

Title: Československý NEI Report 1990 – 2012: From a hot erotic comet to a chilled pornographic body

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Abstract:

The political-erotic newspaper Czechoslovak NEI Report was one of the first erotic titles to be published in what was then Czechoslovakia. Unlike other erotic publications, which wanted to give the impression that sex is something special and exclusive with a high selling price and chalk paper, NEI Report tried to present erotica and sex as a normal part of an adult's life. Efforts to make it easily accessible to the widest possible range of readers were subordinated to the cheap production of the NEI Report consisting of partially color, partially black-and-white printing on regular newsprint paper, which enabled its low selling price. In addition to depicting erotica and sex, the NEI Report also dealt with sexual education, which was spread by leading Czech sexologists. NEI Report was published as the press organ of the political party Nezávislá erotická iniciativa (Independent Erotic Initiative), later renamed Nezávislá iniciativa (Independent Initiative). However, when this party repeatedly failed in its intention to succeed in the elections to the Chamber of Deputies, NEI Report resigned to political ambitions and devoted space exclusively to erotica and sex.