

## Russia needs a PR plan

The Russians made a huge PR blunder when they invaded Czechoslovakia in 1968. It was even worse than the disastrous launch of New Coke. The Russians are one of the CR's top trading partners, but anyone in an official position who can still say "здравствуйте" is suspected of consorting with the enemy. [Václav Klaus](#) had to go on record in HN today to deny that Lukoil bought him his reelection as president. How humiliating! The French can freely hand out medals of honor for service to their country, but Klaus can't even accept a free book from the Russkies. Numerous prominent Czechs have probably been working for Moscow for years. Practically the only one who openly boasts of it is the shady lobbyist Miroslav Šlouf. With friends like that, who needs enemies? For the image of Russia to improve, some dignified Czechs will have to take up the issue of promoting Czech-Russian relations. But as long as Russia's government keeps behaving the way it does at home, no self-respecting Czech will be willing to do it.

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