

5.5.2 Communication measures by Liechtenstein

The communication strategy is continued and intensified by the Government Spokesperson's Office in March 2008. The focus is increasingly on using the attention of international media directed at Liechtenstein to place core messages in a targeted manner, expand existing contacts with journalists, and thus to use the crisis as an opportunity.

This is again done by means of press conferences (see Tab. 10), press releases (see Tab. 11) and interviews (see Tab. 12).

When	Topic	Who	Where
5.3.2008	FIU Annual Report	<ul style="list-style-type: none"> ● Prime Minister Otmar Hasler ● Martin Frick, Director of the Prime Minister's Office ● René Brülhart, Director of the FIU 	Vaduz
7.3.2008	ITB Berlin	<ul style="list-style-type: none"> ● Deputy Prime Minister Klaus Tschüscher ● H.S.H. Prince Stefan von Liechtenstein (ambassador of Liechtenstein in Berlin) 	Berlin
Total	2		

Tab. 10: Press conferences 1. - 31.3.2008 (Source: own compilation)

When	Topic	Who
5.3.2008	IMF Final Report	Government
5.3.2008	FIU Annual Report	Government
7.3.2008	ITB (international travel trade show in Berlin)	Government
11.3.2008	Neue Pinakothek exhibit	Princely House
Total	4	

Tab. 11: Press releases 1. - 31.3.2008 (Source: own compilation)

Date	Medium	Who
6.3.2008	TV MBC South Korean TV	Markus Kaufmann
6.3.2008	Asahi Shimbun (Japanese daily newspaper)	Markus Kaufmann
12.3.2008	BBC Radio	Gerlinde Manz-Christ
18.3.2008	Japanese TV	Gerlinde Manz-Christ
26.3.2008	Slovenian TV	Gerlinde Manz-Christ
27.3.2008	Verdens Gang (Norwegian business magazine)	Gerlinde Manz-Christ
Total	6	

Tab. 12: Interviews 1. - 31.3.2008 (Source: own compilation)

The intensity of reporting subsides somewhat, but is still at a high level (see Tab. 13 and 14).

Calendar week	Day	Date	Print media	Radio/TV	Internet	Total
Week 9	Saturday	1.3.2008	118	2	75	195
	Sunday	2.3.2008	52	2	31	85
Week 10	Monday	3.3.2008	135	3	8	146
	Tuesday	4.3.2008	123	13	58	194
	Wednesday	5.3.2008	251	1	56	308
	Thursday	6.3.2008	114	1	43	158
	Friday	7.3.2008	110	5	47	162