

**EL SALVADOR**  
**SWOT Analysis**

<p><b>STRENGTHS</b></p>	<p>El Salvador has a system of broadcast television with a longstanding reach, trajectory, and credibility in the country.</p> <p>It has traditional and digital media with extensive experience in investigative journalism, which allows to dismantle the government narrative.</p> <p>There is a reinvigorated, better positioned association of journalists (APES) by means of the partnership between mainstream and independent digital media.</p> <p>APES' tracking system, which keeps record of press freedom violations and attacks on journalists, enables generating its own data.</p> <p>Historical community radios have positioned themselves as information references in their communities.</p>
<p><b>WEAKNESSES</b></p>	<p>Broadcast television channels respond to corporate interests that, at present, are aligned with the Executive and serve as a platform to position the government narrative.</p> <p>Mainstream media based on declining business models due to the withdrawal of government advertising, and digital media subsisting on sponsorships, donations, or project awards.</p> <p>Association of journalists without legal mechanisms to support the exercise of journalism.</p> <p>Community radios subsisting on volunteering.</p>
<p><b>OPPORTUNITIES</b></p>	<p>Interest of U.S. cooperation in strengthening democratic processes, professional development of journalists, and investigative news projects.</p>
<p><b>THREATS</b></p>	<p>Sale of TV channels following the death of [media mogul] Boris Eserski, which would put in the hands of the State one of the most influential and far-reaching Salvadoran media groups.</p> <p>Loss of opportunities for funding projects due to little expertise in this business model.</p> <p>New amendments of laws forcing the closure or loss of credibility of the association of journalists due to the lack of legal support for its members.</p>

	<p>Community radio stations relying on venues donated by mayors – most of them held by mayors allegiant to the [national] government – that can exercise indirect control over the media, or the radio frequencies of which outlets the government can revoke.</p>
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