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# Introduction

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Welcome to the latest issue of *Quaderns del CAC*, produced with a renewed desire to increase the impact of this publication and, for this reason, we have once again started to publish the *Quaderns* in English, in addition to the versions in Catalan and Spanish.

In issue 41 our aim has been to examine the situation of radio and the challenges it faces at a time when the communication ecosystem is changing. Radio is a medium that played a leading role in the communication system of the 20th century. Its emergence resulted in the democratisation of access to information and to culture on an unprecedented scale. Based on sound only, radio could be used for free communication between all the speakers of a language and, consequently, millions of citizens around the world who were illiterate or semi-literate had access to information and culture; an access not provided by printed media. It was a revolution and radio's supremacy in the mass communication universe was undeniable. It played a central role in constituting modern states as a cultural and educational tool but also as a political tool and even as a weapon in wartime. It made a vital contribution to the creation of public opinion, to social cohesion, to the creation of consensus. In terms of democratisation it was also a means of promoting popular communication: free, community and municipal radio stations allowed communication processes that we would describe today as true technological empowerment. In spite of its rivals appearing first in the electronic universe (television) and then in the digital universe (internet), radio has managed to adapt and find its place in each new ecosystem. It did so when faced with the innovations of the 20th century and is certainly doing so now, faced with those of the 21st century. This issue of *Quaderns del CAC* aims to explain the situation of a medium that's looking very much alive and that still plays a leading role in the communication ecosystem.

This issue's guest writer was chosen because of his relation to a feature of radio that actually anticipated one of the outstanding hallmarks of digital communication; namely citizen participation in producing content. No-one better than **Peter Lewis**, Senior Lecturer at London Metropolitan University, a leading international researcher into community media, to tackle this subject with a historical perspective, as he does in his article *Discursive absence: the case for community radio*. The monograph begins with **Josep Maria Martí**, **Belén Monclús**, **Maria Gutiérrez** and **Xavier Ribes** with their contribution *Radio, a business model in transition: supply and sales strategies in the digital context*, dealing with a key issue in radio's adaptation to the new media scenario, namely the search for a new business model when facing a crisis in which advertising revenue has plummeted in spite of larger audiences. The article also explores the strategies employed by radio broadcasters to incorporate online formats into their new business model. **Tiziano Bonini** tackles one of the most relevant phenomena in this new online environment in his article *The 'Second Age' of Podcasting: reframing Podcasting as a New Digital Mass Medium*, focusing on the evolution of this new radio broadcasting tool from its amateur status through to its professionalisation and great capacity to 'engage'. **Teresa Piñeiro-Otero** explores the adaptation of proximity radio to the internet in her article *The mediamorphosis of local radio. A perspective from the Galicia-Northern Portugal Euro-Region setting*, examining comparative practices in two markets to observe how far the internet has been taken on board, the adaptation of these practices at a local level, the degree of interactivity and encouragement of participation, as well as the formal aspects of the messages. **Manuel Fernández Sande** and **Ignacio Gallego** study the possibilities of one of the new types of financing, crowdfunding, which provides opportunities that can serve both as an antidote to the crisis and also as a means of financing innovative proposals, as illustrated in their article *Crowdfunding as a source of financing for radio and audio content in Spain*. Finally, **Silvia Espinosa** and **Lidia Borrero** analyse how far radio has neglected children in their article *Children's radio programmes in Catalonia: a chronological examination of the type of radio programmes for children*. They highlight the paradox of a medium that ignores future listeners when what it precisely needs is to renovate its broadcasting to rejuvenate its audience. In the 'Articles' section **Aida Martori** tackles the issue of communication spaces of stateless nations in her contribution *News decentralisation in the Scottish television model*, studying the relationship between proximity and identity in communication spaces and exploring the latest transformations observed in the Scottish model.

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