

ABSTRAKT

The communication with the public is really important for the existence and work of the civil sector organizations. The reason is that the public includes possible users of products and services, backers, donators and associates. One of the possible channels how to communicate and keep up with the public is promotion and presentation in the media. Chomutovské noviny is a printed matter that is run by the local administrative body. This type of media should give the opportunity to as many local organizations as possible. The study is aimed at selected civil sector organizations within one particular period. The results of this study show that the presentation of the civil sector organizations was not too numerous in Chomutovské noviny. The possible reasons arise from the interviews.