

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

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

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Being a traditional party for notables, up to 1910 the Liberal National Party (Národní strana svobodomyšlná) 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.