

Annotation

After the Velvet Revolution in 1989, the Czech media landscape was getting its second wind. The boom in the private sector of the broadcasting landscape of Czechoslovakia, and later the Czech Republic, was unprecedented. However, it often preceded the legislative changes of the reborn state. Society-wide changes were followed by granting of first experimental licenses to local radio broadcasters, but in 1993 the Broadcasting Council decided to provide the transmitters to two nationwide stations - Frekvence 1 and Radio Alfa. Alfa was, in fact, the first nationwide private radio in the Czech Republic which started broadcasting on September 13, 1993. During six years of existence, it has earned its place on the private radio market in the Czech Republic. Until today, a little legacy of this frantic time has been retained, therefore it is even more important to remember the existence of Radio Alfa through memories of radio journalists who formed the radio during that time and experienced this key stage of the Czech media market in the 1990's. This is also the aim of the thesis, which offers a comprehensive picture of the origins of commercial radio broadcasting in the Czech Republic (with emphasis on so-called dual broadcasting system) through a case study of Radio Alfa, including research interviews, archival documents, annual reports of the Broadcasting Council and media coverage of the radio in newspaper articles during 1990's.