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**PLAN FOR IMPLEMENTATION OF THE MASS MEDIA POLICY
GUIDELINES OF LATVIA 2016-2020**

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1. Abbreviations Used

CC – Competition Council
ER – Enterprise Register
ERDF – European Regional Development Fund
GDP – gross domestic product
LABO – Latvian Association of Broadcasting Organisations
LAJ – Latvian Association of Journalists
LALC – Latvian Association of Large Cities
LALRG – Latvian Association of Local and Regional Governments
LPPA – Latvian Press Publishers Association
LR – Latvian Radio
LTV – Latvian Television
LUJ – Latvian Union of Journalists
MoC – Ministry of Culture
MoEPRD – Ministry of Environmental Protection and Regional Development
MoES – Ministry of Education and Science
MoFA – Ministry of Foreign Affairs
MoI – Ministry of the Interior
MoJ – Ministry of Justice
MoT – Ministry of Transport
MoW – Ministry of Welfare
NCE – National Centre for Education
NEMMC – National Electronic Mass Media Council
NGO – non-governmental organisation
NLL – National Library of Latvia
UNESCO – United Nations Educational, Scientific and Cultural Organisation
UNESCO LNC – UNESCO Latvian National Commission
UoL – University of Latvia
UoL SSF – Faculty of Social Sciences of the University of Latvia

2. Summary of the Content of the Plan

The Plan for Implementation of the Mass Media Policy Guidelines of Latvia 2016 – 2020 (hereinafter – the Plan) is a medium-term policy planning document which has been developed by the Ministry of Culture for implementation of the Mass Media Policy Guidelines of Latvia 2016 – 2020 (hereinafter –the Guidelines).

The objective of the Guidelines is to create favourable conditions for the operation of mass media, ensuring and developing mass media diversity, improving professional education of professionals of the mass media sector, improving the quality and responsibility of the mass media environment, promoting the development of media literacy, and promoting mass media environment safe for an individual and the society.

In its turn the objective of the Plan is to offer specific action directions and measures for achieving the objective defined in the guidelines, to determine the responsible authorities and time limit for implementation of measures, and also to provide indicative indication of the necessary funding for implementation of the measures or activities provided for in the Plan.

The abbreviations used are provided in full form in the beginning of the Plan, it continues with the summary of the content of the plan, the objective of the plan and action directions are defined:

1. Diversity of mass media environment;
2. Quality and responsibility of mass media;
3. Education of professionals of mass media sector;
4. Media literacy;
5. Securitability of mass media environment.

Together with the relevant measures for implementation of the tasks they form the largest part of the Plan (Section 5, Action Plan) which is set out in the form of a table. The measures to be taken, activity result and performance-based indicator, responsible institutions and co-responsible institutions, and also the term for execution are provided for each action direction.

In development of the Plan a working group established by Order No. 5.1.-1-225 of the Ministry of Culture of 17 September 2014, Regarding Establishment of the Working Group for Development of Draft Mass Media Policy Guidelines (hereinafter – the Working Group) in which experts of the sector from the academic environment, representatives of public service media and private media of Latvia, representatives of the Latvian Information and Communications Technology Association, Latvian Press Publishers Association, Latvian Association of Broadcasting Organisations, Latvian Advertising Association, Latvian Association of Journalists, Latvian Union of Journalists participated. Also the National Electronic Mass Media Council, as well as representatives from the State Chancellery, the Ministry of Defence, the Ministry of the Interior, the Ministry of Culture, the Ministry of Transport, the Ministry of Justice got involved in the Working Group.

The mass media policy activities included in the Plan will be organised considering the possibilities of the State budget. In developing support measures, the State aid control norms will be complied with.

3. Objective and Action Directions of the Plan

The **objective** of the Plan is to offer specific action directions and measures for achieving the objective defined in the Guidelines, to determine the responsible institutions and time limit for implementation of measures, and also to provide indicative calculation of the necessary funding for implementation of the activities provided for in the Plan.

In conformity with five sub-objectives referred to in the Guidelines five action directions are defined in the Plan:

1. **Diversity of mass media environment;**
2. **Quality and responsibility of mass media;**
3. **Education of professionals of mass media sector;**
4. **Media literacy;**
5. **Securability of mass media environment.**

Tasks are subjected to each of them and supplemented by one up to four planned measures or activities for implementation of the task of the activity. These sections are included in the form of a table in Section 5 of the Plan.

4. Characterisation of the Current Situation

Since the Plan is created for implementation of the Guidelines, several Sections thereof are discussed in the Guidelines:

- **Characterisation of media environment of Latvia** is included in Annex to the Guidelines;
- **Spatial perspective** of the planned policy is described in Chapter 3 of the Guidelines;
- **Initial impact (*ex-ante*) assessment** is analysed in Chapter 4 of Annex to the Guidelines;
- Connection of the planned policy **with policy planning documents and legal acts** is included in Chapter 7 of the Guidelines.

5. Action Plan

Objective of the Mass Media Policy Guidelines of Latvia 2016-2020	To create favourable conditions for the operation of mass media, ensuring and developing mass media diversity, improving professional education of professionals of the mass media sector, improving the quality and responsibility of the mass media environment, promoting the development of media literacy, and promoting mass media environment safe for an individual and the society.
Objective of the Plan	To offer specific action directions and measures for achieving the objective defined in the Guidelines, to determine the responsible authorities and time limit for implementation of measures, and also to provide indicative calculation of the necessary funding for implementation of the planned measures.
Policy result/s and performance-based indicator/s	<p>Policy result: Diversity of mass media environment of Latvia retained.</p> <p><i>Performance-based indicator:</i> Consumption of television programmes created in Latvia (in linear form) – TV watching time share (share, %) increases or remains the same ($\geq 48\%$).</p> <p><i>Performance-based indicator:</i> Number of websites created in Latvia which may be deemed mass media and which have been included in TOP20 according to the average audience of one day is increasing (≥ 6).</p> <p><i>Performance-based indicator:</i> The number of national and regional TV programmes remains the same or with a little reduction (≥ 17).¹</p> <p><i>Performance-based indicator:</i> The number of regional press remains the same or with a little reduction (≥ 44).²</p> <p><i>Performance-based indicator:</i> The number of radio stations which are operating in the market of mass media of Latvia remains unchanged (4 commercial radio stations, 69 programmes, 53 of which are local radio programmes and 11 – regional radio programmes).</p> <p><i>Performance-based indicator:</i> The number of regional press in Russian remains the same or with a little reduction (≥ 13).</p> <p><i>Performance-based indicator:</i> Distribution of newspapers and magazines according to languages changes only within the framework of 10% (in Latvian: $\geq 70\% - \leq 80\%$; in other languages: $\geq 20\% - \leq 30\%$).</p> <p><i>Performance-based indicator:</i> The number of national daily newspapers in Latvian and Russian remains unchanged (3+3).</p> <p><i>Performance-based indicator:</i> Internal diversity indicators of mass media have been established by the mass media diversity research – diversity of information sources, political pluralism in mass media, culture and social group representation in mass media, number of content units (and volume) which the public service media and largest</p>

¹ Taking into account general development tendencies of mass media, inter alia printed press, which are explained in more detail in Annex to the Guidelines, the objective is to preserve the current number although small reduction is possible.

² See previous comment.

	private mass media offer to disabled persons, regarding diaspora issues, and also the proportion of regionally and locally oriented content, the proportion of the mass media content created by independent producers remains unchanged or increases. ³ <i>Performance-based indicator:</i> Public service media funding (% of GDP) increases (up to 0.18% in 2020).						
1. Action Direction		1. Diversity of mass media environment					
No.	Measure	Activity result	Performance-based indicator	Responsible institution	Co-responsible institutions	Term for execution (with accuracy up to six months)	Funding, EUR and its sources
1.1. Separate the types of State aid for public service media and private mass media							
1.1.1.	To assess different scenarios of leaving the advertising market by public service media, and also a scenario, if such leaving of the advertising market does not occur.	The possible scenarios, benefits and possible losses in further activities of public service media in respect of commercial advertising market have been assessed. It will allow for a more accurate understanding of future projections and influence of public service media activities in the commercial advertising market on the mass media environment in general.	Informative report	MoC		2nd half of 2016	Within the framework of the allocated budget

³ Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the study implemented in 2017.

1.1.2.	To determine in laws and regulations governing public service remit that public service media perform public service remit. Exclude private mass media from the range of recipients of public service remit.	The types of the State budget aid have been separated for public service media and private mass media, intending that public service remit may be implemented only by public service media.	Amendments to laws and regulations governing public service remit, determining referral of the public service remit only to public service media.	MoC	NEMMC	1st half of 2018	Within the framework of the allocated budget
1.1.3.	To ensure introduction of the Mass Media Support Programmes (establishment and operation of the Mass Media Support Fund) for promoting the creation of non-commercial, publicly significant content in mass media regardless of their type and platform used, concurrently ensuring demarcation with public service remit. By determining support for	A support system has been established for the creation of publicly significant content in mass media regardless of their type and platform used, concurrently ensuring demarcation with public service remit. By determining support for investigative, analytical and mass media criticism genres, regional mass media as priorities.	Mass Media Support Programmes have been ensured. The number of mass media projects supported ⁴ within the framework of the Mass Media Support Programmes ⁵ : in 2016 – 9 projects in 2017 –	MoC	LAJ, LUJ, LABO, LPPA, NEMMC	Starting from the 1st half of 2016	Within the framework of the allocated budget, EUR 2016 ⁶ 2017 – 940,000 ⁷ 2018 – 886,746 2019 – 886,746 Additional funds are required, EUR 2020 and hereinafter every year –

⁴ approximately EUR 20,000–30,000 planned for one project on average.

⁵ Mass Media Support Programmes – categories in a newly-established project funding distribution system for the creation of non-commercial, publicly significant content in mass media. One of the versions is to divide programmes according to genres of journalism – mass media criticism, analytical journalism and other programmes.

⁶ It is intended in a separate policy planning document.

⁷ Funding will be granted according to project tender procedures.

	investigative, analytical and mass media criticism genres, regional mass media as priorities.		32 projects in 2018 – 30 projects in 2019 – 30 projects in 2020 – 30 projects				1,136,746
1.2. To achieve fair competition in the market of regional mass media							
1.2.1.	To determine that informative bulletins and other communication channels financed by local governments and other public persons or under complete or partial control thereof do not conduct commercial activity in the advertising market.	Fair competition conditions in the regional press market. Operation of informative bulletins and other communication channels financed by local governments and other public persons or under complete or partial control thereof has been adjusted by the best practice guidelines.	Amendments to laws and regulations by determining that informative bulletins and communication channels financed by local governments and other public persons or under complete or partial control thereof do not conduct commercial activity in the advertising market. For preparing proposals of the Working Group	MoC	CC, MoEPRD, MoE, LPPA, LAJ, LAA (Latvian Advertising Association), LALC, LALRG	2nd half of 2017	Within the framework of the allocated budget

			of the Ministry of Culture for the development of normative regulation regarding non-participation of informative bulletins of local governments and other public persons in the advertising market and implementation of the duty of public informing, conclusions of the Final Report have been included in the best practice guidelines for the creation of informative bulletins of local governments.				
1.2.2.	To improve (including adjust) the normative regulation in respect of the duty of local governments and other public persons to inform	Responsibility and transparency of the duty of public informing of local governments and other public persons are	Amendments to laws and regulations, by improving (including by adjusting) the	MoC	MoEPRD, MoC, LPPA, LAJ, LALC, LALRG	2nd half of 2017	Within the framework of the allocated budget

	the society.	ensured.	normative regulation in respect of the duty of local governments and other public persons to inform the society. ⁸				
1.3. To support the sustainability of printed press in analogue and digital environment							
1.3.1.	Develop a conceptual report for the State grant programme for printed media support.	Additional possibilities for printed media support have been evaluated with a view to retain media diversity and printed media of Latvia as one of the forms of the culture.	A conceptual report regarding the State grant programme for printed media support.	MoC	LPPA	2nd half of 2017	Within the framework of the allocated budget
1.4. To support the creation of quality content in Latvian for Latvians residing abroad							
1.4.1.	To support the creation of publicly significant content in diaspora mass media in Latvian (within the framework of the Mass Media Support Programmes).	The creation of publicly significant content in diaspora mass media in Latvian is supported, thus retaining the link of diaspora with Latvia and its culture.	8 projects for the creation of publicly significant content in diaspora mass media in Latvian have been supported within the time period	MoC		Starting from the 1st half of 2017	Within the framework of the allocated budget, EUR 2017 – 20,000 ¹⁰ 2018 – 20,000 2019 – 20,000 Additional funds

⁸ The planned amendments do not provide for repealing of Section of the Law On Local Governments regarding the duty of local governments to inform the society, but for improving and adjusting it.

¹⁰ Funding will be granted according to project tender procedures.

			from 2017 to 2020: in 2017 – 2 projects in 2018 – 2 projects, in 2019 – 2 projects, in 2020 – 2 projects ⁹				are required, EUR 2020 and hereinafter every year – 20,000
1.4.2.	To support the creation of publicly significant content for diaspora audience in mass media in Latvia (within the framework of the Mass Media Support Programmes).	The creation of publicly significant content for diaspora audience in mass media in Latvia is supported, thus retaining the link of diaspora with Latvia, its culture, media space.	8 projects for the creation of publicly significant content for diaspora audience in mass media in Latvia have been supported within the time period from 2017 to 2020: in 2017 – 2 projects in 2018 – 2 projects, in 2019 – 2 projects, in 2020 – 2 projects ¹¹	MoC		Starting from the 1st half of 2017	Within the framework of the allocated budget, EUR 2017 – 20,000 ¹² 2018 – 20,000 2019 – 20,000 Additional funds are required, EUR 2020 and hereinafter every year – 20,000

⁹ Approximately EUR 10,000 planned for one project on average.

¹¹ Approximately EUR 10,000 planned for one project on average.

1.5. To support the creation of content for disabled persons in mass media regardless of their type and platform							
1.5.1.	To support the creation of publicly significant content for disabled persons in mass media in Latvia (within the framework of the Mass Media Support Programmes).	By supporting the creation of publicly significant content for disabled persons, availability of information will be ensured for this socially vulnerable group of the society and the principle of equal possibilities of disabled persons will be complied with.	in 2017 – 2 projects in 2018 – 2 projects, in 2019 – 2 projects, in 2020 – 2 projects ¹³	MoC		Starting from the 1st half of 2017.	Within the framework of the allocated budget, EUR 2017 – 20,000 ¹⁴ 2018 – 20,000 2019 – 20,000 Additional funds are required, EUR 2020 and hereinafter every year – 20,000
1.6. To survey the level of mass media diversity in Latvia							
1.6.1.	To carry out a research regarding internal and external diversity of mass media in Latvia.	The level of mass media diversity in Latvia has been researched (regarding sections of Chapter 4 "Policy Results and Performance-based Indicators") in order to plan further activities	Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020.	MoC		1st half of 2017 2nd half of 2020	Within the framework of the allocated budget, EUR 2017 – 20,000 ¹⁵ Additional funds are required, EUR

¹² Funding will be granted according to project tender procedures.

¹³ Approximately EUR 10,000 planned for one project on average.

¹⁴ Funding will be granted according to project tender procedures.

¹⁵ Funding is intended for performance of service – research regarding mass media diversity in Latvia: 1) value added tax: EUR 4,200; 2) research work: 2.1. analysis of statistical data and information: EUR 1,100, 2.2. creation and preparation of representative survey questionnaire: EUR 900, 2.3. performance of survey of Latvian society: EUR 9,300, 2.4. analysis and interpretation of the survey results: EUR 4,000. 2.5. provision of analytical report: EUR 500.

		of the mass media policy and evaluate their results.					2020 – 20,000
Policy result/s and performance-based indicator/s	<p>Policy result: Diversity of mass media environment of Latvia retained.</p> <p><i>Performance-based indicator:</i> Primary and secondary media information sources in news regarding issues and topics of socio-political significance in relation to 1) Riga and its vicinity; 2) remaining territory of Latvia, and also diversity of information sources in other genres of journalism remains unchanged or increases in 2020.¹⁶</p> <p><i>Performance-based indicator:</i> Political pluralism in mass media remains the same or increases in 2020.¹⁷</p> <p><i>Performance-based indicator:</i> Representation of culture and social groups in mass media remains the same or increases in 2020.¹⁸</p>						
2. Action Direction		Quality and responsibility of mass media					
No.	Measure	Activity result	Performance-based indicator	Responsible institution	Co-responsible institutions	Term for execution (with accuracy up to six months)	Funding, EUR and its sources
2.1. To promote self-organisation of mass media of Latvia for improvement of quality and responsibility							
2.1.1.	To develop a conceptual report for establishment of the Mass Media Ombudsman, its composition, activity guidelines and field.	Preparation works for establishment of the Mass Media Ombudsman have been carried out, agreement has been reached in the sector regarding the composition and activity guidelines,	The conceptual report for establishment of the Mass Media Ombudsman, its composition and activity guidelines.	MoC	NEMMC, LAJ, LUJ, LPPA, LAA, mass media undertakings	2nd half of 2017	Within the framework of the allocated budget

¹⁶ Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the implemented study in 2017.

¹⁷ See previous comment.

¹⁸ See Reference 18

		activity field thereof, including the case when a public service media ombudsman is organised upon initiative of the public service media.					
2.1.2.	To support self-organising of the mass media sector for establishment of the Mass Media Ombudsman (within the framework of the Mass Media Support Programmes).	A mechanism for evaluation of individual complaints regarding professional and ethical standards of journalists has been established. Critical thinking of the society in respect of the mass media content has been enhanced, mass media responsibility has been promoted.	The Mass Media Ombudsman has been established.	MoC	NEMMC, LAJ, LUJ, LPPA, LAA, mass media undertakings	1st half of 2018	Within the framework of the granted mass media support programme funding, EUR 2018 – 53,254 ¹⁹ 2019 – 53,254 Additional funds are required, EUR 2020 and hereinafter every year – 53,254
2.1.3.	To develop proposals for the joint code of ethics of the media sector of Latvia.	Proposals in order to promote agreement of the sector (at least the most part of it) regarding joint ethical	Joint principles for the joint code of ethics of the media sector of Latvia.	MoC	NEMMC, LAJ, LUJ, LPPA, LAA, mass media undertakings	2nd half of 2017	Within the framework of the allocated budget

¹⁹ Expenses are comprised as follows within one year: 1) remuneration EUR 33,262 for ombudsman which comprises monthly salary of the ombudsman, mandatory State social insurance contributions of the employer, benefits and other payments; 2) remuneration EUR 19,200 for participation in meetings of the ombudsman for eight members of the ombudsman who represent the media sector twice a month; 3) administrative expenses EUR 792 for administration of the mass media ombudsman programme within the framework of the media support fund.

		standards have been developed thus making current this topic in the mass media environment and raising professional ethical standards.					
Policy Result/s and Performance-based Indicator/s	Policy result: Diversity of mass media environment of Latvia retained.						
	<i>Performance-based indicator:</i> Primary and secondary mass media information sources in news regarding issues and topics of socio-political significance in relation to 1) Riga and its vicinity; 2) remaining territory of Latvia, and also diversity of information sources in other genres of journalism remains unchanged or increases in 2020. ²⁰						
	<i>Performance-based indicator:</i> Political pluralism in mass media remains the same or increases in 2020. ²¹						
	<i>Performance-based indicator:</i> Representation of culture and social groups in mass media remains the same or increases in 2020. ²²						
	<i>Performance-based indicator:</i> Geographical diversities of mass media content, including proportion of regionally and locally oriented content, remain unchanged or increase in 2020. ²³						
3. Action Direction		3. Education of professionals of mass media sector					
No.	Measure	Activity result	Performance-based indicator	Responsible institution	Co-responsible institutions	Term for execution (with accuracy up to six months)	Funding, EUR and its sources
3.1. To improve the quality of mass media and journalism studies							
3.1.1.	To assess the possibility	The possibilities for the	3 joint projects in	MoES	MoC	Meeting of	Within the

²⁰ Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the study implemented in 2017.

²¹ See previous comment.

²² Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the study implemented in 2017.

²³ See previous comment.

	<p>for the State institutions of higher education to implement a co-operation model which would allow:</p> <p>1) to offer the same study courses for students of different institutions of higher education by the heads of mass media and journalism study programmes and/or</p> <p>2) to create joint groups of students of journalism study programmes of different institutions of higher education for the acquiring specific study courses;</p> <p>3) to promote co-operation projects of institutions of higher education in mass media sector and international co-operation programmes in the fields of mass media and journalism.</p>	<p>State institutions of higher education to implement a co-operation model by offering the same study courses for students of different institutions of higher education and/or ensure joint study course for students of journalism study programmes of different institutions of higher education have been assessed. This is a solution how to ensure a qualitative journalism and mass media studies under the circumstances of decreasing number of students and in the situation with non-sufficient number of high quality university lecturers. The co-operation will also make it possible for the prospective mass media professionals to thoroughly acquire specific issues of the</p>	<p>institutions of higher education have become involved:</p> <p>2018: 1 2019+2020: 2.</p>			<p>the Working Group – 2nd half of 2017</p> <p>Joint projects: 2018-2020</p>	<p>framework of the allocated budget</p>
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		sector, by broadening knowledge regarding mass media and in such aspects of journalism which are not included in the basic study programme.					
3.1.2.	To promote communication of professional organisations of mass media with makers of higher education study programmes in mass media studies and journalism.	The connection between professional organisations of mass media and makers of higher education study programmes has been enhanced by providing proposals for improvement of education content and informing regarding the necessary number of professionals in the mass media sector and its structure.	Proposals provided by representatives of professional organisations of mass media for improvement of education content within the framework of working meeting in which the makers of professional organisations of mass media and of higher education study programmes in mass media studies and journalism participate (once a year).	MoC	MoES	2nd half of 2016 2nd half of 2017 2nd half of 2018 2nd half of 2019 2nd half of 2020	Within the framework of the allocated budget

			Minutes of the meeting.				
3.1.3.	To support innovative projects promoting interaction of education and professional mass media environment. For example, a discussion regarding the possibilities and quality of mass media and apprenticeship of journalism students.	Innovative projects which promote interaction of education and professional mass media environment, have been supported thus ensuring contemporary education of good quality and education conforming for work in the sector in institutions of higher education in mass media and journalism study programmes.	4 innovative projects promoting interaction of education and professional mass media environment have been supported: 2017: 1 2018: 1 2019: 1 2020: 1	MoC	MoES	2nd half of 2017 2nd half of 2018 2nd half of 2019 2nd half of 2020	Within the framework of the allocated budget, EUR 2017 – 5,000 ²⁴ 2018 – 5,000 2019 – 5,000 Additional funds are required, EUR 2020 and hereinafter every year – 5,000
3.2. To support lifelong learning of mass media professionals							
3.2.1.	To educate journalists in further education activities organised by the Baltic Centre for Media Excellence.	Life education of mass media professionals, growth in quality of journalism and increase of professionals standards have been promoted.	At least 150 participants of activities organised by the Baltic Centre for Media Excellence (journalists, editors, and other mass media professionals).	MoFA	MoC	Starting from the 1st half of 2016	Within the framework of the budget allocated to the MoFA

²⁴ Amount includes: Catering services – 2x coffee break for 60 persons – EUR 1,000; rent of premises for the event (for 5 hours) – EUR 950; expenses for office supplies and materials for seminar – EUR 600; remuneration for discussion manager and lecturers – EUR 2,000; additional necessary expenses for organising the event – EUR 450.

			At least 30 mass media editorial boards / organisations ²⁵ the professionals of which have participated in activities organised by the Baltic Centre for Media Excellence.				
3.2.2.	To implement international co-operation programmes for further education and raising of qualification of journalists in co-operation with NGOs and mass media organisations. (More detailed development of the project is being	Life education of mass media professionals, growth in quality of journalism and increase of professional standards have been promoted.	Journalists, editors, and other mass media professionals who have participated in at least 75 trainings. At least 15 mass media editorial	MoC	MoFA, professional NGOs, mass media and academic organisations	The entire period of operation of the programme	Additional funds are required, EUR Determined in separate policy planning documents.

²⁵ Such number of organisations the journalists of which will be trained, is planned, taking into account that the project activity 3.2.2 of the Plan provides for implementation of an international co-operation programme for further education and improvement of qualification of journalists in co-operation with NGOs and mass media organisations. Thus within five years, as a result of successful implementation of the activity, the number of trained journalists of both, Latvia and other countries, is planned in several hundreds.

The information compiled by the Bibliography Institute of the National Library of Latvia indicates that in 2014 periodicals were represented by 318 titles of magazines, bulletins, articles and 254 titles of newspapers. See: Bibliography Institute of the National Library of Latvia. (2015). *Statistics of Latvian Publishing 2014: Compilation of Statistical Materials*. Riga. <http://dom.lndb.lv/data/obj/file/267047.pdf> p. 4.

The more journalists are educated by several organisations, the greater possibility to create a responsible, qualitative, reliable mass media environment not only in Latvia, but also in the Baltic region in general.

	created in a separate policy planning document).		boards / organisations ²⁶ the professionals of which have participated in further education and raising of qualification programmes.				
Policy and Performance-based Indicator/s	Result/s	Policy result: Increase in the level of media literacy in the society.					
		<i>Performance-based indicator:</i> Research results: In 2020 comparing to 2017, the level of media literacy in children and youth audience has increased by 15%, in adult audience – by 7%.					
4. Action Direction		4. Media literacy					
No.	Measure	Activity result	Performance-based indicator	Responsible institution	Co-responsible institutions	Term for execution (with accuracy up to six months)	Funding, EUR and its sources

²⁶ Such number of organisations the journalists of which will be trained, is planned, taking into account that the project activity 3.2.2 of the Plan provides for implementation of an international co-operation programme for further education and improvement of qualification of journalists in co-operation with NGOs and mass media organisations. Thus within five years, as a result of successful implementation of the activity, the number of trained journalists of both, Latvia and other countries, is planned in several hundreds.

The information compiled by the Bibliography Institute of the National Library of Latvia indicates that in 2014 periodicals were represented by 318 titles of magazines, bulletins, articles and 254 titles of newspapers. See: Bibliography Institute of the National Library of Latvia. (2015). *Statistics of Latvian Publishing 2014: Compilation of Statistical Materials*. Riga. <http://dom.lndb.lv/data/obj/file/267047.pdf> p. 4.

The more journalists are educated by several organisations, the greater possibility to create a responsible, qualitative, reliable mass media environment not only in Latvia, but also in the Baltic region in general.

4.1. To survey the level of media literacy in society							
4.1.1.	To carry out researches regarding media literacy in society.	The level of media literacy has been found out in the society of Latvia, thus allowing for more accurate planning of measures for its improvement and assessment of the results after the end of the planning period.	A research on media literacy in the society in 2017 and an identical research in 2020 have been carried out.	MoC		1st half of 2017 2nd half of 2020	Within the framework of the allocated budget, EUR 2017 – 20,000 ²⁷ Additional funds are required, EUR 2020 – 20,000
4.1.2.	To establish the UNESCO Chair on Media and Information Literacy.	The knowledge obtained in researches conducted on the level of literacy among children and youth of Latvia has been enhanced, the interest of students regarding media literacy has been promoted, the subject has been made current in the society.	The UNESCO Chair on Media and Information Literacy has been established.	MoES (UoL SSF – the project implementer)	UNESCO LNC	1st half of 2016	Within the framework of the allocated budget
4.2. To improve the knowledge of the society in media literacy							
4.2.1.	To educate users from different groups of society in media literacy.	The knowledge of the society in media literacy has been	The number of users of the National Library	MoC	NLL, LAJ	Starting from the 1st half of 2017	Within the framework of the allocated budget,

²⁷ Funding is intended for the performance of service – research regarding media literacy in the society: 1) value added tax: EUR 4,200; 2) analysis of statistical data and information: EUR; 3) establishment and preparation of a representative questionnaire in order to find out the level of media literacy in the society of Latvia: EUR 900; 4) carrying out a research on the level of media literacy in the society of Latvia: EUR 9,300; 5) analysis and interpretation of the survey results: EUR 4,000; 6) drawing up of an analytical report: EUR 500.

		enhanced – the mass media users have been made familiar not only with the possibilities of searching for information but also with assessment of its content and quality.	of Latvia at the Centre for Inquiries and Information of the NLL educated (at least 4800) in media literacy: 2017: ≥ 1100 2018: ≥1200 2019: ≥1200 2020: ≥1300				EUR 2017 –1120 ²⁸
4.2.2.	To educate mentors in media literacy for the acquisition of media literacy outside schools.	Librarians educated in the subject of media literacy who according to the research results ²⁹ are one of the mentors who provide information regarding the Internet and mass media to children and youth.	The number of librarians of public libraries educated (at least 180) in media literacy. 2017: ≥45 2018: ≥45 2019: ≥45 2020: ≥45	MoC	NLL, UoL SSF	Starting from the 1st half of 2017	Within the framework of the allocated budget, EUR 2017 – 4,155 ³⁰ 2018 – 2,520 2019 – 2,520 Additional funds are required, EUR 2020 – 2,520

²⁸ Supplementing of the information literacy programme with a section on media literacy, development of a methodological study material.

²⁹ There is a very high proportion of Internet use in libraries or other public places in Latvia compared to children in other places of Europe (46% in Latvia and 12% children in the rest of all Europe). See more at: Brikse, Inta and Spurava, Guna. (2014). *Kids online – safety and risks: Full findings from children survey of 9- to 16-year-olds in Latvia*. Faculty of Social Sciences, University of Latvia, Riga, Latvia. P. 13. Available at: <http://eprints.lse.ac.uk/60574/>

³⁰ Preparation of a training course (1 year), adaptation, organising and management (all years).

4.2.3.	To organise training for specialists of youth affairs of local governments.	Local government employees educated in media literacy who are working with the youth and within the framework of such work can transfer the knowledge acquired to the youth and develop the theme in further activities, for example, to organise discussions.	2 seminars regarding media literacy for specialists of youth affairs of local governments. In total at least 140 participants who have attended seminars regarding media literacy for specialists of youth affairs of local governments. 2017: ≥ 70 2019: ≥ 70	MoC	MoES, UoL SSF	2nd half of 2017 2nd half of 2019	Within the framework of the allocated budget, EUR 2017 – 500 ³¹ 2019 – 500
4.2.4.	To inform persons working in the field of youth regarding media literacy.	Persons working in the field of youth and informed in media literacy who within the framework of their work can transfer the knowledge acquired to the youth and develop	At least 50 participants of regional conference – persons working in the field of youth who are informed	MoES	MoC	2nd half of 2016	Swiss-Latvian co-operation programme "Support for the Development of Youth Initiatives in Peripheral or Disadvantaged

³¹ Preparation, organising and management of a training seminar

		the theme in further activities.	regarding media literacy within the framework of the measure. 2016: ≥ 50				Regions"
4.3. To include in mass media such content which develops media literacy							
4.3.1.	To support the development of mass media criticism genre in mass media (within the framework of mass media support programmes).	By supporting the development of mass media criticism genre in mass media the knowledge of the society to perceive and assess the content and quality of mass media critically has been promoted.	5% of the funding of mass media support programmes 12 mass media criticism projects in mass media have been supported in total from 2017-2020 (each year – 3), providing for distribution of EUR 50,000 for them according to the project tender procedures each year.	MoC		Starting from the 1st half of 2017	Within the framework of the budget for mass media support programmes
4.3.2.	To promote critical thinking of the society in respect of perception of mass media content and assessment thereof (critical discussion).	The knowledge of the society in media literacy has been enhanced – to critically perceive and assess mass media content,	Activity results are determined on the basis of a separate policy planning document.	MoC		1st half of 2018	Additional funds are required, EUR Determined in separate policy planning

	(Detailed layout – in a separate policy planning document).	information sources, aims and purposes of the information provider.					documents.
4.4. To include media literacy in the content of education							
4.4.1.	To develop media literacy for children of pre-school age and pupils of elementary school.	Basic knowledge of media literacy has been provided to children of pre-school age and pupils of Grade 1-2 in the manner appropriate for their age.	Audio-visual teaching aid.	MoC	MoES, NCE	2nd half of 2018	Within the framework of the allocated budget, EUR 2018 – 11,000 ³²
4.4.2.	To organise events promoting media literacy and educating in media literacy for pupils and youth, using debate method.	The knowledge of pupils and youth in media literacy has been enhanced, the theme of media literacy has been made current in the society.	8 debates for pupils and youth dedicated to the theme of media literacy (2 debates every year).	MoC	NGO, service	1st and 2nd half of 2017 1st and 2nd half of 2018 1st and 2nd half of 2019 1st and 2nd half of 2020	Within the framework of the allocated budget, EUR 2017 – 4,100 ³³ 2018 – 4,100 2019 – 4,100 Additional funds are required, EUR 2020 – 4,100
4.4.3.	To ensure information for youth audience regarding the possibilities provided by the programme „Erasmus+: Youth in	Information for youth audience regarding media literacy and the possibility of exchange of international	5 „Erasmus+: Youth in Action" informative measures in which	MoES Agency of International Programmes for Youth	MoC	Starting from the 2nd half of 2016	Within the framework of the allocated budget

³² Funding necessary for the service – development of audio-visual teaching aid (content, video and audio solutions included).

³³ Funding will be granted according to the project tender procedures.

	Action" in respect of creation of international informal education projects which focus on media literacy.	experience in projects dedicated to media literacy has been ensured.	information regarding media literacy (each year 1 measure) has been provided. In total at least 150 participants of measures (2016-2020) 2016: ≥ 30 2017: ≥30 2018: ≥30 2019: ≥30 2020: ≥30.				
4.5 To educate teachers for teaching media literacy in educational institutions							
4.5.1.	To organise seminars ³⁴ for teachers regarding media literacy.	Teachers educated in media literacy.	The number of teachers educated (at least 140) in media literacy in seminars:	MoC	NLL, UoL SSF	Starting from the 1st half of 2017	Within the framework of the allocated budget, EUR 2017 – 4,373 ³⁵ 2018 – 2,598

³⁴ Training of teachers for teaching media literacy in educational institutions could take place within the framework of improvement of professional competence of general education and vocational education teachers in programme A in any of the modules: teacher's experience module, education content and didactics module, teacher's experience module. The selection of the most appropriate module will be made in accordance with recommendations of experts of the education sector in the course of implementation of the Guidelines. In conformity with Cabinet Regulation No. 662 of 28 October 2014, Regulations Regarding Education and Professional Qualification Necessary for Teachers and Procedures for Improving Professional Competence of Teachers, programme A includes one or several modules (relatively independent problem-oriented, cross-disciplinary part of professional improvement of teachers in the amount of at least six hours which determines the strategic objectives of the relative competences and expected results for management of the scientifically substantiated pedagogical process). It is intended for specific target audience for improvement of professional competences. See: Cabinet (28 October 2014). Regulations Regarding Education and Professional Qualification Necessary for Teachers and Procedures for Improving Professional Competence of Teachers. *Likumi.lv*. See: 15.02.2016. <http://likumi.lv/ta/id/269965-noteikumi-par-pedagogiem-nepieciesamo-izglitiba-un-profesionalo-kvalifikaciju-un-pedagogu-profesionalas-kompetences-pilnveides>

³⁵ Preparation of a training course (1 year), adaptation, organising and management (all years).

			2017: ≥35 2018: ≥35 2019: ≥35 2020: ≥35				2019 – 2,598 Additional funds are required, EUR 2020 – 2,598
4.5.2.	To ensure cross-disciplinary (communication science and pedagogy) exchange and transfer of experience within the framework of Media Literacy Programme of the Mass Media Support Fund.	The knowledge of the representatives of communication science, teachers and would-be teachers, skills and competences for teaching media literacy in education institutions have been improved, exchange of experience has taken place, media literacy has been made current as a research subject.	Cross-disciplinary (pedagogy and communication science) conference dedicated to media literacy. At least 70 participants registered for the conference.	MoC	MoES, LAJ	1st half of 2020	Additional funds are required, EUR 2020 – 7,500 ³⁶
4.6. To prepare would-be teachers for teaching media literacy in educational institutions							
4.6.1.	To inform regarding the possibility of obtaining pedagogical education and experience for teaching media literacy within the framework of study mobility of the EU Erasmus+ programme.	International experience of would-be teachers and their lecturers in teaching media literacy has been acquired.	At least 5 students of pedagogy who have acquired experience in media literacy teaching abroad within the framework of	Institutions of higher education which offer study programmes for teachers	State Education Development Agency of the MoES	Starting from the 1st half of 2017	Within the framework of the allocated budget

³⁶ Amount includes: Catering services – 2x coffee breaks and dinner for 70 persons – EUR 1800; rent of premises (with the possibility to ensure recording and live broadcast) (for 7 hours) – EUR 1500; expenses for office supplies and materials for seminar – EUR 850; remuneration for discussion managers and lecturers – EUR 3000; additional necessary expenses for organising the event – EUR 350.

			<p>study mobility of the EU Erasmus+ programme (2016-2020).</p> <p>At least 5 representatives of academic staff who have acquired experience in media literacy teaching abroad within the framework of study mobility of the EU Erasmus+ programme (2016-2020).</p>				
4.7. To create materials for teachers regarding media literacy issues							
4.7.1.	To translate examples of international practice regarding media literacy issues.	Understanding of teachers regarding the possibilities and way of integrating media literacy issues in the content of teaching.	Materials in the amount of ~ 350 pages in total have been translated – samples of international practice regarding media literacy issues.	MoC	MoES, NCE, service	2nd half of 2017	Within the framework of the allocated budget, EUR 2017 – 6,000 ³⁷

³⁷ Translation and layout design.

			Download statistics of the translated materials on the website of the NCE: $\geq 15\%$ from the number of teachers employed in the State in the relevant year.				
Policy	Result/s	and	Performance-based Indicator/s	<p><i>Policy result: Diversity of mass media environment of Latvia retained.</i></p> <p><i>Performance-based indicator:</i> Consumption of television programmes created in Latvia (in linear form) – TV watching time share (share, %) increases or remains the same ($\geq 48\%$).</p> <p><i>Performance-based indicator:</i> The number of national and regional TV programmes remains the same or with a little reduction (≥ 17).</p> <p><i>Performance-based indicator:</i> The number of radio stations which are operating in the market of mass media of Latvia remains unchanged (4 commercial radio stations, 69 programmes, 53 of which are local radio programmes and 11 – regional radio programmes).</p> <p><i>Performance-based indicator:</i> Proportion of mass media which have the same owner at national and concurrently regional/local level remains unchanged or reduces.³⁸</p> <p><i>Performance-based indicator:</i> Proportion of mass media owners involved in cross-media ownership remains unchanged or reduces.³⁹</p> <p><i>Performance-based indicator:</i> Number of websites created in Latvia which may be deemed mass media and which have been included in TOP20 according to the average audience of one day (≥ 6).</p> <p><i>Performance-based indicator:</i> Increase in the sum total of mandatory social insurance contributions in</p>			

³⁸ Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the study implemented in 2017.

³⁹ Study on internal and external diversity of mass media in Latvia with quantitative and qualitative methods in 2017 and identical study in 2020. Results of the study in relation to which comparison may be performed in 2020 will be known only after the study implemented in 2017.

	professions – commentator, correspondent, editor, editor-in-chief, reporter, journalist, television/radio programme manager, camera operator (information provided by the State Revenue Service).						
5. Action Direction		5. Securability of mass media environment					
No.	Measure	Activity result	Performance-based indicator	Responsible institution	Co-responsible institutions	Term for execution (with accuracy up to six months)	Funding, EUR and its sources
5.1. To improve the environment for operation of electronic mass media of Latvia							
5.1.1.	To develop a proposal for a draft law – solution for the management reform of electronic mass media (public service and commercial) based on the international experience.	Conflict of interests in the management of electronic mass media has been prevented, previous functions of the National Electronic Mass Media Council have been clearly distinguished: management of public service media and regulator function of all electronic mass media.	Proposal for a draft law – solution for the management reform of electronic mass media (public service and commercial) based on the international experience.	NEMMC	MoC	2nd half of 2016	Within the framework of the allocated budget
5.1.2.	To enhance public service media.	Stable and predictable conditions for the development of public service media, larger number of original	Increase in the public service remit against the base funding for 20% (base	NEMMC	MoC	Starting from the 1st half of 2020	Additional funds are required, EUR 2020 and hereinafter every

		programmes addressed to different groups of the society, internal diversity of public service media is ensured.	funding in 2020 = 29,000,000 ⁴⁰)				year – 5,800,000
5.2. To make the supervisory system of the mass media environment of Latvia efficient							
5.2.1.	To increase the capacity of implementation of supervisory functions of NEMMC (monitoring capacity).	NEMMC performance has been enhanced by supervising a larger proportion of electronic mass media content, thus also restricting the distribution of illegal content in the mass media space of Latvia.	<p>The number of hours monitored by the NEMMC with electronic mass media registered in Latvia: 40,000 (8000 monitored hours every year)</p> <p>The number of hours monitored by the NEMMC with TV programmes produced in other countries: 10,000 (2000 monitored hours every year)</p> <p>Within the framework of a</p>	NEMMC	MoC	Starting from the 1st half of 2016	<p>Within the framework of the allocated budget 2016-2018</p> <p>Additional funds are required, EUR 2019 –25,000⁴¹ 2020 and hereinafter every year – 25,000</p>

⁴⁰ Calculation of the base funding: EUR 210,000,000 + EUR 4,000,000 (compensation to the public service media for gradually leaving the commercial advertising market in 2018) + EUR 8,000,000 (full compensation for completely leaving the commercial advertising market by public service media in 2019) = EUR 29,000,000.

⁴¹ 25,000 EUR – technological solution of supervision on the cloud computing solution.

			year the NEMMC has carried out examination of operation of 60% of the cable operators which have obtained a re-transmission permits from the NEMMC.				
5.2.2.	To reduce illegal distribution of electronic mass media content.	<p>Restricted illegal services in distribution of audio-visual mass media content in the border area regions and other territory of Latvia (they form approximately 15-20% in total of all the amount of this market).</p> <p>Capacity of the State Police in combating copyright and related right infringements has been enhanced, including capacity for restricting the distribution of illegal television services in the border areas and in Latvia in general</p>	<p>Amendments to laws and regulations have been made which are related to activities of providers of electronic communications services, electronic communications merchants, and electronic mass media.</p> <p>New posts have been established in the Economic Crime Enforcement Department of the</p>	MoT	MoI, MoC, NEMMC undertakings of the sector and non-governmental organisations	Starting from the 1st half of 2017	<p>Within the framework of the allocated budget in 2016</p> <p>Within the framework of the allocated budget, EUR</p> <p>2017– 190,550 2018 – 172,656 2019 – 172,656 Additional funds are required, EUR</p> <p>2020 and hereinafter every year –</p>

		according to the funding granted.	Central Criminal Police Department and regional departments of the State Police in conformity with the funding granted.				172,656 ⁴²
5.3. To achieve the conformity of legal framework of mass media registration with the current situation and good management practice of mass media							
5.3.1.	To assess the existing mass media registration processes, if they comply with the actual situation, good mass media management practice, and promote confidence, and to develop proposals regarding improvements in this field.	The existing mass media registration processes have been evaluated, proposals for changes in the legal regulation has been developed with a view to promote transparency of the owners of mass media.	An informative report has been developed.	MoC	MoJ, ER	2nd half of 2016	Within the framework of the allocated budget
5.3.2.	To reform the Register of Mass Media Information Means, by expanding the amount of current information available free of charge on the website of the Enterprise Register or open data portal of the public administration.	Open for the society and easily accessible current information (except information containing personal data) regarding mass media information means.	The amount of information available free of charge on the website of the Enterprise Register or open data portal of the public	MoJ	ER, MoC	1st half of 2017	For the creation of a solution it is planned to attract the funding from the European Regional Development Fund, if the planned project

⁴² Detailed explanation of expenses by items is available in the new policy initiative document of the Ministry of Interior "Improvement of Supervision of the Television Service Providers in the Internet" (New policy initiative code: 14_27_P).

			<p>administration from the Register of Mass Media Information Means has been expanded.</p> <p>Amendments to the Law On the Enterprise Register of the Republic of Latvia.</p>				<p>conforms to the conditions for introduction of Measure 2.2.1.2 “Digitalisation of the Cultural Heritage” of the Specific Objective 2.2.1 “To ensure increase in re-use of public data and efficient interaction of the public administration and private sector” of the Operational Programme “Growth and Employment”, and to the conditions for evaluation of project applications. If the ERDF funding is not granted, the relevant reform must be implemented</p>
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							within the scope of another funding.".
5.4. To draft laws and regulations so that the legal framework would conform to the current situation and mass media needs							
5.4.1.	To develop a legal regulation for mass media environment – laws which would replace the Law On the Press and Other Mass Media and the Electronic Mass Media Law.	Improved securitability and conformity with the current circumstances of the normative basis governing mass media.	Mass Media Law. Electronic Mass Media Law. Public Service Media Law.	MoC		1st half of 2018	Within the framework of the allocated budget
5.4.2.	To assess the protection instruments of the sources of journalists, their international practice.	Protection instruments of the sources of journalists and their international practice have been assessed, thus analysing the possibilities for improving the protection of the sources of journalists.	An informative report on protection of the sources of journalists.	MoC		1st half of 2017	Within the framework of the allocated budget
5.4.3.	To assess the legal protection instruments of journalists (and international practice) against unjustified restriction of the activities of journalists.	Legal protection of journalists has been assessed with a view to improve it in order to promote freedom of the press.	An informative report on legal protection of journalists.	MoC		1st half of 2017	Within the framework of the allocated budget
5.5. To increase the social security of mass media professionals							
5.5.1.	To establish such social insurance regulation which would be directed	Social security of mass media professionals has been improved,	Conceptual proposals for improving the	MoW	MoC	1st half of 2018	Within the framework of the allocated budget

	towards improvement of social security of mass media professionals.	thus motivating to continue to work in the sector and ensuring more equal circumstances of social security for all mass media professionals.	social security of mass media professionals.				
5.5.2.	To establish such allocation of public funds to system mass media which would be directed towards improvement of social security of mass media professionals.	Improved social security of mass media professionals in publicly financed mass media projects.	Amendments to legal norms.	MoC	MoW	2nd half of 2017	Within the framework of the allocated budget

6. Assessment of Impact on the State and Local Governments Budget

Summary regarding the State budget funding in EUR necessary for implementation of the tasks included in the Plan for Implementation of Mass Media Policy Guidelines of Latvia 2016-2020.

Measure sequence No.	Task	Measure	Code and title of the budget programme (sub- programme)	Funding planned within the medium-term budget framework law				Necessary additional funding		Year of implementation of the measure (if the implementation of the measure is terminated)
				2016	2017	2018	2019	in the next time period until termination of the measure (if implementation of the measure is terminated)	in 2020 and hereinafter every year (if implementation of the measure is not terminated)	
	Total funding for implementation of the plan			131,718	1,387,516	1,329,592	1,212,374	61,718	7,252,656	
	22. Ministry of Culture			0	1,065,248	1,025,218	1,014,718	61,718	7,055,000	
	14. Ministry of Interior			0	190,550	172,656	172,656		172,656	
	47. Radio and television (NEPLP)			131,718	131,718	131,718	25,000	0	25,000	
	Action direction 1			0	1,020,000	946,746	946,746	20,000	1,196,746	
	Task 1			0	940,000	886,746	886,746		1,136,746	
		Measure 3		0	940,000	886,746	886,746	0	1,136,746	
		22. Ministry of Culture		0	940,000	886,746	886,746	0	1,136,746	
1.1.3.			Sub-programme 22.13.00 "Implementation of Mass Media Policy"		940,000	886,746	886,746	0	1,136,746	

	Task 4		0	40,000	40,000	40,000	0	40,000	
	Measure 1		0	20,000	20,000	20,000		20,000	
	22. Ministry of Culture		0	20,000	20,000	20,000	0	20,000	
<i>1.4.1.</i>		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		20,000	20,000	20,000	0	20,000	
	Measure 2		0	20,000	20,000	20,000	0	20,000	
	22. Ministry of Culture		0	20,000	20,000	20,000	0	20,000	
<i>1.4.2.</i>		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		20,000	20,000	20,000	0	20,000	
	Task 5		0	20,000	20,000	20,000	0	20,000	
	Measure 1		0	20,000	20,000	20,000	0	20,000	
	22. Ministry of Culture		0	20,000	20,000	20,000	0	20,000	
<i>1.5.1.</i>		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		20,000	20,000	20,000		20,000	
	Task 6		0	20,000	0	0	20,000	0	
	Measure 1		0	20,000	0	0	20,000	0	
	22. Ministry of Culture		0	20,000	0	0	20,000	0	
<i>1.6.1.</i>		Sub-programme 22.13.00 "Implementation of Mass Media Policy"	0	20,000	0	0	20,000	0	2017, 2020
	Action direction 2		0	0	53,254	53,254	0	53,254	

	Task 1		0	0	53,254	53,254	0	53,254	
	Measure 2		0	0	53,254	53,254	0	53,254	
	22. Ministry of Culture		0	0	53,254	53,254	0	53,254	
2.1.2.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"	0	0	53,254	53,254		53,254	
	Action direction 3			5,000	5,000	5,000	0	5,000	
	Task 1		0	5,000	5,000	5,000	0	5,000	
	Measure 3			5,000	5,000	5,000	0	5,000	
	22. Ministry of Culture			5,000	5,000	5,000	0	5,000	
3.1.3.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		5,000	5,000	5,000	0	5,000	
	Action direction 4		0	40,248	20,218	9,718	41,718	0	
	Task 1		0	20,000	0	0	20,000	0	
	Measure 1		0	20,000	0	0	20,000	0	
	22. Ministry of Culture		0	20,000	0	0	20,000	0	
4.1.1.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		20,000			20,000	0	2017, 2020
	Task 2		0	5,775	2,520	3,020	2,520	0	
	Measure 1		0	1,120		0	0	0	
	22. Ministry of Culture		0	1,120		0	0	0	
4.1.2.		Sub-programme 22.13.00		1,120		0	0	0	2017

		"Implementation of Mass Media Policy"							
	Measure 2		0	4,155	2,520	2,520	2,520	0	
	22. Ministry of Culture		0	4,155	2,520	2,520	2,520	0	
4.2.2.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		4,155	2,520	2,520	2,520		2020
	Measure 3		0	500	0	500	0	0	
	22. Ministry of Culture		0	500	0	500	0	0	
4.2.3.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		500		500	0	0	2017, 2019
	Task 4		0	4,100	15,100	4,100	4,100	0	
	Measure 1		0	0	11,000	0	0	0	
	22. Ministry of Culture		0	0	11,000	0	0	0	
4.1.4.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"			11,000				2018
	Measure 2		0	4,100	4,100	4,100	4,100	0	
	22. Ministry of Culture		0	4,100	4,100	4,100	4,100	0	
4.4.2.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		4,100	4,100	4,100	4,100	0	2020

	Task 5		0	4,373	2,598	2,598	10,098	0	
	Measure 1		0	4,373	2,598	2,598	2,598	0	
	22. Ministry of Culture		0	4,373	2,598	2,598	2,598	0	
4.5.1.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		4,373	2,598	2,598	2,598		2020
	Measure 2		0	0	0	0	7,500	0	
	22. Ministry of Culture		0	0	0	0	7,500	0	
4.5.2.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"					7,500		2020
	Task 6		0	0	0	0	5,000	0	
	Measure 1		0	0	0	0	5,000	0	
	22. Ministry of Culture		0	0	0	0	5,000	0	
4.6.1.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"					5,000	0	2020
	Task 7		0	6,000	0	0	0	0	
	Measure 1		0	6,000	0	0	0	0	
	22. Ministry of Culture		0	6,000	0	0	0	0	
4.7.1.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"		6,000					2017
	Action direction 5		131,718	322,268	304,374	197,656	0	5,997,656	

	Task 1		0	0	0	0	0	5,800,000	
	Measure 2		0	0	0	0	0	5,800,000	
	22. Ministry of Culture		0	0	0	0	0	5,800,000	
5.1.2.		Sub-programme 22.13.00 "Implementation of Mass Media Policy"					0	5,800,000	
	Task 2		131,718	322,268	304,374	197,656	0	197,656	
	Measure 1		131,718	131,718	131,718	25,000	0	25,000	
	47. Radio and Television (NEPLP)		131,718	131,718	131,718	25,000	0	25,000	
5.2.1.		Programme 01.00.00 "Sector Management"	131,718	131,718	131,718	25,000	0	25,000	
	Measure 2		0	190,550	172,656	172,656	0	172,656	
	14. Ministry of Interior				172,656	172,656	0	172,656	
5.2.2.		06.01.00 "State Police"		190,550	172,656	172,656	0	172,656	

Minister for Culture

Dace Melbārde