new music talents. An original studio production, which included a recording of tracks by the winners of the music export competition project Czeching, was broadcast concurrently on CR Vltava and CR Wave as part of the On-air show. Scouting new talents on the Czech music scene was among the main goals of Startér, a regular show of CR Radio Wave.

Czech Radio's artistic bodies (Prague Radio Symphony Orchestra, Brno Radio Orchestra of Folk Instruments, Gustav Brom Czech Radio Big Band, Czech Radio Children's Choir) made substantial contributions to the recording of these concerts. Significant and unique recordings were made during two prominent music competitions organised by Czech Radio – Concertino Praga (an international competition for young musicians) and Concerto Bohemia (a competition for young Czech orchestras and ensembles).

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

Vltava and D-dur are CR's main classical stations. In the case of Vltava, almost 50% of the output comprises classical music, with approximately 10% of its service dedicated to jazz, world music and alternative genres (“Jazzofon”, “Jazzový podvečer” – Jazz Evening, etc.). Experimental genres were also

substantially represented. CR D-dur presents a continuous 24/7 stream of classical music consisting of complete classical compositions accompanied by expert commentary.

Another entirely unique project is CR Jazz. The station plays an uninterrupted stream of jazz music encompassing a wide variety of genres from jazz roots to contemporary fusion, with an emphasis on contemporary European and Czech production.

Again, Rádio Junior's musical focus this year was on original pop songs written especially for children, complemented by a substantial amount of singer-songwriter production, as well as folk songs. The majority of the station's musicians focused mainly or exclusively on making music for children (Svěrák – Uhlíř, Kašpárek v rohlíku, Magda Reifová, etc.), as well as many other artists and bands whose music in part caters for children (J. Nohavica, Chinaski, Radůza, M. Žbirka, etc.). Songs performed by children also found their place in the programme.

Brass and folklore music was primarily presented on regional stations. The most popular programmes included “Morava krásná zem” (Moravia Is a Beautiful Country) – live brass-band music sessions, “Na moravskou notu” (On the Moravian Note) – folk songs not only from Moravia (Brno), “Dechovka, to je moje” (Brass Music, My Passion) from author and presenter Miloň Čepelka, an expert and lover of brass-band music (České Budějovice) – “Špalíček lidových písní” (Collection of Folk Songs) – programmes on folklore and folk art, mainly from Western Bohemia, “S Plzeňáky za folklórem” (To Pilsen for Folklore) – a magazine using popular forms to deal with all aspects of folk culture, mainly focusing on the West Bohemian region (Pilsen), “Putování za moravskou písní” (Travels with Moravian Songs) (Olomouc) and others.

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

Children tuned in to special programmes on Rádio Junior – “Notováníčko” (Singing Time) and “Kolíbánky” (Lullabies). The Budínka fairy, the host of Singing Time and a friend of dwarf Hajaja, introduced children to national and folk songs, their oftentimes unknown content, as well as referencing language expressions and interesting facts. Lullabies were represented by both folk and non-folk songs from Bohemia, Moravia, Silesia, our neighbouring countries and ethnic minorities as well as from the remote corners of the world. One for each day of the year was read by the Fairy Godmother or the Fairy Godfather. The programme's aim is to introduce children to different cultures and to subliminally teach them to be tolerant of difference.

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



## ■ Art and Culture

Culture, art and drama have been the long-term commitment of CR Vltava. Readings and radio plays were regularly aired on CR Dvojka and CR Rádio Junior. Other than that, cultural programmes (and reports) featured on all Czech Radio stations including Radiožurnál and regional studios.

“Rozhlasové jeviště” (The Radio Stage) hosted a premiere of the famous play “Její pastorkyňa” (Her Stepdaughter) by Gabriela Preissová, broadcast by CR Vltava not only as part of the aforementioned project, but with regard to the language specifics also on the “Den češtiny” (The Czech Language Day). Our reading series featured readings from an extensive novel The Museum of Abandoned Secrets by Ukrainian prose writer Oksana Zabuzhko, reflecting on Ukraine’s present and past. The series also offered 22 episodes from the second part of the famous The Good Soldier Švejk by Jaroslav Hašek. One of the other heroes was parish priest Josef Toufar, persecuted and tortured to death by the secret state police, as portrayed by Miloš Doležal in his novel As If We Should Die Today, and Renaissance anatomist Johannes Jessenius from Vladimír Körner’s Doctor of the Dying Time. CR Vltava commemorated the end of WWII with Hrabal’s Closely Watched Trains, November 17 was recalled with readings of Vyhřídál’s Student Revolt, and the Karel Čapek anniversary was marked with his novel Hordubal.

CR Vltava also aired Pavel Molek’s drama My Currently Occupied Country starring actor Viktor Preiss. The demanding recording sessions also involved the Prague Radio Symphony Orchestra. The drama was a reminiscence on a concert held in the National Theatre on June 5, 1939, when Smetana’s My Country was staged. The concert topping off the Prague May music festival was broadcast by Czechoslovakian Radio and aired also in Oslo and Paris. This year, the premiere also included a unique recording of this performance discovered decades later in Norway.

Czech Radio’s Christmas programming offered an adaptation of the famous play by Edmond Rostand, Cyrano de Bergerac, aired on CR Vltava. The title role in this classical chivalric play was performed by actor Jiří Langmajer. CR Dvojka broadcast an original detective story by Petr Hudský The Murderer is Always a Gardener – a criminal case with a murder in a close family circle.

44 radio dramas were broadcast as premieres, 23 titles in the reading series and 63 short stories. The staging of Pescho won the Grand Prix Nova, Bucharest and short-listed for the Prix Europa festival. Pro patria mori ranked third in the category of short dramas at Prix Marulić 2015.

The dramaturgy of CR Dvojka drew mainly on biographies and notable anniversaries of 2015. Among the most outstanding achievements were programmes from the “Hra pro celou rodinu” (Plays for the Whole Family) series – The Land of Decoration by Grace McCleen and others. 7 new children stories were premiered including a fairy-tale The Proud Karusha and A Magic Stamp by Šárka Kosková.

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



In its regular and irregular shows, Czech Radio covered a wide range of various scientific fields. Most of the educational programming in 2015 was covered by CR Plus. “Studio Leonardo” (Leonardo Studio), “Magazín Leonardo” (Leonardo Magazine), Leonardo Plus and “Laboratoř” (Laboratory) were aimed at science outreach. Historical topics were the focus of “Příběhy 20. století” (Stories of the 20<sup>th</sup> Century), “Historie Plus” (History Plus) and Czech Radio’s new show – “Jak to bylo doopravdy” (The Real Story).

In 2015, CR Dvojka 2015 provided prominent space to educational programmes, such as the popular scientific magazine Meteor and the sequel to the successful “Toulky českou minulostí” (Rambles Through the Czech Past). The series’ special website enables listeners to access all previous episodes. This was accompanied by a wealth of photo documentation. Over 1050 episodes in total were produced and broadcast. In 2015 Dvojka continued with its regular cycle “Slovo nad zlato” (Word Over Gold) and started a new educational programme “Etiketa” (Etiquette) with Ladislav Špaček.

A series of programmes on Vltava also offered great educational insights with the flagship show “Slovo o...” (Word About) airing Monday to Friday at 5 pm. Each day, a different field is discussed, including literature, theatre, fine arts and history. Educational content is also communicated in other series – “Osudy” (Fortunes), “Páteční večery” (Friday Evenings), “Psáno kurzívou” (Written in Italics), “Schůzky s literaturou” (Meetings with Literature), “Duchovní hudba” (Spiritual Music).

Rádio Junior’s mission is to bring education to the smallest listeners. The station’s activities in 2015 focused on younger elementary school pupils. It provided educational programmes based on the demand of pedagogues, or formats produced directly in relation to the school programme framework. Historically, the most successful project has been “Ušoun Rušoun na stopě Karlu IV” (The Big Ear on the Track

of Charles IV). Over 14 months, an interactive educational and entertainment competition was aired – starting with the 650<sup>th</sup> anniversary of the coronation of Charles IV as Emperor (April 2015) and ending with the 700<sup>th</sup> anniversary of his birth (May 2016), illustrating the life and work of the ruler. Rádio Junior’s activities included website presentations allowing young children to train various skills and test their knowledge and basic English; older children were given the chance to browse through a Reader’s Diary introducing works of Czech and foreign authors, an overview of EU countries, quizzes related to programme content, etc.

“Příběhy 20. století” (Stories of the 20<sup>th</sup> Century) continued to map relevant issues of our modern history. This documentary series recounts memories of witnesses and new perspectives of the previous century, introducing war veterans, resistance fighters, holocaust survivors, former Communist political prisoners, dissidents, as well as State Security agents, informers and Communist Party officials. These are complemented with testimonies of the “ordinary” people who witnessed the key events of the past century.

The programme is produced in conjunction with the non-profit organisation Post Bellum and other institutions that build memory collections. It draws on an extensive international database “Paměť národa” (Memory of Nations), founded in 2008 by Post Bellum, Czech Radio and the Institute for the Study of Totalitarian Regimes.

Regional studios teamed up to create “Česko, země neznámá” (Czech Republic – The Unknown Land) – featuring enlightening journeys through unknown places featuring both historical and natural points of interest.

Listeners were also able to find a great deal of interesting information on thematic websites [veda.rozhlas.cz](http://veda.rozhlas.cz), [přiroda.rozhlas.cz](http://přiroda.rozhlas.cz) and [historie.rozhlas.cz](http://historie.rozhlas.cz). The website again launched Rádio Retro broadcasts, providing a large number of archival recordings.





### ■ Society and Lifestyle, Programmes for Minorities

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

Programmes focusing on nationality and ethnic origin formed an important part of the service in reflecting social topics. Czech Radio’s programming for minorities contributes to fulfilling the station’s mission as well as its commitments to the European Charter for Regional or Minority Languages ratified by the Czech Republic in 2007. And so, in 2015, Czech Radio regularly collaborated with the Government Council for National Minorities and its advisory body – The Working Group on Minorities.

Czech Radio extended programmes for and about national minorities. These issues were also covered in one-off news reports and current affairs and documentary features. As of November 4, 2015, our regular programme originally presented on CR Regina targeting the English-speaking minority living primarily in Prague and its surroundings moved to CR Plus.

The largest minority in the Czech Republic comes from Slovakia at whom the news and current affairs magazine “Stretnutie” (Meeting) is targeted, supporting Slovak identity in the Czech environment. The show was featured on Radiožurnál and Czech Radio’s regional stations in Slovak and covered topics that had an immediate impact on the life of the Slovaks in the Czech Republic in 2015. The show also promoted Slovak culture in the Czech context and provided information on new Czech translations of Slovak publications.

Our service for the Roma minority is another of our priorities. Radiožurnál and the regional stations presented “O Roma vakeren”, a news and commentary programme in Czech with

Roma music. The Roma editorial team collaborated with the members of the Government Council for Roma Minority Affairs. In 2015, the main focus was on issues such as unemployment among the Roma, housing, excluded localities, support of secondary and university education of Roma citizens and the non-profit sector. In relation to the 70<sup>th</sup> anniversary of the end of WWII, the magazine’s editors also concentrated on the Roma holocaust and the post-war history of Roma workers, airing the series “Paměť Romů” (Roma Memory), which recounted the memories and stories of senior Roma citizens. The series mapped out the crucial historical events such as WWII and the establishment of the Communist regime.

The Czech Republic recognises 14 minorities, only four of which are dedicated regular programmes on Czech Radio. Therefore, 2015 saw the launch of a new project offering space to 10 more minorities coming from Belarus, Bulgaria, Croatia, Serbia (and other minorities from the former Yugoslavia), Greece, Hungary, Ruthenia, Russia, Ukraine and Vietnam, thus contributing to the fulfilment of Czech Radio’s commitment as a public service broadcaster. A new magazine of national minorities in the Czech Republic called “Mezi námi” (Among Us) was launched on November 4, 2015 on CR Plus. In addition to leading figures representing various minorities, the 20-minute format also introduces their cultural traditions, history as well as the activities of their organisations. The new programme explores why their members chose the Czech Republic to live in, how they were accepted by the society and whether their children still feel some ties to the country of their origin. The show also has features on the cultural activities of the individual organisations.

As of November 7, 2015 Czech Radio extended the running time of the regular show “My a oni” (Us and Them) from 10 to 15 minutes. The show now airs within the syndicate of all Czech Radio’s regional studios. Special attention was paid to the refugee situation and their acceptance in the Czech Republic and in Europe. The show also monitored activities of state authorities and non-profit organisations dealing with political participation and integration processes.





## ■ Social Issues

Social issues and all of the related consequences were among Czech Radio's most discussed topics in 2015. Social themes were represented in current affairs reports and news items, advice services, expert programmes as well as documentaries. Over the long-term, Czech Radio's editors are committed to carefully following developments in socially excluded locations as well as issues affecting senior citizens, the sick and the disabled.

Socially-themed programmes were firmly incorporated in Czech Radio's programme schemes – “Dobrá vůle” (Goodwill) and “Dobrá vůle Plus” (Goodwill Plus) series on CR Dvojka and CR Plus – or “Zaostřeno” (In Focus) and “Za hranou” (Crossing the Line) programme series on CR Plus. Other socially relevant content on CR Dvojka included “Jak to vidí” (As They See It), “Jak to vidíte” (As You See It), “Kontakt Dvojky” (Contact on Dvojka), and “Noční Mikrofórum” (Night Microphorum). CR Vltava reflected on the related issues in radio plays such as: Neil LaBute: Pick One and In the Beginning, Dennis Kelly: Love and Money and reading series – Heinrich Böll: The Clown, Jiří Hejda: I Have Lived in Vain.

## ■ Religious Programmes

All formats were tailored to focus on the needs of individual stations and the target listener groups. All programmes placed emphasis on the promotion of religious freedom and understanding between different religious and ethnic communities. Special attention was paid to the activities of Pope Francis – the issue of the “green” encyclical, *Laudato si*, a conference of mayors from all parts of the world dealing with climate change and modern slavery and the Pope's visits to Cuba and the USA. Prominent space on all CR's stations was given to the 600<sup>th</sup> anniversary of the death of John Huss.

In 2015, “Mezi nebem a zemí” (Between Heaven and Earth) was the key religious magazine programme, broadcast by CR's regional studios. Starting in January 2015, live broadcasts of religious ceremonies were transferred from CR Dvojka to CR Vltava where they became a part of Sunday's spiritual block. This change facilitated the launch of special religious-cultural projects, for example, a mass and concert on Good Friday aired live from Saint Salvator's Church in Prague. CR Vltava continued to offer a variety of programmes on faith and ethics – “Ranní úvaha” (Morning Contemplation) on each working day, “Bohoslužba” (Sunday Mass) and “Liturgický rok” (The Liturgical Year), “Ranní slovo” (Morning Discourse), and “Duchovní hudba” (Spiritual Music) on Sunday. Ethical and religious issues were often the topic of essays in the programme series “Psáno kurzívou” (Written in Italics). “Víkendová příloha” (Weekend Supplement) focused on similar themes with features on St Wenceslas, Archbishop of Olomouc Theodor Kohn, the series “Od obřadu k umění” (From Ritual to Art) looking at cultural-religious expressions of non-Christian spiritual doctrines with anthropologist and teatrologist S. Slavický (including the search for causes of the current situation in the Middle East); the cultural history of Russian piety.

CR Plus discontinued its regular programmes “Kořeny” (Roots) and “Za hranou” (Crossing the Line). Starting in November they were replaced by “Vertikála” (The Vertical) – discussions with guests from various walks of life who share a spiritual view of the world on topics that resonate across society. CR Radiožurnál's weekend programme now offers regular spiritual features instead of the former discontinued “Křesťanský týdeník” (Christianity Weekly). CR Dvojka also dedicated programmes to religious, spiritual and ethical topics, e.g. “Jak to vidí” (As They See It) and “Kontakt Dvojky” (Contact on Dvojka). CR Radio Wave aired “Hergot!” (Good God!), presenting non-orthodox views on spiritual topics and CR Plus dedicating “Zaostřeno” (In Focus) twice a month to religious issues.



## ENTERTAINMENT

The greatest share of entertainment across Czech Radio's stations remained with CR Dvojka. Its programming mostly comprised public talk show recordings: "Nostalgické muzeum Ondřeje Suchého" (Ondřej Suchý's Nostalgic Museum of Entertainment), "Lenoška Ivo Šmoldase" (On the Sofa with Ivo Šmoldas), "Skřípek" (Wine Cellar) and a theatre get-together "Kdo židli má, bydlí" (It Only Takes a Chair to Furnish a Flat). The variety weekly Tobogan recalled notable and omitted anniversaries. Dvojka presented a new comedy show by Luboš Balák called "Dvojdomek ve Vrahovicích" (A Semidetached House in the Killens).

All entertainment series including Tluchořovi were retained (20-minute weekly and 3-minute weekly "Kalendárium" – Calendarium). Czech Radio also continued producing the humorous dialogues between Mr. Peter and Mr. Paul called "Porada nutná" (Consultation Needed) by Tomáš Vacek. The service was enriched with a new show "Hvězdy vinylu" (Stars on Vinyl) by F. R. Čech, as well as an entertainment/educational ramble through architecture with architect David Vávra. Dvojka aired new formats that were originally conceived in autumn 2014 by the Production Centre. They included "Soudnička" (Law Songs), a series presented by the singer-songwriter and barrister Ivo Jahelka, the entertaining educational series "Etiketa" (Etiquette) with Ladislav Špaček, among others. "Kolotoč" (Merry-Go-Round) and repeats and new episodes of legendary stories by visual artist Jiří Anderle "Láska za lásku" (Love for Love) retained their loyal followers.

The first episodes of "Kabaret" (Cabaret), aired this year in a new format on CR Vltava presented various Czech artistic ensembles. Regional studios aired the joint "entertainment on request" format entitled "Humoriáda" (Humoristic Games).

Cultural news and updates are brought to listeners on all regional stations. Local food and cooking shows remained much-loved by audiences. These included "Kuchařské čarování" (Cooking Wizardry) in České Budějovice, "Vaříme s Habadějem" (Cooking with Gusto) in Hradec Králové, CR Sever's "Chuťovky" (Bites) with Petr Novotný and CR Region's features "Pochoutky" (Delicacies) and "Pochoutky na talíři" (Delicacies on Your Plate) with popular regional figures. Various entertainment magazine shows form a large part of the programming – with the focus on gardening, home improvements and other hobbyhorses; while entertaining quizzes and competitions provide added amusement. The most popular shows usually host famous actresses and actors, singers and other renowned persons.

Shorter formats were also offered on CR Rádio Junior, a station for our youngest listeners. "Klub Rádía Junior" (Rádio Junior Club) and Atrium proved to be big hits with children and their parents. Episodes broadcast on our website featuring live animals in the studio were the most successful. Rádio Junior's mascot – the funny radio personality Big Ear – became a hit with our youngest audience. Rádio Junior's most successful project was the 14-month-long "Ušoun Rušoun na stopě Karlu IV." (Big Ear on the Trail of Charles IV) – an interactive educational and entertainment competition – opening with the 650<sup>th</sup> anniversary of the coronation of Charles IV as Emperor (April 2015) and ending with the 700<sup>th</sup> anniversary of his birth (May 2016), illustrating the life and work of the famous ruler.

## BROADCASTING FOR CHILDREN AND YOUTH

2015 saw dynamic development in the output for children and youth – one of the pillars of CR's public service mission, with CR Dvojka, CR Rádio Junior and CR Radio Wave substantially contributing to this progress.

The key producer of content for children was CR Rádio Junior offering fairy-tales, songs, discussions with interesting guests, adventurous stories, brief news reports and competitions. Rádio Junior's evening programming incorporated a new feature – Atrium – a magazine for parents. The station also takes part in the preparation of new formats for kids aired on our nationwide station Dvojka. A station for the young at heart, CR Radio Wave encourages listeners to abandon mainstream stereotypes and discover new non-chart music, while also monitoring the current cultural and social events of its target group.

Dramatic output for children and young listeners was included in programme premieres divided into five traditional and popular programme series: a Sunday fairy-tale (7 fairy-tales premiered on CR Dvojka); a Saturday radio play for the whole family (9 plays premiered on CR Dvojka); a reading series on Rádio Junior (Rádio Junior); "Hajaja" (Rádio Junior) and "Minutové pohádky" (Minute Fairy-Tales on Rádio Junior).

Among the outstanding achievements of 2015 was a drama based on Uri Orlev's *The Island on Bird Street*, a riveting story about the life of a lonely boy in a Jewish ghetto in Warsaw. More socially-relevant titles reflecting the problems of the current generation of children and teenagers included

Problem by Zuza Ferenczová and a drama adaptation of the UK's bestseller *The Land of Decoration* by Grace McCleen. The programme series "Nedělní pohádka" (Sunday Fairy-Tale) featured the renowned titles *Animals and Bandits* and *The Pearl in Fox King's Crown* by Lukáš Jůza. The programme format "Hajaja" inspired 9 original series, thus significantly enriching contemporary Czech literary production for children with 8 series drawing on time-tested and appraised children's books. One of the authors of the original series was Petra Dvořáková, winner of the Magnesia Litera Award, and Michaela Vetešková, whose series "Vlakáček z Dršovic" (Dršovice Train Station) was also published as a book.

100 episodes of the "Ve škole i po škole" (At School and Afterwards) series with Venda and Fráňa were produced last year. The "Kouzelná kniha Káji Kučery" (Kája Kučera's Book of Magic) series continued with thirty brand-new episodes, exploring elementary school basics in a playful and entertaining way. Minute Fairy-tales mainly comprised adaptations of traditional and modern fables and formats inspired by poems for children.

Content for children and teenagers also forms an integral part of Czech Radio's regional stations. CR České Budějovice produced the fairy tales *The Fair Maiden* and *The Blind Sculptor* and *A Magical Flower*. Other regional stations organised various polls and surveys: "Tak to vidíme my" (As We See It) (CR Hradec Králové), "Dětské zprávy" (Kid's News) (CR Pardubice) and "Ahoj rádio" (Hello Radio!) (CR Plzeň).





## REGIONAL BROADCASTING

In 2015, Czech Radio's network of regional stations encompassed 14 studios, based in individual regional centres. The stations focus on particular groups of listeners in the regions, dealing with specific regional issues and also reflected in the music choices for each station. Individual programming schemes were coordinated so as to engage all stations and to offer sufficient space to original broadcasting covering individual areas, including all regional priorities and specifics.

Programming was based on the following: information – a 24-hour news service (regional news, weather and traffic news); advice services (financial and legal consultations, advice regarding purchases, health, lifestyle, hobbies – dealing with the everyday problems of our listeners and offering assistance with resolving these problems); promoting the cultural identity of the region; entertainment (talk shows, request songs, special entertainment programmes) and interaction (contact with listeners). The share of music broadcast stabilised at a spoken word/music ratio of 40:60.

The main priority of regional broadcasting in 2015 was to prepare, implement and innovate the service provided by CR Regina, CR Region and Central Bohemian Region in relation to the transition of CR Plus to the FM platform on November 2, 2015. CR Sever's independent broadcasts for the Liberec Region were also extended under the name of CR Liberec. There was a joint project of Czech Radio's regional studios and the Czech Voluntary Fire Brigades "Dobráci roku" (Good Guys of the Year – a year-round competition organised by the Fire Brigades) and, last but not least, the pilot project "Živé regiony" (Living Regions – in the initial stage mainly concerning CR České Budějovice, CR Plzeň and CR Hradec Králové) was launched. Its ambition is to transform selected Czech Radio buildings located in regional capitals into cultural centres.

The programme highlights of 2015 included innovations to weekday evening service broadcasts on all regional stations. As of March 2, 2015, repeats of pre-recorded shows were replaced by a live interactive stream containing regional updates, interviews, popular-scientific features and regular programmes for national minorities. The newly adopted concept of Czech Radio's religious programmes was heralded by a new spiritual magazine jointly produced by regional studios – "Mezi nebem a zemí" (Between Heaven and Earth). New editorial guidelines were introduced regarding newspaper digests, new spot graphics were incorporated and a new self-promotion system was gradually introduced. The multimedia character of the content – a closer interconnection of the website and the service – and communication on social media was much accentuated, which manifested in increased traffic on the website and social profiles of individual regional studios.

In 2015, Czech Radio's regional studios participated in syndicate project Hrdina.cz, and their broadcasting continued to reflect upon remarkable events (the 70<sup>th</sup> anniversary of the end of World War II, the 600<sup>th</sup> anniversary of the death of John Huss), social issues (solidarity of generations the active lives of older citizens, etc.), transportation infrastructure in the individual regions, problems related to migration and its impact on the region and, last but not least, great emphasis was placed on consumer services and goods (financial and legal literacy).

In 2015, Czech Radio's regional studios continued its close collaboration with the Czech Sports Union (promotion of amateur sports in the regions), actively participating in the "Opel Handy Cyklo Maraton" charity project, as well as in the nationwide pre-Christmas event, "Česko zpívá koledy" (Czechs Sing Christmas Carols). One remarkable project was CR Olomouc's "Daruj chvílku" (Give a Moment – readings for senior citizens in retirement homes and hospices). Notable anniversaries included 70 years after the launch of CR Plzeň, CR České Budějovice, CR Sever and CR Hradec Králové broadcasting.

In terms of technology, broadcasting studios in CR Plzeň and CR Pardubice were renovated. After many years, new transmitters for CR regional broadcasting – transmitter Hradec nad Moravicí 91.9 FM (50W) for CR Ostrava, transmitter Tábor 103.9 FM (100W) for CR České Budějovice and transmitter Semily 103.4 FM (100W) for CR Sever-Liberec – were put into operation.

In 2015, international broadcasting continued to produce standard content, i.e. 30-minute news briefs on current events in the Czech Republic, the economy, culture, sport, and others.

The main programme focus of 2015 was on the following issues: the relationship between the Czech Republic and the EU, the Czech approach to the migration crisis, Czech presidency of V4, Czech economic diplomacy, Czech reactions to the terrorist attacks in France and to the Ukrainian crisis, acceptance of Ukrainians and Volhynian Czechs in the Czech Republic, Czech-German relations in the context of the migration crisis, Czech-French relations, the Karlovy Vary International Film Festival, the Czech presence at Expo 2015 in Milan, the 600<sup>th</sup> anniversary of the death of John Huss, 70 years after the end of World War II, Pilsen – the European Capital of Culture 2015, etc. Radio Praha closely collaborated with various institutions, enriching the station's cultural content – Czech Centres, Institut Cervantes, the French Institute, Czech-German Discussion Forum, Europäische Wochen Passau, Prague Literature House of German Authors, the German Language Theatre Festival, Ibérica Festival, Forum 2000, The Franz Kafka Society, etc. The outcomes of this collaboration included exclusive interviews with the Deputy Minister of Foreign Affairs, Martin Tlapa, related to his mission on Cuba, and interviews with Spanish writer Eduardo Mendoza – holder of the Franz Kafka Award and Costa Rica's Minister of Foreign Affairs Manuel Gonzáles, among others.

Radio Praha's programmes are complemented with special on-line projects related to the main topics presented. In 2015, these included the 600<sup>th</sup> anniversary of the death of John Huss, the 70<sup>th</sup> anniversary of the end of World War II, Pilsen – The European Capital of Culture 2015, Karlovy Vary IFF and the project Muslims in the Czech Republic, in conjunction with the English editorial team of Radio Praha, Radio Polonia and Radio Canada.

On the basis of the amendment to the Agreement on International Broadcasting from 2013, Radio Praha produces extended economic news in support of economic diplomacy. Particular attention is paid to public diplomacy events, i.e. collaboration with Czech Centres, the Gratias Agit Awards, Frankofonie, etc. A permanent component of Radio Praha's broadcasting is its service for compatriots, forming content on the "Krajané" (Compatriots) programme. Editors of the Czech unit cover events in the compatriot communities and events in the Czech Republic organised for Czechs living abroad, including the Compatriot Festival 2015, a language course for compatriots in Dobruška, the International Week of the Czech Language, recreational trips for children of Czech compatriots from the Ukraine, etc. Special attention was paid to the relocation of Volhynia Czechs from Ukraine to the Czech Republic. Worth mentioning is the collaboration with Czech Schools Without Borders, for which Radio Praha prepares a weekly educational magazine. All events feature in the broadcasting and content on krajane.net.

Radio Praha continues to provide programming support to 10 compatriot radio stations based in Romania, Croatia, Serbia, Ukraine, Slovakia, and Australia. Programme support incorporates recycled features and programmes by Radio Praha including special news digests.

Radio Praha's main programme distribution platform is the Internet. According to Google Analytics statistics, average web traffic on radio.cz in 2015 was 3,650,054 visits, i.e. 304,171 visits per month. The number of pageviews was 6,976,856, i.e. 581,405 monthly. Language sections in order of web traffic were: 1. English (24.7%), 2. German (20.2%), 3. Russian (16.8%), 4. Czech (15%), 5. Spanish (11.7%) and 6. French (11.5%). Compared with 2014, this order has not undergone any major changes, with the exception of Spanish getting ahead of French. krajane.net website traffic reached 40,926, and that of rozhlas.cz/krajane reached 38,694, totalling 79,620. Average monthly traffic amounted to 6,635.

Google Analytics indicates the following order of countries according to web traffic: 1. Czech Republic (30.43%), 2. Germany (14.38%), 3. Russia (7.72%), 4. France (7.39%), 5. USA (6.38%), 6. Spain (3.76%), 7. UK (2.73%), 8. Ukraine (2.33%), 9. Austria (2.22%) and 10. Mexico (1.93%). Web traffic as per individual channels: 1. search engines (54.54%), 2. direct traffic (23.75%), 3. links (16.35%), 4. social media (5.33%). Web traffic according to the type of device: 1. desktops (69.52%), 2. cell phones (21.86%), 3. tablets (8.62%).

By the end of October 2015, international broadcasting was made up of weekday English news magazine Radio Prague Calling and the Expats Bulletin aired on CR Regina Praha. Starting on November 2, 2015, Radio Praha began preparing two five-minute news broadcasts on weekday evenings on CR Plus. An agreement was made based on which the French editorial team now produces the French cultural magazine "Une Semaine à Prague" for Radio France Internationale on 99.3 FM in Prague.

Rebroadcasting provides other opportunities for distribution of Radio Praha's programmes. Radio Praha's programmes or their parts are adopted by 10 radio stations in 8 countries (USA, Austria, Georgia, Argentina, Mexico, Chile, Bolivia, Ecuador and Venezuela). These are mostly local stations broadcasting on the FM frequency. One exception is Radio Miami International, which transmits English and Spanish programmes by Radio Praha in Central and South America on short waves. Radio Praha has gained considerable popularity in this region, including Cuba. In Russia, Radio Praha's Russian service was taken over by VR (Vsemirnaja Radiosef) broadcasting on medium wave in Moscow. A special type of rebroadcasting is offered by satellite broadcasting run by Babcock Communications (the former World Radio Network). BC operates satellite channels in English, German, French, Spanish and Russian, aggregating language programmes from all over the world. The sophisticated distribution of BC channels means Radio Praha's programmes are now available on some cable and hotel circuits all over the world.





## INTERNET AND MULTIMEDIA

In 2015, Czech Radio's New Media performed systemic innovations to support multimedialisation of radio content and new projects. Greatest visitor gains were earned thanks to the commitment made by web editors to work with texts and audiovisual materials, and the enhancement of content arrangement as well as the effective use of social networks.

Towards the end of the year, Radiožurnál's portal was revamped to a more magazine-style format, placing increased emphasis on well-arranged layouts, simplicity and visual purity. The website supported seasonal projects such as "Jedeme pro Světlušku" (A Ride for the Lightning Fly) and "Radiožurnál na cestě" (Radiožurnál on the Road). Articles in the "Kvízy" (Quizzes) section also attracted an increased number of readers. The most popular articles on Dvojka's website were "Jak to vidí" (How They See It) and "Kupředu do minulosti" (Ahead to the Past), the projects "Léto pokladů a legend" (Summer of Treasures and Legends) and "Hrdinové z barikád" (Heroes from the Barricades) and a poll for the Ď Award.

Vltava's flagship web content continued to be "Hry a literatura" (Plays and Literature). Selected dramatic works were promoted by videos capturing studio work of famous actresses and actors. The station's most successful achievement in terms of an international audience was Scarlatti.cz, a website offering 550 sonatas by Domenico Scarlatti recorded by prominent Czech pianists. Tracks can be downloaded in MP3 and FLAC formats, to which visitors can attach mood statuses and suggest their own titles. By extending terrestrial coverage to the FM frequency, CR Plus changed the form and content of the CR Plus and Leonardo websites. Emphasis is placed on the fastest possible current affairs coverage, podcasts and hours of downloadable on-demand services. Since the modifications in November, web traffic has increased year-on-year by 60%.

On its website, CR Radio Wave mainly presented short pop cultural updates on the Wave News format which regularly ranked among Czech Radio's top ten articles. In 2015, Radio Wave increased its multimedia output on social networks, producing enhanced and more diverse audiovisual content.

Our smallest listeners were offered online games such as pairs, puzzles, colouring pictures and sorting activities.

Regional studios greatly benefited from taking over the charge of web news from the News and Current Affairs Department. Although this meant a great deal of extra work for regional web editors, their news attracted more readers and web content became more closely related with the service and with fans on social profiles. Traffic on all regional websites was greatly boosted by the regional stations' syndicate project "Dobráci roku" (Good Guys of the Year), where several stations successfully incorporated the model of a photographic competition. Towards the end of the year and following the transition to DAB broadcasting, Prague's Regina website mainly focused on metropolitan news and traffic information.

In partnership with stations and other departments, the New Media developed new web-based projects and microsites. Throughout the year, Hrdina.cz served as a link for Czech Radio's programme output related to the anniversary of World War II and the death of John Huss. In collaboration with historians, the 70<sup>th</sup> anniversary of the Prague Uprising was marked with the launch of the website "Bitva o rozhlas"

(The Battle for Czechoslovak Radio). It also included the unveiling of new commemorative plaques for fallen heroes and the publication of its extended online version. The department prepared a comprehensive exhibition of photographs and the documentary film "The Battle for Czechoslovak Radio" reaching over 120 thousand views on Facebook. The list of other notable online projects would not be complete without Czeching, "Olympijský rok" (Olympic Games Year), "Kvízy a testy" (Tests and Quizzes), "Vaříme s rozhlasem" (Cooking with Czech Radio), "Daruj krev" (Give Blood) and "Pomáhejte s námi Nepálu" (Helping Nepal with Czech Radio).

The new Digital Radio website presents up-to-date topics related to digitisation both in the Czech Republic and internationally. The whole orchestra and ensemble section changed – Czech Radio Children's Choir launched its own website, with music competitions Concerto Bohemia and Concertino Praga vamping up their online presentations.

Rádio Retro continued to be one of the most popular programmes. In 2015, Czech Radio launched four special retro editions online and on DAB: "Čas strachu, čas odvahy 1938–1945" (Time of Fear, Time of Courage, March), "Sportu zdar" (Long Live Sports! May and June), "Příběh vědy" (The Story of Science, November) and the most successful "Šťastné a veselé" (Merry Christmas, December, 80 thousand plays on the Czech Radio player).

The project "Před 100 lety" (100 Years Ago), which publishes a regular online report on its website, Facebook and Twitter from 100 years ago, also entered its second year. "Čtenářský deník" (Reader's Diary) also attracted much traffic, offering classical works of literature for download as MP3 files.

2015 was marked by an increasing tendency towards the production of multimedia content, especially video output. Multi-camera broadcasts from concerts in Ostrava and Olomouc (the Sima Martausová concert reached over 100 thousand views on YouTube) enhanced the experience. The main programme events were significantly supported by the audiovisual team who produced dozens of live video broadcasts and clips. Among the most challenging events were the series of video portraits "Hrdinové kolem nás" (Heroes Around Us), "Koncert pro hrdiny" (Concert for Heroes) and the video broadcast of "Pomáhejte s námi Nepálu" (Helping Nepal with Czech Radio). Also proving highly popular were broadcasts from the Prague Spring Festival, the Blood Donors concert and the recording of the 1000<sup>th</sup> episode of the radio show Tobogan.

2015 saw the continuation of the development of a sophisticated programme scheme using data obtained from other systems (audio systems Dalet and CartMaster, YouTube, Play.cz, etc.). Czech Radio gradually expanded additional services such as information on played tracks, programmes (including visuals), presenters (including photographs), cameras in studios (including static images), etc. This data will be offered on its website, mobile apps for Android and iOS, on its DAB digital service and in analogue on RDS.

According to Google Analytics, traffic on the domain rozhlas.cz reached a total of 40.8 million visits in 2015, representing a year-on-year increase of 23%. The greatest rise in web traffic was registered on the CR Pardubice (+116%), Plus (+83%), Olomouc (+62%), Plzeň (+48%) and Dvojka (+43%) websites.



Social media editors promoted the programming of individual stations as well as syndicate programming and PR priorities through Facebook, Twitter and other social media channels. The highest number of Facebook fans were recorded on Czech Radio's corporate profile with 46 thousand fans (year-on-year increase by +18%), followed by Radiožurnál with 37 thousand (+16%) and Wave with 20 thousand fans (+21%). The number of Google Plus fans reached 56 thousand (+6 thousand).

Czech Radio's YouTube channel also fared well: overall time for video views increased by +300% year-on-year, with average viewing time increasing by +40% and the number of views rocketing by +180%. The overall number of followers for all stations, programmes and projects on Twitter increased by +31% compared with the previous year.



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## ARCHIVE AND PROGRAMME FUNDS

Over the course of 2015, APF departments conducted standard expert activities (acquisitions, processing and offering documents), provided programming services and participated on syndicate projects, e.g. marking the 70<sup>th</sup> anniversary of the end of World War II, Hrdina.cz and the anniversaries of A. Einstein and Charles IV. The multimedia series “Čím jsme to žili” (What We Lived) continued to map major events of 1990 on the basis of archival documents. APF contributed to all versions of Rádio Retro – conducting research activities and feeding additional information into the AIS database: “Čas strachu, čas odvahy 1938-1945” (Time of Fear, Time of Courage), “Sportu zdar” (Long Live Sports!), “Příběh vědy” (The Story of Science) and the most successful “Šťastné a veselé” (Merry Christmas).

For its radio e-store Radiotéka, APF continued to provide comprehensive technical services, consisting in the processing of images and adding documentation to the AIS database (394 images). It also participated in the creation of the central catalogue of literary works. One of its main achievements was an agreement made with the American Library of Congress, granting Czech Radio the right to broadcast 18 hours of the R. Slánský trial in exchange for the same length of audio recordings from the Munich period. A significant contribution to the audio collection was the heritage of Karel Malina, Czech Radio's long-term sports commentator. Starting in September, a systematic transcription of audio foils (gelatine, metal, varnish and decelith) was conducted. By the end of the year, 166 foils had been transcribed, containing numerous recordings mostly from the 1930s.

Almost 120,000 audio and over 25,000 written documents were added to the digital archive, with 46,500 additions to the digital audio library. Computer databases were updated with over 33,630 new documents, and 74,000 records revised and corrected. Data processing on the GSelector database continued, and 235 more tracks were added to the Music Track Search app. Following the preparation of the programme, production and broadcasting, nearly 95,000 loans were arranged, and 4,450 digital recordings were checked (or repaired) to assist CR Dvojka, Vltava and Rádio Junior services. Our research facility was visited by 386 users and 12 excursions were organised for participants encompassing various professions and age groups.

APF supplied reference documents for production and broadcasting, the station's multimedia website, the Radio Library, Radioservis and for external subjects based on licence agreements. Of great importance was participation in the “Bitva o rozhlas” (The Battle for Czechoslovak Radio) project, with APF providing audio clips, articles and photographic documentary, and in the preparation of four thematic broadcasting sessions by Rádio Retro. Each month, a host of audio documents marking relevant anniversaries, the Gramoarchiv Bulletin containing information on catalogued media and files and a list of additions to the Library were published on APF's intranet. Users also found continuously updated lists of CDs (including dramatisations, fairy-tales and

Christmas-themed features). Over 500 extensive researches were conducted encompassing topics, such as Einstein's theory of relativity (100<sup>th</sup> anniversary), everyday life under the protectorate, a history of radio stories and plays for children, Nazi radio propaganda, the Vltava and steam boats in fiction, and notable figures – Charles IV, John Huss, Karel Kachyňa, Oskar Schindler, Lída Baarová, Zora Janků, Arvéd Smíchovský, Agatha Christie, Albert Einstein, Josef Sousedík, Karel Ančerl, Edith Piaf and others. Research prepared for students' bachelor, masters and doctoral theses focused on protectorate broadcasting, radio frequency, a history of traffic news and the Green Wave, loans of English and American expressions on radio, slang words on radio and TV, presentations on CR Vltava, Vltava's broadcasting format and digital broadcasting. In 2015, APF prepared and issued two more issues of the Svět rozhlasu (The World of Radio) revue (33 and 34). Issue 33 is historically the magazine's most comprehensive release, offering, among others, an interview with the then Deputy for Programme and Broadcasting, R. Zavoral, and papers from the international expert conference held as part of the 2014 PBR Festival dealing with stream vs. shape. One newly introduced section was “Rozhlasové nebe” (Radio Heaven), bringing obituaries of notable radio figures. Issue No. 34 brought an interview with the director of the News and Current Affairs Department T. Pancíř about the Radio Journalist Academy, and commemorated the anniversaries of Dismal Children's Radio Ensemble and Microphorum. M. Ježek's feature “Rádio Mama” (Radio Mama) dealt with the phenomenon of the media from the perspective of producers, authors and media theorists. “Týdeník Rozhlas” (Radio Weekly) published 23 articles. Jiří Hubička prepared 12 programmes for the “Fonogramy” (Phonograms) series from archival audio documents and 31 features for the archive's website. A book of interviews of Sláva Volný with Karel Lánský is approaching its release. And for the tenth time, the library produced a valuable and entertaining programme as part of the “Noc s Andersenem” (A Night with H. C. Andersen) project.

Within the framework of their collaboration with the Radio Production Association, the employees of the APF provided organisational support to both showcases of current affairs, journalist and documentary programmes – “Report 2015”, a presentation of literary works, “Bilance” as well as the presentation of awards to the winning authors.

Collaboration with the National Archive, the Václav Havel Library, The Institute for the Study of Totalitarian Regimes, the Archive of the Institute of Mathematics of the Academy of Sciences of the Czech Republic, the Institute of the Czech Language of the Academy of Sciences of the Czech Republic, the Museum of Romani Culture, Czech Television, Supraphon, universities and other institutions also continued in 2015. APF again participated in two extensive nationwide projects focusing on cultural heritage – “Národní virtuální fonotéka” (National Virtual Audio Library) under the competence of the Moravian Library and “Paměť světa” (The Memory of the World), coordinated by the Czech section of UNESCO.



# OFF AIR ACTIVITIES

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

The most significant festival competitions organised by Czech Radio in the previous year were targeted at children and youth – Concertino Praga for individuals and Concerto Bohemia for groups and orchestras.

Czech Radio's main communication output was Hrdina.cz, a year-round poll asking listeners about their heroes. At the end of the year, the project culminated with Concert for Heroes held in Ostrava's multifunctional Gong Arena.

Czech Radio's partnership with the Czech Radio Foundation was again fruitful, especially with respect to two successful projects: "Jedeme pro Světlušku" (A Ride for the Lightning Fly) and "Pomáhejte s námi Nepálu" (Helping Nepal with Czech Radio). The latter of these two projects (in collaboration with CR Radiožurnál) managed to raise over CZK 9 million in aid of two Nepalese villages devastated by floods.

In international relations, the most notable event was the 74<sup>th</sup> EBU General Assembly, hosted by Czech Radio at Prague's National Museum on June 25–26. Almost two hundred top representatives of public service broadcasters from sixty five countries across Europe came to Prague to discuss developments in the sphere of public service media. The agenda encompassed both EBU's operations in financing and auditing and future public service strategies.

In 2015, the Czech Radio Foundation continued to support blind and partially sighted children through the Světluška (The Lightning Fly) project and through other efforts such as Kavárna Potmě (Café in the Dark). Czech Radio and its foundation teamed up to organise a charity collection for those affected by the devastating earthquake in Nepal.

Radioservis, a.s., is a subsidiary of Czech Radio. Its activities are funded from internal resources and its financial report remained in the black in 2015. The internet portal radioteka.cz was further developed in collaboration with Czech Radio. Among the most successful titles were readings from Betty MacDonald's *The Plague and I*, a sequel to *The Good Soldier Švejk*, Henri Charriere's *Papillon*, the continuation of the "Toulky českou minulostí" (Rambles Through the Czech Past) programme series and new episodes of *Inspector Maigret*.

The regular periodical "Týdeník Rozhlas" (Radio Weekly) represented a key component of Radioservis's activities, offering readers a complete schedule for all Czech Radio stations as well as interesting stories related to programme production.

### ■ Prague Radio Symphony Orchestra

In 2015, the Prague Radio Symphony Orchestra treated (not only) its subscribers to many new outstanding musical experiences. Lovers of “Klasika s noblesou” (Classics with Elegance) – a concert series in Rudolfinum’s Dvořák Hall – enjoyed works of a mostly classical-romantic character and performances by conductors such as Ondrej Lenárd, Petr Altrichter, Heiko Mathias Förster and Tiberiu Soare, violinists Ivan Ženatý, Michael Barenboim, Petr Matěják, and pianists Ivo Kahánek, Jan Simon, Stefan Vladar, Martin Kasík, Daniel Wiesner and Miroslav Sekera. Great expectations – as well as suspense – accompanied the envisaged continuation of the cycle “Nové horizonty” (New Horizons). These unique dramaturgic cycles are always associated with suspense as they reach out to a new group of listeners. An effort is made to systematically and diligently fight to win their favour, without compromising the appreciation of their existing fans, critics and professional musicians. Fortunately, the ensemble has so far proved successful in doing so. Our audiences greatly appreciated the concert entitled “Housle na 'n-tou” (The Violin Multiplied) bringing together Václav Hudeček with his young colleagues Petr Matěják, Jan Mráček and Josef Špaček.

Another outstanding achievement was the project “Bach-a! Pavlíček” (Bach by Pavlíček) featuring a premiere of a song by Petr Wajsar. In September, the orchestra performed in the Municipal House on the occasion of the eightieth birthday of Vladimír Válek. Autumn followed with the staging of melodramas and the world premiere of Zdeněk Merta’s and Oto Klempeš’s Shakespeare’s RAPSODY, and a venture into the world of Czech and foreign musicals under the baton of Libor Pešek marking twenty-five years of the radio show “Muzikál Expres” (Musical Express).

The ensemble confirmed its reputation as a cordially invited guest to concerts and festivals, including Prague Spring (an evening under the subtitle “Adam Plachetka uvádí mladé pěvce” (Adam Plachetka Presents Young Singers) and at conductor Marek Šedivý’s festival debut). During the Janacek May International Music Festival, the orchestra proved its ability to master jazz rhythms performing pieces by composers such as Bernstein, Viklický, Vejvoda and Gershwin, accompanying world-renowned coloratura soprano Sumi Jo and tenor Danilo Formaggia in an open-air concert in Český Krumlov. September was marked by a prestigious project held as part of the Dvořákova Praha festival, comprising compositions by one of the most oft-performed living authors, Arvo Pärt (who recently turned eighty). It was performed at St Vitus Cathedral in conjunction with the Estonian Chamber Orchestra and its artistic director Tonju Kaljuste. And as

usual, the year came to a close with a gala concert at the Prague Congress Centre, where the exquisite sounds of Mozart’s musical compositions performed by soprano Kateřina Kněžíková and bass baritone Adam Plachetka provided a breath-taking experience. In December, the orchestra made two appearances at Prague Castle. Violin player Jitka Hosprová, cellist Michaela Fukačová, violin player Václav Hudeček and conductor Tomáš Brauner opened the Czech Touches of Music Festival, and took the lead a few days later at a concert dedicated to Johann Strauss under chief conductor Ondrej Lenárd.

The orchestra continued apace with its studio recordings. The ensemble’s ongoing pivotal recording project will offer all piano concertante compositions by Bohuslav Martinů, bringing together the most accomplished Czech piano players (Igor Ardašev, Ivo Kahánek, Václav Mácha, Adam Skoumal, Daniel Wiesner, Miroslav Sekera, Karel Košárek and Martin Kasík, all under the baton of conductor Tomáš Brauner). It culminated in a three-CD set released in spring 2016 by Radioservis. Prominent Czech singers joined the ensemble in the recording studio; a CD with their recordings by Adam Plachetka was also released by Radioservis. The orchestra continued to rehearse and perform titles by Josef Suk under conductor Ondrej Lenárd and the Janáček series with Tomáš Netopil (this time including suites from operas *Her Stepdaughter*, *Káťa Kabanová* and *Destiny*). Conductor Vojtěch Spurný led the orchestra for recordings of Ryba’s Czech Christmas Mass which was also performed live at CR Studio 1 and in the unique space of Bethlehem Chapel.

The Symphony Orchestra travelled to Erlangen and Frankfurt am Main in Germany with compositions by Antonín Dvořák, Bedřich Smetana and Josef Suk, as well as appearing in Saanen in Switzerland. The ensemble’s most significant trip abroad was a three-week tour of Japan at the turn of June and July, comprising eleven concerts at a host of venues including Suntory Hall in Tokyo, with conductor Ondrej Lenárd. According to a Japanese press agency, the Czech performance attracted almost twenty thousand listeners. The programmes mostly comprised music by Antonín Dvořák, Bedřich Smetana, as well as Chopin, Beethoven and Rachmaninov. Their performances were acclaimed and the organisers indicated their interest in further collaboration.

One major event in the life of the orchestra was the change of the director of the Prague Radio Symphony Orchestra in the middle of the year. Jan Simon was replaced by the previous head of music, Jakub Čížek.







## ■ Czech Radio Children's Choir

In the year of its 70<sup>th</sup> anniversary, the Czech Radio Children's Choir focused on its two principal activities – public performances and studio recordings under choirmasters Blanka Kulínská and Lukáš Jindřich. The June concert Studio Live at Czech Radio's building in Vinohrady showcased songs by Petr Eben, Jiří Teml, Lukáš Matoušek, Jan Vičar, Olga Ježková, Karel Bendl and Jan Hanuš. The choir teamed up with Rádio Junior for the first time to produce a show called "Notováničko" (Singing Time).

In June, the choir made two appearances at the 13<sup>th</sup> edition of the Czech Choir Festival in Hradec Králové organised for children's choirs – one on their own and the second as part of the closing gala concert for all participating ensembles in the hall of the Hradec Králové Philharmonic.

Their concert activities culminated at the end of the year with the choir joining the concert for winners of Concerto Bohemia, recorded by Czech Television on November 18. Another concert followed during Bohuslav Martinů Days on December 1 at the Martinů Hall of the Lichtenstein Palace, comprised mostly of songs composed by this accomplished Czech author. The whole event was recorded by Czech Radio Vltava. The choir ended 2015 with an advent concert held on December 13 in St Peter and Paul's Basilica at Prague's Vyšehrad and aired live on Czech Television.

On the occasion of its 70<sup>th</sup> anniversary, the choir recorded a solo CD which was officially released on September 8, 2015 in Studio 1. The CD's godmothers were personalities related to the choir's history – Marta Vančurová, Jana Boušková, Libuše Váchalová, Radka Fišarová and Martina Pártlová. The choir's 70<sup>th</sup> anniversary also became the main focus of the Tobogan show recorded on October 31 at the U Hasičů Theatre. The guest stars included Jiří Korn, Marta Vančurová, soprano Michaela Šrůmová and director Simona Oktábcová.

At the end of the year, a competition was opened for the position of the artistic director with Věra Hrdinková appointed in the position as of January 1, 2016.

## ■ Disman Children's Radio Ensemble

2015 was a turning point in the life of the Disman Children's Radio Ensemble in that the orchestra's long term artistic directors, the Flegls, left the choir. Following the competition organised in coordination with the committee of parents, Jana Franková-Doležalová was newly appointed in the role.

In the second half of the 2014/2015 season, the ensemble staged several performances from their repertoire: War of Buttons (dir. Josef Tuček), Us and Baryk (dir. Zdena Fleglová), Krylov's Fables War Epopee 1914 – 1918 (collective work of older members of the orchestra). Two shows directed by Zdena Fleglová were premiered – Norbert Frýd: The Flowered Horse, and Renata Pohorská: "Kam kane mana" (Where Manny Drips).

The ensemble also participated in cultural and charity events – the Surya Sun School in Kargyak, a commemoration of the Čapek brothers; the celebrations of Sir Nicholas Winton's 105<sup>th</sup> birthday anniversary where the members of the orchestra presented the winning works of the student literary contest, and performances of the Brundibár and The Flowered Horse in various parts of the country.

The first half of the 2015/2016 season saw the launch of a gala evening marking the ensemble's 80<sup>th</sup> anniversary and the last performance of "Kam kane mana". Two performances were staged by director Jana Franková – About a Frog, an Old Veteran and an Echo, a composition based on Petra Niki's lyrics (original music by Jakub Sejkora), and From St Wenceslas to New Year's Eve and Christmas Songs. An ensemble orchestra entitled DisCollegium was established under the supervision of Jakub Sejkora. The orchestra regularly appears at the Minor Theatre, continues to produce "Diář" (Diary) for CR Vltava's "Víkendová příloha" (Weekend Supplement) and to publish the Dispress magazine with a new graphic and concept design. The ensemble's members regularly contribute to Czech Radio's programmes, namely CR Rádio Junior, and gain further experience through collaboration with prominent theatre directors and giving guest performances on various Prague stages.

### ■ Brno Radio Orchestra of Folk Instruments

In 2015, the quality of concert performances given by the Brno Radio Orchestra of Folk Instruments increased as a result of continuous improvements to the orchestra's work, a focus on assigning instrumentation and solo parts and the timely planning of concerts. The most important promotional strategy in the Czech Republic was the expansion of the orchestra's reach to cover the entire country. In 2015, the ensemble managed to greatly increase the number of shows played in the country by 17% as opposed to the previous year without adversely affecting the coverage of Moravian regions. The enhanced concert quality further facilitated the involvement of popular singers and soloists and the arrangement of the orchestra's participation at notable international festivals.

The ensemble's unique activities included two studio recordings – with a solo clarinet and tárogató in Ostrava and authentic fiddle music with original antiquated instruments in Brno. One of the orchestra's concerts performed on special festive events in folklore centres offered a representative showcase of 13 Wallachian singers and 1 choir. A noteworthy concert performance of finalists of the nationwide competition of Elementary Artistic Schools in playing folk instruments formed part of the orchestra's gala concert in Mikulov. In 2015, the ensemble took over the organisation of the folk singing competition of small singers on the regional as well as nationwide level called "Zpěváček 2015". The contest's winners were also invited to perform at Czech Radio's Studio 1 in Prague.

The orchestra again played at the notable International Folklore Festival in Strážnice na Moravě. They also performed at the International Folklore Festival in Brno alongside two other large professional folklore ensembles – the Ondráš Military Artistic Ensemble and the Slovak Folk Instruments Orchestra. In 2015, their traditional collaboration with the management of CR Brno again resulted in Christmas sessions hosting renowned soloists, including Jožka Černý. They put on outstanding Christmas concert shows featuring an attractive programme in Kroměříž, České Budějovice, Jihlava and Olomouc.

### ■ Gustav Brom Czech Radio Big Band

In 2015, the Gustav Brom Czech Radio Big Band under Vlado Valovič played a total of 17 concerts, of which 13 were presented on Czech Radio.

The band's most successful achievements included a performance at the JazzFest Brno alongside American singer Kevin Mahogeny, a concert at the Český Krumlov International Music Festival focusing on Cuban music and premieres of compositions by Czech authors Š. Balcarová, J. Jirucha and L. Soukup, associated under the banner of Prague Three, an appearance at the United Islands of Prague festival and a live recording at Czech Radio's Studio 1.

One notable achievement was a concert organised with the South Czech Philharmonic at the Archa Theatre, presenting adaptations of compositions by B. Martinů and G. Gershwin under the baton of Jan Talich, and undoubtedly a project by the revived Nová syntéza, the former Czech rock band Blue Effect, held in September in Olomouc.

The list of activities would not be complete without performances at Třeboň Nocturnes and Poděbrady Swing Festival, celebrations of 70 years after the end of WWII on Pilsen's Square of the Republic and at the Old Town Square in Prague as well as at events in Prague, Brno, Hradec Králové and at the Kunětická Mountain.

The band wrapped up the year 2015, in which it marked its 75<sup>th</sup> anniversary, with a Christmas concert organised by Czech Radio and Slovak Radio and TV at Sono Centre in Brno, starring Ilona Csáková, Dasha, Kamila Nývtlová, Robo Opatovský, Peter Lipa, Jozef Kurišák, No Name and the Slovak Radio Children's and Girls' Choir. A recorded version of the concert was broadcast on December 25 on Czech Television (dir. Pavel Jirásek).





## FESTIVALS AND COMPETITIONS

### ■ Concertino Praga

Concertino Praga, an international radio competition for young musical talent, is a member of the European Union of Music Competitions for Youth (EMCY). In 2015, the competition fell under the auspices of the European Broadcasting Union (EBU), and locally under the Czech Ministry of Education in the duo, trio, quartet and quintet categories. Musicians from six countries partook in this forty ninth edition: Bulgaria, Czech Republic, Germany, Poland, Russia and Spain. A total of fifteen recordings were presented to the jury.

The Grand Champion award (linked to the Helena Karásková Prize) went to duo Larisa Palochová (violin) and Matyáš Novák (piano). Czech Radio will produce and release a group CD of the winners. The EMCY Award went to Vilém Vlček (cello) and Ondřej Zavadil (piano). First prize in the trio category was awarded to Filip Zaykov (violin), Adam Reithof (clarinet) and Martin Chudada (piano).

The international jury that evaluated the performances of young participants comprised Marian Lapšanský (Slovakia) – chair, Leonid Gorokhov (Russia), Marek Zvolánek (Czech Republic), Žofie Vokálková (Czech Republic) and Shizuka Ishikawa (Japan). Evert Van Berkel from Swedish Radio and Michael Oehme from German MDR were nominated as independent jury members by the European Broadcasting Union.

All laureates performed at a special concert on June 19, 2015 in Rudolfinum's Dvořák Hall in Prague. The related forty seventh annual Southern Bohemian Concertino Praga Festival (June 20–25) continued with performances in Český Krumlov, Bechyně, Třeboň, České Budějovice and Jindřichův Hradec. All concerts were aired live or played as recordings on CR Vltava. The Prague concert of laureates was available for viewing online via video broadcast on Czech Radio's website.

### ■ Concerto Bohemia

The 24<sup>th</sup> edition of the national radio competition Concerto Bohemia, announced and organised by Czech Radio in association with Czech Television, consisted of 22 registered ensembles in the following categories: 1. young student ensembles and orchestras (up to 16 years of age), 2. older student ensembles and orchestras (up to 25 years of age) and 3. conservatory and music school ensembles and orchestras.

On March 23, 2015, the jury was presented with 22 recordings and commended 12 recordings for the 2<sup>nd</sup> round of the competition. In the 2<sup>nd</sup> round, which took place on June 13, 2015, the jury considered all 12 submitted recordings, selecting 9 ensembles for the final Concerto Bohemia Winners' Concert 2015 held on November 18, 2015, in Forum Karlín.

The overall winner of the 2015 edition was Francisextet from České Budějovice for its flawless performance of Francis Poulenc's Sextet. The concert was aired live on CR Vltava and recorded by Czech Television. It is also due to be produced in documentary format (dir. Jakub Skalický). Czech Radio will also issue a 2015 CD featuring all winning tracks.

The Marketing Department prioritises the station's corporate identity, external marketing communication and analytical marketing. In 2015, Czech Radio again co-produced Czech Radio Foundation projects: namely "Jedeme pro Světlušku" (A Ride for the Lightning Fly) and "Pomáhejte s námi Nepálu" (Helping Nepal with Czech Radio). The latter (in collaboration with CR Radiožurnál) managed to raise over CZK 9 million in aid for two Nepalese villages devastated by floods. These events were accompanied by on air, online and off air communication releases.

One of last year's pivotal initiatives "Daruj krev s Českým rozhlasem" (Give Blood with Czech Radio), involving all of Czech Radio's stations, took place in June and July 2015. The project employed the same design concept introduced in the preceding year – the symbol of a rolled-up sleeve. Czech Radio's presenters became the project's media faces. The whole project was an unprecedented success, resonating with a large number of listeners, and involving 94% of all transfusion centres in the Czech Republic. A concert for blood donors and their supporters was subsequently organised for Prague's Old Town Square, broadcast live on CR Radiožurnál and made available on Czech Radio's YouTube channel.

Another key project of 2015 was marketing of the campaign and syndicate project Hrdina.cz. Czech Radio was invited to be a partner organiser of a ceremonious act to mark the end of World War II on Old Town Square. In the evening and night hours, the Týn Church building situated on the square was transformed into a unique video-mapping screen. The whole project culminated with Concert for Heroes, held in Ostrava's multifunctional Gong Arena. Heroes from the "Hrdinové kolem nás" (Heroes Around Us) cycle attended the event. The concert was broadcast live on CR Radiožurnál and Dvojka and was made available on Czech Radio's YouTube channel.

An in-house campaign for CR Plus was designed and implemented from October 26 till November 8, 2015. Its main message was to communicate the transfer of CR Plus to FM in line with the four basic staples of the nationwide station: POLITICS, SOCIETY, BUSINESS AND SCIENCE. Its new slogan was introduced and communicated both on- and off air: "If you need to know more".

In terms of external relations and communication, the Communications Department focused on media relations, media partnership and cooperation, event marketing, publishing activities and other forms of external communication.

Czech Radio launched a "Press" section on its website, primarily intended for journalists, and organised several press conferences throughout the year – most notably on the occasion of the launch of the experimental digital service using the Žižkov transmitter in association with Czech Radiocommunications. The official opening of the DAB Praha multiplex, bringing together all of Czech Radio's specialist and nationwide stations, was attended by several dozen journalists, guests and the general public. Czech Radio has now established itself as a media leader of audio digitisation in the Czech Republic and the launch of DAB+ for Prague and the surroundings attracted public attention.

Another important press conference was organised on the occasion of the launch of the new spoken-word station CR Plus on FM. New sound graphics and spots featuring radio personalities were introduced to help publicise the station among the general public. On the day CR Plus was launched, roughly one dozen journalists joined our press gathering where they were shown a live broadcast of the start of Czech Radio's new station. The press gathering included a briefing in the presence of the Director General and Editor-in-Chief during which further details were published related to the station's operations and programming.

Czech Radio's Annual Report for 2014 was issued in two language versions – Czech and English – and for the first time included a section dedicated to the broadcaster's most notable projects of the preceding year. A brochure was composed and printed comprising basic information on all Czech Radio's stations, including their frequencies.

One important external communication tool is an information outlet for listeners via e-mail at [info@rozhlas.cz](mailto:info@rozhlas.cz). Excursions to Czech Radio's buildings are also very popular among our fans. Over 2000 visited our buildings in Prague alone.

The commissioning of our Vinohradská 12 Gallery as an exhibition space and venue for other events was one of our major projects. Its permanent display includes numerous exhibits related to the history of radio broadcasting (tape recorders – illustrating the design sequence of devices used by Czech Radio, e.g. radio receivers, microphones, recording materials, etc.) as well as various written documents and interesting facts on the radio broadcaster's everyday operations. In 2015, the permanent exhibition was complemented with a range of audio recordings, and a variety of events held at the gallery were extended. The space has become highly popular with our listeners who often donate new exhibits – radio receivers as well as various technical curiosities. 13 exhibitions went on display, showcasing various Czech Radio activities, young artists and charitable projects. The most notable project was "The Battle for Czechoslovak Radio" marking the 70<sup>th</sup> anniversary of the Prague Uprising housed in the Gallery and in the entrance hall at Vinohradská 12. It was accompanied by a 12-minute film composed of as yet unreleased historical footage captured during the dramatic events of May 1945.

The purpose of media partnership in 2015 was to inform Czech Radio's listeners about notable cultural events and projects of general interest of a mainly cultural, educational, charity or informational character. Last year, Czech Radio became a syndicate media partner to almost 80 projects and institutions. In the case of specific projects, Czech Radio also participated in programming that enabled its PR activities to be aimed at particular target groups and potential listeners at various cultural events and festivals. In terms of individual stations and on a regional level, Czech Radio informed its listeners of more than 500 important social events in the regions. Among Czech Radio's most important media partnerships were the Book World, Signal Festival, Jihlava IDFF, People in Need, Caritas Czech Republic and many others.



POTMĚ Café IN THE DARK

Světluška

# OTEVŘENO

od nevidim do nevidim

**4. 6. ve 12.15 hod.**

slavnostní otevření  
za účasti Terezy Brodské,  
Marka Brodského, Marthy Issové,  
Marie Retkové, Jana Rosáka  
a Kristýny Podzimkové,  
vystoupí Mária Bihári

## Kavárna POTMĚ

Vstupte do světa tmy a ochutnejte tu nejčernější kávu široko daleko.  
Nevšední kavárna, ve které Vás obslouží nevidomí, opět otevírá své dveře.

**4. - 17. 6., 10 - 21 hod.\***, náměstí Republiky, Praha 1

- po celou dobu kavárny si můžete nechat zdarma vyšetřit zrak
- v nabídce také výšečná zmrzlina
- **6. 6. od 17 hod.**, koncert ILLE na střeše kavárny
- **13. 6. od 14 hod.**, start cyklistické expedice nevidomých do Říma
- **14. 6. od 17 hod.**, koncert nevidomé Blanky Janečkové a Radka Zaluda na střeše kavárny

... a mnohem víc.

kompletní doprovodný program najdete na [www.svetluska.net](http://www.svetluska.net)

\*17. 6. pouze do 17 hod., změna programu vyhrazena





In 2015, Czech Radio established a key media partnership with the project Pilsen – The European Capital of Culture 2015. This year-round project was the most significant cultural initiative in the Czech context. The partnership afforded Czech Radio exclusive radio coverage of the event. Aside from its exclusive news coverage, Czech Radio also made a great contribution to the project's programming. Among our most remarkable activities was "Den s Českým rozhlasem" (A Day with Czech Radio), organised as part of the celebrations to mark the 70<sup>th</sup> anniversary of the end of World War II. Events such as the Radio Wave Stimul Festival (prepared by individual stations) were held on location in Pilsen. A temporary broadcasting studio was set up at the main information point for the Pilsen ECC 2015 project – the Meeting Point on Square of the Republic. Historically, this is the first activity of its kind to be implemented by Czech Radio. All nationwide stations together with CR's digital stations Radio Wave and Rádio Junior as well as the Czech Radio Plzeň regional studio alternated in offering a continuous programme stream.

In music media partnerships, the collaboration with the United Islands of Prague Festival intensified, with Czech Radio Vltava, Radio Wave and Jazz reaping the main benefits. Czech Radio prepared the programme for two music stages on Střelecký Island in Prague. Czech Radio Vltava and Rádio Junior contributed with further activities, offering the programme and setting for our small listeners and their parents on the main stage at Kinský Garden.

The "Paměť národa" (Memory of Nations) project is an independent venture run by the Communications Department. This digital Internet archive of audio and video recordings describes the life stories of those who witnessed key 20<sup>th</sup> century events and is based on a joint collaboration between three institutions – Czech Radio, The Institute for the Study of Totalitarian Regimes and the non-profit organisation, Post Bellum. Over 550 new additions were made in 2015.

The most notable project was "Osvobození 70" (Liberation 70), which recounts seventy stories by war witnesses to commemorate the anniversary of the end of World War II. Dejvická Street was transformed into the "Boulevard of Heroes", featuring a large-format display of columns with portraits and memories of the witnesses. Display panels featuring these stories were also located at four points throughout the centre of Prague (Václavské náměstí, Klárov, Jindřišská Street and 28. října Street). In front of St. Wenceslas Church on 14. října Square, the outdoor exhibition "Hrdinové mezi námi" (Heroes Among Us) was installed. Vítězné náměstí was the starting point for the Memory of Nations Train, which took travellers on an audiovisual journey through the most memorable moments of World War II. The Memory of Nations Train and the exhibitions in Prague's streets went on display to the general public alongside a number of student projects from June 8 to 22. On May 8 and 9, Concert for Heroes opened the exhibition project and was attended by over 15 thousand visitors, providing them with an opportunity to meet and greet some of the witnesses of World War II. The exhibition ranked as one of the biggest events organised to commemorate the end of World War II.

The 6<sup>th</sup> edition of the Memory of Nations Award was held on November 17, 2015. Four outstanding personalities were awarded for their will, stamina, bravery and resistance against Nazism. Two of them come from the Czech Republic and two from Slovakia. The prize, in the form of a glass handle by Milan Cais, was presented to Anna Hyndráková (a survivor of Nazi concentrations camps), Lýdia Kovářová (she and her parents gave shelter to Slovak partisans), Viktor Wellemín (a Tobruk veteran) and Bronislav Tvarožek (a participant in the Slovak National Uprising).

Stories of the 20<sup>th</sup> century is a programme that has been broadcast since 2006 on Czech Radio Plus with repeats aired on Radiožurnál. As part of the programme, other events related to the Memory of Nations project were also promoted. The programme is prepared by Adam Drda and Mikuláš Kroupa and produced by Barbora Kreuzerová.

Another related offshoot is the Friends of the Memory of the Nations Club, comprised of 1096 members, who send monthly contributions to help produce recordings of testimonies to historical events. The club members receive a weekly newsletter with news and a reminder of the next episode of Stories of the 20<sup>th</sup> century.

Further activities include the Places of the Memory of Nations, Stories of Our Neighbours, a Memory of Nations e-shop, as well as various presentations and exhibitions.

## INTERNATIONAL RELATIONS

As the main coordinator of international relations, the International Relations Department continued its close cooperation with international radios and institutions; most notably with the European Broadcasting Union (EBU) of which Czech Radio is an active member. In terms of international relations, key events in 2015 included the organisation of the 74<sup>th</sup> EBU General Assembly in Prague and the election of Czech Radio's representatives to top advisory bodies.

Czech Radio and Czech Television hosted the 74<sup>th</sup> General Assembly of the European Broadcasting Union (EBU) at Prague's National Museum on June 25–26. Almost two hundred top representatives of public service broadcasters from 65 countries across Europe came to Prague to discuss further developments in the sphere of public service media. The agenda encompassed both the EBU's operation in the field of financing and auditing as well as future public service strategies. The General Assembly was officially commenced with speeches from the EBU's President Jean-Paul Philippot and General Director Ingrid Deltre accompanied by Czech Radio's Director General and the Director of Czech Television. The top representatives of the EBU and the two Czech public service media were received by the Czech Prime Minister Bohuslav Sobotka at the Office of the Government under whose auspices the assembly was held. The event's importance was also confirmed by the attendance of the Minister of Culture, Daniel Herman.

In 2015, close collaboration with the supervisory committee of the EBU – EBU Radio Committee – was further developed. In May, the then Deputy for Programme and Broadcasting and current Czech Radio Director General René Zavoral was re-elected its regular member. On February 18, 2015, Czech Radio hosted the meeting of the EBU Radio Committee in its building at Vinohradská. The negotiations revolved primarily around the EBU's strategic priorities; however, they also addressed key projects created by the participating stations as well as the necessity of digitisation of radio broadcasting. One notable event was the election of the director of the Technical Department, Karel Zýka, into the steering committee of the WorldDAB international forum. This prestigious and independent body based in Geneva supports activities aimed at the development of digital audio broadcasting. WorldDAB forum's Steering Board consists of representatives of producers of DAB devices, broadcasters, operators and individual national bodies promoting the transition to DAB. Its main tasks include consultancy and support related to the national activities of its individual members in the sphere of DAB broadcasting. In the same year, Karel Zýka was also elected the chair of the EBU's Operations Council, an EBU's advisory body preparing reference documents for strategic projects. Additionally, Czech Radio has its representatives on other EBU's committees and advisory groups in charge of radio broadcasting.

The strategic project Vision 2020 initiated in 2012 by the EBU was further continued. The Czech expert group focused on the elaboration and implementation of EBU's recommendations in the Czech media sphere and the production of specific outcomes for Czech Radio. As part of the spring off-site meeting of Czech Radio's top managers, the representatives of the project coordinated by the International Relations Department introduced 12 key development proposals with different implementation and financial requirements. One of the project's main outcomes is the creation of a new and innovative department, the so-called Creative HUB.

The year-long collaboration with Radio and Television Slovakia (RTVS) culminated in the third annual Christmas concert taking place on December 1 at Brno's SONO Centre. The main stars included P. Lipa, I. Csáková, Dasha, R. Opatovský and the band, No Name. A recorded version of the concert was broadcast on CR Dvojka, Czech Television Art and Slovak Radio and Slovak Television. Czech Radio also collaborated with German MDR and entered into a new bilateral agreement on collaboration with Romanian Radio as well as the Radio and Television of Montenegro.

In 2015, the International Relations Department also initiated and developed a number of radio projects. The 2015 edition of PRESSpektivy took place on November 11 under the title, "There is a Story Hidden Behind Each Fact". The central focus was on how a public service radio should approach the currently hot topic of the refugee crisis and how it should use multimedia instruments (multimedia website, infographics, applications, etc.). Nils Lindström and Firas Jonblat from Swedish Radio – the authors of the Fortress Europe project, a multimedia web-based project documenting stories of Syrian refugees – accepted invitation as guest speakers.

Two new follow-ups were produced for Audioport, a music project organised in conjunction with Radio and Television Slovakia, including a concert of up-and-coming bands and joint broadcasting of CR Radio Wave's and Slovakia's Rádio\_FM. Audioport was traditionally held in the spring in Prague, and newly at the S1 radio studio. Both the Czech and the Slovak sides were represented by music projects designed in line with the programme's main theme – closing the generation gap. Radio Wave nominated Člověk pokrokový in conjunction with young rappers Cincinnati and Elpida senior group. Rádio\_FM introduced the Slovak singer-songwriter Tante Elze accompanied by Martin Burlas. The autumn edition was aired on October 27 from Bratislava featuring PzH from Brno and Slovak newcomers NVMERI. The topic of the one-day programme was Czech and Slovak cinema.

As a member of the EBU, Czech Radio was very active in the area of international music exchange offering radio stations associated within the EBU a total of 137 live broadcasts and concert recordings over the last year. The 11<sup>th</sup> edition of the EBU's music project Art's Birthday took place on January 16, 2015, this time as part of the opening night of the Pilsen – The European Capital of Culture 2015 project, whose dramaturgy attracted many listeners and fans of Ars Acustica. With its activities, the International Relations Department also focused on promoting the Czeching project internationally. One of the main tasks was to recruit international jury members, including Stefan Trischler of Austrian's FM4, a public service broadcaster for young listeners; Petöfi Lőrinc Bubnó, an editor of Hungarian Rádio; and programme manager of Eurosonic, Robert Meijerink.



# PRAHA 2015



**Václav Žmolík**  
moderátor Českého rozhlasu Dvojka

**Marta Koubová**  
moderátorka Českého rozhlasu Dvojka



Vystaviště Praha  
**SVĚT KNIHY  
PRAHA**  
14.-17. 5. 2015

21. MEZINÁRODNÍ KNIŽNÍ  
A LITERÁRNÍ

ČESTNÝ HONORÁRIJ  
Literární diaspora a  
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### ■ Radioservis, a. s. – Czech Radio Publishing House

Radioservis' most significant innovation of the previous year was the launch of a year-round e-shop, radioteka.cz, offering downloadable tracks from the radio archive. The music publishing house reaffirmed its position as the leader in audio books, two of which additionally received awards from the poll Audiobook of 2014. In 2015, the showroom store also focused on a wide range of spoken word and classical music releases as well as on Czech films.

### ■ Radio Weekly

Radio Weekly is the only printed periodical which publishes programmes of all of the Czech Radio's stations and offers a comprehensive information service regarding its most important projects and programmes. At the same time, it provides feedback in the form of reviews and listener comments. On an ever-increasing scale it serves not only as a source of information regarding radio broadcasting but also as a fully-fledged cultural magazine focusing on artistic disciplines associated with Czech Radio's programme (classical music, literature and drama). This trend has been illustrated by the presence of the Radio Weekly listed as cited sources and as a separately distributed supplement commissioned by Dvořák Prague and Strings of Autumn festivals.

The Radio Weekly continued to organise the poll Invisible Actor (winners of the 19<sup>th</sup> edition: Viktor Preiss and Vilma Cibulková) and was a media partner of numerous cultural events.

### ■ CD Publishing

In 2015, CD Publishing compiled 66 new titles, the majority of which were intended for standard distribution; 23 titles were released as part of various external jobs (book inserts, CDs ordered by artists, Czech Radio's orders, company orders, etc.). In 2015, the market experienced a slight recovery; however, the sales of CDs are still slowing down and shops are closing; bookshops commonly incorporate audiobooks in their offer. Radioservis became one of the founding members of the Audiobook Publishers Association – AVA looks to promote audiobooks as a media for the distribution of literature (in 2015, the Book World fair presented the second edition of the Audiobook of the Year award in several categories).

Online sales are increasingly becoming a more important segment of Radioservis' sales. One of the biggest challenges for the future is to succeed in the market of track downloads. May 2014 saw the launch of the radioteka.cz portal, a joint project of Czech Radio and Radioservis which should gradually offer a major part of the radio archive along with a complete catalogue of Radioservis also in the electronic version.

Among the most successful titles in terms of sales were readings from Betty MacDonald's *The Plague and I*, a sequel to *The Good Soldier Švejk*, Henri Charriere's *Papillon*, continuation of the *Toulky českou minulostí* (Rambles Through the Czech Past) programme series and the new episodes of *Inspector Maigret*.

### ■ Book Publishing

Czech Radio's editorial strategy stems primarily from its broadcasting dramaturgy. In 2015 this was illustrated by the following titles: *Notes* by Dominik Duka 2013-2014, *Before the Horizon* by Pavla Jazairiová, *Where Are Cricket's Ears, or Clever as Radio, Who Are They Named After?* by Jitka Škápíková, *Hajaja Telling Stories about Picimínek and Vlakáček* by Michaela Vetešková, *Divided by the Iron Curtain* by Ivana Denčevová and Michal Stehlík, *The Czech Way II* by Václav Žmolík, *Polish Souls* by Petr Vavrouška and the only title not commissioned by Czech Radio, *Cosmonautics Behind the Curtain* by Stanislav Kužel.

**OTEVŘENO**  
od nevidim do nevidim



Kavárna POTMĚ





## THE CZECH RADIO FOUNDATION

During the previous year, the Czech Radio Foundation's donors and partners helped to support the visually impaired through the Lightning Fly Foundation and contributed to humanitarian aid for Nepal devastated by the earthquake.

The foundation helped visually impaired and blind children and adults by funding the purchase of special audio and tactile aids, assistance services and guide dogs and personal assistants. It also supported the blind and partially sighted in the area of education, culture, sports and assisted many in finding new job opportunities. Over its 13-year existence, Lightning Fly grew to become a trustworthy partner and a loyal friend for the disabled.

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

In 2015, a total of 263 applications from individuals and 74 projects from non-profit organizations were accepted, allocating a total of CZK 13.6 million. This would not have been possible without the help of the thousands of individual donors, volunteers and partner companies. Our thanks go to the participants of the Lightning Fly events, including the Night Run for the Lightning Fly, Café IN THE DARK, September charity days, charity concert Light for the Lightning Fly and the pre-Christmas event, Crystal Lights for the Lightning Fly.

In partnership with Czech Radio, the foundation also organised a public collection following the devastating earthquake in Nepal, collecting funds in aid for two destroyed Nepalese villages. By the end of the year, the Helping Nepal with Czech Radio project raised the amount of CZK 9.5 million. The first houses are being built with the collected funds, which will also facilitate the construction of a new school building.

We would like to extend our thanks to all those who help Lightning Fly to support people in the Czech Republic and internationally!

The background features a vibrant red color with several 3D-rendered geometric shapes. On the left, there are two white, semi-circular blocks stacked vertically. On the right, there are four white rectangular blocks arranged in a descending staircase pattern. The lighting creates soft shadows, giving the objects a three-dimensional appearance.

# **ORGANISATION AND MANAGEMENT**

## ORGANISATION AND MANAGEMENT

In 2015, the financial operations of Czech Radio were planned so that expenditures would match revenues of CZK 2,233,000,000. In reality, the service recorded a net profit of CZK 17,451,000. Given the negative taxable income calculated by the tax advisor, no income tax was to be paid.

The chief priority of the Licence Fee Department was to continually improve the system for the collection of licence fees, which form the majority of Czech Radio's revenues. As of 31 December, 2015, 3,121,974 natural persons and 138,570 legal entities were registered as licence fee payers.

The Technology Department provided all technical, technological and infrastructural services that are an essential component to ensure Czech Radio's function as a modern media institution. Among the most significant activities of Czech Radio's Technology Department in 2015 was an extensive renovation of the broadcasting and production units in regional studios and in Prague, a complete replacement of the main switchboard in the Studio House in Římská Street, a systemic integration of broadcasting services of transmitters in the FM band and further development of the Dalet production and broadcasting system, especially in the regional studios. Another important step was the launch of digital T-DAB broadcasting in Prague and the start of CR Plus on FM.

In research terms, the most significant survey conducted in 2015 by Czech Radio was the project of electronic audience measurement for programming purposes, following up on a similar project from 2013-2014. The survey took place as part of a year-long project starting in May 2015 with a group of listeners of Czech Radio Radiožurnál (N=200) and a group of listeners of Czech Radio Dvojka (N=200). The behaviour of the listeners was measured using audiometers, i.e., electronic devices able to process sounds recorded in the environment surrounding the group members and identify when each of them was listening to radio, including the name of the radio station concerned. Based on the subsequent analysis of the collected data, the real behaviour of the listeners and their responses to the radio programme can be examined. This method is similar to TV viewership measurement using people meters and it opens up a potential for the development of the research of radio listenership.

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

### ■ Radio Technology

2015 saw the replacements of the old Klotz mixing consoles in regional studios in Pardubice, Hradec Králové, Pilsen and Ostrava. The individual transmission worksites were equipped with a new DHD digital technology, including the installation of local switchboards and new technological equipment. This step was the last in the process of technological refurbishment in all of Czech Radio's regional studios and the user functionality and technological reliability of transmission. At the same time, the distribution technology was modified to become compatible with the DaletPlus transmission system.

A complex renovation of the broadcasting worksites was conducted in the Studio House in Prague's Římská Street for CR Radiožurnál, Vltava and Junior. Given the station's requirements regarding equipment and design, the renovation of Radiožurnál's worksite was extremely challenging.

Other worksites also underwent renovation, including the 2RS9 studio complex newly fitted with modern sound production technologies. CR Hradec Králové's Studio 1 was equipped with similar technology.

In early 2015, a special Czech Radio studio was set up on Pilsen's Square of the Republic as part of The European Capital of Culture 2015 project. The studio was fitted with the DaletPlus production and transmission system and its direct connection to the central Prague system provided the stations with a unique flexibility when broadcasting from this locality. The Technology Department assisted, for example, during the celebrations of the 70<sup>th</sup> anniversary of the liberation of Pilsen and other events, providing for year-round technical support. A similar temporary broadcasting worksite was used for

traditional events, such as "Filmžurnál" (Film Journal) in Karlovy Vary and several broadcasts of local events taking place in other regions for CR Region, Central-Bohemian Region station.

In late 2015, worksite 3R2 and 3S2 and 3DS studios were partially renovated in order to expand the broadcasting range of CR Plus and its operation was transferred to this worksite.

The Technology Department continued to cover special programme projects of Czech Radio Sport and Czech Radio Rádio Retro. This year's broadcasting was launched with the special edition of "Čas strachu, čas odvahy" (Time of Fear, Time of Courage) as part of the Hrdina.cz project, followed by "Sportu zdar" (Long Live Sports!) and "Příběh vědy" (The Story of Science), and the last special show "Šťastné a veselé" (Merry Christmas).

During the second and the third quarter of 2015, the fourth stage of DaletPlus's upgrade included its further extension to regional stations in Pardubice, Jihlava and České Budějovice. This stage also consisted in the extension of the central disc capacity of the DaletPlus system for the purposes of these stations. In late 2015, the DaletPlus central infrastructure was renovated and extended in order to renew the servers and reinforce their output and disc capacity to be utilised during the upcoming fifth stage of the upgrade aimed to top off the transition of the remaining stations to DaletPlus.

For the purposes of the News and Current Affairs Department, a system for the archiving of audio tracks stored in DaletPlus was designed based on reference data created in the iNEWS newsroom management system and consolidated in AIS.





### ■ Live Broadcasts

In early 2015, the Technology Department covered a series of radio broadcasts from major sports events – most notably the European Athletics Indoor Championship during which the department took care of 14 radio positions for sports commentators from across Europe; it was followed by another important event – the IIHF Ice Hockey World Championship that took place in Prague and in Ostrava.

Another demanding event to cover were broadcasts from the celebrations of the 70<sup>th</sup> anniversary of the end of World War II. The department also arranged technological side of the EBU's General Assembly held in Prague, bringing together top representatives of all radio and TV broadcasters within the EU.

In the sphere of technological development, the Technology Department focuses on the digitisation of the entire transmission process, continuing with the extension of collaboration and services with telecommunication operators, new converters, codecs and the testing of software apps for audio communication. The use of the transmission technology in an unsecured environment (the Internet) is challenging in terms of security and reliability; in this sphere, it is necessary to monitor current developments and to employ innovative and safer technologies.

## ■ New Technologies

The development of new technologies took place in 2015 within a whole range of areas and foremost in the field of audio production, communication and distribution. Installation of new DHD mixing console technologies in broadcasting and production studios continued to incorporate the latest configuration for multi-track audio production, broadcasting worksites of nationwide stations in Prague were significantly refurbished and the development and implementation of DaletPlus in other regions continued.

The most important project in the sphere of new technologies was the complete replacement of the main switchboard in the Studio House at Římská Street in Prague. This device is the key technology in terms of the operation and connection between the individual studios and other connecting transmission and broadcasting lines and has continuously been in operation since 2000. The main reason for the replacement was the increase in the capacity and the number of connection points along with the principal enhancement of safety and reliability of the operation; the entire system is built with full redundancy (back-up). Simultaneously with the replacement of the technology, both the control system and environment were innovated. The whole project was unique in that it took place during broadcasting, requiring the precise coordination of projects, switching of technological units and the demanding operation of the system.

In regards to digital T-DAB+ broadcasting, Czech Radio in partnership with Czech Radiocommunications a.s. managed to launch a key experimental service in Prague for the first time employing the full transmitting output (of up to 20 kW ERP) in VHF Band III. The project called "CR DAB Prague" presented the plan for the fully-fledged operation of the so-called public service radio multiplex, i.e., DAB+ digital radio broadcasting with a high output of (20kW) ERP on the final broadcasting channel 12C and a significant broadcasting locality (Prague City – Mahlerovy sady) in the middle of a densely developed agglomeration. The service contains a comprehensive offer of nationwide and special CR programmes including accompanying information. Collaboration with other operators of DAB broadcasting, RTI cz s.r.o. and Teleko, s.r.o. continued, including the current incorporation of the programme of CR Rádio Retro in the scheme of all networks.

## ■ Telecommunications

The most important step in the area of broadcasting services in 2015 was the conclusion of a new agreement for the comprehensive service of the distribution of radio signal in FM transmitter networks, with the winner of a tender – Czech Radiocommunications a.s. This step led to the system integration of all broadcasting services in the FM band under a single partner, the extension of services with a digital terrestrial distribution, complex monitoring and control of the operation of the broadcasting and distribution network, and the specification of new complex regulations of the (SLA) operation. On May 1, 2015, the main broadcasting localities were transmitted to this mode followed by all other transmitters in several subsequent stages.

This new agreement enabled the extension of the potential broadcasting services, which in turn initiated activities leading to the search and coordination of new broadcasting frequencies, especially for CR Plus with eight additional new FM transmitters of low output being put into operation for CR Dvojka, CR Plus and CR Sever over the course of the year.

2015 also saw the preparation of the restructuring of the existing transmission networks so that a new FM network could be created for CR Plus. Ten FM transmitters were integrated in the network, including seven existing transmitters (from transmission networks of the stations, CR Regina, Praha, CR Dvojka, CR Vltava, CR Sever) and three new of which one was put into operation in late 2015 and two followed in early 2016. On November 2, 2015, CR Plus launched permanent distribution of the signal on FM transmitters. This network is operated in the mono mode in order to enable further enhancement of reception possibilities. In relation to this, CR Regina Praha switched to the digital DAB+ mode.

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

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



## FINANCE

Sound economic management, including fiscal transparency, was ensured during 2015 thanks to a series of internal directives, chiefly the Czech Radio Rules on Financial Management. The accuracy and completeness of accounting were affirmed in 2015, as in previous years, via an independent audit. The Supervisory Committee, which serves as an advisory body to the Czech Radio Council, was tasked with keeping an eye on fiscal management throughout the year.

In 2015, the financial operations of Czech Radio were planned so that expenditures would match revenues of CZK 2,233,000,000. In reality, the service recorded a net profit of CZK 17,451,000. Given the fact that preliminary calculation of the taxable income is negative, no income tax is expected to be paid. The tax return will be filed by a tax advisor by June 30, 2016.

The year's revenues totalling CZK 2,249,258,000 (against a planned CZK 2,233,000,000) represent a year-on-year increase of 13,249,000 or 0.6%. This surplus was generated mainly in the area of licence fees collection.

In comparison to pre-budget figures, higher performance was illustrated by an increase in revenue of CZK 16,258,000, the greatest part of which was generated by the increased volume of collected licence fees. The planned revenues from business activities (mainly revenues from advertising and sponsorship) were not met; this, however, only concerned barter operations, i.e., the same amount was accounted for on the other side of the budget ledger as cost saving. Other revenue items have been reported as projected.

In 2015, expenses were CZK 2,231,808,000 (against a projected CZK 2,233,000,000). In comparison with 2014, a year-on-year drop of CZK 2,961,000 was revealed, representing 0.1%.

Total expenditures were lower than projections by CZK 1,192,000. The projected amount of expenditures was exceeded mainly with regard to non-deductible VAT and deductions of long-term tangible assets related to increased investment activities in the recent years, including 2015. Higher figures of other expenditures were generated mainly due to adjustments made for the increased amount of licensing fees. Conversely, the considerably lower volume of other services was reported primarily in the following areas – promotion based on the lower number of implemented barter transactions, wage costs, consultancy services and building administration items (repairs and management, power consumption, etc.).

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



## Czech Radio Financial Management in 2015

<b>FISCAL RESULTS OVERVIEW</b>	Budget	Expenditures	Difference	Difference in %
EXPENSES (excluding income tax)	2 233 000	2 231 808	-1 192	99.9%
REVENUES	2 233 000	2 249 258	16 258	100.7%
PROFIT before tax	0	17 451	17 451	x
income tax	0	0	0	x
PROFIT after tax	0	17 451	17 451	x

<b>EXPENSES</b>	Budget	Expenditures	Difference	Difference in %
broadcasting expenditures	280 458	279 952	-506	99.8%
Czech Post collections fee	116 000	115 263	-737	99.4%
wages and fees to organisations	16 867	17 681	814	104.8%
wages for individuals	134 405	125 539	-8 866	93.4%
news agencies services	22 000	21 873	-127	99.4%
materials	32 403	39 862	7 459	123.0%
other services	300 621	262 337	-38 284	87.3%
energy	25 112	24 065	-1 047	95.8%
repairs and maintenance	15 710	11 122	-4 588	70.8%
travel expenses	22 476	18 354	-4 122	81.7%
personal expenses total	936 600	944 449	7 849	100.8%
write-offs	92 500	103 012	10 512	111.4%
VAT balance	131 200	146 474	15 274	111.6%
other expenses	106 648	121 824	15 176	114.2%
EXPENSES (excluding income tax)	2 233 000	2 231 808	-1 192	99.9%
income tax	0	0	0	x
TOTAL EXPENSES	2 233 000	2 231 808	-1 192	99.9%

<b>REVENUES</b>	Budget	Expenditures	Difference	Difference in %
licence fee payments	2 028 771	2 046 157	17 386	100.9%
commercial activities (advertising, sponsorship, ...)	85 625	84 357	-1 268	98.5%
international broadcasting	27 050	27 199	149	100.6%
other revenues	91 554	91 545	-9	100.0%
TOTAL REVENUES	2 233 000	2 249 258	16 258	100.7%

<b>YEAR-ON-YEAR COMPARISON</b>	2014	2015	Difference	Change in %
TOTAL EXPENSES	2 234 769	2 231 808	-2 961	-0.1%
TOTAL REVENUES	2 236 009	2 249 258	13 249	0.6%

## **LISTENERSHIP**

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

During 2015, 1,633 million listeners aged 12–79 tuned in daily to at least one Czech Radio station, as monitored by RADIO PROJEKT, the main radio ratings aggregator in the country. This stands for 18.6% of the respective population and 29.3% of all radio listeners of the specified age group. 1,231 million listeners tuned in daily to at least one nationwide station and 475,000 tuned in to one of the Czech Radio's regional studios.

During an average week, Czech Radio attained a listenership of 2,571 million, which represents 34.8% of the overall weekly listenership in the country. 1,826 million listeners selected a Czech Radio station as their most listened-to choice of all radio services.

Czech Radio's market share on the Czech radio market amounted to 22.5%. This breaks down to 15.9% attributed for nationwide stations (incl. CR Plus) and 6.6% for regional stations. In 2015, approx. 20,000 listeners daily and 56,000 listeners weekly tuned in to any of the special Czech Radio stations.

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

## Listeners

Data: RADIO PROJEKT January 1 – December 17, 2015

CR NATIONWIDE STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
CR Radiožurnál	1493	17	844	9.6	175.8	9
CR Dvojka (Praha)	635	7.2	409	4.6	235.6	5.9
CR Vltava	187	2.1	60	0.7	139.7	0.5

CR REGIONAL STUDIOS	Listenership last week		Listenership yesterday		ATS rel.	*Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
CR Brno	201	2.3	126	1.4	234.1	8.6
CR České Budějovice	91	1	56	0.6	219.6	10.1
CR Hradec Králové	63	0.7	33	0.4	221.8	6.5
CR Pardubice	40	0.5	20	0.2	215.1	4.4
CR Olomouc	70	0.8	36	0.4	243.4	6.8
CR Ostrava	94	1.1	53	0.6	237.6	5.5
CR Plzeň	123	1.4	74	0.8	230.3	11
CR Sever	68	0.8	39	0.4	196	3.1
CR Regina	21	0.2	7	0.1	112.1	0.4
CR Region (Central Bohemian Region)	31	0.4	14	0.2	226.2	1.3
CR Region (Vysočina)	36	0.4	22	0.2	201.9	4.8

\* Market share in target region:

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

STATIONS AS PER SECTION 3 (1) (B):	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
CR Plus	51	0.6	29	0.3	148.1	0.3

CR SPECIAL STATIONS	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
CR D-dur	12	0.1	4	0.1	86.2	0
CR Jazz	10	0.1	4	0	76.6	0
CR Rádio Junior	20	0.2	6	0.1	128.2	0
CR Radio Wave	19	0.2	8	0.1	155.7	0.1

CR	Listenership last week		Listenership yesterday		ATS rel.	Market share
	In thousands	% of population	In thousands	% of population	In minutes	In %
CR Nationwide Stations	1981	22.5	1213	13.8	208.5	15.4
CR Regional Studios	802	9.1	475	5.4	227.8	6.6
CR Plus	51	0.6	29	0.3	148.1	0.3
CR Special Stations	56	0.6	20	0.2	136.7	0.2
CR Total	2571	29.2	1633	18.6	225.9	22.5



**René Zavoral**  
**Director General**

(until November 3, 2015 **Peter Duhan**, until January 20, 2016 Interim Director General **Karel Zýka**)

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**Jan Menger**  
**Regional Broadcasting Director**

**Jan Pokorný**  
**News and Current Affairs Director**

**Eva Hazdrová – Kopecká**  
**Programme Director**

**Jiří Mejstřík**  
**Production Director**

**Alexandr Pícha**  
**New Media Director**

**Karel Zýka**  
**Technical Director**

**Josef Havel**  
**DG Office Director**

**Jiří Hošna**  
**Communications and External Relations Director**

**Ludmila Süssová**  
**Human Resources Director**

**Jakub Čížek**  
**Prague Radio Symphony Orchestra Director**

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**Jiří Vejvoda**

Vice Chairman and Spokesperson

(Vice Chairman since May 14, 2014 until November 25, 2015)

**Tomáš Kňourek**

Vice Chairman

**Milan Badal**

(Vice Chairman since November 25, 2015 until April 27, 2016)

**Ervín Kukuczka**

**Michal Stehlík**

(Chairman since May 17, 2014 until November 25, 2015)

**Petr Šafařík**

(Vice Chairman since May 14, 2014 until November 25, 2015,

Chairman since November 25, 2015 until March 31, 2016)

**Ivan Tesař**

(Vice Chairman since November 25, 2015 until April 27, 2016,

acting Chairman since April 1, 2016 until April 27, 2016)

**Ivan Vodochodský**

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■ **Supervisory Committee**

**Jiří Volf**

Chairman

**Jakub Chytil**

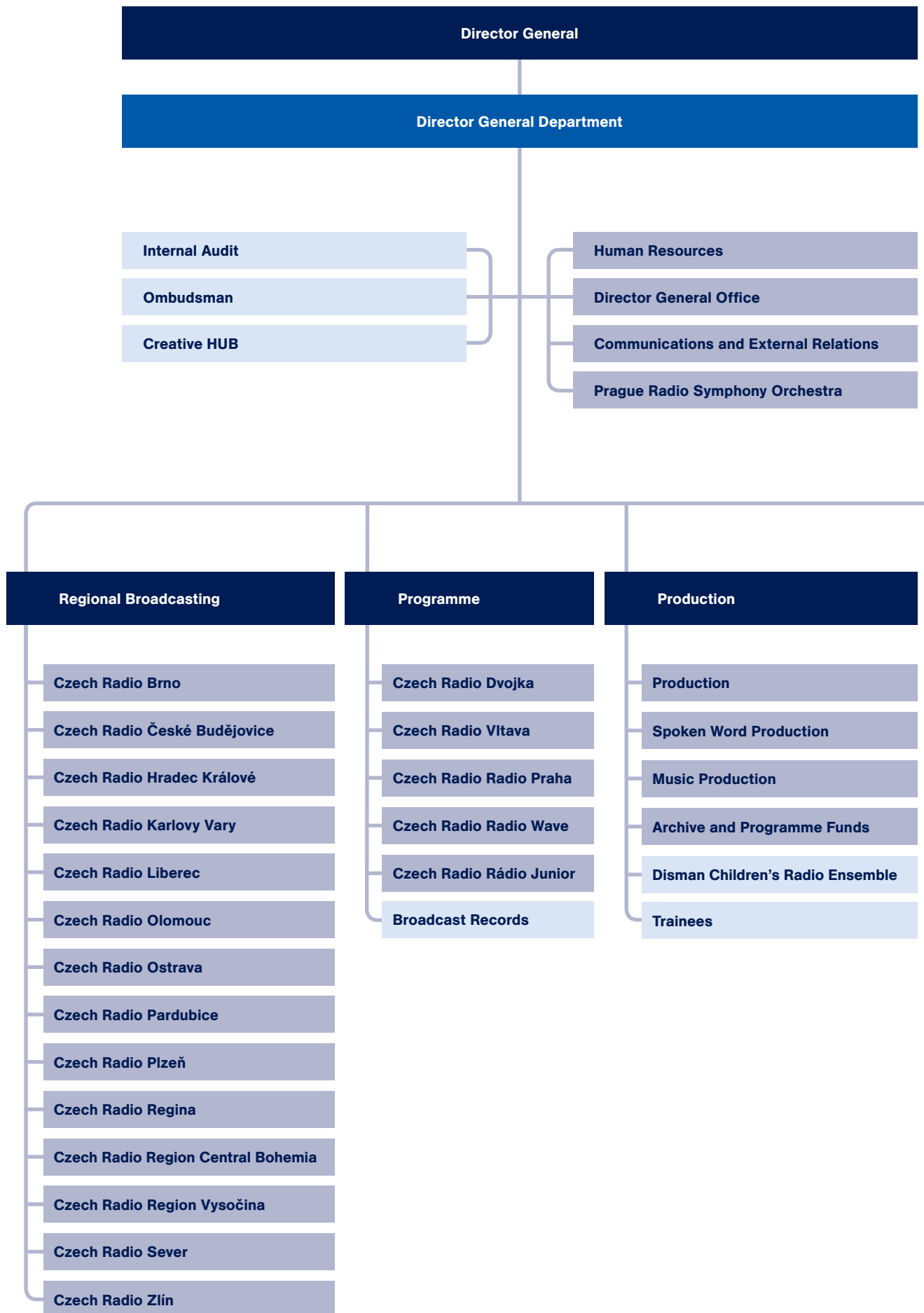
Vice Chairman

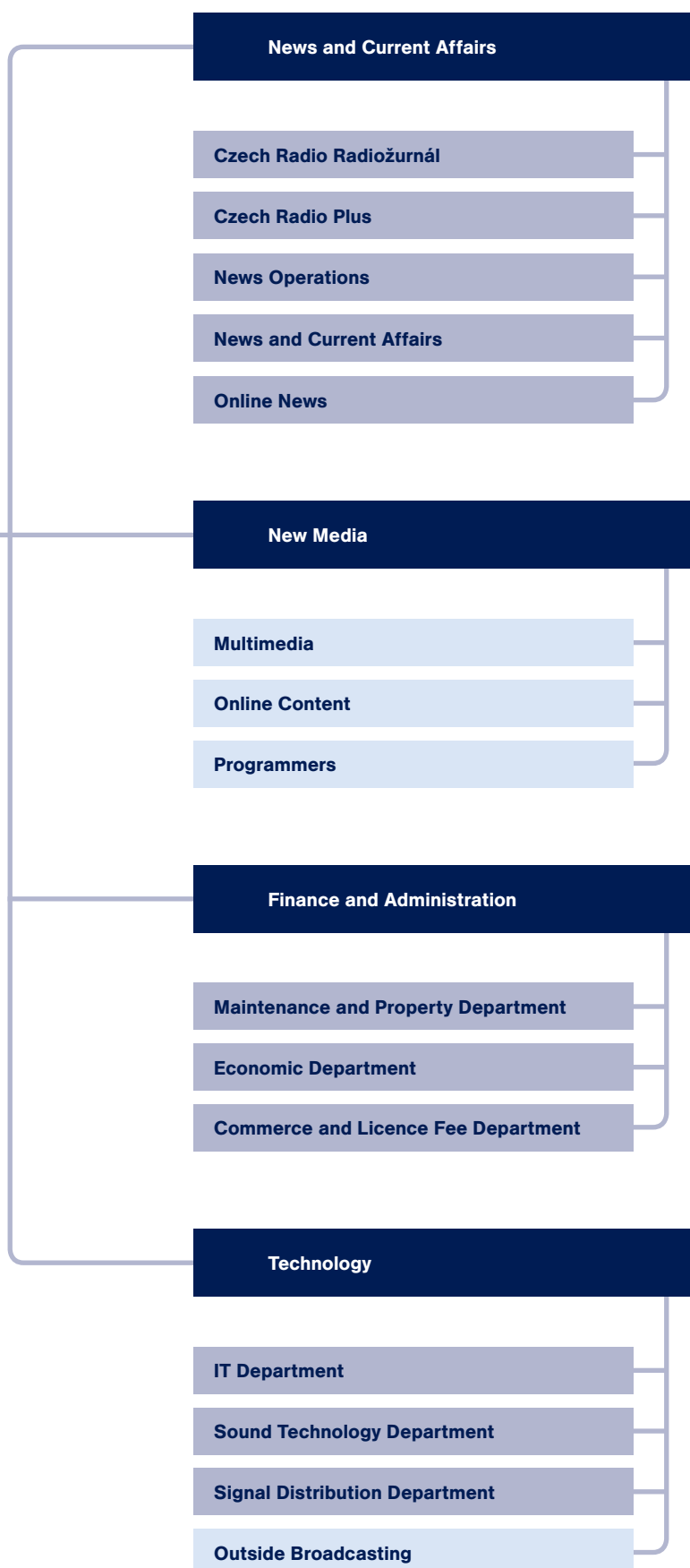
**Tomáš Kaňka**

**Robert Cholenský**

**Marcela Šimíčková Krúsová**

**ORGANISATIONAL CHART**







2015

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**Nationwide Stations**

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

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**Region**

We broadcast from radio studios in the following cities:

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

**Special Stations**

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

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**Radio Praha**

