

EL SALVADOR
ANALYSIS OF WEAKNESSES, OPPORTUNITIES, STRENGTHS AND THREATS

<p>WEAKNESSES</p>	<p>Self-censorship: Stigmatization and harassment by officials has resulted in an atmosphere of self-censorship for many journalists who fear legal or physical retaliations.</p> <p>Lack of access to public information: The decay of the institutions that guarantee access to public information limits transparency and hinders the work of journalists.</p> <p>Mainstream television media respond to corporate interests that are currently aligned with the Executive and serve as a platform to position the government’s narrative.</p> <p>Mainstream press media with weakened economic models due to the withdrawal of government advertising, and digital media that survive on sponsorships, donations or project awards.</p> <p>Associations of Journalists with no legal mechanisms to support journalistic practice.</p> <p>Lack of sustained financing for community radio stations.</p> <p>Limited access to technology by participatory radio stations.</p> <p>Unfavorable legal framework for government frequency permits.</p> <p>Although there have been important alliance efforts, Salvadoran media not aligned with the government still face challenges in establishing strategic alliances.</p>
<p>OPPORTUNITIES</p>	<p>Strategic alliances between mainstream media, digital natives, and community radio stations.</p> <p>Cooperative efforts in training and its support, technological resources and media literacy for the digital native media and community press.</p> <p>Expansion of digital platforms: With the rise of social media and internet access, the media can expand into multimedia and digital formats, improving interaction with young and urban audiences. This includes the use of video, podcasts and live streaming to cover events in real time, which can increase visibility and audience engagement.</p> <p>Narrative innovation: Media can take advantage of technology and creativity to tell stories in an innovative manner, using interactive graphics, data journalism and visual storytelling to engage audiences looking for quality and deeper contents. New technologies allow the media to innovate in the way they report and present information.</p> <p>Increased demand for transparency: Growing criticism on the restrictions of access to public information has led to an increased demand for government transparency and accountability. The media can take advantage of this need for</p>

	<p>information through in-depth investigations that expose issues of public interest such as corruption, human rights violations or government irregularities.</p> <p>International collaborations: Local media can collaborate with international organizations that advocate for freedom of expression and the press, such as Reporters Without Borders or the Committee to Protect Journalists (CPJ). These alliances can provide resources, training and protection to journalists operating in high-pressure contexts.</p> <p>Impactful investigative journalism: In a context where access to information is restricted, investigative journalism becomes a powerful tool. Media that invest in serious investigations to expose wrongdoings can attract audiences interested in the truth and thus gain national and international prestige.</p>
<p>STRENGTHS</p>	<p>Access and growth of independent and critical digital media.</p> <p>Plurality of voices: Despite restrictions and pressures, there are still independent and alternative media that continue to provide critical and varied perspectives. This maintains a level of plurality in the media environment, which is essential for democracy and freedom of expression.</p> <p>Media technological innovation: Access to new technologies has allowed certain media to try multimedia formats and visual narratives to improve the quality of information. This has resulted in a more interactive media environment, with the prominent use of video, live broadcasts and visual analysis.</p> <p>Increased public awareness and alertness: The context of tension has increased public awareness of the importance of freedom of the press. This has led to increased alertness by local and international organizations monitoring the situation and advocating for the protection of journalists and freedom of expression.</p> <p>Support from civil society organizations through observatories and the supervision of freedom of expression and the press.</p>
<p>THREATS</p>	<p>Regime of exception as a mechanism to criminalize journalists from mainstream and community media.</p> <p>Indirect censorship and surveillance: the government has been accused of censoring media through the control of social media and spying on journalists.</p> <p>Social media harassment: Journalists deal with attacks and digital harassment. This doubled in 2023, making it difficult to cover sensitive topics.</p> <p>Community radio stations depend on frequency allocation by the government.</p> <p>Poor economic conditions of the practice of journalism due to government pressure.</p> <p>Presidential elections in the United States that could restrict the support to digital and mainstream media through cooperation from that country.</p>

