



The Economic Hour: Community and Educational Broadcasting in the Huancavelica Region, Peru

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ABSTRACT

This article is the result of the execution of the Cultural Extension project entitled "The economic hour"; carried out by the members of the monovalent group "Elinor Ostrom" of the Professional School of Economics (EPE) of the Faculty of Business Sciences (FCE) of the National University of Huancavelica (UNH) in 2019. The main objective of this project was carrying out social service work to the Huancavelica community and provide important information on economic, political, environmental and social situations through a community radio program. A methodological approach of participation-action was used with a specific and contextualized speech model for the elaboration of each radio program during four months. Likewise, the results obtained showed a favourable impact and a high level of satisfaction of the different groups of listeners. Finally, we conclude that the execution of the project involved a successful experience of social rapprochement between the university and society. In this sense, we are sure that this experience will generate greater dialogue and create similar projects for the benefit of our communities.

Keywords: Broadcasting; Educational radio; University; Quechua

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INTRODUCTION

The basic problem to elaborate and execute the Cultural Extension project called "The economic hour", had its origin in the identification of an existing difficulty in our societies, which is the absence and approach of clear and simple information towards the citizens in the economic, social and cultural sphere for decision-making, for this reason the monovalent group "Elinor Ostrom", made up of students Melany Cuicapusa Paitan, Franceni Hilario Quispe, Yoshelin López Huallpa, Sheyla Mamami Torres, Jackelynn Mendez Paitan, Nikol Ramos De La Cruz, Marilú Vargas Ortiz and Pamela Yalli Huaman, saw in the community radio proposal a novel and highly useful alternative. Under the theoretical lens of Calleja (2009) and Hanco (2017), this type of communication medium has the primary objective of satisfying the diverse information needs of a population, at the same time that it allows generating spaces for dialogue, freedom and expression of interests.

In this sense, our objective was to create and disseminate a radio program (of a community nature) that informs and guides the Huancavelican commune on relevant issues and regional and national conjuncture. On the other hand, it is important to note that this project had the technical support of a local radio station and the academic support of UNH professors, as well as officials and researchers who were interviewed and shared their experiences with the general public. Similarly, to achieve the objectives set, the team efficiently handled the instruments and speaking skills, in addition to carrying out some programs in the Quechua language (common and spoken in the region). Likewise, we can mention that, after the first program was broadcast, many local institutions joined the initiative, quickly becoming strategic allies, who saw the project as a key element to keep people informed and raise awareness about various scenarios.

The problem in preparing the cultural extension project "The economic hour" had its origin in the lack of information and little diffusion of economic, social and cultural issues in our region. For these reasons, the monovalent group of Cultural Extension "ELINOR OSTROM", decided to design, create and execute a radio program aimed at the entire Huancavelican community. For the execution of the project, the following objectives were set:

- Carry out the broadcasting program called "The economic hour" to keep the population informed of current economic events and make the right decisions in their economic life.
- Disseminate information and knowledge of professionals for the different segments that will be broadcast and thus capture the attention of listeners.

- Establish a key schedule and the duration of each segment, where the program is listened to by all audiences of any age and social level.
- Satisfy the concerns and needs of listeners, stimulating communication between citizens on economic issues at the local and provincial level.
- Establish commercial breaks and sponsors for the program.
- Provide the Huancavelican community with a new perspective on the economy.
- Strengthen the image of the Professional School of Economics of the Faculty of Business Sciences of the National University of Huancavelica in our context.

BACKGROUND

Community radio has been a subject of experiences applied in various contexts, always showing results of impact and benefit for the communities where they were generated. In this regard, Vigil (1995) emphasized that the content production of a community radio was on the side of the listener but not of particular interests, in this way, this institution would assume a true social and cultural responsibility.

Likewise, for Pincheira (2013) community radio plays a fundamental role since it can educate people, motivate them and broaden their horizon, since citizen or popular participation makes the contents more attractive. In this way, expressing oneself horizontally makes information and communication democratized.

Calleja (2009 p. 38) in his research pointed out that, *"... when we talk about community radio broadcasting we are referring to the possibility that specific communities have to exercise these rights through radio and television, where they address the information and topics that interest them and that are part of the dynamics of their social fabric, of the social agenda for change, where different members of the community can participate in the public debate."* In this sense, radio broadcasting allows to transmit specific contents in an intentional and educational way for a community, so their contribution was important for the present work.

On the other hand, Neubauer (2016) in his presentation stated the legal importance of communicative action and how it should guarantee freedom of expression, likewise, make community radios see an opportunity in digitization. In this way, this antecedent allowed us to recognize the connection between radio and the internet.

Martin (2011) evidenced the importance of community radio broadcasting and the experiences of successes developed in Bolivia, in the same way, he described an important panorama on the formulation of projects of this nature and highlighted the decisive role that public policies have to improve democratization of communication by radio.

Finally, it is important to clarify that the number of experiences applied on the subject is still limited, in this sense, we hope that this contribution will serve as the beginning of more similar projects in our country and the rest of the world.

METHODOLOGY

The project chose to use the scientific method described by Tamayo (2012), with a qualitative typology suggested by Márquez (2007). Similarly, the content analysis methodology proposed by Piñuel (2002) for the development of radio scripts was taken into account. Next, it was decided to take a longitudinal and observational design. On the other hand, we must point out that, for the collection of information on the level of satisfaction of the listeners, a survey was used (using the Likert scale). Similarly, we can indicate that this project had five defined stages, these were:

- Stage 1; All members of the work team met with the local radio workers where a specific broadcast schedule was coordinated. Subsequently, meetings were held with the sponsors who made donations such as: key rings, pens, combos (plates of food or à la carte), etc., to use them as incentives at the time of participation of opinions and points of view of the citizens when they called the program "The economic hour".
- Stage 2; The topics to be developed were determined, as well as the necessary requirements for the execution of the project, considering the needs of the Huancavelicana population in terms of information in the economic, social and cultural fields.
- Stage 3; Compilation and preparation of information and / or contents of all the topics to be developed in each session of the program, taking as suggestions brochures, newspapers, articles, videos, books, magazines, etc. This was carried out by means of a speech sheet which was designed by the work team.
- Stage 4; In this stage, the project was carried out, going on the air and generating spaces for calls and various interviews in real time.

- Stage 5; As a final part of the project, a survey was applied on the level of satisfaction of the program.

RESULTS

Twenty radio programs were developed, each one had a specific radio script and the participation of renowned guests and academics familiar with the various topics discussed (Table 1).

Table 1: Developed programming

N°	DATE OF ISSUE (YEAR 2019)	DEVELOPED TOPIC
1	20/07/2019	The importance of the economy
2	27/07/2019	Analysis of the economy in Huancavelica
3	03/08/2019	Economic analysis of the festival of crosses in Huancavelica.
4	10/08/2019	Budget that is allocated to the hiring of artists for the events held in Huancavelica.
5	17/08/2019	Basic basket of a university student.
6	07/09/2019	Benefits generated by tourism in Huancavelica.
7	14/09/2019	The benefits of agriculture in the Huancavelica region.
8	21/09/2019	Water and energy - key factors for development.
9	28/09/2019	Tax culture.
10	05/10/2019	Is there "piratería" in our city?
11	12/10/2019	What is the social and economic impact of Venezuelan migration in the province?
12	19/10/2019	What will happen with the sale of generic drugs in Huancavelica (pharmacy-pharmacies)?
13	26/10/2019	Credits and loans.
14	02/11/2019	Public investment projects.
15	16/11/2019	"Elefantes blancos" in our city.
16	23/11/2019	Monopoly
17	07/12/2019	What is the importance of the celebration of the Day of the Dead?
18	14/12/2019	Infrastructure-Sustainable Development.
19	21/12/2019	Christmas parties (time of traditions, family and gifts)
20	28/12/2019	Fellowship of citizenship

Own elaboration, 2021

Likewise, specific goals (Figure 1) were achieved such as: 100% dissemination of the issues raised in the project, uninterrupted interviews with professionals and officials, going on the air once a week at the time agreed with the radio station, It achieved citizen participation through telephone calls and field trips, participation in fairs, participation of sponsors, written material was disseminated on the topics to be discussed, among others.



Figure 1.- a) Voice-over booths, b) Participation in fairs, c) Presentation of prizes to listeners and d) Interviews with academics and officials

On the other hand, a survey was applied to the listeners (Figure 2) later, we had a sample of 132 participants, this yielded the following information on the level of satisfaction:

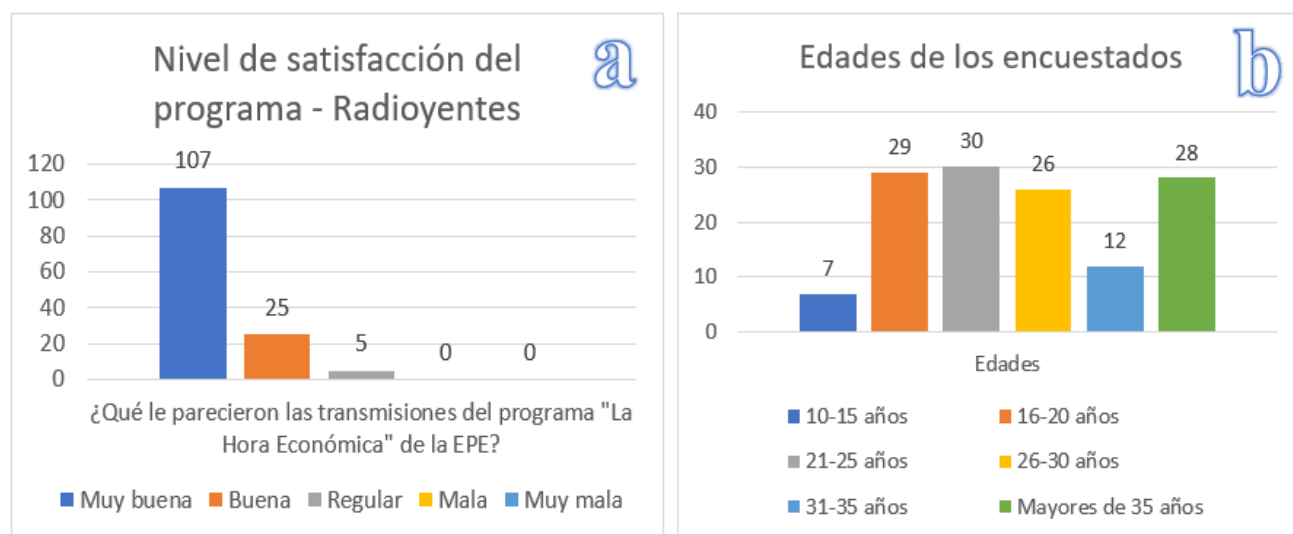


Figure 2.- a) Level of satisfaction of listeners and b) Ages of listeners

According to Figure 2 (a), 107 respondents indicated that the programs developed were very good, 25 that they had the condition of good, 5 expressed a regular appreciation, while the bad and very bad perception was not registered. Likewise, it is relevant to indicate that, in Figure 2 (b) we can see the ages of the respondents, where the sample with the greatest attention received was between 21 to 25 years (30 respondents) and the one with less than 10 to 15 years (7 respondents), however, there was also a good reception from people between 16 to 20 years old (29 respondents), from 26 to 30 years old (26 respondents), from 31 to 35 years old (12 respondents) and over 35 years old (28 surveyed).

DISCUSSION

The results obtained indicate that the level of satisfaction of the listeners of the program "The economic hour" was high, likewise, that it had an acceptable harmony in terms of the topics discussed by the receiving population. On the other hand, there would be a pending challenge, in terms of encouraging this type of community outreach work on various topics related to the careers or activities offered by the UNH, it is relevant to note that at the time of execution of the presentation described, the university It still did not have its own radio signal, so the private tuning service was used.

CONCLUSIONS

- During the months of audience in which the project was executed, there were no imponderable or inconveniences, but on the contrary, there was a good reception from the listening public, evidenced in the calls received and surveys carried out.
- According to the project schedule, it was developed satisfactorily, with a 100% fulfilment of activities according to the established schedule.
- A high degree of satisfaction was obtained regarding the concerns and needs of radio listeners, and communication between citizens on economic and social issues at the local and provincial level was stimulated, and above all, the practice of the original language of the Quechua as a vehicle of communication and interculturality.
- As for our institution (UNH), it managed to position itself and further strengthen its image in our context.
- Finally, the participating students managed to function flawlessly and develop their soft skills for development and approach with people and a diverse public.

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