

# THE RELATIONSHIP BETWEEN THE INDEPENDENT CREATIVES OF PUBLIC TELEVISION AND THE CHILDREN'S AUDIENCE

## RESEARCH

This article explains how the relationship between directors, screenwriters, producers, filmmakers and independent researchers of public television and children's audience is presented, also establishes the criteria for defining a target audience.

## PUBLIC TELEVISION



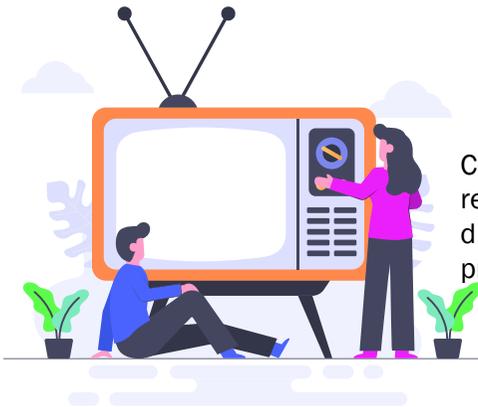
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CHILD HEARING



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## OBJECTIVE

Construction of meaning from a two-way relationship that highlights a direct and dialogic interaction between the content producer and the audience.



## RESULTS

The results show that the relationship is presented on its own initiative and not through the channels. It occurs both in the creative phase, and in the stage of production of the contents during the recordings.

THE CREATIVES RECOMMEND

The investigation

The content

The production

Participation of the audience

## TOOLS

For this qualitative study, 21 questionnaires were applied to the producers of programs broadcast through public television channels.



Canal Once y Canal 22



Señal Colombia



TVN y Novasur

## RECEIVED AWARDS NATIONAL AND INTERNATIONAL

