

Contents

List of Tables	vii
List of Figures	viii
Preface and Acknowledgments	ix
 Chapter 1: Challenges and Prospects of Public Service Broadcasting in the Western Balkans	 1
<i>Laia Castro Herrero, Tarik Jusić, Davor Marko, and Manuel Puppis</i>	
 PART I: WESTERN BALKAN MEDIA SYSTEMS	
 Chapter 2: Public Service Media in Albania: RTSH's Reforming Struggles	 27
<i>Blerjana Bino</i>	
 Chapter 3: The Future of Public Service Broadcasting in Bosnia and Herzegovina	 49
<i>Nidžara Ahmetašević and Tea Hadžiristić</i>	
 Chapter 4: The Future of Public Service Broadcasting in Croatia	 67
<i>Davor Marko</i>	
 Chapter 5: The Future of Public Service Broadcasting in Kosovo	 81
<i>Naser Miftari</i>	
 Chapter 6: The Future of Public Service Broadcasting in Montenegro	 97
<i>Nataša Ružić</i>	
 Chapter 7: Four Normative Principles for Participatory Public Service Model in North Macedonia	 119
<i>Snežana Trpevska and Igor Micevski</i>	
 Chapter 8: The Future of Public Service Broadcasting in Serbia	 133
<i>Davor Marko</i>	

PART II: COMPARATIVE PERSPECTIVES

Chapter 9: The Iron Law of Public Service Television.....	151
<i>Péter Bajomi-Lázár</i>	
Chapter 10: Overcoming Path Dependencies in Public Service Broadcasting Developments in Southeast Europe.....	169
<i>Zrinjka Peruško</i>	
Chapter 11: Public Service Broadcasting in Central and Eastern Europe and the Western Balkans: Mission, Values and Challenges	187
<i>Gregory Ferrell Lowe</i>	
Chapter 12: Public Service Media in the Context of Adaptation and Change: A Call for Organizational Culture Analysis.....	207
<i>Michał Głowacki</i>	
Chapter 13: Between the Hammer and the Anvil: Public Service Broadcasters in the Western Balkans Squeezed Between Commercialization and Politicization.....	219
<i>Marko Milosavljević and Melita Poler Kovačič</i>	
Chapter 14: Digital Switchover and Public Service Media in the Western Balkans	233
<i>Sally Broughton Micova</i>	
Chapter 15: Prospects for Post-Switchover Media Policy in the Western Balkan Countries	249
<i>Kenneth Murphy</i>	
Chapter 16: State of the Art and the Future of Public Service Media in the Western Balkans	273
<i>Barbara Thomass</i>	
List of Contributors	289
Index	291