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**Abstract:**

The inconstancy of business and competition models influence the need for constant redefining of media enterprises strategy. In case of polish regional radio station companies, the destabilization of subscription revenue and rules governing their division is an additional factor underlining the instability of management conditions.

The purpose of this article is to demonstrate that in the face of persistent destabilization of external factors, public media companies have limited strategic choices and may maximize their income by increasing activity in the advertising market and value co-creation with the users of media products. The paradox of those companies actions lies in the fact that they seek for stabilization of their financial situation in the highly competitive and unstable advertising market and that the forced competition with other commercial media must accompany carrying out the public media mission. Those solutions are based on the example of the Polish Radio Gdansk SA.