

The aim of the thesis is to explore corporate social responsibility strategy of public media services. The research method endorsed is a case study of Czech Television that combine a multiple source of data such as official documents, archive records and informal interviews. The analysis points out the influence of institutional conditions and stakeholders, describes particular CSR initiatives and the way communication strategies of Czech Television are working. The thesis offers an analytical model which at the same time is describing the functioning logic of CSR strategy in public media services and can be used for further research on CSR in general.