

Abstract

Title: **Communication with the Media within PR of FC Viktoria Plzeň, a.s.**

Objectives: The main objective of this work is to evaluate nowadays FC Viktoria Plzeň communication with media, all this based on theoretical knowledge, observation, interviews with club representatives and questionnaires filled out by sports journalists, and subsequently to propose possible arrangements that could lead to a better relations with journalists, i.e. those relations that influence image of the club in media.

Methods: Practical part consists of a description of the present situation based on a synthesis of information acquired from an interview with the club press agent and those acquired by observation I made myself in a role of a journalist directly at the FC Viktoria Plzeň stadium in Pilsen. Then the situation is confronted with theoretical knowledge from literature and journalists survey data.

Results: The results of this work revealed several deficiencies. Concerning the premises designated for journalists one of them is primarily absence of tables in the press area and unsuitable toilets common with spectators. Establishment of a permanent mix-zone, mutual cooperation with journalists in composing questions for audio recordings or placing a TV screen broadcasting matches in a press box would mean improvement of service for journalists. On the other hand the work of the current press agent is assessed very positively.

Keywords: football club, media relations, sport journalist, press agent