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

1. Collection of information about the different media outlet in each department

2. In-person interviews with media outlets located in prioritized municipalities and contact with local authorities or journalists’ organizations to understand the situation of the media in the department

3. Telephone interviews with each of the country’s media. There were more than 2000 interviews to media outlets throughout the territory

4. Analysis and systematization of the data collected in each of the interviews

5. Publication of information in web page of Cartografías de la Información https://flip.org.co/cartografias-informacion/
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

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
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
CAPITAL CONCENTRATION

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

NATIONAL situation

29% of the Colombian population lives in silenced municipalities.
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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Silent Municipalities</th>
<th>Municipalities with Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANDEAN</td>
<td>335</td>
<td>68</td>
</tr>
<tr>
<td>CARRIBEAN</td>
<td>282</td>
<td>129</td>
</tr>
<tr>
<td>PACIFIC</td>
<td>112</td>
<td>65</td>
</tr>
<tr>
<td>AMAZON</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>ORINOQUIA</td>
<td>11</td>
<td>48</td>
</tr>
</tbody>
</table>

**CARTOGRAFÍAS DE LA INFORMACIÓN | RESULTS PRESENTATION**
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: 1,122

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

CARTOGRAFÍAS DE LA INFORMACIÓN | RESULTS PRESENTATION
POPULATION: 11,005,655
MUNICIPALITIES: 197
MEDIA OUTLETS: 457

CARIBBEAN Region

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

CARTOGRAFÍAS DE LA INFORMACIÓN | RESULTS PRESENTATION
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

- **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.

1,237 radio stations

- Community: 585
- Commercial: 436
- Public: 216
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
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: 427
- Public: 335
- Others: 163

**COMMERCIAL RADIOS**
- Commercial: 260
- Public: 205
- Others: 63

**PUBLIC INTEREST RADIOS**
- Commercial: 18
- Public: 31
- Others: 62
AVAILABLE frequencies

<table>
<thead>
<tr>
<th>Region</th>
<th>AM</th>
<th>FM COMMUNITY</th>
<th>FM COMMERCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>24</td>
<td>38</td>
<td>66</td>
</tr>
<tr>
<td>Caribbean</td>
<td>32</td>
<td>99</td>
<td>130</td>
</tr>
<tr>
<td>Orinoquia</td>
<td>18</td>
<td>27</td>
<td>66</td>
</tr>
<tr>
<td>Andean</td>
<td>50</td>
<td>267</td>
<td>327</td>
</tr>
<tr>
<td>Pacific</td>
<td>13</td>
<td>79</td>
<td>152</td>
</tr>
</tbody>
</table>
SHORTCOMINGS in the radio

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

60% of the community radios said they had some problem with the infrastructure.

29% of the commercial radios said they had some problem with the infrastructure.

68% 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
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
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

CARTOGRAFÍAS DE LA INFORMACIÓN | RESULTS PRESENTATION
235 TV CHANNELS mentioned having problems with the infrastructure

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

132 TV CHANNELS mentioned being victims of censorship
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

1. DAILY 43
2. WEEKLY 29
3. BIWEEKLY 17
4. MONTHLY 142
5. BIMENSUAL OR GREATER 33

Only 12% of printed media are daily.
Cartografías de la Información registered the amount of printed media that distributes more, less or equal to 5,000 copies per print.

- More than 5000 copies: 76
- Equal to 5000 copies: 44
- Less than 5000 copies: 136
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)
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.
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>130</td>
</tr>
<tr>
<td>Public</td>
<td>95</td>
</tr>
<tr>
<td>Others</td>
<td>67</td>
</tr>
</tbody>
</table>
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%.
In the world of media in Colombia, things are not very encouraging on issues about gender equality.

- 70% of journalists are men.
- 30% of journalists are women.
<table>
<thead>
<tr>
<th>Departments</th>
<th>PUTUMAYO</th>
<th>GUAVIARE</th>
<th>BOYACÁ*</th>
<th>AMAZONAS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11%</td>
<td>17%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>of journalists are women</td>
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</tr>
</tbody>
</table>

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

PACIFIC
76%
Without labor contract or with "cupos"

AMAZON
77%
Without labor contract or with "cupos"

ORINOQUÍA
78%
Without labor contract or with "cupos"
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**
- 39% without labor contract
- 22% earn less than a minimum salary

**Printed Media**
- 40% without labor contract
- 18% earn less than a minimum salary

Digital media is the second type of media with the worst working conditions for its journalists. The print media are the ones with the worst working conditions for journalists.
A RESEARCH OF:
Fundación para la Libertad de Prensa - FLIP, 2015-2019

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RESULTS PRESENTATION