into a network penetrating not only the strictly political aspects of life, but the whole range of them. The importance of party periodicals, however, remained especially high. The most important mass media of their time, daily newspapers affiliated with or owned by political parties not only championed goals of their respective parties, they formed an organisational node. An appendix presents a table which lists the most important newspapers and journals in Moravia by political orientation.

THE PRESS AFFILIATED WITH THE LIBERAL NATIONAL PARTY, 1861-1914

The Structure of the Media Organisation of a Czech Party for Notables

Luboš Velek

Being a traditional party for notables, up to 1910 the Liberal National Party (Národní strana svobodomyslná) did not have a daily newspaper of its own. However, for many years it entertained close ties to the Young Czech “Národní listy”, which it was able to use not only for agitation, but also as an organisational centre. Towards the end of the 19th century, the competition represented by mass and class parties grew stronger. The Liberal National Party had to adapt. The resulting reform professionalized not only procedures and party work as such, but also the media organisation. A differentiated press scene evolved around the party, taking into account different interests of the people concerned. Local and regional media in particular enjoyed a dynamic development. In the end, the Liberal National Party succeeded in purchasing the “Národní listy” daily. After all, it possessed a party newspaper which it directly controlled and which continually supported its work.

THE SLOVAK BROADCASTING CORPORATION, 1938-1945

Vladimír Draxler

The Slovak Broadcasting corporation came about in connection with the founding of the “Slovak State”. Its main base was in Bratislava, with a branch office at Prešov. It developed a comprehensive schedule containing newscasts and features on culture, art and music. This contribution sketches the conditions in which the radio station worked: it was part of the authoritarian, nationalist Tiso administration and thus became the object of attempts to open it up for German interests and German war propaganda. At this time, Slovak listeners were also being targeted by Allied radio stations as well as by those belonging to Nazi Germany. When the Slovak Uprising broke out in August, 1944, the Slovak radio was drawn into the quarrel between conflicting factions. Whereas the Slovak Broadcasting corporation as a whole remained loyal to the government until the end of the war, individual staff members set up an insurgent radio station in Banská Bystrica, which managed to broadcast on behalf of the resistance for two months.