

The role of NRA: Public Service Media

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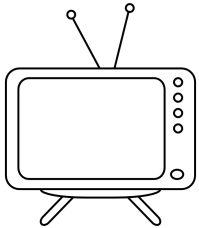
Member of National Electronic Mass Media Council of Latvia

48th EPRA meeting

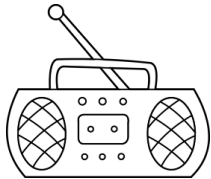
Bratislava 2018



Media in Latvia



64



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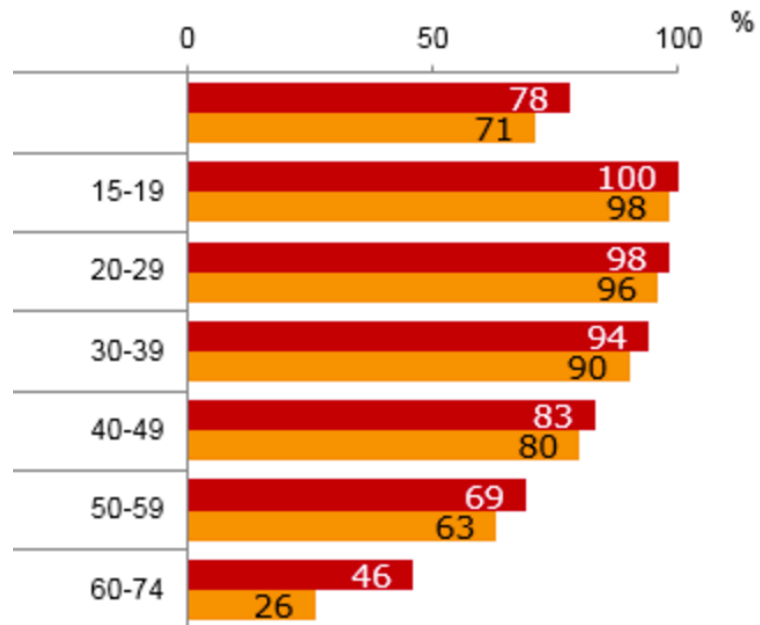
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Usage of Internet



Source: Kantar TNS Latvia Digital Research. Spring 2016, Spring 2017.

Historical Context: Transformation

A New Beginning (1990) after regaining the independence

- ▶ Transformation of political and media system
- ▶ Imitation of Western democracy examples
- ▶ Institutionalization of PSB system
- ▶ Media independence



Historical Context

- ▶ Radio and Television Law in 1995
- ▶ National electronic media regulator established
- ▶ Dual electronic media environment
- ▶ Latvian Radio and Latvian Television

- ▶ Member state of EU in 2004
- ▶ New Law on Electronic Media in 2010



Challenges

PSM and public interest

Supervision and governance, funding system, public service remit

- ▶ Political culture and the model of “politics over broadcasting”
- ▶ Willingness to develop systemic changes
- ▶ Regular changes of PSB general directors
- ▶ Corruption

Democracy as Miracle

In early 1990s societies were **thrilled by the new situation** where they could add their “voices” in the public sphere freely, but mostly they **did not recognize what democracy and independence mean**, and what their roles are in this new and different political system

(e.g., Brikse et al., 2002)

Initially political culture and the views of these societies were characterized as “**a mythological way of thinking**” based on hoping for **democracy as a miracle** that will change the system completely and that will fulfill the desires of independence as a rescuer

(see Vihalemm et al., 1997, Lauristin, 2007)



Lessons learned

- ▶ It is not enough to declare principles only
- ▶ Copy – Paste it is not enough
- ▶ Journalistic culture
- ▶ Political culture
- ▶ Media policy – to be institutionalized

...also today





NRA

PSM
shareholder

Supervision

Licensing

Public service
remit

Monitoring

LTV

LR

Statutes

Board

Budget

PSR

Plans

Tasks

Evaluation

Statutes

Board

Budget

PSR

Plans

Tasks

Evaluation

Future Law on Governance of PSM

Separated functions

- ▶ The conflict of interest
- ▶ Building trust
- ▶ PSM Council

Public Service Media in Latvia



1954
2 programmes
LTV1, LTV7
18,3 mil. EUR



1925
6 programmes
9,1 mil. EUR



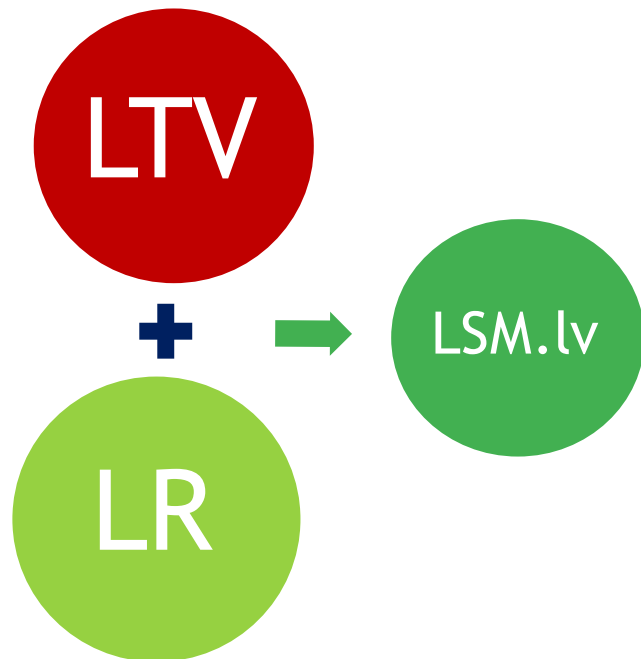
2013
LAT/RUS/ENG
Becoming a leader,
TOP 10

- Separate state companies
- Unite digital platform
- Unite PSM
- Diversity
- Different organizational cultures
- The role of digital strategy

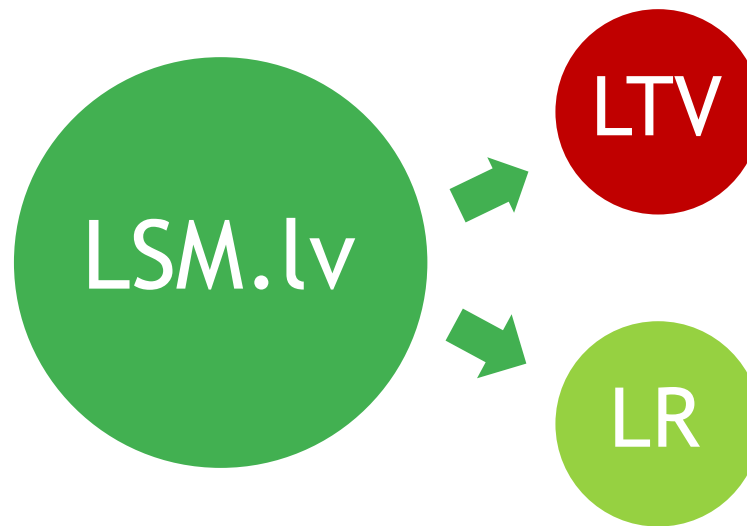


Development and Challenges

NOW



TO BE



Funding System

- ▶ To be changed, issue since PSM was established
- ▶ State budget, advertising market, economic activities
- ▶ Leaving the advertising market in 2021
- ▶ % from taxes
- ▶ Planning of investments
- ▶ 15% of PSR for commercial media
- ▶ Media support program

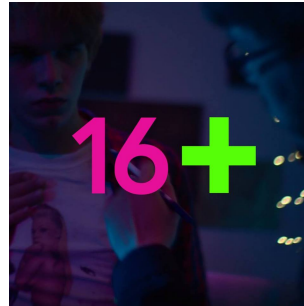
How to develop the structured dialogue with society?

- ▶ Public Advisory Council
- ▶ Defined in Electronic Media Law
- ▶ 21 NGOs, consultative
- ▶ Areas of competencies
 - ▶ Public Service Remit
 - ▶ Strategy on the development of electronic media environment
- ▶ A new model
- ▶ Society and Stakeholders



PSM and Youth

- ▶ 55+ challenge
- ▶ The role of research and dialogue
- ▶ Latvian Radio 5
- ▶ TV series on YouTube, 15 min
- ▶ Public value





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