

This thesis is a case study, which is focused on relationships and forms of cooperation between non-profit organizations doing charity, and Czech Television. The main methods of data gathering in this work are semi-structured interviews with selected stakeholders. One respondent from the Czech TV and five representatives of different NGOs participated in the research. According to the theory of agenda-setting and the concept of gate keeping the aim of this study is to find out how NGOs get on the TV screen. Part of this thesis is devoted to the specification of various form of cooperation between Czech television and different non-profit organizations. Also there is an an assessment of the current situation from the perspective of both sides. In the final summary there are the crucial findings and discussion devoted to problematic issues in the cooperation of Czech Television and nonprofit organizations.