

A daily e-mail bulletin of Czech wit & wisdom. For your free subscription, write to subscribe@fsfinalword.com

Charity publishing



At Prague's [Forum Media](#), panelists discussed the "charity" business model of publishing and wondered how long Zdeněk Bakala, Petr Kellner, Sebastian Pawlowski and other oligarchs will be willing to prop up their profit-challenged publications. "Charity" is a misnomer in the case of Kellner's Euro and Pawlowski's Týden, where specific examples of business advantage can be traced to the editorial lines taken by the writers. In the case of Bakala's HN, the business bias is less demonstrable, but Boris Šťastný of ODS is on to something when he publicly accuses Bakala's publications of being the mouthpiece of TOP 09. Indeed, HN is more vocal than anyone else about an ODS-ČSSD grand coalition in Prague. With sales falling, HN might even need to bank in the midterm on becoming a sort-of opposition paper, where buying an ad or subscription is seen as a vote against a grand coalition on the national level too.

Start using products of first class!

Join Fitness Center **World Class!**

WorldClass®

www.worldclass.cz