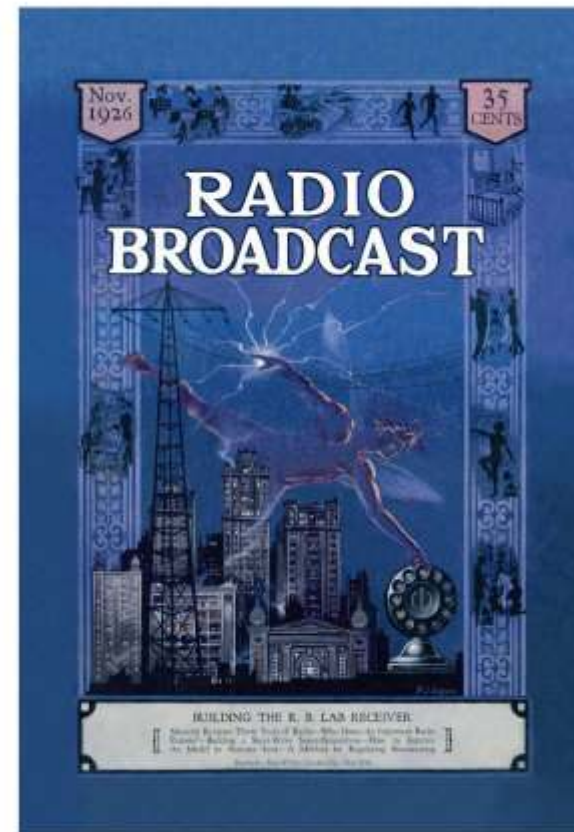


PUBLIC RADIO BROADCASTING AND NEW MEDIA

Adriana Tomašić
Jelena Di Ceglie
Silvio Šop

DUBROVNIK, 2009.

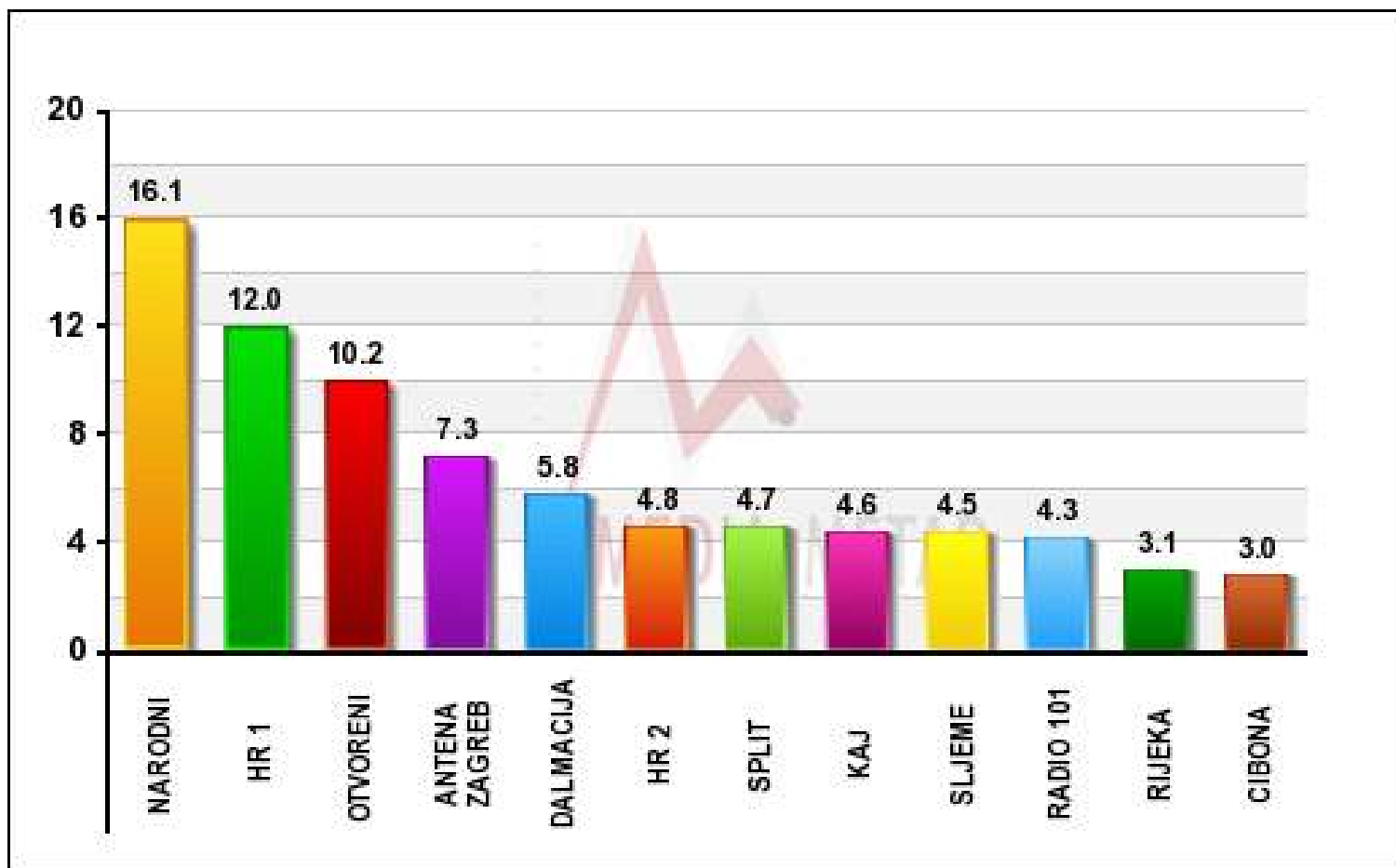


CROATIAN RADIO



- Croatian radio, as the radio with public interests, acts today in the surroundings of many commercial radio stations, which are working today explicitly based on profit
- Competition of radio programs, decrease of standards and quality of program at the expense of entertainment, are the frame within the public radio which sets different programs and technological standards
- Public radio and radio programs found themselves at crucial moment

I - III / 2009. - MEDIAMETAR



RADIO WITH PUBLIC AIMS



- Should inform objectively, teach of quality and entertain Croatian citizens, and to show, encourage and built all the shapes of culture and art, respecting the role of national public television
- CROATIAN RADIO offers contents to the market which different themselves with excellence, from the offer of commercial medias, and in realization of these aims a fast technological development is a "must" with a respect of global and local changes in media space

ORGANISATIONAL CHANGES



- Mission of Croatian Radio Television has been imagined as the creation of such radio and television, in fact the multimedia program which would be acceptable to all
- The reorganization, optimization and change of structure of employees will follow

MEDIA TRENDS



- Concentration of ownership, decrease of content of public service and distinctly commercialization of content, liberalization of media markets
- Converge of medias, fragmentation and globalization
- The most important media trend is in technology, that is in digitalization of all media and forms of communications
- Determination has been shown, that the public radio service should be more present on internet

THE NECESSITY OF CHANGES



- Programs are listened on internet, mobile phones, and new technologies are enabling different approach
- Two new special music programs are broadcasted on the internet
- The speaking program has been devised as the combination of most quality program contents for children, educational, science, drama and cultural redaction of Croatian radio
- Web pages are prepared for the regional radio stations

www.hrt.hr

The screenshot shows the HRT website interface. At the top left, it says "O HRT-u" and "HRT Hrvatska radiotelevizija" with the time "17:48:28". On the top right, there is a "UŽIVO" (LIVE) indicator and "HR EMISIJE NA ZAHTJEV" (HR PROGRAMS ON DEMAND) with a microphone icon. Below the header, there are navigation links: "Prilagođavanje stranice", "Reset stranice", "Postavi kao početnu", and "Dodaj u favorite". The date "utorak, 18. studenog 2008." is displayed on the right. The main content area is divided into several sections: "Izdvojeno" (Featured) with a photo of three men and a list of news items; "Vijesti" (News) with a sub-section "Kosovo ima svoj plan" and a list of news items; "Mirjana Rakić" with a photo and the text "Tko vlada Afganistanom?"; "Filmovi i serije" (Movies and series) with a sub-section "Žvot" and a list of items; "HTV i HR program" with a "DNEVNIK" banner; "AMERIČKI IZBORI" (American elections) with a photo of Barack Obama and the text "uživo na HTV-u"; "Volim Nogomet" (I love Football) with a soccer ball icon; "HRT na satelitu" (HRT on satellite) with a satellite dish icon; and "DVB-T" with the text "Promjene kanala emitiranja HTV 1 i 2". At the bottom right, there is a link for "Glazbena proizvodnja" (Music production).

O HRT-u
HRT Hrvatska radiotelevizija
17:48:28

UŽIVO
HR EMISIJE NA ZAHTJEV

Prilagođavanje stranice Reset stranice Postavi kao početnu Dodaj u favorite

utorak, 18. studenog 2008.

Izdvojeno

Srbija želi nagodbu s Hrvatskom?
Dan sjećanja na žrtvu Vukovara
Protimjenje zemljištanju plaća
Predao se bjegunac Josip Bikić
Sušec: Sve u skladu sa zakonom

HTV i HR program

DNEVNIK

AMERIČKI IZBORI
uživo na HTV-u

Volim Nogomet

HRT na satelitu

DVB-T
Promjene kanala emitiranja HTV 1 i 2

Glazbena proizvodnja

Vijesti

Kosovo ima svoj plan
Tko je najbolje plaćen?
H. Clinton razjedokuje Roca?

HRVATSKA:
Tjeralica za Karlovićem
Teška nesreća kod Arene
Sjećanja na Škabrnju

SVIJET:
Robinson preuzeo dužnost
10.000 ljudi napustilo domove
Otelj tanker doplovio do Somalije

Mirjana Rakić
Tko vlada Afganistanom?

Filmovi i serije

Žvot
Ljetna vertikala
Znaš poginula

GERLSKI PROGRAM

www.radiodubrovnik.com

The screenshot shows the website for HR Radio Dubrovnik. At the top, there is a navigation bar with the text "PROMETNA KUĆA ILM DUBROVNIK D.O.O. DUBROVNIK". Below this is the main header featuring the logo "HR Radio Dubrovnik" in a stylized font. The website is organized into three main vertical columns. The left column contains a sidebar with various menu items such as "Kontakt", "O nama", "Programi", "Usluge", "Naslovna", "Arhiv", "Kontakt", "O nama", "Programi", "Usluge", "Naslovna", "Arhiv", "Kontakt". The middle column displays a list of news articles with titles in Croatian, such as "Kako izgleda izvođenje projekata izvan granice", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik", "Dobro jutro, Dubrovnik". The right column features a "Dobro jutro, Dubrovnik" section with a yellow sun icon and a "Dobro jutro, Dubrovnik" section with a green sun icon. At the bottom of the right column, there is a "Dobro jutro, Dubrovnik" section with a list of items.

THE NECESSITY OF CHANGES



- More content on existing "Radio on request" is planned
- The pilot project "Watch the radio" is developed- putting internet cameras in studio, so the listeners could watch on internet the radio program/or show
- It has been thought over the new service- SMS service news of Croatian radio, first with text than with tone - via MMS technology

FUTURE OF RADIO



- Multimedia redaction which for the their final product will have the form for media that works-text, text and the picture, audio or video data
- Reorganization in the way that is technologically enabled to the journalist to use all accessible ways of processing news, for all the medias-with text, audio, video
- Development of media agency
- Interdisciplinary and multi-practicality approach of employees

RADIO ON THE INTERNET - POSSIBLE ADDITIONAL INCOME



- To set the adverts on the internet sites, in different audio and video players
- To charge download of radio programs from the archive
- Although the program contents of public medias are not attractive for advertisers, they are the only one and irreplaceable when the question of culture and education of society is in stake
- Income should be invested in improvement of public radio, technology of new Medias and education of employees

NEW MEDIA - NEW SOURCES



- From the start of establishing, Radio Zagreb was the leader in development of radio diffusion in this area
- This role can be kept in the time which is coming with a new business organization, with a rapid technological development, optimization of total income and insurance of income from the new sources
- New Medias could be new sources

AND FOR THE END ...
LISTEN TO CROATIAN RADIO

