



Baltic Centre for
Media Excellence

Latvian Media Conference 2021

Year of big changes: what's next?

15 January 2021

10:00-12:00, Zoom

2021 is a year that will change Latvian media landscape forever. How will the new Law on the Governance of Public Service Media and envisaged PSM Council affect the development of Latvian Radio, Latvian Television and LSM.LV? Will the long-awaited exit of public service broadcasters from the advertising market lead to better content on commercial media? Find out from leading industry experts of the conference organised by the Baltic Centre for Media Excellence.

AGENDA

10:00 - 10:10 **Opening**

10:10 - 11:00 **Public Service Media Council: composition and expectations**

- **Una Klapkalne**, Chair of the Management Board, Latvian Radio
- **Anda Rožukalne**, Dean of the Faculty of Communication, Riga Stradiņš University
- **Vita Anda Tērauda**, Chair, Saeima Media Policy Sub-Committee (Attīstībai/Par!)
- **Ritvars Jansons**, Secretary, Saeima Media Policy Sub-Committee (Nacionālā Apvienība)

Moderated by **Gunta Sloga**, Executive Director, Baltic Centre for Media Excellence

11:00 – 12:00 **Future of Latvian media: more news vs more entertainment**

- **Zane Bārtniece**, CEO, Member of the Board, TVNET Media Group
- **Daiga Bitiniece**, Editor in Chief, 'Kurzemnieks' newspaper
- **Ivars Priede**, Member of the Board, Latvian Television
- **Mindaugas Rakauskas**, CEO, All Media Latvia
- **Ivars Āboliņš**, Chair, National Electronic Mass Media Council

Moderated by **Pauls Raudseps**, journalist, IR weekly

Working language(s): Latvian with simultaneous interpretation into English

Register here: <https://ej.uz/9uv8>

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