

Press Release

Prague, November 18, 2013

Tune into the Future with "Česko 2023" Project

On Monday, 4 November 2013, Czech Radio launched a new project that will involve all Czech Radio's stations. Česko 2023 will offer interesting programmes, videos made with the sponsors of the individual topics, and a web-based application for the evaluation of results. It will partly be published now and partly remain a secret until 2023, when Czech Radio will mark the 100th anniversary of the start of its broadcasting.

A recurring motif running through the project is the theme of the future, prognosis, forecasting and planning. "Our Česko 2023 project team has long searched for a suitable motto and having considered dozens of proposals, we finally opted for the claim: Tune into the Future," says **Ondřej Nováček**, the head of the Broadcasting Centre and the supervisor of the whole project. "It is exceptional in that it not only refers to radio tuning but also to tuning of the future in the sense of its designing or planning. And this is what the listeners are supposed to do – tune into interesting programmes and tune into the future using our Internet application", concludes **Ondřej Nováček**.

Tune into the future

Each day from 4 to 30 November, one of the listeners will be awarded for his or her prediction of the future, winning a smart radio suitable for the reception of digital radio broadcasting. Tuning into the future is also supported by the visual graphics presented on the [Česko 2023](#) project's website, with which the visitors can choose whether they want to see the future in purely positive or negative terms. Those who contribute their vision of the future will receive an email in 2023 reminding them of their prediction that, in ten years' time, can be compared with the actual reality.

The project also plays a key role in social media. "Our aim is to maintain maximum contact with the listeners. It will be laborious, but achievable through a joint effort of social media editors of all stations", says **Miloslav Hamřík**, social medial editor of Czech Radio's Radiožurnál station and the project's social media team leader.

Listeners will be able to tune into the future from 4 November until the end of the month. Starting on 2 December, radio stations will publish the predictions and on 4 December, Peter Duhan, the Director General of Czech Radio will seal the message for the year 2023.

For more information about Czech Radio,
please visit the official Service for Journalists (webpage in Czech)

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For more information please visit the project [web page](#).

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