

This thesis is devoted to the topic of the public relations in Czech public libraries. The theoretical part provides a comprehensive summary of public relations as one of the main forms of external marketing and managerial communications of libraries. There are gradually described meaning, goals, principles, resources, contents, methods and instruments used by public relations. Considerable space is devoted to the process of branding, building a good image of a library and external mass media and internet presentation. The text is accompanied by many examples of a good practice from Czech libraries. In the empirical part there is presented the project of the exploratory survey about the implementation of public relations into Czech libraries in 2015. This survey helped map out the current situation and brought a lot of interesting information about attitudes towards public relations and forms used by external presentation, promotion and communication of Czech libraries. Detailed insight into the practice provides a brief overview study which describes the external communications strategy and some public relations activities in two selected public libraries in Hradec Králové.