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# **DIRECTOR GENERAL'S FOREWORD**



## Dear Readers and Friends of Czech Radio,

For the sixth time, it is my honour as the Director General of Czech Radio to present work and the importance of this great public service institution. It is not easy to summarize a year that was so special in both the negative and the positive sense of the word. The global coronavirus pandemic paralyzed the everyday life and habits of the society. Arriving unexpectedly, it has bedevilled our lives, our work, our priorities and system of values. Nevertheless, it also brought stimulating challenges. Mass media were there in the centre of it all and what people legitimately expected especially from the public service media during these troubled times was factual information as well as entertainment, encouragement, help with remote schooling and relaxing cultural programmes. During this time, Czech Radio was ever more important as a partner and guide in the listeners' everyday life.

I am proud that Czech Radio proved its ability to cope with the challenges and that all of our stations continued broadcasting regularly, delivering on the statutory mission of public service. This is largely thanks to the efforts of all Czech Radio employees who, despite the crisis, reliably continued preparing content for our listeners. We worked in a special shift mode and kept a separate back-up workplace ready to be used for emergency broadcasting. We broadcasted special programmes and advice sessions helping to navigate through the adopted public health measures and we scaled up interactive programmes for the elderly as well as educational programmes for children who, together with their parents, had to learn how to cope with the challenges of remote schooling.

Despite all difficulties, we kept developing Czech Radio and its services for the public. Just as in previous years, the priorities included, among other things, technology upgradation and the following of a wide range of trends in the contemporary mass media world. In September, as a part of its strategic development, Czech Radio accomplished its objective of radio broadcasting digitisation. Thus, all of the 23 Czech Radio stations are now available through the DAB+ technology for 95% of the population of the Czech Republic. That means Czech Radio has built a distribution platform comparable to FM broadcasting. Moreover, digital broadcasting has a number of benefits such as a more reliable transmission, better listening quality or accompanying images and texts. The upscaling of digital broadcasting was supported by a massive and comprehensive communication campaign, which continues also in 2021 – a year in which two special digital stations are to be launched: Radiožurnál Sport and a station for the elderly. Czech Radio also announced its strategic plan to phase out the costly and outdated AM broadcasting and replace it primarily by either digital, FM or Internet broadcasting.

Further, we continue developing multimedia content. A number of activities shifted online. For the first time, this was the case with the international festival of radio production – Prix Bohemia Radio, which was held online only and so was a number of concerts of classical and popular music which we broadcasted. Online form was also used for the annual Open Doors Day in May. Thousands of people viewed the virtual tour through the Radio buildings in Prague on the Radio website and on social media. We were dynamically developing our offer of on-demand services, be it the popular podcasts and special podcast series or the exclusive audio archive Mujrozhlas.cz, the largest of its kind in the Czech Republic.

I believe that in 2020, Czech Radio through its programming provided the public with factual information, culture,



entertainment and education in line with its role in our democratic society and all of the duties of a public service media as defined in the Act on Czech Radio and the Czech Radio Code of Practice. As a whole, our broadcasting was objective, balanced and honest. This is confirmed also by the results of surveys conducted for Czech Radio by various agencies. About three quarters of the respondents from a representative sample of the Czech population aged between 15 and 79 years agree that a public service radio is an integral part of democracy and that it is necessary to secure the conditions for its activities.

Czech Radio continued to be a full-fledged and respected member of the European Broadcasting Union (EBU), actively contributing to the strategic development of public service media in the pan-European context and to overcoming the coronavirus crisis, which significantly affected the operation of all public service media.

Throughout the year, Czech Radio was fulfilling its role of a public service media diligently despite the challenging conditions. The expectations from Czech Radio were very high and I am very glad to say it coped admirably with the crisis. This is confirmed not only by the growth in listenership of the stations and the growing online traffic and consumption of its online content but also by the public's trust in Czech Radio as a public service medium.

I would like to say thank you to our listeners who like our stations or follow us on the websites, social media or mobile applications. Your satisfaction and trust is our greatest reward.

A handwritten signature in blue ink, which appears to read 'René Zavoral'. The signature is fluid and cursive.

**René Zavoral**  
Czech Radio's Director General





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



## MISSION

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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

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

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## VALUES

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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







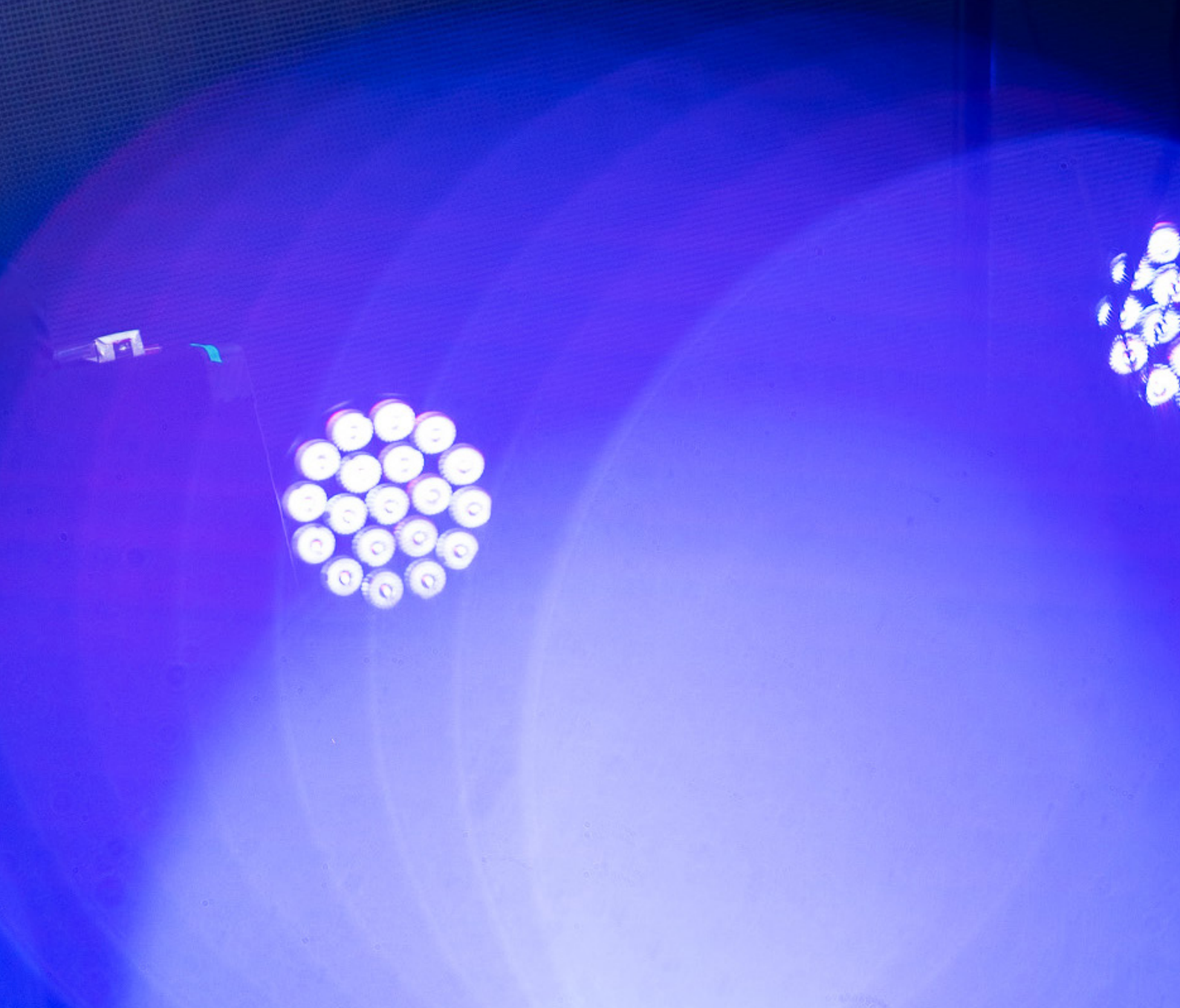
The following pages present  
the most interesting projects  
of Czech Radio in 2020.



## PROJECTS AND EVENTS











**The DAB Age**



## THE DAB AGE

Czech Radio has entered the final stage of broadcasting digitization. In 2020, it continued the awareness-raising campaign informing about the benefits of DAB+ digital broadcasting, drawing on the communication plan of 2018 titled "Doba DABová" (the DAB Age). Making use of traditional types of media, this mass campaign will continue also in 2021.

The main pillar of the campaign was a special website – [www.dobadabova.cz](http://www.dobadabova.cz) providing the listeners with information on the how and why to choose broadcasting in the digital DAB+ standard. Being currently accessible to 95% of the Czech population, the DAB+ broadcasting represents a new European standard, which offers a high sound quality, space for more radio stations, supporting multimedia services, stable signal reception, better energy efficiency and simple use of the receivers. The Czech Republic ranks among the top 11 states in terms of development of the DAB+ signal in Europe.

The campaign is organized and coordinated by Czech Radio and it uses the outdoor, print, direct mail, radio, TV and online channel. At the beginning of the year, there was also a short programme explaining the benefits of digital broadcasting and debunking some of the myths about the DAB+ technology. Featuring Jiří Chum and Dalibor Gondík, the programme was broadcasted in two versions.



[dobadabova.cz](http://dobadabova.cz)

# NEZASPĚTE DOBU DABovou

Digitální vysílání DAB+ nabízí více než rádiové FM vysílání. Tak nebudte včerejší! Užijte si lepší kvalitu zvuku, větší počet stanic a doprovodné grafické informace včetně fotografií.

**Doba DABová je tady.**

 **Český rozhlas**

 **dab+**  
Více rádia





**Santa's Grandchildren**

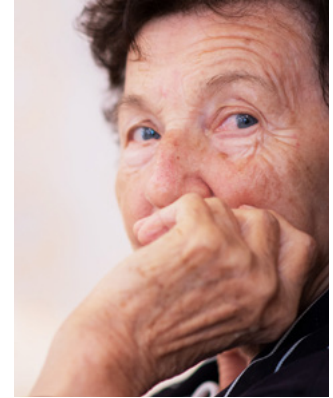


## SANTA'S GRANDCHILDREN

The fourth round of the annual initiative “Ježíškova vnučata” (Santa’s Grandchildren) was the first to be held under the auspices of the Czech Radio Foundation. Undoubtedly, it was a special one. The public health measures due to the pandemic made it impossible for the donors to meet the elderly and immaterial presents (experiences) were replaced by material presents. However, solidarity of Santa’s Grandchildren was record high – the donors donated over 22 million Czech crowns in presents and in the fundraising campaign.

Over 900 elderly facilities, care services and other elderly-care organisations have joined the fourth round of Santa’s Grandchildren. During the two months, almost 16 thousand wishes have been fulfilled, most of them at the very beginning of the campaign. For costlier wishes of the elderly, the Czech Radio Foundation established a fundraising campaign.

Just as in the previous years, a number of Czech Radio presenters took part as Santa’s Grandchildren this year. Among those who wanted to fulfil the wishes were, for instance, the brothers Jan and Štěpán Pokorný or Petr Král who organized a live concert right below the windows of the senior home. Czech Radio Radiožurnál organized three Concerts for Other Thoughts dedicated to the elderly as well as senior home workers, featuring the Chinaski band with frontman Michal Malátný, Bára Hrzánová, Radek Holub, Lucie Bílá and Jiří Strach. Prominent personalities of Czech Radio Dvojka were also bringing joy to the elderly homes, giving 60 hours of their time to spend with them. The elderly people had the chance to chat online with Jan Rosák, Tereza Kostková, Jan Čenský, Halina Pawłowska or Dalibor Gondík. Czech Radio also donated 20 digital radio receivers to the elderly facilities.







**ON AIR**



**A Virtual Open Doors Day**



## A VIRTUAL OPEN DOORS DAY

Unfortunately, due to the coronavirus preventive measures adopted by the government, the door of Czech Radio had to remain closed. As we did not want to deprive the listeners of the opportunity, we prepared at least a virtual tour through the radio buildings in Vinohrady, Prague. The audience was guided by presenter Martin Karlík in a twenty-minute film. With the film crew, he brought the visitors to the places that would not be accessible even during a normal Open Doors Day such as radio archives or the garages. Among other things, he explained why one of the buildings stands on springs, and made an all-round tour by the paternoster lift.

The tour can be seen on the website of Czech Radio.









## RADIOCAFÉ VINOHRADSKÁ 12

The new café at the ground floor of the historic Czech Radio building in Prague 2 embraced the year 2020 with a host of plans. The ambition to be a meeting place for radio enthusiasts, fans of various programmes, music, recording and books from Radioservis was being fulfilled only until its successful rollout was interrupted by the coronavirus measures adopted by the government that made it impossible to hold public recordings, concerts and live broadcasting in front of audience.

Nevertheless, we have managed to broadcast a number of episodes of Tereza Kostková's programme "Blízká setkání" (Close Encounters), host a number of "Tobogan" sessions with Aleš Cibulka and the fans of the programme as well as to organise an event titled "A Year with Karel without Karel" with Czech Radio Dvojka, commemorating the legend of the Czech pop music Karel Gott who died in 2019. Among many other events, the café was a meeting place for the participants of the August commemoration of those who died during the 1968 August invasion.

During the months when it was not possible to go to the café, it operated a takeout window, enticing the passers-by to stop by the radio building.







The Vinohradská 12 Gallery



## THE VINOHRADSKÁ 12 GALLERY

The Vinohradská 12 Gallery embraced the year 2020 with humour. This time, in an exposition called “Vino fatale”, it presented the work of Jiří Slíva, who loaned his cartoons, drawings, etchings and paintings on the topic of wine, wine bars, vineyards, winemakers, wine tasting, bottles, bottle screws, bottle labels, shapes of grapes and casks as well as old wine ads.

The activities in the following months were affected by the coronavirus measures, which is why there were much fewer exhibitions than usual. Visitors could see the paintings by Kateřina Ašenbrennerová, photographs from Centrum provázení (Centre of Guidance) supporting children with rare diseases, lithographs by Bára and Emma Srncová and, in autumn, just before the galleries had to close due to the pandemic, also a selection of theatre posters by Jan Schmidt for theatre Divadlo Ypsilon.

We also keep adding new pieces to the collection of old radio receivers and other technology and there are ever more visitors who want to see them.







**SayHi with Radio Junior**



## SAYHI WITH RADIO JUNIOR

On 12 November 2020 at 12 p.m. CET, the listeners of Radio Junior joined in a dance with children from more than 13 countries across the world. The dance to a common song was a culmination of the international #SayHi initiative organized under the auspices of the European Broadcasting Union. The campaign to counter bullying and promote friendship and tolerance has linked children from across various countries through music, dance and modern technologies.

Among the public service broadcasters who participated in the #SayHi initiative were broadcasters from Norway, Spain or Japan. In the participating countries, thousands of children danced to the simple choreography at the appointed time, singing the common song translated into their national languages. The Czech version, titled "Zatancuj" (Dance!), is by singer Vojta D, who was a guest of a special broadcasting of Radio Junior during which the song was played. The song has a music video, too, featuring the children of the Dismar Radio Children's Ensemble (DRDS).

By joining the campaign, the dancers, small and big, said no to bullying and yes to friendship and togetherness at a time when many of them could not even see their schoolmates or friends.





# ART'S BIRTH- DAY

**Art's Birthday**



## ART'S BIRTHDAY

Czech Radio, together with the European Broadcasting Union (EBU) and the Varšava cinema in Liberec celebrated the 1,000,057<sup>th</sup> birthday of Art, which is celebrated every year not only in places important for the blooming of Czech culture, but also in the most diverse places around the world including the air of the European Euroradio and the Internet.

Now, why 1,000,057<sup>th</sup> birthday? French artist Robert Filliou, a member of the experimental Fluxus movement, declared that on 17 January 1963, Art celebrated its millionth birthday. He suggested Art was born when somebody dropped a dry sponge into a bucket of water.

The celebration is promoted by the international group Euro-radio Ars Acustica and Czech Radio Vltava has joined the celebration for the 16<sup>th</sup> time through a three-hour live broadcasting from a cinema full of audience, offering a series of unique performances and musical improvisations. The 2020 celebration was subtitled "Body as a Tension between Nothing and the Apocalypse". Among other things, the broadcasted event included the energy-bursting acoustic performance DOÁDIA by Pavel Novotný. Sonata Erotica was performed in person by Kateřina Cisařová together with artists Veronika Svobodová and Anna Petruželová. The listeners rested their heads on a Pillow Full of Needles and were introduced to the unthinkable possibilities of playing a knitting machine of the Dopleta brand thanks to Ivan Palacký and Jaroslav Šťastný. The event featured also post-rock band Masáž fronted by Ivan Boreš who, for the sake of complete relaxation of the audience, did not hesitate to apply the head massager on the fretboard of his guitar. The celebrations culminated in grand style by the performance of an international trio called the Spermbankers.







**The EBU Academy: Constructive Journalism**



## THE EBU ACADEMY: CONSTRUCTIVE JOURNALISM

At the beginning of the year, Czech Radio and the EBU Academy signed a Strategic Partnership Memorandum of Understanding subtitled Learning for Change regarding training and development of employees. For 2020, three priority areas have been defined within the strategic partnership – News Service, Digital Culture Development and Leadership.

During the first week in February, a training was held in Czech Radio. The topic was constructive journalism and it was tailored to the needs of editors of all sections of the news service including the regional news service. Constructive journalism is a journalism that goes beyond bringing information and has the ambition to ask: “What’s next?” was presented by British media expert Mark Egan, who has many years of experience from the BBC.

The training had a form of a two-day practical workshop during which the participants could try to apply the methods of constructive journalism to their own reports. They also had the opportunity to discuss in groups how to apply the methods of constructive journalism to reports and topics they had worked on earlier but had no capacity to come back to them. Five fundamental principles of constructive journalism were covered and a number of interesting case studies from foreign public service broadcasters were analysed during the training.







**Studio 1 in Ostrava Refurbished**



## STUDIO 1 IN OSTRAVA REFURBISHED

On Tuesday 25 August, Director General of Czech Radio René Zavoral and Director of Czech Radio Ostrava Josef Podstata inaugurated a new era of Studio 1 and its adjacent premises in Ostrava by cutting the ribbon in front of an invited audience, putting an end to four years of renovations that cost 26 million Czech crowns.

Genius loci of the place has been retained during the renovation, which was carried out in two stages. The first stage, which started in 2016, focused on the ventilation system, electricity and Studio 1 itself, while the second stage, which started in 2019, addressed the foyer and the entrance hall of Studio 1. The sound direction has been moved from the second floor, where it was not very practical, to a new location directly next to the studio and so it is better accessible for the recording musicians as well as for the technicians.

The new premises of the foyer are functional and look more airy. On display, there are photographs by Lucie Nohlová capturing the festive concert celebrating the 90<sup>th</sup> anniversary of Czech Radio Ostrava as well as Martin Straka's photographs of artists who have been recording in Studio 1.







**American Night**



## AMERICAN NIGHT

On the occasion of the 59<sup>th</sup> presidential election in the U.S., the Czech Radio stations Radiožurnál and Plus prepared an 11-hour special. The exclusive broadcasting from Prague and Washington, D.C. started on 3 November at 11 p.m. and it could be followed also on the iROZHLAS.cz news web.

Jan Bumba, Tomáš Pancíř and Jan Pokorný presented the live broadcasting from the largest Czech Radio studio S1, while presenter Lenka Kabrhelová covered the events from a studio in Washington, D.C. In the main camps, the events were followed by Czech Radio correspondent in the U.S. Jan Kaliba and by a special reporter Jakub Lucký.

The broadcasting was bringing regular updates about the results, showed reports of our reporters from the American streets and included live speeches of the winning and the defeated candidate and also reactions of Czech and world politicians. The events were commented by various invited guests such as the Czech ambassador to the U.S. Hynek Kmoníček, sociologist Daniel Prokop, virologist Karel Raška, professor of history at Boston University Igor Lukeš and others.







**The Zlín Film Festival 2020**



## THE ZLÍN FILM FESTIVAL 2020

This year's 60<sup>th</sup> anniversary of the Zlín Film Festival was held in the spirit of coming "Back to the Future". While "coming back" referred to the long history of the festival, the "future" referred to a promise to make the festival contemporary and advance it through science, technology and learning. Czech Radio, being the general media partner of the festival, prepared a special programme for the visitors.

This time, the oldest, largest and most important international festival of films for children and youth had to be rescheduled and instead of June, it was held in autumn due to the pandemic. Thus, the 60<sup>th</sup> round was held from 4 to 10 September in a limited scale and it had to abide by extraordinary public health rules. Although Czech Radio, too, had to adjust its planned side events to the current epidemic situation, it still offered a number of interesting events and did not refrain from live interviews with interesting guests of the festival which were broadcasted from a portable streaming studio in the Comenius Park in Zlín.

The visitors had the opportunity to look under the hood of the broadcasting of Czech Radio Zlín and Radio Junior or to become acquainted with a new podcast called "Filtr" (Filter). The off-air events included workshops and shows organised by both stations. Czech Radio also held a concert, featuring Jaroslav Uhlíř and Bára Poláková. The 60<sup>th</sup> annual festival traditionally culminated by a gala night, during which Director General of Czech Radio René Zavoral presented the Award of the Jury for the Best Young Actor in the category of feature films for youth. The award went to Frankie Box for her role Liegh in a film titled "Dokonalá desítka" (The Perfect Ten).







**Summer Film School in Uherské Hradiště**



## SUMMER FILM SCHOOL IN UHERSKÉ HRADIŠTĚ

The 46<sup>th</sup> Summer Film School in Uherské Hradiště attracted 5,000 participants. This year it was the first time when Czech Radio supported the event as the general media partner, participating also in the preparation of the side events.

In the tent of Czech Radio in the Smetana Park, several events were held from 10 to 12 August from morning to night prepared by stations Vltava, Radio Wave and others. The visitors participated in a debate about podcasts with the producers of the mujRozhlas.cz portal. Together with iROZHLAS.cz, the most popular Czech podcast "Vinohradská 12" was recorded live directly at the festival.

The most successful event held in the Czech Radio tent was talk show "Čelisti" (Jaws) of Radio Wave, which attracted more than 100 visitors. The tent was so full that some people had to sit outside. The presenters of the programme Aleš Stuchlý and Vít Schmarz talked with invited guests Vít Klusák, Jan Vejnar and Iva Hejlíčková.

What made the nights in the tent special from Monday until Wednesday was the new programme of the Vltava station called "Četba s hvězdičkou" (Reading with an Asterisk). Three parts of the novel Everybody's Right by Paolo Sorrentino were offered to the participants of the Summer Film School before the premiere. In addition to the night reading, the Vltava station's editor-in-chief Jaroslava Haladová and script editor Klára Fleyberková invited the festival audience to listen also to the morning radio plays and podcasts.

After the evening events in the tent, the entertainment by Czech Radio continued in club Mír, where the Radio Wave's DJs played music for a full dance floor up until early morning. An unprecedented amount of people came to the concert of the "Opak Dissu" (The Opposite of Diss) rap group on Wednesday.

A bonus for those who could not join the festival in person was a festival concert of Iva Bittová and Čikori and a Rugged Music concert (Forest Animals and Petr Mička's Horňácko Band), which were streamed on social media and YouTube by the Vltava station. They had over 16 thousand views on Facebook.







Camping with Morning Dvojka



## CAMPING WITH MORNING DVOJKA

During the Capricious Summer, Dvojka set out to join campers in Bohemia and Moravia. The team of "Ranní Dvojka" (Morning Dvojka) headed by Dalibor Gondík decided to visit and entertain the listeners just as they were having their holidays in Bohemian and Moravian camps. The Morning Dvojka programme broadcasted from five camps in Bohemia from 20 to 24 July and five camps in Moravia from 10 to 14 August.

The camp guests and the listeners could enjoy unconventional live broadcasting, listen to interesting guests and learn many intriguing things prepared by Dalibor Gondík and his team in the form of live reports from their travel across Bohemia and Moravia. Listeners in the camps had the chance to participate in competitions and win DAB+ digital radio receivers and other interesting prizes.







**Vltava Speaks My Voice**



## VLTAVA SPEAKS MY VOICE

Beginning in early September, the Vltava station has been undergoing a major programme change, which was communicated by a massive marketing campaign “Vltava má můj hlas” (Vltava Speaks My Voice) based on the new visual identity of the station. It has been designed and prepared in the graphic studio of Czech Radio.

The visuals draw on detailed portraits of personalities from Czech Radio Vltava such as Jana Plodková, an actor who is also the voice of the station, or Vladimír Franz, music composer, painter and the presenter of the programme called “Sedmé nebe” (the Seventh Heaven). Another face of the campaign is theatre actor and singer Monika Načeva and singer Sára Vondrášková aka Never Sol, both of whom also present and can be heard in the Seventh Heaven authorial music programme.

The duotone effect applied on the campaign’s photographs reflects and furthers the corporate colours of Czech Radio Vltava. It uses turquoise colour and its shades with darker blue allowing for a more detailed rendering of the face, accentuating the face features.

A prominent feature of the key visual is the combination of the portrait with a clean typography supplemented by colourful codes and pictograms linking each visual to one of the main programming pillars of the station (music, word and culture), helping the listeners to navigate through the many programmes offered by Vltava.







Czeching 2020

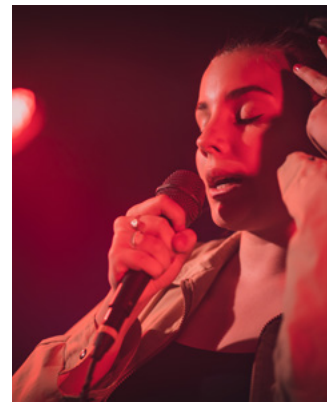
TEA SOFIA  
powered by  
RADIO WAVE



## CZECHING 2020

A new round of the annual project called Czeching was held on Radio Wave, presenting Czech music to foreign audience. One of the nominated Czech pop hopefuls was indie-pop singer Tea Sofia, who is of Serbian-Lithuanian origin. Another nominee was indie-folk singer and songwriter Bára Zmeková, who intrigues the audience, among others, by peculiar lyrics; or BoLs/sLoB, a gifted rapper and producer. The fourth nominee was the emerging Czech indie band, JayRö, which fancies the use of synths and DIY approaches.

The one who emerged a winner from the international jury's vote on 26 June within Czeching Showcase held in "Café v lese" was the eighteen-year-old Tea Sofia, who convinced 18 music professionals from 15 countries that her music could be successful abroad. Tea Sofia got the opportunity to record a single and a video, attend a workshop with a professional coach and perform at the prestigious showcase festival Eurosonic Noorderslag in the Netherlands.







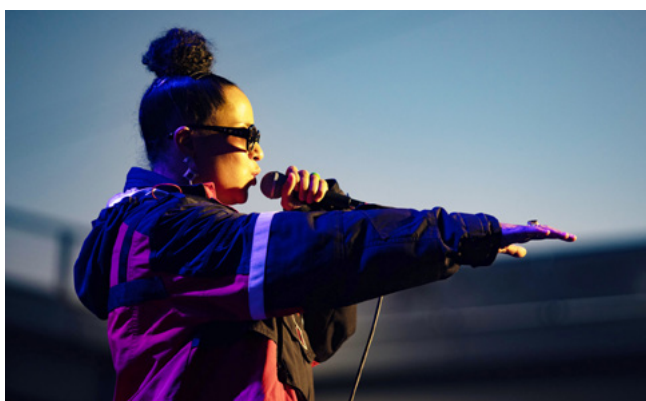
The Youth Play Jazz



## THE YOUTH PLAY JAZZ

Jazz and blues tones resonated in the halls of the Prague's Holešovice Exhibition Grounds as the festival "Mladí ladí jazz" (The Youth Play Jazz) was held. Czech Radio was there to stream the event live and the recordings of individual concerts are still available to the listeners.

The delayed celebration of the International Jazz Day featured Fatima, a singer whose unrestrained beautifully timbred voice allowed her to gradually make it to the top on the contemporary London soul stage; Marta Kloučková, a singer and a presenter of programme "Sedmé nebe" (The Seventh Heaven) on Vltava, and many others. The festival would not have been complete without Tonya Graves, a singer who, with her bands, brings unrivalled soul and jazz quality to the domestic vocal stage.







# ROZMARNÉ LÉTO

Plné rozhlasových komedií

Capricious Summer with Dvojka



## CAPRICIOUS SUMMER WITH DVOJKA

Throughout the summer, the Czech Radio Dvojka station has been entertaining its listeners by the best classic and contemporary comedies and humorous novels by authors such as Allen, Kraus, Jirotko or Jonasson.

As in the previous years, the listeners could join a competition "Rozmarné léto – Pátračka" (Capricious Summer – Hunt) and win "a metre of books" every week or, in the final grand drawing of winners, a banquet for ten people in Hotel Alcron in Prague. The presenter of the competition was Miroslav Donutil.







Summer in Spas



## SUMMER IN SPAS

During the summer holidays of 2020, the regional stations of Czech Radio guided the listeners through Bohemian and Moravian spas. The presenter of programme "Výlety" (Outings) Pavel Kudrna spent each Saturday exploring spa towns in the Czech Republic and from 1 to 2 p.m. he broadcasted live from there within the Outings programme.

Pavel Kudrna informed the visitors and listeners about the history of the towns, their specialisations and curiosities and recommended some trips in the surroundings. The Saturday live broadcasting was supplemented by performances of singers Milan Drobny, Jakub Smolík, Ilona Csáková, David Deyl, Pavel Vítek, Marcela Holanová, Marcel Zmožek and others.

Several times each week, Summer in Spas by the regional stations of Czech Radio offered also a number of competitions in which the listeners could win a stay in a spa for two persons. All that was needed was to answer correctly a question regarding one of the covered spa towns, which included Teplice v Čechách, Janské Lázně, Františkovy Lázně, Lednice, Poděbrady, Jáchymov, Třeboň and Luhačovice.







**The Gourmet Year**



## THE GOURMET YEAR

Various recipes contended in a large-scale gastronomic competition of the Czech Radio regional stations titled "Pochoutkový rok" (The Gourmet Year) held in 2020. Every week, the jury chose one recipe from among those sent by the listeners to Czech Radio either by post or by a form at [www.pochoutkovyrok.cz](http://www.pochoutkovyrok.cz).

The presenter of the competition Patrik Rozehnal and his team subsequently visited the listeners in their homes in order to cook the recipes together and to record and photograph the process. Over 9,000 kilometres were travelled and many warm friendships were made. All of the broadcasted recipes are available also as texts, photographs and short videos on the website of the programme at [www.pochoutkovyrok.cz](http://www.pochoutkovyrok.cz). Throughout the year, they had more than 2.5 million views on the website and social networks.

The best recipes have been published in a book of the same name as the competition. The listeners had the opportunity to meet the book's authors: Naďa Konvalinková, Patrik Rozehnal and Jaroslav Sapík, in the Radioservis shop in Prague. The cookbook contains recipes for soups, meals with or without meat, sweet pies, buns and other traditional Bohemian, Moravian and Silesian specialities. As a bonus, there are also recipes from the jury members.

The winning recipe of the Gourmet Year of 2020 were the cabbage dumplings "šlíšky" prepared by Iveta Podlucká from Veselí nad Moravou for their simplicity and distinct and delicious taste.







**Podcasts**



## PODCASTS

Podcasts by Czech Radio are becoming ever more popular. In 2020, the listenership grew by 142%.

A number of exceptional podcast series was made within the mujRozhlas project. One of them was called “Digitální spisovatel” (The Digital Writer) comprising of five short stories written for mujRozhlas by Artificial Intelligence based on the GPT2 and GPT3 systems. Each of the five stories represents one popular genre. Thus, the users of the mujRozhlas app or website could listen to a detective story titled “Špion, co se vrátil z války” (The Spy Who Returned from War), a horror story “Chlapec a jeho pes” (The Boy and His Dog), a romantic story “Tak to musí zůstat navždy” (It Must Stay This Way Forever), a historical novel “Da Vinciho stroj” (The daVinci’s Machine) and a sci-fi story “Válka v nebi” (War in the Skies). The stories are read by Tereza Hořová, Jan Cina, Matěj Hádek, Petra Bučková and Filip Kaňkovský. The project sparked a vivid debate about the role of AI in creative work. The stories together with a special interview with the experts who were involved in the project have been listened to more than 23 thousand times.

Another successful project is a podcast series focused on media literacy. Titled “Filtr” (Filter), this fifteen-part podcast series addresses topics such as fact-checking, navigation through social networks, hoaxes, misleading headlines, advertisement on the Internet and much more. Each of the weekly episode lasts less than ten minutes. As a bonus, there were interviews with experts, worksheets and quizzes dedicated to the podcast topics, which could be used as an ideal supplement to the school lessons even in case of online schooling. The presenter of the podcast is Lukáš “Lukefry” Fritscher, a YouTuber who covers these topics also in his own YouTube channel. The Filter podcast has become a useful part of both remote and traditional schooling and it has more than 115,000 downloads since its beginning.

Another successful project is podcast “Vinohradská 12”, addressing all major news topics that resonate with the Czech society.





On Air

ON AIR





Czech Radio's 2020 portfolio of broadcasting services included four nationwide stations (Radiožurnál, Dvojka, Vltava and Plus), four specialised stations (Radio Junior, Radio Wave, D-dur and Jazz) and a network of regional stations across the country. It also offered an international service in six languages through Radio Praha (Radio Prague International). A number of programmes were available on the Internet or broadcasted digitally. Among the most successful is Radio Retro, which reflected the pandemic and tried to cheer up people who were at home either because they were quarantined or because they worked from home. For instance, it recalled some famous actors and published several reconstructions of the once-popular programme "Dobré jitro z Prahy" (Good Morning from Prague).

Czech Radio's basic portfolio of stations is still divided according to the targeted age groups: Radio Junior is intended for children, Radio Wave for young adults, Radiožurnál for the middle-aged, and Dvojka for older listeners. The culturally oriented Czech Radio Vltava and the spoken-word station Czech Radio Plus address a multi-generational audience. Czech Radio's regional studios target all listeners interested in their respective regional issues. The format of each station is designed to make sure Czech Radio (CR) caters to everyone from across generations, interests and social groups.

All of Czech Radio's stations have the ambition to offer a balanced broadcasting service and they complement each other. In case of the news and current affairs stations, the complementarity provides a greater range and balance of the news resources available to the listeners. CR Radiožurnál is a station offering regular news updates. CR Plus specialises in analytical journalism, offering discussions with experts, eyewitnesses, commentators and analysts to provide a context to the events covered in the news.

Many programmes were made available for downloading and streaming on the Radio's website, which is continually being revamped to be modern and easy to navigate. Throughout the year, great emphasis was placed on multimedia content. A number of mobile apps, microsites and special websites were produced during the year. Czech Radio was also present on social media, attracting ever more followers. The projects "Podcast Vinohradská 12" and MujRozhlas.cz have been very successful.



In 2020, the News Service of Czech Radio had five departments primarily responsible for a comprehensive preparation of news for all of Czech Radio, operation of the news and current-affairs stations and presentation of the news on the Internet. The stations Radiožurnál and Plus broadcast news and current affairs programmes, while the news site iROZHLAS.cz presents the news by Czech Radio on the Internet, the Department of News and Current Affairs is responsible for nationwide and regional newsrooms and the Department of News Operations is responsible for the dispatching of broadcasting and for production services.

### ■ News and Current Affairs

In 2020, the activity of the News Service of Czech Radio was affected by the worldwide pandemic of the new SARS-CoV-2 coronavirus and the disease caused by it – covid-19. In mid-March 2020, the News Service of Czech Radio decided to adjust the operation in the central newsroom and the regional news teams. Those who worked in the building of Czech Radio were divided into two teams that could not meet each other and there were teams of reporters who worked in the field and were not supposed to enter the Czech Radio buildings. One team was preventively quarantined for a couple of months so that in case of a total lockdown, it would be able to ensure news broadcasting for several weeks from a detached workplace.

The Radiožurnál and Plus stations had to adjust their broadcasting schedule to make sure it delivers on its statutory duties and offers up-to-date information and analyses, while coping with the crisis situation without compromising on quality for the listeners. At the same time, the stations, the newsrooms and other sections of the News Service made every effort to protect the health of their workers. The News Service managed to provide the colleagues with protective equipment within a reasonable time and to regularly deliver these to the regional and central newsrooms.

During the first wave of the coronavirus pandemic, both stations jointly broadcasted the key news and current affairs programme – “Hlavní zprávy” (Main News) every day of the week at 12 and 6 p.m. Regional studios of Czech Radio were joining this key programme from time to time as needed given the gravity of the situation. It goes without saying that the stations broadcasted live press conferences of the government announcing new pandemic measures as well as any extraordinary statements by the highest representatives of the state and top experts. From the beginning of the crisis, both stations have also been jointly broadcasting interviews on current topics “Dvacet minut Radiožurnálu” (Twenty Minutes of Radiožurnál).

The pandemic brought about the necessity to reinforce the verification of all information sources, as there were many rumours and, to a great extent, also intentionally disseminated half-truths and misinformation. Although the coronavirus crisis itself meant predominantly negative news, the reporters and editors of the News Service were bringing also positive news about human solidarity and resourcefulness and the prospects of bringing the pandemic under control.

The coronavirus crisis was an important topic of the news, but the News Service could not omit other important events both

domestic and foreign in order to offer a balanced, objective and up-to-date information from all areas. The reporters and investigative journalists of the News Service were coming up with many topics from their own initiative, complementing the overall picture of what was happening at home and abroad. Large topics extensively covered by the News Service included the regional and Senate elections in the Czech Republic, the U.S. presidential election and the lengthy negotiations regarding the trade arrangements between the UK and the EU. Special attention was also paid to the topic of education and, from among historical events, to the anniversary of the execution of Milada Horáková. The News Service kept a close eye on the disputes regarding the trip of the speaker of the Senate Miloš Vysrčil to Taiwan as well as on the development concerning the tax package and the public finance situation.

All departments of the News Service were closely cooperating with each other and the topics and content from the broadcasting was therefore reflected on the news website and in the news podcast “Vinohradská 12” and vice versa – texts from the website were transformed into broadcasting of the news stations, mostly in the form of an interview. Such complementarity of the broadcasting and the web was used, for instance, during the coverage of the regional and Senate elections, where photographs and result updates on the website supplemented the spoken profiles of the candidates.

The investigative journalists of Czech Radio pointed out various cases that subsequently became a hot topic in other media as well as in public and political debates. For instance, they pointed out that millions of crowns from the budgets of state-owned or semi-state-owned enterprises dedicated to the Olympics ended up in a private company or that the state-owned Czech Railways spent a record-high amount for advertising and marketing commissioned from the Mafra media group (a subsidiary of the Agrofert holding conglomerate owned by trust of Andrej Babiš, the current Prime Minister of the Czech Republic). They brought to light also some strange transactions with restituted land and informed about the President's unconventional task given to the Director of the Security Information Service (BIS).

Regional news service paid a lot of attention to covid-19 and its impact on people's lives in the whole country, as well as to the preparation and the course of the regional and Senate elections. Regional reporters were involved in the production of the series by Radiožurnál and Plus – e.g. “Když jde o vteřiny” (Where Seconds Matter), “V první linii” (In the Front Line), “Fenomén Explosia” (The Exceptional Story of Explosia).

Cultural news focused on how the pandemic affected culture and its functioning (there was a special Culture Online section), what the artists were doing once they could not perform in public (there was a series of reports called “Umělci v izolaci (Isolated Artists) and what kind of state aid was available for them.







## ■ Sport

Coronavirus had a significant impact on the world of sport with many sports events being cancelled. Although the Summer Olympics were postponed, the reporters still worked on the project “Olympijský rok” (The Olympic Year) and covered tennis Grand Slams, World Cups in biathlon and downhill skiing, the matches of European football competitions and the Czech national football team.

## ■ Traffic Reporting

In 2020, the team of the live traffic reporting “Zelená vlna” (Green Wave) continued to provide traffic reporting for Radiožurnál, Plus and Radio DAB Praha and it contributed to the morning broadcasting of Czech Radio Region. The team also coordinated the distribution of information for traffic reporting by the regional stations and Dvojka. It continued to operate its own call centre at 800 553 553 and a motorbike patrol. On the occasion of the 46<sup>th</sup> anniversary of the Green Wave broadcasting, a mobile app called “Zpravodaj Zelené vlny” (Green Wave Informant) was launched, operating in a trial mode.

## ■ Foreign Correspondents

In 2020, the foreign-news service had nine permanent foreign correspondents and two more correspondents located in Prague to cover topical news from abroad as necessary. Due to the coronavirus pandemic, some correspondents had to interrupt their stay abroad, while others had to stay in one place due to the risk of contagion. Given the ever more difficult administrative, tax and communication obstacles, the correspondent from Beijing moved to Bangkok.

The correspondents covered topical events in their respective places and compared the coronavirus situation and the countermeasures with the situation in the Czech Republic. They also brought their own topics with regard to the interests of the Czech listeners.

## ■ iROZHLAS.cz

On average, in 2020, the iROZHLAS.cz news web had some 1,600,000 real users every month, which is a 60% increase on the previous year. March was the record month with as many as 3,163,109 readers visiting the website according to Net-monitor. According to Google Analytics, the number of the site views grew by 104% as compared to the previous year: while in 2019, there were 76 million views, in 2020 it was 153 million.

Beginning from 20 February 2020, iROZHLAS.cz has been providing its readers with an ongoing online reporting about coronavirus. Since the very beginning of the pandemic, the team of data journalists from the iROZHLAS.cz has been analysing health statistics and pointing out discrepancies. For instance, until today, the Ministry of Health have not published the details of the structure of the tests and the iROZHLAS.cz server brought the dispute to court. During the crisis weeks, the editors pointed out disinformation disseminated on social media and tried to offer opinions by relevant experts. They also prepared several extensive journalistic texts explaining individual aspects regarding the spread and the treatment of coronavirus. The editors of iROZHLAS.cz moreover kept coming up with original topics, which were further echoed in Radiožurnál and Plus. These included, for instance, the mapping of crimes revealed by the documentary on sexual predators titled “V síti” (Caught in the Net), or the unclarified procurement of medical devices during the coronavirus pandemic. They also published key documents regarding the alleged conflict of interests of Prime Minister Andrej Babiš.

On the occasion of the regional and Senate elections, iROZHLAS.cz prepared an extensive service including an election counting app, which was, provided to regional media and the websites of town halls. On a daily basis, the editors coordinated and furthered the content of the news podcast “Vinohradská 12”. Beginning from December 2020, full transcripts of this podcast’s episodes have been made available.





■ Music

Music accounts for about a half of the broadcasting of Dvojka and Vltava, three quarters of the broadcasting of Radio Junior and Radio Wave and almost all of the broadcasting of the D-dur and Jazz stations. Czech Radio has long been covering a wide spectrum of music genres. In 2020, it made steps towards a greater balance between them. Radiožurnál typically plays popular hits, but it also played a series of its own concerts such as “Koncerty pro jiné myšlenky” (Concerts for Other Thoughts). More traditional genres such as country, brass band and folk music are played mostly by regional stations and Dvojka. While Czech Radio Vltava, being a general culture station, kept covering major classical music events, it was also broadening its genres, adding jazz, alternative popular music, folk music, world music, modern music, radio art and others. Czech Radio D-dur cemented its role as a classical-music station, just as Czech Radio Jazz with respect to jazz music. Radio Wave focused on alternative pop and electronic music.

Evergreens are regularly played within the programming titled “Srdcovky od Dvojky” (Cherished Songs from Dvojka) and, on each working day, there is an evening programme of the same name, presented by Miloš Skalka and Josef Melen. Měky Žbirka and Václav Kopta each have their authorial weekly programme at Dvojka called “Mám Rád” (The Ones I Like) and “Zlaté časy” (Golden Age), respectively. The Saturday music programme called “Moje hvězdy” (My Stars) presents musical idols and inspirations of Czech pop-music celebrities. Prepared in cooperation with the Czech Union of Authors and Performers, music chart programme “Česká dvanáctka” (The Czech Twelve) promotes new Czech music. Non-mainstream music has its place in the everyday programme called “Noční proud” (Night Stream). On holiday occasions, the broadcasting regularly included “Hudba, kterou mám rád” (The Music I Love), in which the guest takes on the role of the music director. There were also special all-day projects at Dvojka commemorating Karel Gott (The Year with Karel without Karel) and John Lennon (Beatlemania).

Despite the difficult pandemic situation, Czech Radio Vltava broadcasted dozens of concerts live and prepared several new formats. These included, for instance, “Koncert bez hranic” (The Concert without Borders) – a multi-genre concert recordings primarily from the EBU; “Taktovka” (Baton) – a magazine of the Prague Radio Symphonic Orchestra (PRSO); or “Klapka” (Clapperboard) – a magazine on film music. “Polední koncert” (Noon Concert) was extended into a 90-minute format and “Sedmé nebe” (The Seventh Heaven) into a one-hour-long daily format in which famous personalities from among journalists and musicians present their authorial selection of musical pieces.

The most important music event in 2020 was the 250<sup>th</sup> anniversary of the birth of Ludwig van Beethoven in December, which was marked on Vltava throughout the whole month through dozens of the anniversary-related premieres in musical, spoken-word and journalistic formats. A unique project in 2020 was “Hudba k siréně” (Music for Sirens) – site-specific miniatures by Czech composers performed by the BERG Orchestra and broadcasted simultaneously with the sound of civil defence sirens on every first Wednesday of each month, when they are tested.

Two series were created by Radio Wave focusing on music topics: “Brrrap”, which offers unconventional interviews with rappers, and “Karaoke”, an entertainment music podcast. The Radio kept supporting talented Czech music hopefuls through talent scouting projects “Startér” and “Czeching”.

Radio Junior joined a special EBU initiative #SayHi and supported talents through its programme “Napiš hit!” (Write a Hit!), in which children were invited to work on the lyrics of a new song.

The year of 2020 was significantly affected by coronavirus also in terms of the amount and method of producing new radio music content. In this uncertain year, Czech Radio tried to do its best to cover the cultural activities of music-event organisers, where possible. As the pandemic made organising concerts very difficult, attention gradually shifted to Czech Radio’s own studios, which produced a number of recordings with a small number of performers.

Despite the challenging conditions in 2020, Czech Radio managed to cooperate with major musical ensembles and festivals such as the Prague Spring festival, the Czech Philharmonic, the Dvořák Prague festival, the Smetana’s Litomyšl Opera Festival, the Brno Philharmonic, Concentus Moraviae and regional orchestras, festivals and opera houses as well as with Jazz Fest Brno, United Islands, the Respect festival and many others including minor local events and bodies offering original and high-quality programming.

In regional broadcasting in 2020, great emphasis was laid on domestic music production, as expressed also in the slogan “Czech Songs to Make You Sing Along”. The Radio fostered regional music production and recordings of local music groups and performers. In 2020, regional studios broadcasted a number of musical programmes. In terms of genre, these were mostly pop, pop-country, country, soft rock and folk as well as brass band music. Most regional studios also organised live concerts, although these had to scale-down due to the coronavirus pandemic. The joint broadcasting newly included the musical programme “Slavíci v krabici” (Nightingales in a Box) exploring the famous Czech award in popular music, or the Czech music chart programme called “Česká 12” (The Czech Twelve) broadcasted in cooperation with Czech Radio Dvojka. The programme “Zlaté hity Jirky Svátka” (The Golden Hits with Jirka Svátek) continued to explore the origins of famous Czech and world songs.



## ■ Arts and Culture

Arts and culture make up almost the entire schedule of CR Vltava, CR D-dur, CR Jazz and most of the evening and weekend broadcasting of CR Dvojka as well as the production for children and youth by Radio Junior.

In 2020, Dvojka, Vltava and Radiožurnál broadcasted 37 premieres of radio plays for adults. Vltava and Dvojka broadcasted plays as a part of their traditional series: Vltava's "Současná hra" (Contemporary Play; starting from April the programme is called "Večerní drama" (An Evening Play), containing original plays or adaptations, frequently of an experimental nature and original approach, "Rozhlasové jeviště" (Radio Stage; starting from April it is called "Sobotní drama" (Saturday Play), containing plays adaptation and dramatization) and Dvojka's series "Rozhlasová hra na sobotu" and "Rozhlasová hra na neděli" (A Radio Play for Saturday and A Radio Play for Sunday) respectively; containing original plays or adaptation, comedies, family stories and detective plays.

When it comes to literature, Dvojka, Plus and Vltava premiered over 1,000 pieces. The stations' literary series offered episodic reading, stories, poetry, essays, memoirs or conceptual programmes such as the 60-minute "Schůzka s literaturou" (Rendez-vous with Literature), "Souzvuk" (Consonance), or the two-hour "Pokračovní za pět minut" (To Be Continued in Five Minutes). The programmes covered prose, poetry and literary genres bordering on journalism such as "Večery na téma" (Evenings to a Topic), "Osudy" (Destinies), or "Výlety s Vltavou" (Outings with Vltava).

Through radio plays, Czech Radio Dvojka echoed important anniversaries such as the anniversary of Božena Němcová, Jiří z Poděbrad, J. A. Comenius, the Battle of White Mountain, the Brontë sisters, Vlastimil Brodský, Eliška Junková, Karel Čapek, Jiří Lábus, P. D. James. Throughout February, the Sunday series "Pohádka" (Fairy-tale) was dedicated to pieces inspired by Božena Němcová (200<sup>th</sup> anniversary of her birth). April, being the Month of Fairy-tales, was dedicated to radio drama director Karel Weinlich (90<sup>th</sup> anniversary of birth). Some of the pieces for Vltava were prepared in order to mark certain anniversaries such as "Lucerna" (The Lantern) by Alois Jirásek, a two-part adaptation of Great Gatsby or a play about Saint Joan – "Svatá v plamenech" (The Saint is On Fire).

As for experimental production, the Radio presented a play co-authored by Katarina Schmitt from Austria and Michal Rataj: "Nauka o afázii" (A study of Aphasia). Directed by the Austrian author, the play was produced in an international cooperation. Current European radio and theatre plays included, for instance, "Black Water" (Roland Schimmelpfennig) or "Nutshell" (Ian McEwan – Eva Blechová). From among classic plays, there was "Judgement Day" (Ödön von Horváth) and "The Cherry Orchard" (Anton Pavlovich Chekhov).

Radiožurnál broadcasted also the docudrama "Odvaha se nehodí" (Courage is Out of Place) on some of the less known aspects of the 1945 Prague Uprising.

One of the most important events regarding literary programmes was the launch of a new series for Vltava – "Četba s hvězdičkou" (Reading with an Asterisk) which included literary pieces featuring bold language and topics. The programme premiered, for instance, "Memories of My Melancholy Whores" (Gabriel García Marquez), "The Elementary Particles" (Michel Houellebecq) and "Everybody's Right" (Paolo Sorrentino). Another programme for Vltava, "Četba na pokračování" (Episodic

Reading), included both classic works such as "Obyčejný život" (An Ordinary Life by Karel Čapek) or "The Martian Chronicles" (by Ray Bradbury) and other contemporary works of Czech literature.

Dvojka's "Četba na pokračování" (Episodic Reading) became very attractive and it was successful not only on air, but also as one of the most sought-after on-demand programme (Christopher W. Gortner: The Vatican Princess, or Liane Moriarty: Big Little Lies). The Radio also completed the project of launching free novels by Elena Ferrante and it created a cycle, which was published by Radioservis. During Dvojka's Capricious Summer, the Episodic Reading offered popular pieces of humorous prose.

The programme series "Osudy" (Destinies) on Vltava prepared, among other things, the memories of Kurt Gebauer, František Vlášil, Josef Topol, Vladimíra Dvořáková, Ivo Krobot and Jindřich Zeithamml. Vltava added also new literary formats: "Dopolední četba" (Morning Reading) and archive-based "Hra pro pamětníky" (A Play for the Old-Timers).

Poetry continued to be explored by programmes from the cycles "Svět poezie" (The World of Poetry), "Básnění" (Poetizing) and "Souzvuk" (Consonance). The latter series managed, on short notice, to prepare an episode dedicated to Louise Glück, who won Nobel Prize in literature in 2020.

To support culture which was hit hard by the pandemic, Dvojka prepared a 12-hour marathon of interviews titled "Ať žije divadlo! Ať žijí knížky!" (Long Live Theatre! Long Live Books!). The special broadcasting was followed by Dvojka's project "Knižní čtvrtky" (Bookish Thursdays), featuring actors live reading extracts from newly published books.

Radio Wave launched the first Czech live-action podcast series for young audience titled "Zkouškový" (Trials (of Life)). Radio Prague International presented key literary works to foreign audience in its main project titled "České knihy, které musíte znát" (Czech Books You Must Know).

Radiožurnál and Plus cover culture mostly in the news and public affairs programmes. In 2020, culture-related news and affairs were dominated by the impacts of the coronavirus pandemic on culture and by all forms of aid extended to the culture community.

The regional studios hosted personalities of regional culture, and cooperated closely with local theatres, libraries and museums. The joint broadcasting included a programme called "Folklorní notování" (Folklore Tunes) on the traditions, songs, customs and crafts of our ancestors that are preserved in our regions. The programme explores the deep roots of folklore and the traditions of our ancestors that are still alive on the territory of the Czech Republic. The joint broadcasting of the regional stations of Czech Radio included profiles of famous Czech actors and comedians together with a short extract from their work in the programme "Hvězdné návraty" (Star Comebacks) and also the evening programme "Divadlo pro vaše uši" (Theatre for Your Ears), which took the listeners to Slovak archives.







# Český rozhlas





In 2020, Czech Radio broadcasted educational and science programmes mostly on Plus, Radiožurnál and Dvojka. Popular science is the domain of the programmes “Magazín Leonardo” (Leonardo Magazine; summary of the week’s main topics in science), “Studio Leonardo” (Leonardo Studio; profile interviews with interesting scientists), “Leonardo Plus” (analytical interviews with scientists), “Laboratoř” (The Lab; popularisation of science through entertaining talks with scientists and actors on scientific findings and discoveries) and “Expedice” (Expedition; a scientific explanation of everyday things). Topics on history were presented mostly in the programmes “Příběhy 20. století” (20<sup>th</sup> Century Stories), “Historie Plus”, “Archiv Plus” or “Jak to bylo doopravdy” (How It Really Happened).

Exploration and discoveries are typical of most Czech Radio programmes, not only those that are primarily educational or that popularize science, and it can therefore be found also in entertainment, current affairs, music and documentaries programmes or streaming. Across stations and formats, the Radio marked the 200<sup>th</sup> anniversary of the birth of Božena Němcová, the 350<sup>th</sup> anniversary of the death of J. A. Comenius, the 250<sup>th</sup> anniversary of the birth of Ludwig van Beethoven, the 100<sup>th</sup> anniversary of the birth of Dana Medřická, Rudolf Hrušínský, Jiří Sovák and Vlastimil Brodský and the 40<sup>th</sup> anniversary of the tragic death of John Lennon.

On a daily basis (i.e. also in news and current affairs) popular science and technology was mostly covered in reports and specially composed programmes of Plus station. In 2020, despite the pandemic, greater emphasis was laid on live reports and on-site reports. Special-topic series included a pop-science series on virology and covid-19 and interviews with experts and Nobel Prize laureates from across the world. In general, the Radio put more emphasis on authentic interviews with prominent world scientists and scholars. The pop-science programmes include also “Vědecká dobrodružství” (Scientific Adventures) offering live reports from attractive places, mostly abroad, that are vibrant despite the pandemic.

The series “Leonardo Plus” offered analytical interviews with experts on news in science in their respective fields. In terms of listenership, the most successful were interviews with experts on virology, epidemiology and psychology and with guests with a multi-disciplinary background such as epidemiologist Rastislav Maďar, psychologist Magdaléna Frouzová, Pavel Grubner from Doctors Without Borders and climatologist Václav Cílek.

Science was also to be found on Radiožurnál – in the programme called “Experiment” broadcasted on Saturday morning and offering stories on science and modern technology.

Czech Radio Dvojka in 2020 offered a new one-hour magazine called “Expedice” (Expedition), a pop-science programme making adventurous journeys to learn new things from different scientific perspectives and from the perspective of social sciences, replacing “zVědavosti” (Curiosities in Science), which was also broadcasted at weekends. “Meteor”, Dvojka’s oldest series combining current affairs and documentary, continued to be the most successful. “Toulky českou minulostí” (Rambles in Czech History), just like the book of the same name that inspired the series, covered history events only up to 1918, which is why it was replaced by “Úžasné životy” (Wonderful Lives), in which contemporary personalities offer their views on people who have significantly influenced them.

Radio Junior launched an extraordinary schooling programme “Skoroškolsní vysílání” (Quasi-School Broadcasting), responding to remote schooling during the pandemic. The every-day one-hour programme copied the curricula of primary education and tried to explain the instructional content in an entertaining way. It covered the subjects of the Czech Language, the English Language, Elementary Studies, Nature Studies and History.

Most of Vltava’s programmes are of an educational nature in several fields of art. In music, it is “Akademie” (Academy), “Staří mistři” (Old Masters) or “Duchovní hudba” (Religious Music); in literature, it is “Večer na téma” (An Evening to a Topic), “Souzvuk” (Consonance) and “Svět poezie” (The World of Poetry). Radio Wave offered another series of interviews with foreign experts and scholars on topical as well as timeless questions, challenges and issues of today’s world titled “Otevřené hlavy” (Open Minds). Radio Prague International offered educational content to those who are interested in Czech culture through its programme “České knihy, které musíte znát” (Czech Books You Must Know). Education in the field of classical music is the central task of the D-dur station. Each composition is preceded by an introduction informing about the form of the piece or its origins. The popularising programme “Klasika na dosah” (Classic within Reach) newly offers also interactive content on its website, which was very welcome by teachers during the pandemic.

The regional studios of Czech Radio prepared a host of pop-science programmes and cycles in 2020. In this regard, the main initiative was the radio guide through the most interesting places of Bohemia, Moravia and Silesia titled “Výlety” (Outings), prepared with the contributions from all regional studios. In summer, the regional studios broadcasted a series called “Léto v lázních” (Summer in Spas) exploring the history and the presence of spa towns in the Czech Republic. In December, they broadcasted “Vánoční pohlázení” (Christmas Caress), presenting Christmas customs, traditions and rituals. Other areas covered by many programmes included advice on various topics (legal, finance, hobby, healthy lifestyle), the Czech language – “Okolo češtiny” (Around the Czech language), “Opáčko” (A Repetition Exercise), “Jazykový koutek” (Language Corner), “Názvopis” (History of Names), “Jak se u nás mluví” (How We Speak at Home), history – “Stalo se před sto lety” (This Time Hundred Years Ago), “Němí svědci historie” (Silent Witnesses of the Past) and nature, science and technology – “Techno”, “Planetárium”, “Astronomické okénko” (Astronomic Window), “Zelené světy” (Green Worlds). Importantly, the regional studios closely cooperated with local universities, museums and science parks. Broadcasted from the Brno Observatory, the Sunday programme “Sedmikrásky na nebi” (Daisies on the Sky) was very successful.



## SOCIETY AND LIFESTYLE, PROGRAMMES FOR MINORITIES

### ■ Programmes for Minorities

The service for minorities (especially those recognised by the Czech government) is an important part of Czech Radio's mission to deliver public service. It is also in line with the commitments set by the European Charter for Regional or Minority Languages ratified by the Czech Republic in 2007. That is why, in 2020, Czech Radio coordinated its framework of broadcasting for national minorities with the Government Council for National Minorities and the Working Group for National-Minorities Broadcasting, of which Czech Radio is a member. Throughout the year, it regularly broadcasted for and about national minorities and about their coexistence with the majority in the Czech Republic. This topic was also covered from time to time in news, current affairs and documentary programmes.

In 2020, due to the measures to counter the pandemic of the new coronavirus, the service for national minorities provided by Czech Radio Radiožurnál was scaled down and later restored as soon as it was possible. The limitation did not affect streamed reports on the topic of national minorities.

The Plus' programme "Mezi námi" (Among Us) is a magazine on national minorities in the Czech Republic, presenting not only exceptional personalities, but also cultural traditions and activities of their associations.

Russian, German or English speaking communities in the Czech Republic can use the news service provided by Radio Prague International. The topic of coexistence with ethnic and national minorities receives attention in documentaries by the Dvojka, Vltava and Wave stations. Slovak language has a special status in Czech Radio broadcasting, as there are many Slovak-speaking correspondents and reporters and Slovak singer Miroslav Žbirka has his weekly programme on Dvojka.

In 2020, the magazine "Mezi námi" (regional studios) addressed the topic of the relationship between the minorities and the majority in the Czech Republic. It continued to present prominent personalities from among the minorities. In the context of the events in Belarus, the magazine presented the background and the everyday reality of life in Belarus through the voice of the Belarus community in the Czech Republic. European Union after Brexit, migration policy issues and the divisions caused by the covid pandemic were the central topics of programme series "My a oni" (Us and Them) by the regional stations.







#### ■ Slovak Service

In 2020, “Stretnutie” (Meetings) broadcasted by Radiožurnál and the regional stations stabilized the circle of the presenters and contributors who have proven themselves and who brought fresh authorial input. Attention was mostly focused on the Slovak community in the Czech environment. In cooperation with Slovak compatriot organisations and associations such as Slovak Institute in Prague, Slovak House, the Detvan association, Šarvanec and Limbora the programme addressed topics relevant to the lives of Slovaks in the Czech Republic, with special attention paid to the issue of families divided by the pandemic between the Czech Republic and Slovakia.

#### ■ Romani Service

The programme “O Roma vakeren” (broadcasted by Radiožurnál and the regional stations) hosted non-profit organisations supporting the Romani community in the Czech Republic. The programme series addressed its own topics brought up especially by external contributors (who have hands-on experience and knowledge), and the specific pandemic-related issues of isolation, remote working and remote schooling in the community.

#### ■ Polish Service

In 2020, Czech Radio Ostrava broadcasted 251 episodes of the “Wydarzenia” magazine for the Polish national minority. The 25-minute programme was broadcasted on every workday at 7 p.m.

#### ■ German Broadcasting

The magazine for the German community “Sousedé” (Neighbours) broadcasted by regional studios continued to bring interviews with the representatives of compatriot associations on the history and activities of these organisations. In 2020, as in the previous years, it covered the activities of the Assembly of Germans in Bohemia, Moravia and Silesia.



## ■ Social Issues

Due to the pandemic, in 2020, social issues were among the most debated topics in the Czech Radio broadcasting. It was present in news, current affairs and advice programmes, and in reports and documentaries. The situation caused by the pandemic opened new topics such as the lonely life of the elderly living in retirement homes or the tight budgets in many families, vulnerable to any loss of income. The reporters brought stories of people whose work or personal lives were affected by coronavirus, informed about the situation in hospitals and retirement homes as well as the situation of businesses and budgets of towns and regions. Among other things, they also followed the situation in socially excluded communities, the issues of minorities, jobless people, the elderly and the chronically ill and lately also the youth. The topic of social issues is an integral part of the programme series “Dobrá vůle Plus” (Good Will on Plus) on the Plus station.

Czech Radio itself was involved in helping elderly lonely people – through the fourth round of the traditional pre-Christmas initiative “Ježíškova vnoučata” (Santa’s Grandchildren), which newly came under the patronage of the Czech Radio Foundation. It was reflected by all stations and regional studios, which actively developed the topic of solidarity between generations and the issue of population ageing in the Czech Republic and Europe in general. When care facilities were closed to the public, Dvojka came up with an initiative called “Dvojka na telefonu” (Dvojka on Call), in which well-known presenters from Dvojka spoke with the elderly over the phone using a special app in order to mitigate the social isolation and loneliness caused by the counter-pandemic measures. The goal of the project was to promote solidarity between generations and the sense of belonging.

An integral part of the schedule was the support of the “Světluška” (Firefly) fundraising initiative. There was a special broadcasting for the visually impaired people from the concert “Světlo pro Světlušku” (Light for the Firefly) and a series of reports that monitored how the NGOs used the donated funds from the Firefly.

Children had the chance to contact the Radio Junior’s Helpline. The situation of young people was reflected by the Radio Wave’s programme “DokuVlna” (DocuWave). The series “Pod kontrolou” (Under Control) addressed the topic of contraception, sex and relationships from the point of view of the young generation. Social challenges faced predominantly by the middle-aged and older generations are the focus of interactive advice programmes on Czech Radio Dvojka such as “Káva o čtvrté” (Coffee at Four) or “Dva na Dvojce” (Two at Dvojka). The topic of gentrification, alcoholism, single mothers, climate crisis and others are dealt with by Dvojka’s “Dokuseriál” and Vltava’s “ArtCafé”. The series “Osudové ženy” (Female Game Changers) pays attention to the status of women in society as it developed through time. In 2020, the regional studios of Czech Radio participated in the radio-wide initiative of Santa’s Grandchildren and in the Firefly fundraising campaign of the Czech Radio Foundation. The regional stations regularly addressed also the joys and worries of the visually impaired and disable people, problems with over-indebtedness, housing accessibility in individual regions or the issues of socially excluded communities.

## ■ Religious and Ethics Programmes

Programmes of this category are a part of the public service mission to create and disseminate programmes focusing on freedom of religion. Most of them are prepared by the Current Affairs Production Team and broadcasted by Radiožurnál, Vltava, Radio Wave, Plus and the regional studios of Czech Radio. The formats of all programmes are strictly in line with the profile of each station and the target audience and attention is paid to adequate timing with regard to the target group of listeners. All programmes emphasize ecumenism, religious liberty and understanding between various religious and ethnic communities.

The main programme on religious topics in 2020 was “Vertikála” (Vertical) on Czech Radio Plus. The magazine has the ambition to cover diverse topics and react to topical issues (the impact of the covid-19 pandemic on religious services and religiousness at home and abroad). The discussion part of the programme hosts guests from various fields of expertise who are connected by religious thinking about the world and who talk about topics that currently resonate within society. Topics related to religion and ethics were also offered by Plus in the Sunday programme “Hovory” (Talks). Its goal was to seek and find sometimes forgotten or even negated spiritual and ethical dimension in today’s “post-truth” era.

The regional stations continued broadcasting the programme series “Mezi nebem a zemí” (Between Heaven and Earth) with in-depth reports on various topics. Prepared in cooperation with the Jewish Museum in Prague, the programme “Šalom alejchem” (Shalom Aleichem) wraps up a week of programmes dedicated to the minorities living in the Czech Republic pointing out specific aspects of the community, ethics, spirituality and religion.

On Sunday mornings, Czech Radio Vltava broadcasted live church service and it managed to do so also during the strictest pandemic-related lockdown when the priest preached directly from the Czech Radio studio. This programme is followed by the “Spirituála” (Spiritual) magazine offering spiritual reflections. Each workday there is “Ranní úvaha” (Morning Contemplation), which pays attention to the lay spiritual perception of life. It is newly broadcasted also at noon.

The programme series “Hergot!” (For Christ’s Sake!) is a spiritual social magazine hosting both clergymen and laymen in order to discuss events in which the social topics blend with religious ones and vice versa. The programme regularly invites guest from fields such as religious studies, theology, sociology or arts and it offers unorthodox perspectives on spiritual matters in the context of the worldly events.

Radiožurnál and Plus, being the news and current affairs stations, covered the topics of religion and ethics with regard to current events. These topics were also covered from time to time in the profile interviews in “Host Radiožurnálu” (Guest on Radiožurnál) and on Plus in its interview programmes “Osobnost Plus” (Personality on Plus) and “Hovory” (Talks). On weekends, Radiožurnál regularly broadcasted contributions on spiritual and religious topics. Ethics is covered also by Vltava in its programme “Eseje” (Essays), and by Radio Wave in its programmes “Diagnóza F” and “Balanc”. Ethical and spiritual topics are discussed also in Dvojka’s programme “Jak to vidí” (What is Their Take), especially on Sundays when the programme is hosted by priest Zbigniew Czendlik and nun Angelika.









## ENTERTAINMENT

Formats combining entertainment and education are the domain of Czech Radio Dvojka. The major entertainment programme is still its Saturday programme “Tobogan” with Aleš Cibulka, which marked its 30<sup>th</sup> anniversary in 2020 and is therefore the oldest continuing talk show on air in the Czech Republic. Dvojka paid tribute to humoristic literature in its “Rozmarné léto” (Capricious Summer), which offered selected classic pieces of this genre. Humoristic literature was also a regular part of the hour-long noon programme called “Pokračování za chvíli” (To Be Continued in a Minute). Entertainment formats include also the work-day morning show “Ranní Dvojka” (Morning Dvojka) with Dalibor Gondík, talk show “Lenoška” (Easy Chair) hosted by Ivo Šmoldas, “Zlaté časy” (Golden Age) with Václav Kopta and “My dva a čas” (The Two of Us and Time) with Jan Čenský. On Sunday mornings, Petr Rychlý offered radio sketches in the programme “Rychlá Dvojka” (Rapid Dvojka). Entertaining pieces from archives are presented in “Úsměvy z archivu” (Smiles from the Archive). On Sundays, there is a new monthly programme called “Vypravěči” (Storytellers), which has a format drawing on the legendary cycle “Sedmilháři” (Yarn Spinners), when two presenters host two guests and talk on whatever topic they choose. “Dva na Dvojce” (Two at Dvojka) is still popular, featuring Šárka Volemanová and Jiří Holoubek.

Radio improvisation by young as well as middle-aged Czech artists was presented in Vltava’s programme “Radio Dada”. Among the most successful regular formats on Radio Wave is girl-talk “Buchty” (Chicks), “Brambora s vejcem” (Potato with Egg) and the first Czech live-action podcast serial “Zkouškový” (The Trials [of Life]).

Entertainment is one of the five building blocks of the schedule of regional stations. “Humoriáda” (Humorriad), “Hvězdné návraty” (Star Comebacks), “Divadlo pro vaše uši” (Theatre

for Your Ears), “Xaver a host” (Xaver and His Guest”) or “Slavné dvojice” (Famous Couples). Regional entertainment programmes are produced independently by each regional studio: “Zasmějte se s námi” (Laugh with Us), “Posezení v divadle” (Get-Together in the Theatre), “Otázky Tondy Procházky” (Tona Procházka’s Questions), “Tajuplný ostrov” (The Mysterious Island), “Plk na nedělo” (Hanakia Sunday Talks), “Na větvi s Halinou” (Double Take with Halina) etc. At Christmas and at the end of the year there were special entertaining programmes: “Vánoce ve Slunečné” (Christmas in the Slunečná Serial), “Vánoční Hvězdné návraty” (Star Comebacks – Christmas Special), “Silvester se Sestřičkami” (New Year’s Eve with Nurses from the Modrý kód Series), “Silvestrovský Xaver a host” (Xaver and His Guest – New Year’s Eve Special) and “To nejlepší z Humoriády na cestách” (The Best from Humorriad on Road).

Czech Radio Junior prepared a programme combining entertainment and education for pre-school children called “Ušounova pohádková školka” (Ušoun’s Magic Kindergarten) and every-day sketches from the world of two fourth-graders called “Ve škole i po škole s Vendou a Fráňou” (At School and after School with Venda and Fráňa). Radio Junior’s charts programme “Hitparáda Rádia Junior” combines music and entertainment.

Czech Radio Wave entertains its listeners by various podcasts and special entertainment programmes. Among the most well-known are “Radio Ivo” – improvised radio plays recorded in the presence of audience, “Buchty” (Chicks), “Mikrovlnky” (Microwaves) or “Brambora s vejcem” (Potato with Egg).



Radio Junior is fully dedicated to children and youth aged between 3 and 12 years. The station is essentially a multi-media platform, where the linear broadcasting is supplemented by a YouTube channel, a website and a mobile app to make sure its high-quality and safe content addresses as many members of the target group as possible, primarily in the 8–12-years age bracket, secondarily younger children. The station combines streamed interactive broadcasting with prepared programmes of entertaining and educative nature. In 2020, the station placed emphasis on the on-demand and online service to be closer to its listeners. Interactivity is ensured through e-mail and a toll-free line of the station. An important part of the service is literary and dramatic production, which helps to develop the young listeners' fantasy, imagination and also the ability to express oneself using a refined language. Given the circumstances, this year brought about closer cooperation and contact with the listeners' parents and teachers.

Linear service was based on topics of the day reflecting important current, historical, cultural, sports and social topics, combining entertainment and education in a balanced way. These topics were supplemented by pre-recorded segments such as the "To dáš!" quiz (You'll Make It!), the programme "Ve škole i po škole s Vendou a Fráňou" (At School and after School with Venda and Fráňa; 216 episodes) or the format of "Klub Rádia Junior". The latter format moreover regularly covers topics related to sports, nature science and music.

An important part of the service were literary and dramatic formats such as "Velká pohádka", (Long Fairy-tale), "Malá pohádka" (Short Fairy-tale), "Rozhlasová hra" (Radio Play) or "Čtení na pokračování" (Episodic Reading). Some pieces by Czech and foreign authors were premiered on the Radio such as the original plays "I Don't Like Girls" (Mariannick Belot) and "Pérák" (Ondřej Štefaňák). Reading was also promoted by the "Hajaja živě" project (Hajaja Live), in which the listeners could follow the live reading also online on YouTube or other platforms of the station. Children's journalism was also promoted by the programmes "Všudykuk" (Learn-It-All) with Jana Rychterová and "Zvědavce" (Curious). In 2020, the station continued to place emphasis on engaging children as editors and presenters, which was mostly done online due to the coronavirus situation ("Dílka malého novináře" (A Little Journalist's Workshop); and "Knižní agenti" (The Book Agents).

Music played on the station took account of the needs and musical taste of both target groups. The channel "Rádio Junior písničky" (Radio Junior Songs) was meant for younger children, while "Hitparáda Radia Junior" (Radio Junior Charts) and its special editions (such as the summer "Superparáda") was intended for children aged between 8 and 12 years and allowed the listeners to influence the music played by the station. In 2020, Radio Junior continued to support young musicians and include classical music.

The most important extraordinary project by Radio Junior was the launch of a special schooling programme "Skoroškolní vysílání" (Quasi-School Broadcasting), responding to the pandemic-related remote schooling. The every-day one-hour programme (subsequently made available on the station's website) copied the curricula of primary education and tried to explain the instructional content in an entertaining way. It covered the subjects of the Czech Language, the English Language, Elementary Studies, Nature Studies and History. In 2020, Radio Junior joined the EBU #SayHi initiative.

The initiative was based on a joint dance to a common song that united 13 countries of the world, promoting values such as friendship, tolerance, respect for others and otherness, which resonates with the philosophy of the station as such. The song had a music video featuring singer Vojta D and the children of the Dismar Radio Children's Ensemble (DRDS).

Another special project was the cooperation with the National Cyber and Information Security Agency at the Festival of Secure Internet – the series "Vanda a Eda v onlajn světě" (Vanda and Eda in the Online World). Radio Junior supported a number of other events, thereby presenting itself too, such as festivals Zlínefest, Juniorfest, Zlatý oříšek and others. For communication with parents and teachers, the station used social media or regular newsletters and for communication with its listeners, it used interactive programmes or competitions.

Following in the tradition of a family radio, Czech Radio Dvojka offers a number of programmes intended for children and their parents and grandparents alike – these include especially "Hajaja" (which is a traditional elf's name) and the Sunday "Pohádka" (Fairy-tale). February was the month of Božena Němcová, while April was dedicated to the legendary director of fairy-tales Karel Weinlich. The Sunday series of classic and modern fairy-tales included, for instance, a dramatization of the fairy-tale "Šternberk" by Božena Němcová, whose anniversary was marked in 2020, or, to name but a few modern fairy-tales, "Ruka Opuka" (which is a witch's name) by Tomáš Končinský, dramatization of the well-known fairy-tale "Fimfárum" by Jan Werich or the adaptation of The Maiden in the Tower by the Brothers Grimm. The book "Anne of Green Gables" (Lucy Maud Montgomery) was dramatized for children, too.

Literature for children and youth as well as music for the young audience and "young" art is covered also in a number of programmes on Czech Radio Vltava such as the programmes "Mozaika", "Akcent" and "ArtCafé" (which specifically focused on young art). "Young" improvisation was presented by Radio Dada. The programme "Večerní drama" (An Evening Play) presented selected classic plays. "Koncert bez hranic" (Concert without Borders) aimed at a younger audience, too, and so did some episodes of the extended programme "Sedmé nebe" (The Seventh Heaven).

Regional stations have programmes for children, too: "Prázdniny u babičky" (Holidays at Grandma's), "Rodinná abeceda" (Family Alphabet) or "Ahoj radio" (Hello Radio) and many more.

Programmes for youth and young adults are offered by Radio Wave. The main objective of the station for 2020 was to continue increasing the number of listeners and offer its content to various groups of young people, mostly in the 23–30 years age bracket. Some of the formats aimed at appealing to the youngest group of adult audience – aged 18–22 years. Given the establishment and rapid development of podcasts in the Czech Republic in the last two years, Radio Wave set the objective of becoming a distinct platform appealing to the young generation in on-demand environment.

Another objective for 2020 was to upgrade the older programmes, launch new ones, produce new podcasts and fulfil the audio-first strategy embraced by the station in the second half of 2018. The station specialized in the production of audio content for young audience in the online environment



intended for consumption both on demand and in the linear broadcasting. It offered content to the target group through various platforms and devices used by the young audience. The distribution strategy was primarily built on the online Czech Radio platforms wave.cz, rozhlas.cz and mujRozhlas, where you can listen to the broadcasting of the station as well as to on-demand audio content, and on DAB+ as well as on the distribution through third parties such as Spotify and Apple Podcasts.

Seven larger-scale series were published, catering for various types of audience. The most important and most popular series of 2020 was the live-action podcast serial for young audience “Zkouškový” (The Trials [of Life]), which was the first podcast of this type in the Czech Republic. Among other things, its objective was to attract also the youngest adult audience aged 18–22 years. The six-episode series about young people’s tests in life and exams at the university, job seeking, relationships and break-ups was released in May in a form allowing for binge listening, which is known from binge-watching of video series. To promote the series, Czech Radio used – for the first time – influencer marketing, which meant the series was promoted on social media by influencers with a significant number of young followers. The series “Pod kontrolou” (Under Control) was released in September, addressing topics of birth control for young people and the types of contraception. The series “Moje terapie” (My Therapy) was released in November and it was a sequel to the first series of this name, which was the most popular series of Czech Radio Wave in 2019. In April, the station broadcasted the fourth series of interviews with thinkers and academic experts on current global issues called “Otevřené hlavy” (Open Minds). The spring and autumn series “Bludičky” (Wanderers) presented recordings of rambles through the Czech countryside as seen through the eyes of the programme authors; the summer mini-series “Pohory” (Hiking Boots) looked at Czech mountain huts from the perspective of their operators and visitors, while the autumn mini-series “Krokem” (Step by Step) dealt with the influence of walking on human physical and mental health. There were also two series on music topics: the unconventional interviews with Czech rappers titled “Brrrap”, and the entertaining music podcast series “Karaoke”, in which personalities of Czech pop and alternative music were faced with unexpected tasks.

In response to the first and the second wave of the coronavirus epidemic, the station broadcasted series that addressed the new issues relevant for the young generation. In spring there was the series “V klidu” (Stay Calm) talking about the covid times with psychologist Dalibor Špok, “Samotka” (Single Cell) which included audio messages from the listeners commented by psychotherapist Jan Vojtko, and “Karanténa Zuzany Fuksové” (Zuzana Fuksová’s Quarantine), which is an audio diary of a mother on parental leave during the lockdown. At the beginning of the autumn wave of the epidemic, Radio Wave offered a series called “Makám z domu” (Working from Home) in which experts were describing the changing practices of working from home.

In 2020, Radio Wave launched seven new regular programmes. In February, the station launched “Šeptem” (In a Whisper) presented by Barbora Šichanová and dedicated to the topics of intimacy, love and relationships. The “Modeschau” programme on contemporary Czech fashion and fashion designers was replaced in spring by “Šatníky”, (Wardrobes) a programme in which the author, Veronika Ruppert, peeks into the wardrobes of prominent people and focuses on the contemporary fashion of young people. During the spring wave of the

epidemic, a new programme was launched titled “Brambora s vejcem” (Potato with Egg) – at first in a pop-up format and later in a regular format. In it, the authors Ivana Veselková and Aleš Stuchlý talk to celebrities from show business, culture and sports in a short telephone conversation, asking unexpected and entertaining questions. Starting from May, the topics of ecology, the environment and sustainability are regularly covered in Ondřej Šebestík’s magazine “Podhoubí” (Spawn).

With the arrival of the new music director in the last couple of months of the year, there were significant changes in the music playlist broadcasted within the daily on-air streaming. Around 150 new compositions were added to the playlist, mostly of the hip-hop genre. The number of new pieces in the playlist was lowered from ten to eight to achieve better rotation. Commented new pieces included in the broadcasting also got a fresher look. The evening slot from 10 p.m. (on Friday from 8 p.m.) until midnight and the morning slots from 5 a.m. to 8 a.m. newly included an uninterrupted stream of music titled “Pleják” (Playlistie).

The format of music programmes was refreshed, too. The objective was to replace the older formats that were no longer appealing to the young audience or were out of sync with the current trends in music. A number of music programmes was discontinued and replaced by new ones. The new music programmes included “Flám” (Binge), a show focusing on the club music presented by DJ Kewu and Jan Bárta, and “Modeláři” (Modellers), a programme focusing on genres such as metal, hardcore and punk presented by Viktor Palák and Banán, personalities of the Czech music landscape. Broadcasted from September, “Velký čísla” (Big Numbers) is a music and pop culture charts show presented by Filip Černý and Annabelle. One of the long-term priorities in music is active support and scouting for young Czech talents. In the last couple of years, Radio Wave organised dozens of its own events each year, participated in several festivals and, through media partnership, organised side events. In 2020, however, most of these events were interrupted by the coronavirus epidemic, to which Radio Wave responded by alternative activities so as not to lose contact with its audience.

At the beginning of 2020 before the coronavirus restrictions, the station celebrated its 14<sup>th</sup> birthday. For the first time, the celebration was held in the Fuchs2 club in Prague and, also for the first time, two stages were prepared for the participants. More than 600 people visited the event. Traditional-format concerts in regions titled “Radio Wave Live Session” were to continue also in 2020, but due to the situation, it was held only once – in DEPO2015 in Pilsen. Before the coronavirus-related restrictions, at the beginning of the year, the station managed to organise “Kompot Song roku” (Compote Song of the Year) and “Casablanca”, an event on travelling.

During summer when the restrictions eased to allow for organising events in a limited scale, Radio Wave together with other Czech Radio stations organised side events during the Summer Film School in Uherské Hradiště. During the lockdown in spring, the cancelled concerts were replaced by several video streams on the Facebook account of the station under the heading “Karanténa Session” (Lockdown Session) by Radio Wave Studio Session. During the two months, Lockdown Session hosted nine Czech performers. The recordings of the concerts were subsequently published on the station’s YouTube channel. A special autumn video streaming commemorating the events of 17 November was prepared in cooperation with an association called “Díky, že můžem” (Thank You that We Can) and “Korzo Národní”.



Rádio Junior  
Český rozhlas

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## REGIONAL SERVICE

Czech Radio operates 14 regional stations. The territory covered by them corresponds to the administrative division of the Czech Republic into regions with one regional studio in each region based in the region's capital. The regional stations form a network that targets especially the middle-aged and the elderly listeners in the respective regions.

In 2020, the main activities of the regional stations were largely affected by the coronavirus pandemic. New programmes and sections were operatively produced in the spring under a joint heading "Společně to zvládneme" (Together, We'll Make It), addressing the new situation. They included, for instance, the interactive programme "Na klidné vlně" (On a Calm Wave) with Zdeněk Junák (broadcasted from the end of March until early June), informative sections "Desatero bezpečného chování" (The Decalogue of Safe Behaviour, broadcasted in the spring and autumn months), the interactive musical sections "Hrajeme do první linie" (Playing for the Front Line, broadcasted in the spring and autumn months) or the entertaining one-hour competition "Xaverův veselý kvíz" (Xaver's Happy Quiz, broadcasted from April until December).

Despite the pandemic, a number of projects was implemented such as the release of a series on the history and presence of Czech spa facilities titled "Léto v lázních" (Summer in Spas, broadcasted in July and August) which was combined with a series of summer holiday live reports from the selected spa towns. There were new series of "Slavíci v krabici" (Nightingales in a Box; starting from June, the programme explores the famous Czech award in popular music) and "Slavné dvojice" (Famous Couples, broadcasted from December). An independent weekend-afternoon broadcasting was launched in Zlín, starting in December. The consecutive round of the competition of family recipes called "Pochoutkový rok" (The Gourmet Year) was organised. Another joint programme initiative was the December series "Vánoční pohlazení" (Christmas Caress) presenting Christmas customs, traditions and rituals.

In 2020, emphasis was placed on domestic music production – as expressed also in the regional stations' slogan "Czech Songs to Make You Sing Along". The stations promoted regional music production and recordings of local music groups and singers (which was limited in scale due to the pandemic). Prominent programmes from among music specials were "Country dostavník" (Country Wagon) with Mirek Černý, the above-mentioned "Slavíci v krabici" (Nightingales in a Box) and "Česká 12" (The Czech Twelve, charts of new Czech pieces broadcasted in cooperation with Czech Radio Dvojka).

As for literature and drama, some stations launched new or revamped old programme series such as "Podvečerní čtení" (Evenfall Reading, Czech Radio České Budějovice), "Moravské divadlo na vlnách Českého rozhlasu Olomouc" (Moravian Theatre on Air of Czech Radio Olomouc) or new series of episodic reading (the regional stations of Hradec Králové, Liberec and Ostrava).

In 2020, the regional stations participated in the radio-wide initiative called "Ježíškova vnoučata" (Santa's Grandchildren) and the fundraising campaign of "Světluška" (Firefly). During the pre-Christmas period, all regional studios, through live broadcasting, supported the project "Česko zpívá koledy" (Czechia Sings Christmas Carols).

In 2020, four regional stations marked their 75<sup>th</sup> birthday: Czech Radio Hradec Králové, Czech Radio České Budějovice, Czech Radio Plzeň and Czech Radio Sever. Due to the pandemic, the previously planned celebrations with the presence of the listeners could not be held in full scale, which is why the anniversary was marked mostly on air.

The regional stations also commemorated the 20<sup>th</sup> anniversary of the regional self-governance through a special programme called "Výlety – Krajská NEJ" (Outings – Regions in Superlatives), the 75<sup>th</sup> anniversary of the end of WWII or 350 years since the death of J. A. Comenius, the Teacher of Nations. The regional stations moreover prepared special broadcasting before and during the regional elections and the Senate elections.

Great emphasis was placed on the multi-media strategy, enhancing the attractiveness of the content on the website and social media accounts of the regional studios (audio, picture, video) and better interlinking of the broadcasting with the website and the Facebook accounts. The traffic on the website and social media accounts of most regional stations continued to grow.

As for facility management of the regional studios, in 2020 there were four major actions: the ongoing overall renovation of the building of Czech Radio Brno, completion of the renovation of the S1 studio in Czech Radio Ostrava, commencement of the renovations of a new seat of Czech Radio Olomouc in Pavelčákova street and the reconstruction of the building of Czech Radio Region and Czech Radio DAB Prague in Karlín, Prague.



## INTERNATIONAL SERVICE

Czech Radio operates international service on the station Radio Prague International (RPI) in accordance with Act no. 484/1991 Sb., on Czech Radio, as commissioned by the state through the Ministry of Foreign Affairs of the Czech Republic. The RPI service offers qualified and balanced information on the political, economic, cultural and society-wide affairs in the Czech Republic in line with the framework of Czech Republic's foreign policy. The station follows the Czech Radio Code of Practice and other regulations of Czech Radio.

Radio Prague International operates six language sections, of which the English, Russian, German, French and Spanish service each prepare a daily 30-minute radio news brief. The news is updated throughout the day both in the audio version and on the website. On weekends, the broadcasting in all languages consists of news and music programmes focusing mostly on culture, travel and history. On average, each service produces some 95 pieces of content monthly. In 2020, RPI strengthened the production of its own posts for the website and social media and broadened its multi-media production. The principal topic of the year was the pandemic and updates on the measures adopted in the Czech Republic, the economic impact, information for foreigners, the situation on the borders and the situation of Czech citizens abroad. Other important topics included the repercussions of Brexit, the development of the Czech Republic-Russia relationship and the influence of China. As for important anniversaries in 2020, RPI covered the anniversary of the Lidice massacre, the conviction and execution of Milada Horáková and the Battle of White Mountain for which the station prepared historical specials, a series and a separate website project.

A special project of 2020 was the cycle called "České knihy, které musíte znát" (Czech Books You Must Know). Every two weeks the stations published video, audio and text on the website and on social media to present the most interesting pieces of classic and contemporary Czech literature. The Czech-language section of RPI prepared also a podcast of the same name. On social media, the videos had 821 thousand views. Other extraordinary projects included the serials "Pražské památky s příběhem" (Prague Monuments with a Story) and "Hity klasické hudby" (Classic Music Hits).

As Czech Centres abroad had to close following the covid-19 outbreak, their cooperation with Czech Radio was reinforced and they were involved, for instance, in the literature cycle, the series "České hrdinky" (Czech Heroines) and the launch of a joint English-language podcast "Czech Next Wave", presenting young and successful Czech people who have the potential to become prominent both in the Czech Republic and abroad. RPI produces also a number of specialised podcasts such as "Prague Talk" in English, "Prague Hebdo" in French and "Pražskij serfing" in Russian.

An important part of RPI broadcasting in Czech language is content dedicated to Czech compatriots living abroad. The editorial team closely cooperates with the office of the representative of the Ministry of Foreign Affairs for compatriots living abroad, the Senate committee for compatriots and Czech Schools without Borders, covering all major events concerning Czechs living abroad. In 2020, the Czech website [cesky.radio.cz](http://cesky.radio.cz) merged with the special website for compatriots living abroad [krajane.net](http://krajane.net) ([www.rozhlas.cz/krajane](http://www.rozhlas.cz/krajane)); however the content remains unchanged.

On a long-term and systematic basis, Radio Prague International communicates with its listeners and supporters, mostly by e-mail. In terms of language, the proportions are as follows (ordered by frequency): 30% of the e-mails are in English, 21% in German, 17% in Spanish, 14% in Czech, 13% in Russian and 5% in French. Part of the communication are also the answers to quizzes and competitions.

The main distribution platform of Radio Prague International is the Internet. In the middle of the year, a new website – [Radio.cz](http://Radio.cz) – was launched using the new content management system Drupal7. Being technically based on the content management system of the [Rozhlas.cz](http://Rozhlas.cz) website, it was adjusted to the specific needs of the international service. Other forms of distribution include satellite and cable networks.

In 2020, according to the Google Analytics statistics, the web traffic on [www.radio.cz](http://www.radio.cz) reached 7,874,248 sessions, which is record high. The number of the page views was 13,128,552. The coronavirus crisis changed the behaviour of the visitors of the website: while there was a significant increase of traffic on the German-language site, there was relatively low interest in the news about the pandemic in Russian. Throughout the year, the highest traffic was in the English section (30%), followed by German (27%), Russian (14%), Spanish (11%), French (11%) and Czech (8%). The number of views of the website for Czech compatriots living abroad at [www.krajane.net](http://www.krajane.net) and [rozhlas.cz/krajane](http://rozhlas.cz/krajane) (until it merged with the Czech site) reached 37 thousand. The total number of audio plays from the website was 251,980 according to Google Analytics, while according to the Blubrry statistics, which counts not only plays, but also all downloads of the audio through podcast apps such as Apple Podcasts, it was 761,879. RPI also provides information service in the form of a daily newsletter e-mailed to its 10,706 unique subscribers (as of the end of the year). The English service prepares two five-minute news briefs broadcasted on working days in the evening by Czech Radio Plus. The French service offers a twenty-minute programme "Une semaine à Prague" aired by RPI in Prague on the frequency of 99.3 FM.

Radio Prague International is active on social media. The number of its followers continues to grow and, at the end of the year, there were 39,000 followers on Facebook with the English and Spanish sections having the largest numbers. On the Twitter account, RPI has 11,300 followers. The numbers also keep growing on Instagram and YouTube.





## **INTERNET AND MULTIMEDIA**

The Czech Radio's New Media team is responsible for producing multimedia content and for the distribution of radio content on the Internet, including the development of web pages and other online platforms. Website designers, programmers and user experience specialists cooperating with contractors create radio webpages, mobile apps and other multimedia projects and administer the distribution of the radio content on third-party platforms. The New Media arrange both radio and visualized broadcasting of Czech Radio on the Internet and new platforms. The New Media web editors process radio content for the website, the apps and the supporting services for the broadcasting of Czech Radio stations. The multimedia team broadcasts videos from the radio events and process reports and videos for various purposes. The New Media also develops the social media strategy of Czech Radio, is responsible for on-line marketing and promotion, coordinates the establishment and publication of multimedia and participates in most programme projects.

Czech Radio defined the main building blocks of the strategy for content distribution on the Internet until 2022. The first building block is Rozhlas.cz, presenting the content of the stations' website and projects. It focuses on supporting the broadcasting and serves as the institution's official noticeboard. The second building block is the extensive mujRozhlas.cz audio portal, which offers live broadcasting combined with programme archives as well as on-demand audios and new on-line formats. The third building block is iROZHLAS.cz, which offers news content, selected news and current affairs programmes of Czech Radio stations and special programmes on important events such as the elections or any extraordinary major affairs.

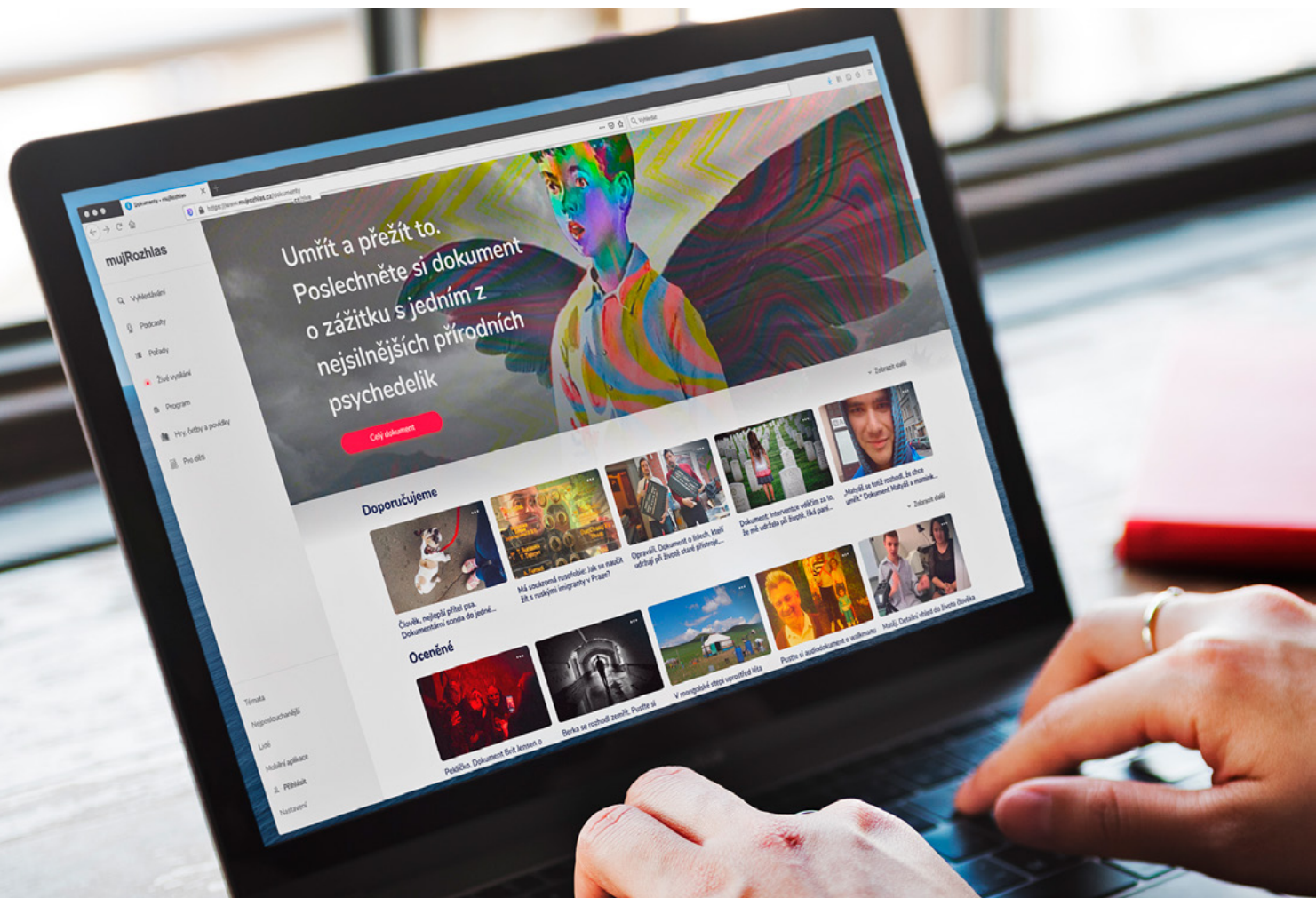


## ■ mujRozhlas

The audio portal mujRozhlas was launched at the end of 2019, which was preceded by preparations starting in 2018. It enables live streaming of all stations, delayed listening of up to 6 hours and on-demand listening of the broadcasted programmes, podcast series and interesting pieces from the Czech Radio archive. In the Czech Republic, the mujRozhlas portal is the largest Internet-based project that offers free spoken-word audios ranging from regular programmes, literature and drama to special podcast series.

In 2020, special content was produced exclusively for mujRozhlas, which means Czech Radio started broadening its offer intended primarily for the online environment. The podcast "Auditorium" selects the most interesting fragments from the archive sounds. Throughout the year, the podcast released 212 unique episodes. The platform also exclusively published a podcast on culture titled "Kulturní vývar" (Cultural stew) and the podcast "Filtr", which focused on media literacy for children. The special series "Tip mujRozhlas" and "Archiv dětem" (Archive Selections for Children) presented selected literary and drama works including fairy-tales. Combined, these series had 397 episodes in 2020. Two literature and drama series were produced for mujRozhlas: "Nepovinná četba" (Non-Compulsory Reading) and "Digitální spisovatel" (The Digital Writer). The latter was the first literary series in which the stories were not authored by humans, but by Artificial Intelligence.

The offer of classical music was broadened by a special programme called "SOČR" (an abbreviation standing for the Prague Radio Symphony Orchestra). In 2020, the first 78 episodes of the project "Dějiny do uší" (History in Your Ears) were released. The overview of audios from the history of Czech Radio will continue to develop in 2021. Another series intended for mujRozhlas was the podcast "Potmě" (In the Dark), which was prepared in cooperation with the Czech Radio foundation "Světluška" (Firefly). The portal also presented a short Christmas sci-fi story "Svět číslo 33" (The World No. 33) by Petr Hudský.







### ■ Rozhlas.cz

In 2020, the web platform Rozhlas.cz continued to present the Czech Radio stations and most of Czech Radio special projects. Its primary goal is to support the broadcasting of the stations and their brands, but it also serves as the institution's noticeboard. It continues to be the entrance gate to the radio content divided according to the stations or topic preferences of the visitors.

### ■ Multimedia and the Audio-First Strategy

The main goal of using multimedia for presenting the radio content is to promote listening to the audio content, which is the basic principle of the audio-first strategy for the online platforms of Czech Radio. The year of 2020 was the year of listening to on-demand audio. The audio-portal mujRozhlas, during the first year of its existence, significantly fostered the growth of the number of audio plays. In 2020, there were almost 27 million plays of audio on the platforms of Czech Radio, which is a 60% growth as compared to 2019.

The iROZHLAS.cz website offered a comprehensive coverage of the American presidential elections supplemented by multimedia content such as real-time visualisation of the interim results. Some components of online reporting were upgraded by a third-party provider and are now ready for rollout. Given the advance in the technologies of web browsers, the frontend is going to be optimised in order to improve the user experience through faster loading of the pages.



## ■ Online Content

In 2020, the priority of the Rozhlas.cz website and the social media was to promote listening to the audio content. The spring wave of covid-19 did affect the operation of the stations and reduced the offer of the current affairs programmes, but in March and April, it was compensated for by a temporary offer of archive and new content suitable for consumption at home such as education programmes for children. More topics were added throughout the year: an Easter selection, microsites commemorating important anniversaries (Karel Čapek, Božena Němcová, Milada Horáková, John Amos Comenius, Adolf Loos and Ludwig van Beethoven) and a Christmas selection of the best programmes. A permanent special-service website, “Koronavirus”, was launched, collecting articles from iROZHLAS.cz and the news and current affairs programmes of the nation-wide and regional stations. During the pandemic, the websites of the Radiožurnál and Plus news stations provided relevant updates including live transmissions of press conferences, special current-affairs broadcasting and overviews of the current public health measures. Apart from its flagship interviews (with video), the Radiožurnál website offered “Koncerty pro jiné myšlenky” (Concerts for Other Thoughts) and the summer-holiday project “Letní reportéři Radiožurnálu” (Summer Reporters of Radiožurnál). Listeners appreciated also the regular interviews titled “Koronavirus s Janem Konvalinkou” (Coronavirus with Jan Konvalinka), which were a part of the programme “Osobnost Plus” (Personality on Plus). Plus’ public debates had to be replaced by video streaming without the audience. Both websites together with iROZHLAS.cz were covering the regional and Senate elections as well as the U.S. presidential elections.

During the first wave of the pandemic, Dvojka’s website supported culture by its project titled “Ať žije divadlo! Ať žijí knížky!” (Long Live Theatre! Long Live Books!). Following the successful summer cycle of plays and readings called “Rozmarné léto na Dvojce” (Capricious Summer at Dvojka), the website offered “Rok s Karlem bez Karla” (A Year with Karel Without Karel) commemorating Karel Gott, presented “Beatlemánie” commemorating John Lennon, the 30<sup>th</sup> anniversary of “Tobogan” and other events of the station.

Vltava’s website communicated major changes to the station’s programme schedule, which were implemented in two stages – in April and in September. The changes and new programmes were received well and especially “Četba s hvězdičkou” (Reading with an Asterisk) increased the on-demand listener’s base of the station. Summer-holiday series of plays and readings titled “Sci-fi léto” (A Sci-fi Summer) became the most successful and most popular summer project of Vltava. Cultural image of the station was supported by the cycle of monthly video-streams “Hudba k siréně” (Music for Sirens).

The websites of the regional stations jointly presented the annual competition “Pochoutkový rok” (The Gourmet Year). The summer project “Léto v lázních” (Summer in Spas) aimed at promoting domestic tourism. The regional websites offered local news to help inform about the covid-19 outbreak and offered an up-to-date overview of all testing centres. Successful regional topics traditionally included interesting facts about local places and history. The regional website also broadened its offer of literary genres.

## ■ Social Media

Czech Radio accounts on social media supported all projects and events throughout the year such as the election studios, pre-election debates, the American presidential elections, Prix Bohemia Radio festival, the #SayHi international initiative, the 75<sup>th</sup> anniversary of the Battle for Czech Radio or the summer projects of Capricious Summer and Sci-fi Summer. Social media supported also selected programmes, readings, new podcasts and format changes, the latter being especially the case of Vltava. The interactive online format of the Open Doors Day, the American Night and the concerts of the Prague Radio Symphonic Orchestra were very successful. The accounts were very well able to react to the coronavirus situation, bringing both news and entertaining content. The social media accounts also kept promoting the new building block for the presence on the Internet – the audio portal and mobile app mujRozhlas.

Throughout the year, there were some functional formats specifically intended for social media such as the live streaming of the Prix Bohemia Radio festival, two series of the Concerts for Other Thoughts, episodic reading and the American Night with a complex combination of video streaming from the studio in Washington, D.C. and Prague’s studio.

Having promptly reacted to the first wave of the coronavirus outbreak, the Czech Radio social media accounts were gaining strength and so did the YouTube channels of Radiožurnál, Dvojka and Plus, which were releasing video interviews with prominent guests on a weekly basis. Individual videos often had over 100 thousand views and exceptionally as many as one million views.

## ■ Visual Content

Despite the unfavourable conditions for organising events in 2020, the multimedia department produced a lot of content. Frequently it was necessary to consider video streaming as an alternative, which brought about some new challenges. More than 400 recordings from the broadcasting of major radio programmes were made plus another 200 audio-visual outputs such as live streams, promotional videos, trailers, interviews etc.





### ■ Web traffic

In 2020, the website traffic on both Rozhlas.cz and iROZHLAS.cz (the building blocks of the Internet strategy) grew significantly with growth seen on the websites of most stations. Rozhlas.cz had over 63 million visits, which is a 25% growth. The iROZHLAS.cz news server had 84 million visits, which is a significant increase on the previous year – by 113%. Such a record high number was mostly due to the need of the public to get high quality, trustworthy, rapid and detailed news at the time of the virus outbreak. The newly launched mujRozhlas had over 10.4 million visits in 2020 on the website and almost 7 million visits in the app. In 2020, the app was installed by almost 130 thousand users. The player with live broadcasting had over 11.2 million plays.

In 2020, the trend of on-demand content consumption continued to grow significantly. The websites of Czech Radio and the mobile apps recorded almost 27 million unique audio plays with another almost 12 million on Spotify, iTunes, Google podcast and YouRadio Talk. Throughout the year, the websites of Czech Radio published more than 72 thousand posts (including news content), 49 thousand audio recordings of the broadcasted programmes and 89 thousand photographs and the related graphics.



## ARCHIVE

In 2020, through its individual activities, the Archive and Programme Funds (APF) continued to deliver on its defined mission. However, the activity of its departments was adversely affected by the covid-19 pandemic. For more than half of the year, most employees worked from home, which was limiting in terms of certain development activities.

The APF provided direct support as well as authorial input to the “Vinohradská 12” podcast and the programmes “Úsměvy z Archivu” (Smiles from the Archive), “Kolotoč” (Merry-go-round), “Repete”, “Radio Retro” etc. It largely supported not only the broadcasting of the stations, but also the mujRozhlas app – by servicing the selected archive sounds as well as by checking and repairing of the recordings. Colleagues from APF were also directly engaged in authoring some of the podcasts (e.g. “Auditorium” or “Poslední zpráva” (Last News). For the radio e-shop Radiotéka, APF continued to provide comprehensive technical processing of the audio recordings and the completion of the documentation in the AIS database.

Despite the limited possibilities, several important development projects were carried out. In cooperation with the Zlín Film Festival, a device was made for the transcription of the Philips-Miller tapes. Changes were made to the studio for the digitisation of archive photos in order to facilitate the systematic digitization of the photo collection.

In total, the Archive gained 17.3 running metres of written and sound documents. APF scanned and digitally archived another 5,432 files of written documents (the texts of news programmes, scripts, etc.) and 609 pages of historical documents (the Prague Uprising and the first-Republic memorial book of Radiojournal). The scanning involved also some previously logged books, catalogues and accompanying material to photographs (9,155 pages in total). The Archive started

processing the inheritance from Pavel Jurkovič and some older administrative material (around 20 running metres). It also continued sorting and arranging the material and mapping the fund of the BBC lectures from 1940–1945.

Within the systematic digitization of the photograph collection, more than 200 archive photographs were cleaned, demoulded, digitized or restored and subsequently securely stored in optimized conditions for long-term archiving, based on an upgraded technology and documentation processes. Digitized and restored, these unique photographs are used for internal purposes of Czech Radio (mostly for the website) as well as for commercial use. Both domestic and foreign entities are interested in them.

A total of 472 storage devices were added to the Archive. The sound engineers processed a total of 367,600 minutes of sound footage. Moreover, 4,972 sound documents and 100,981 news recordings from Czech Radio Radiožurnál were imported. The historic collection’s 1,583 vinyl records were digitized. The import of Czech Radio Plus’ programmes continued, too, and so did the cooperation with the National Archive for which the Radio, based on a contract, transcribed recordings stored on magnetic tapes. A total of 143 tapes were digitized and handed over to the National Archive together with all related documents.

The Archive prepared over 900 background searches and arranged nine guided tours with commentary regarding the history of the Radio and the mission and the activities of the Archive with an illustration of work with historical storage media. The sound engineers provided 5,539 sound documents for programme and operation purposes, while other colleagues arranged 172 loans. The number of loans provided in an electronic format through the DALET broadcast system or the radio repository kept growing.







### ■ Sound Recording Collection and Main Catalogue

Works continued on the review of digitized sound recordings. In total, 4,426 footages were checked for the service of Dvojka, Vltava, D-dur and Radio Junior, out of which 356 were repaired and reimported. The programmes of Dvojka, Vltava, D-dur, Plus and the regional stations were archived in the digital repository – totalling 7,186 programmes. The library added 531 new commercial CDs, 16 MP3 and 6,185 digital-only recordings. In total, 21,370 recordings were stored in the digital repository. Out of the footages proposed for destruction within the DALET broadcast system, 41 pieces were transferred to the digital sound library and 14,414 pieces were destroyed. According to the delete orders, 4,798 pieces were deleted.

As of 15 December 2020, the repository of the sound library contained 105,537 analogue tapes; 29,775 commercial CDs; 19,578 unique Czech Radio CDs; 15,879 R-DAT tapes and 236 MP3s.

The digital sound library contains 882,513 footages, of which: 96,637 can be used for broadcasting, 5,752 can be used for broadcasting under specific conditions and 9,681 cannot be used for broadcasting. The remaining footages have not yet been checked. A total of 1,376.699 GB (new gains, repairs and connected parts – 11,230 files) were imported to the APF repository. The sound library accepted 1,168 commercial storage media from the Main Catalogue and the Czech Radio Vltava station (mostly duplicates of the CDs that have already been registered).

### ■ The Research Department and Library

Throughout the year, the Research Department and Library (RoK) contributed to the content diversity and quality, helping to make the broadcasting of Czech Radio special. It also helped to make historical text documents accessible in the digital format. The department provided background research and library services to any sections of Czech Radio. It also helped to promote archive material on social media and on the mujRozhlas.cz audio portal.

In 2020, the employees of the department provided 750 sound and 1,300 textual background researches (of which almost 250 were large-scale thematic researches). The research was mostly done for the nation-wide and the regional stations, newsroom and creative teams. Moreover, through its sound research, RoK supported the preparation of 135 episodes of the Vinohradská 12 podcast.

As of the end of 2020, the Library had 488 registered users (an annual increase of 44 readers). Despite the significant limitations due to the pandemic, the readers borrowed 3,771 books (of which 3,619 were returned) and 350 journals. Based on a public tender, a new provider of daily press, magazines and electronic subscriptions was selected for 2021.

In 2020, the Library received 1,075 new pieces and its fund now contains more than 76,500 titles in total. The Library received 339 pieces in the form of donation and review copies (or in the form of inheritance – e.g. from Jan Petránek) and bought 736 new books. Each month, the new books were presented on the Intranet where the employees can find also complete catalogue of the Library.





## OFF AIR ACTIVITIES



The number of artistic ensembles performing under Czech Radio's umbrella in 2020 remained the same as in 2019. These included the Prague Radio Symphony Orchestra, Disman Radio Children's Ensemble, Czech Radio Children's Choir, Gustav Brom Czech Radio Big Band and Brno Radio Orchestra of Folk Instruments.

The most important competition festival organised by Czech Radio was the annual international festival of radio production – Prix Bohemia Radio. For the first time, due to the pandemic, it was held in autumn and it was held online only. Given the unfavourable epidemic situation, the festival offered live-streamed debates of the expert jury with the producers of the works and the possibility to listen to the competition entries from home. Another successful event was the music competition for children and youth – Concertino Praga. The stand-alone competition Concerto Bohemia was discontinued and replaced by "Vlnohrani" (Wave Playing).

The year of 2020 was significantly affected by the restrictions related to the coronavirus pandemic. For this reason, a number of events organised by Czech Radio every year could not be held such as various entertaining events or concerts promoting Czech Radio brand, its stations or individual programmes. Most of the activities were shifted to the online mode. The most important campaign of the year was the promotion of the DAB+ standard of digital broadcasting through the updated campaign "Doba DABová" (The DAB Age).

In 2020, Czech Radio confirmed its role as an active and respected member of the European Broadcasting Union (EBU) on the level of the top steering bodies as well as on the level of expert working groups where we have a strong presence. Our radio artists were very successful with their work in international competitions.

The priority of the Czech Radio Foundation is the support for the visually impaired through the fundraising campaign "Světluška" (Firefly). In 2020, a number of the traditional activities could not be done, but there were new ones to allow the foundation to continue working despite the pandemic.

Radioservis, a.s. is Czech Radio's independently financed subsidiary. It regularly publishes "Týdeník Rozhlas" (Radio Weekly), the only magazine offering the full programme of all Czech Radio stations. The publishing house's priorities are spoken word and music. All of the production can be bought either in the shop located in the building of Czech Radio in Vinohrady, Prague, or electronically at radioteka.cz.



## ■ Prague Radio Symphony Orchestra

Year 2020 was significantly influenced by the pandemic-related restrictions for live-performed art and by Czech Radio's own measures adopted to protect the health of its employees. These restrictions and measures adversely affected most of the orchestra's planned concerts for the public in 2020.

The first January concert of the spring season of 2019–2020 in Rudolfinum featured conductor Leoš Svárovský and bassist Jozef Benci and presented Russian authors Tchaikovsky and Shostakovich combined with British composer Benjamin Britten. The following concert was a chamber project in the convent of St. Agnes and featured concertmasters of the orchestra Vlastimil Koblíček and Petr Zdvíhal as soloists. The orchestra returned to Rudolfinum on 20 January with Estonian conductor Anu Tali who engaged the leading Czech horn player Radek Baborák and the excellent tenor Toby Spence. The Czech Technical University in Prague was interested in the concert and, on the next day, the orchestra repeated the programme for the university with the works of Britten, Elgar and Mendelssohn in the Dvořák Hall in Rudolfinum. The January activities included also the renewed premiere of the initial composition for the 1932 film "Extase" (Ecstasy) directed by Gustav Machatý during the screening in the Lucerna Palace cinema auditorium.

Mid-February, the Prague Radio Symphony Orchestra (abbreviated PRSO) gave another season concert, this time featuring Czech performers. Conductor Robert Jindra together with piano player Marek Kozák presented Vítězslava Kaprálová's concert combined with compositions by French authors César Franck and Vincent d'Indy. Subsequently, the orchestra embraced a completely different genre when it gave a concert of the Star Wars film music in Forum Karlín led by a young conductor Chuhei Iwasaki. At the end of the month, PRSO gave another chamber concert in the convent of St. Agnes with guest conductor Marek Šedivý and orchestra members as soloists.

At the beginning of March, PRSO played another concert for the Czech Technical University, this time in the Bethlehem Chapel. It was followed by a concert in Rudolfinum led by the orchestra's chief conductor Alexander Liebreich together with Alban Berg's Violin Concerto performed by American violinist Leila Josefowicz. The concert was to be played twice, but it was performed only once, on 9 March, as after that came the first closure of concert halls due to the pandemic, which interrupted concert activities of the orchestra for several months.

The first opportunity to perform during the forced break was the streamed concert for the Prague Spring Festival from Radio Studio S1 on 27 May. Engaging only string instruments, PRSO played compositions by Dvořák, Janáček, Penderecki and Haas. For the young talented conductor Robert Kružík it was his debut at the festival. The orchestra returned to the music stands only between late June and early July, when it was recording a musical with Adam Plachetka and Robert Jindra.

In the autumn season, PRSO played the first concert for the public no earlier than on 12 September during the Dvořák Prague festival, where it accompanied the laureates of Concorso Praga, an international radio competition. The concert was led by conductor Jiří Rožeň and its atmosphere was special

despite the fact that the auditorium capacity had to be reduced. The following concert was held in the DOX+ grounds in Holešovice, Prague, and it was a jazz concert paying tribute to Karel Růžička.

The opening concert of the 94<sup>th</sup> season held on 25 September in Rudolfinum had to limit the audience, too. As a precautionary measure and due to organisational reasons, Symphony No. 9 by Ludwig van Beethoven was excluded from the programme. However, as 2020 marked the 250<sup>th</sup> anniversary of the composer's birth, his work could not miss in the programme and it included his Symphony No. 1 together with works by Toshio Hosokawa and Antonín Dvořák.

Up until the end of the year, the orchestra partially kept recording in the studio. To compensate, the orchestra performed a Christmas concert in the convent of St. Agnes on 21 December. The programme included pieces by Corelli, Mozart and Voříšek and featured soprano Olga Jelínková and the orchestra's concertmasters. The conductor was Marek Šedivý.

The pandemic-related restrictions unfortunately made it impossible for PRSO to perform for third-party organisers of music events such as prestigious festivals in the Czech Republic (the Prague Spring, the Leoš Janáček Festival in Ostrava or Smetana's Litomyšl) or abroad (concerts in Germany scheduled for June 2020 or the three-week tour in Japan).

Despite the obstacles, a number of recording projects was completed in 2020. Moreover, in autumn there were many newly released titles. Published by Supraphon, the new album of pianist Jan Bartoš performing with PRSO and conductor Jakub Hrůša paid tribute to the 150<sup>th</sup> anniversary of the birth of Vítězslav Novák. The released album "Kupředu plout" (Sail Ahead) contained pieces written by singer and songwriter Radůza specifically for PRSO. Conducted by Jan Kučera, it was performed in a joint concert of Radůza accompanied by her band and PRSO in 2018. Radioservis published the album "Music Man" containing songs from musicals sang by Adam Plachetka accompanied by PRSO.

The unfavourable conditions for public concerts opened up the possibility of presenting the orchestra's performance in broadcasting and especially on the Internet. During the first wave of the epidemic, PRSO moved to social media, providing its followers with musical experiences at least through online recordings of its concerts. Between 30 March and 22 June 2020, PRSO broadcasted 25 online concerts under a joint heading "SOČR U Vás doma" (PRSO at Your Home). At the end of the year, concert activities were suspended again, which is why the orchestra tried at least to spread good mood in the pre-Christmas time via Facebook through a series of eleven Advent videos titled "Vánoční ladění se SOČRem" (Christmas Tuning with PRSO), in which the orchestra members performed Christmas carols in their homes and wished their followers a Merry Christmas. The series contributed to the popularity of the site and increased the follower's base. To conclude the year, PRSO live streamed a Christmas concert from the convent of St. Agnes, which was adopted also by other Czech Radio stations and the music portal Klasika Plus.











## ■ Disman Radio Children's Ensemble

The ensemble regularly recorded reports (Czech Press Photo, Czech Republic etc.) and literature and drama programmes such as "Souzvuk" (Consonance) and "JežiPetr" (Shock-Headed Peter) for Czech Radio Vltava. The children participated in the recording of the music video for the EBU #SayHi initiative and were regularly engaged in the plays recorded by Czech Radio. Cooperation with Radio Junior was scaled back due to the pandemic. In spring, the members of the ensemble recorded diaries from the pandemic times, some of which were aired by Dvojka.

Starting from March, regular theatrical activity of the ensemble was discontinued. Nevertheless, the members were in touch with the leaders and worked remotely. Online seminars were prepared in autumn – recitation, drama, an art studio, a dabbing studio and a photographic studio. The two-week summer workshop of the ensemble was organised as usual in August 2020, and so was the popular September wrap-up event of the ensemble's activity throughout the year.

The originally planned December repetition of the successful performance "Spolu do Betléma" (Let's go to Bethlehem) prepared jointly with the Czech Radio Children's Choir was rescheduled for June 2021.

At the end of the year, the Disman Radio Children's Ensemble has had 65 members plus 15 children in the preparatory group. Throughout 2020, the artistic director was Jana Franková.

## ■ Children's Choir

For ten months, the recording "Mackie Messer" by the Children's Choir and the Gustav Brom Radio Big Band featured in the Czech Radio chart "Česká dvanáctka" (The Czech Twelve). It also received the "Zlatá pecka" (Golden Stone) award, ranking fourth in the general rating.

The Choir recorded its first CD in its modern history. Titled "Zpívejme koledy" (Let Us Sing Christmas Carols), the CD contains folk songs. The recording was made in September 2020 with the Brno Radio Orchestra of Folk Instruments. There are 21 new recordings of folk carols, which were also aired during Christmas season by Dvojka, Vltava, D-dur and the regional stations.

Children's Choir was also involved in the preparation of a Christmas present for Czech Radio listeners – a recording of the French Christmas folk song "Les Anges dans nos campagnes" in Czech. In July, the song was performed with soloists Adam Plachetka and Jan Smigátor, accompanied by PRSO and in November, the song was presented with a video on the YouTube channel of Czech Radio.

Czech Radio Children's Choir consists of the main concert section (A1) and three preparatory sections (A2, A3 and A4). It has 135 regular members.



### ■ Brno Radio Orchestra of Folk Instruments

In 2020, the Brno Radio Orchestra of Folk Instruments (BROLN) gave 15 performances for Czech Radio. Given the pandemic situation, these were mostly studio recordings or performances for online broadcasting, e.g. "Primáši BROLN" (BROLN's First Violins) and "Pocta Jaromíru Nečasovi" (Tribute to Jaromír Nečas). BROLN was again engaged in the competition "Zpěváček" (Little Singer), supporting little folk singers in their efforts. BROLN also prepared two concerts of gratitude (in Brno and Olomouc) titled "Hrajeme v první linii" (Playing in the Front Line) for healthcare workers working during the pandemic.

In September in the legendary Studio A in Karlín, Prague, the orchestra managed to record a folk music CD with 21 new versions of traditional Christmas carols adjusted for the folk orchestra and the Children's Choir. Titled "Zpívejme koledy" (Let Us Sing Christmas Carols), the CD was released by the Radio publishing house, Radioservis.

Petr Varmuža continued to lead BROLN in 2020.

### ■ Gustav Brom Radio Big Band

In the covid year of 2020, Gustav Brom Radio Big Band (RBBGB) had to focus on studio production. During several recording sessions between August and December, it made a 70-minute footage premiering jazz compositions by Czech composers for jazz programmes of Vltava and D-dur. In November, RBBGB managed to record several songs with singer Dan Bárta for Czech Radio Vltava and Czech Radio Jazz.

Instead of the cancelled musical-theatre concert with Czech Radio Children's Choir, RBBGB recorded accompaniment to songs planned for the concert and for regional stations' broadcasting. The ensemble represented Czech Radio at the Czecho-Slovak concert in the Municipal House in Prague.

For the Christmas-Eve broadcasting of the Dvojka station, to compensate for the cancelled traditional Czecho-Slovak concert, which was to be held in Zvolen in 2020, RBBGB recorded songs with soloists Dasha, Michaela Gemrotová, Jakub Hubner and three Slovak soloists. The concert was concluded by the Christmas carol "Narodil se Kristus Pán" (The Lord Christ Was Born) performed with Czech Radio Children's Choir.

Throughout 2020, RBBGB was led by Vlado Valovič.





Gustav  
Brom

Czech Radio  
Big Band

Gustav  
Brom

Czech Radio  
Big Band



# 36 PRIX BOHEMIA RADIO

MEZINÁRODNÍ FESTIVAL  
ROZHLASOVÉ TVORBY  
INTERNATIONAL FESTIVAL  
OF RADIO PRODUCTION





## FESTIVALS AND COMPETITIONS

### ■ Prix Bohemia Radio

Prix Bohemia Radio, the international festival of radio production, was held in 2020 as well. However, due to the coronavirus restrictions, the 36<sup>th</sup> annual festival had to change date as well as the organisational format. For the first time in history, Czech Radio as the organiser had to shift the whole event to the online mode. The programme of the festival therefore focused on live streaming of the debates of the expert jury and the authors of the works and listening to the competition entries from home.

Held from Monday 12 October to Wednesday 14 October 2020, Prix Bohemia Radio traditionally had four competition categories, each with a separate expert debate. Documentary – the king among all disciplines; How to make a good news report during the challenging times; Radio drama and literature in the multimedia world; The clash of platforms and the impact of AI on audio production. The side events included an online debate on Czech Radio Plus on the topic of Big Data – Comfort vs Privacy. The stations Vltava and Czech Radio Olomouc broadcasted live the Award Ceremony of the 36<sup>th</sup> Annual Prix Bohemia Radio from Studio 1 in Prague.

The international expert jury awarded the following works: “Zpověď” (Confession, by Magdaléna Trusinová, the Documentary category), “Vztek a beznaděj na obou stranách plánované zdi na mexicko-americkém pomezí” (Anger and Despair on Both Sides of the Planned Wall on the Mexican-American Border, by Jan Kaliba, Czech Radio, the Report category), “Die Unmöglichen” (The Unthinkable Ones, by Paul Plamper and Julian Kamphausen, the Drama category), and “Rozdělení svobodou” (Divided by Freedom, Czech Radio, presented by Petr Šabata and Ondřej Suchan, the Multimedia category). Honorary mention went to the “Salad Bowl of Prague” project (by NGO Integrační centrum Praha o. p. s.).

There was also an independent student jury giving awards in each category. The Student Jury Award went to Alena Blažejovská for “Muž, který sázel stromy” (The Man Who Planted Trees, Documentary), Martina Pouchlá for “Onkalo” (News Report), Paul Plamper and Julian Kamphausen for “Die Unmöglichen” (Drama), and the project of the Sound Map of Luhačovice by association Luhovaný Vincent, z.s. (Multimedia).

The Thalia Award for the best actor in a radio play handed out by the jury of the Actors’ Association went to Ondřej Brousek for the main role of Dmitri Shostakovich in the play “Tři životy Dmitrije Šostakoviče” (Three Lives of Dmitri Shostakovich).

Despite its atypical format, Prix Bohemia Radio 2020 cemented its role as a unique event with the mission to continue enhancing the quality of radio production and presenting public service media as institution that creates and disseminates cultural values.

### ■ Concertino Praga

The 54<sup>th</sup> edition of the Antonín Dvořák International Radio Competition for Young Musicians, Concertino Praga, was the first one to be organised jointly by Czech Radio and the Academy of Classical Music. The competition had 54 participants from 16 countries from Europe, Asia and North America. The entries in the form of recordings were evaluated by an international jury in two rounds. The shortlisted candidates were two Czechs: 15-year-old violinist Daniel Matejča, 13-year-old pianist Jan Schulmeister, and two Russians: 14-year-old trumpeter Aleksandr Rublev and his peer, pianist Vsevolod Zavidov. The candidates performed in front of the jury and the public on a public competition concert in Rudolfinum on 12 September 2020, accompanied by the Prague Radio Symphony Orchestra led by conductor Jiří Rožeň. The first prize went to the Russian pianist, Vsevolod Zavidov.

The shortlisted candidates, together with other top four participants from the second round subsequently performed at the South Bohemian Festival of Concertino Praga in Český Krumlov, Bechyně, Třeboň and Jindřichův Hradec. All of the concerts were broadcasted by Vltava and D-dur stations. Part of the South Bohemian Festival of Concertino Praga was to be an educational concert for children from elementary schools, but it had to be cancelled due to the pandemic.

Czech Television and the Academy of Classical Music made a documentary on the course of the finals. It was broadcasted at the end of October.

### ■ Concerto Bohemia

In 2020, ten musical ensembles registered for the 29<sup>th</sup> edition of the radio competition for youth orchestras and ensembles called Concerto Bohemia. There has been a long-term falling trend in the number of participants. One of the reasons is the fact that the ensembles of the primary art schools are very busy performing at events organised by their statutory authorities or at various school events. Moreover, there is a new platform for their presentation – ZUŠ Open, with which Czech Radio cooperates closely. Due to the pandemic, the gala concert could not be held in April. Thus, the 29<sup>th</sup> edition of Concerto Bohemia competition remained unfinished and eventually, came to be the last one. In the next years, Czech Radio will work on a new project, “Vlnohraní” (Wave Playing) supporting the Czech participants of Concertino Praga.



### ■ Marketing

In 2020, the Marketing Department worked on the promotion of corporate projects of Czech Radio as well as projects initiated by individual stations. An important activity was the campaign promoting the DAB+ digital radio based on a communication plan called “Doba DABová” (The DAB Age). The campaign was rolled out on a nation-wide basis and used the major media types (TV, print, online and outdoor). It was also heavily promoted through Czech Radio broadcasting and online channels.

Equally important was the marketing support aimed at increasing the awareness and listenership of the individual stations and their projects. Unfortunately, due to the restrictions related to the pandemic, most events had to shift online. More room was given to new forms of communication such as online streaming, podcasts and others. Important projects included the American Night (the U.S. presidential election), broadcasting before the regional and Senate elections, the campaign called “Tváře Radiožurnálu” (The Faces of Radiožurnál), the ongoing campaign “Na Dvojce si vyberete” (Dvojka Has Something for Everyone), the promotion of the summer-holiday projects of “Rozmarné léto” (Capricious Summer), “Letní reportér” (Summer Reporter) and many others.

The Vltava station presented a new programme schedule, which was supported by a new visual identity and communication plan of the station – “Vltava má můj hlas” (Vltava Speaks My Voice). In terms of individual programmes, we mostly promoted the programme “Sedmé nebe” (The Seventh Heaven) prepared by prominent figures of Czech culture.

Regarding the Plus station, the Department conducted an image campaign called “Pojmy” (Terms) as well as regional campaigns in the regions with newly deployed FM transmitters, especially in Ostrava and Opava.

Radio Wave organised the Czeching Showcase. In terms of communication, it focused on promoting the podcast series “Zkouškový” (The Trials [of Life]) and a campaign called “Přiliv nových pořadů 2” (An Influx of New Programmes 2).

The Marketing Department continued supporting joint projects of the regional stations such as “Pochoutkový rok” (The Gourmet Year), “Xaver a host” (Xaver and His Guest), “Humoriáda” (Humoriad) and, at the end of the year, “Vánoční pohlázení” (Christmas Caress). The Department also printed and distributed “Rozhlasový magazín” (Radio Magazine) in large numbers.

At the end of the year, we discontinued informing about the cessation of AM broadcasting by the end of 2021 through the AM broadcasting of stations Radiožurnál, Dvojka and Plus. There was a call centre and a special microsite ([vypiniam.cz](http://vypiniam.cz)) to deal with the listeners' questions.

Massive promotion was also done for the additional news platforms such as the “Vinohradská 12” podcast and [iROZHLAS.cz](http://iROZHLAS.cz) news web.

### ■ Communication

The Communication Department focused on important media partnership projects, media relations, preparations of internal and external events as well as publishing activities. Communication, too, was affected by the pandemic and the related measures. Most events planned for the spring were rescheduled for autumn or even later, some events were completely shifted to the online mode.

Communication with journalists was mostly based on electronic press releases, which were issued with respect to all important events happening throughout the year, be it the launch of a new programme, programming changes, changes in signal distribution etc. Key topics communicated in 2020 included the development of digital broadcasting in the DAB+ standard, various international awards received by Czech Radio employees for their work, new programme launches and marking of various anniversaries.

Three major events were planned: the Czech Radio Ball, the Open Doors Day and the Concert in the Rieger Gardens. However, all of them were rescheduled and eventually had to be cancelled. The Open Doors Day was, for the first time, replaced by a virtual tour through Czech Radio buildings in Vinohrady, Prague. Presenter Martin Karlík guides the audience through various premises of the compound and shows them even places that would not be otherwise accessible. On Facebook alone, the tour had over 130 thousand views. Other activities moved to online environment, too. For the first time, this was the case with Prix Bohemia Radio which was at first postponed from spring until autumn and later, given the unfavourable pandemic situation, had to be held online only.

A special format was used also for the two traditional memorial ceremonies in front of Czech Radio building. In May, wreaths were laid at the commemorative plaques without a ceremony, while the speeches of high representatives of the state and representatives of the relevant organisations were broadcasted by Czech Radio Radiožurnál. In August, the public health measures were eased and the ceremony was held almost without changes except for the limited number of participants.

Throughout the year, the Communication Department ensured communication with the listeners via helpline or e-mail at [info@rozhlas.cz](mailto:info@rozhlas.cz).





blíže našim fanouškům,  
posluchačům





 **Český rozhlas**



### ■ The Vinohradská 12 Gallery

The Vinohradská 12 Gallery held only five out of the ten planned exhibitions with the others postponed for later. The Gallery embraced the new year of 2020 with humour, successfully presenting Jiří Sliva's drawings, graphics and paintings on the topic of wine and winemaking. The next exhibition showing the paintings of Kateřina Ašenbrennerová had to close almost immediately due to the counter-pandemic measures adopted by the government. During the easing of the pandemic and the restrictions, the gallery hosted an exhibition of photographs titled "Váš pohled, náš svět" (Your View, Our World) supporting children with rare diseases, and an exhibition of lithographs by Bára and Emma Srncová as well as a selection of theatre posters for the Divadlo Ypsilon theatre.

The gallery keeps adding new pieces to the collection of old radio receivers and other technology. There were several guided tours at the beginning of the year, which sadly had to be discontinued due to the pandemic.

### ■ Radiocafé Vinohradská 12

The use of the new café as a space for communicating with the radio listeners was hard hit by the coronavirus pandemic, too. Soon after the successful rollout of live broadcasting of the programme "Blízká setkání" (Close Encounters) with Tereza Kostková and several episodes of "Tobogan" with Aleš Cibulka, the café had to close due to the restrictions and, for the rest of the year, it operated only a take-out window. During the window of opportunity, when the pandemic and the restrictions eased, a number of events was held in the café such as the meeting of the participants of the commemoration of August 1968.

### ■ Media Partnership

In 2020, Czech Radio focused its media partnership activities mostly on charity, culture and education. When considering requests for media partnership, emphasis was placed mainly on the project's social importance, benefit, innovation and uniqueness. In all aspects of the social and cultural life, the year was affected by the world-wide coronavirus pandemic. Nevertheless, many cultural events managed to overcome the crisis and, despite the restrictions, offered high-quality alternatives to the public, be it through shifting to online environment, or by downsizing the programme. Even during these conditions, from January to December 2020, Czech Radio supported almost forty projects through media partnership on the radio-wide level. Compared to last year, it is almost a 25% reduction, though. On the level of individual regions and stations, almost 400 projects were supported in 2020, which is a decrease of 37% compared to the previous year.

Exclusive media partnership, when Czech Radio presented itself through its own PR and marketing activities, included, for instance, the Day with Czech Radio at the Zlín Film Festival or the Summer Film School. The partnership with the "Tříkrálová sbírka" (The Three Kings' Fundraising Campaign) was especially beneficial for both the organiser and the Radio.



## INTERNATIONAL RELATIONS

The international cooperation in 2020 was specific and it mostly had the form of video-conferencing. Despite that, Czech Radio confirmed its role as an active and respected member of the European Broadcasting Union (EBU) and, using its good relationship with the EBU representatives and with other foreign broadcasters, it coordinated the international agenda and exchanged experience with its peers even during the pandemic.

Responding to the pandemic, in May 2020, the EBU issued a study Covid-19 Crisis: Public Radio Response to the Pandemic. Nine examples of good practice from Czech Radio appeared in this study including the Radiožurnál's videos of gratitude for the social media (as an example of solidarity and community support of those who worked in the front line), Radiožurnál's "Finanční poradna" (Financial Advice, as an example of support and help in response to the current needs of people), Dvojka's 12-hour live marathon of debates with various leading figures titled "Ať žije divadlo! Ať žijí knížky!" (Long Live Theatre! Long Live Books!), as an example of supporting culture). Pop-up podcast "Samotka" (Single Cell) by Radio Wave was mentioned as an example of emotional and psychological support of the listeners. The podcast "Brambora s vejcem" (Potato with Egg by Radio Wave) was an example of a format to cheer and entertain during a time full of pessimism. The cycle of stories titled "V izolaci" (Isolated) on Vltava was mentioned to illustrate the heightened exposure and support (including financial one) of Czech authors. The podcast "Potmě" (In the Dark) by Světluška (Firefly) was included as an example of supporting the most vulnerable groups of society during the crisis. "Radio Wave Quarantine Session" and Radiožurnál's "Koncert pro jiné myšlenky" (Concert for Other Thoughts) were an example of interaction with the audience at a time of cancelled concerts by offering concerts from home via broadcasting, social media or online channels.

In 2020, Czech Radio participated in a number of international radio competitions with great success. That was especially the case with the international competition of radio production for children and youth – Prix Ex Aequo 2020, where Czech Radio received the 1<sup>st</sup> prize for the best radio play for children and youth. Vít Peřina's fairy-tale "Komáři se ženili aneb Ze života obtížného hmyzu" (Mosquitoes' Wedding or The Life of Verminous Insects) directed by Lukáš Hlavica intrigued the international jury by its witty and easy-to-understand script that offers enough room for sound and music design. The jurors appreciated also the actors' performance and the overall approach, which is entertaining for children and adults alike. According to the jury, the play explores important topics such as freedom of expression, free choice of one's own future or a partner and solidarity with fellow creatures.

The drama "Neviditelný" (The Invisible) made it to the final in the BBC Drama Awards in the Best European Category. Czech Radio had its finalists also in the Prix Marulic 2020 competition, namely the drama "Virtuoso" and the documentary "Peklíčko" (Little Hell). Czech Radio was successful also in the prestigious international competition Prix Italia 2020, in which the drama "Tři životy Dmitrije Šostakoviče" (Three Lives of Dmitri Shostakovich) was shortlisted for the Radio Drama category as the only representative of Central and Eastern European countries. At the end of the year, Czech Radio documentary "Láska za časů korony" (Love in the Time of Corona) was among the finalists in the URTI 2020 competition, eventually ranking fourth, which is no mean feat. In another prestigious European competition, Prix Europa, Czech Radio was represented by "Hudba pro sirény" (Music for Sirens), which went to the final in the music category.

In international music exchange, Czech Radio traditionally belongs to the top six most active members of the Euroradio network of radios alongside broadcasters such as the BBC, Radio France, ORF or the Dutch NPO. Export strategy of classical music in 2020 focused on presenting exclusive music events and renowned Czech and international soloists, conductors and ensembles. Offers of concerts for consideration included original Czech works (from past eras as well as contemporary works). Euroradio's concert catalogue promoted also young Czech performers.











Radioservis, a.s. is Czech Radio's independently financed subsidiary. Radioservis publishes Týdeník Rozhlas (Radio Weekly), audio media and books and operates the Czech Radio Shop and the Radioteka.cz online store of Czech Radio.

### ■ Radio Weekly

In 2020, Radio Weekly continued to bring regular information about cultural and social affairs as well as programmes and tips regarding the broadcasting of Czech Radio's stations and Czech Television. To improve the content, new sections were added to the magazine reflecting the current situation, e.g. Outings in the Time of Corona (on travelling) or the Second Reading dedicated to books we (almost) forgot.

The magazine continued to build its reputation on the front-page interviews with various prominent personalities, mostly from the cultural scene such as interviews with Ivan Trojan, Tomáš Etzler, Jana Plodková, Jiří Pavlica, Radkin Hoznák, Tereza Hořová, Ladislav Špaček, Miroslav Žbirka or Aleš Cibulka. The interviews usually include also original photos by the magazine's photographers.

Opinion columns of Radio Weekly were written by well-known personalities such as Radkin Hoznák, Milan Šmíd, Jan Burian, Ondřej Vaculík, Věra Nosková or Radko Kubičko. Appealing to the readers were also new authors such as reporter Ivan Motýl or music critic Milan Bátor. Radio Weekly brought also updates on the activities of Czech Radio and interesting radio projects with special attention paid to the phenomenon of podcasting.

### ■ CD Publishing

In 2020, CD publishing was significantly affected by the coronavirus pandemic. For a large part of the year, shops with CDs were closed including Czech Radio Shop operated by Radioservis. Neither the main music festivals nor major concerts or smaller events promoting the sales of CDs such as autograph signing could be held. Thus, for a large part of the year, online stores were the main sales channel, which naturally influenced the sales. Radioservis had to respond by down-scaling the publishing plan. It released 39 new CDs of various genres with emphasis placed on spoken word (26 CDs contained radio recordings), which is less than in the previous year by 20 CDs. Most of them were intended for wide distribution, 11 titles were commissioned by music authors, performers etc. and 4 titles were co-production.

In 2020, the activities of the publishing house were influenced also by moving into the Czech Radio building in spring and by the changes in the storage arrangement: newly, the publishing house has its main warehouse out of Prague, operated by a third party, while in the building in Vinohradská there is only a small storage room for supplying the shop and the online store.

Radioservis is a founding member of the Audiobook Publishers Association (AVA, founded in 2014). Its goal is to help promote audiobooks as a medium for literature. In 2020, the Association traditionally awarded the Best Audiobooks of 2019 in several categories. Despite there being many competitors, Radioservis received eight awards. The most successful title in the competition was the radio dramatization of *Tobie Lolness*.

In terms of sales, the most successful titles in 2020 included a charity CD titled "Gump – Pes, který naučil lidi žít" (Gump – the Dog that Taught People to Live) performed by Ivan Trojan (recorded in 2019), the second musical-theatre CD by Adam Plachetka – "Music Man", the original radio musical-theatre "Malý princ" (The Little Prince), the narration by Jiří Anderle "Zázraky na Hradčanech" (The Wonders in Hradčany), a memoir by Radkin Hoznák from the cycle "Osudy" (Destinies), "Spejblova a Hurvínkova učebnice jazyka českého" (Spejbl's and Hurvíněk's Textbook of the Czech Language) with Miloš Kirschner and Helena Štáchová or the audiobooks by Pavel Kosatík "100x Václav Havel" (Václav Havel 100 Times) and "Člověk má dělat to, nač má sílu" (One Should Play to His Strength) about Olga Havlová.



## ■ Book Publishing

In 2020, the publishing house released five reprints, four new titles and one new translation into English. All books were directly based on the radio broadcasting.

In the first half of the year, the book-publishing department reprinted two successful books from the previous year. It released the second reprint of the latest book by the prominent Czech painter and graphic artist Jiří Anderle “Na Hradčanech” (In Hradčany), which is based on the memoir programme “Láska za lásku” (Love for Love). The author is so popular, that the publishing house prepares yet another reprint. Radioservis published four reprints of the book of recipes from the Gourmet Year competition: “Pochoutkový rok, 120 tradičních rodinných receptů na vynikající domácí jídla” (The Gourmet Year: 120 Traditional Family Recipes for Excellent Home Meals) by Patrik Rozehnal, based on a programme by the regional stations. More and more readers are interested in the phenomenally successful book, which is why another reprint is being prepared.

In the second half of the year, Radioservis managed to publish a translation of the book “Pivní království Belgie” (The Beer Kingdom of Belgium) into English. The Czech original was published by Radioservis in 2019 and tries to capture the phenomenon of Belgium beer culture as seen through the eyes of Czech Radio foreign correspondent Filip Nerad. Environmentalist Josef Fanta, a forest and landscape expert, tells the story of his eventful life in a book from the “Osudy” (Destinies) cycle. The book is based on a series broadcasted by Vltava station.

The successful and popular radio programme “Slovo nad zlato” (Word Above Gold) inspired a book of the same name by linguist Karel Oliva and presenter Jan Rosák. The book contains illustrations by children from the primary art school in Lysolaje and it is so popular, that it will be reprinted in 2021. In 2020, presenter Jitka Novotná prepared a sequel to the book of interviews selected from her programme “Stříbrný vítr” (Silver Wind). The book “Stříbrný vítr 2” contains interviews with 13 inspiring personalities.

The last book published by Radioservis in 2020 was a new book by poet František Novotný. His collection of poems and essays titled “Jak se hladí duše” (How to Caress a Soul) contains drawings by Jiří Anderle. This book is very popular, too, and it is therefore going to be republished in January 2021.

## ■ Radioteka.cz

Radiotéka, the online store of Czech Radio, fared really well in 2020, which was apparently also because of the society-wide restrictions and the difficult pandemic situation that limited the possibility to shop in traditional retail stores and directed the customers towards online shopping. Customers were interested in the wide assortment of CDs as well as the products to be downloaded in a MP3/FLAC format. What remained unchanged were the main priorities for selecting the representatives of music and spoken word, be it from Czech Radio archive or from current broadcasting. In terms of spoken word, the most sought-after content are adventure novels and detective stories or humorous and poetical narratives. Ever more popular are also sci-fi and fantasy stories. Radiotéka is no longer based only on archival recordings of Czech Radio, it regularly adds titles from every-year premiered production and, apart from commercial content, it offers some titles free of charge. The latter are mostly unique recordings from the perspective of sound technology or older documentary programmes and they help Radiotéka deliver on one of its goals, namely to educate (e.g. pupils of primary and secondary schools).

In 2020, programming focused on old-timer’s and archival footage from the production of Czechoslovak and Czech Radio and confirmed also an exceptional popularity of special authorial series, with new ones added every year – e.g. Hurvínkova dobrodružství (Hurvinek’s Adventures) or the audiobooks by Vlastimil Vondruška.

The selection of spoken word titles emphasised a rich mix of popular classics and more current programmes in order to present a comprehensive range of authors and performers, from classics to contemporary radio approaches, from older recordings with renowned Czech actors to the latest generation of directors and actors. In this regard, Radiotéka plans to offer also virtual albums in the future, which are positioned somewhere between a standard CD and MP3. Nevertheless, the customers are still mostly interested in titles with recordings of radio art in a unique sound format featuring prominent actors whose artistic legacy is well established and that is why we will continue developing the new series called “Hra pro pamětníky” (A Play for the Old-Timers).



Recording

4S5







Czech Radio Foundation marked its 20<sup>th</sup> anniversary. For two decades, it has been helping to create an environment and conditions allowing for a full development of everybody's potential despite any disabilities and disadvantages. This mission is fulfilled through the long-term projects "Světluška" (Firefly) and "Ježíškova vnoučata" (Santa's Grandchildren) as well as through one-off fundraising campaigns in response to events happening in the Czech Republic or abroad. Through fundraising campaigns "Pomáhejte s námi" (Help with Us), Pustevny (a mountain saddle with precious folk-style wooden buildings), "Cimrman pomáhá" (Cimrman Helps) or "Pomáhejte s námi Nepálu" (Help Nepal with Us), the Foundation provided financial support to people affected by floods or earthquake, people with specific needs and people with spinal cord injuries as well as to the Libušín listed wooden buildings destroyed by fire.

Through its 18-year-old Firefly project, the foundation helps visually impaired people of all ages to live an independent and meaningful life. In 2020, Firefly provided 21.4 million crowns. The pandemic-related circumstances in 2020 did have an impact on some of its traditional activities, but facilitated the birth of new online projects. Firefly was therefore in touch with its supporters mostly through virtual means such as through the "Potmě" podcast (In The Dark) for mujRozhlas.cz, and "Kavárna Potmě: online" (Online Café In The Dark). It also launched a new charity e-shop with its merchandise. The Online Café in the Dark virtually hosted guests who shared their stories in interviews led by visually impaired presenters. Among the guests were, for instance, Kovy, Tereza Kostková, Matěj Ruppert or Jan Čenský. The first series of the Potmě podcast offered interviews with sixteen unique couples whose talk allowed the listeners to get a better idea about the everyday life of the visually impaired. Both the podcast and the online Café were conceived to say thank you to the donors who supported the Firefly team during the first wave of the pandemic in the online fundraising campaign titled "Posviť Světlušce" (Give Light to the Firefly).

Every year, the mobile Café In The Dark employs some twenty people with visual impairments who offer an unusual coffee experience in absolute darkness to hundreds of visitors. This year, however, it made only one tour, when in late summer it visited České Budějovice, serving 579 customers who, through their visit, contributed 87 thousand crowns to Firefly. The night running campaign in 2020 was rescheduled for autumn, but it was only held in three cities – Ostrava, Jihlava and Brno, while in Pilsen, Prague and Olomouc it was no longer possible given the progress of the pandemic. Instead of the night running with headlamps, it was possible to participate virtually thanks to the cooperation with the project "Rozběháme Česko" (Let's Make Czech Republic Run). As many as 8,630 runners took part, contributing 2.9 million crowns for making the lives of visually impaired people better.

Despite the unfavourable circumstances, Firefly organised its Fundraising Days engaging 3,700 volunteers from 239 organisations. The amount of 2.7 million crowns was collected in the streets of Czech Republic at a time not favourable for personal contact. Donors moreover contributed another 2.2 million crowns during less than two hours of special live broadcasting of a charity gala evening "Světlo pro Světlušku" (Light for the Firefly). Thanks to the cooperation with Czech Radio, Firefly provided the visually impaired listeners for the first time with a live audio description during the event and offered new reports from the "Den Spolu" cycle (A Day Spent Together). Firefly concluded the year with record high numbers thanks to the Christmas fundraising campaign organised by Kaufland: Firefly received 17 million crowns from the company.

The grant scheme in 2020, which is made possible by the year-round generosity of the donors and corporate partners, supported 217 individuals and 151 NGOs, providing 21.4 million crowns in total for targeted help to children, adults and elders with serious visual impairment from across the Czech Republic. In the 18 years of its existence, Firefly has helped to build a system of high-quality care for people with visual impairments also through the support of organisations that implement projects focused on education, job creation, technology development or on guiding and assistance services etc.





# ORGANISATION AND MANAGEMENT



## ORGANISATION AND MANAGEMENT

The Technology and Administration Department provided all technical, technological and infrastructure services necessary for smooth operation of Czech Radio. In relation to the coronavirus pandemic, it was necessary to deal with a host of challenges that had to be resolved quickly and without interrupting the Radio operation. These included, for instance, the installation of protective screens in receptions, regular disinfection and cleaning of all premises or arranging back-up recording and broadcasting studios outside the indoor premises of the Radio building. Moreover, there were ongoing renovations of several buildings and studios. The situation was changing day by day and it was necessary to respond to all of these changes immediately.

The IT Department was heavily loaded, too. To enhance the security of the infrastructure and the end stations, the existing two firewalls were replaced by next-generation firewall allowing for a detailed analysis of the operation of the computer network and its protection from both online and offline security threats. For the purposes of crisis management and remote meetings within individual departments, the Radio procured and administered an internal videoconferencing system independent on the capacity and availability of third-party cloud-based videoconferencing systems. New VPN concentrators were procured and deployed to cope with the increased number of users simultaneously connected via VPN, which was due to the adopted counter-pandemic measures and the fact that a large portion of employees worked from home.

The fundamental task of the Research Department was to continue providing support to Czech Radio stations through analysing the needs and opinions of the listeners. The year of 2020 was affected by the pandemic in every respect. The national survey RadioProjekt was suspended in the first half of the year and the publishing of the listenership data was postponed until January 2021, which is why in 2020 there were no official data on the listenership of Czech Radio stations. Czech Radio responded to the data paucity by ordering alternative audience measurement within the adMeter cross-media project (conducted by Median). The obtained data on the listenership of Czech Radio stations during the first half of the year 2020 helped to overcome the information vacuum caused by the interruption of RadioProjekt and provided the main stations (Radiožurnál, Dvojka and regional stations as a whole) with an important feedback regarding their listenership during the covid-19 pandemic. Among other things, the adMeter data showed there was a significantly increased interest in the news broadcasting. That was especially the case with Radiožurnál in the spring months. Culminating in March and April, the increased interest gradually cooled down with the lasting coronavirus restrictions and was replaced by an increased demand for relaxation and entertainment broadcasting.

To support its development activities in 2020, Czech Radio used data from the ongoing research Media & Market & Lifestyle (MML) carried out by the Median agency. The research included special questions to gauge the awareness of DAB and DAB+ and find out about the ownership of a DAB/DAB+ receiver or the intention to buy one. The questions were designed for a long-term mapping of the Czech people's attitude to digital broadcasting.



## FINANCIAL MANAGEMENT

For 2020, Czech Radio planned a balanced budget. The pandemic and the adopted public health measures in 2020 affected both sides of the budget, which is why it was modified in the middle of the year: the overall expenditures and revenues were lowered proportionately to keep the budget balanced. Eventually, there was a surplus amounting to CZK 12,949 thousand as the expenses were lower than planned by CZK 11,844 thousand and the revenues were higher by CZK 1,105 thousand.

### ■ Revenues

The revenues in 2020 amounted to CZK 2,299,105 thousand, which is more than planned by CZK 1,105 thousand. This is mostly due to higher financial-operations revenue (CZK +4,617 thousand) generated from the advantageously deposited cash of Czech Radio. Commercial revenues, too, exceeded the plan – by CZK 2,543 thousand, mostly thanks to the sponsoring of Czech Radio programmes and projects. By contrast, the digitisation fund brought lesser revenues than planned (CZK –4,960 thousand) which was related to the lowering of the expenditures on the digitisation of the Czech Radio archive within the mujRozhlas.cz project. The principal source of funding of Czech Radio – the revenues from radio licence fees – corresponded to the updated budget (the difference being only CZK +1,153 thousand crowns).

### ■ Expenditures

The modified budget for 2020 planned expenditures in the total amount of CZK 2,298,000 thousand, but the actual expenditures were lower by CZK 11,844 thousand, totalling CZK 2,286,156 thousand. The difference is mostly due to the significant reduction of the expenditures on services (CZK –10,879 thousand) including especially the expenditures on fees (CZK –7,404 thousand), which is partly related to the cancellation of concerts of the Prague Radio Symphony Orchestra as well as the cancellation of several marketing events due to the coronavirus epidemic measures. These savings partly compensate for the cost overruns for promotion (CZK 9,186 thousand) caused by a higher number of marketing campaigns towards the end of the year. Significant savings were made also in the operating expenditure (CZK –6,597 thousand), especially in travel expenditure (CZK –4,173 thousand) owing to the cancellation of domestic and foreign travels due to the covid-19 pandemic. In terms of personnel costs, the budgeted figure was exceeded by CZK 4,558 thousand due to severance payments, which cannot be planned. Less significant differences in other expenditure groups offset each other.



## Czech Radio Financial Management in 2020

<b>FINANCIAL MANAGEMENT in 2020 (in CZK thousands)</b>	<b>Expenditures</b>	<b>Budget</b>	<b>Difference</b>	<b>%</b>
Licence fee payments	2 084 453	2 083 300	1 153	100.1
Commercial activities (advertising, sponsoring, etc.)	85 643	83 100	2 543	103.1
International broadcasting	27 700	27 750	-50	99.8
Other revenues	12 299	13 790	-1 491	89.2
Digitisation fund	59 590	64 550	-4 960	92.3
Other operating revenues	5 126	6 710	-1 584	76.4
<b>OPERATING REVENUES</b>	<b>2 274 812</b>	<b>2 279 200</b>	<b>-4 388</b>	<b>99.8</b>
<b>FINANCIAL REVENUES</b>	<b>23 417</b>	<b>18 800</b>	<b>4 617</b>	<b>124.6</b>
<b>EXTRAORDINARY REVENUES</b>	<b>876</b>	<b>0</b>	<b>876</b>	<b>x</b>
<b>TOTAL REVENUES</b>	<b>2 299 105</b>	<b>2 298 000</b>	<b>1 105</b>	<b>100.0</b>
Materials	49 313	44 287	5 026	111.3
Services	951 896	962 775	-10 879	98.9
Operating expenses	47 347	53 944	-6 597	87.8
Personnel costs	1 027 558	1 023 000	4 558	100.4
Tax expense	15 943	17 035	-1 092	93.6
Other operating expenses	169 861	171 400	-1 539	99.1
Non-tax expense	12 490	15 348	-2 858	81.4
<b>OPERATING EXPENSES</b>	<b>2 274 407</b>	<b>2 287 789</b>	<b>-13 382</b>	<b>99.4</b>
<b>FINANCIAL EXPENSES</b>	<b>12 329</b>	<b>10 211</b>	<b>2 118</b>	<b>120.7</b>
<b>EXTRAORDINARY EXPENSES</b>	<b>-580</b>	<b>0</b>	<b>-580</b>	<b>x</b>
<b>TOTAL EXPENSES</b>	<b>2 286 156</b>	<b>2 298 000</b>	<b>-11 844</b>	<b>99.5</b>
<b>Profit or loss before tax</b>	<b>12 949</b>	<b>0</b>	<b>12 949</b>	<b>x</b>
Income tax			0	x
<b>Profit or loss</b>	<b>12 949</b>	<b>0</b>	<b>12 949</b>	<b>x</b>



## TECHNOLOGY AND MAINTENANCE

The course of the pandemic and the restrictions imposed by the government required a rapid adoption of several operative measures. These included, for instance, the decision to broadcast from the Studio House instead of Karlín, establishing a back-up workplace for the contingency of emergency broadcasting of the nation-wide stations, the preparation of the R-Stream mobile studio for the purpose of crisis broadcasting, various changes to the operation of the Radio buildings including the set-up of improvised studios where the programmes' guests could enter without having to enter the Radio building, installation of thermometers and protective screens in receptions and ensuring higher standards of cleaning and disinfection of all spaces.

### ■ Sound Technology

The primary task was to complete a comprehensive renovation of the studio technology in the music Studio A in Karlín. The studio was equipped with a new mixing system – Studer Vista X, and the Avid Pro Tools MTRX converter. As a result, the studio can now handle up to 64 microphone inputs and use AoIP connectivity through Dante. The control room was equipped with new Genelec 1238A studio monitors for listening.

At the beginning of the year, the workplaces for news and current affairs programmes 2R1 and 2R2 in the Studio House in Římská street underwent technology renovations. Renovations were carried out also to the podcast production studio 3RS6 used by the News Service in the building in Vinohradská street. The workplace was designed to serve simultaneously as a broadcasting and production studio. New technology was installed also in the regional studios in České Budějovice and Hradec Králové. Automated studios were installed for the needs of the stations Radiožurnál, Plus, Dvojka, Vltava and Wave based on massive use of the Riedel system for communication. Self-service broadcasting stations were installed in selected offices of the News Service in Vinohrady, enabling broadcasting from additional locations.

### ■ Outside Broadcasting

While most of the major planned events had to be cancelled or postponed due to the pandemic, there were higher expectations from the news service. Mostly used were the OB VHF vans for live broadcasting from press conferences and in relation to the regional and the Senate elections. The OB Department facilitated also a high number of election-related and other live debates and was engaged in the broadcasting of the American Night on the occasion of the U.S. presidential elections.

Several demanding projects were completed such as the festival "Mladí ladí jazz" (The Youth Play Jazz) in the Prague's Holešovice Exhibition Grounds or the broadcasting from the festivals in Zlín and Uherské Hradiště.

The department successfully prepared and carried out the procurement of a new OB van. The van was delivered two months ahead of the plan and it was deployed already at the beginning of October. The van's control room is equipped by the latest DiGiCo 338 technology, which was first presented at the NAMM Show in Las Vegas in January 2020.

### ■ New Technologies

In 2020, the activities related to new technologies were significantly affected by the covid-19 pandemic. Some projects were cancelled or postponed (e.g. the Olympic Games in Tokyo), others were slowed down due to the public health restrictions (e.g. the transition from Dalet Plus to Dalet Galaxy). On the other hand, the need of alternative mode of working (remote access, working from home) accelerated and intensified the use of video conferencing technologies, remote access to the systems, mobile devices and IP codecs.

The Radio continued to develop distribution platforms for the listeners. The regional stations were included into the satellite signal distribution through DVB-S2 and the whole public service broadcast multiplex was transferred to the DVB-T2 system. DAB+ broadcasting was significantly expanded and there were some major changes in the DAB+ system in 2020. At the beginning of the year, the stations' services in the Czech Radio DAB+ multiplex were redistributed to enable DAB+ broadcasting of all regional stations. In this regard, the central headend of the multiplex was upgraded and the regional studios were equipped with new modulation processors with uniform sound setting and optimisation for digital broadcasting. Last year, Czech Radio broadcasted the service of 23 stations in DAB+. All of them are accompanied by multimedia content, DLS (texts) and SLS (images, graphics), where the graphic content is becoming ever richer (e.g. weather forecast, traffic information and information headline). In September, the coverage of Czech Radio DAB+ multiplex was increased and 10 transmitters were added (the most important ones are e.g. Votice – Mezivrata, Pardubice – Krásné, Jihlava – Javoříce and Jeseník – Praděd). As a result, Czech Radio DAB+ multiplex now reaches 95% of the population in the Czech Republic.











## ■ Signal Distribution

Apart from the above-mentioned development of DAB+, the year of 2020 saw several major changes also in other distribution platforms used by Czech Radio for broadcasting. In the VHF band, nine new transmitters were put in operation for the stations Plus, Vltava and Czech Radio Liberec. Especially important was the launch of VHF broadcasting of Czech Radio Plus in Ostrava. More locations for VHF transmitters are preliminarily planned for 2021.

Broadcasting continued on AM transmitters in the long and medium wave bands in the same scale, but given that at the end of 2021 the AM broadcasting is to be discontinued, the AM transmitters informed the AM listeners through awareness campaigns how to proceed and where to find more information.

In the course of the year, the DVB-S2 satellite distribution was expanded to include broadcasting of the regional stations. Thus, the listeners of satellite radio, too, could listen to 23 Czech Radio stations (8 nation-wide and 14 regional stations plus the international service of Radio Prague International). As in previous years, satellite distribution continued on the Astra 3 B satellite (23.5° E position). Moreover, satellite distribution serves as a backup for land distribution to transmitters (which newly includes also the regional stations).

As for DVB-T/T2, Czech Radio stations' services continued to be distributed in the public service broadcast multiplex (together with Czech Television). The year of 2020 saw also the transition from DVB-T to DVB-T2 and the related switching of transmitters and DVB-T distribution being phased-out.

Other activities of the Signal Distribution Department included cooperation on a whole range of special projects, among which the most important one was the broadcasting during the U.S. presidential elections in November 2020, where it was necessary to arrange the distribution and transmission channels. A special studio was set up in Washington, D.C. in cooperation with the EBU, and video transmissions and conferences were used during the broadcasting. Cooperation within the EBU was also important on the general level, where it includes activities such as international exchange of music or broadcasts from abroad. In this regard, the distribution technology for transmission was upgraded and new codecs for RoIP (Radio over Internet Protocol) were deployed. Satellite is no longer used.

## ■ Information Technology

The year of 2020 saw further development and support of information technologies in Czech Radio. To enhance the security of the infrastructure and the end stations, the existing two firewalls were replaced by a next-generation firewall solution allowing for a detailed analysis of the operation of the computer network and its protection from both online and offline security threats. For the purposes of crisis management and remote meetings within individual departments, the Radio procured and administered an internal videoconferencing system independent on the capacity and availability of third-party cloud-based videoconferencing systems.

## ■ Facility Management

The Department of Facility Management worked on a number of important tasks. Progress was made in the refurbishment of Czech Radio buildings in Ostrava, Brno and Olomouc. In Ostrava, the newly renovated Studio 1 and Radioklub were inaugurated. With regard to the coronavirus measures, the reception and the entrance hall of the radio buildings were modified as it was necessary to install security screens to protect the employees at the reception, measure the temperature of incoming visitors and ensure regular cleaning and disinfection of all premises.



## LISTENERSHIP

Due to the development of the coronavirus pandemic, the main research of radio audience in the Czech Republic – RadioProjekt was suspended in the first half of the year, which means the figures for 2020 are based only on the data from the second half of the year. Compared to the same period in the previous year, the listenership of Czech Radio increased in all indicators. In daily listenership, Radiožurnál became the most-listened-to station in the Czech Republic. In the second half of 2020, from among people aged between 12 and 79, which is the target group of RadioProjekt, as many as 1.605 million listeners tuned in to at least one station of Czech Radio. That amounts to about 18% of the given population and about 30% of all daily radio listeners within the age bracket. Furthermore, 1.244 million listeners daily listened to at least one of the nation-wide Czech Radio stations and 357 thousand listeners daily listened to some of the regional stations.

In terms of weekly audience, Czech Radio had 2.533 million listeners on an average week, which accounts for 29% of the researched population and 34% or, more than a third of all weekly radio audience in the Czech Republic.

Almost two million listeners stated that their most-listened-to radio is one of the Czech Radio stations. Czech Radio's market share in the Czech radio market amounted to 24.1%. This breaks down to 16.9% attributed to nationwide stations and 5.9% to regional stations. In 2020, approximately 119,000 listeners daily and 239,000 listeners weekly tuned in to one of the special Czech Radio stations, whose market share amounted to 1.3%.

### ■ Czech Radio and Its Listeners

The coronavirus pandemic in 2020 fostered a strong need in objective and reliable information, which translated into higher listenership of Czech Radio, although there was a decrease in general radio listenership. This trend testifies to the growing importance of public service broadcasting during a crisis.

Given the suspension of RadioProjekt in the first half of the year, Czech Radio looked for alternative source of feedback information on the behaviour of the radio audience. Therefore, from February to June it used panel research carried out by the Median agency based on audiometers (electronic audience measurement). The research showed that although in this period there was a decrease in general radio audience and an increase in TV and Internet audience, the main Czech Radio stations maintained and even increased their listenership, which was especially the case with Radiožurnál and Dvojka.

Traditionally, the most comprehensive research of Czech Radio in 2020 was the assessment survey sampling 6,494 respondents. The group was selected based on a quota sample representing the main demographic characteristics of radio listeners in the Czech Republic. The survey was carried out by STEM/MARK, a research agency, together with the NMS agency. The survey focused not only on the description of programme preferences of radio listeners but also on the listeners' expectations from a public service radio and the extent to which Czech Radio is in line with these expectations. The survey confirmed the trends from the previous years, indicating that Czech Radio has an irreplaceable role especially in factual information and the quality of the form and content of spoken word in general.

The quantitative research was followed by a qualitative survey involving 24 discussion groups representing the audiences of the main stations of Czech Radio as well as the former and potential listeners of Czech Radio. The respondents were assessing the programming and the broadcasting of the public service radio. This year, the qualitative part of the research was conducted by agencies InsightLab and Nielsen Admosphere in the form of 16 standard focus groups and 8 online discussion groups.

As in previous years, the survey confirmed that majority (about three quarters) of radio listeners in the Czech Republic are aware of the importance of a public service radio and the need to secure conditions for its broadcasting. Most Czech Radio listeners expressed their satisfaction with its broadcasting and quality. The survey also confirmed the growing importance of digital broadcasting and using new platforms for content distribution on the Internet. The survey also dealt with specific comments to the programming as well as the wishes and suggestions from the listeners. The survey indicated that the weakest point is insufficient awareness of the comprehensive offer of Czech Radio and its individual programmes: a large portion of Czech Radio listeners and especially listeners of other radios do not know about the range and diversity of the programmes offered by Czech Radio.



**Listenership of Czech Radio's stations in 2020**

data: Radio Projekt SKMO 1 January – 17 December 2020

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	1 623	18.4	937	10.6	165.3	11.2
CR Dvojka (Praha)	579	6.6	344	3.9	208.7	5.2
CR Vltava	154	1.7	52	0.6	147.4	0.6

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	158	1.8	96	1.1	236.9	9.3
CR České Budějovice	58	0.7	31	0.4	268.3	8.4
CR Hradec Králové	66	0.7	41	0.5	212.4	9
CR Karlovy Vary	15	0.2	7	0.1	165.0	2.6
CR Liberec	11	0.1	3	0.03	299.4	1.4
CR Olomouc	45	0.5	27	0.3	220.2	5.1
CR Ostrava	60	0.7	34	0.4	201.4	3.9
CR Pardubice	31	0.3	18	0.2	179.5	4.3
CR Plzeň	59	0.7	29	0.3	273.9	9.5
Radio DAB Praha	7	0.1	3	0.04	272.7	0.5
CR Region (Central Bohemian Region)	26	0.3	15	0.2	244.8	1.5
Czech Radio Vysočina (former CR Region)	40	0.5	14	0.2	233.0	4.4
CR Sever	54	0.6	33	0.4	179.3	4.0
CR Zlín	20	0.2	12	0.1	161.1	2.3

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	166	1.9	98	1.1	155.1	1.1

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	99.2	0.03
CR Jazz	10	0.1	4	0	152.1	0.05
Radio Junior	14	0.2	7	0.1	58.1	0.03
CR Radio Wave	40	0.5	6	0.1	109.5	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	2 052	23.2	1 244	14.1	188.5	16.9
CR Regional Studios	603	6.8	357	4.0	229.3	5.9
Stations as per Section 3 (1) (b)	166	1.9	98	1.1	155.1	1.1
CR Special Stations	73	0.8	21	0.2	104.3	0.2
CR Total	2 533	28.7	1 605	18.2	207.9	24.1



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

(since January 20, 2016)

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

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

**Ondřej Nováček**  
**Programme Director**

**Kateřina Konopásková**  
**Production Director**

**Jiří Malina**  
**New Media Director**

**Karel Zýka**  
**Technology and Administration Director**

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

**Jiří Hořna**  
**Communications, Marketing and Commerce Director**

**Martin Vojslavský**  
**Finance Director**

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



■ **Czech Radio Council**

**Miroslav Dittrich**

Chairman (from 30 September 2020)

**Tomáš Kňourek**

Deputy Chairman (from 20 May 2020)

**Zdeněk Mahdal**

Deputy Chairman (from 30 September 2020)

**Vítězslav Jandák**

**Petr Arenberger**

**Jan Krůta**

**Marek Pokorný**

(from 27 March 2020)

**Ondřej Matouš**

(from 29 September 2020)

**Josef Nerušil**

(from 29 September 2020)

Members whose office terminated in 2020:

**Hana Dohnálková**

**Jiří Vejvoda**

**Ivan Vodochodský**

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■ **Supervisory Committee of Czech Radio**

**Jiří Šuchman**

Chairman

**Jiří Hrabovský**

Deputy Chairman

**Jakub Chytil**

**Jiří Vyskočil**

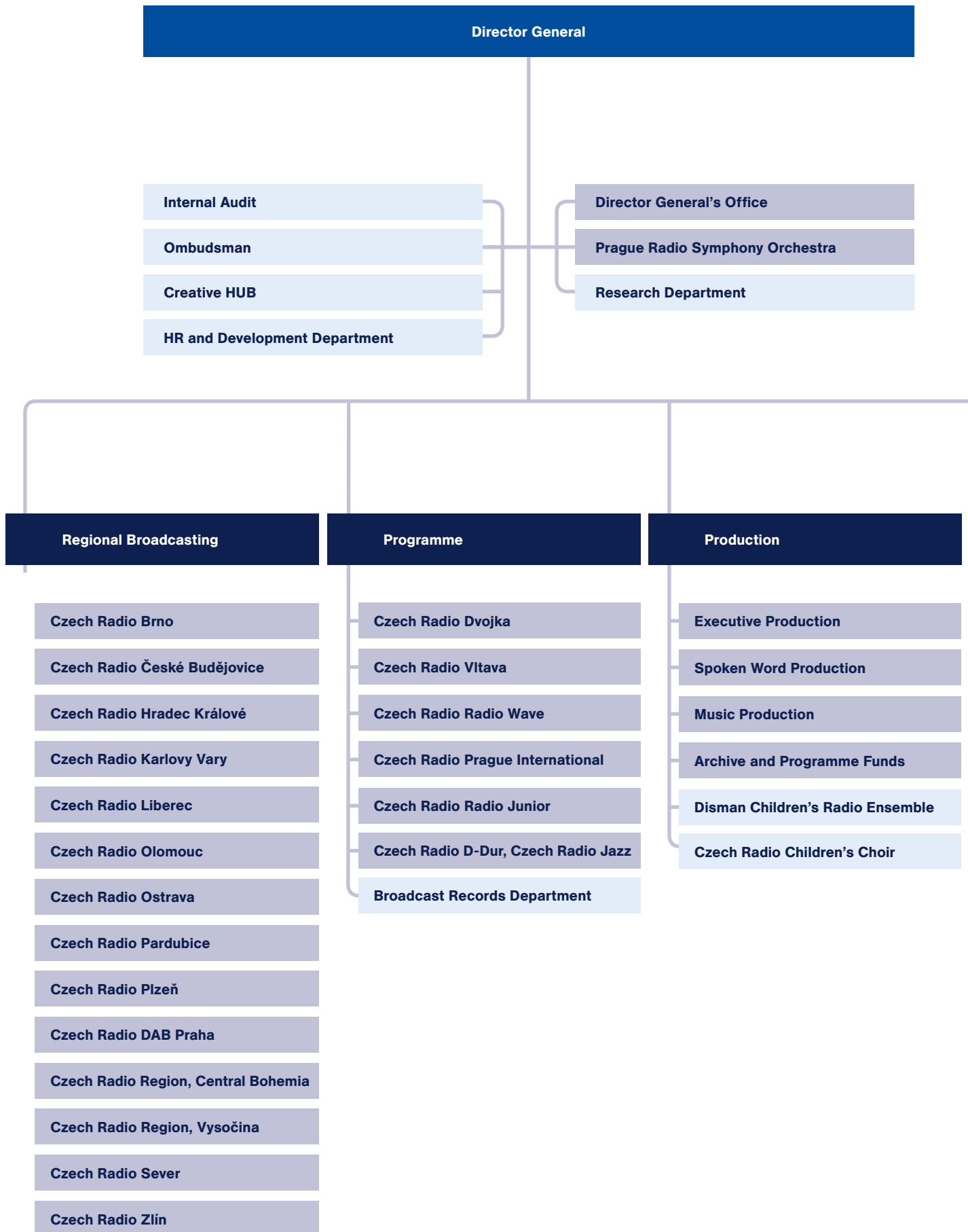
**Ondřej Škorpil**

Members whose office terminated in 2020:

**Filip Hejl**

**Marek Vích**

**ORGANISATIONAL SCHEME**









# 2020

## **CZECH RADIO ANNUAL REPORT 2020**

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**Nationwide Stations**

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

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Brno | České Budějovice | Hradec Králové | Karlovy Vary | Liberec  
Olomouc | Ostrava | Pardubice | Plzeň | Regina DAB Praha  
Region | Sever | Vysočina | Zlín

**Special Stations**

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

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