
USAGE OF NEW MEDIA IN ČESKÝ ROZHLAS

Kristýna Kostihová

University of Economics, Prague, Czech Republic, kristynka.kostihova@gmail.com

Dagmar Čámská

University of Economics, Prague, Czech Republic, dagmar.camska@vse.cz

Abstract

Purpose—*The purpose of this paper is to analyze the approach to listeners of the Czech radio. This paper is based on current trend of exposing every piece of information on web sites, especially using Facebook or Twitter. Because of this new attraction the Czech national public radio called “Český rozhlas” (Czech Radio, further also mentioned as ČRo) is trying to use these new media and to follow the international example. Český Rozhlas is known mainly by the older generation and by using these social utilities is trying to increase the number of younger listeners, because according to Vojtěch Bednář (Bednář, 2011) the largest group of Facebook users is from 18 to 34 years old. The Czech radio intends to draw attention to a whole new web concept, such as listening to the radio, cooperating on web projects and educating the younger generation. The greatest icon for Czech radio is BBC. Even though the quality of the program plays a main role and is also regulated by the law and parliament, it becomes more obvious, that without proper marketing the younger generation will not learn to listen to something else than the top charts. We have gathered as much information as we could and we compared the ways how the web marketing would be done according to Avinash Kaushik (Kaushik, 2007). At the end we suggest some improvements for the Czech radio marketing strategy.*

Design/methodology/approach—The approach is to study web visits and the effectiveness of Facebook and Twitter profile. We measured the Český rozhlas's web visits during past two years using Google analytics and other web media. We summarized the good and bad attempts and suggested the next move.

Findings—We measured number of Facebook friends in the last two years, we analyzed how many people click on Český rozhlas web page. We realized that the younger generation is the one that spends the most of a time on Facebook. The number of Friends and Likes of Český rozhlas doubled over the past two years thanks to young people. We came to a conclusion that younger generation uses web from all of the new media the most and that the number of Facebook friends is steadily increasing surprisingly thanks to young people. For that reason the theory of investing into new media such as Facebook and Twitter is a good way how to increase the number of listeners and how to improve the overall knowledge about the public radio and more importantly to educate people and spread knowledge, which is the main purpose of the national Czech radio.

Research limitations/implications—This research is limited by the amount of information provided by the Czech radio and also by the length of the Facebook campaign.

Practical implications—This paper will contain practical suggestions for the Czech radio which were developed according to this research. These suggestions and ideas could be used after modification by other radios in transition European countries.

Originality/Value—Such a paper has never been written. It presents practical knowledge based on current data about Czech radio and compare its marketing methods with advices and strategies described by Bednář (Bednář, Marketing na sociálních sítích, 2011), Dědiček (Dědiček, 2010) and O'Reilly and Milstein (O'Reilly, 2009).

Keywords: Český rozhlas, Facebook, Twitter, National Public Radio, webpage visits, Web Analytics

Research type: research paper/case study

1. Introduction

The Czech public radio called Český rozhlas started to broadcast on May 18th, 1923. At that time Czechoslovakia was the second country in Europe with its own daily broadcast. In 1948 Český rozhlas was nationalized by the Communist party and it returned to its previous ideas after the Velvet Revolution in 1989. During the Soviet occupation in 1968 the employees of Český rozhlas broadcasted news and politics under very hard conditions and circumstances. There were many open fights and demonstrations in front of the building of Český rozhlas and since that day, Český rozhlas represent not just a radio station, but also a symbol of how to fight for freedom. After the Velvet Revolution it was proclaimed to be a public institution which can be funded only by the state. Český rozhlas is independent of the state and is financed 99% from the license fees, which every radio listener is obliged to pay. The managing director of Český rozhlas is elected

by the board of directors, whose members are appointed by the Parliament of the Czech Republic. (rozhlas, Dozorčí rada)

Český rozhlas has now 8 country-wide radio stations and 12 regional radio stations as follows: Český rozhlas 1—Radiožurnál (news and information), Český rozhlas 2—Praha (entertainment, talk and news for family audience), Czech Radio 3—Vltava (culture, classics and the arts), Regional stations (network of 12 regional stations), Český rozhlas 6 (magazine style news and information), Český rozhlas 7—Radio Praha (international multilingual service), Radio Czech (news and information), Český rozhlas D-Dur (classical music), Český rozhlas 4—Radio Wave (for the young, broadcasting only online), Český rozhlas Leonardo (science, nature and travelling, digital type broadcasting only). (rozhlas, Český rozhlas, 2011)

The whole Český rozhlas acts as one organization, however each station has its own budget. That means that each radio station and division sees its own expenditures, however it is not able to see its income. It sees only the budget which cannot be overdrawn. It is because there is no clear base, by which the income can be redistributed. As we mentioned in the paragraph above, the main income comes from the license fees, then from state and European donations and then from commercials. Český rozhlas is not connected in any way with the Czech public TV.

The article is one of outputs from the research project “Effective methods of support for small and middle-sized subjects of cultural sector in environment of national and European economy” registered with the Ministry of Culture (programme NAKI) under the number DF 11P01OVV024.

Even though the Czech radio was not founded in order to profit and to earn money, it is very important that it does not draw money from state and that it fulfills the purpose, for which it was founded. ČRo is independent and should freely spread opinions and ideas of all kind; it is not politically dependent or religious. If you listen to one of the stations you should be able to hear all the possible information without pushing you into any direction or stream. The reason why to listen ČRo is to educate yourself, to gain inform and to entertain yourself. As it is, even if you provide these services to public, you need them to listen to you. In the last few years, ČRo struggles with the decrease in number of listeners. According to research made by ČRo, the programs and stations of the Czech radio are not as well known as they use to be. There for the Czech radio decided to use new media in order to bring new listeners. It is important to discover if this approach works, so it can be applied to the Czech national TV and other national institutions, which suffer for the same reasons—lack of people’s interest. If the new media can increase the number of people who are interested in ČRo, then they maybe can also increase the number of visitors for example of public museums and galleries.

2. Theoretical Background

According to Pelsmacker (Pelsmacker, 2001) the role of internet and its usage for marketing is quickly increasing. Via web pages companies are targeting their customers, they are representing themselves. Direct marketing also no distance difficulties brings

internet to marketing tool no.1. Patrick De Pelsmacker (Pelsmacker, 2001) says that the web campaign must be customer oriented and there for it is important to adjust the image (graphical ad impression) of the campaign same as to make sure that the needs of the customers are satisfied (caught).

Lukáš Urban (Urban, 2011) states that the functionality of media is to inform, control, socialize, educate, and entertain. He criticize that the modern approach is to turn news into reality shows because than the number of people interested in this subject increases. To entertain now moves to the fist position and that is not good for the future generation. Media should reflect the culture, its needs and achievements and it should be candid, unprejudiced, and well-balanced.

To pick as the target group can be a good way how to increase the knowledge about something, at least according to Hana Srpová (Srpová, 2007). It is important to realize what influences them the most. In case of our study we should mention the bag-wagon effect which influences not just teenagers but everybody. The desire of all people is to be part of an important group, to be part of something special, to be updated, to gain friends and look good. In can be used in a marketing campaign if the product or service we are trying to advertise is popular or has a public credit. As in our case, to be a friend of the Czech radio means that you are smart. Also Srpová mentions that if a company needs to gain attention of people in their twenties, they should increase their brand name and to target the group using appropriate langue, so the company seems more customer friendly.

Based on the history of Český rozhlas and also because of its goal to educate, the stations of Český rozhlas are mainly listened by the older generation. If we look at the Český rozhlas' presentation made by the company Mediamaster (Fast Rorward, 2009) in cooperation with AISA, it is presented that the average age of listeners is from 45 to 79 years. There are many reasons for this, first of all the stations are very informative. Especially the station called Radiožurnál is a news radio broadcast. It has been proved, that Radiožurnál is listened mostly by educated people who either finished or are studying at university. Top chart songs are also not very common, mostly Czech songs from 70's, 80's, and 90's. The biggest significance of this fact is at Český rozhlas 2 – Praha. This station has the highest age average. Classic music broadcasting is represented by Český rozhlas—Vltava. We can add to this list many other specifications and stations. However the reason for this mention is that the management of Český rozhlas has realized that they are missing all the people from younger generation, they are lacking listeners and in other words, they are losing money.

All the young and middle age people are mainly impressed by other three radio stations out of more than 80 radio stations in the Czech Republic, which are understood to be the biggest competitors of Český Rozhlas: Frekvence 1, Rádio Impuls and Evropa 2. Based on the Radio Project done by Český rozhlas itself, the most successful radio with highest number of listeners is Evropa 2 (11.2%), second is Rádio Impuls (10.6%), third Frekvence 1 (9.1%) and fourth Radiožurnál (7.4%). Because of this fact, Český rozhlas is trying to bring new and younger listeners via new web pages and through Facebook

and Twitter. The idea is to capture the young generation via making friends on Facebook to which is connected the number of likes on Facebook page or by increasing the number of followers on Twitter.

As it is mentioned by Bednář (Bednář, 2011) the major group using Facebook and Twitter in the Czech republic is at the age of 18-34. That is exactly the group which the Czech radio wants to target. According to Bednář's study the major question is who are the people whose attention we are trying to capture. We need to decide what is the goal of our presentation and who do we not want to target. (Bednář, 2011).

When we decide what is the goal of our campaign—in our case to increase the number of young listeners, we need to choose the right marketing strategies. As Tim O'Reilly describes in his book, Twitter is the right tool if we have a specific group we are targeting. (O'Reilly, 2009). Twitter is more useful for sharing news and commentary, business conversations—in our case great for ČRo 1—Radiožurnál. The most important rule is not to have the same information and same profile on Facebook and on Twitter. The users of these applications are different and they do not seek the same information. (Bednář, *Marketing na sociálních sítích*, 2011)

Even though we create a good profile on both we also need to do the most important thing—we need to analyse the difference which was made thanks to our campaign. Simply said, we should know how many visitors came to our web page thanks to Facebook or Twitter (number of visitors), how long they were on our web page (average time on site), also what did the visitor want to see (views per visitor), etc. (Kaushik, 2007)

2. Research Methodology

Thanks to cooperation with the division of Český rozhlas called New Media, the main idea was to compare different time periods of Facebook analytics and statistic. Not just number of likes during the time, but also the average age, number of people connecting from abroad, number of shared documents, etc. We also used the information gathered in the study form RadioProjekt and MediaProjekt which focuses on detailed information about listeners and their ability and willingness to use internet and to listen to radio online, because if people do not want to use internet, then the whole idea of Facebook is worthless. This study was used for creation a new marketing strategy. Český rozhlas developed a new radio player which will be communicated on Facebook and according to gender and age of a Facebook friend, different radio stations will be shown. The campaign starts on November 1st 2011. This inspiration came from BBC, which has iPlayer. The number of BBC listeners increased after they had launched this player, according to their years report. So there is a question if the new look and player will be as successful in the Czech Republic.

Twitter is more complicated while it is not much used yet. We got help from Mr. Filip Rožánek, who has worked as an internet specialist for Český Rozhlas since 2006. The most known and most followed tweet is zpravy.rozhlas.cz (Twitter statistic, 2011).

Tweets are prepared especially for Twitter and there are only 688 followers now. For example Evropa 2 has 2 285 followers.

The third part was to examine Google analytics and yahoo analytics and to compare number of web visits and to realize from which web page people entered homepage of Český Rozhlas. The attention was paid to the number of visitors from Facebook, so it could be decided, if the idea, how to bring new listeners, was correct and if it is effective to support the web creation as it is done now. Also we compared the number of visits within the time period try to summarize if the new media are supporting Český rozhlas.

3. Results and Findings

The research made by Veronika Smrkovská (Smrkovská, 2010) was trying to answer a question—which media is most preferred by students at university. The results showed that 42.78% of students prefer internet to any other media. On second place was TV, with 30.56%, third were newspapers with 15% and last was radio 11.67%. Based on these results it is logical to support new web and media on internet to increase the number of listeners.

First we shall focus on Facebook results. We wanted to know, how many people like the Facebook page of Český rozhlas and how often they visit this page. Even though the Facebook page of Český rozhlas was founded in 2009, it was not possible to track all the visitors. The Facebook insights were activated in May 2010. That is the reason why you can see the incline of the line in May and not earlier. The real difference was obviously made in December 2010, when the first Facebook campaign was created.

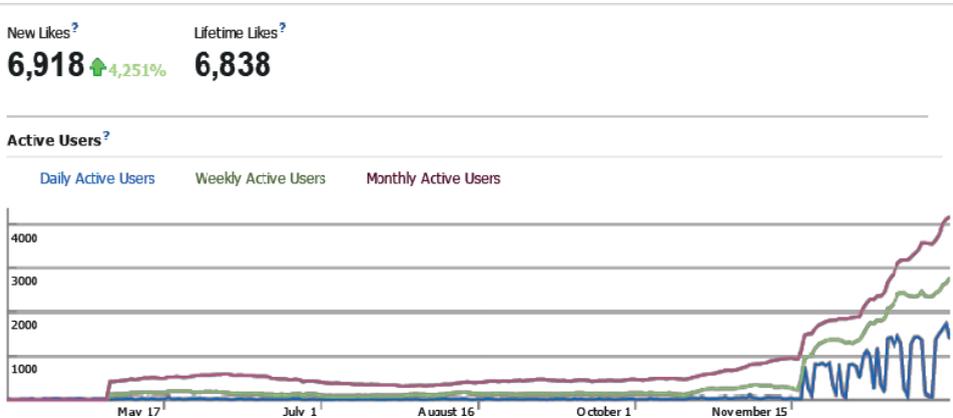


Figure 1. Number of users of Facebook in the time period 1.5.2010–31.12.2010, Facebook Insights

If we compare the Figure 1 and Figure 2, there is a significant increase in number of likes from 6 838 to 12 603. The growth is stable and Český rozhlas hopes, that before the end of 2011 it will hit 13 000. Of course, this number is still lower than the number of friends of Evropa 2 (120 392) (Facebook, 2011), however Impuls has only 7 807 (Facebook, 2011). It is mainly an age difference. We will discuss it in the following paragraph. It means that the idea of the management of Český rozhlas is correct, while they try to increase the number of their listeners by using Facebook. It is the new way how to communicate and how to reach a big number of people at once.

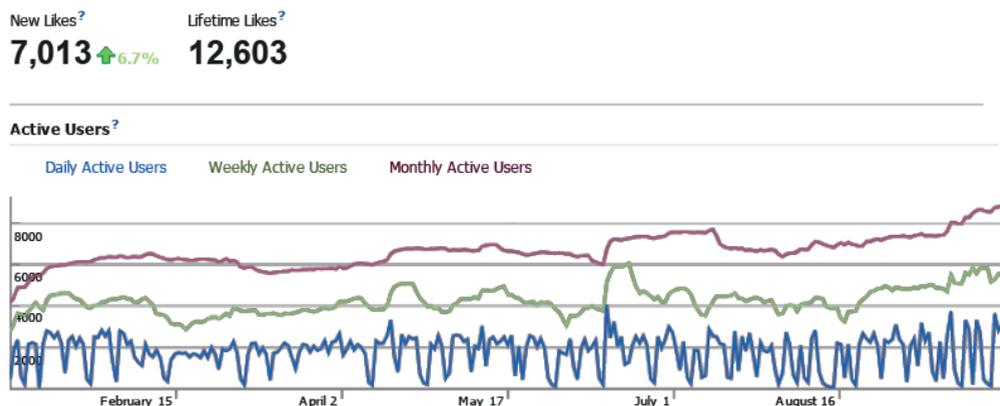


Figure 2. Number of users of Facebook in the time period 1.1.2011 – 30.9.2011, Facebook Insights

Not just the overall number of likes is important, but also the specification of people who like the Český rozhlas page. These statistics describe interactions between the users and our webpage—more specifically the activity and number of likes. (Bednář, Marketing na sociálních sítích, 2011) If we look at the following Figure 3, there is the description of gender and age of Český rozhlas friends. We can see that there are more men than women who are interested in the Facebook page of Český rozhlas, but the difference is not very significant. The biggest surprise is that the biggest number of friends comes from the age group 13-17 years. Then the groups 18-24 and 25-34 are almost equal by the percentage. Then the number declines, which is only supporting the idea, that only the younger generation uses Facebook. So the strategy to reach Český rozhlas's potential younger listeners via Facebook is correct. The lowest number is in the age group 45-54, the percentage in the oldest group is also not high. However, the current listeners of Český rozhlas are in the age group of 45–79.

Demographics

Gender and Age?

Female 44%	14%	9.8%	9.9%	4.9%	2.3%	2.5%
	13-17	18-24	25-34	35-44	45-54	55+
Male 53%	16%	13%	11%	6.6%	2.4%	3.5%

Figure 3. Demographics—Gender and age of friends, Facebook insights

To answer the question why some radio stations have so many Facebook friends and some do not can be answered also by the age of their listeners and primary by their accessibility to the internet. The following Figure was made by Český rozhlas and was part of Radio Project in the first quarter of the year 2011. There are shown the country-wide broadcasts of Český rozhlas and also the three main already mentioned competitors of Český rozhlas—Evropa 2, Rádio Impuls, and Frekvence 1. The study compares the number of listeners with internet connection and without internet connection.

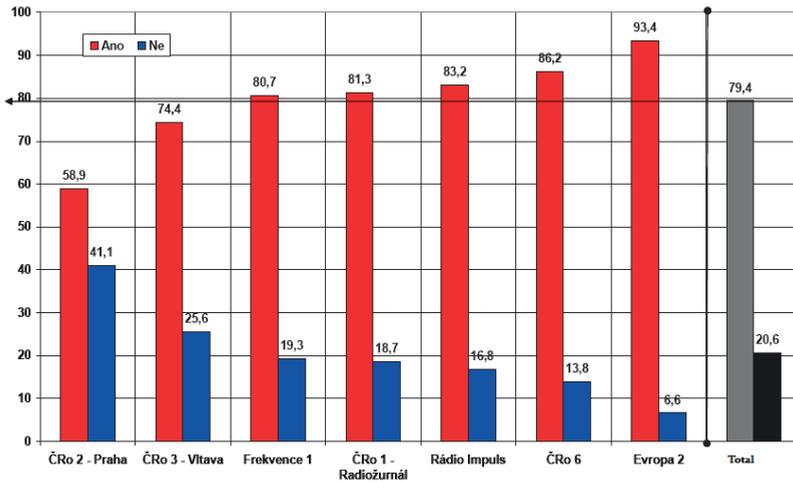


Figure 4. Number of listeners with access to the internet, (Ano = yes, they have access, Ne = no, they do not), RadioProjekt

As it is shown in the Figure 4 above, the lowest number of listeners without internet connection Evropa 2 has (6.6%), on the other hand, the highest number of listeners without internet connection Český rozhlas 2—Praha has. However we could add, that ČRo—Praha has the highest average number of listeners' age. To this information we should connect the table showing the number of listeners.

Table 1. Basic indexes of chosen radio stations, based on Radio Projekt - SKMO 2nd January, 2011—30th June, 2011

	Basic indexes of radio stations						
	in the last 7 days		yesterday		average time of how long people listened to the radio station		market share
	thousands	%	thousands	%	Hours per week	Relative in minutes (per 1 day)	%
ČRo 1 - Radiožurnál	1 243	13,90	692	7,80	15	191	7,80
ČRo 2 - Praha	577	6,50	351	3,90	9	225	4,70
ČRo 3 - Vlatava	171	1,90	59	0,70	1	122	0,40
Český rozhlas (total)	7 565	84,80	5 655	63,40	190	299	
Evropa 2	1 837	20,60	872	9,80	16	161	8,30
Frekvence 1	1 812	20,30	897	10,10	20	199	10,50
Rádio Impuls	2 059	23,10	976	10,90	23	208	12,00

If we look at the Table 1, Český rozhlas 1—Radiožurnál is on the fourth place in the number of listeners. The highest number has Rádio Impuls, then Evropa 2 and on the third place is Frekvence 1. Rádio Impuls has also the longest average time in which people listen to the radio station, 23 hours in a week, 208 minutes per day. In the number of listeners there is included the number of people, who listen to the radio on internet. So if we presume that all Facebook friends of Radiožurnál (5 888) (Facebook, 2011) listen to the radio station, we are still missing at least 686 112 possible friends and likes (692 000 - 5 888).

In Figure 5 there is shown the difference between the listeners of ČRo 1—Radiožurnál and the structure of the public using internet. The goal is to have these two groups equalized. If we look at the age structure of people using internet, we see that there is potential in age groups 20-29, 30-39 and 40-49 years. These people using internet but not listening Radiožurnál are the ones, whose attention the management is trying to interest via launching Facebook, Twitter and new player on its web site.

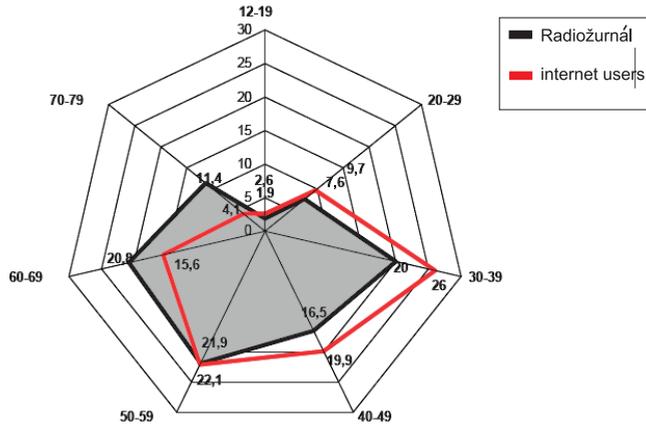


Figure 5. Comparison of age structure of public using internet and of Radiožurnál's listeners, Research of Český rozhlas

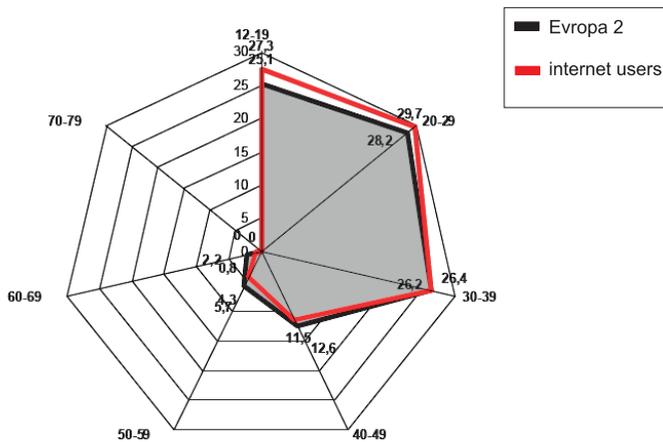


Figure 6. Comparison of age structure of public using internet and of Evropa 2's listeners, Research of Český rozhlas

We already mentioned that the highest number of Facebook friends has Evropa 2 (120 392) (Facebook, 2011). If we look at the Figure 6 there is obvious similarity between the age group of people using internet and age group of Evropa 2's listeners. Evropa 2 is using its potential; however it might be hard to increase the number of listeners in future.

Figure 7 shows what is most common for age categories to use internet for. It is obvious that internet is mainly used by the age group 20-29. This group also uses the Facebook and other media at most. These are the potential listeners who should be hit by the Facebook campaign.

The other age group in which Český rozhlas searches for its listeners is 30-39. The other groups do not use Facebook so often; however other groups already listen to Český rozhlas. And the management presumes that if the younger people learn to listen to Český rozhlas, they will continue listening to it also in their older age.

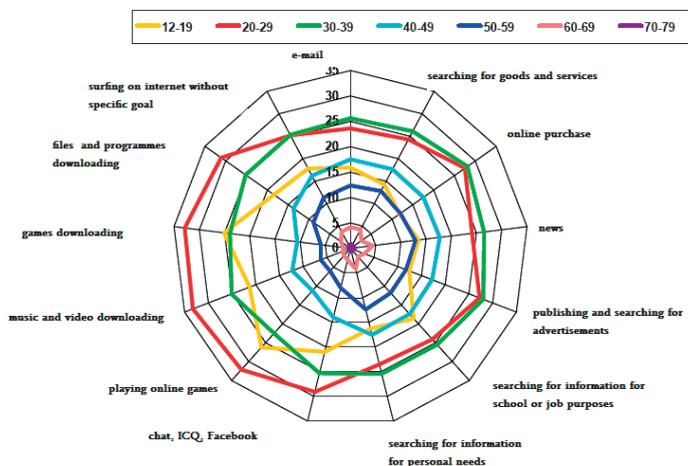


Figure 7. Usage of internet, age categories and data gathered in the first quarter of 2011, based on the MediaProjekt study

Based on the prognosis till the year 2060 done by the Czech Statistical Office, the generation will grow old. The number of older people will increase and the number of people over 60 will be higher than 35%. Those are the ones, who are now young, in their 20s. So if the management plans on long term basis, there is nothing better than to teach the young one to listen to their radio, because it is a good long term investment.

As is described by Kaushik, no matter what web analytics tool we use, most of the data obtained is based on customer clicks and we receive combination of facets of website traffic such as: visitors (visits, total, unique), page views (individual, aggregates, averages), time (overall, averages, slices), and references (counts, websites, keywords and trends). Every report represents one of proceeding metrics. However the most important question is—what does it mean that all these people visited our web page? (Kaushik, 2007)

Thanks to Google Analytics, Český rozhlas knows, that 351 680 people clicked on Český rozhlas's web page from Facebook in the year 2011. In the previous year 2010 it was 184 031 clicks, in the year 2009 only 35 008 clicks and in 2008 only 964. From these numbers we can presume, that Facebook works and brings new people to Český rozhlas's web and increases the possibility of new listeners.

Based on the study done by Kateřina Němcová, (Němcová, 2011), which was trying to answer the question, which of the marketing campaigns of Český rozhlas 3—Vltava is well known in public, we discovered, that people mostly do not remember any cam-

paign or they remember: “Vem Aloise na kolo” (Take Aloise on bike). This project was trying to educate teenagers studying in high school, and it distributed all the well known literature in MP3 format and they were available for download for free. (Rozhlas, 2011)

If we look at the web page of BBC radio (BBC, 2011). They have 5 ways of how to listen to their broadcast: on schedules, on internet, on mobile, on iplayer (digital radio) and on podcasts. The best advantage which we see is that BBC translates its news and analysis to many languages. It is not just English, German, Spanish, French, and Russian. They also translate to: Arabic, Chinese, Hindi, Nepali, Persian, Portuguese, Swahili, Turkish, Vietnamese, etc. If you look at the web page of rozhlas (rozhlas, Český rozhlas, 2011), there is only possible to change the languages into English and from English to change to German, French, Russian, and Spanish. We recommend, that Český rozhlas should translate its news into Vietnamese, because of the increasing number of Vietnamese people living in the Czech Republic (56 716 as of 31 August, 2011) (Office, 2011). We also recommend making easier to change the language.

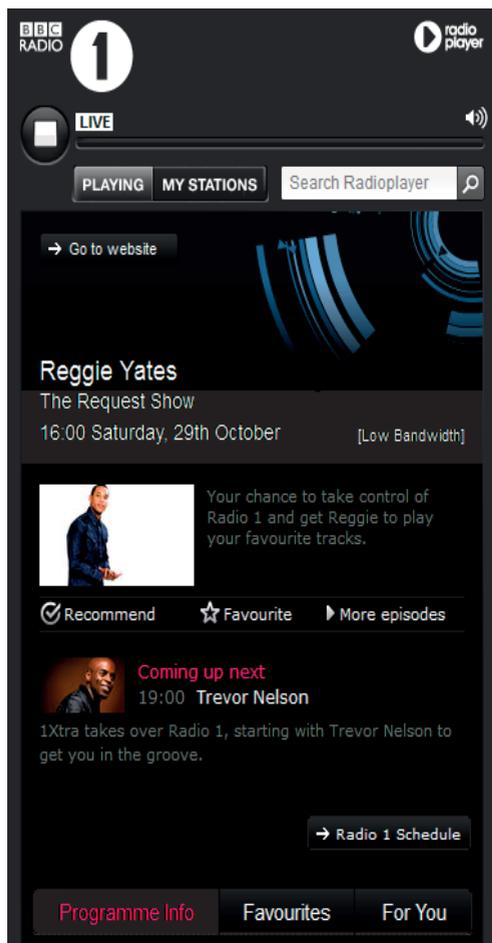
Český rozhlas has a new application for iPhone and mobile phones using Android operating system. It also has a new application for listening to radio on mobile phones. All of these were made in attempt to follow BBC example. It is not possible to choose in which format you would like to listen to the radio online—same issue for BBC and Český rozhlas. However this should change with Český rozhlas’s new player, in which it should be possible to choose between formats (mp3, wma, etc). More than that, the player should consist of the iplayer consisting of all the archive documents, which you may listen to whenever you like.

The interesting thing is that on the whole web page of BBC, and not just BBC radio but also BBC world news, there is no logo of Facebook or Twitter and you cannot become a friend unless you go on Facebook page and look for BBC. In spite of this fact, BBC News has 207 029 friends. (Facebook, 2011)

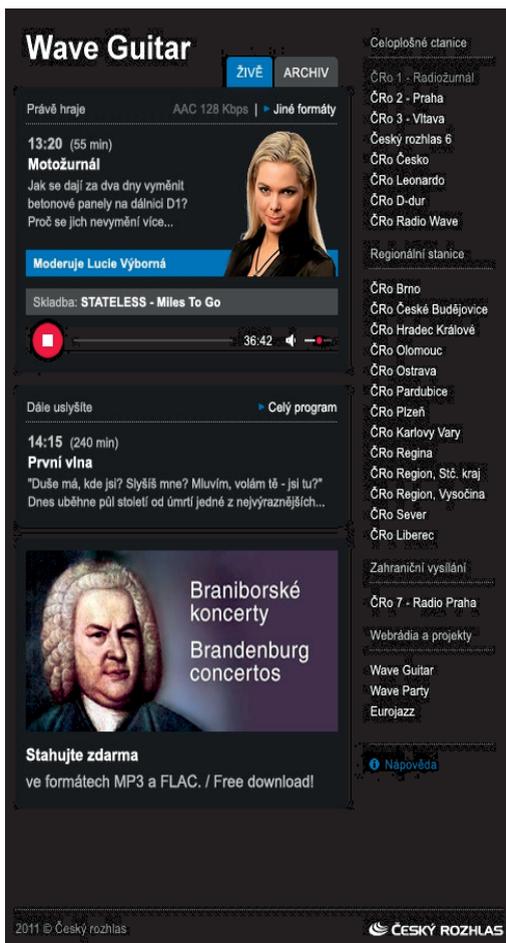
4. Conclusions

The purpose of this research was to draw attention to the current marketing trend—using new social technologies. The Czech radio decided to use these new media (Facebook and Twitter mainly to increase number of younger listeners and to draw attention to their web pages. The Czech radio wishes not just to support and represent their brand name but also to increase the number of listeners online. According to Bednář, the average Facebook user is from 18 to 34 years old which is precisely the age group the Czech radio is lacking. The average age of nowadays listener is 47-79. The whole concept also includes the idea of learning the young generation to educate themselves, to listen to interviews and debates, not just be keen on pop charts.

While creating a marketing campaign it is crucial according to Bednář to answer three questions—who do we want to target, what do we want the people to do? Who do we not want to target? And then we use web analytics to realize if the marketing campaign was successful and how many new visitors entered our web page and how many likes and followers we gain on Facebook and Twitter.



Picture 1. BBC iPlayer



Picture 2. New Player of Český rozhlas

The biggest icon for Český rozhlas is BBC radio, which gave first impulse to create a new iplayer, which will be launched on November 1, 2011. The study summarized the results of Facebook Insights and Google Analytics, and it used studies made by Radio Project and Media Project especially for Český rozhlas purposes. And it also uses the researches trying to answer the question, which campaign of Český rozhlas people do remember. (Němcová, 2011) and which media is used the most by university students (Srnková, 2010).

Facebook page of Český rozhlas has now 12 603 friends and the number has been increasing since the year 2009, when the page was founded. The biggest age group represented on Facebook is from 13 to 34 years. Those are the listeners that Český rozhlas needs. The theory of supporting Facebook proved to be right also by the increasing number of clicks on Český rozhlas's webpage from the Facebook page. The new trend shows clearly the idea to support web page and new media is right and it grows impor-

tant for marketing. By Facebook and Twitter every company not just radios can access huge number of people at once and try to bring them to their side. It is possible to focus a marketing campaign on specific groups and to divide the products based on people's needs and likes. And because it is possible to connect all over the world the pages should be translated to as many languages as possible.

The goals of the national public radio should be and has to remain the same and there is no way of changing the topic on radio broadcast to more attractive but less educative. Český rozhlas has a specific name and its role is to broadcast everything which has some value no matter if the topic is popular or not. Many people think of Český rozhlas as a station which is not for them and that can change thanks to better communication with people via new media. However it is important not to forget that one thing is to bring new people to listen to their broadcast and other thing to persuade them not to leave. The ways of doing this are true and fast world news, educative and also interesting interviews, overall information about the cultural trends and good music.

Works Cited

- BBC. (2011). *BBC Radio*. Retrieved October 29, 2011, from BBC : <http://www.bbc.co.uk/radio/>
- Bednář, V. (2011). Marketing na sociálních sítích. In V. Bednář. Brno: Computer Press, a.s.
- Dědiček, D. (2010). 333 tipů a triků pro Facebook . In D. Dominik. Brno: Computer Press, a.s.
- Pelsmacker, P. (2001). Marketingová komunikace. In United Kingdom: Pearson Education Limited.
- Urban, L. (2011). Masová komunikace a veřejné mínění. In České Budějovice: Grada Publishing.
- Srpková, H. (2007). Od informace k reklamě. In Ostrava: Ostravská univerzita.
- Facebook. (2011). *Facebook*. Retrieved October 27, 2011, from Facebook: <www.facebook.com>.
- Fast Forward, r. s. (2009). *Český rozhlas*. Retrieved October 29, 2011, from media-master: <<http://www.media-master.cz/rozhlas/cesky-rozhlas/>>.
- Kaushik, A. (2007). Web Analytics—An hour a day. In A. Kaushik. Indiana: Wiley Publishing, Inc.
- Office, C. S. (2011). *Population*. Retrieved October 29, 2011, from Czech Statistical Office: <<http://www.czso.cz/eng/redakce.nsf/i/population>>.
- O'Reilly, M. (2009). The Twitter Book. In O. T. Sarah. Sebastopol: O'Reilly Media, Inc.
- rozhlas, Č. (2011). *Český rozhlas*. Retrieved October 28, 2011, from Český rozhlas: <<http://www.rozhlas.cz/english/general-information/>>.
- rozhlas, Č. (2011). *Čtenářský deník*. Retrieved October 27, 2011, from Český rozhlas: <<http://www.rozhlas.cz/ctenarskydenik/portal/>>.
- rozhlas, Č. (n.d.). *Dozorčí rada*. Retrieved from Český rozhlas: <<http://www.rozhlas.cz/rada/portal/>>.
- Smrkovská, V. (2010, March). *realizované průzkumy, sledovanost hromadných sdělovacích prostředků*. Retrieved October 30, 2011, from vyplnto.cz: <<http://www.vyplnto.cz/realizovane-pruzkumy/sledovanost-hromadnych-sdelovacich-prostredku>>.
- Twitter statistic*. (2011, November 1). Retrieved November 1, 2011, from <<http://twitter.com>>.
-

NAUJŪJŪ SOCIALINIŪ TECHNOLOGIJŪ TAIKYMAS NACIONALINIAME ČEKIJOS RADIJUJE „ČESKÝ ROZHLAS“

Kristýna Kostihová

Praha ekonomikos universitetas, Čekijos Respublika, kristynka.kostihova@gmail.com

Dagmar Čámská

Praha ekonomikos universitetas, Čekijos Respublika, dagmar.camska@vse.cz

Santrauka. Šis straipsnis paremtas šiuo metu ryškia tendencija visą informaciją viešinti interneto svetainėse, ypač „Facebook“ ir „Twitter“. Dėl šios naujos pritraukimo galimybės nacionalinis Čekijos radijas „Český rozhlas“ bando taikyti naująsias medijas. Šiuo būdu norima padidinti klausytojų skaičių ir pakeisti klausytojų amžiaus struktūrą, šiuo metu vyrauja 45–79 m. amžiaus klausytojai. „Český rozhlas“ anksčiau buvo laisvės ir čekų kultūros simbolis, bet atvėrus rinką 1989 m. buvo įkurtos naujos radijo stotys. Šiuo metu Čekijoje veikia per 80 radijo stočių ir tik trys jų sudaro rimčiausią konkurenciją: „Evropa 2“, „Frekvence 1“ ir „Rádío Impuls“. „Český rozhlas“ yra viešojo organizacija, įsteigta valstybės, ir jai ribojamas eterio laikas, kuris gali būti skirtas reklamai. Įstatymu draudžiama didinti „Český rozhlas“ pajamas parduodant eterio laiką reklamoms. Pagrindines pajamas sudaro licenciniai mokesčiai, kuriuos sumoka visuomenė ir įmonės. Todėl „Český rozhlas“ turi rasti kitą kelią didinti savo pajamas – didinti klausytojų skaičių.

Mes skaičiuojame „Facebook“ draugus per tam tikrą laikotarpį, analizuojame, kiek paspaudimų padaroma iš „Facebook“ tinklalapio į „Český rozhlas“. Naudojomės jau paskelbtais tyrimais apie žmones ir jų įpročius, pvz., kodėl jie naudojami internetu arba kurias naująsias medijas jie mėgsta labiausiai. Jaunesnioji karta daugiausiai laiko praleidžia „Facebook“, ICQ ir kitose pokalbių svetainėse ar tiesiog rašo elektroninius laiškus, siunčiasi filmus ir muziką iš interneto. Pastebimas teigiamas pokytis – „Český rozhlas“ „draugų“ ir „pamėgimų“ per pastaruosius dvejus metus padvigubėjo. Mes darome išvadą, kad jaunesnioji karta naudoja internetą norėdama pasiekti visų rūšių medijas, „Facebook“ „draugų“ skaičius tolygiai auga ir daugiausia apima 13–17 m. amžiaus jaunimą. Dėl šios priežasties sumanymas tirti naujų medijų (tokių kaip „Facebook“, „Twitter“) taikymo galimybes yra tinkamas žingsnis siekiant padidinti klausytojų skaičių ir didinti radijo žinomumą. Taip pat dėl naujų „Český rozhlas“ projektų, tokių kaip žymių autorių knygų platinimas (mp3 formatu). Šio projekto tikslas – kad paaugliai galėtų klausytis knygų, parašytų žymių autorių, važinėdami dviračiu ar čiuožinėdami pačiužomis. Taip būtų galimas paprastesnis asmenų lavinimas. „Český rozhlas“ įkvėpimo suteikė BBC radijas ir jų naujausia tema: naujas žaidėjas, kuris darba pradeda 2011 m. lapkričio 1 d.

Vis dėlto svarbu nepamiršti, kad vieni dalykai pritraukia prisijungti klausytis ir visai kiti dalykai paskatina pasilikti. To gali padėti pasiekti tikros ir greitos žinios, šviečiamieji ir pramoginiai interviu, informacija apie kultūros tendencijas ir gera muzika. Svarbu tęsti nepriklausomą darbą ir nekartoti komercinių radijo stočių, grojančių MTV hitus.

Raktažodžiai: „Český rozhlas“, BBC, „Facebook“, „Twitter“, nacionalinis radijas, tinklalapio lankymai, klausytojai.