

Best practices in administration and management of PSB: The case of Latvia

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The way of transformation from state broadcasters into PSB

- Since 1992 LTV (1954) with 2 channels and LR (1925) with 5 stations are two state enterprises with one supervising council (now 5 members) elected by parliament according to political proportionality: 1) regulatory authority; 2) council for LTV and LR, elaborating public remit (15% of which are possible for commercial media) with Public Consultative Council; 3) media policy by own strategy for 5 years.

Since 2011 plans for the reform and creation of PSM

- Problems: 1) conflict of interests; 2) political influence; 3) difficult collaboration of two media organizations in three technological platforms.
- Conception of new PSM by NEPLP (2013–2018): 1) public value test; 2) one PSB (LSM.lv) with own council for PSB + Audience Council with ombud functions; 3) implementation of media tax, leaving of advertising market by PSM.

Achievements and prospects for the future

- After the economic crises since 2012 serious improvement in financing and management
- Getting leadership in strategic communication and growing acceptance of PSM by public and politicians
- Plans for common Baltic Russian language TV channel