

5.3.2 Communication measures by Liechtenstein

The Liechtenstein Government has only little information in the first four days of the crisis. Information on the current situation is gleaned from media reports, information provided by the affected banks LGT and LLB, and internal specialized offices.

The Government and the Government Spokesperson's Office therefore see their first task as obtaining as much comprehensive information as possible, especially from LGT.

In the first four days of the crisis, from Thursday, 14 February, to Sunday, 17 February, the issue is primarily the "Kieber case" and the "Zumwinkel affair", which primarily affects LGT Bank. The strategy of the first few days therefore rests on two pillars:

1. Collect as extensive information as possible in order to conduct a situation analysis.
2. Respond to all media inquiries directly, thereby signaling openness, transparency and professionalism to the media.

This turns out to be very helpful, since Liechtenstein is always accused of "secretiveness" and "erecting a wall of silence".

In the first few days, Liechtenstein did not conduct any press conferences or issue any press releases, but the following table lists the interviews and background talks that the Government engaged in during this phase.

Date	Medium	Who
14.2.2008	Süddeutsche Zeitung	Gerlinde Manz-Christ
	Handelsblatt	
	Finanz & Wirtschaft	
	Vaterland	
15.2.2008	Süddeutsche Zeitung	
	Handelsblatt	
	Frankfurter Allgemeine Zeitung	
	Bild Zeitung	
	ARD (TV + Hörfunk)	
	ZDF	
	Blick	
	Finanz & Wirtschaft	
	Volksblatt	
16.2.2008	ARD (Tagesschau)	
	ZDF (Heute Journal)	
Total	15	

Tab. 3: Interviews 14. - 17.2.2008 (Source: own compilation)

In the following Tab. 4, we see the initial jump in Liechtenstein reporting in general, which increased even more over the following days.

Calendar week	Day	Date	Total
Week 7	Friday	15.2.2008	43
	Saturday	16.2.2008	117
	Sunday	17.2.2008	34
Total			194

Tab. 4: Number of media reports 14. – 17.2.2008 (Source: own compilation)