

# I news Letter

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## ČTK launches new multimedia editorial system



This year will be exceptionally busy for the Czech News Agency as three major international sports events will be accompanied by elections in the Czech Republic to the Chamber of Deputies, the Senate and local elections as well as many other events that are not yet in our lists of expected events. For ČTK, these events are even more important as most of them will be processed by reporters in a new multimedia editorial system.

*Programmers from ČTK.*

In any journalistic organisation, this system fulfils the role of the muscles, arteries and bones, all in one. It offers reporters the necessary technical stability, coordinates information, directs and plans processes, and connects all reporters and editors as well as computers, telephones, digital cameras, tape recorders, cameras. The products of all these elements come together to create an invisible network of communication channels. The system transforms the at

times chaotic and hectic activity and the hundreds and thousands of various texts, sound bytes, graphs, tables and images into an organised and effective network that results in news service to the media.

A press agency is a factory turning out news reports and its schedule is regulated by the automatic processing of information, careful planning of news events and by the ability to flexibly improvise. All this puts great pressure on the editorial system. If its creators wanted to really put it through its paces, then they could not have picked a better year.

Compared to its predecessor, the new system is prepared to handle and process any piece of news in any form: text, sound bytes, photographs, news videos, sports tables and graphs. These news "objects" can be then connected depending on the themes they are related to. The agency's clients, such as newspapers, magazines, television and radio stations, as well as web-based media, outdoor information panels and mobile telecommunication network operators, then receive a complete package of news and information which they can use for a wide range of needs. All they need to do is pick and choose what to use.

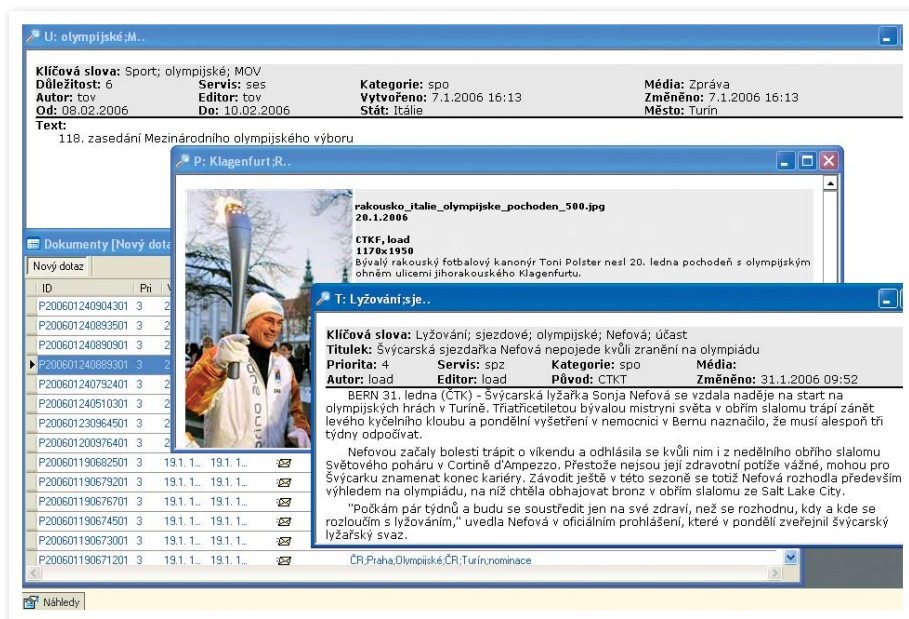
The new editorial system, tailored exactly to the agency's needs, also brings increased comfort to the agency's staff. Besides the possibility to immediately consult a number of dictionaries and encyclopaedias, reporters and editors will also have access to archived photographs, the ČTK Infobank or the Internet. The new system also places a lot of emphasis on working with the database of upcoming events.

The new editorial system was developed

by a team of ČTK programmers in cooperation with Exprit s.r.o. The system was designed according to the agency's needs and strategic goals. Its development lasted almost three years.

With the launch of the new system, ČTK joins a small group of advanced European agencies that are able to create their news in a multimedia environment and offer them in formats that meet international standards. It will bring advantages not only to the agency's reporters, but also its clients.

If you have any questions about changes to the agency's services in connection with the implementation of the new editorial system, please send them to [mrs@mail.ctk.cz](mailto:mrs@mail.ctk.cz) and we will be happy to answer them.



The multimedia editorial system enables processing of all types of news that ČTK offers.

## ČTK launches Slovak language services

The Czech News Agency is also active on the Slovak information market. Currently, ČTK has more than thirty clients in Slovakia, including national television stations, radio stations, newspapers, and other media outlets and state institutions. Until now, ČTK has provided services to them only in Czech and sometimes English.

At the end of the first quarter of this year, ČTK began publishing a service that, in addition to the already broad information, includes information from Slovakia in Slovak. ČTK has slightly strengthened its Slovak desk. A second publishing centre was established in Bratislava and new regional branches in Žilina and Banská Bystrica were opened. Another regional branch is in

Košice. Currently, the agency employs 15 reporters and photographers in Slovakia. Their goal is to provide high quality news from the most important political, economic and even occasional sporting events in Slovakia. This service will be supplemented by complex thematic materials. We estimate that the service will publish between seven to eight thousand news pieces a year. The service is conceived for expansion if clients desire so.

The Prague headquarters will translate the most interesting information into Czech and distribute it according to the appropriate services.

## Neris creates a joint Internet project with Czech Television

Traditionally, not only is ČTK swamped during major sporting events, but so is its subsidiary Neris. In cooperation with Czech Television, Neris is planning three large web-based projects for this year. The first, [www.zoh.cz](http://www.zoh.cz), was launched at the beginning of February to coincide with the beginning of the Winter Olympics. Visitors not only have access to information about the games and up to date scores and results from the site, but also practically everything that the two large media can offer from the Olympics.

Similar projects are planned by Neris and Czech Television for the Ice Hockey World Championships and the World Cup. The Internet sports portals that the two organisations have created together since 2001 are always very successful not only with users, but also with advertisers.



# News from the ČTK Photographic department

The Photographic department at ČTK will undergo a series of changes during 2006, the goal of which is to expand and improve the services offered to clients.

## AP Photo Service

A great advantage for international news is the exclusive representation of The Associated Press (AP) in the Czech Republic. Their photographs, which have won 29 Pulitzer Prizes, need no introduction. The current general AP service publishes more than 1,500 photographs daily from around the world covering the latest news from politics, economics, sports and show business.



Calista Flockhart, alias Ally McBeal, with her boyfriend Harrison Ford.



German speed skater Anni Friesinger.



A Toy Fair in Nuremberg.

We offer a selection of about 150 photographs as part of the daily ČTK Photo news. You can find the full AP service of about 1,500 photographs in the ČTK Photobank. We also can offer access to the AP central photo bank in New York with more than two million photographs online and more than ten million in the archives.

## ABACA Photographs

Another old-new agency that we represent exclusively in the Czech Republic is the French ABACA agency. These paparazzi photographs from the lives of the rich and famous, as well as various curiosities, can be found in Kaleidoscope, our service for magazines.

## Broadcasts in English

During February, the international part of the Photo news service began broadcasting with original English captions in order to make them available more quickly for clients.

## Digitalisation of the Photo archive

The digitalisation of the ČTK Photo archive will continue throughout this year. The costs associated with accelerating the transfer should in part be covered by the increase in prices for using extremely valuable historical photographs. Photographs with individual prices will be clearly marked.

## Services for clients

A new post of marketing manager has been created in the office and it has been filled by Zuzana Musilová, who worked for AFP. She will foster greater communication about client needs and new services as well as offer new and more advantageous forms of purchasing the service's products. You can contact her at [musilova@mail.ctk.cz](mailto:musilova@mail.ctk.cz)



A Renato Palestra fashion show in Rome. Photo: ABACA.

## We are preparing

Besides changes to content, we are also planning new graphics for our Photobank, which will improve orientation and easier searching for photographs. We hope that all the changes mentioned above will increase our clients' satisfaction using the photo news service or the Photobank.



Singer Liam Gallagher and the rock group Oasis. Photo: KEYSTONE. The ČTK Photobank also offers a selection of photographs from other major agencies such as EMPICS, DPA or LEHTIKUVA.

## Improving and accelerating the photo service

During the Winter Olympics, ČTK has greatly increased the capacity of its satellite broadcast channel.

This allows us to process a greater number of photographs from this event in an improved quality and in a shorter time.

We will proceed similarly during the FIFA World Cup this summer.

## Seminar on working with the ČTK service



Our clients are welcome to attend a seminar on working with the ČTK service, which will take place on 27.3. at 10:00 a.m. and on 29.3. at 3:00 p.m. at the ČTK headquarters, Opletalova 5/7, Prague 1.

Besides the traditional user seminar, we will be happy to answer any questions on changes in ČTK services after the launch of the new multimedia editorial system at the beginning of March.

**Please send your applications to [docekalova@mail.ctk.cz](mailto:docekalova@mail.ctk.cz).**

## ČTK Golden Pen

The Editor-in-Chief of all ČTK text news awarded the 11<sup>th</sup> annual Golden Pen awards for excellence in journalism. Twelve awards in total were given out for 2005. The top prize was awarded to Berlin correspondent Denisa Svobodníková for the speed, clarity and simplicity of her dispatches about the complicated political and economic situation in Germany and directing sports editor

Radomír Novák for his years of professional journalistic work and for his exceptional understanding of sporting events. ČTK Technical director Jan Kodera was awarded a special “Order of the Golden Mouse” award for his accommodation and understanding of the needs of journalists.

ČTK employs almost 220 active editors and reporters who work in the Prague headquarters and in branch offices. The agency has offices in 16 locations across the Czech Republic and in nine foreign countries.

## We recommend the exhibition “Golden Age of Media”

ČTK is the media sponsor of the “Golden Age of Media” exhibition, which is open until March 31, 2006 in the National Museum in Prague. ČTK provided a series of unique archived images and a panel presenting ČTK. The exhibition also includes a presentation of ČTK’s news, which is shown in the form of headlines above the main entrance to the gallery.

The exhibition also presents the most important journalists in Czech society up to 1938. Among the fifty portraits of such journalists as Karel Čapek or Karel Poláček, one can also find the second director of ČTK, Emil Čermák, who is considered to be the actual founding father of our organisation.

Emil Čermák was at the head of ČTK between 1920 and 1930. His abilities helped build ČTK into a modern press agency in the 1920s. Emil Čermák was exceptionally well-educated and spoke

seven languages. He spent many years in the Balkans as a correspondent for Reuter. Furthermore, he was friends with first Czechoslovak President T. G. Masaryk, who invited him to Prague to help found the agency.



*Emil Čermák (1864 – 1949),  
director of ČTK in 1920 – 1930.*



*Ceremony marking the laying of the foundation stone of the ČTK building in Opletalova street (at the time Lutzow street) in Prague in 1928.*