

PERCEPTIONS AND PARTICIPATION IN COMMUNITY RADIO STATIONS IN NARIÑO -COLOMBIA.



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INTRODUCTION

It explores the perceptions and relationships between community radio stations and their audiences in the Department of Nariño in Colombia, in the context of Latin American and European experiences, from a participatory perspective, as a key element for social sustainability.

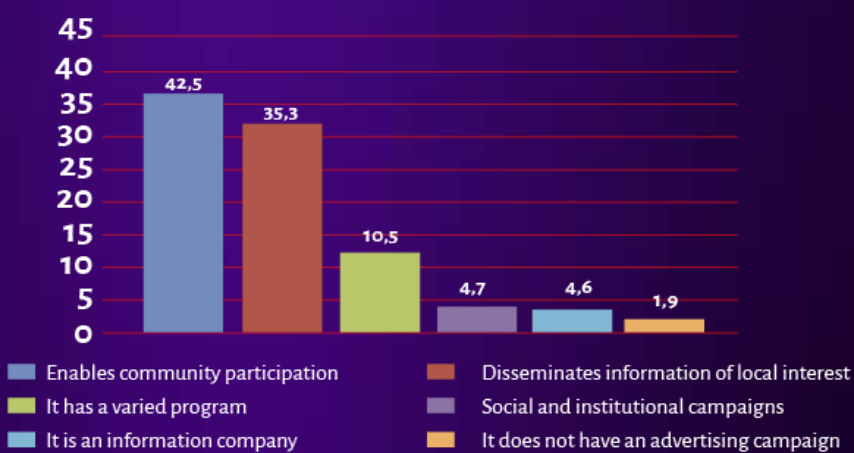


MUNICIPALITIES

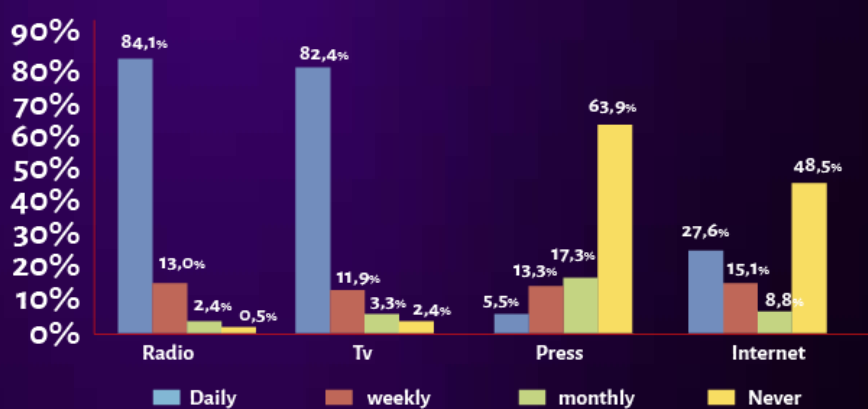
- Pupiales
- Sandoná
- Leiva
- Mallama
- Consacá
- San Lorenzo
- Gualmatán
- Samaniego
- Guaitarilla
- Tuquerres
- Funes



Nature ideal of a broadcaster community radio station



Preference in consumption of media



CONCLUSIONS

Recognize radio stations as a medium that can promote socio-cultural dynamics in the region.

Managers have encountered very few community engagement processes.

Low reflective and critical capacity in the audiences, due to the fact that most radio stations have adopted the organizational and production model of commercial radio.

Citizens do not participate as valid interlocutors in projects related to broadcasters.

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