

COLOMBIA

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

STRENGTHS	<p>Despite the attacks of illegal armed groups of drug trafficking organizations and almost permanent violence, Colombia has managed to maintain a solid democracy where the division of the three powers still works. Institutions and citizens continue to defend their right to receive truthful and impartial information; This strength has also allowed the media to remain firm in its mission of informing citizens, despite the attacks received by officials of the Executive Branch, especially the President of the Republic. In the period analyzed, there are no decisions by the branches of power that have resulted in media closures, impediments to accessing inputs for printing or distributing printed media, or obstacles to accessing the Internet and distributing information through digital media.</p>
WEAKNESSES	<p>The permanent disqualifications, outbreaks, systematic and repeated attacks of the President of the Republic and other officials tending to disqualify the work of the media that are not related to the government, is the greatest weakness that the experts identified in this period. This damages democracy and one of the fundamental roles of journalism, which is to serve as an instrument to carry out social control of the activities of those in power. Although there is no closure of media outlets due to economic aspects, their financial situation continues to be serious and advertising revenues still do not reach the journalistic companies that continue to deteriorate by leaps and bounds. Finally, absolute impunity for the murder of journalists, as well as violent acts against media and communicators, continue to be a constant in Colombia.</p>
OPPORTUNITIES	<p>Perhaps as a contradiction, the opportunities in this period have been born from the frontal attacks received from public officials, since they have generated solidarity, support for the media, rejection of those who seek to curtail fundamental rights. These attacks have made citizens support the work and importance of the existence of the media through all kinds of public demonstrations of rejection against the permanent attacks that freedom of expression and the press are suffering. Clearly, the international and cooperation organizations that carry out work in Colombia will be essential to guarantee the permanence of the media.</p> <p>The arrival of artificial intelligence (AI) also constitutes an opportunity to produce news and, in general, for the exploitation of the publishing industry business.</p>
THREATS	<p>The greatest threats against the survival of the media and the practice of freedom of the press and expression in Colombia come, at this moment, from public officials, starting with the President of the Republic, who with their systematic and aggressive</p>

	<p>disqualifications regarding the work of the media are generating a climate of violence and fueling those who share their positions to attack the media, communicators and, in general, all those who dissent from the government's positions or dare to oppose them.</p>
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