

RESULTS PRESENTATION

# Cartografías DE LA INFORMACIÓN



# ABOUT

## Cartografías de la información

In 2015 Fundación para la Libertad de Prensa - FLIP- began a tour around the country to make a diagnosis about the ecosystem of the media in each of the towns and cities of Colombia.

This journey through the cracks of journalism and the figures presented here show a challenge of great dimensions. In 353 municipalities, where 3,985,465 people live, there is no media outlets and in 313 although there are media outlets, they do not produce local information. This situation invites us (universities, civil society, companies, and of course the government) to react. We must support the development of quality local media because without them democracy is deaf and blind and that impoverishes us as a society.



# Project

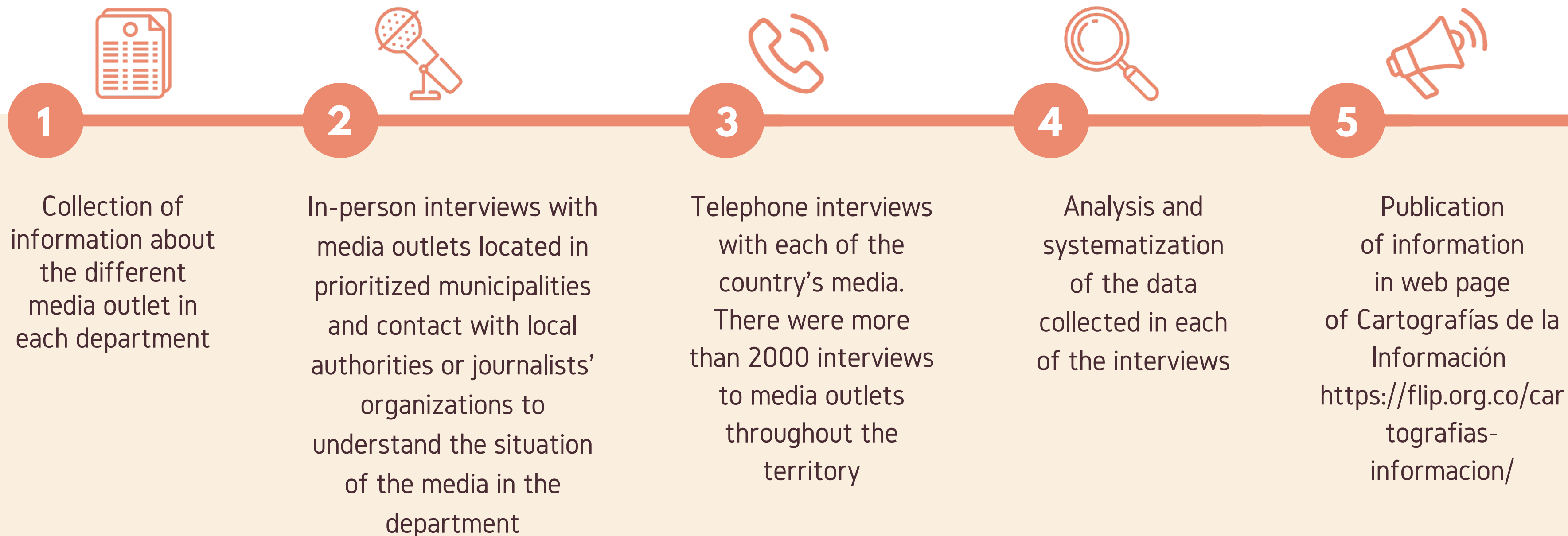
## OBJECTIVES

- Make visible the conditions in which the media outlets work in the regions of Colombia.
- Know which areas of the country do not receive any type of local information and where the media are concentrated in the departments.
- Know where in the country there are print, radio, digital and television media.



# Project **METHODOLOGY**

Five moments for each department/Region



# IMPORTANT NOTES

## DATA COLLECTION

The Data collection took place from 2015 to 2019. In 2019 the information on the media in all the departments was updated.

## INTERVIEWS

It was not possible to interview 199 media, some of them refused to provide information and with others it was not possible to establish any contact.

## MAIN CITIES

None of the cities of Medellín, Bogotá and Cali or their metropolitan areas were mapped because, as they are the main cities, they have a sufficient supply of local information.

# SOURCES

## INTERNET

INFORME  
TRIMESTRAL  
DEL MINTIC I  
TRIMESTRE  
INTERNET 2017

## POPULATION

PROYECCIÓN  
DE POBLACIÓN  
DANE  
2020

## RADIO

EMISORAS DE  
COLOMBIA MINTIC  
2016, 2017, 2018, 2019

PLAN TECNICO DE  
RADIODIFUSIÓN  
SONORA AM 2016,  
2017, 2018, 2019

PLAN TECNICO DE  
RADIODIFUSIÓN  
SONORA FM 2016,  
2017, 2018, 2019

## MUNICIPALITIES

CT01  
CATEGORIZACIÓN  
DE MUNICIPIOS

NECESIDADES  
BÁSICAS  
INSATISFECHAS-  
CENSO NACIONAL  
2005

MUNICIPIOS PDET

### DOCUMENTS AVAILABLE IN:

[https://drive.google.com/drive/folders/11wED8xExAsW\\_xcWvDIDZBG0KW5gBgeQS?usp=sharing](https://drive.google.com/drive/folders/11wED8xExAsW_xcWvDIDZBG0KW5gBgeQS?usp=sharing)

# What was the **MAGNITUDE** of the test?

The project Cartografías de la información identified:

**2.187**

media outlets

**35.670.949**

mapped  
population

**1.109**

mapped  
municipalities

# ¿How to understand the results?

To understand and categorize the situation regarding the offer of local information received by the inhabitants of a municipality, each municipality and department was classified with three colors:



## RED

For areas that are silent: Places where there are no media outlets in the municipality or if they exist, do not cover the whole municipality or do not produce local information.



## ORANGE

For places that have at least one media outlet that provides local information and that covers the entire municipality with rural and urban areas.

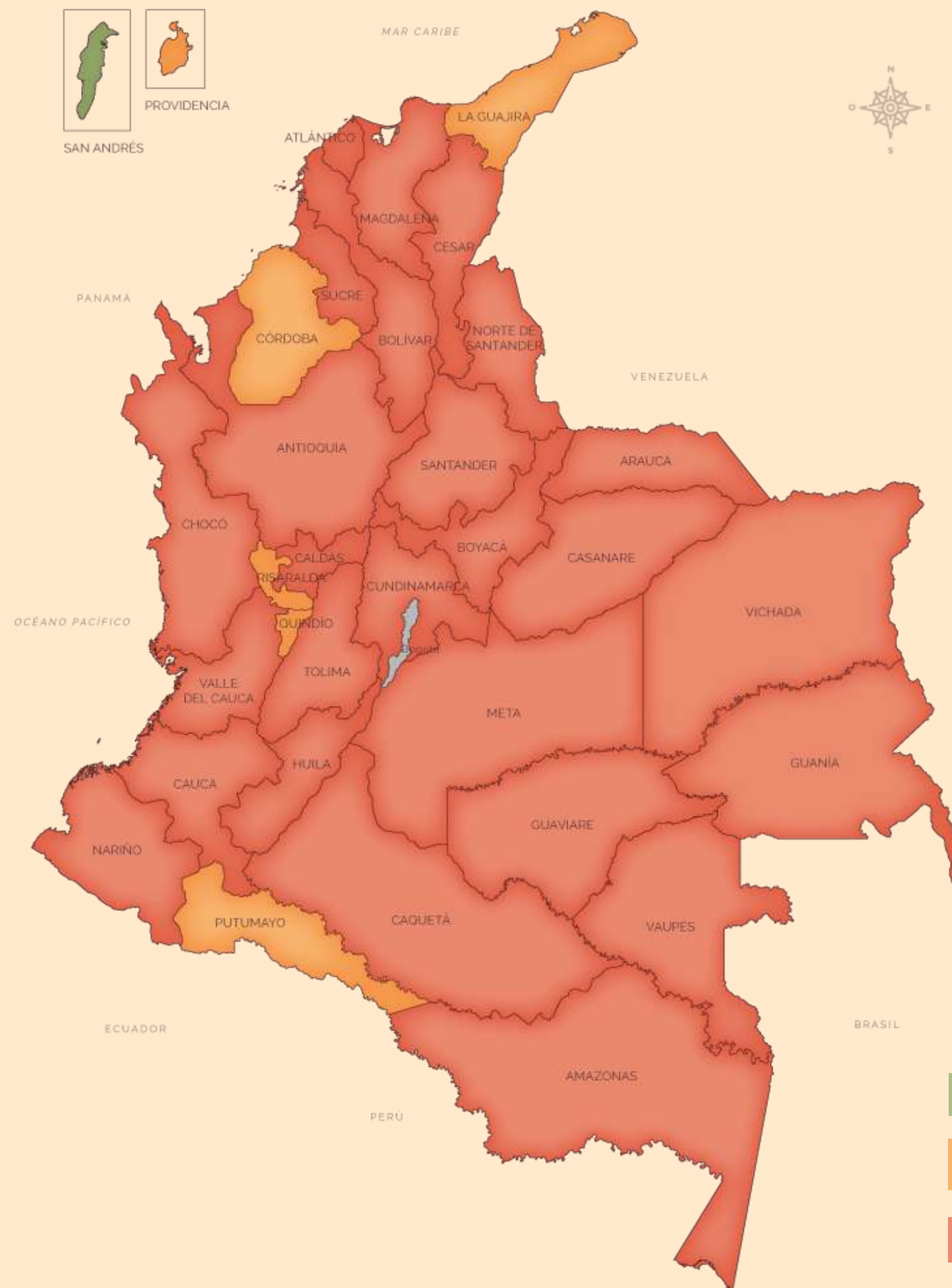


## GREEN

For places that have more than one media outlet that provides local information and that covers the entire municipality with rural and urban areas.

# RESULTS

Medellín, Bogotá, Cali and its metropolitan areas are not included

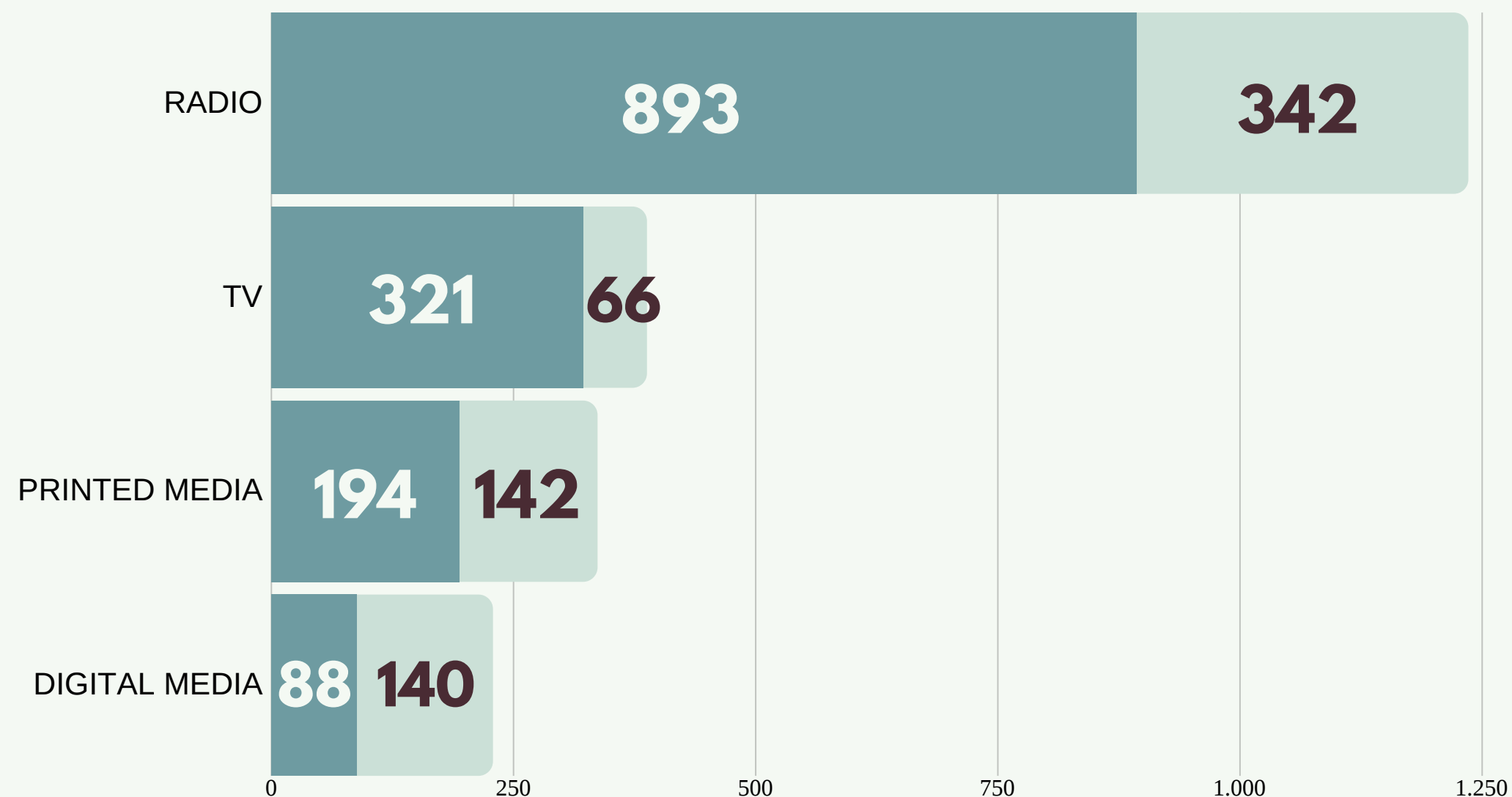


# NATIONAL situation

29% of the Colombian population lives in silenced municipalities.

## CAPITAL CONCENTRATION

32% of the media are concentrated in the capitals of each department. Digital media is the clearest example.



 MEDIA OUTLETS IN MUNICIPALITIES

 MEDIA OUTLETS IN CAPITALS

# SILENT AREAS

**60%**  
**OF THE MUNICIPALITIES**  
are without any local  
information



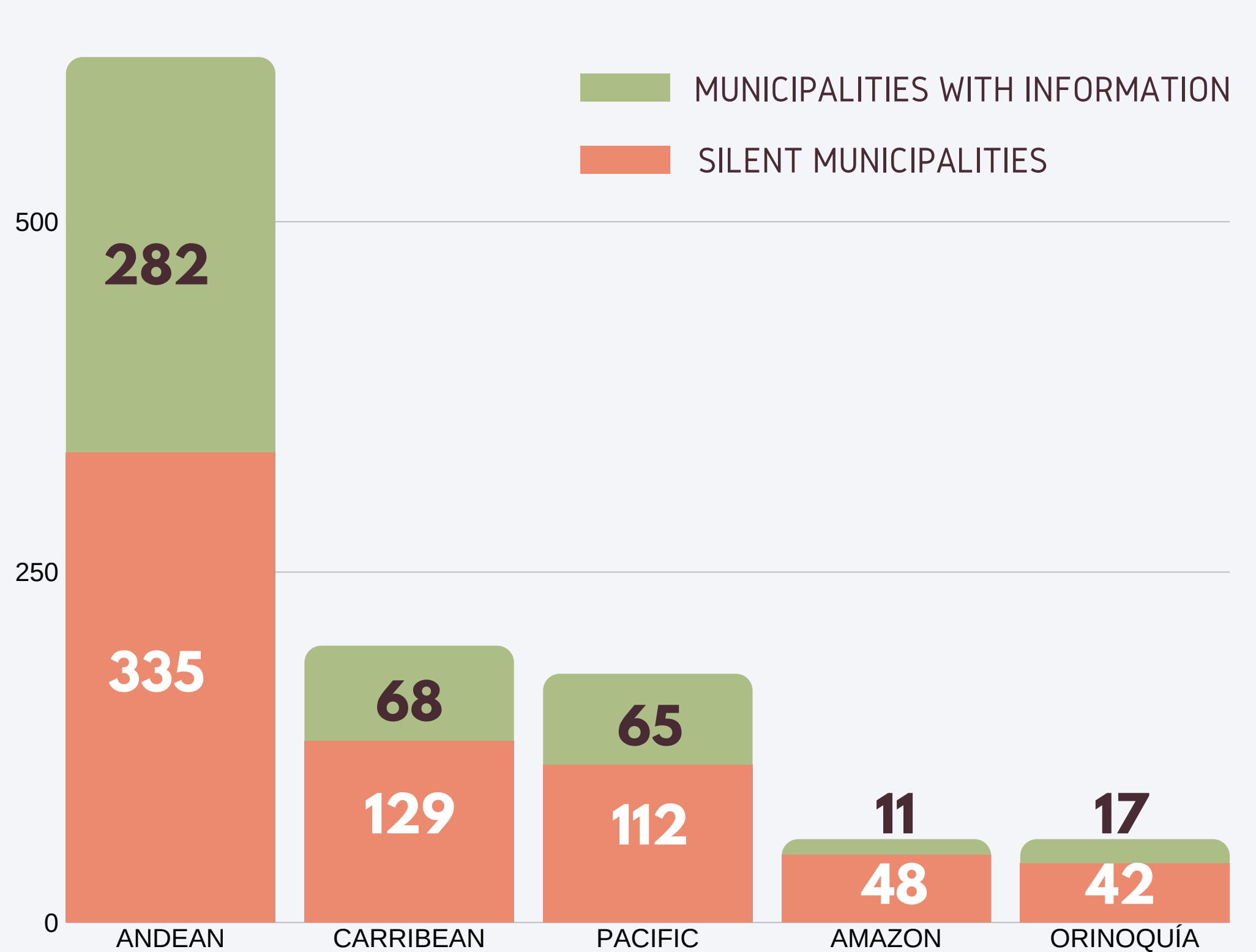
**353**  
**MUNICIPALITIES IN COLOMBIA**  
have no media outlets



**29%**  
**OF THE COLOMBIAN  
POPULATION**  
are in silenced territories

# SILENCE in the regions

More than half of the municipalities in each of the regions are in total silence



# SILENCE DATA

**100%**  
**OF THE MUNICIPALITIES**  
without media outlets are in category 6 \*

**58%**  
**OF THE MUNICIPALITIES**  
in silence have more than 2000 inhabitants

**65%**  
**OF THE MUNICIPALITIES**  
that are in the PDET are silent

\*Category six are "all those districts or municipalities with population equal to or less than ten thousand inhabitants and with annual free destination current revenues not exceeding fifteen thousand legal monthly minimum wages"

# ANDEAN Region

POPULATION: 15.631.436  
MUNICIPALITIES: 617  
MEDIA OUTLETS: 1122

**253**

**MEDIA OUTLETS**

don't have labor contracts for their journalists

**48%**

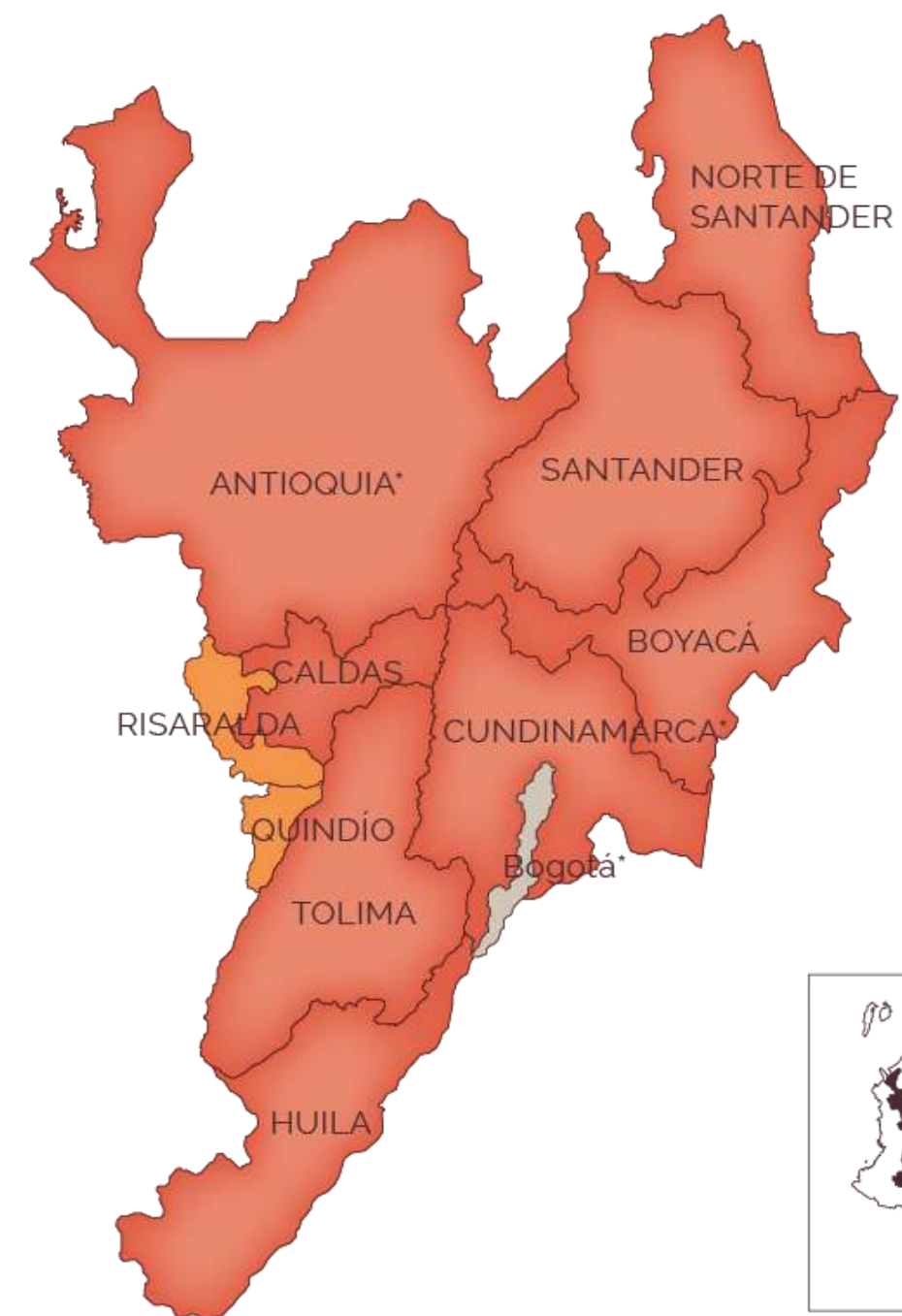
**OF THE MEDIA OUTLETS**

have local information

**1.122**

**MEDIA OUTLETS OF THE COUNTRY**

are in this region



# CARIBBEAN Region

POPULATION: 11.005.655  
MUNICIPALITIES: 197  
MEDIA OUTLETS: 457



SAN ANDRÉS



PROVIDENCIA



**175**  
**MEDIA OUTLETS**  
don't have labor contracts for their journalists

**156**  
**OF THE MEDIA OUTLETS**  
manage the mode of "cupos publicitarios"

**9,9%**  
**SUBSCRIBERS**  
one of the best numbers for internet access

**42%**  
**OF THE MEDIA OUTLETS**  
have local information

# PACIFIC Region

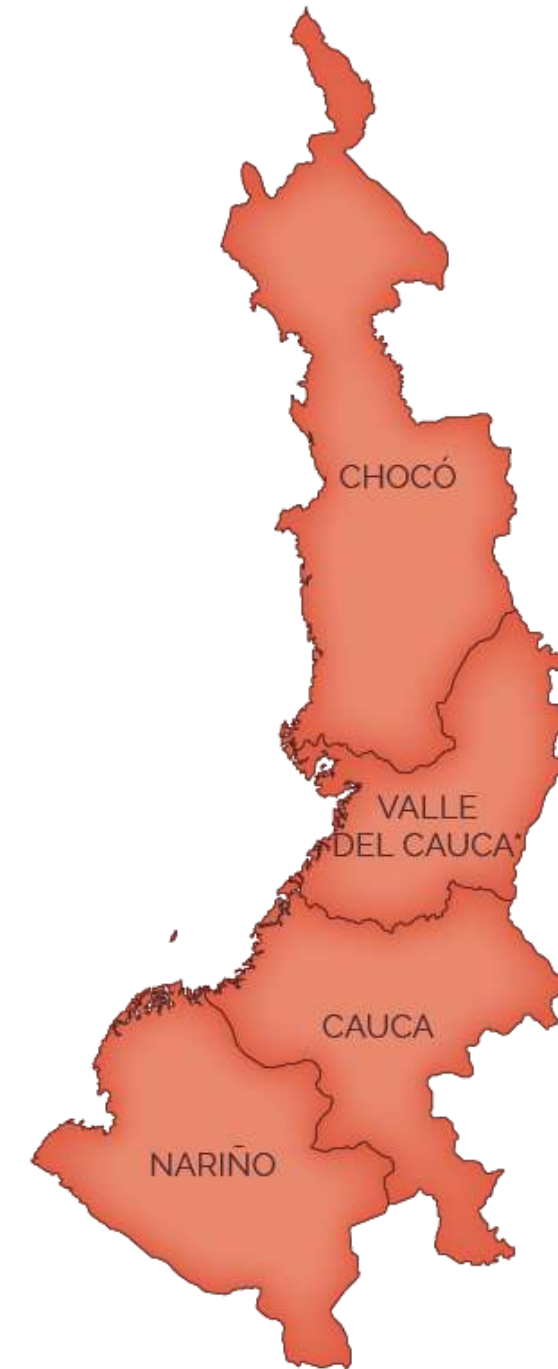
POPULATION: 6.111.476  
MUNICIPALITIES: 177  
MEDIA OUTLETS: 347

**64%**  
OF THE  
MUNICIPALITIES  
are silent

**30%**  
OF THE  
POPULATION  
doesn't receive  
local information

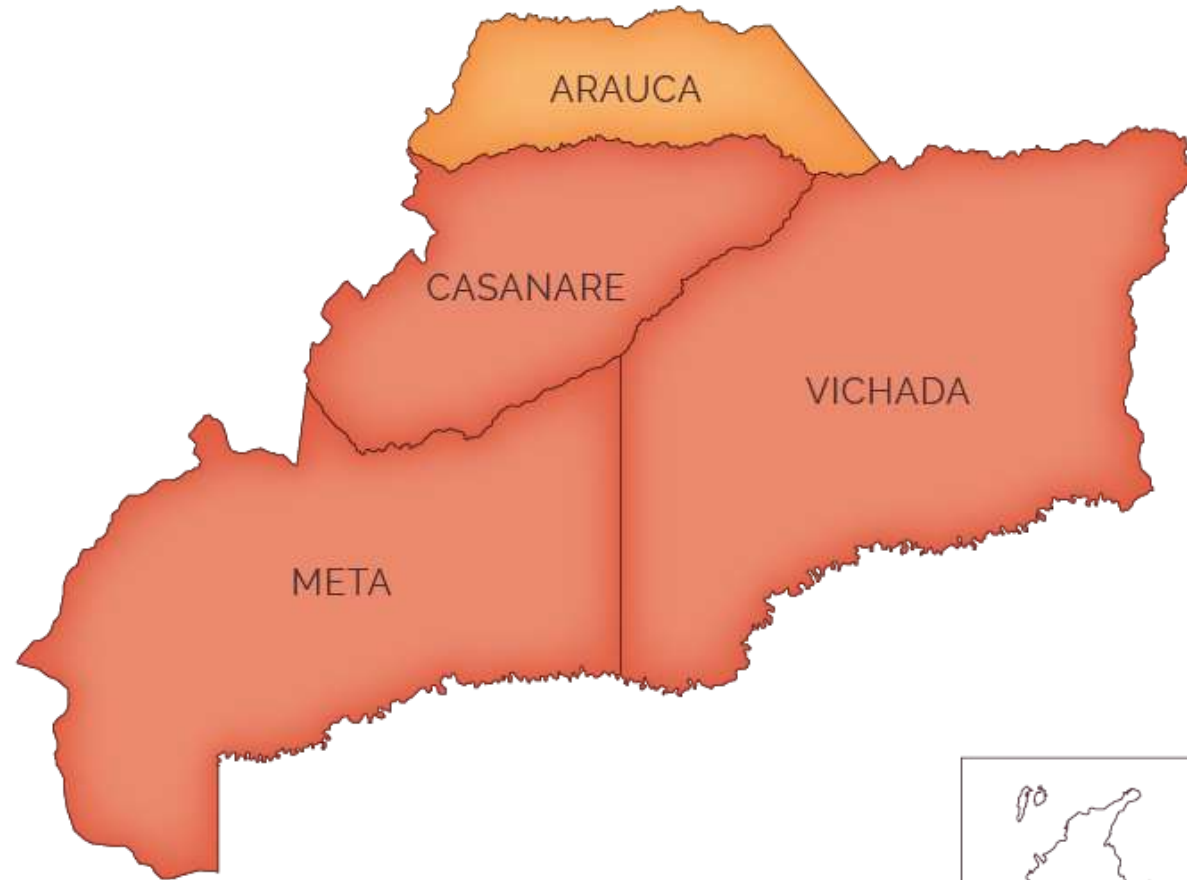
**72%**  
OF THE  
JOURNALISTS  
are men

**114**  
MEDIA OUTLETS  
don't have labor  
contracts for their  
journalists



# ORINOQUÍA Region

POPULATION: 1.769.250  
MUNICIPALITIES: 59  
MEDIA OUTLETS: 141



**72%**  
OF THE  
MUNICIPALITIES  
are silent

**51%**  
OF THE  
POPULATION  
doesn't receive  
local information

**50%**  
OF THE MEDIA  
OUTLETS  
don't produce local  
information

**100%**  
OF THE RADIOS  
in the department of  
Vichada are of the  
public force

# AMAZON Region

POPULATION: 1.153.132  
MUNICIPALITIES: 59  
MEDIA OUTLETS: 119

**81%**  
OF THE  
MUNICIPALITIES  
are silent

**51%**  
OF THE  
POPULATION  
doesn't receive  
local information


**12%**  
OF THE MEDIA  
OUTLETS  
belong to  
Military forces

**2,6%**  
OF THE  
POPULATION  
have access  
to internet



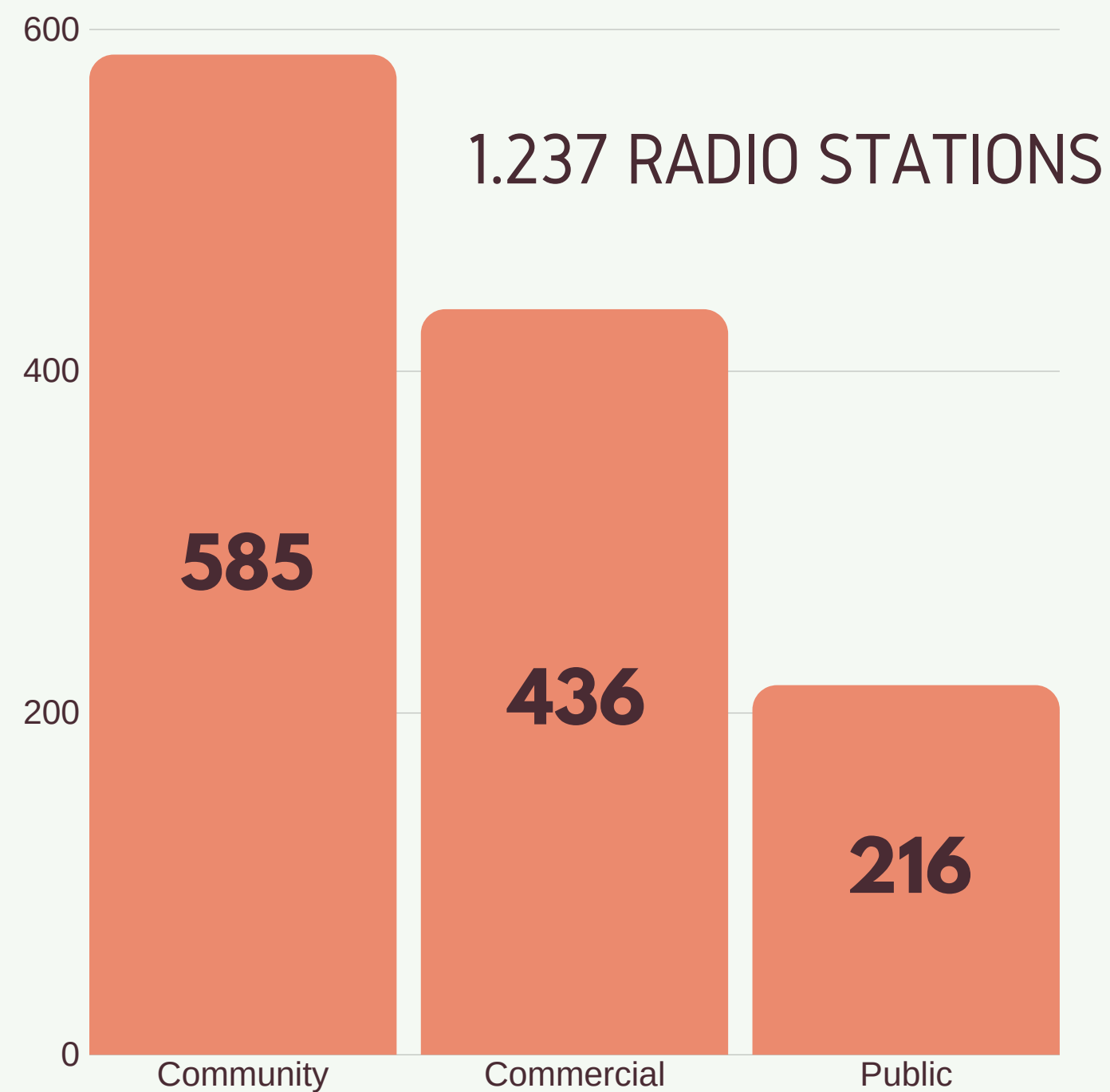
# RADIO

RADIO IS THE MEDIA OUTLET THAT  
PREDOMINATES IN THE COUNTRY

**56%**   
**OF THE MEDIA OUTLETS**  
in COLOMBIA are Radio stations

Radio covers

**95%**  
**OF THE COUNTRY**



 **25%****OF COMMUNITY RADIOS**

don't have any local information

**106 PUBLIC INTEREST RADIOS**

belong to the Army, Police or Navy

In seven municipalities

**THE RADIO STATION OF PUBLIC FORCE**

It's the only media outlet that exists

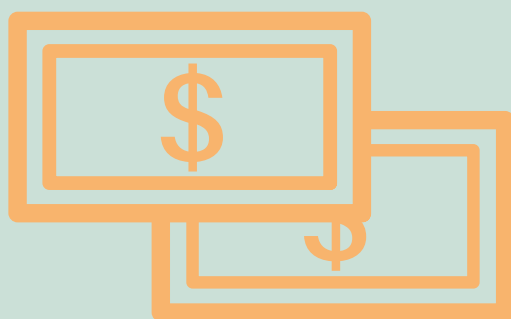
- Cumaribo in Vichada
- Vista Hermosa, La Uribe, Puerto Rico and La Macarena in Meta
- Toledo in Antioquia
- Mahates in Bolívar



# ECONOMIC SUPPORT

Regarding the radios, three types of income are tracked:

**ADVERTISING  
SALE**  
to commercial  
stores



**ADVERTISING  
SALE**  
to official  
institutions

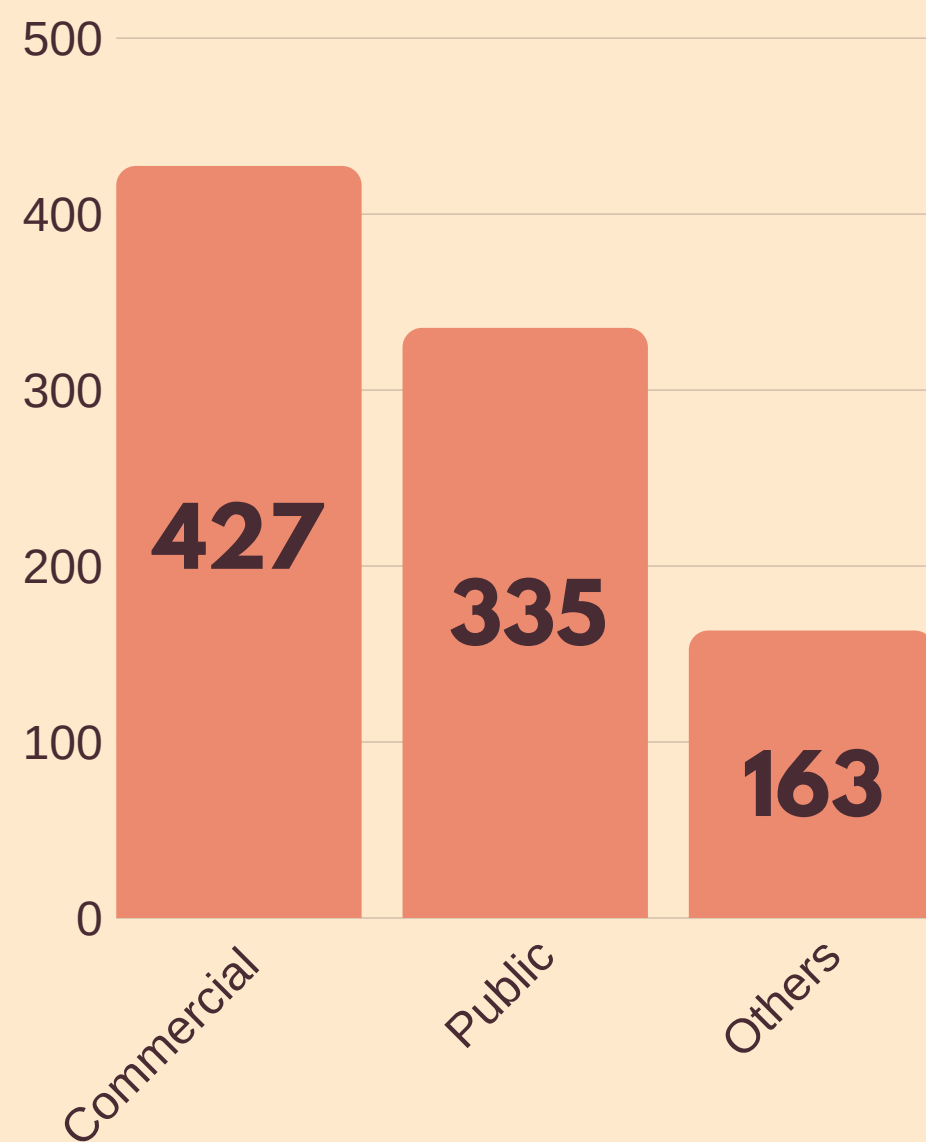


**OTHER INCOME**  
(contributions from the  
community, events,  
sale of other services)

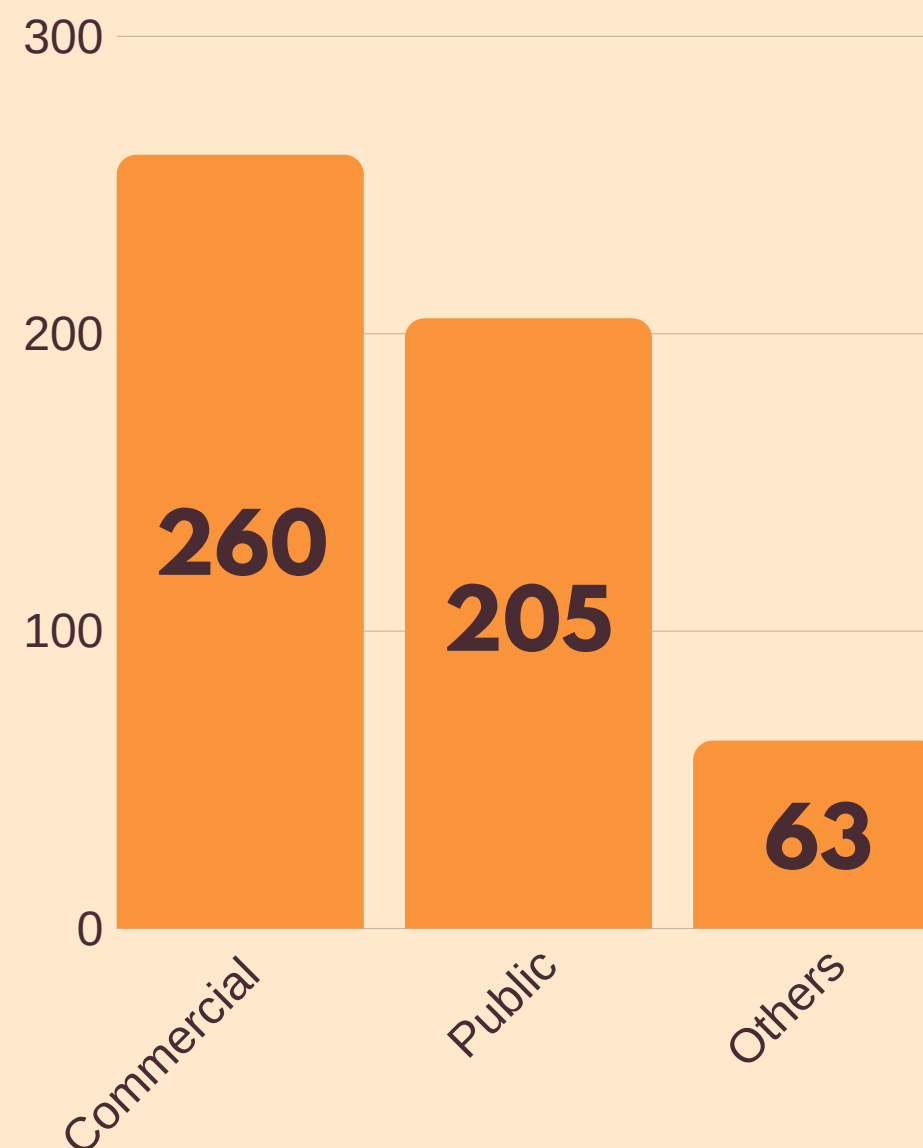


# INCOME types

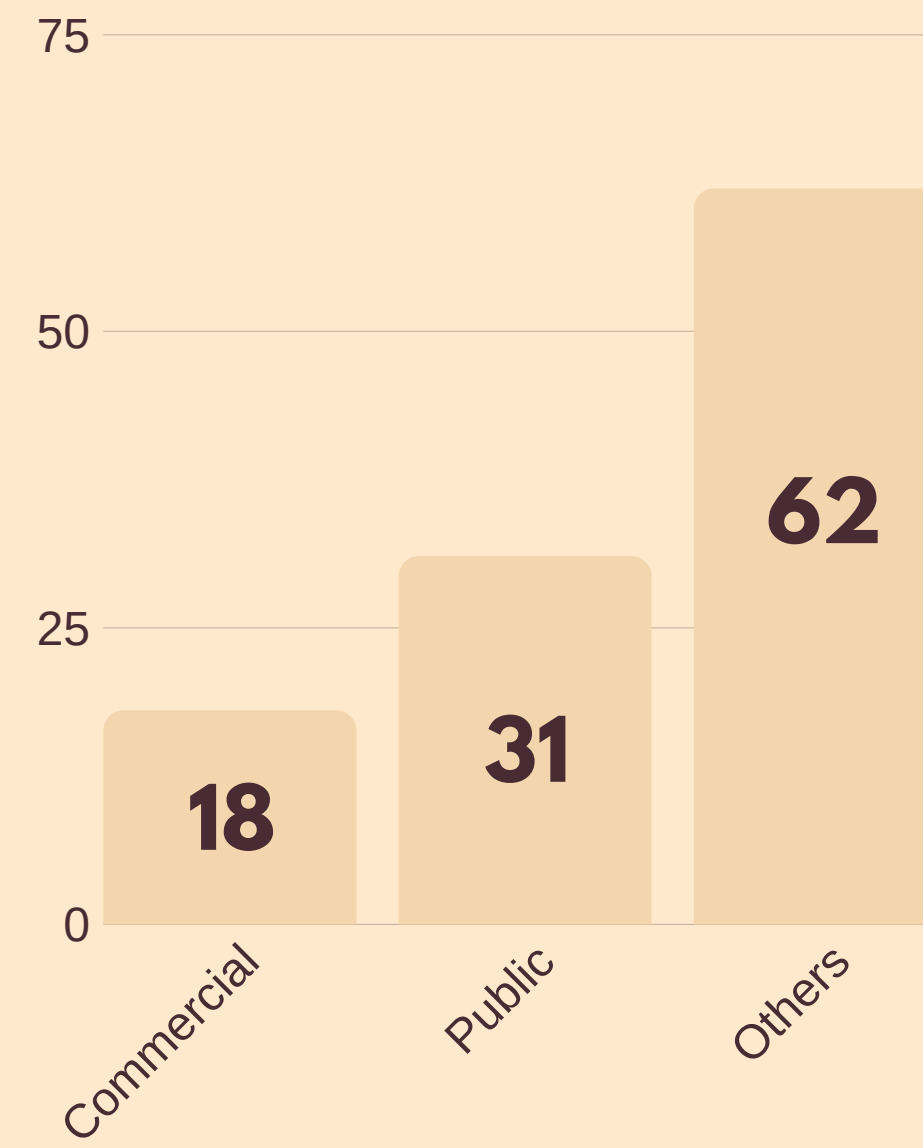
## COMMUNITY RADIOS

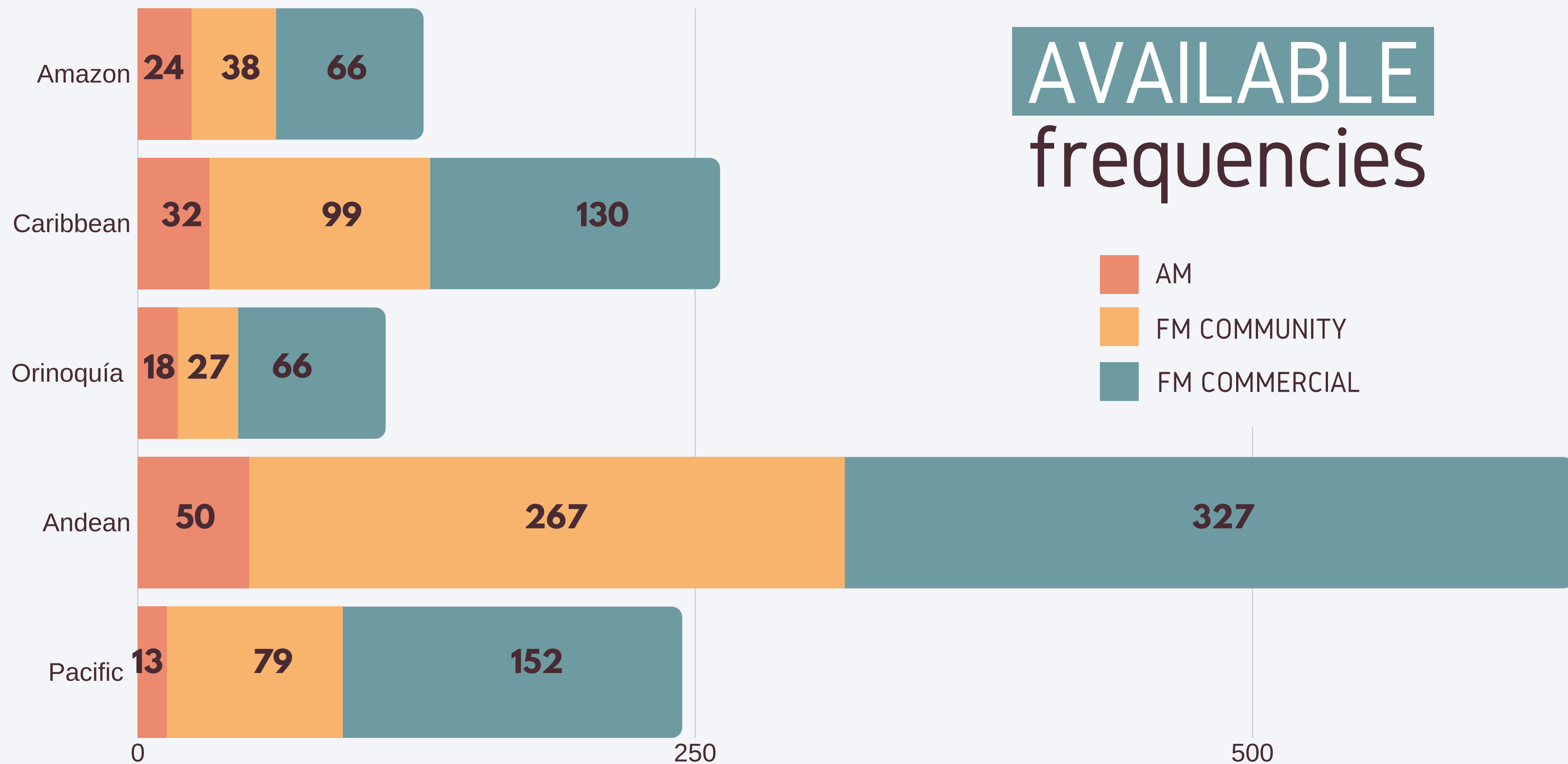


## COMMERCIAL RADIOS



## PUBLIC INTEREST RADIOS





# SHORTCOMINGS in the radio

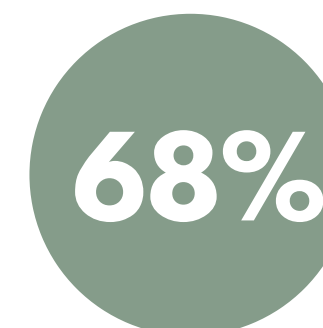
- Problems with frequency
- Investment in equipment
- Technical equipment for the cabin
- Problems with the antenna
- Internet coverage



of the community radios said they had some problem with the infrastructure.



of the commercial radios said they had some problem with the infrastructure



of the public radios said they had some problem with the infrastructure

**90**  
**COMMUNITY RADIOS**  
belong to churches



**33**  
**COMMUNITY RADIOS**  
work from an infrastructure of  
churches or city halls



**237**  
**COMMUNITY RADIOS**  
claimed to be victims of censorship

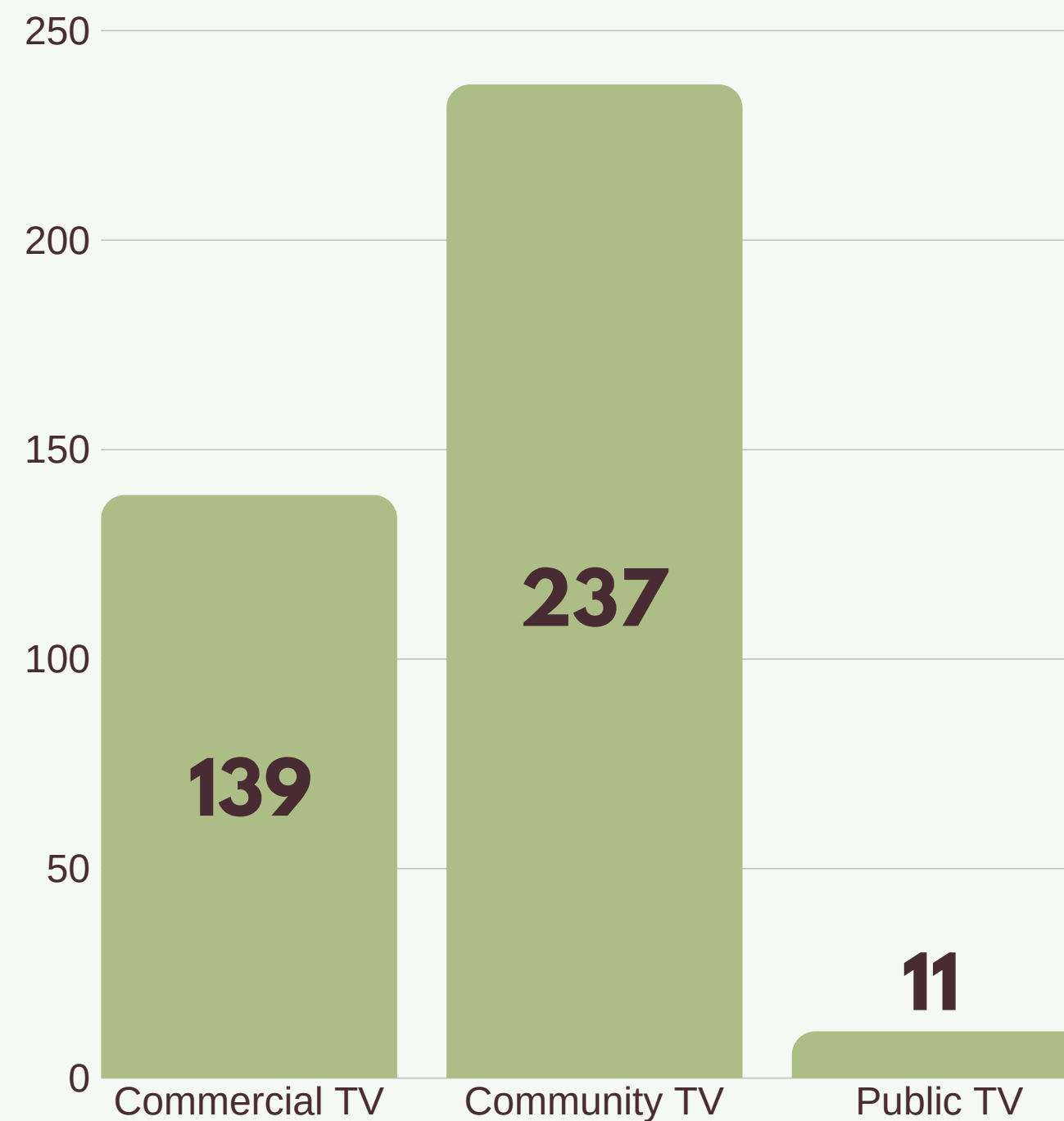
# TV

 **387**

**TV CHANNELS**  
are working in Colombia

**43%** **OF THE TV CHANNELS**  
don't have any local  
information

**57%** **OF THE TV CHANNELS**  
only cover the urban area  
of the municipalities



# ECONOMIC SUPPORT

Regarding the radios, three types of income are tracked:

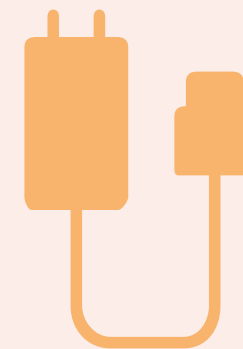
**ADVERTISING  
SALE**  
to commercial  
stores



**ADVERTISING  
SALE**  
to official  
institutions



**SUBSCRIPTION  
Cost**

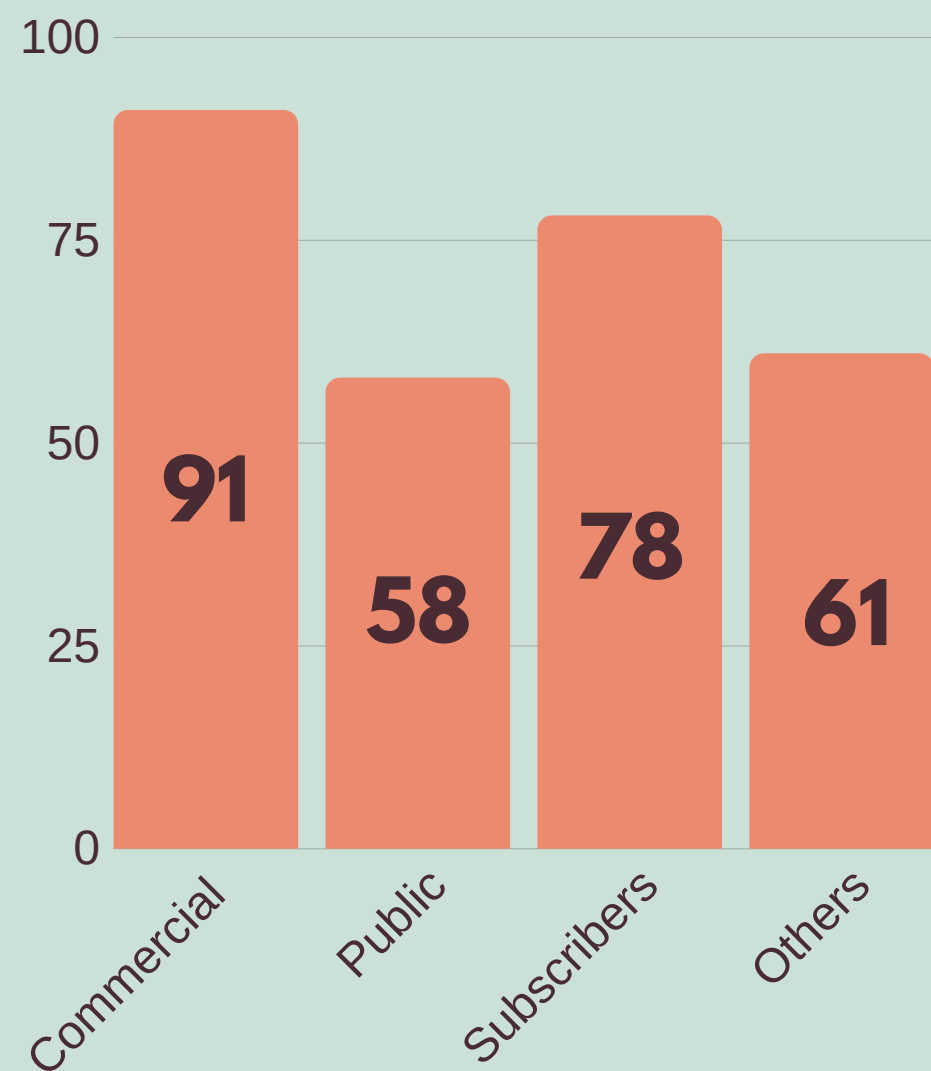


**OTHER INCOME**  
(contributions from  
the community,  
events, sale of other  
services)

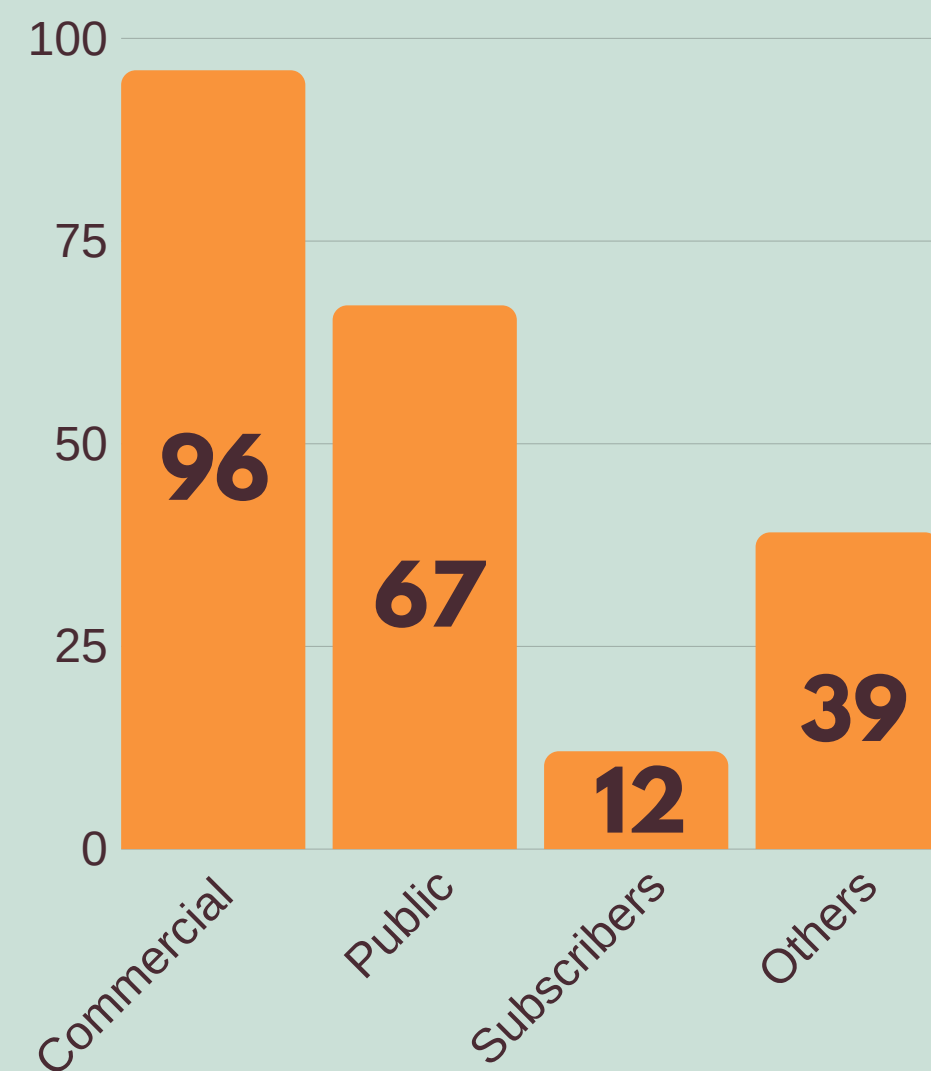


# INCOME TYPES

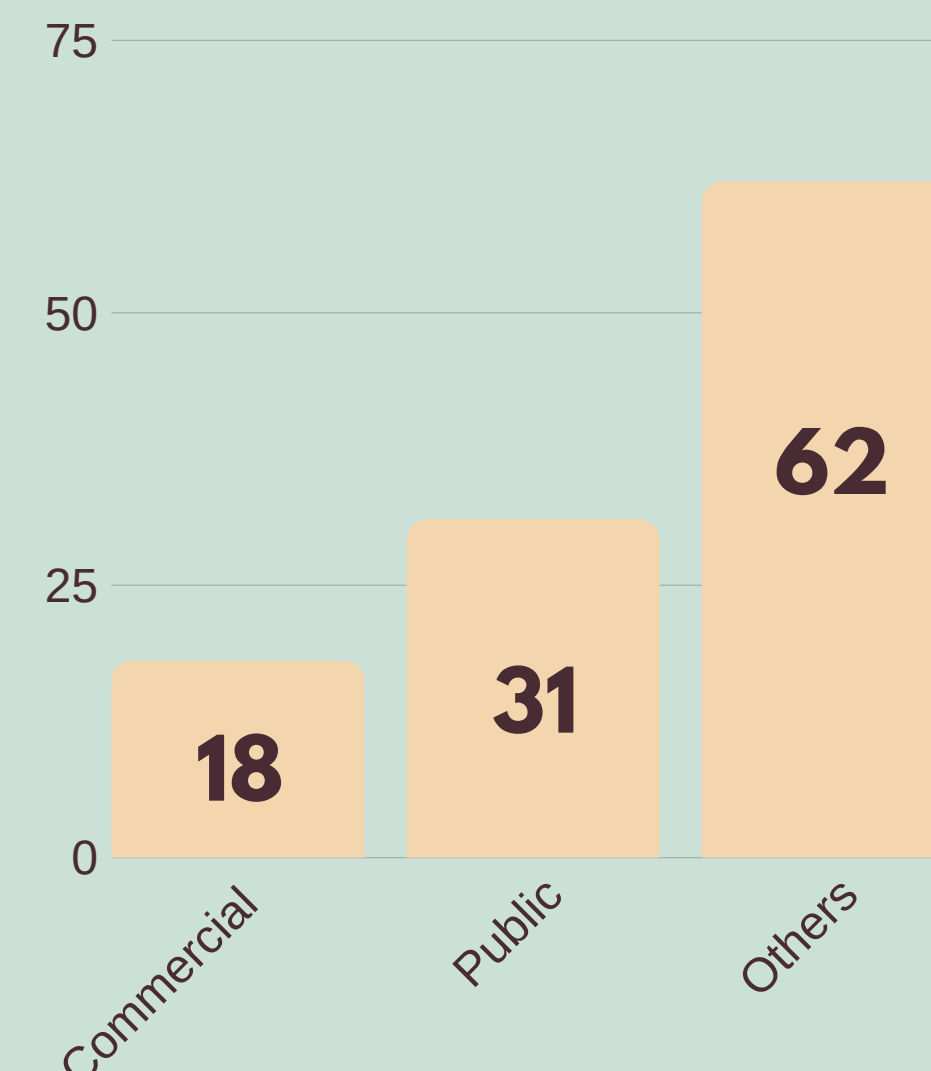
## COMMUNITY TV



## COMMERCIAL TV

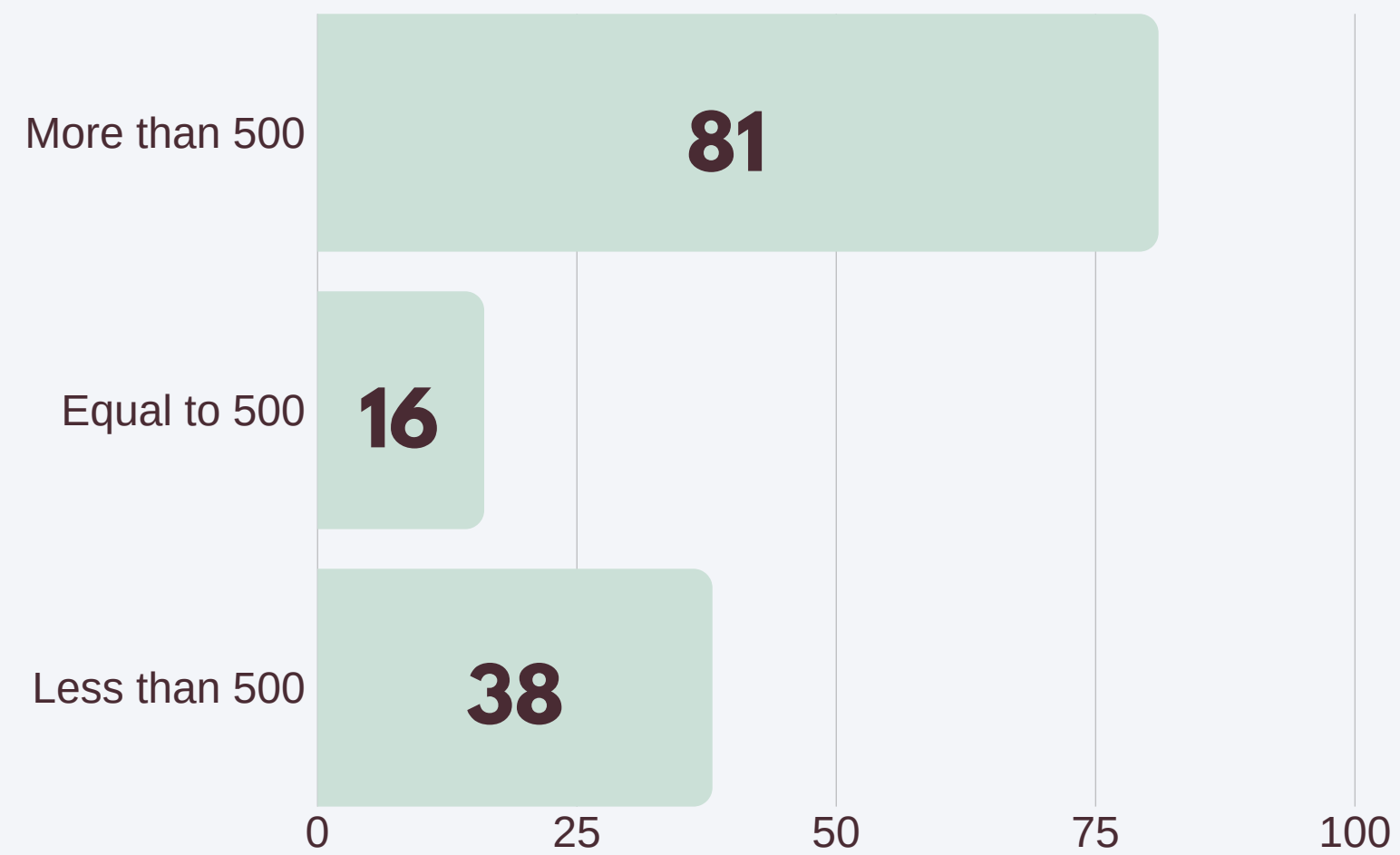


## PUBLIC TV

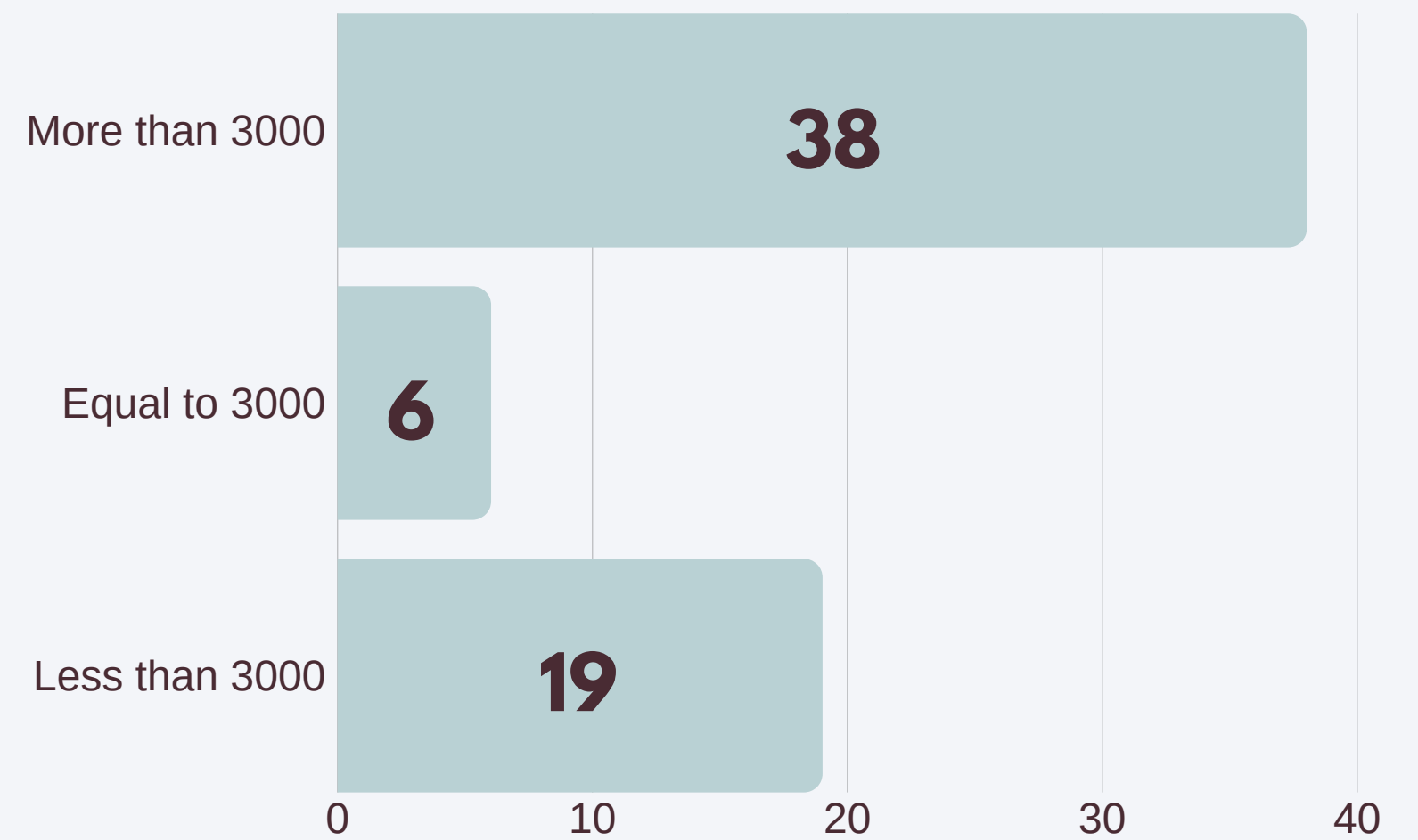


# SUSCRIBERS

## COMMUNITY CHANNELS



## COMMERCIAL CHANNELS





132

**TV CHANNELS**

mentioned being victims of censorship

**235** TV CHANNELS

mentioned having problems with the infrastructure

- Coverage and license terms
- Investment in equipment
- Video cameras for production
- Internet coverage





# PRINTED MEDIA



**335\***  
**PRINTED MEDIA**

are circulating in Colombia

---

**86%** **OF THE MUNICIPALITIES**  
of the country don't have  
any type of printed media

**42%** **OF THE PRINTED MEDIA**  
are concentrated in the capital  
cities of the country

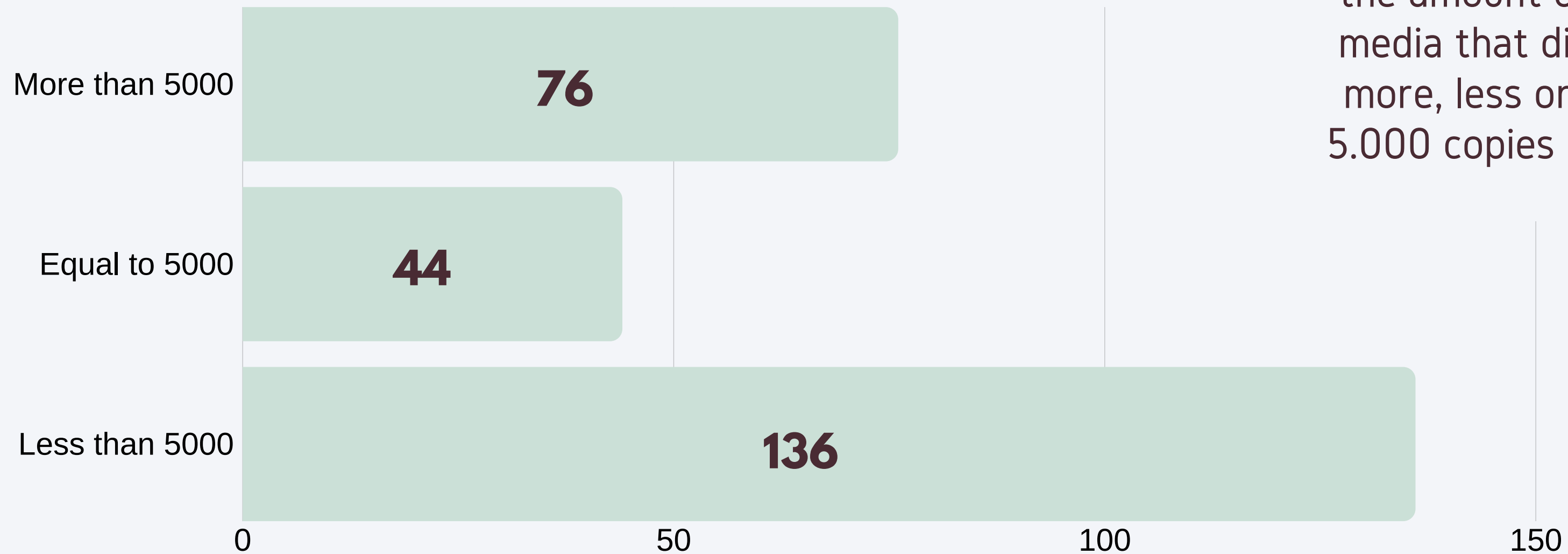
\*All the printed media were registered in the investigation as commercial media because there is no differentiation in their type of property.

# Distribution of **COPIES**



Only **12%**  
**OF PRINTED MEDIA** are daily

# Number of COPIES



Cartografías de la Información registered the amount of printed media that distributes more, less or equal to 5.000 copies per print.

# ECONOMIC SUPPORT

Regarding the print media, four types of income were tracked

**ADVERTISING  
SALE**  
to commercial  
stores



**ADVERTISING  
SALE**  
to official  
institutions

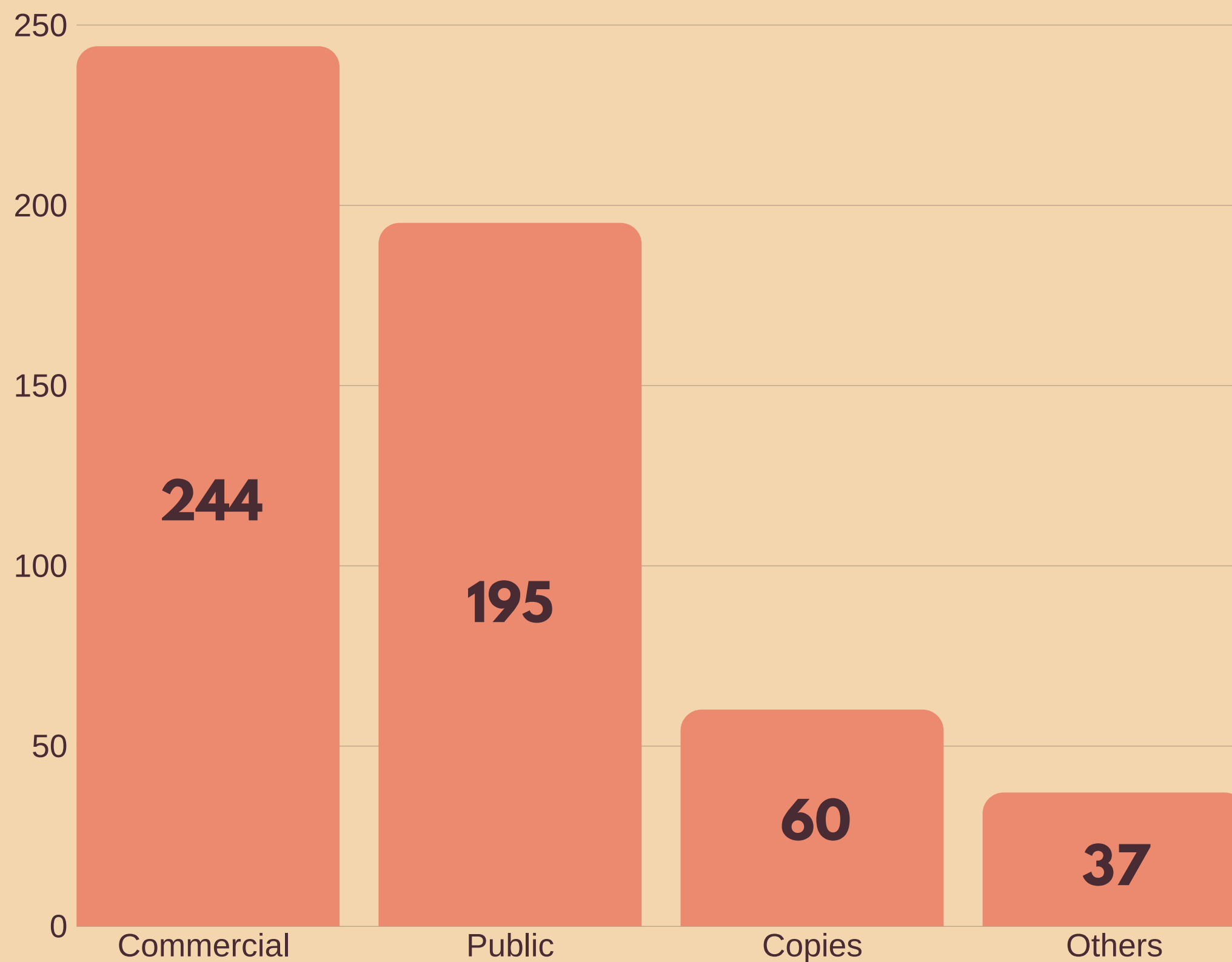


Sale of  
**PRINTED COPIES**



**OTHER INCOME**  
(contributions from  
the community,  
events, sale of other  
services)





# INCOME TYPES

# 211 PRINTED MEDIA OUTLETS

mentioned having problems with the infrastructure

- Investment in equipment
- Video cameras for production
- Internet coverage
- There is no printing place



# 140 PRINTED MEDIA OUTLETS

mentioned being victims of censorship



# DIGITAL MEDIA



# 227\*

## DIGITAL MEDIA OUTLETS

work in Colombia

**92%** OF THE MUNICIPALITIES  
don't have digital media

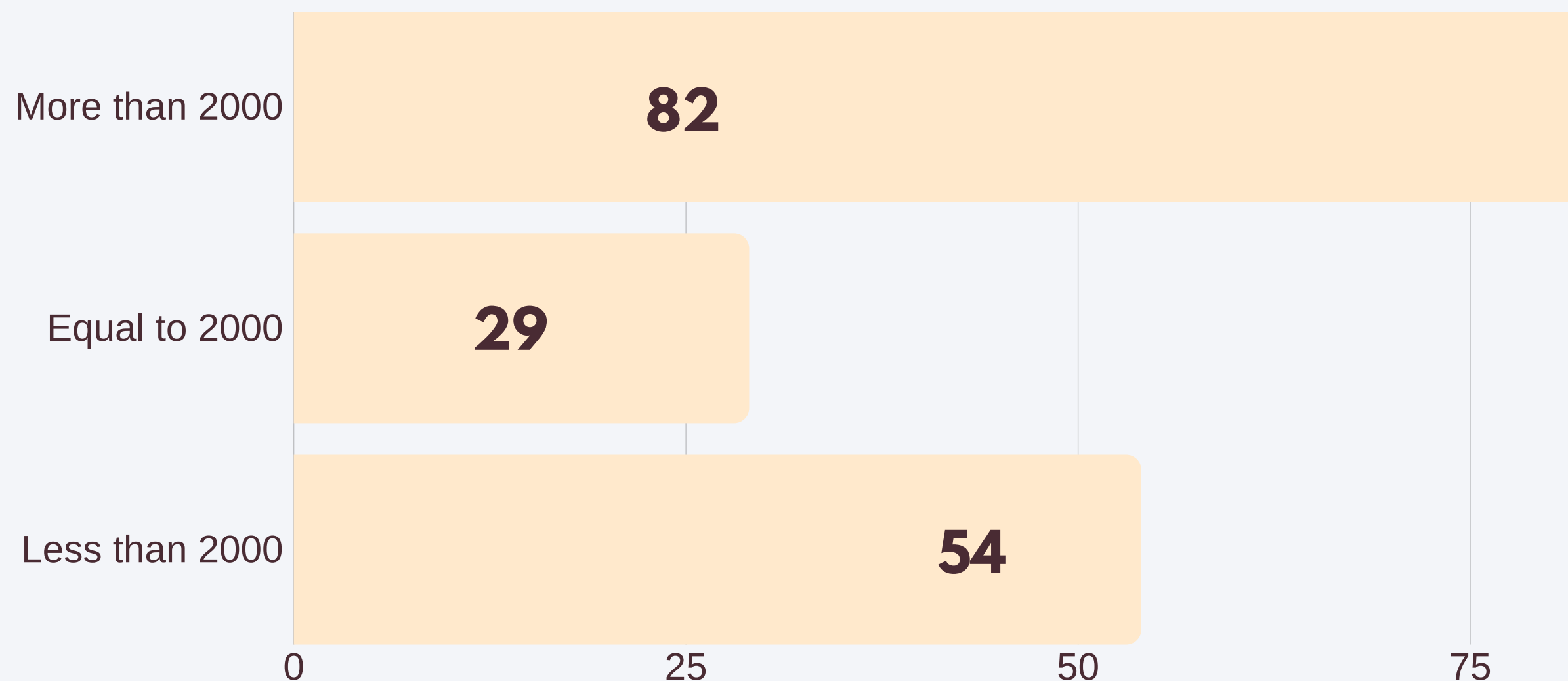
**61%** OF THE DIGITAL MEDIA OUTLETS  
are concentrated in the main  
cities.

**40%** OF THE DIGITAL MEDIA OUTLETS  
emerged in the last five years

\* Only digital media with a web page were considered.



# DAILY VISITS

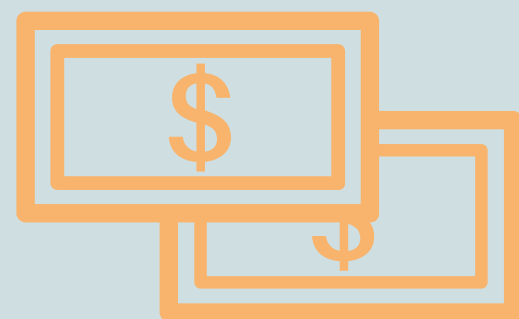


In Cartografías de la Información the amount of digital media that has more, less or equal to 2,000 visits per day was recorded.

# ECONOMIC SUPPORT

Regarding the digital media, three types of income were tracked

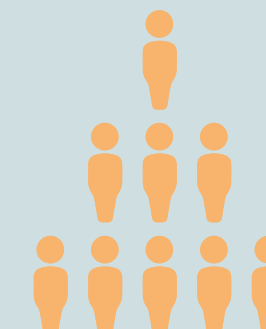
**ADVERTISING  
SALE**  
to commercial  
stores

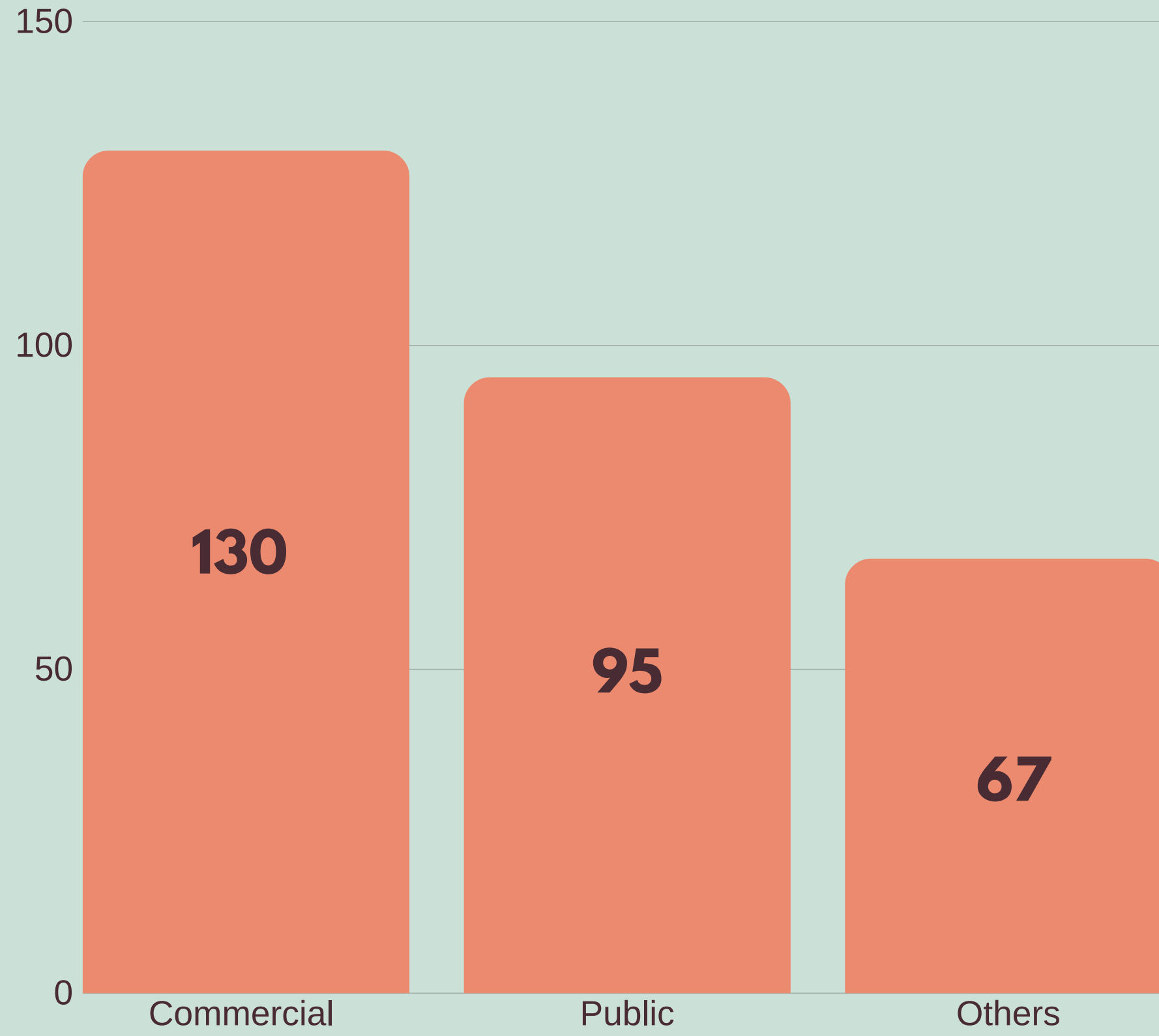


**ADVERTISING  
SALE**  
to official  
institutions




**OTHER INCOME**  
(contributions from the  
community, events, sale of  
other services)





# INCOME TYPES



Only the  
 **11,5%**  
**OF THE POPULATION**  
has an internet connection

**90** **DIGITAL MEDIA OUTLETS**  
claimed to be censored to talk about  
something in the region

**112** **DIGITAL MEDIA OUTLETS**  
claimed to have some lack of  
infrastructure

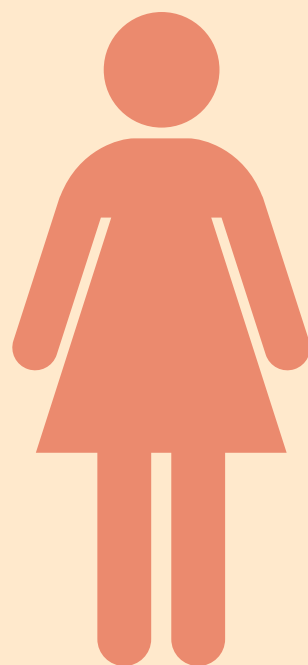
- Investment in equipment
- Video cameras for production
- Internet coverage

GENDER SITUATION IN THE REGIONS

# INEQUALITY

The average of women journalists who work in the media rounds between 20% and 25%.

**70%**  
**OF JOURNALISTS**  
**ARE MEN**



**30%**  
**OF JOURNALISTS**  
**ARE WOMEN**

## **GENDER** situation

In the world of media in Colombia, things are not very encouraging on issues about gender equality

# FEATURED Departments

PUTUMAYO

**11%**  
of journalists  
are women

GUAVIARE

**17%**  
of journalists  
are women

BOYACÁ\*

**9%**  
of journalists  
are women

AMAZONAS

**19%**  
of journalists  
are women

\*Boyacá is the only department that is not located in the Amazon region where gender inequality is the largest in the country



HOW IS THE PROFESSION?

# EMPLOYMENT SITUATION

More than 60% of the media outlets do not give their journalists a labor contract to work or offer for them the modality of advertising quotas, this implies that journalists must sell advertising for their support, thus violating their journalistic independence

# SITUATION in the regions

ANDEAN

**50%**

Without labor contract or with "cupos"

CARIBBEAN

**73%**

Without labor contract or with "cupos"

**76%**

Without labor contract or with "cupos"

**77%**

Without labor contract or with "cupos"

**78%**

Without labor contract or with "cupos"

PACIFIC

AMAZON

ORINOQUÍA

# EMPLOYMENT situation in the media outlets

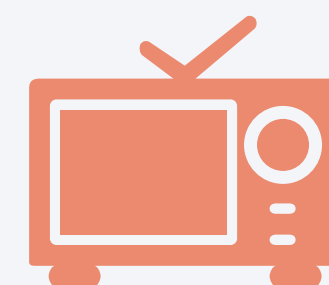


RADIO

More than 540 radio stations confirmed that they do not link their journalists to work

**28%** WITHOUT LABOR CONTRACT

**16%** EARN LESS THAN A MINIMUM SALARY



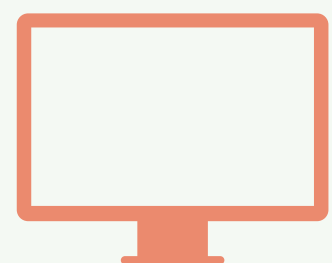
TV

In the case of television, there is no better panorama. 130 of the surveyed media do not link their journalists through a labor contract.

**34%** WITHOUT LABOR CONTRACT

**21%** EARN LESS THAN A MINIMUM SALARY

# EMPLOYMENT situation in the media outlets



## DIGITAL MEDIA

Digital media is the second type of media with the worst working conditions for its journalists

**39%** WITHOUT LABOR CONTRACT

**22%** EARN LESS THAN A MINIMUM SALARY



## PRINTED MEDIA

The print media are the ones with the worst working conditions for journalists

**40%** WITHOUT LABOR CONTRACT

**18%** EARN LESS THAN A MINIMUM SALARY

RESULTS PRESENTATION

# Cartografías DE LA INFORMACIÓN

A RESEARCH OF:

Fundación para la Libertad de Prensa - FLIP, 2015-2019

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Laura Camila Merchán

With the support of

