



Lithuania

PR Country Landscape 2007

Global Alliance for Public Relations and Communication Management

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Acknowledgments

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Lithuanian Public Relations

General Overview and Summary

The public relations industry in Lithuania is still relatively young, so public relations practitioners in Lithuania do not have many established rules and regulations to follow. There is no one law or institution in Lithuania regulating the public relations field directly, though laws that regulate advertising and public information can apply in many cases. Although Lithuania does have an association of public relations professionals (LRVS), the organization does not have a representative membership base. Because of the low presence and activity level of the professional association, there are no public relations awards or congresses yet.

The public relations model primarily used is that of two-way asymmetric communication. The ideal goal of some companies is, however, to develop to a two-way symmetrical model. Nonetheless, many companies in Lithuania still work without any real model or internationally known communication strategy. Some companies that do follow codes of conduct or ethics follow those of global agencies such as Hill & Knowlton and Edelman.

Despite the country's government-led economy, more and more international companies are beginning to show interest in the country, a situation that may stimulate the growth and evolution of the public relations practice. Another trend that may contribute to the growth of the profession is that more NGOs are showing interest in purchasing public relations services. One final contributing trend to the development of the public relations industry in Lithuania is the fact that as larger projects become more and more common, more companies may be willing to accept the advice that can be given by public relations agencies.

Public relations education in Lithuania is also growing. Three universities now offer public relations education: Vilnius University, Vytautas Magnus University and Siauliai University. The General Jonas Zemaitis Military Academy of Lithuania is also focusing on public relations.

The Main Trends

PR and advertisement budgets of companies are rising in a fast and constant way, still media market in Lithuania outlives some kind of stagnation. Most influential and powerful mediachannels depend on their owners, chiefly Lithuanian businessman, using media to manipulate with mass-opinion. There are clear signs of future changes – foreign media concerns interest in acquiring media in Lithuania, when not, they're establishing new ones.

However, more and more international public relations companies are becoming interested in the market because of the growth of governmental projects. For example, the Lithuanian government announced a Lithuanian image campaign and one of the participants of this campaign is *Chime Communications* from the United Kingdom, who formed a consortium with Lithuanian NGO *The House of Europe*. Another trend here is that more and more NGOs are willing to buy public relations services. While in other Baltic States the public relations market is more stabilized, Lithuania is still somewhat disordered. However, the trend of companies uniting with each other is quite obvious and will very likely continue. This process is influenced by that fact that there are more and more projects that need bigger resources. Another important tendency is that companies are more willing to accommodate public relations consultants in important decision making, a

situation that was not seen a few years ago. Corporate social responsibility projects are still in the phase of early development in Lithuania.

Departments and Spending

There are many different ways in which public relations departments are structured, but the most popular is that the department is lead by a director, who at most companies functions as an adviser to the board. Then there is a manager responsible for external relations and another one for internal. According to the size and needs of the organization, there could be more people working, but usually it consists of 3-7 people. In terms of expenditures for public relations versus expenditures for advertising, if we exclude media buying budgets, public relations expenditures account for roughly 15 to 20 percent while advertising accounts for the remaining 80 to 85 percent.

International Communications Companies Working in Lithuania

Lithuania has three main international names with offices in the country: *Edelman*, *Hill and Knowlton* and *EURO RSCG PR*.

The Status of Professional Associations

The Lithuanian Association of Public Relations Professionals (LRVS) was established in 2000. The organization, however, was not seen as robust and didn't enjoy widespread acceptance or admiration. Therefore, the association had been reestablished in 2005. Currently, Lithuania has no public relations congresses or awards, but situation is about to change. LRVS has a big growth potential and challenging future plans. Furthermore, next year, the magazine *Baltic Marketing & Advertising* plans to organize a public relations conference and awards in Lithuania in addition to the conferences it already organized in Latvia and Estonia.

Education

In Lithuania at least three universities offer PR education: Vilnius University, Vytautas Magnus University and Siauliai University.

However, as PR education is rather new, there is a lack of experienced PR professionals who can teach. There is hope that in 5 years or so recent graduates will gain experience in business and return to universities to teach at a more advanced level. Due to lack of educated specialists, PR agencies are looking for alternatives – not PR educated, yet gifted people, leaders of youth organisations.

Some Predictions and Prognoses

Some of public relations professionals predicts that the Lithuanian PR market will be experiencing growth. PR consulting will become more expensive and the number of clients will grow due to more international companies coming to Lithuania and local ones realizing what PR really is and how it can help. Top PR agencies will do less technical work, shifting their focus to strategic consulting.

The Biggest Agencies

There are about 60 PR agencies in the market – much of them are one-man-offices, (LRVS register has 36 agencies) and only 10 agencies overstep 100 000 Euro turnover.

2004

	Company name	Turnover 2004 (in euros)
1	Alora	735, 000
2	VRP Hill and Knowlton	695, 000
3	Integrity PR	415, 000
4	Publicum	359, 000
5	Lukrecijos reklama	323, 000

Source: Verslo Zinios 19 01 2005

2003

	Company name	Turnover 2003 (in euros)
1	A. Jonkus ir parteriai (LT)	1,072,000
2	Alora (LT)	808,000
3	VRP (LT)	666,000
4	DDB & Co ir Katkevicius (LT)	463,000
5	Publicum (LT)	327,000

According to Latvian business newspaper Dienas Bizness (November 2004)

Web Links of main Lithuanian Public Relations agencies

- **VRP / Hill&Knowlton**

Jasinskio 16A, 2001 Vilnius

Tel.: (370 5) 2526 236; Fax: (370 5) 2526 234

www.vrp.lt

E-mail: vrp@vrp.lt

- **Integrity PR**

Pilies 25A, 01123 Vilnius

Tel.: (370 5) 2685 135; Fax: (370 5) 2685 133

www.integrity.lt

E-mail: info@integrity.lt

- **Baltijos viešųjų ryšių grupė (BVRG)**

Uzupio 30, 2007 Vilnius

Tel.: (370 5) 2153 377 ; Fax: (370 5) 2153 377

www.bvrg.lt

E-mail: info@bvrg.lt

- **Komunikacijos tiltai / EURO RSCG PR**

Tuskulėnų 33c, Vilnius

Tel.: +370 5 2042416

E-mail: info@eurorscg-pr.lt

www.eurorscg-pr.lt

- **Komunikacija ir konsultantai**

Pamenkalnio 5-9, 2001 Vilnius

Tel.: (370 5) 2313 003; Fax: (370 5) 2312 908

E-mail: koko@koko.lt

www.koko.lt

- **Publicum**

Jogailos 4, LT-01116 Vilnius

Tel.: +370 5 2690033

El.paštas: info@publicum.lt

www.publicum.lt

Web Link of Lithuanian Association of Public Relations Professionals (LRVS)

- **LRVS**

Maironio 7, LT-01124 Vilnius

Tel.: +370 687 99470

Fax.: +370 5 2784183

El.paštas: info@lrvs.lt

www.lrvs.lt

Country Profile

General

Lithuania is an independent democratic republic in Eastern Europe with a rich and varied history. It currently consists of about 65.2 sq. km. and 3.6 million inhabitants with a Gross Domestic Product of approximately \$45.23 billion.



(Map from CIA Fact Book, 2003, available at: <http://www.cia.gov/cia/publications/factbook/geos/lh.html>)

Location: Lithuania borders the Baltic Sea, Latvia, Russia, Poland, and Belarus.

Area: 65,200 sq. km. with 99 km of coastline (CIA Fact Book, 2003).

Population: Lithuania's population is 3.436 million (2004), of which 68% is urban, with an average density of 55 people per sq km. Population composition in Lithuania is approximately as follows (President of the Republic of Lithuania, 2006):

Lithuanians – 80%,

Russians – 8.9%,

Poles – 7.3%,

Belarusians – 1.7%

Ukrainians – 0.9%,

Jews – 0.4%,

Latvians, Tatars, Roma people and Germans make up 0.1%.

Name: The conventional long form for Lithuania is Republic of Lithuania, while the conventional short form is simply Lithuania. Locally, the long form of Lietuvos Respublika is customary, with the local short form being Lietuva. Under the U.S.S.R., Lithuania was termed the Lithuanian Soviet Socialist Republic (CIA Fact Book, 2003).

Religious Affiliation: Roman Catholic 79 percent, Russian Orthodox 4.1 percent, Protestant/Evangelical Christian Baptist/Lutheran 1.9 percent, other or unspecified 5.5 percent, none 9.5 percent (2001 census).

Official Languages: Lithuanian, which still retains many of the original peculiarities of phonetics and nominal morphology of the prototypical Indo-European language, and is spoken by about 82 percent of the population. Other languages include Russian (eight percent) and Polish (5.6 percent) (2001 census).

Median Age: Total 37.83 years; male 35.25 years; female 40.46 years (2005 est. from 2001 Census).

Currency: Litas (LTL)

Capital: Vilnius

Gross Domestic Product (GDP): purchasing power parity - \$45.23 billion (2004 est. from 2001 census).

GDP per capita: purchasing power parity - \$12,500 (2004 est. from 2001 Census)

GDP composition by sector: Agriculture 6.1 percent, Industry 33.4 percent, services 60.5 percent (2004 est. from 2001 Census)

History (Adapted from: CIA Fact Book, 2003; Information About Lithuania, 2005; Lithuania Customs, 2006; Lithuania—Cultural Profiles Project, 2002)

Though there are mentions of Lithuania as early as 1009, the country formally emerged in early thirteenth century after the union of a number of what would become its primary provinces. By the end of fourteenth and the beginning of the fifteenth centuries, Lithuania had become one of the most powerful states in the Eastern Europe. For nearly two centuries, German crusaders invaded the pagan state, failing to conquer it. Many of the castles built and used during this period of attempted conquest are still standing today.

In 1410, united armies of the Great Duchy of Lithuania and Poland inflicted a severe defeat to the Teutonic Knights of Germany. At the same time, the Great Duchy of Lithuania repelled attacks of the Mongols-Tatars into the West and helped the Eastern European nations to fight against the Golden Horde. In 1569, the Union of Liublin sealed the Poland-Lithuania Union into a Commonwealth (Rzeczpospolita), while later in the seventeenth century Lithuania became one of its three provinces. After partitioning of the Commonwealth in 1795, Lithuania was incorporated into Russia. For more than a century after 1795, Lithuania, fought against the tsarist regime of Russia. Finally, after World War I and the defeats of Russia and Germany, the Lithuanian state was reestablished in 1918. Then in 1919, Poland annexed Vilnius after heavy fighting among Russia, Lithuania and Poland. Lithuania was forced to transfer its capital to Kaunas.

Occupied by the Soviets in 1940, Lithuania was overrun by the Nazi Germany in 1941. For a brief time, the republic was re-established and thousands were deported to Siberia, while the Jewish community nearly vanished after Hitler's "final solution." In 1944, the Soviets returned and

Lithuanians struggled for independence for nearly 50 years.

On March 11, 1990, the republic was proclaimed and diplomatic relations were renewed with many of the world's countries. It was not until September 17, 1991, that Lithuania was admitted into the United Nations, after the collapse of the Moscow putsch. Algirdas Brazauskas was the first directly elected President of the Republic of Lithuania, voted in on February 14, 1993. Also in 1993, the litas, Lithuania's own currency, was reintroduced and Lithuania became a member of the Council of Europe in Strasbourg. Lithuania joined both NATO and the EU in the spring of 2004.

Lithuania has 14 schools of higher learning, among them the oldest University in the East Europe - the Vilnius University, founded in 1579. The Lithuanian language is important for those who study origin of languages.

Traditions and Culture

Cultural Overview (Adapted from Visit Lithuania (2006)):

Lithuanian culture has experienced influences by different traditions and factors that can still be felt at present. It is also significant for an interesting merge of elements of pagan mythology and Christianity. Starting from the Renaissance and on to the later epochs, Western European cultural tradition has clearly had the greatest influence on professional art in Lithuania. In the 20th century, throughout the period of independent Lithuania, highly productive relations between our country and other European states enriched Lithuanian culture on the whole and encouraged the development of its modern culture. The roots of versatile Lithuanian culture lie back in the multicultural legacy of the Grand Duchy of Lithuania (14th - 18th centuries). The boundaries of Lithuanian culture have always been beyond the borders of ethnic Lithuania. Outstanding personalities, who lived in the territory of the present-day Poland, Belarus, Russia and Ukraine, are often ascribed to the Lithuanian culture.

Surviving many influences, which came with migrant artists, occupations, forced and strategic political unions, through cultural and scientific exchange, Lithuanians have persistently protected the identity of their traditional culture and its formative elements. The history of contemporary professional Lithuanian art and music started with artist and composer Mikalojus Konstantinas Ciurlionis (1875 - 1911). The works by this talented artist combined symbolism and romanticism. Lithuanian literature, arts, theatre and music flourished within the first years of independence of Lithuania as a state. Alas, a part of Lithuanian authors, actors and scientists were forced into emigration by dramatic events of the 20th century. The works by Lithuanian emigrant writers and artists created in Western Europe and USA nowadays have become an integral part of Lithuanian cultural heritage.

The most recent cultural events in Lithuania grow out of the fertile soil of ethnic culture traditions and the European context. Not once has Lithuanian theatre been highly appreciated by Lithuanian as well as foreign audience and theatre critics. Such directors as Eimuntas Nekrosius, Oskaras Korsunovas, Rimas Tuminas, Jonas Vaitkus and Gintaras Varnas are ranked among international theatre celebrities. Our country can also boast of many well-known professional symphonic and chamber orchestras, choirs, opera singers and ballet dancers. Cultural events happening all year round encompass marvelous annual festivals of classical music, theatre, cinema and poetry presenting performances by many eminent Lithuanian and foreign artists. Lithuania is widely known as a jazz country, famous for its several international jazz festivals organized by jazz performers and fans in Kaunas, Birstonas and Vilnius.

Holidays (Adapted from Lithuania—Cultural Profiles (2002)):

National holidays in Lithuania include the Defenders of Freedom Day, which commemorates the demonstrators who were killed by the Soviets in Vilnius on January 13, 1991, after the country had declared its independence from the Soviet Union. Lithuania has two independence days: one in February that celebrates the declaration of independence in 1918, and one in March that celebrates the restoration of independence in 1990.

June 14, the Day of Mourning and Hope, is the anniversary of the first mass deportation of Lithuanians to Siberia in 1941. The Day of Statehood commemorates King Mindaugas, who first established the nation of Lithuania. Black Ribbon Day is a solemn day that recalls the pact between the Nazis and the Soviets in 1939, which led to the invasion of Lithuania. The Day of the Nation honors Vytautas the Great, who reigned in the 15th century.

The following table depicts the National Holidays of Lithuania:

<i>January 1</i>	<i>New Year's Day</i>
<i>January 13</i>	<i>Defender's of Freedom Day</i>
<i>February 16</i>	<i>Independence Day</i>
<i>March 11</i>	<i>Restoration of Lithuania's Statehood</i>
<i>March or April</i>	<i>Easter</i>
<i>June 14</i>	<i>Day of Mourning and Hope</i>
<i>June 24</i>	<i>Saint John's Day</i>
<i>July 6</i>	<i>Coronation of King Mindaugas and Statehood Day</i>
<i>August 23</i>	<i>Black Ribbon Day</i>
<i>September 8</i>	<i>Day of the Nation</i>
<i>November 1</i>	<i>All Saints' Day</i>
<i>December 24 and 25</i>	<i>Christmas Eve and Christmas Day</i>

(Table adapted from Lithuania—Cultural Profiles, 2002)

Additionally, Saint Casimir Day, the celebration of Lithuania's patron saint, takes place on March 4. Casimir was born in 1458 in Cracow, the second son of the King of Poland and Lithuania. He led a holy life and died at the age of 26. He was buried in Vilnius, and miracles were reported to have taken place at his tomb.

Lithuanian National Costumes:

Women's national costume includes (Lithuania, 2005):

- A long patterned or striped skirt;
- an apron;
- a shirt (white with embroidered sleeves, cuffs, shoulder tabs, front and collar, the amount of embroidery differing according to region where worn);
- a bodice in a smaller pattern or striped to match the skirt
- a head covering;
- amber beads (though earlier other materials were used) as neck ornaments;
- patterned or striped stockings and shod with soft-sole leather, wooden or low-heeled black shoes; and
- an adult married woman wears a wimple or a patterned, checked (even white) kerchief.

Below are two examples of women's national costumes: (From Lithuania—Cultural Profiles Project, 2002).



Men's national costumes are also homespun festive garments (Lithuania, 2005):

- long striped, diagonally striped or checked trousers onto whose lower portion darker stripes or patterns have been woven;
- the trouser legs are tapered and fastened at the bottom or stuffed into socks;
- in certain areas of Lithuania men wore a loose waist-length vest, in others a long jacket sometimes tied at the waist with a sash;
- a wide sash is also worn with the vest, tied around the waist and to one side with the ends hanging to the knees;
- the shirt is made of thin white linen with long wide cuffed sleeves and an inverted collar;
- the cuffs, collar and at times the shoulder tabs are decorated with a narrow patterned sash or embroidery;
- a patterned sash or checked scarf is tied under the collar;
- the head covering is a wide-brimmed straw hat; and
- the socks are striped and soft-sole leather shoes are worn

Below is an example of men's traditional clothing: (From Lithuania—Cultural Profiles Project, 2002)



Sports (Adapted from: Physical Education and Sports in Lithuania, 2006): Lithuania has had a promising future for its development in sports for the country. The sports administration has been reconstructed and new state and public sports organizations have been set up over the years. Lithuania has 78 Olympic and non-Olympic sports federations, and 96 disciplines of sports are practiced. The most popular sports are basketball, soccer, body-building, track and field, sport dances and tennis. The Lithuanian National Men's Basketball are virtually national heroes, having won Olympic bronze medals in the 1992 Barcelona games, the 1996 Atlanta games, and the 2000 Sydney games.

Government

Overview

The Republic of Lithuania is an independent democratic state expressing the common will and interests of its people. The foundations of the social system are enforced by the Constitution of the Republic of Lithuania adopted in 1992 by a referendum which also establishes the rights, freedoms and obligations of citizens. Under the law, sovereign state power is vested in the people of Lithuania and is exercised by the Seimas (Parliament), President of the Republic, Government, and Courts (President of the Republic of Lithuania 2006)

Executive Branch

Lithuania adopted its current Constitution on October 25, 1992. The chief of state is President Valdas Adamkus who has been in office since July 12, 2004. Adamkus narrowly defeated candidate Kazimiera Prunskiene by capturing 52.2 percent of the vote. The Lithuanian president is elected through the use of a popular vote and holds office for a five-year term and a maximum of two consecutive terms. The head of the government in Lithuania is Prime Minister Algirdas Mykolas Brazauskas. The Lithuanian Prime Minister is appointed by the president and approved by parliament (President of the Republic of Lithuania, 2006).

Legislative Branch

There are 141 seats on the unicameral parliament. Of those 141 members, 71 are elected directly by a popular vote and the remaining 70 members are elected through proportional representation. All of parliament serves four year terms. (President of the Republic of Lithuania, 2006)

Judicial Branch

All judges for all courts within the Judicial Branch are directly appointed by the president, including the Constitutional Court, Supreme Court and the Court of Appeals. (President of the Republic of Lithuania, 2006).

Embassies of other Nations to Lithuania

The following are a few of the embassies of other nations in Lithuania (Embassies of Other Nations to Lithuania, 2005):

- Australian Consulate in Vilnius, Lithuania
- Embassy of Denmark in Vilnius, Lithuania
- Embassy of Great Britain in Vilnius, Lithuania
- Embassy of Norway in Vilnius, Lithuania -
- Embassy of Ukraine in Vilnius, Lithuania -
- Embassy of the United States of America in Vilnius, Lithuania -
- European Commission Delegation in Vilnius, Lithuania

For a complete list of embassies of other nations in Lithuania, see:

<http://www.ambasada.lt/Default.asp?DL=E&TopicID=302>, International Information Portal

Economy

The economy of Lithuania is on a steady uphill movement since the Russian financial crisis in 1998. Prior to that, Lithuania did most of its trade with Russia. From 2001 to 2003, the gross domestic product (GDP) has risen from 6.5 percent to 8.9 percent, while the direct foreign direct investments (FDI) grew from EUR 3.09 billion to EUR 4 billion (Development Trends, 2004). As of 2002, while economic growth was continually growing, the inflation was low. Weaknesses still "remained in public policy development and structural and agricultural reforms" (Economy, 2005).

In 2004 the economy took a slight downturn with the GDP lowering to 6.6 percent. Yet at that time both exports and imports rose, and the FDI increased 13.1 percent (Review, 2004). Most of the Lithuanian trade has been oriented toward the West. Lithuania is in the process of privatizing large, state-owned utilities, primarily those in the energy sector. Also contributing to the recovery of Lithuania is its membership in the World Trade Organization, and having joined the EU in 2004 (Economy Overview, 2005). Lithuania has received support from foreign governments and businesses helping in the transition from the command economy to the market economy.

Also since the 1990s, employment rates have decreased by almost five percent. In 1993, Lithuania introduced its own form of currency, Litas. On April 11, 2006, the Litas to U.S. dollar exchange rate was: 1 US Dollar = 2.85226 Lithuanian Litas (or, 1 Lithuanian Litas (LTL) = 0.35060 US Dollar (USD)) (Lithuania Currency Converter, 2006). For the current exchange rate, see, among others listed below)

<http://www.greenwichmeantime.com/time-zone/europe/european-union/lithuania/currency-converter.htm>.

Bank of Lithuania

<http://www.lbank.lt>

The Bank of Lithuania is the central bank of the Republic of Lithuania. It performs the function of issuing the currency, determining the exchange rates and acting as State Treasury agent; as well as many others.

OTHER BANKS

Kredyt Bank
<http://www.kredytbank.lt/>

Hansabankas
<http://www.hansa.lt/>

Medicinos Bankas
<http://www.medbank.lt/>

Nordea Lithuania
<http://www.nordea.lt/>

Lietuvos Bankas
<http://www.lb.lt/>

Parex Bankas
www.parex.lt/

Nord/LB
<http://www.nordlb.lt/>

Sampo Bankas
<http://www.sampoo.lt/>

Snoras Bankas
<http://www.snoras.com/>

Turto Bankas
<http://www.turtas.lt/>

Ukio Bankas
<http://www.ub.lt/>

Vilniaus Bankas
<http://www.vb.lt/>

Siauliu Bankas
<http://www.sb.lt/>

BUSINESS

Lithuanian Business
<http://www.export-import.lt>

Information concerning Lithuanian exporters and importers

Lithuanian Development Agency
<http://www.lida.lt/invest.lr.business.html>
A listing of business organizations and contact information.

Lithuanian Associations and Organizations
<http://www.leid.lt/associations.htm>
A listing of Lithuanian associations and organizations and contact information.

OTHER KEY RESOURCES

The Ministry of Economy of the Republic of Lithuania
<http://www.ukmin.lt>

The Ministry of Finance of the Republic of Lithuania
<http://www.finmin.lt>
In charge of the finances for Lithuania.

Vilnius Stock Exchange
<http://www.lt.omxgroup.com>
The only regulated secondary securities market in Lithuania, the Vilnius Stock Exchange offers trading, listings and information services.

Chamber of Commerce, Industry and Crafts
<http://www.ccic.lt>
Offers services for business including consulting and searching for foreign partners.

Portalino- European financial links
http://www.portalino.it/banks/_lt.htm

Economy related links
http://www2.omnitel.net/ramunas/Lietuva/lt_economy_links.shtml

Statistics Lithuania
<http://www.std.lt/web/main.php>

Lithuania online- links updated daily and revised weekly
<http://www.on.lt>

Lithuanian Media

Lithuania's media are free and operate independently of the state, and there are no government-owned newspapers. BBC World has reported, however, that some broadcasters have sometimes encountered attempts by politicians to influence editorial policy. The BBC notes that “[i]t has become clear that there is a growing tension between the government and the growing number of independent print media sources” (BBC, 2006).

Previously, Lithuania had operated under a state owned and operated press while under the U.S.S.R. The European Journalism Centre notes, however, that in the period from 1990 to 2000, “Lithuania’s mass media and the context within which it operates was reshaped from a dependent to a free press model. The majority of the country's media enterprises were privatised and an independent structure of printing and distribution was created” (European Journalism Centre, 2000). Magazines, newspapers, and privately owned television continue to be an important part of Lithuanian society.

Media Outlet Links

Lithuanian Newspapers and Magazines

Elta – news agency

<http://www.elta.lt/>

Lithuania in the World Magazine

<http://www.liw.lt/about.php>

English language bimonthly magazine that focuses on all aspects of Lithuanian life including culture, politics and economical issues.

Baltic Times

<http://www.baltictimes.com/>

English language weekly independent newspaper that reports on the Baltic Sea region including Latvia, Estonia and Lithuania.

Laisvas Laikrastis

<http://www.laisvaslaikrastis.lt/EN/>

A more liberal independent newspaper that is highly scrutinized by the Lithuanian government for its criticism of Lithuanian media law.

Pasaulio Lietuvis

<http://www.punskas.pl/plietuvis/>

Lithuanian news source published monthly by the Lithuanian World Community, Inc.

Lietuvos rytas

<http://www.lrytas.lt/>

Largest national quality newspaper.

Lietuvos ziniuos

<http://www.lzinios.lt/paper/20051012/0.html>

Tabloid magazine in Lithuania.

Kauno diena

<http://www.kaunodiena.lt/lt/>

Largest regional newspaper.

Veidas

<http://www.veidas.lt/lt.php>

Weekly news magazine that focuses on social and political issues.

Ekstra

<http://www.lrytas.lt/ekstra/archyvas/2005/1010/>

General Weekly News Magazine

Television and Radio Links

Lietuvos nacionalinis

<http://www.lrt.lt/>

National non-profit radio and television public broadcasting company.

LNK TV

<http://www.lnk.lt/>

Lithuanian news channel

Ziniu radijas

<http://www.ziniur.lt/>

National news radio channel.

<http://www.m-1.fm/>

Popular music and news radio information channel.

Media Informational Links

Baltic News Service

<http://terminal.bns.lt/index.jsp>

Privately owned and focuses on the entire Baltic region

Penki News Service

<http://www.penki.lt/?lang=EN>

Focuses mainly on Lithuania

Moscovia

<http://www.moscovia1.narod.ru/>

News for Lithuanians living in Moscow.

Lithuanian Journalist Union

http://www.lzs.lt/pagen.php?page_id=24

Information on history of organization as well as its code of ethics.

Lithuania Online

<http://www.online.lt/hmedia.htm>

Large list of Lithuanian media including publishers, printers, advertising agencies and Web designers.

Post-Soviet Media Law and Policy Newsletter

<http://www.vii.org/monroe/archives.htm>

English language newsletter that published media law and policy changes following independence from Soviet Union. Archived until July 1999.

Think Tank Links

Lithuanian Free Market Institute

<http://www.freema.org/>

A private non-profit organization established in 1990.

TCS: Tech Central Station – Thinking Outside the Tank

<http://www.techcentralstation.be/090804B.html>

Important information about Lithuanian Think Tanks and NGOs.

Economic Research Center No Website available - econcen@ktl.mii.lt Independent research and consulting center that analyzes Lithuania's economic development.

Institute of International Relations and Political Science No Website available -

tspmi@tspmi.vu.lt Conducts research pertaining to Lithuania's International Relations and Political Science situation.

Lithuanian Energy Institute

<http://www.lei.lt/>

Scientific Institution that conducts research concerning Lithuania's energy usage and sources.

Women's Issues Informational Center

<http://www.undp.lt/wiic/>

Raises public awareness and provides information pertinent to women's issues in Lithuania.

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The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

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