



Czech Republic  
PR Country Landscape 2014

## **Global Alliance for Public Relations and Communication Management**

# Acknowledgements

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**Date of completion:** January 2014

# Country Background<sup>1</sup>

**Location:** Central Europe, bordering Germany, Poland, Slovakia, and Austria.

**Population:** 10,177,300 (July 2012 estimated)

**Age structure:** 0-14 years: 13.5% (male 704,495/female 666,191)  
15-64 years: 70.2% (male 3,599,774/female 3,554,158)  
65 years and over: 16.3% (male 663,982/female 1,001,613) (2011 est.)

**People:** Czech (90.4%); Moravian (3.7%); Slovak (1.9%); Polish (0.5%); German (0.4%); Roma (0.1%), Silesian (0.1%), Others (0.3%) (Census, 2001)

**Government type:** Parliamentary democracy

**Capital:** Prague

**Biggest Cities:** Praha, Plzeň, Ostrava, Brno

**Administrative divisions:** 13 regions and 1 capital city

**Map of the Czech Republic with Regions:**



<sup>1</sup>"Index Mundi." Last modified July 26, 2012. Accessed February 12, 2013.  
[http://www.indexmundi.com/czech\\_republic/](http://www.indexmundi.com/czech_republic/)

**Independence:** On the 1<sup>st</sup> of January 1993 Czechoslovakia split into the Czech Republic and Slovakia. However it should be noted that, although the 1<sup>st</sup> of January is recognised as the day the Czech Republic came into being, the Czech people generally consider 28 October 1918, the day the former Czechoslovakia declared its independence from the Austro-Hungarian Empire, as their independence day.

**National holiday:** Czechoslovak Founding Day, 28 October (1918)

**Constitution:** Ratified 16 December 1992, effective January 1st 1993; amended several times

**Legal system:** A civil law system based on former Austro-Hungarian civil codes and socialist theory; note - Czech parliament has modernized many elements of legal system.

**Executive branch:**

Chief of state: President

Head of government: Prime Minister; First Deputy Prime Minister, Deputy Prime Minister

Cabinet: Cabinet appointed by the president on the recommendation of the prime minister

**Legislative branch:**

Bicameral Parliament consisting of the Senate (81 seats with members elected by popular vote to serve six-year terms) and the Chamber of Deputies (200 seats with members elected by popular vote to serve four-year terms)

**Judicial branch:**

Supreme Court; judges are appointed by the president for an unlimited term. Constitutional Court; 15 judges are appointed by the president and confirmed by the Senate for a 10-year term.

Supreme Administrative Court; chairman and deputy chairmen are appointed by the president for a 10-year term. Judges are appointed by the president for an unlimited term.

**Political parties:**

The Czech political parties, on a political spectrum from left to right, consist of the Communist Party of Bohemia and Moravia (KSCM), The Czech Social Democratic Party (CSSD), The Christian Democratic Union-Czechoslovak People's Party (KDU-CSL), The Green Party, the Association of Independent Candidates-European Democrats (SNK-ED), Public Affairs (VV), Civic Democratic Party (ODS) and Tradice Odpovednost Prosperita 09 (TOP 09).

**Area:** 78,866 sq km (30,450 sq miles)

**Climate:** 4 different seasons - warm and humid summer, cool and dry autumn, cold and harsh winter, and a warm and wet spring.

**Language:** Czech

**Major religion:** Roman Catholicism (10,4% of population)

**Minor religion:** Protestantism (Hussitism, Hussite Church, Evangelical Church of Czech Brethren; 0,8% of population) Buddhism (less than 1%), Islam (less than 1%). Czech Republic is, however, mostly atheistic country. More than 34% of population declare themselves as a non-religious.

**Monetary unit:** 1 koruna (Kc) = 100 halers

**Main exports:** Manufactured goods, machinery, cars and transport equipment, beer.

**Internet domain:** .cz

**International dialling code:** +420

**Biggest universities connected to PR and journalism:** Charles University in Prague, Anglo American University in Prague, Josef Škvorecký Literary Academy in Prague, University of International and Public Relations Prague, Tomas Bata University in Zlin, Palacký University in Olomouc, Masaryk University in Brno.

## History<sup>2</sup>

Around the 4th century B.C. the area that forms the present-day Czech Republic was populated by Celts, who, according to historical evidence were the first ethnic group to arrive in the area. The Celtic Boii tribe gave the country its Latin name; Boiohaemum (Bohemia). The Boy tribe were pushed out by the German tribes (Marcomanni and Quidi) before the beginning of our era. At the end of 5th and the beginning of 6th century Slavs settled in the territory of Bohemia and Moravia during the period known as the "Migration of Peoples". The first half of the 7th century marks the first successful attempt to unite the Slavonic tribes. The so-called "Samo's kingdom" resisted the pressure of the powerful Avar empire centered in the Hungarian lowlands, and defended its territory against the forces of the Frank attackers from the west, with partial success.

The Great Moravian Empire (the last two-thirds of the 9th century - destroyed by the Magyars in the years 903-907)

The culture of the Great Moravian Empire greatly influenced the development of culture and religion among the Eastern and Southern Slavs in the Middle Ages. In 863 AD, the Byzantine Christian missionaries came to Moravia to introduce Slavic liturgy there. Very soon, however, the influence of the Roman Catholic Church expanded, proving to be decisive in the course of the history of Bohemia and Moravia.

The Premyslid Dynasty (9th century - 1306)

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<sup>2</sup>Embassy of the Czech Republic in Tripoli, "Brief History of the Czech Republic." Accessed February 12, 2013. [http://www.mzv.cz/tripoli/en/general\\_information\\_about\\_the\\_czech/history/index.html](http://www.mzv.cz/tripoli/en/general_information_about_the_czech/history/index.html).

Bohemia became the center of an independent state-building process during the reign of the native Premyslid dynasty, the Czech state gradually grew in strength and succeeded in preserving its actual sovereignty despite formal vassal ties to the Holy Roman Empire.

1212 - **Premysl Otakar I** received The Golden Bull of Sicily, a decree proclaiming Bohemia a kingdom and Bohemian princess hereditary kings. In 1306 Wenceslas III is murdered and the Premyslid dynasty dies out in the spear.

#### The Luxembourg Dynasty (1310 - 1437)

The reign of the dynasty began when John of Luxembourg (1310-1346) was elected King of Bohemia in 1310. The Luxembourg kings added new regions to their kingdom. The kingdom of Bohemia reached its height of power and prestige during the reign of **Charles IV** (1346-1378), the second Luxembourg on the throne of Bohemia: In 1344, the Prague Archbishopric was founded. He established **Charles University in 1348** - it was the first university founded north of the Alps. Charles IV was crowned Roman Emperor in Rome in 1355.

#### The Hussite Revolution (1419 - 1436)

Several conditions led to the creation of the Hussite reform movement. The first was the economic and political crisis during the reign of Wenceslas IV (1378-1419), who succeeded Charles IV. This crisis was exacerbated by the problems in Europe of this time (the Great Schism; criticism of the Church). The Hussite movement was inspired by the ideas of **Master Jan Hus**, a preacher who was burnt at the stake in 1415 at Constance. Despite his death, his supporters successfully continued in their efforts to reform the Church.

#### The Jagellon Dynasty (1471-1526)

Vladislav Jagellon, a son of King Cazimir of Poland, was elected King of Bohemia. During the reigns of Vladislav and his son Louis, the power of the Estates grew, however, royal power diminished. Various conflicts also took place including: a conflict between royal towns and nobles, and religious struggles between the Hussite Church and the minority Catholic Church, which aimed to regain its former power.

#### The Habsburg Dynasty (1526-1918)

The Habsburg rule brought the re-introduction of the Roman Catholic faith, centralization and the construction of a multi-national empire.

When Rudolf II (1576-1611), during his reign, left Vienna for Prague, Bohemian capital grew into an important center of European culture. The Czech Estates forced Rudolf II to issue a decree - so called "Maiestatus" - proclaiming freedom of religious confession. The Emperors Matthias and Ferdinand tried to limit this freedom and their efforts sparked a civil war between the Estates and the Catholic Emperor which later spread into Europe under the name of the Thirty Years' War. The Czechs elected an independent king. The Estates were defeated in 1620 at the **Battle of the White Mountain** and the Kingdom of Bohemia lost its independence for the following almost 300 years. The throne of Bohemia was made hereditary in the Habsburg dynasty and the most important offices were transferred permanently to Vienna.

A crisis of feudalism and the fiscal interests of the state led to the Enlightenment reforms of **Maria Theresa** and **Joseph II** in the second half of the 18th century. The reforms brought some positive results as Bohemia and the margravate of Moravia each became an independent part of the Habsburg Monarchy. There were some negative results however. The reforms contributed to the centralization of power and to Germanization, which proved to be a serious threat to the identity of the Slavic nationalities of the empire.

#### Foundation of the Modern Czech Nation

Although the Czech national revival movement aspired at first only to a revival of the Czech language and culture, it soon began to strive for political emancipation. In the revolutionary year 1848, Czech politicians made the first coherent political propositions aimed at rebuilding the empire into a federalist state. A desire for national emancipation was supported by the quick industrialization of Bohemia, which made the country the most developed land of the monarchy in the second half of the 19th century.

#### Renewal of the Independent State (since 1918)

In the years during World War I Czech politics took a turn towards radicalism as a result of the activities abroad of T. G. Masaryk and E. Benes, the future presidents. The defeat of the Austria-Hungary cleared the way for the foundation of an independent state of Czechs and Slovaks (28.10.1918). **The Czechoslovak Republic** became one of the ten most developed countries of the world. A period of twenty years of democracy and prosperity was ended by the aggression of Hitler's Germany. The conference in Munich and the following German occupation in March 1939 brought the end of the independent Czech state.

After World War II, the restored republic became part of the Soviet sphere of power. A period of "limited" democracy was ended by a **Communist takeover** in February 1948. All private property was expropriated and political and human rights were suppressed. An attempt to change and humanize Communist totality and to weaken ties to the Soviet Union failed when the Soviet Army invaded the country in August 1968.

The gradual decay of the Communist regime and the Soviet empire, and the mass protests and demonstrations of the Czechoslovak people culminated in **the overthrow of the Communist regime in November 1989**. The changes were confirmed by the election of Vaclav Havel as president of the republic.

On January 1, 1993, the Czechoslovak state was peacefully divided and the independent Czech and Slovak Republics were founded. **Václav Havel** was elected as the first president of the Czech Republic. In the following years the Czech Republic joined the Organisation for Economic Cooperation and Development-OECD (1994) and joined the NATO (1999) and EU (2004). The Czechs have now completed the transformation of the formerly centralized state system into a parliamentary democracy and market economy.

## Czech Etiquette and Customs

Initial greetings are formal and reserved.

Most greetings include a handshake, direct eye contact, and the appropriate greeting for the time of day.

Wait to be invited before using someone's first name or an informal greeting, as these are all signs of friendship.

The offer to move to the informal is generally offered by the woman, the older person, or the person of higher status.

Moving to the informal without an invitation insults the person and may be viewed as an attempt to humiliate them.

If you are visiting a Czech's house:

Arrive on time.

Remove your shoes.

Expect to be treated with great honour and respect.

Dress modestly and well.

Do not discuss business. Czechs separate their business and personal lives.

Table manners are rather formal in Czech Republic.

Remain standing until invited to sit down. You may be shown to a particular seat.

Table manners are Continental -- the fork is held in the left hand and the knife in the right while eating.

Do not begin eating until the hostess starts.

Unless the meal is formal, the napkin remains folded next to the plate. At formal meals, the napkin is unfolded and put on your lap.

The oldest woman or honoured guest is generally served first.

Indicate you have finished eating by laying your knife and fork parallel across the right side of your plate.

## Media

### Regulations

Position of the media in the Czech legislative system is derived from the Czech Constitution and the Basic Charter of Rights and Freedoms, which specify press freedom and privacy. The Ministry of culture of the Czech republic is the pursuant to Section 8 of Act No. 2/1969 Coll., on establishment of the ministries and other central State administrative bodies of the Czech Republic, as amended, the Ministry of Culture is the central State administrative body for matters relating to the press, including publication of the non-periodical press and other information means; the preparation of draft laws and other legal regulations in the area of radio and television broadcasting; implementation of the Copyright Act.

**Czech Television Council (RČT- Rada České televise)** - is according to the Act No. 483/1991 Coll., On Czech Television, the authority exercising the public's right to control the activities of



Czech TV(ČT).Television Council has fifteen members, who are elected and recalled by the Chamber of Deputies and represent significant regional, political, social and cultural opinion.

**Council of the Czech Press Office (Rada ČTK- Česká Tisková kancelář)** - the position of the Council of ČTK is given § 4-8 of the Act on the Czech News Agency. It is a seven-member body established by law for the application of the public's right to control the press office. Its responsibilities include supervising primarily the faithful performance of the mission of ČTK, which, as mentioned above, providing objective and comprehensive information for the free formation of opinions. This responsibility also includes decisions on complaints concerning the activities of the press office. The Council also perform the tasks arising from the nature of its existence as a supervisory body of its kind. Appointed and dismissed by the Director General, decides on complaints that are submitted to it, approves the budget and final accounts and the proposal of the Director approves the Statute of the Agency. In case you are ČTK provided subsidies from the state budget, the Council monitors their use.

Regulation of the media itself is created by special laws:

Law No. 46/2000 Coll. the rights and obligations of publishers of periodicals (the Press Act), Act No. 231/2001 Coll. on radio and TV broadcasts (the Broadcasting Act), which also establishes the Council on Radio and Television Broadcasting. Next to it there is another "small board" specifically for Czech Radio, Czech Television and Czech News Agency (ČTK) that result from the laws that govern them: Act No. 484/1991 Coll. on Czech Radio, amended in 2002 by Act No. 192/2002 Coll., Act No. 483/1991 Coll. on Czech Television - amended by Act 39/2001 and Law No. 517/1992 Coll. of ČTK. The work of journalists is governed by other legal acts, such as Act No. 106/1999 Coll. on Free Access to Information, Act No. 40/1995 Coll. Advertising Regulation, amended in 2001 or Act No. 35/1996 Coll. the literary, scientific and artistic works (the Copyright Act). Czech legislations are in all ways compatible with EU directives. The most current issue are debates concerning the tightening of laws on the protection of personality especially in the connection with the tabloid press.

## Ethics

The beginning of the 1990s characterized post-revolutionary years of chaos typical for post-communist countries. Everything was allowed, everything could be written and shot and everything could be said out loud. For a long time it was considered that the media should not be regulated at all. Western practice eventually prevailed and in 1995 the Czech Television Council approved the Statute of CT and within this status the Code Thurs Czech Journalists Syndicate which was released three years later and is the journalist code of ethics. Syndicate of Journalists is a voluntary professional association of journalists. A member can be any active journalist, whether working on permanent employment or freely cooperates with several editors. Members are obliged to comply with the statutes and primarily follow the Code of Ethics for journalists. Syndicate of Journalists is politically neutral, independent ideological, religious, political and economic state and private structures. Actively involved for freedom to collect, analyse and disseminate information through print and electronic media, the freedom to express opinion, including freedom to criticize, oppose governments and political and economic structures, public or private.

**The Czech Advertising Standards Council (Rada pro reklamu)** was founded on August 23, 1994 and is a member of the European Advertising Standards Alliance (EASA). Besides the General Assembly consisting of all members, the RPR has four bodies: The Arbitration Committee, the Executive Committee, Supervisory Board and the Secretariat. Members of the

Executive Committee are representatives of advertising agencies, media and advertisers. The Arbitration Committee has an exclusive right to make decisions regarding complaints received by the RPR. The Committee also reviews submitted materials and recommendations made by the Secretariat. The Arbitration Committee meets once a month, and among its 13 members are lawyers (2), representatives of advertising agencies (2), advertisers (2), media (4), psychologist (1) and sexologist (1). President of the RPR chairs the Committee's meetings.

## Freedom of press

It is possible to observe certain stagnation of political satire in the audio-visual media. Critique of the current political scene is something that the audience craves, but lately gets only a little bit. Media sector in the Czech Republic operates on a similar principle as the West. There are no limits for foreign ownership in both, print and broadcast media. Reporters without Borders in 2010, put the Czech Republic in charts assessing media freedom Press Freedom Index on the 23rd place. Generally, the freedom of press is not limited or suppressed.

## The press

After the Velvet revolution, the authors of so called "samizdat", which were banned by the communist party got back to the "legitimate" public space and greatly influenced the form and media today. It was transformed in several ways. First, the print that existed at the time of communism was restored, such as Lidové Noviny, which transformed from popular interwar daily to samizdat. Second, there were entirely new newspapers and magazines established, for example Respekt or Reflex magazines. And third, the Communist media changed into democratic. This way continued newspaper "Rudé Pravo" (Právo) or "Mladá Fronta" ("Mladá Fronta Dnes").

Of course, as in a lot of other countries in the Czech Republic are benefiting the most tabloid newspapers. For example, "Blesk", most selling at all, the average cost of 350,000 copies. It became the workhorse Ringier Publishing, which also publishes its main competition daily newspaper "Aha". This phenomenon occurs in the Czech media space quite often - one publishing house has two main rivals. This applies, for example, even to reputable newspapers MF and Lidové Noviny that are to the market brought by Vltava-Labe-Press.

## Newspapers

**Lidové Noviny** is a daily newspaper. It is the oldest Czech daily. Its profile is nowadays national news daily covering political, economic, cultural and scientific affairs, mostly with a centre-right, conservative view.

**Mladá Fronta Dnes** - also known as MF DNES or simply Dnes (Today), is the second most sold daily newspaper in the Czech Republic. Its name could be translated into English as Youth Front Today. The paper is owned by MAFRA a.s., the Czech subsidiary of the German group Rheinisch-Bergische Druckerei- und Verlagsgesellschaft GmbH (the publisher of the Rheinische Post), that bought it from French press group Socpresse in 1994. MAFRA a.s. also owns the Czech daily Lidové noviny, the Czech edition of the free sheet Metro, the TV music channel Óčko, the radio stations Expres rádio and Radio Classic FM. It was set up in 1945 under the name Mladá Fronta as a daily newspaper for youths. During the era of socialism, Mladá Fronta was the newspaper of the Socialist Union of Youth. After the Velvet Revolution, its popularity grew and nowadays it is not connected to the Socialist Youth in any way, neither in terms of organisation nor

policy. It consists of four sections, one of which contains regional content. Its orientation can be described as right-wing conservative. Its circulation as of 2011 is around 224,000 papers per day and as such it is one of the most popular and influential newspapers in the country.

**Právo** - is a Czech daily newspaper, the third most sold in the country. It emerged following the Velvet Revolution, when some editors of the daily Rudé právo founded a new company unaffiliated with the Czechoslovak Communist Party but taking advantage of the existing reader base. Today, the paper is not directly linked to any political party, but maintains a moderate left-wing stance and tends to focus on social issues. It is owned by Borgis, a stock company that issues only Právo and its supplements, owned for 91% by the paper's editor-in-chief, Zdeněk Porybný. It is the only Czech national daily that is not owned by a foreign company. It has a circulation of 165,000 (2008), making it second of serious Czech dailies.

**Blesk** - is a daily tabloid newspaper in the Czech Republic. It has the highest circulation of any newspaper in the Czech Republic.

**The Prague Post** - is an English language weekly newspaper covering the Czech Republic and Central and Eastern Europe. It is the only English-language newspaper in the Czech Republic. Its target audience includes English-speaking expatriates living in the Czech Republic or neighbouring countries, Czech readers seeking news from an international perspective and tourists visiting the Czech Republic. With a print run of about 19,000 copies, The Prague Post reaches approximately 40,000 readers a week with its print edition published every Wednesday. Its website has 40,000 unique users generating 150,000 page views per month. The history of the newspaper began in Prague, two years after the Velvet Revolution (in 1991).

**Metro** - Metro International is a Swedish media company based in Luxembourg that publishes the Metro newspapers. Metro International's advertising sales have grown at a compound annual growth rate of 41% since launch of the first newspaper edition in 1995. It is a free sheet, meaning that distribution is free, with revenues thus generated entirely through advertising. This newspaper is primarily intended for commuters who move daily in and out of big cities' business areas, mainly during rush hours.

**Hospodářské noviny**- (number of copies daily in 2013- 36 152) is a daily newspaper in the Czech Republic. It is the most widely circulated paper in the country among those that concentrate on economics.

**Haló noviny**- is a newspaper in the Czech Republic. It has close relations with the Communist Party of Bohemia and Moravia. The newspaper was founded in 1991 and has circulation about 50,000.

## Regional newspapers

There are many regional newspapers focusing on each individual region that in most cases belong under a national newspaper such as for example Deník.

Weekly press:

- **Blesk pro Ženy** - a magazine for women published by Ringier Axel Springer a.s.
- **Chvilka pro tebe** - a magazine for women published by Bauer media, v.o.s.
- **Nedělní AHA** - (number of copies for year 2013-71 291) a social magazine published by Ringier Axel Springer CZ a.s.

- **Nedělní Blesk** - a social magazine published by Ringier Axel Springer CZ a.s.
- **Pestrý svět** - a social magazine published by Bauer media, v.o.s.
- **Reflex** - a social magazine published by Ringier Axel Springer CZ a.s.
- **Respekt** - weekly news magazine published by Respect Publishing a. s.
- **Rytmus života** - a social magazine published by Bauer media, v.o.s.
- **TV Magazine** - program guide magazine published by Atrosat, s.r. o.
- **TV pohoda** - program guide magazine published by JIK-05, s. r. o.
- **Tina** - magazine for women published by Bauer media, v.o.s.

Every second week:

- **TV expres** - program guide magazine published by Atrosat, s.r.
- **TV MAX** - program guide magazine published by bauer media, v. o. s.
- **TV mini** - program guide magazine published by Atrosat, s.r.

Monthly:

- **Blesk Vaše Recepty** - cooking magazine published by Ringier Axel Springer CZ a.s.
- **Chvilka v kuchyni** - cooking magazine published by Bauer Media, v. o. s.
- **Receptář** - garden and hobby magazine published by Reader's digest – Výběr, s. r. o.
- **Svět ženy** - magazine for women published by Burda Praha, s. r. o.
- **Svět ženy POŠLI RECEPT!** - cooking magazine published by Bauer Media, v. o. s.

## Television

- Czech TV

Czech abbreviation ČT, ("Czech Television") is the public TV broadcaster in the Czech Republic.

Channels:

- **ČT1** is a general purpose channel, showing family-oriented television, Czech movies, children's programming, news and documentaries.
- **ČT1 HD** is the high-definition version of ČT1.
- **ČT2** broadcasts documentaries and nature-oriented shows. This channel also frequently shows foreign films in the original versions with Czech subtitles, including many English-language movies.
- **CT24** is a 24-hour news channel, with news programme, which broadcasts continually, offering hot news with live material every hour, extended economic and cultural news, discussions, magazines, economic overviews etc.
- **ČT Sport** is a sports channel. It broadcasts parts of major world, European and Czech sports events (i.e. Olympic Games, World Cups or European Championships).
- **ČT Sport HD** is the high-definition version of ČT Sport, launched on 3 May 2012.
- **TV Nova** - TV Nova is a Czech commercial television station. It began broadcasting in 1994 as the first privately held nation-wide Czech TV station. It quickly achieved the largest market share and, as of January 2010, still remains number one.

- TV Nova

Channels:

- **Nova HD**
  - **Nova Cinema** is a Czech free digital television channel in the Czech Republic, owned and operated by CME, and a part of TV Nova.
  - **Nova Sport** is a sports television channel. Launched in March 2002 under the name Galaxie Sport and re-branded in September 2008 by TV Nova, Nova Sport broadcasts sporting events and sport-related programming in the Czech and Slovak Republics.
  - **MTV Czech**
  - **Telka**
- TV Prima

Prima family (previously Prima televize) is a Czech private television station. Its channel is broadcast from Prague. Its current owner is FTV Prima, spol. s. r. o. The channel has been broadcast since 1993. At first only in Prague and Central Bohemia under the name FTV Premiéra, later Premiéra TV.

Channels:

- **Prima family**
  - **Prima Cool** is a second channel of TV Prima. Cool is a man- and young-oriented station. Prima Cool launched on 1 April 2009 as new digital channel of TV Prima.
  - **Prima Love** is the first niche channel aimed at young, active women in the Czech Republic. The channel, which launched on March 8, 2011, is owned by Modern Times Group. Prima Love showcases top foreign series, soap-operas and movies targeted at young female viewers.
  - **Prima Zoom**
- TV Barrandov
- Czech television channel, launched in 2009.

- Óčko

The first Czech music television channel that started broadcasting in 2002. Majority of the audience are teenagers and people from the 12–35 age groups. The program consists of music videos of music from all different genres including the latest hits.

- TV Noe

## Radio

- Czech Radio - is the Czech Republic's publicly funded radio broadcasting organization. It offers the following radio channels:
  - **ČRo 1** – Radiožurnál: news and information

- **ČRo 2** – Praha: talk and family programmes
  - **ČRo 3** – Vltava: culture, art and classical music
  - **ČRo 4** – Radio Wave: youth radio (via cable, digital, and internet only)
  - **ČRo 5** – 13 regional channels
  - **ČRo Brno**
  - **ČRo České Budějovice**
  - **ČRo Hradec Králové**
  - **ČRo Karlovy Vary**
  - **ČRo Liberec**
  - **ČRo Olomouc**
  - **ČRo Ostrava**
  - **ČRo Pardubice**
  - **ČRo Plzeň**
  - **ČRo Regina**
  - **ČRo Region, Středočeský kraj**
  - **ČRo Region, Vysočina**
  - **ČRo Sever**
  - **ČRo 6**: spoken radio
  - **ČRo 7 – Radio Praha**: external broadcasts, six languages available.
  - **ČRo Online**: web and multimedia projects
  - **ČRo D-Dur**: classical music
  - **ČRo Rádio Česko**: news
  - **ČRo Leonardo**: science and education
- **Radio Prague** - is the official international broadcasting station of the Czech Republic. Radio Prague broadcasts in six languages: English, German, French, Spanish, Czech and Russian. It broadcasts programmes about the Czech Republic on shortwave, satellite and on the Internet. Broadcasting first began on August 31, 1936 near the spa town of Poděbrady. Radio Prague is pennant from 1986. The station broadcasts a total of 24 hours' worth of programmes per day. The theme of the feature changes each day and each section tailors programmes to suit its audience. The weekend broadcasts have a slightly more relaxed structure, they contain less news and more features devoted to the arts, social affairs, music etc.
  - **Frekvence 1** - is a private radio station nationwide. Together with Europe 2 radio stations, Radio Bonton and Dance radio belongs to a media group Lagardère Active.
  - **Radio Bonton**
  - **Radio Proglas** - is a Christian radio station. The station began broadcasting in the autumn of 1995 one small transmitter on the Holy Hostýn, currently broadcasts from 15 transmitters

and its signal covers about 1/3 the Czech Republic. Furthermore, it is available on the Internet and via satellite. The founder and director of radio Holik Martin. Radio Proglas is a non-profit radio broadcast without commercials. Operation of radio listeners pay voluntary contributions.

- Radio Impuls - is a private radio station based in the Czech Republic. It was founded in 1999, when replaced by nationwide radio station Alfa, which defended its license. Impulse Radio is the most listened radio station in the country. Radio with a balanced combination of Czech music, news, traffic information and entertainment.
- Evropa 2 - is a privately owned, commercial radio station in the Czech Republic. It was the first private station since 1989, beginning broadcasting on 21 March 1990. The station's target audience is listeners aged 12–29 years. It is owned by the French Lagardère Group.
- Radio Kiss DELTA
- Fajn Radio
- Radio Bonton
- Hitrádio factor
- Radio Beat- is a Czech radio station that specializes in rock music, especially the genres of rock, hard & heavy, etc. It is mainly musical styles between the 60th to 80 20th century. The station began broadcasting the first January 2002 as a local radio station in Prague. Even though the station is quite stylish and sharply limited in time, in a short time gained her great popularity among broadcast listeners. The station gradually expanding network of terrestrial transmitters and broadcast spreading to other places in the Czech Republic. Its signal covers the Prague, Central Bohemia, part of East Bohemia, Czech Republic and Southern Highlands. Also broadcasts on the Internet. Audience rating station continues to rise, with over 410,000 listeners weekly.
- Radio Haná
- Free Radio
- Radio Čas

- Radio Rubi
- Radio Blaník- is a Czech radio station in addition to regular short news broadcasts a mix of mainstream music, both foreign and Czech artists. The station began broadcasting in June 1999 as the central Bohemian local radio station, which replaced the original Radio VOX. Within a short time gained her posting great popularity among the audience.

### News agency/internet

- CTK - English-language pages
- ČIA – Czech Information Agency
- Mediafax – news agency for Nova TV
- Prague Daily Monitor - online news in English

### PR landscape in Czech Republic

This section provides a list of one of the largest and one of the most important PR companies in the Czech Republic. Following, below described, PR and communication companies have been chosen to this PR Landscape of the Czech Republic according to their membership in different PR associations in the Czech Republic (APRA, KoPR), whose by their activities represent these companies in different international associations, according to their market share and also according to their international branches of and association with different world-wide PR companies. Furthermore, this section also provides description of main activities of each of below listed PR companies; each company thus has several paragraphs designated for their major business activities. A reader might also find a link directly to the web page of each of following companies, so that more information about each company can be researched more. Below provided short texts of listed companies have not been however neither written by Komora Public Relations nor by Global Alliance; but, rather following texts were provided by companies themselves or taken from their promotion and marketing materials.

A dynamic development of PR in Czech Republic occurred in post-revolutionary period. The first branches of international agency chains, namely, Hill & Knowlton and Burson Marsteller in 1991 and Ogilvy in 1992 were opened in Czech Republic. The largest Czech PR agency AMI Communications and APRA were founded in 1995.

### AC&C Public Relations

AC&C Public Relations was established by Jan Klíma in 1993. Together with Martin Frýdl, his former colleague from *Hospodářské noviny*, they managed over time to surround themselves with a team of capable young people, which in the mid-1990s quickly grasped what PR is about. Today, the agency has 25 employees and serves clients such as T-Mobile, Volkswagen, Audi, Seznam.cz, Nokia, Hypoteční banka, and many others. In terms of its size and scope of services, it is one of the largest PR agencies on the market. In 2011, the company's revenues were CZK 60 million. The specific aspect that sets AC&C Public Relations apart from many other agencies on the market is that it has been working for many of its clients for more than ten years. What better proof of their satisfaction with our services?



In addition to corporate communication and taking care of media relations, AC&C PR offers its clients communication consulting, media training, the handling of crisis situations, and communication through social media. It also publishes periodical magazines for its clients, whether in paper or electronic form. Last but not least, AC&C PR has many years of experience with organising corporate events, which every year thousands of participants at those gatherings can see for themselves. AC&C PR regularly ranks high in industry competitions with the PR projects organised for its clients. In 2011, AC&C PR has been labelled the most successful PR agency thanks to the number of awards. AC&C PR is a member of the Czech Association of PR Agencies and of international networks: CEEPR-net, Action Global Communications, and Waggener Edstrom Worldwide. Since 2002, AC&C Public Relations has been certified by the prestigious international business assurance Det Norske Veritas (DNV). The CMS (Consultancy Management Standard) certificate is based on independent audit of the quality of management and services provided in public relations, in accordance with ICCO international standards. For more information see [www.apra.cz](http://www.apra.cz)

### AMI Communications

Has been providing top quality services to its clients since 1995, and has been the biggest agency on the Czech market since 2001. AMI Communications is also operating successfully in Slovakia, Bulgaria and Romania for a number of years. Since 1998 AMI Communications has been cooperating with Edelman, the world's largest independent public relations firm, representing its clients on above mentioned markets, and can thus draw on the know-how of the third largest communications firm overall.

For more information see [www.amic.cz](http://www.amic.cz)

### aPRiori

Public relations agency, a priori, Ltd. was established at the turn of the years 2002 - 2003.

A dynamic team of seven members is operatively complemented by external experts.

Company consists of experts who have worked in the field of media, advertising and marketing. In a time when communication is a key to success in all areas of public administration, commerce and industry, providing complete public relations and media relations services. We specialize in creating strong relationships with the media and the public, strategic planning and editing. In addition, we are involved in building the image of the company and its management, to strengthen brand reputation and also realize among other special client events. We operate in the Czech and Slovak Republics.

Specializes in:

- Public relations
  - continuous operation
  - strategic process
  - Planned and coordinated activity
    - Means a successful product launch
    - Catalyst for change in attitude, opinion, perception and reputation
    - Responding to events
- Media relations

- Product PR Communications
- Crisis Communication
- Internal Communication
- Social networks and online communication
- Monitoring and Analysis
- Organizing events

For more information see [www.apriori.cz](http://www.apriori.cz)

### Ariston PR

Ariston PR is a young flexible PR agency and a brand with a long-term tradition in its field at the same time. ARISTON PR Company was established in 1999. From the beginning, it worked as a PR agency but gradually it created a permanent-client circle and a good base for a further development. At the requests of our clients it transformed step by step to full-service agency offering primarily PR services.

Today it can offer to its clients:

- Complete PR
- Marketing
- Advertising and production service including media buying
- Creative designs
- Media advertising realization
- Editor work, events
- PR and marketing campaigns
- E-marketing activities
- Strategy proposals and their creative solutions
- Web projects and multimedia
- Copywriting and mainly complete public relation services including public affairs.

For more information see <http://www.aristonpr.cz/en>

### ASPEN.PR s.r.o.

ASPEN.PR agency offers a wide variety of security public relations activities which range from strategic consulting to leading corporate PR, media relations quality, flawless and imaginative event management to special PR programs aimed at specific target groups. Of course, its work is the observance of ethical standards, complete transparency and systematic approach.

For more information see [www.aspen.pr](http://www.aspen.pr)

### B.I.G. Prague, s.r.o.

B.I.G. Prague is a **communications and marketing agency**. For over 20 years now, we have been providing our dozens of clients with **services** focused on the presentation and promotion of corporations and companies, institutions, regions, and municipalities. Its broad service portfolio encompasses **corporate communication, corporate identity and design, marketing and advertising, and public relations**. Each year, we implement over 100 projects for 50 major corporations. We are a founding member of the **CZECH TOP 100** Association. We are a member of **APRA** (Association of PR Agencies), **AMCHAM** (American Chamber of Commerce), **NIRI** (National Investor Institute, USA), and **IPRA** (International PR Agency, UK). And since 1996, we have been a partner and sponsor of the **Our Child Foundation** and the annual published by **TypoDesignClub**, the association of Czech graphic designers.

For more information see [www.apra.cz](http://www.apra.cz)

### Bílý Medvěd Public Relations

The Agency was established in 1996. We provide comprehensive services in the field of Public Relations especially in the area of Media Relations and Special Events. We are a founding member of the Association of Public Relations Agencies (APRA), while its only member located outside of Prague. We have the certificate of quality management and service provision in the field of Public Relations ICCO according to international standard CMS (Consultancy Management Standard). We respect all the branch codes, including ethical standards defined by the Stockholm Charter. We work not only for customers from Bohemia and Moravia, but also for multinational companies.

For more information see [www.bmpr.cz](http://www.bmpr.cz)

### Bison & Rose, s.r.o.

Bison & Rose provides consulting and corporate communication services to international corporations and top domestic brands. The communication strategies which agency consultants propose are pursued creatively with diligence and prove effective. Bison & Rose consultants are specialists for corporate and product communication and possess essential knowhow for crisis communication. PR activities are conducted by former editors in-chief and staff from leading domestic media, while work in the field of integrated communication is handled by experienced managers. Bison & Rose also has its own expert team for financial PR. Bison & Rose specializes in banking and capital markets, transportation, power engineering, industry, consumer goods and technology.

For many years the company has also worked in the public sector and medical fields, and has extensive experience with the media, sports, and leisure time.

For more information see [www.bisonrose.cz](http://www.bisonrose.cz)

### CCG - Czech Communication Group

It is an agency which understands that medias and is capable to pass such information that is really needed without giving out the space for distortion.

Its services in this field cover:

- Media relations
- Outsourcing of spokesman function/ training programs for in-house PR dept
- Press conferences, press events, preparation, distribution
- Follow-up of press releases
- Media training programs
- Communication manuals
- 24hrs a day crisis communication consultancy availability
- Media monitoring and analysis
- Press clipping service
- Corporate PR
- Extensive sector experience
- Finance, telecoms, pharmacy, construction and developing.

Whatever is needed to organize corporate party, golf tournament, launches a new product or invent events that in order to increase sales. Services includes marketing surveys and analysis, product launching, suggestion of activities - sales support events, full service organization of cultural and sports events, catering, music, sound systems, publishing, DTP, video.

For more information see [www.ccgpr.cz](http://www.ccgpr.cz)

### Cook Communications s.r.o.

**Cook Communications** is a full-service financial, corporate and consumer communications agency. Since its founding in 2003 we have delivered Public Relations programmes and provided strategic communications support to international clients across Central Europe. The sector experience includes aerospace, capital markets, consumer, defence, energy, financial, gaming, IT, leisure & hospitality, M&A, mining, private equity, real estate, retail and telecommunications. Local insight, regional knowledge and international experience enable us to position our clients, and their products and services, in ways that help support their business objectives.

For more information see [www.cook-comm.com](http://www.cook-comm.com)

### Crest Communications a.s.

Established in the middle of 2004, Crest Communications a.s. provides comprehensive public relations services, including consultancy, crisis communication and organising PR campaigns. The team of experienced PR consultants, which has worked together since mid-nineties under the leadership of Ales Langr, joined the agency in January 2005. Crest Communications became a member of the Czech PR association APRA ([www.apra.cz](http://www.apra.cz)) in June 2005, member of the worldwide PR network IPRN ([www.iprn.com](http://www.iprn.com)) in August 2006. 21 full timers and several external employees work in the agency today. The affiliated Crest Communications Ostrava s.r.o. was founded as early as 1997 and known as AMI Communications MediaProm Ostrava until the end of 2004. The name was changed due to the change in the ownership structure. Crest Communications benefits from the local potential of both companies to improve services delivered

to their clients across the Czech Republic. With the a team of seven employees, Crest Communications Ostrava provides a comprehensive range of public relations services. There are two consultants who have nine-years' experience and quality know-how in the field of media relations. They have an impressive record of achievements, with many satisfied customers such as IVAX Pharmaceuticals (TEVA), Ostroj Opava, a.s., OLMA, a.s., Mölnlycke Health Care Klinipro, Brose CZ, Smurfit Kappa Czech. By way of illustration, the company has been involved in reintroduction of Kofola brand to the Czech and Slovak markets, as well as some cases of crisis communication. The company has been under the leadership of director and partner Jaromír Křišica since its very beginning.

For more information see [www.crestcom.cz](http://www.crestcom.cz)

### DataConsult

It began operations in 2001 as a small technology-focused agency with a narrow spectrum of services but with a desire to look at things in a new way. Over time, built up its expertise in product PR and added other services. Currently focus on technology, the internet, and the consumer segment. Fresh ideas and a creative approach remain an integral part of our DNA, as the many prestigious brands in our portfolio have become accustomed to.

For more information see [www.dataconsult.cz](http://www.dataconsult.cz)

### DDeM

DDeM is a Czech company with more than a decade's experience in providing strategic advice in the field of public relations and communication. Specialize in analysis and advice on corporate and product communication. It provides communication audits, strategic internal communication project management systems, prevention systems and crisis communication solutions. We raise our clients' brand reputation by setting effective sponsorship concepts and corporate social responsibility programs. Its clients include major domestic and multinational companies based in the Czech Republic and Slovakia. In addition to the commercial sector, we provide advisory services to domestic non-profit organisations. Thanks to its broad interdisciplinary experience (banking sector, energy, construction, telecommunications, manufacturing, FMCG, healthcare, public administration ...) successfully realises complete strategic projects on a turnkey basis, and we adopt long-term responsibility when managing and implementing Media Relations aspects, Public Affairs, and Event management. Ensure promotion of the company through corporate publications, websites and social networks. In its work in PR we follow the principle of Effective Communication Management, which allows us to focus purely on activities that bring real value, demonstrable effects and cost savings to its customers.

For more information see [www.ddem.cz](http://www.ddem.cz)

### Ewing Public Relations

Ewing Public Relations (EPR) was founded in 1993 and has been led by its current co-owners Jiri Hrabovsky and Pavlina Rieselova since 1999. Today it has 20 employees and retains both international and Czech based clients. EPR offers full service Public Relations to a diverse number of industries including Automotive, Pharmaceuticals, IT & Telecommunications, Real Estate & Development, Private Equity, Investment Banking, Petrochemical and FMCG. EPR successfully

completed the APRA Consultancy Management Standard certification in 2003 and re-certified in 2005 and 2007. This certificate provides our clients with a guarantee for quality service, standard procedure implementation, and an adequate professional background. Both Managing Partners, Jiri Hrabovsky and Pavlina Rieselova, have extensive experience in Public Relations and serve as external lecturers at the London School of Public Relations and at the University of Economics. EPR is a member of APRA, the Association of Public Relations Agencies in the Czech Republic. This is a voluntary organization of Czech PR agencies. It was established in 1995 and currently has 22 members. It is part of the international ICCO organization. The goal of the organization is to cultivate the activities of agencies, establish standards in providing PR services develop and promote the value of our industry as well as participate in educational activities which contribute to the expansion of media literacy in the Czech Republic. EPR fully adheres to the Stockholm Charter international ethical code of professional standards.

For more information see [www.ewingpr.cz](http://www.ewingpr.cz)

### Extender

Extender is a young and fast-growing communications and consulting agency founded in 2006. We have everything from custom call centre for the production team to organize any kind of event anywhere in the world. Specializing on using the latest technologies and ways of working in order to be able to offer our clients the best service in the area, we refer to the British model of making you famous.

It offers to its clients:

- Political marketing and election campaigns in CZ and Europe
- External Communication
  - Analysis, strategy, monitoring
  - Direct work with journalists
  - Preparation of texts and training materials
  - Preparation of www communication
  - Preparation of other communication channels
- Internal Communication
- Public Affairs
- Production and promotion activities

For more information see [www.extend.cz](http://www.extend.cz)

### Ex voto

The Agency ex voto, spol. s.r.o. was founded in the year 2000th It offers full PR services to its clients. The Agency has a good relationship with the media and civil Authorities. The ex voto team consists of consultants with technical, economic and Humanitarian Who qualifications have experience with Czech media, commercial companies and state administration.

The Agency ex voto offers its clients:

- Wide spectrum of PR services such as proposal and realization of full PR campaigns and communication strategies
- Media relations
- Publicity
- Company and social events
- Product PR
- Proposal and realization of advertising campaigns
- Support of charity and sponsorship
- Lobbying
- Publishing activities
- Media monitoring
- Editorial services and internet marketing.

For more information see <http://www.exvoto.cz/en>

### Fleishman-Hillard

Fleishman-Hillard combines local knowledge with the power and resources of a global network. Just like Fleishman-Hillard's teams across the world, Fleishman-Hillard in the Czech Republic provides clients of all sizes with a broad scope of communications services. That is why its clients — from leading international corporations to local companies to non-profit organizations — come from many different industries. Its experts specialize in several disciplines, including public affairs, media relations, corporate and product communication, and crisis management. It offers event organization, media training and corporate social responsibility (CSR) strategies. And to ensure satisfaction, we have developed a unique online measuring system that lets clients monitor our results 24/7. As its thought-leading lectures and involvement with the Association of Public Relations Agencies demonstrate, Fleishman-Hillard in the Czech Republic brings together the resources of a global network with the local knowledge our clients need.

For more information see [www.fleishman.cz](http://www.fleishman.cz)

### GoodCom

GoodCom Agency started its activity in 2001. Business Owners, however, have been working in the field of advertising and public relations services since 1997. It provides its clients with a full service agency and focuses mainly on special tasks. Among the largest clients belong financial institutions, computer companies, food companies, but also cultural organizations, publishers of books and non-profit and charitable organizations. It provides its clients with comprehensive services in the field of:

- PR and advertising, with a particular focus on the positive presentation and promotion of trade policy
- The general image making the general positive media coverage
- Protection against negative influences and definition from their competitors.

It also provides many other services to order. These include internal and inter-company communication, mediation of business and investment opportunities, and other special events of

the client. For more information see <http://www.goodcom.cz/>

### Havas PR Prague

At Havas Worldwide, effective public relations and corporate communications go well beyond advancing corporate reputation and building brand equity. Build, support, and reinforce companies' and their managers' relationships with all their stakeholders. Help our clients identify and understand their most critical audiences and stakeholders and then we use the power of the media, the Internet, and other communication channels to influence the key influencers within these communities in order to shape opinions, change behaviours, create a call to action, or build a network of allies.

For more information see [www.havasworldwide.cz](http://www.havasworldwide.cz)

### Hill+Knowlton Strategies Czech Republic

Society Hill + Knowlton Strategies offer strategic advice, communications solutions and market analysis in 89 offices in 52 countries around the world for over 80 years. The Prague office of Hill + Knowlton Strategies Czech Republic has almost twenty years of tradition and experience of the team links in public affairs, corporate communications and creative concepts for the digital environment. Communication advice - in the public space, addressing thousands or millions of people, but communication by several orders of more complex magnitude. Media monitoring and media analysis - success in communication is to know what you are writing. Monitoring of all types of media - print, radio, television and internet. Media content analysed quantitatively and qualitatively. Conclusions are integrating immediately into your communications strategy. Corporate Communications, B2B influencers and people - one of the most common task is to protect and improve the reputation of the company or brand. These programs of corporate social responsibility (CSR) format or communication Business to business (B2B). Media training - the TV crew may appear on your desk every minute. Our unique training program, internal specialists with experience in the media and top educators help you succeed even in the most tense moments on camera. Public Affairs - when policy meets with business interests, we help clients create integrated communication solutions: open paths where politicians have to listen first and then decide. We believe that public opinion should not be ignored in the decision process.

For more information see [www.hillandknowlton.cz](http://www.hillandknowlton.cz)

### Just Communication

Just Communication is an independent PR & communications agency, which operates in the market of Central Europe and through a global network and around the world. Focuses on the communication disciplines such as strategic and pure public relations, which includes not only the product, various corporate and CSR communication and crisis PR Process for their clients but also on marketing plans with selected tools for effective impact on the target market segment. Just Communication operates through its team of experienced PR managers, media consultants, specialists in graphics, web design and applications on the Czech market for more than 11 years. Client's portfolio Just Communication is formed based on the medium and large companies that come from the fields of housing, construction, real estate, as well as lifestyle (FMCG, fashion, cosmetics, etc.), IT / ICT and telecommunications, automotive, financial services and pharmaceuticals. Click here to learn more about our specialty.



For more information see [www.justc.cz](http://www.justc.cz)

## MARCUS&ART

An agency that reflects the visions of its clients. For most of our careers, it has worked for clients of agencies rather than agencies themselves and so they know very well what clients doubt and worry about concerning the work of agencies. The best of what it has learned from such experiences is what it now offers. We provide highly professional services that are fully customized to meet the particular needs of each client. This agency is not among the most well-known and that's how it should be. Instead, the success of its work is seen in the success of the clients. Activities in the field of Public Relations are fairly often thought of as simply communication with the media. This, however, is a much broader field. Still, work with the media plays a key role. Clients are regularly featured in all prestigious media. Thanks to its efforts, hundreds of materials are published each year.

The art of public communication is one of the most challenging. Part of its work is also training focused on presentation skills, communication with the media and crisis communication. To aid itself in these efforts, it has its own professional television studio.

For more information see [www.marcusandart.com](http://www.marcusandart.com)

## Native PR

A consulting firm providing professional services in corporate communications and public relations. Has been present on the Czech market continuously since 1993, initially under the name ExMise Public Relations and later under the banner of Hausa & Partner International Group, which it formed a part of from 1998 to 2009. Its clients include successful international and domestic companies in various industries as well as certain industry networks. Over the past 15 years, it has provided services to more than 130 companies and organisations. It works on a long-term basis for a majority of our customers, but we do not refuse one-off (project) briefs either. Customer satisfaction with our work is illustrated, among other things, by the fact that the average period of cooperation exceeds 4 years. Services include the creation of a communication strategy and its subsequent implementation including the adoption of responsibility for its results.

List of services:

- Strategic consultancy in communication and PR
- Development of relationships with customers and other target groups
- Building the reputation of the company and its management
- Media relations management
- Building relationships with public authorities
- Crisis communication
- Communication via the Internet and other new media
- Employee relations and internal communication
- Research and analysis

For more information see [en.nativepr.cz](http://en.nativepr.cz)

## Ogilvy Public Relations

Believes in building brands which need to communicate exceptional ideas IT IS here to bring such ideas to their clients and to realize them in the highest possible quality. It has players on all communication tools, but that does not mean that the urge to play all at the same time. Know how - one of the largest advertising networks in the world, close links between specialists not only within the agency, but also with other agencies of the network, a strong emphasis on strategic analysis. Its mission is to create, maintain and strengthen its clients' brands via creating media-neutral communication concepts and their applications in the mass media - television, print, radio, outdoor advertising, through non-traditional media and online. Can provide making websites and top quality projects, multimedia projects, online advertising and Internet consulting. Also offers the ideal combination of marketing concepts and precise technical solution. Provides the clients mutually beneficial relationships with the media, employees, experts, government and the public. Cares about the reputation of companies and brands and increases their value. In crisis situations, it is responsible for crisis communication and reputation protection brand.

For more information see [www.ogilvy.cz](http://www.ogilvy.cz)

## PEPR Consulting s.r.o.

This PR agency is engaged in high quality professional communications in the private and public sectors. For its clients it provides a comprehensive services which go far beyond the borders of traditional PR. Its team and external consultants will spice up your communication by many years of experience, creative ideas and the just right proportion of all the ingredients of the successful communication campaign. It is closely following development of key issues and the legislative processes so that clients can be advised about possible risks and opportunities in time. Explains rationalizes and comes up with cogent arguments to those, who make decisions in just the right time. Directs and immediate contact represents the best connection between your company and your target customers.

For more information see [www.peprconsulting.cz](http://www.peprconsulting.cz)

## PG Management

Representatives of this agency have been working in the communications field for more than ten years. For their clients it works on creating, distributing, restraining or regulating information. PG management offers its clients:

- Full service PR and consulting activities
- Monitoring and analysis
- Developing long-term effect of PR
- Permanent contact with the media and provide a positive media image
- Emergency services communication-solving negative media coverage
- Periodic production of corporate, editorial, text and image work
- Preparing for press conferences
- Complete mediatraining
- Promoting positive relations with the institutions of state and local governments

For more information see [www.pgm.cz](http://www.pgm.cz)

### PLEON Impact

For PLEON Impact, good relations with the media are a top priority. The communication strategy created by this agency will help you to achieve this goal. Cooperation with the media, the aim of which is to have published desirable information and to bring about positive publicity, is a pursuit with a long-term rate of return. It has to arise from respect to the independence, objectivity and interest of the media. Good relations with the media contribute to the strengthening of the reputation and credibility of a company or a brand.

Aware of both the mindset of journalists and the messages which our clients want to communicate as well as the specialization of various media segments and individual journalists. Continuously monitoring the development of the media market and is able to recommend you the topics that are appropriate, at what time and in what context.

Is prepared to create for you the following:

- A communication strategy including key messages
- A strategy for building media relations
- Media monitoring and analysis of publicity
- Arrangement of various events for journalists such as press trips, press conferences, briefings, media partnerships and viral marketing.

Continuously monitors trends and has specialists in new media who will assist you in analysing whether you could make use of blogging, podcasting, RSS, search engine optimization, presence on social networks or mobile marketing.

For more information see [www.pleon-impact.cz](http://www.pleon-impact.cz)

### Privilege PR

Agentura Privilege PR, s.r.o. is a Czech company, which has grown during the thirteen years of its operation as a full service agency providing a high quality service for both national and worldwide companies. Its leading edge is a valuable knowledge of the Czech media market which is based on current and prior experience of its representatives who have co-operated with the most influential Czech media groups past and present. Based on the above mentioned wide experiences of its representatives, it is able to meet the needs of journalists and meet the needs of its client in terms of communications at a high level, both professionally and ethically.

Offers its clients:

Formulation of medium and long-term PR strategies, creation of media plans

A systematic approach is more effective than the haphazard preparation of press reports and it allows one to ...

... define a target group and the themes

... communicated, it also enables one to select the means of communication

... to coordinate PR support with marketing plans

... to utilise the synergetic effect of an advertising media plan and PR activities

### Generation of a positive media image

The old adage “it’s there in black and white” perfectly encapsulates the power of printed information, or rather the respect with which the public uncritically receives reports from the media. The essence of a PR consultant’s work involves ...

- ... propagating positive reports about the client, because a direct correlation exists between the publication of information and the public’s positive perception of a company
- ... curbing the effects of negative publicity

### Preparation of press releases and reports, editing and graphics work

In the midst of an uncontrollable flood of the most diverse range of information, journalists appreciate it when press release is well-

arranged so that it does not require any intensive editing and imparts information on interesting themes. Only a PR consultant with many years of journalistic experience can best prepare ...

- ... press releases
- ... PR articles tailor-made for specific media
- ... company magazines, advertising flyers and other printed materials (complete editing and graphic arrangement)
- ... CD presentations

### Complete production and PR arrangement of press conferences

A meeting between management and journalists is a traditional part of communication. This can take the more intimate form of a working breakfast or that of a traditional press conference.

Preparation includes ...

- ... the selection of topics and script preparation
- ... arranging a room, catering, etc.
- ... media-training for the client’s representatives
- ... the preparation of press copy
- ... invitations for journalists, arranging media output

### Media monitoring, a comprehensive information service

A precondition for “being seen” is to see and know what journalists are publishing about the client and its rivals. In order to formulate a communication strategy that takes account of reality it is necessary to ensure ...

- ... continuous media monitoring
- ... the gathering of information from open sources
- ... an analysis of the data obtained

### Implementation of social events and company presentations

The strategy of every firm comprises the endeavour to not only set itself apart through the quality of products and services, but also in terms of the level of communication with partners, clients, and its own employees, and this involves things like marketing presentations, off-site conferences, balls, parties, and relaxing weekends. To attract

interest means ...

- ... to create an original tailor-made setting

... to select appropriate premises (an old aristocratic residence, a modern hall etc.)  
... complete organisational arrangements

For more information see [www.privilegepr.cz](http://www.privilegepr.cz)

### PR.Konektor s.r.o.

Is one of the leading public relations agencies in the Czech Republic and the Slovak Republic. Provides comprehensive services with an emphasis on modern approaches and meaningfulness across marketing communications. This ensures a professional and experienced team members all agencies and partners with whom we collaborate on projects. With a branch in the Slovak Republic and membership in a global network Eurocom Worldwide, we help our clients abroad. Is a member of APRA and the recipient of many prestigious awards from Czech (Czech PR award, the Golden semicolon) and international (SABRE Awards, European Excellence Awards) professional competitions.

Public relations covers a wide range of disciplines. From media relations through a crisis communication, internal communication, digital PR, events and publishing to strategic consulting. The advantage of this agency is the ability to perceive the context of the whole PR in marketing communications. When planning campaigns, it strives not only for mutual support of PR disciplines, but especially about the meaningfulness of the communication mix.

For more information see [www.prkonektor.cz](http://www.prkonektor.cz)

### PRAM Consulting s.r.o.

PRAM Consulting was established in 2001 as a private Czech company specializing in providing public relations services. Right from the start, the first customers were multinational corporations, which had a mid to high level of representation in the Czech Republic and needed to team up with a creative and flexible firm that would handle media communication, organize social events, and provide other marketing services. The goal of PRAM Consulting is to help its business partners, not only with marketing their brands, but also with promoting the sale of their products, securing media support, and handling the various aspects of advertising, including long-term strategic planning. The main specialty of PRAM Consulting is giving advice in the area of strategic communication, with a focus on media, customers, investors, human resources, public administration, and other population segments. In addition, it provides event management and other marketing services. PRAM Consulting consists of several teams, each of which is comprised of one management member, a key account manager, and the necessary number of account managers. The person responsible for everyday contact with the customer and the conduct of activities is the key account manager. The management member supervises individual projects, and account managers prepare and provide specific services.

For more information see [www.pram.cz](http://www.pram.cz)

### Press Publishing Group

Thanks to the wide experiences of its representatives, it is able to meet the needs of journalists and meet the needs of its client in terms of communications at a high level, both professionally and ethically. Press Agency Publishing Group is engaged in publishing activities. It provides a

comprehensive public relations service – from the creation of a communication strategy to the production and placement of printed

In terms of public relations it can offer its clients:

- Crisis communication
- Media analysis
- Media monitoring
- Press conferences
- Press Releases
- Media training

For more information see [www.pressonline.rs](http://www.pressonline.rs)

### Stance Communications, s.r.o

Stance Communications, s. r. o. has been providing a comprehensive Public Relations service since 2004. Services rendered to its clients include strategic consulting, media relations – media lobbying, copy and publication of press releases, organisation of press conferences and informal press meetings, regular media monitoring, media training, crisis communication, event management and other services in the field of Public Relations. Understanding 100% of client's needs and expectations, and efficient technology-aided collaboration, makes for a strong relationship with the client. Makes sure to always choose the solution that is the most suitable for the client's needs. Its core team of staffers collaborates with a wide range of external specialists from all disciplines.

PR activities:

- Strategic consultancy
- Communication audit
- External/internal communication strategy
- Media relations
- Media training (rhetoric and other skills, as per requirement)
- Crisis communication
- Internal communication
- Sponsoring
- Publishing
- Events
- Product and marketing communication
- Corporate Social Responsibility consulting
- Press Department on the website of Stance Communications

For more information see [www.stance.cz](http://www.stance.cz)

### Strategic Consulting

A consultancy firm with excellent knowledge of our field of operations, i.e. public relations, lobbying, business communications and publishing.

Behind this company name there are many years of hard work, excellent results and satisfied clients.

The strength of the firm lies above all in its strong regional presence and the quality of our teams.

1999 - company established

January 2000 - commenced publishing activities (1st issue of Prague 10 newspaper)

March 2000 - became members of the Woodstock & Leasor international network

April 2002 - first issue of a regional newspaper (Olomouc Region)

May 2008 - the premier issue of NašePraha9 from the Český Domov network of titles.

Offers its clients:

- PR media
- Media events
- Public affairs
- Company Magazine
- Special events
- Roadshow
- Advertising in the Czech Home

For more information see [www.consultants.cz](http://www.consultants.cz)

#### 4JAN

4JAN PUBLIC RELATIONS was founded in 1997 by a former MF Dnes economics journalist. It provides a comprehensive public relations service – from the creation of a communication strategy to the production and placement of printed materials in media to crisis communication.

It can offer to its clients:

- Internal and external communication
- Product and marketing communication,
- The running of social and other events and the creation of publications
- Magazines and web presentations are all an integral part of our services.

It is able to ensure communication with your target groups, focusing on the media. Its strength is its experience with journalism and a thorough knowledge of the media. The close co-operation with graphics, below the line and advertising agencies in the Czech Republic and Slovakia, creates the ability to provide complete public relations including related services.

For more information see [www.4jan.cz](http://www.4jan.cz)

#### APRA

APRA (Association of Public Relations Agencies) is a voluntary trade association of PR agencies operating within the Czech Republic. Established in 1995, it currently has 18 member agencies, each have successfully completed CMS (Consultancy Management Standard). APRA is a member

of **ICCO** (International Communications Consultancy Organisation), the global umbrella organisation for national PR associations.

The APRA mission is to:

- Represent the public relations industry and its member agencies
- Encourage the advancement of member agencies
- Unite PR agencies operating on the Czech market
- Enhance the good reputation of PR
- Promote best practices
- Cultivate the general PR environment
- Guarantee the quality of services provided by member agencies through certification (i.e. Consultancy Management Standard; CMS). Clients who hire a certified agency should be sure of a business partner whose management and working practices comply with the most up-to-date requirements of the market, i.e. of a reliable and well-managed company.
- Guarantee compliance with ethical standards – Stockholm charter
- Provide a forum for wider discussion of professional topics
- Support and protect the interests of its members in many important areas
- Provide education within the framework of the public relations profession (LSPR)

APRA's mission statement:

- Requires its members to obey all basic professional ethical standards as per the IPRA (International Public Relations Association) Ethics Code and ICO (International Committee of Public Relations Consultancies Associations) Roman Charter.
- Create room for discussion and the solving of common professional and other issues; take care of the development of the discipline as well as education of its members, via seminars, conferences and various meetings.
- Guarantee professional quality of Association members and employees of member PR agencies.
- Represent the interests of its members vis-a-vis international organisations

## Komora Public Relations

Komora Public Relations is a voluntary professional association of agencies and individuals working in the field of public relations. The chamber cooperates with several universities such as Anglo American University in Prague and the Tomáš Baťa University in Zlín. We try to focus on supporting young professionals, graduates and students. Education, ethics and morality are our main credo, which should ensure a transparent Public Relations in the Czech Republic.

### Goals of Komora Public Relations:

To improve level of professions dealing with a professional field of public relations and other target groups;

To expand awareness of public and professionals about the field of public relations and related communications fields such as high-quality publications in the media;

To create a base for the integrity of procedures, methodology development and completion of the necessary legislation;

To defend and represent the interests of members outside the KoPR and create conditions for the internal cooperation between members;

Prepare the conditions for cooperation between KoPR and Czech authorities, and other professional organizations in the Czech Republic and abroad.



Komora Public Relations is a member and the sole representative of the

Czech Republic in the Global Alliance ([www.globalalliancepr.org](http://www.globalalliancepr.org))

#### Activities:

#### School of PR, marketing and Advertising

The Autumn School of PR, Marketing and Advertising is a week-intensive educational program, consisting of theoretical lectures, practical case studies and the final two-day workshop. The educational program is designed as practical training for university students and employees in the commercial and state sector (employees of communication, advertising, and marketing departments). Anglo-American University guarantees the academic quality of the program. Business professionals will be provided by the Komora Public Relations (the Chamber of Public Relations). This educational program is not only for students, but especially for professionals. The entire course is ideal for people who work in the field and need to improve their practical skills and knowledge. The program will be taught in English.

#### Media act of a month

Is a monthly poll in which people choose the act that they find the most interesting, funny, outrageous or original act. Anybody can vote on Komora of PR Facebook webpage.

#### Spokesman of the year

Professional price spokesman/woman is awarded annually to individuals who in their professional status of a spokesperson or a similar position where directly and fundamentally responsible for media communications and creating media image of their institutions. It is given to a person who in the opinion of the evaluators felt professionally the best and contributed to the popularization of the profession and spokespersons ethical principles associated with this profession.

#### PR Starter

Chamber Public Relations believes in the strong future of this field, which will drive forward current students and graduates with a focus on communication and marketing. Therefore, is on 1 January 2010 PR STARTER starting a membership section, which will bring together young professionals starting and offer them training courses at lower prices and information support in the early stages of their careers.

#### Corporate media of the year

Corporate media of the year is the evaluation of institutional communications, both internal communication organization and presentation and communications externally. Companies and organizations from the private and public sector compete with their media to obtain a qualitative evaluation in the following categories - press releases, annual report, Internet, and student media. Each of these categories has sub-categories, the printed matter is divided into corporate stationery, printed matter and printed matter non-profit sector and public administration. Category annual report is divided into corporate annual report, the annual report and the report of the public sector and non-profit sector. On the Internet web site, E-letter, Social Networks and Video publicity. The category of Student media can register any student body with his/her medium. Corporate media are evaluated by judges from among specialists in the field of communication, assessing communication, credibility, structure and language level of content, composition, the

level of visual communication, context with contemporary trends, typography, working with photographs and illustrations.

Main cooperation with:

- Anglo American University - [www.aauni.cz](http://www.aauni.cz)
- Tomas Bata University in Zlín - [web.fmk.utb.cz](http://web.fmk.utb.cz)
- Spokeperson's Club- [www.klub-mluvcich.cz](http://www.klub-mluvcich.cz)
- NutraCept a.s. - [www.nutraceut.cz](http://www.nutraceut.cz)
- Dílny tvořivosti - [www.dilnytvorivosti.cz](http://www.dilnytvorivosti.cz)
- Návraty - [www.navraty.info](http://www.navraty.info)
- MMPortal.cz - [www.mmportal.cz](http://www.mmportal.cz)
- Top vision s.r.o. - [www.topvision.cz](http://www.topvision.cz)
- Studenta Media s.r.o. - [www.studentamedia.cz](http://www.studentamedia.cz)
- Unique Concept – [www.uniqueconcept.cz](http://www.uniqueconcept.cz)
- Enforum – [www.enforum.cz](http://www.enforum.cz)

For more information see [www.komorapr.cz](http://www.komorapr.cz)

## Contact information

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.

For suggestions and discussion, please contact:

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### Global Alliance Center

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