



 ČESKÝ ROZHLAS



[www.rozhlas.cz/](http://www.rozhlas.cz/)  
**leonardo**



# The adventure of learning



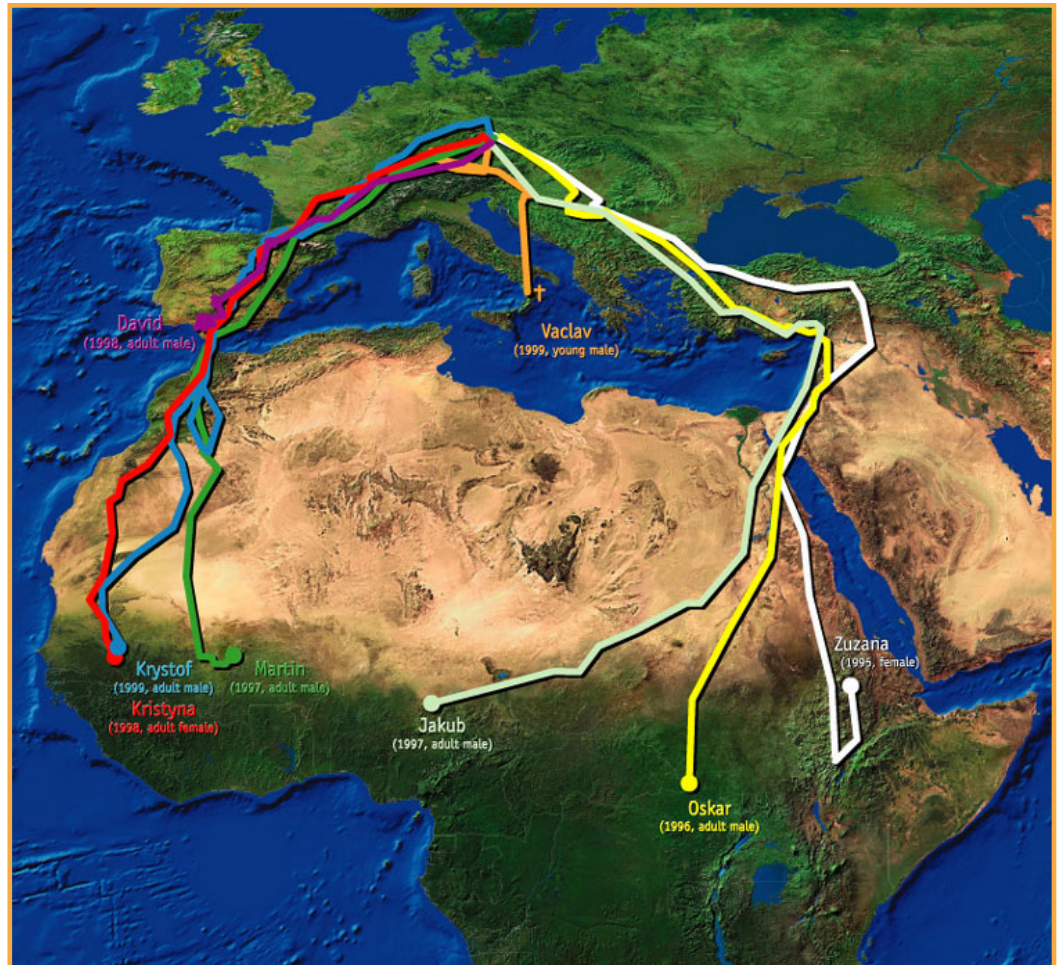


# African Odyssey











SLIGHTLY DIFFERENT REALITY SHOW

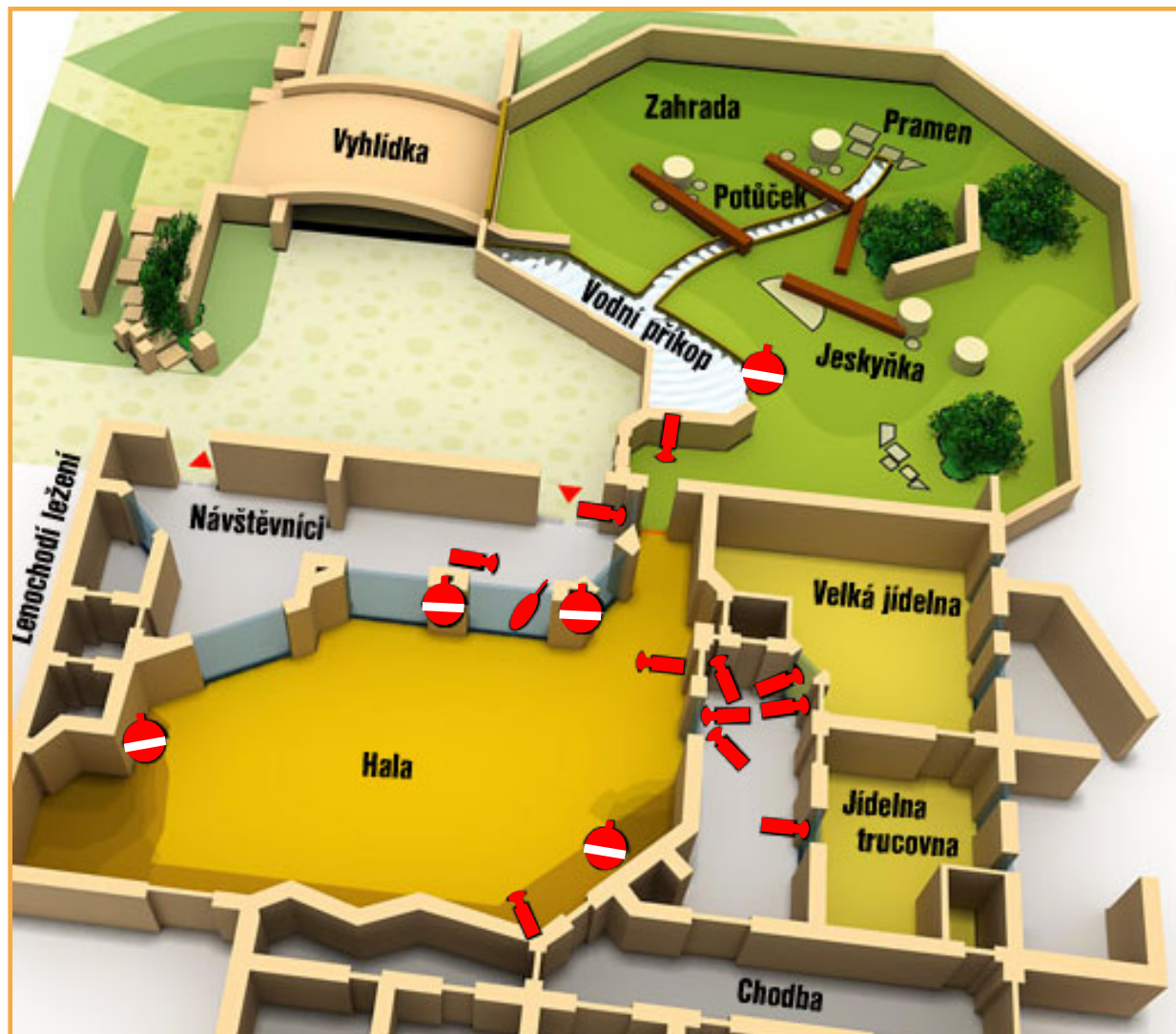


■ REC











# Studio



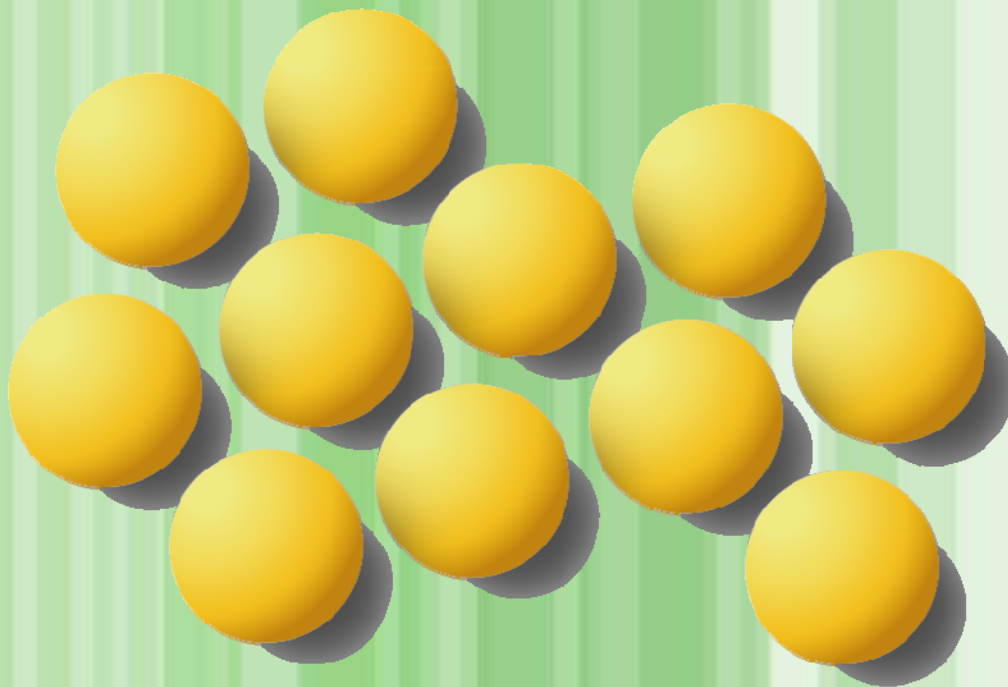


# Video

(download video separately)



The winner gets



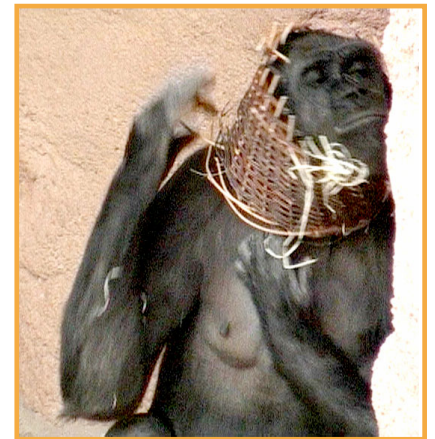
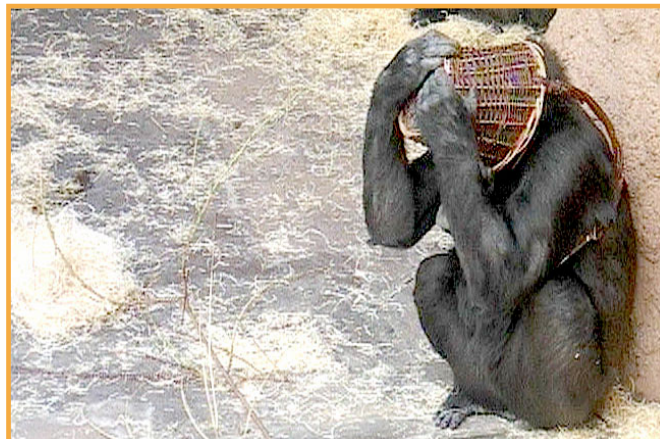
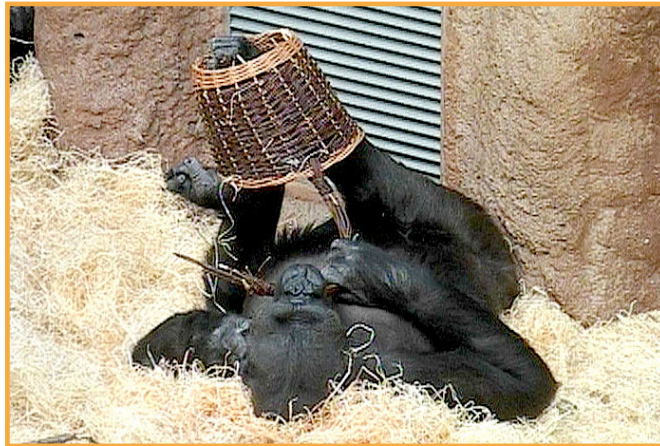
**12 MELONS**









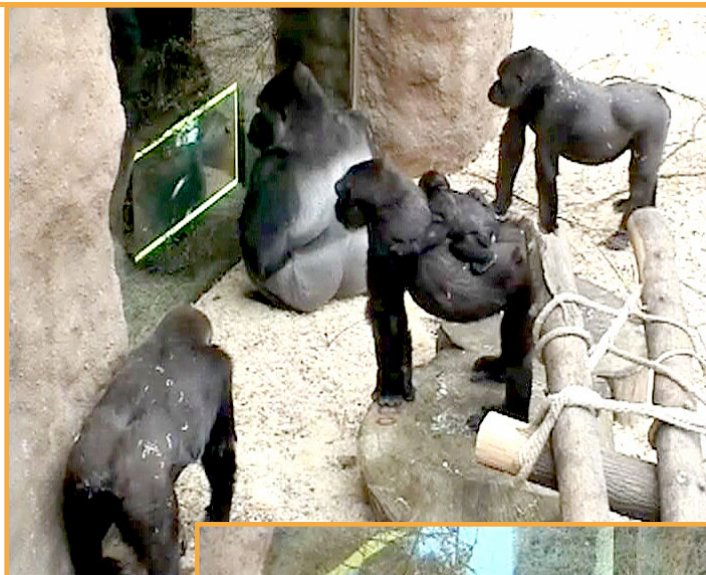
















## RICHARD

**E-mail:** richard@rozhlaz.cz

**Date and place of birth:** November 9<sup>th</sup> 1991, Frankfurt (Germany)

**Relations:** father of Moja, partner of Kijivu, Shinda and Kamba

**Signs:** the most powerful, ridge on the top of his head, silver back





## SHINDA

**E-mail:** [shinda@rozhlaz.cz](mailto:shinda@rozhlaz.cz)

**Date and place of birth:** June 14<sup>th</sup> 1991, Apeldoorn (Netherlands)

**Relations:** Richard's partner, step-sister of Kijivu

**Signs:** low-set, bigger belly, as though „wrinkled” face



## KIJIVU

**E-mail:** [kijivu@rozhlaz.cz](mailto:kijivu@rozhlaz.cz)

**Date and place of birth:** March 18<sup>th</sup> 1993, Apeldoorn (Netherlands)

**Relations:** Moja's mother, Richard's partner, step-sister of Shinda

**Signs:** melancholic expressions, lower face, often holds her ears





## MOJA

**E-mail:** moja@rozhlaz.cz

**Date and place of birth:** December 13<sup>th</sup> 2004, Prague (Czech republic)

**Relations:** suckling of Richard and Kijivu



## KAMBA

**E-mail:** [kamba@rozhlas.cz](mailto:kamba@rozhlas.cz)

**Date and place of birth:** 1972, probably in Cameroon

**Relations:** Richard's partner, Moja's auntie



Odhalení - Microsoft Internet Explorer

Soubor Úpravy Zobrazení Oblíbené Nástroje Nápověda

Adresa <http://www.rozhlas.cz/odhaleni/portal/>

rozhlas.cz RÁDIA ZPRAVODAJSTVÍ TÉMATA ŽIVÉ PROGRAM INSTITUCE

**odhalení**

VIDEARCHIV Video archiv

HLEDÁNÍ:  Hledej Rozšířené

Téma: Odhalení > Hlavní stránka

Která z goril na vás udělala nejlepší první dojem?

**Pošlete SMS ve tvaru**

	<b>RICHARD</b>	HRA GR A
	<b>KIJIVU</b>	HRA GR B
	<b>SHINDA</b>	HRA GR C
	<b>KAMBA</b>	HRA GR D

cená SMS je 6 Kč včetně DPH  
technický zajišťuje Antoy a.s.

Magazíny (5 min.)

- 18. týden (9.3.2006) - Miláči
- 17. týden (2.3.2006) - Richard a jeho svaly
- 16. týden (23.2.2006) - Proč Kijivu píská v uších

ARCHIV

**PODPORTE GORILY**

 **Připravujeme DVD Odhalení**

**Reklamní život**

Výrobky jsou k zakoupení v prodejně Radioservisu, Vinohradská 12 a také v pražské Zoo.

**AKTÉRI**

				
<b>RICHARD</b>	<b>KIJIVU</b>	<b>SHINDA</b>	<b>KAMBA</b>	<b>MOJA</b>

**ČLÁNKY**  
Trochu jiná reality show  
"Aktéři" | Ohlasy soutěžících |  
Více o gorilách | Aktuality

**MULTIMEDIA**  
Videogalerie | Fotogalerie

**DISKUSE**

**SBÍRKOVÉ KONTO**

**SMS SOUTĚŽ**

**ZÁBAVA**  
Hry | Mobilní telefony | Tanecy  
Desatero | Gorili rozvrh hodin  
Interaktivní pláněk pavilonu

**O PROJEKTU**  
Partneři | Technologie | Kdo je kdo |  
Napsali o nás | Český rozhlas  
Leonardo | Kontakt |

**PRESSKIT**

 **ENGLISH VERSION**  
 **DEUTSCHE VERSION**

**AKTUÁLNÍ DISKUSE**  
Udělal podle Vašeho názoru Český rozhlas správný krok, když připravil "trochu jinou reality show" Odhalení?  
Aktuální počet příspěvků: 235  
Datum: 2006-03-20 15:08:59

Co ještě nevíte o gorilách? A co byste se chtěli dozvědět?  
Aktuální počet příspěvků: 45  
Datum: 2006-03-13 11:54:36

Směieme se s gorilami aneb znáte nějaké vtipy o gorilách?  
Aktuální počet příspěvků: 53  
Datum: 2006-02-23 10:31:48

**Sbírkové konto**  
**Odhalení**  
555 555 552 /0800

Partneři projektu:

**Visual connection**



**ESCAD Trade**













**Týdeník Odhalení**  
čtvrtek:  
Dobré ráno 6:40  
Sama doma 12:30-13:30  
Sestřih  
čtvrtek: 7:40 (pouze v Čechách)

**Tapety pro váš mobil**



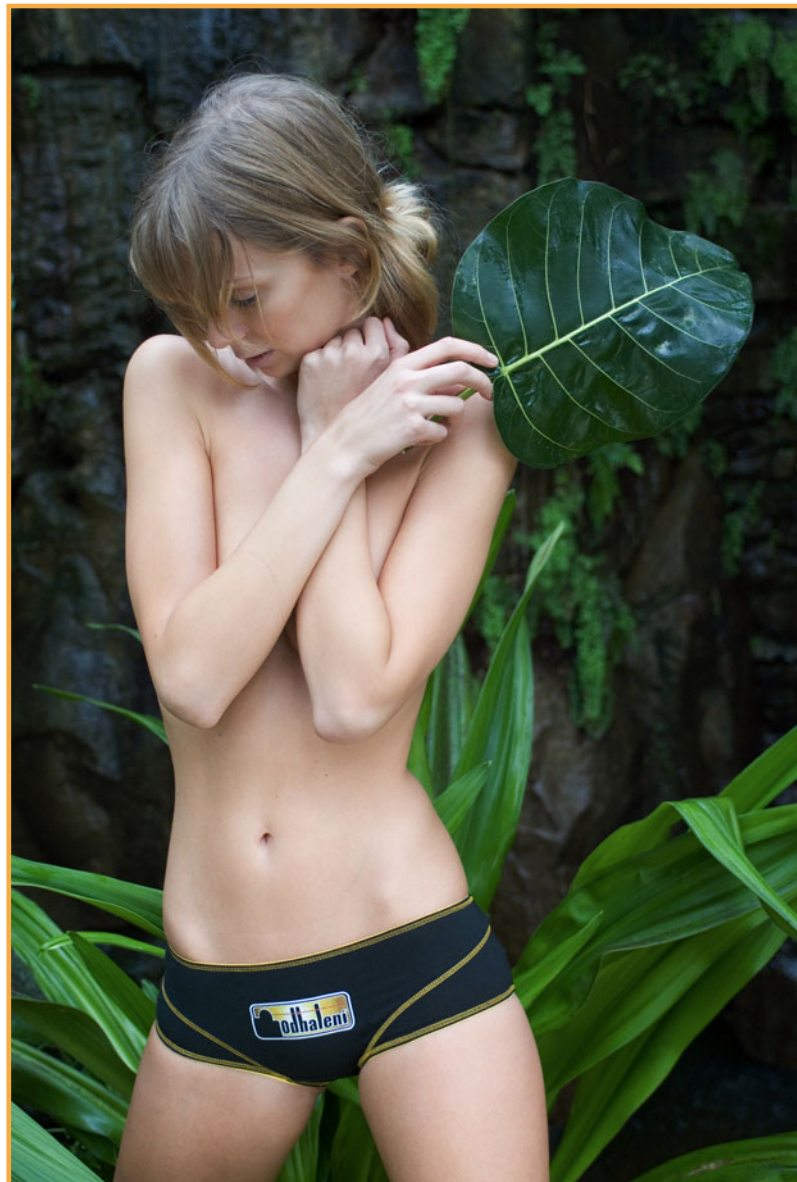


# Donation account

Any contribution to gorilla protection in Africa might be sent to the bank account

Odhalení 555555552/0800.

Thank you!





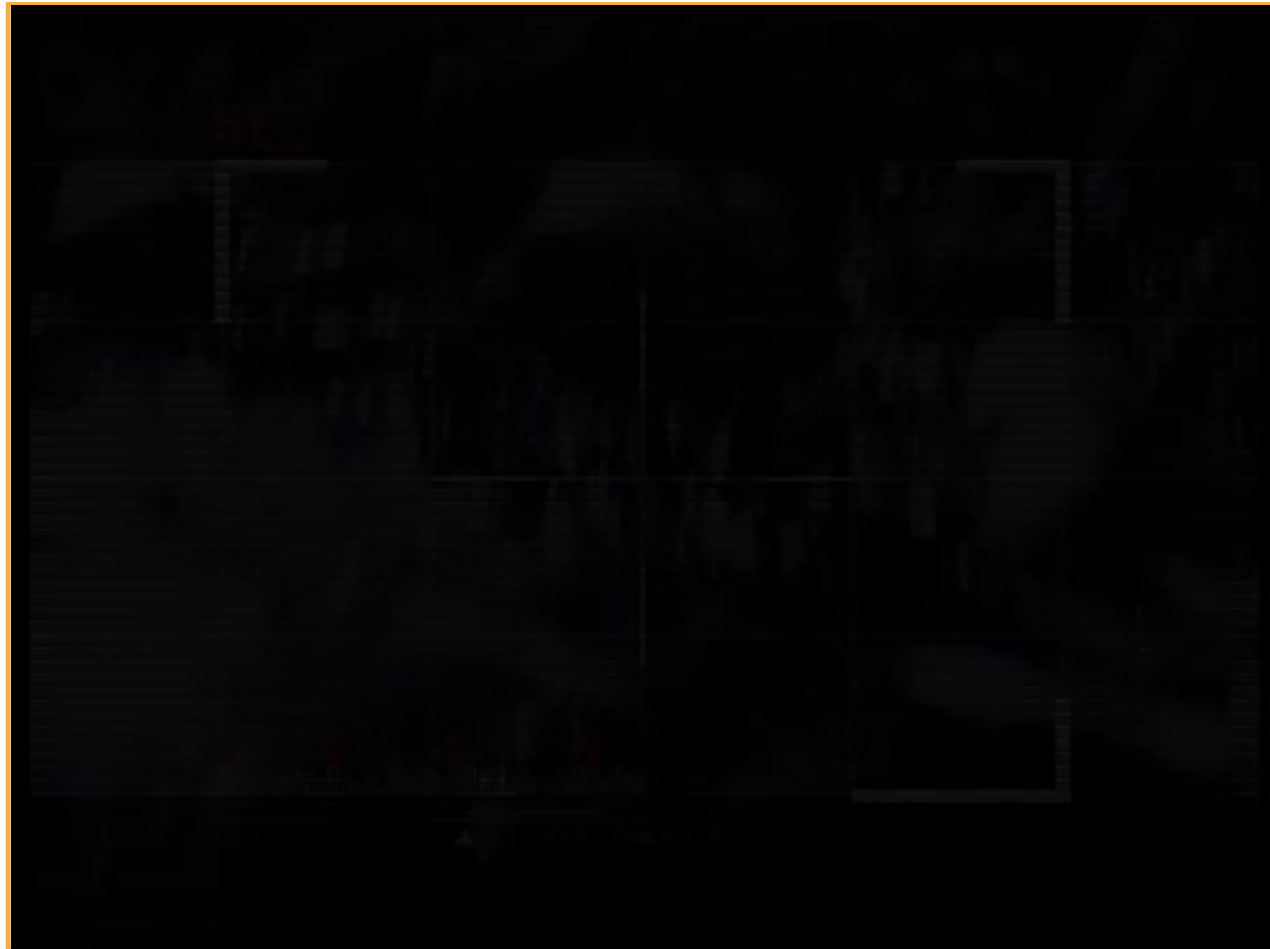




SLIGHTLY DIFFERENT REALITY SHOW



(download video separately)





# www.rozhlas.cz/revealed

The Revealed - Microsoft Internet Explorer

Soubor Úpravy Zobrazit Oblíbené Nástroje nápověda

Zpět Hledat Oblíbené Přejít Odkazy

Adresa http://www.rozhlas.cz/unmasking/portal/

rozhlás.cz RÁDIA ZPRAVODAJSTVÍ TÉMATA ŽIVĚ PROGRAM INSTITUTE





ČESKÝ ROZHLAS

THE REVEALED

LIVE Unmasking - live

HLEDÁNÍ: Hledej Rozšířené Téma > The Revealed

THE COMPETITORS

 <b>RICHARD</b> e-mail SMS kód A	 <b>KIJIVU</b> e-mail SMS kód B	 <b>SHINDA</b> e-mail SMS kód C	 <b>KAMBA</b> e-mail SMS kód D	 <b>MOJA</b> e-mail
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SLIGHTLY DIFFERENT REALITY SHOW

**Surprising Findings** 16.03.2006  
Martin Smrček

How is it with gorilla sense of smell? We were searching in books, on the Internet, among experts and we came to a surprising conclusion. We know only very little about gorilla sense of smell. Well - to be exact - almost nothing. Generally it is said that gorilla sense of smell is terrible, similar to us human beings. People can differentiate between various smells and scents which are either pleasant or unpleasant. In comparison with other animals such as dogs we are only able to distinguish perhaps not even one percent of smells according to which wild animals

ČESKÁ VERZE  
DEUTSCHE VERSION

ARTICLES  
[Slightly different reality show](#)

MULTIMEDIA  
[Video gallery](#) | [Photogallery](#)

ENTERTAINMENT  
[Games](#)

About the project  
[Partners](#) | [Technology](#) | [Who is who](#) | [Contact us](#)

PRESSKIT

ACTUAL DISCUSSION  
**Do you think that this project can help protection of gorillas in nature?**  
Aktuální počet příspěvků: 4  
Datum: 2006-01-15 23:39:45

**What do you think: did Czech Radio make the right step when it decided to prepare "slightly different reality show" Unmasking?**

Partners of project:

- Visual connection
- ZOO PRAHA
- ESCAD Trade
- CESNET
- Colrady
- Botanická zahrada Praha
- HH COMPUTER
- Genomac





DVD



TROCHU JINÁ  
REALITY SHOW

REC



70 dní  
s gorilami  
5 hodin videozáznamu



2 DVD  
ČESKY / ENGLISH

Multimediální projekt Českého rozhlasu Leonardo



# COMING SOON!



TROCHU JINÁ REALITY SHOW

Miroslav Bobek  
a kolektiv

REC

Multimediální  
projekt Českého  
rozhlasu Leonardo



ČESKÝ ROZHLAS





(download video separately)





(translated presentation text)

■ CRO Leonardo is one of the most recent radio stations of CRO. As an internet radio, Leonardo has been broadcasting since September 2005: digital broadcasting started only one month later, on multiplex A, channel 25. Our motto is 'the adventure of knowledge'. The actual purpose is to popularize science, technology, nature, medicine and history through variety of broadcasts and interviews with recognized Czech scientists. As the internet remains crucial to the way Leonardo broadcasts, great emphasis is placed on its multimedia character and Leonardo actually originated in the internet division of CRO. This division has already realized many specialized projects, namely the African odyssey, a project, where the migrant trajectories of the black storks have been monitored from the Czech Republic to Africa using the satellite telemetry. Not only did this project mean several worldwide primacies and new scientist knowledge, but it also provided a very interesting broadcast content that raised extraordinary interest of the public: another project, The new odyssey, followed, and it took place in Asia. Another type of projects are online broadcasts, for example the birth of northern white rhino.

■ A couple of months ago, a unique project has been started: television in the radio. Broadcast that was on the radio, TV and the internet at the same time. Our editor in chief, Miroslav Bobek, played with an idea of multimedia project of this kind for a while already, but the impulse to realize it was a massive pressure of idiotic reality-shows like Big Brother and also was the actual form of the broadcast inspired by these shows. Therefore, the slogan to our show was "A little bit different reality show". The name, "Odhalení", "The Exposed" is an allusion to the name of one of those reality shows "Vyvolení", means "The Chosen Ones". The players were members of endangered species of gorillas. Observing them in nature would be preferable, but technically unbearable, therefore the gorillas were observed in a pavilion in Prague Zoo, in the same way people are in reality-shows. Sixteen tv cameras were placed around the pavilion and the multimedia broadcast started. The prize in the human-reality-show was 12 million CZK (czech crowns), the prize for the gorilla winner was 12, but MELONS. An award as dangerous for a gorilla, as for a man. The gorilla family wasn't much of affected by contest, in fact, I doubt they even noticed it was on. The scientists and specialists we cooperated with, on the other hand, were excited.

■ Remarkable delight the gorillas had from variety of enrichments we offered them from time to time to stir the atmosphere a bit only stirred up our curiosity what else can gorillas do. We learned from every reaction, they knew well how to surprise us. The scientists were astonished when one of the gorillas used a stick to find out how deep was the water he was about to enter. The observations proved it was not an exception, but just another usual thing we just didn't know about. One of the most interesting experiments both for us and the public was to put a TV and remote control in the pavilion.



(translated presentation text)

■ The public had to decide, through sms messages, which one of the pavilion inhabitants wins the prize, whether Richard (the only male), Kijivu, Shinda, Moja or Kamba. For those unable to vote for one individual was prepared an account for sponsorship and variety of merchandise to give everyone chance to support the gorilla family. Of course it was important to have the winner, but even more important was to collect enough money to help saving endangered gorillas species in Africa. Around this time, there is a Czech expedition led by the author of the project in Limbe research station to deliver the project's proceeds.

■ “A little bit different reality-show” lasted for X months. It got vast publicity both in Czech republic and abroad. It suggested many topics, that would be otherwise forgotten. Let me use the confusion about little Moji's sex as an example of that. First genetic test suggested it was female (we could not watch the process with the camera). The newspaper took it as a fact and let it be. We did another two tests, broadcasted live, and proved Moji was female.

■ Our “little bit different reality-show” is over, but “the exposed” continue as weekly programme, still using all three means of broadcasting, tv, radio and the internet. Plus you can find all the editions in our website's archive. The daily records will be published in a form of a diary. One DVD has been already released, another one is being prepared. We have also decided to go on with rather auxiliary genre of the “gorillas' fairy tales”, but now in more rich a concept. Let me put on one short fairy tale now...