Communication & Methods

Methodology for the Creation of a Transmedia Training Model for Community Radio and Television in the Department of Tolima, Colombia

Metodología para la creación de un modelo de formación transmedia para la radio y televisión comunitarias del departamento del Tolima, Colombia

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Abstract:

The Law 1278 of 2019 for the promotion of ICT and the Law 1834 for the promotion of the Creative Economy and Orange Law are legal frameworks that seek to encourage the audiovisual industry and bring 5G internet to remote areas of Colombia. Community

radio and television can take advantage of the incentives established by these regulations to produce transmedia content and improve internet connectivity, if they decide to enter this business. Otherwise, both media could disappear from the populations where they operate. Thus, and thanks to the fact that this research group obtained a grant from the Ministry of Culture, a research methodology is presented that, in accordance with action research and after its first phase (social cartography), aims to create a model of transmedia training for community radios and televisions in ten municipalities in the department of Tolima, replicable to other municipalities and departments of the country.

Keywords:

Radio; Television; Community; Training; Transmedia; Colombia

Resumen:

La Ley 1278 de 2019 de fomento de las TIC y la Ley 1834 de fomento de la Economía Creativa y Ley Naranja son marcos legales que buscan promover la industria audiovisual y llevar internet 5G a zonas remotas de Colombia. La radio y televisión comunitarias pueden aprovechar los incentivos que establecen estas normas para producir contenidos transmedia y mejorar la conectividad a internet, si deciden incursionar en este negocio. De lo contrario, ambos medios podrían desaparecer de las poblaciones donde operan. Así las cosas y gracias a que este grupo de investigación obtuvo una beca del Ministerio de Cultura, se presenta una metodología de investigación que, en concordancia con la investigación acción y culminada su primera fase (cartografía social), pretende crear un modelo de formación transmedia para las radios y televisiones comunitarias de diez municipios del departamento del Tolima, replicable a otros municipios y departamentos del país.

Palabras clave:

Radio; Televisión; Comunitarias; Formación; Transmedia; Colombia

1. Introduction

The Colombian model of community radio and television has been recognized in the western world for democratizing the electromagnetic spectrum, promoting social inclusion, and offering educative and cultural programming, more in accordance with the needs of the municipalities afar from capital cities.

The radio is known to be associative, communitarian, free, popular, alternative, participative, civic, cultural, insurgent, educative, municipal, indigenist, communal, rural… it represents a clearly differentiating model from classic and dominant models in the traditional public sector as in the commercial private one (Chaparro, 2012). In Latin America it is referred to as popular or educative radio, in Africa as rural or local radio, in Australia as public radio, and in Europe as free or associative radio. Such stations favor expression, participation, and value local culture.

Following from López Vigil (2010), the objective of community radio is not to do something for the community, but to offer an opportunity to the community to do something for itself, for example, to have control over their own media; its work is focused on the service to the civil society. A service that is, of course, highly politic: It is about generating public opinion, boosting democracy, and creating community. That is to say, they offer tools for development. For Reyero (2011), community radio is, in short, a media owned by rural or urban communities, managed by the communities, and at the service of those communities.

Community television is not, in the meantime, the *pulpit* from which governments generate propaganda for themselves, nor does it want to become an *octopus* as it is the case with commercial stations more interested in concentrating the media and dominating the ratings by any means. These systems want to take into account the local voices and their objective is not to enforce themselves at a great scale nor to unleash an all-out war for the audiences, but to rescue the *hunch* of the community, the *pulse* of daily life (Dagron, 2002)

Both community systems belong to the third sector of communication, understood as "the media structure that includes nonprofit media whose main function is based on providing a service to the community" (Ortiz, 2014, p. 25).

During the 90s, radio comprised more than 1.200 stations all over the country (Mesa, 2014) given the new political constitution of 1991 and decrees 1900 of 1990, 1445 of 1995, 1447 of 1995 and 1021 of 1999, as of community television, which was the second to have legal security in Latin America in 1996, a year after Brazil (Angulo et al., 2018), it presented a steady increase from 2006 and reached 771 antennas in the country by 2014 (Autoridad Nacional de Televisión, 2019), thanks to the agreement 009 of 2006 which allowed them to have up to 15 thousand associates.

The multiplicity of community radio stations and television channels guarantees contents that are close to the communities and, at the same time, that social organizations can develop expression (own audiovisual production) and organizational competences (efficiently managing their own media with community supervision). Nevertheless, some legal rulings, added to mistakes in the management of these proximity medias, have resulted in many of them disappearing from the Ministry of ICT and the Autoridad Nacional de Televisión (national television authority, as of today known as Comisión de Regulación de las Comunicaciones) databases, changing to other television and radio modes, or migrating to internet.

In the case of community radio, by 1998 there were 1200 stations in the country and currently only 626 still work, this represents a reduction of 42,6%. Community television, in turn, has followed a similar behavior, given that by 2014 771 of them were working and as of 2019 only 368 continued to do so, that is to say, a reduction of 52% (Figure 1).

Figure 1

Behavior of community TV stations in Colombia
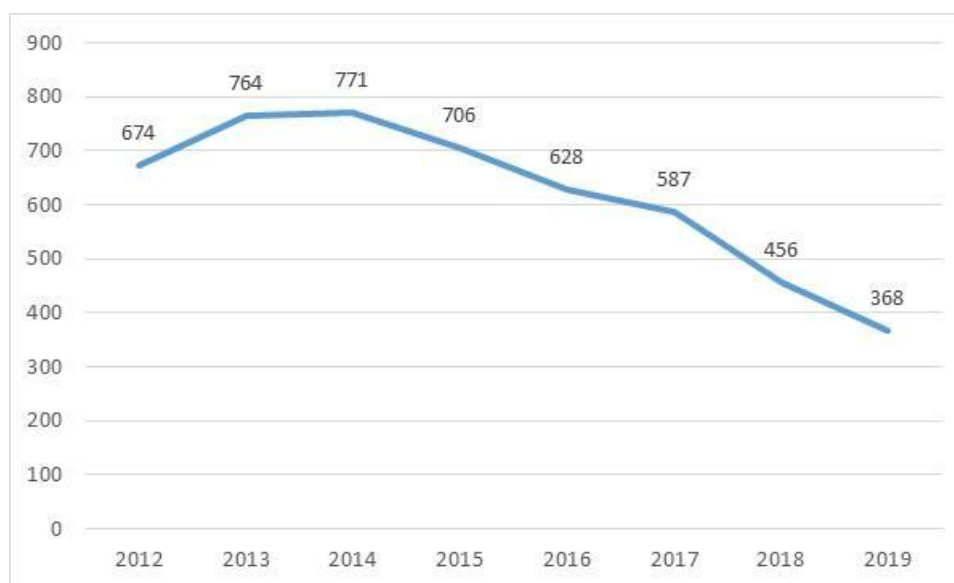
Note. Source: Autoridad Nacional de Televisión (2019)

At the level of the department, department of Tolima has witnessed how its community radio stations have left the orbit of the Ministry of ICT, starting in the year 2019, as it went from 17 experiences to 14 by 2019, this is, a reduction of 17,7%. The ones that remain are 14 located in: Ibagué (2), Murillo, Armero–Guayabal, Palocabildo, Piedras, Espinal, Alpujarra, Saldaña, Icononzo, Natagaima, Planadas, Rioblanco y San Antonio, all of which have the support of Fan pages, free websites, and streaming (with the exception of Palocabildo, Alpujarra, and Icononzo). Similarly, in 2012 32 community TV stations existed in the department and by 2019 only 13 remained, that is to say, a reduction of 59,3%. The ones remaining are those from: Cajamarca (2), Armero Guayabal, Planadas, Sebastián de Mariquita, Valle de San Juan, Melgar, Dolores, Villarrica, Guamo, Lérida, Alpujarra, and Payandé. Part of the decline of community radio stations is due to the application of different rulings, issued during the presidential terms of Pastrana, Uribe, and Santos, and which regulate the payment of taxes and radio contents, the same as fines for technical failures. Part of the decline of community TV stations, in the meantime, has to do with the approbation, in 2007, and application of the free trade agreement with the United States (TLC) in 2012, and mostly, with the resolution 433 of 2013 (Autoridad Nacional de Televisión, 2013) issued during the term of Santos Calderón, given that it increased the amounts of money that stations have to pay for the financing of public television, reduced to 6.000 the number of associates that can be part of the systems, and dramatically increased the hours of self-productions according to the years of service and not the number of inhabitants of the community where they operate.

Repercussions of this phenomenon have been negative for the Colombian audiovisual system given that work sources and positions have been lost, and communities have ceased to participate in the production, operation, and control of the local contents of the

community radio stations and TV channels. Additionally, this phenomenon can be associated with the results of the report for Fundación de la Libertad de Prensa (2017), according to which, Colombia has a deficit in local information of 56,8% and Tolima one of 59,6%, considering municipalities not having local media or, if they have them, not producing local information.

Nevertheless, recent measures adopted by president Duque point out to the recovery and strengthening of community media. For example, The Ministry of ICT (MinTic), after 11 years of not doing it, will offer viability to 187 new community radio stations in Colombia through the call for proposals 001 of 2019. Department of Tolima will benefit with the allotment of 10 of them in the communities of Ataco, Chaparral, Cunday, Dolores, Flandes, Fresno, Honda, Melgar, Purificación, and Suárez, according to resolution 000727 of April 30 2020.

Such dispositions are only some of the benefits included in a broader legal spectrum, as the one provided in the law 1278 of 2019 on the promotion of ICT and law 1834 on the promotion of creative economy and *ley naranja* (orange law). Law 1278 establishes incentives for community radio stations and TV channels to participate, with more resources, in the internet service supply business "as well as in the promotion of ICT community services, which allow the contribution of the citizens and communities to the bridging of the digital gap, and the removal of barriers to the innovative use and promotion of public interest contents and integral education" (Article 7).

Moreover, this law considers community television to play a very relevant role in the provision of networks and telecommunication services in all the country, for which it creates a plan of incentives for these systems, as the establishment of (1) a transitional plan to enable the provision of community and subscription TV services in general, and (2) exempts bands of consideration payments, among others, for state social programs and the extension of rural areas coverage (MinTic Colombia, 2018, p. 17; Presidencia de la República, 2019, pp. 3 & 4) (Articles 10 & 11).

Law 1834 of 2017 on creative economy and *ley naranja* (orange law), in turn, provides that the audiovisual sector, multimedia contents, interactive audiovisual and information services, among others, are considered creative economies (article 2) and, therefore, will receive the support of the national government to promote their recognition and growth, given that they are generators of quality jobs, engine of development, and promoters of the social and human fabric and of identity and equity. (Article 3) (Congreso de la República, 2017). The ruling also considers that:

- Creative industries will have rotation and recognition through community radio, among other channels (section 2 article 5).
- The national government will promote the mapping of creative sectors (subparagraph of article 5) in the territorial entities, work comprised in the objectives of this research.
- The national government will identify necessary actions and incentives for the development and growth of cultural and creative industries, like facilitating

associations within the sector and accelerating the permissions for the implementation of creative and cultural activities, (article 8)

From this context, this research project pursues that community radio and TV stations and their contents adapt themselves to the universe of technology and convergence, as proposed in the laws described. In this way, the model of transmedia training and production appears as the best alternative for both types of media to adapt to the new times and actively include the receiver "allowing them to consume history on different platform, scenarios, and containers, while recognizing them as a participative subject in the construction of history itself and allowing them to continue expanding the narration in multiple parallel worlds" (Levy, 2018).

The theoretical framework which guides this study considers 3 areas: (1) Ecology of media as a theoretical perspective; (2) digital communication, communication for development, and communication and education as fields which assume the proposed project; and (3) community radio and television, as context (See Figure 2).

Figure 2

Theoretical framework
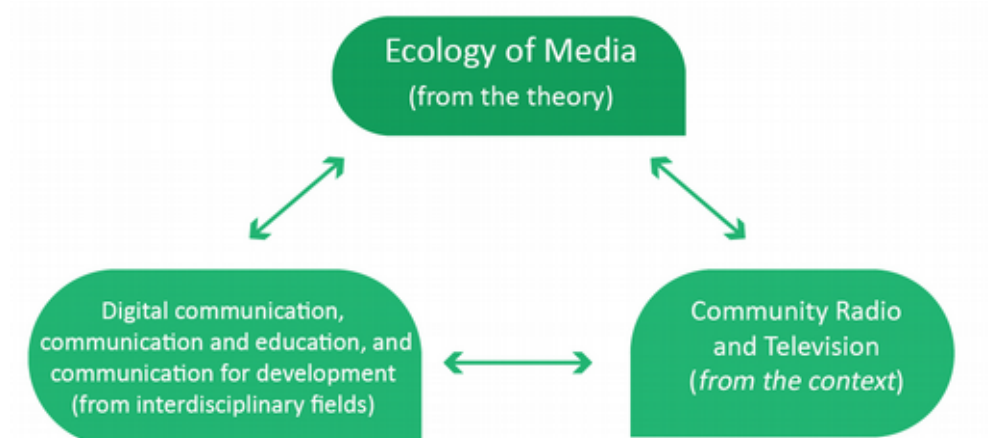
Preliminary mapping to community radio and television from Tolima, along with the literature review, allows formulating these three starting hypothesis: (H1) Community radio and television from Tolima possess a transmedia production, limited by the scarcity of technological, human, and procedural resources; even so, (H2) the production of analog and digital contents of these two types of proximity media has a positive effect on the municipalities where they operate, in what has to do with access to local information, strengthening of citizenship, and spaces for education and culture; and (H3) operators and content creators of community radio and television would be

willing to participate in transmedia contents training, in accordance with the laws on ICT promotion and orange economy.

For the creation of this model of training and production, the group of researchers makes use of a design and inclusive methods through the dialectic construction between the knowledge and academic practices, and the knowledge and empiric practices of those who create contents with an emphasis on the educative and cultural when they operate community radio and television in the department of Tolima.

In view of this, the general objective of this research project is to propose a model of transmedia training and production for community radio and television in Tolima, in accordance with law 1978 of 2019 on the promotion of ICT and law 1834 of 2017 on the promotion of creative economy and *ley naranja* (orange law).

2. Methodology

This research will be carried out through a qualitative approach. According to Jensen (2014), these studies focus on the meaning, naturalistic contexts, and interpretative subjects. In the *meaning*, given that people interpret their lives, actions, and products, very often through the melting pot of information and communication technologies as something inherently relevant. Meanwhile researchers, in turn, interpret the perceptions that people have of their experiences and communications. In *naturalistic contexts*, given that it considers places in which particular communicative phenomena can be found and examined. In *interpretative subjects,* because scientific research is carried out by humans in the role of actors who interpret their reality and others'

The qualitative design chosen is Action Research with a practical emphasis (Colmenares & Piñero, 2008), which entails studying local, communal, and collective activities so that, through individual or teamwork, a problem gets resolved, an improvement introduced, or a positive change generated. This process implies the creation of an action plan, led by the researchers and some participants from the benefitted community, and centered on the development and learning of everyone (Hernández, Fernández & Baptista, 2014).

This research, correspondingly, looks for a productive dialogue with the operators and creators of contents of community radio and television from Tolima, so that between the knowledge and academic practices and the knowledge and empiric practices, lights can be shed upon how transmedia production on both radio and television is and has been, how these productions have influenced the local communities, and on the basis of this information, design a model of transmedia training and production.

The stages contemplated for the development of the Action research are those proposed by Teppa (2006, as cited in Colmenares & Piñero, 2008): (1) Introduction and diagno-

sis; (2) creation of the plan; (3) Execution of the plan; (4) production and reflection and (5) transformation and re-planning.

The methods to be implemented have an inclusive and constructive approach to new knowledge and practices, such as social cartography, field observation, in depth interviewing, focus groups, and digital ethnography focused on discourse analysis as a tool.

Social cartography, conceived as a qualitative tool of territorial nature which signifies the space in an individual or collective way, creating another version of the technical cartography (Barragán-León, 2019). In this case, social cartography identifies the human, collective, technological, communicative, and financial resources available to a municipality where community radio and television operate.

Observation identifies journalistic routines (Wimmer & Dominick, 1996), as well as analyzes the work environment, logistic resources, infrastructure, and equipment available to community radio and television stations.

In-depth interview consists of achieving an empathic interaction with semi-structured questionnaires (Soler, 2011), among operators, executives, and producers of community radio and television contents.

Focus groups, a method in which the researcher creates specific questions and guides the discussion to ensure the group members answer them, the information resulting is qualitative and relatively unstructured (Schutt, 2019). The groups are formed by the inhabitants of each municipality where community radio and television stations operate to learn how these media and the internet influence their lives.

Digital ethnography comprises the analysis, description, and above all, the explanation of the complexity of digital practices and cultures (Barajas & Carreño, 2019) as well as the construction and appropriation of community radio and television contents mediated by technology. Eventually, this method will count the analysis and interpretation tools of the digital and audiovisual material provided by textual analysis, from the perspective of semiotics and discourse analysis (Neuendorf, 2002). The sample of community radio and television in Tolima will address in the first phase of the study, the following municipalities (see Figure 3) and election criteria.

Figure 3

Location of the ten municipalities in the department of Tolima
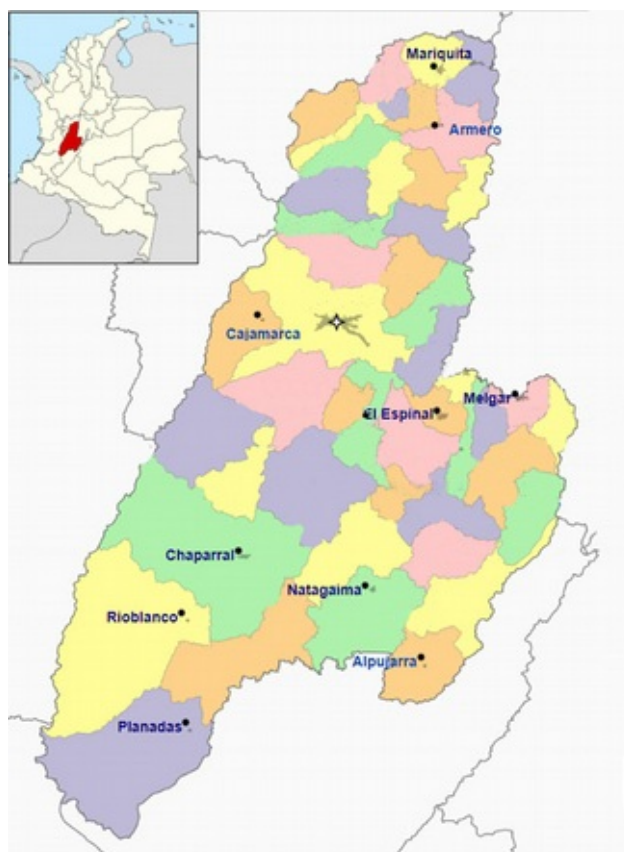
Notes.

- Alpujarra, Armero-Guayabal, and Planadas: Municipalities where community radio and television exist.
- Melgar: there is community television but it is also a municipality benefited with the next license allotment for community radio.
- Chaparral: Municipality benefited with the next license allotment for community radio but currently has audiovisual production on social media.
- Mariquita: Has community television with more than ten years working.
- Cajamarca: Has community television with more than ten years working.
- Natagaima: Has community radio with more than ten years working.
- Espinal: Has community radio with more than ten years working.
- Rioblanco: Has community radio with more than ten years working.

The methodological matrix of the research, with its corresponding objectives, methods, and samples are presented in Table 1.

Table 1

Methodological matrix (Action Research)

General objective	Specific objective	Method	Sample
To propose a transmedia training and production model for community television and radio in Tolima, in agreement with the law 1978 of 2019 on the promotion of ICT and the law 1834 of 2017 on the promotion of creative economy and the ley naranja (orange law)	To diagnose the conditions of transmedia production of community radio and television in Tolima. To analyze the influence of the transmedia production of community radio and television in the municipalities of Tolima where these audiovisual systems operate. To design a transmedia training and production model for community radio and television in Tolima.	Social Cartography (phase 1)	Ten municipalities of Tolima chosen as qualitative sample
		No participant observation (phase 2)	Each of the community radio and television stations in the ten municipalities chosen as a qualitative sample
		In-depth interviews (phase 2)	One director/producer from each community radio and television
		Focus group (phase 2)	Eight to ten inhabitants of each municipality where community radio and TV operate, keeping equivalences according to gender and age group
		Digital ethnography (phase 3)	Analysis of one social network and one audiovisual production of each of the community radio and TV stations in the ten municipalities

3. Results

3.1. Results of the first phase (social cartography)

The purpose of social cartography is to describe the relationships between community radio and television stations with the economic, politic, and social activity of the ten municipalities chosen, based on the following categories: *Direct dialogues* (involving the characteristics of the municipality and population, its reference groups, economic activities, and base groups); i*ndirect dialogues* (who speaks on behalf of the radio or television station); *direct mediations* (social, cultural, educational, and economic events covered by community radio and television stations); and *indirect mediations* (financing mechanisms for community radio and TV and their interactions with printed, radio, digital, and television media).

Direct dialogues

Population. The population in the ten municipalities ranges from 75.000 inhabitants, as is the case in Espinal, the second city of the department after the capital Ibagué, and the 4.500 of Alpujarra. A little more than 50% of the population lives in rural areas, assembled in villages, rural districts, and farms and the rest in urban areas. There are population groups such as indigenous people (Nasas and Pijaos) as in Natagaima and Planadas and Afro-Colombians, although in low percentages, and the rest of the population groups correspond to whites and mestizos. The distribution by gender is 51% male and 49% female. There are groups of victims of violence, people who returned to their lands (who had been previously displaced by the political and military conflict), and former members of illegal organizations; although there are still identified armed groups operating in populations like Planadas, south of the department of Tolima. Political and economic corruption along with the consumption of narcotics by young people are their main problems

Part of the population of the ten municipalities belong to social programs of the Colombian government, such as *Sisbén* (free subsidized health services), *Familias en Acción* (nutrition subvention to families with children under 7 years old and school subvention to children between 7 and 17 years old from families with low economic resources) and *Adulto Mayor* (economic assistance to the senior population in the condition of help-lessness).

Reference groups and economic activity. The groups of farmers are representative in all ten municipalities, although of course, so are the young people, teachers, athletes, and merchants. The economic activity is fundamentally agricultural since the department is generally considered as a food pantry for the surrounding departments. Rice, coffee, bananas, arracacha, granadilla and breva, among other vegetables and fruits are the most important crops. Stockbreeding plays an important role, as well as mining but in smaller proportions. Tourism is barely developed despite having protected natural parks, colonial architecture in some areas, and typical gastronomy (lechona, tamales, achiras, sweets). Melgar is traditionally recognized in the country as a touristic center given its recreational and party facilities and its location between Bogotá and Ibagué.

Base organizations. In the municipalities there are public and relief organizations: mayors' offices, decentralized institutes such as the Colombian Agricultural Institute (ICA), Public forces (Army, Police), Fire department and the Red cross. There are also associations of various kinds, for example, users of public services, young people, religious, farmers, women, agricultural, forestial and environmental, teachers, craftspeople, people displaced by violence, merchants, tourism, animal protection, of people with some disabilities, victims of violence, and transport cooperatives. The indigenous councils and communal action boards also stand out. There are incipient experiences of collectives that produce local content on social networks. All these groups require visibility and real and effective participation in the management, control, and generation of community radio and television programs, with a social, educational, and cultural sense. These collectives serve as allies of these community media, as well as the University of Tolima and other higher education centers; the United States Agency for International Development (USAID), Tolipaz, and the National Truth Commission (a commission that discovers and reveals the past bad actions of the Colombian government in the hope of resolving conflicts and avoiding the repetition of violent actions against citizens). The municipality of Cajamarca and its various organizations have stood out in the country for their defense of life, water and actions against legal and illegal mining in their territory.

Indirect dialogues (Who speaks on behalf of community radio and television)

Representation of community radio and television stations. Community radio stations have representation in municipal councils of culture and planning. At the level of the department, they have representation in the Pijao Network (organization which brings them together and defends them) and at a national level, in the Ministry of Culture and the Ministry of ICT. The delegates are usually community members, mayors, councilors, and relief organization members.

Community television stations are represented in the Ministry of Culture and the Ministry of ICT. At the department level, no organization defends their interests. The cooperative of audiovisual, cultural, recreational, and related services (Coovisión), in Cajamarca, has seven democratically appointed delegates on its board of administration.

Direct mediations (social, cultural, educational, and economic events covered by community radio and TV)

Participation and broadcast of events. Community radio and television stations usually participate and broadcast a variety of local events. Some of them are the *fiestas patronales* (traditional celebrations, often of religious origins) and the foundation dates of each municipality, as well as Mother's day, Father's day, Children's day, Women's day, *aguinaldos de navidad* (Christmas celebrations) and other events. Also, it is usual to broadcast the actions of the mayor in what has to do with socialization of projects, development of plans and campaigns to prevent diseases such as Covid-19, and promotion of farmers' economy (farmer's markets). The community media echoes campaigns led by *comisarias de familia* (commissioner's office for families) to reduce domestic violence and voice sports events, mainly futsal.

Meeting places. People of the municipality and members of the community radio and television stations gather in different places to develop activities of different kinds. The most common are the streets of the town, its parks, the headquarters of the community media, community halls, classrooms, Vive Digital points (a state program to promote digital literacy), libraries, among others.

Educational spaces. The educational content broadcasted by the community radio and television stations focuses on topics such as the environment, agro-ecology, women's rights, art, tourism, economic entrepreneurship, and the guidelines for preventing and treating mental illnesses proposed by the "Monsignor Abraham Escudero" Foundation for Higher Studies.

Artistic expression. Community radio and television programming often includes presentations and launchings of local bands and groups, as well as the promotion of new talents that emerge spontaneously or are trained in music schools.

Spiritual spaces. The religious celebrations are covered, especially the holy mass, the holy week, indigenous rituals, and other ceremonies carried out by catholic, evangelical and adventist congregations, among others.

Indirect mediations (funding mechanisms for community radio and TV and their interactions with press, radio, digital, and television media)

Press. Community media interacts, in most cases, with the national press of *El Tiempo* and *El Espectador* and the regional newspaper *El Nuevo Dia*. In some towns, it is shared with municipal news through Facebook, the regional newspaper *La Nación del Huila* and local newspapers such as *El Sureño*, *Lea Tolima* from Natagaima and the newspaper *El Espinal*.

Radio. Community radio and television stations have coverage all throughout the municipality (urban area) or in a large part of it, and even in some villages and rural districts (rural area). In other cases, the Hertzian waves reach other municipalities. This community media competes with commercial radio stations, fundamentally, and in lesser proportion with the National Army's station, illegal religious stations based in rural areas, and with *Radio Nacional de Colombia* (Colombian national radio). It is usual that in areas where there are community radio and television stations, such as in Planadas, there is joint work to transmit local content.

Television. Community media coexist with Claro's and Movistar's cable television and DirecTV's satellite television. They also do so with the Digital Terrestrial Television (DTT) and some local experiences outside of community TV such as *TV Red* and *NVI* digital news, both from Chaparral. *TV Red* rent a channel from Claro Pay TV for the broadcasting of local content.

Telephony and Internet. The companies Claro and Movistar are the ones that provide the service in the ten municipalities studied, although it is usually good and deficient in the urban area and very deficient in the rural area. In fact, people in the countryside must strategically locate themselves in high places to receive or make calls or connect to

the internet. Other companies such as ETB in Melgar and Tigo Une, Virgin Mobile, Flash, among others, offer these services in some municipalities, but not optimally.

Social media. Most community radio and television stations have Facebook, preferentially, Twitter, Instagram, WhatsApp, email, or web page like Coovisión, Cajamarca's community TV. Community radio stations of Rioblanco and Armero-Guayabal have websites with free streaming for their listeners.

Financing mechanisms. Community television has three main sources of funding: pay-per-view of encoded, incidental, and community channels, advertising, and Internet service fees. However, Coovisión, from Cajamarca, receives additional incomes from renting a room for meetings, leasing, and financial income. For example, in 2019, by subtracting the ordinary expenses from the ordinary income, it only had a profit (surplus) of $4,973,330 (approximately 1,137 euros). The community radio is financed with raffles, food sales, advertising from the Mayor's Office, the Governor's Office, national advertising spots, projects from Non-Governmental Organizations, and initiatives that are managed through the Pijao Network. Sustenance is more complex in community radio stations, which is why some of them owe money to the Ministry of ICT and the Chamber of Commerce for taxes and renewal fees of the commercial register.

3.1.1. Highlights

The results of the social cartography are synthesized using the keywords shown in Figure 4, which are extracted from the program Nvivo, software for the treatment of qualitative and mixed information, prior analysis of the categories of *direct dialogues*, *indirect dialogues*, *direct mediations*, and *indirect mediations* of community radio and television stations in the ten municipalities taken as a sample.

Figure 4

Keywords of the social cartography analysis

Community radio and television stations are key for local development, especially for populations of less than 100,000 inhabitants, as is the case with the sample stations.

These media have permanent interactions with social organizations (third sector), although they also interact with the politic (first sector) and economic ones (second sector).

There are population groups that community radio and television stations can make visible, along with their problems, achievements, and initiatives. They are the farmers, the victims of violence, women, young people, those who have returned to their lands after being violently displaced from them, among others.

There are educational spaces in which these proximity media have made incursions, and which are fundamental for the development of the municipalities, such as the environment, agro-ecology, and public health.

There is no evidence of a theoretical-practical perspective that gives identity to community radio and television stations, apart from their legal approach (educational, cultural and community).

Community radio stations have more representation than community television, but the funding model of the former is weaker than that of the latter. The proximity of both media with spots from mayors' and governors' offices may constrain their independence.

The deficiencies in the internet service in the urban and rural areas worsen the living conditions in these localities. Community television can optimize this service, using 5G technology, as established by the national government in the incentive plan for this type of media in law 1834 on the promotion of creative economy and *ley naranja* (orange law), and law 1978 of 2018.

There are experiences of content dissemination by digital means, which must be analyzed and linked to the transmedia training model being developed here.

4. Conclusions

The social cartography (phase 1) shows that community radio and television are essential to produce and reproduce local culture, as well as to make visible and support base organizations, constituted by victims of violence, women, young people, environmental defenders, among others.

Phase 2 of the methodology, which involves the field observations, interviews with directors of the two local media under study and focus groups with the participation of residents of the ten selected municipalities, has already been carried out and the process of processing this qualitative information has begun. These methods have made it possible to learn about the journalistic routines for the production of analog and digital content, to identify the shortcomings in the operation and maintenance of community radio and television stations, and to probe the extent to which the population's inhabitants can participate in media administration and production. To date, the researchers have been present in five municipalities, taking all biosecurity measures to prevent the spread of

Covid-19, and in the other five, technological mediation has been used. The personal assistance in five of these locations has increased the commitment of researchers and managers of the two media, to the point that the latter have chosen a room and internet service for future training on transmedia production that, in principle, will be virtual and face to face, with the possibility of replication in other regions of the country.

Phase 3, about to be completed, has comprised applying digital ethnography to web pages, social networks, and audiovisual production of community radio and television stations so that, based on a model of analysis that includes categories such as interface design, type of content, communication/information proposal, among others, the quality of these products, the technological and interactive resources used and the ways in which the user can access and participate in the process of management, production and control of content can be determined.

The methodological proposal presented and developed here is characterized by being holistic, integrative and in line with the nature of action research, in the sense of trying to achieve a harmonious convergence between academic knowledge and the practices of community radio and television producers. Therefore, it is hoped that the transmedia training and production model, elaborated in accordance with the creative economy law and *ley naranja* (orange law), and law 1978 of 2018 on the promotion of ICTs, will be the outcome of a productive dialogue with the communities and the producers of pieces, who are recognized for their analog and digital journalistic work, with its strengths and weaknesses.

Community radio and television play a very important role in local communities since they have become a bridge in which dialogues that aim to strengthen citizenship and democracy are generated. Given the challenges of the contemporary digital ecosystem, it is urgent that these media have the necessary tools to take their content to different platforms and, likewise, continue to integrate audiences, in addition to modeling the construction of content on the Internet.

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