

This dissertation is aimed at a local broadcasting of Czech Radio (ČRo). Special emphasis is on station Czech Radio – Regina (ČRo – Regina), that broadcasts for capital city Prague. The first part of this dissertation is briefly about a local broadcasting history of Czech Radio and its legislative frame. Next part is focused on change of program schneeme in Czech Radio – Regina in 2006. The second part is as well about listening rating in 2006, with one year distance. The chapter about reasons and tools for change is not missing. The authoress is evaluating research in radio audience preferences in Prague in the practical part of the dissertation. This chapter is completed with own qualitative research. This is the base for the final program change evaluation and radio management recommendation.