

ABSTRACT

Raising awareness of the value and importance of volunteering has been identified as one of the objectives of the European Year of Volunteering 2011. One way, how to achieve it, is promote volunteering more in the media. This thesis is based on qualitative research; based on semi-structured interviews it determines if volunteer centers and companies implementing corporate volunteering in the Czech Republic aims to promote volunteering in the media. There was also the aim to identify what are the motives for promoting volunteering in the media, and if organizations experience any problems or barriers in doing so. For comparison, non-profit organizations with public collection were also interviewed.