Contracampo
BRAZILIAN JOURNAL OF COMMUNICATION | PPGCOM-UFF

Sustainability in the view of community radio collaborators: a study in the semi-arid region of Piauí

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PPG|COM Programa de Pós Graduação COMUNICAÇÃO MESTRADO E DOUTORADO UFF

Abstract

This article aims to analyze the collaborators' perception of community radio stations in the Semi-arid of Piauí, a state situated in the Northeast region of Brazil, regarding the sustainable development and how they deal with this issue in radio programs. The survey was carried out in eight municipalities and 25 interviews were conducted during on-site visits that took place in August 2019. It was possible to notice that: collaborators link sustainable development more intensely to the environmental dimension, and that this theme is only addressed in journalistic programs; some of the radios surveyed have the authorization of community radio, but act as commercial radio; and the low number of collaborators and the lack of qualification of them are limiting factors for the development of these radios.

Keywords

Introduction

The fields of communication knowledge and sustainable development mutually influence each other. Development, for any society, has always been related to the need for interaction. Communication is also related to communities since when the term means of communication covered both the senses of *means of transportation* and means of information. In this sense, Martino (2019) states that until the middle of the 20th century the term *means of communication* was used to designate the things we use to travel from one place to another, such as boats, roads and railways. In the post-Industrial Revolution society, one perceives the idea of a world in movement and in growing connection: a world that seeks communication without walls and without borders. Sartoretto (2014, p. 117) emphasizes the importance of communication, asserting that its exercise is a right, which must be "analyzed from the point of view of the subjects who claim access to communication and the right to communicate".

Based on the premise that community radios are important for the localities in which they are inserted, this paper aims to analyze the perception of community radio collaborators of the Piauí's Semiarid region regarding the local sustainable development and how they treat this issue in the programs of the broadcasters. For this purpose, we used the descriptive-analytical method in order to observe and interpret the reality of our objects, using also a bibliographic research articulated with a field research to reach the results presented in this paper.

Seeking to cover the Semiarid region from its environmental context, it was established as a criteria cities that have an environmental conservation area classified as National Park. From the selected criteria, nine community radios were identified. However, Gurgueia FM radio, located in the municipality of *Alvorada do Gurgueia*, was not in operation during the field research. That is why this radio was excluded from the corpus. Map 1 shows the location and names of the researched radios:

Map 1 – Selected community radios from the semiarid region of Piauí
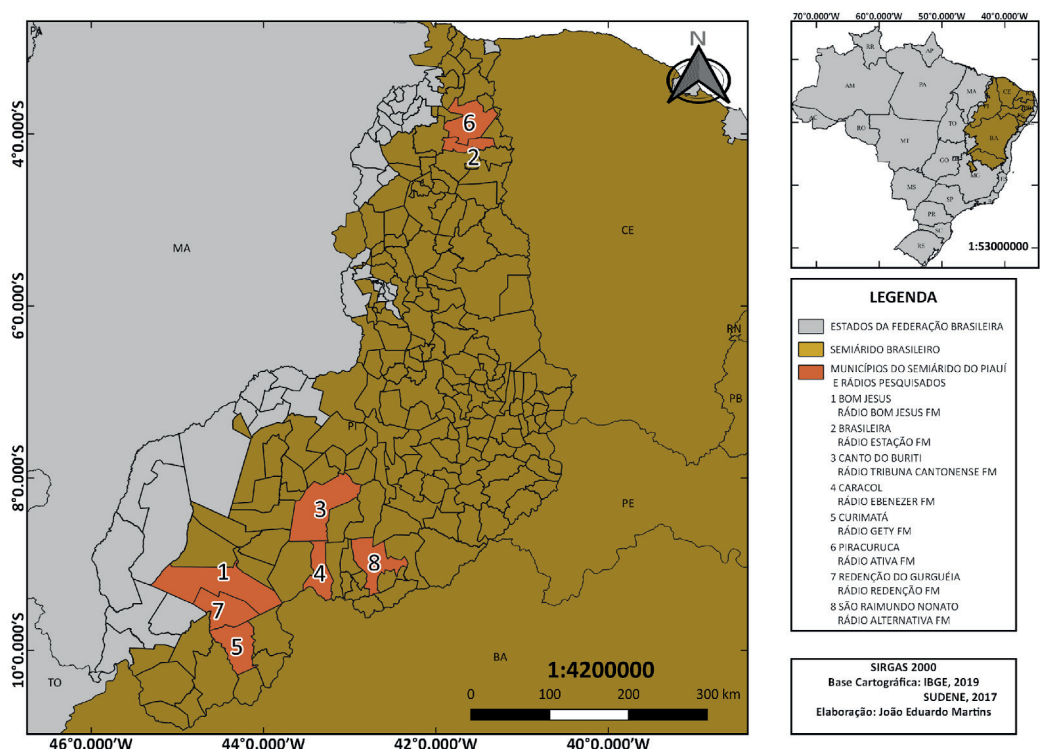
Source: Adapted from Sudene (2017c)

Semi-structured interviews were conducted during on-site visits to the selected radios, using non-probabilistic sampling with the following inclusion criteria: to be a collaborator of a community radio located in the Semiarid region of Piauí and to accept to participate voluntarily in the research.

Twenty-five interviews were conducted with direct radio collaborators who met the established criteria. The interviews were conducted in August 2019 following a semi-structured script. Whenever necessary, questions relevant to the objectives of the research that were not included in the initial script were addressed in the interviews. All interviewees agreed to participate in the study and signed a Free and Informed Consent Form (FICF), which clarified the objectives and procedures used in the study. The project was submitted and approved by the Research Ethics Committee accredited to CONEP - National Council of Research Ethics.

From the interviews, a study about the collaborators' profiles was conducted considering their personal information and their performance working on radios. In addition, the issue of sustainability was addressed taking into account three dimensions: environmental, social and economic. At first, when talking about sustainability, the interviewees associated this issue only with the environmental dimension; for this reason, they were asked about the economic and social theme separately..

Communication and sustainable development

Communication plays an important role in social development. Nicoletti (2017) says that popular communication provides an important space for excluded segments of the population, enabling them to appropriate their environment and to generate community construction. The operation of popular media brings up the community's active role in the search for its own development, functioning no longer as a passive receiver but as an active agent in the construction of a communication focused on the reality and the interests of the community.

Linked to the dominant paradigm - in which development was centered on modernization - was born the communication model called *diffusionist*, in which communication is built in order to disseminate innovations and encourage changes in habits, as highlighted by Peruzzo (2015).

Talking about sustainable development goes beyond the perception of growth, and should consider the cultural, environmental and economic characteristics of a particular location. It is about respecting the particularities of each region, learning to live with differences and valuing the local culture and people. As noted by Fernandes (2002, p. 257), in the proposal for a Sustainable Development it is important to focus on "valuing traditional and local social processes".

In this context, community radios should be included in a participatory development model that, as stated by Servaes (2012), is no longer characterized as a vertical communication, but as a horizontal one, where the receiver becomes also a content producer who discusses the information and not just receives it passively. So, in theory, the contents made available by the radios would better reflect the community's demands.

Peruzzo (2015) argues that communication becomes part of transformative dynamics when people are participants in this process, which enables them to grow integraly. This importance is given by the action of the community in the production of communicational dynamics. This group of people, then, is able to perceive the radio as a means to meet local demands through the transmission of relevant information to the community. These statements are connected with community radio issues. According to Medeiros (2020), as part of the social function of radios stands out the presentation of issues that have no space in the mainstream media and that directly affect the community, assuming an important role in the constitution of subjectivities and social relations.

Community radio as a means of communication for sustainability

Community radios are part of the sound communication environment as broadcasters. Each of them has its own way of reverberating, through sounds, communicational processes, which leads us to different experiences and their own consequences. These adjectives make the medium a larger and more heterogeneous format for the multiplication of communication.

According to Ferreira (2018), radio is a medium structured to contribute to the construction of a sustainable local development only if we consider its most important characteristics, among them the easy access to the technological devices used in this media, its mobilizing character and its closeness to the local community.

For Santos *et al* (2019), community radios can provide services to the population in which they are inserted by informing about local events, by giving visibility to public utility services and by stimulating leisure and culture. Bautista (2018) points out that the role of radio is of social interest, being a key player in the generation of education proposals, whether formal or informal ones.

Being close to the communities helps community broadcasters to do more for the environments they belong to. This happens because most, or almost all, of the community agents linked to these broadcasters are inserted in their own environment, knowing in depth the demands of the community they live in (since they often have been born and raised in those environments). These factors incite greater communicational commitments of these radios.

In Brazil, the law 9,612/98 (Brazil, 1998) tried to clarify this communicational power, but it was not carried out as an act of democratization, but rather as a social pressure that was coming especially from the community radio movements. For Malerba (2017, p. 19), "in the letter of the law the 'winner' was a model of understanding community radio as an incinting and emblematic community entity: typical organizational model built on hegemonic political actions of that time".

On the other hand, Miani (2017) states that the law 9.612 was more like a "trap" against radios, considering the obstacles for the creation and maintenance of a community broadcaster. Among these obstacles we can mention the excessive bureaucracy in obtaining authorization to broadcast, a limitation in the broadcaster's signal, the prohibition of advertising and the hindrance of network formation in the area of radio production.

The Semiarid region of Brazil

As established by the Resolutions 107/2017 (SUDENE, 2017a) and 115/2017 (SUDENE, 2017b), of the Superintendency of Development of the Northeast (SUDENE), the Brazilian Semiarid region has 1,262 municipalities distributed in ten states of Brazil. Resolution 107/2017 (SUDENE, 2017a) establishes the technical and scientific criteria that delimit the Brazilian Semiarid.

According to Sena et al (2016), the semiarid region presents higher levels of problems when compared to other municipalities that are not part of the region, such as severe indicators of infant mortality rate and illiteracy level, and derisory rates related to life expectancy and access to drinking water.

When addressing the high level of illiteracy, Sena et al (2016) assert that the implementation of an adequate policy of access to education for youth and adults could eliminate illiteracy and that access to skills and knowledge that promote sustainable development can contribute to improve these negative social and economic indicators in the region. It is also worth mentioning the defense of a learning experience that develops local potential and not just a reception of knowledge from outside.

Gomes and Heller (2016) claim that the lack of access to public policies brings as clear consequence the vulnerability of the semiarid's rural population. However, it cannot be ignored that, in this region, the cultural and environmental issues are diverse and peculiar. The environmental characteristics are also

striking. Among these characteristics we can highlight the low average rainfall, the aridity of the soil and the high percentage of water deficit (SUDENE, 2017a). However, the region is also composed of natural landscapes that need to be conserved. Therefore, nature conservation units are found in this region.

In Brazil, the National System of Nature Conservation Units (SNUC) was established through the Law 9.985 of July 18, 2000 (Brazil, 2000) and establishes the main criteria for the creation of federal, state and municipal conservation units, dividing them into two groups: Integral Protection Units and Sustainable Use Units. The 7th article of the aforementioned law establishes the objectives of these groups, being the first one the preservation of nature - admitting the indirect use of its resources and highlighting the exceptions of the cases provided in the legislation; and the second one being the attempt to make the conservation of nature compatible with its sustainable use.

Integral Protection Units are divided into five categories: Ecological Station, Biological Reserve, National Park, Natural Monument and Wildlife Refuge (Brazil, 2000). The National Park - the category chosen as the selection benchmark of the municipalities analyzed - aims to preserve relevant natural ecosystems, "enabling scientific research and the development of environmental education and interpretation activities, recreation in contact with nature and ecological tourism" (Brazil, 2000).

In Brazil, currently, there are 74 national parks (ICMBIO, 2020), and 12 are located in municipalities of the semiarid region. Piauí has four National Parks. They are: *Capivara* Mountain, *Confusões* Mountain, *Sete Cidades* and Mineral Springs of the Parnaíba River.

The perception of community communicators of the Semiarid region of Piauí on the theme of sustainable development

It is necessary to bring the profiles prepared from the personal information answered by the interviewees. Such information is important to know a little more of the reality presented in the community radios studied.

In the profiles of the interviewees, we noticed the predominance of the male gender among the collaborators (72%). This is a reality noted not only in the Semiarid region of Piauí, but throughout Brazil and the world. Madsen (2015) - in a survey on the presence of women in the media from 1995 to 2015 - observed the predominance of male gender in journalism and in decision-making positions in the communication area; while the predominance of female gender was observed by the author in positions considered of lower status. She also highlights the racial inequalities existing in these female participations.

The male predominance in the researched radios reflects this context presented by the author. For Rios et al. (2015, p. 11), the role assumed by men and women "is based on a rigid sexual division of labor that has historically relegated to women a secondary role in work, in political life, in social struggles, making them responsible for a non-visible work". However, with the various changes in society, this rigid division has been reevaluated and the roles played by the genders have been changing. Rios et al (2015) also talk about the stereotyped way in which the semiarid region of the Brazilian Northeast is presented. In this context, being a man and being a woman are presented through a stereotype that does not match the reality. According to the authors, when thinking about the forms of coexistence with the semiarid, it is necessary to consider   important questions in relation to the genders for the configuration of this new moment.

Another highlight is the level of education of the interviewees. According to the National Survey by Continuous Household Sample - NSCHS (IBGE, 2019), Piauí has the third highest illiteracy rate in Brazil among the public of 15 years or more (16%), only lagging behind the states of Alagoas (17.1%) and Paraíba (16.1%). These data show the reality of education in the state of Piauí and it can be noticed that the radios represent this reality when they are composed, mostly, by people who only have completed high school, as shown in graphic 1.

Graphic 1 – Level of the interviewees' education
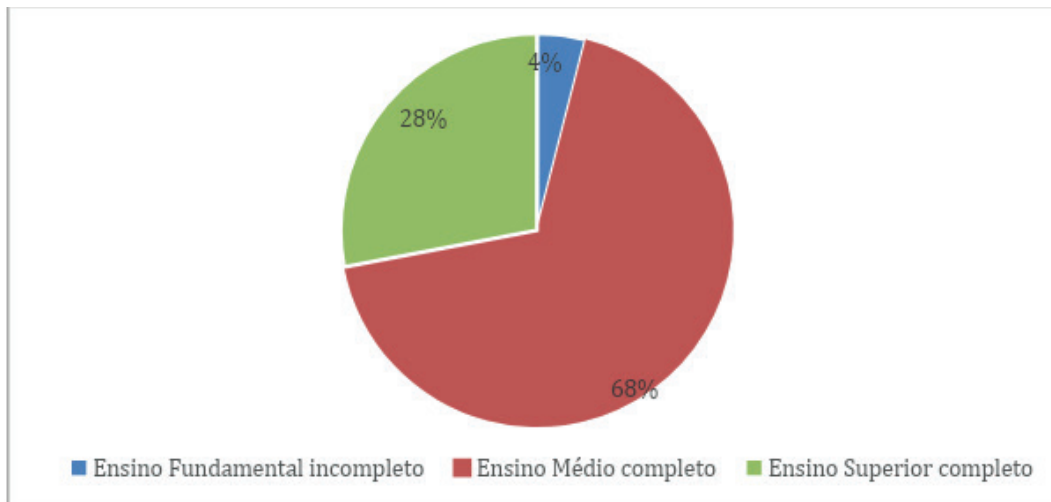
Source: Created by Elinara Sousa

When the analysis of education for the national data is expanded, it is noticed that the prognosis presented by the Continuous PNAD 2019 on the Northeast region, in which the majority of the Brazilian semiarid region is located, are the most critical of all regions. The illiteracy rate of people over 15 and under 60 years of age in the Northeast is 13.9%, while the South and Southeast regions show the lowest rates, both with 3.3%. Completing the data, the Midwest region has an illiteracy rate of 4.9% and the North region has a rate of 7.6%.

These data from the Northeast are worrisome, considering that the high illiteracy rate and the few years of studies represent the need for significant improvement in the education of its population. This social context represents the population to which community radios are directed. That is why this communication medium needs to present itself as a media that speaks directly to this population with little schooling. For this reason, it is necessary to approach the community through the easy speech of the collaborators.

The knowledge acquired over years of formal studies directly influences the way collaborators work in community radios, making it possible for them to have a more critical view of the topics addressed. In this sense, Gomes (2015) highlights the need to raise the knowledge of collaborators so that they are able to discuss with the public on emergency social issues more critically, bringing a new meaning to community radios.

Even without higher education, collaborators share and experience the needs of the community, because they represent, in fact, the people who comprise it. However, in addition to the common knowledge - which is relevant to the community's understanding of its role as an opinion former - the search for qualification, in a way that makes it possible to bring important issues to the community, is a key point for radio to return to its educational value.

Regarding the training of the collaborators, 56% of the interviewees have already had some kind of course in the area of communication. Most were qualified from formations offered by the State Government. Thus, the qualification of collaborators is linked to the opportunity that appeared and that was encouraged by the radios in which they have been operating. That is, even the collaborators who have training courses in their curriculum were already working in community radios before them. Bearing this mind, we can understand that the knowledge about radios was acquired throughout the practical experiences.

From the interviews, it was possible to notice that the announcers started on community radios

and, later, most of them conducted training courses in the area. The collaborators end up using commercial radio as a parameter and often reproduce this standard of locution on community radios, not being able to perceive the differences that exist between community and commercial media. As for the training in this area, the Institute ComRádio of Brazil was the most cited organization among the interviewees, due to the training courses that took place in the state's interior.

Having a training course in the community helps these collaborators to know more about community radios through discussing it critically and not only by means of putting it into practice. According to Gomes (2015, p. 355), "challenges such as low schooling, tenuous popular participation and low qualification are conditions to be faced and worked on in the articulating spaces of training". These interconnected challenges are faced by the radios researched, considering that the low level of education and the low qualification of the collaborator influence the way they act on radios. Consequently, this can be reflected on how the population participates in this medium.

Graphic 2 – Family income of the interviewees
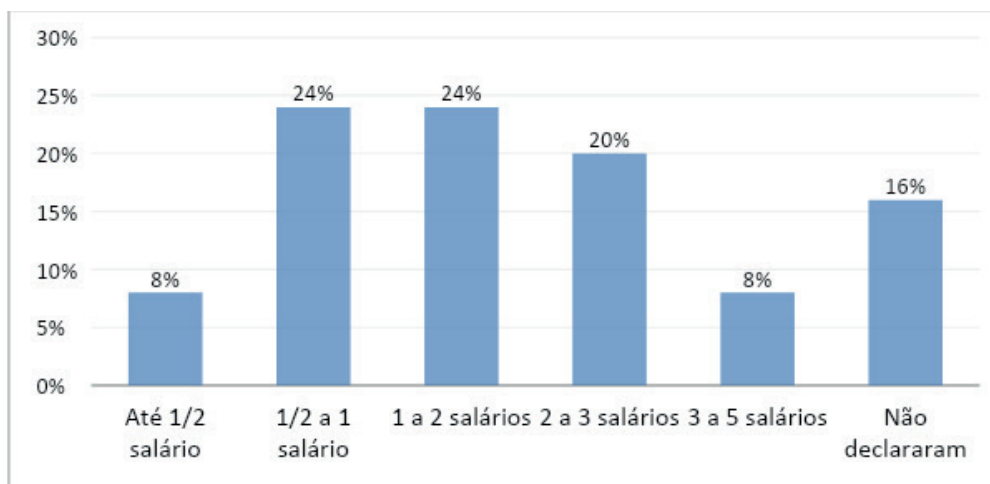
Source: Created by Elinara Sousa

Family income is also a factor that influences the participation of these collaborators in community radios, because their performance should not generate employment links, as established by the current legislation. Thus, collaborators need to earn income through paid activities to support themselves, which makes many citizens not want to participate more actively in community radios. Graphic 2 shows the family income reported by the interviewees.

The lack of remuneration is a factor pointed out by the interviewees to justify the low number of collaborators in some of the researched radios. The need to have a job to support them means that a large part of the community does not dedicate itself to participating in community radio. For Suzina (2019), the lack of financial resources is one of the problems that makes concrete the concentration of media on the hands of powerful people, considering that it inhibits group initiatives that are willing to express their voices in the public debate, thus reinforcing existing inequalities.

It can be perceived, through the reading of Suzina (2019), that the lack of remuneration given to collaborators only shows the financial issues as problems faced by many community radios. Even though it is a non-profit media, community radios need financial stability to maintain themselves, but legislation presents itself as a hindrance when banning radio commercials. These radios establish their survival only through donations and cultural support, which makes it difficult to maintain these media financially. Gomes (2015) had already brought to the table, among other things, the issue of financial sustainability as an obstacle experienced by most low-power broadcasters in Brazil.

The profiles of the collaborators described above allows us to have an overview of the researched radios. Gomes (2015, p. 353) understands the radio host as an opinion maker and as "the great responsible for changing the quality of the information generated in their programs". It is also presented in these programs, in a more simplified way, the reflection of the community in which the radios are inserted. However, we also analyzed the perceptions of these collaborators regarding the performance of these radios in relation to sustainable development. According to information gathered through the interviews, the radios studied in this paper present diversified themes, which are addressed throughout their programming: some have themes more focused on the local reality and its peculiarities and others the programming is more musical. Regarding the topics covered in the programs, we highlight the importance of the collaborators who act as radio announcers, because the program is conducted based on the choices of each collaborator. This is in line with what Gomes (2015) said when he stated that the voice-over of the collaborator is the element responsible for the quality of the programs presented.

It was observed that, in radios in which collaborators have more freedom of action, the topics covered are more diverse and the programs have more active participation of listeners. However, this freedom was not verified in all the radios researched. On two radios, the interviewees informed that they need permission from the "owner" to address certain issues. Bearing these statements in mind, it can be perceived that this definition of property goes against what establishes the Brazilian legislation, which specifies that community radios should serve the community and not private interests. On this issue, Volpato (2015) argues that the interest of the community radio management - as well as the motivations and participations of the community - are reflected on the content presented by the broadcasters.

Regarding the participation of the community in the productive process, the interviewees stated that this participation happens more through song requests. However, they reported that there is also community participation with complaints and information about issues that occur in the community, as can be observed in the following statements of two of the interviewees: "They [listeners] call to make complaints about some street that is missing water, light, pavement, that has loose garbage (...) In these issues they also participate" (C, 46 years) and "At the time of the news people call from anywhere and not only from the municipality, but from the region too: they complain, praise, criticize; this is a feature of the radio since its beginning" (S, 51 years).

In the interviews, it was noticed that the collaborators who have the longest career on the radios researched miss the golden times of these radios in the municipality. Memories of how the radios received more participation from the listeners, the letters and tickets received during the day, the recognition of the announcers when they were on the street were some of the remembrances cited by the interviewees. With the new forms of communication, through the use of mobile phones, text and voice messages, this form of participation has changed.

Currently, it predominates the sending of messages by Whatsapp application to the detriment of phone calls or the sending of letters. At this point it is also important to discuss how radio is constantly changing and adapting to new communication technologies with the use of social networks.

Still about this participation, it should be noted that not all radios enable the listeners to participate live, that is, a screening is made of what will be transmitted by imposing participation only by written message or audio. The lack of live participation of the citizen is a factor that goes against the characteristic of democratic communication that community radios have. This limiting factor related to the participation of the listeners was more intensely demonstrated in the radios in which the collaborators informed the existence of a person as owner.

This context corroborates the thinking of Volpato (2015, p. 328), who highlights the management of radios as an important point to motivate this participation, "that is why it is said that a community broadcaster needs to have management of the 'community', because it is the citizens themselves that will manage the station for the benefit of the needs which stems of their own reality, producing

an autochthonous and participatory communication". However, this is not what is perceived in all the researched community radios: some of them have characteristics of commercial ones, in which particular interests are placed ahead of the community's interests. In the radios where the leaders feel they own the station, we see a reflection of the population's little participation in the communicational practice.

This aspect of community participation is an important parameter for the perception of these broadcasters' actions regarding democratization. The lack of space for the community to participate shows that these broadcasters act as commercial radio stations. In these cases, the control is exercised by one or a small group of people and the topics addressed are those that interest the ones who are in charge of the radio and not the community in which it is inserted.

In this sense, Miani (2017, p. 67) states that there are many community radio stations that present misconduct and even misconception. Such broadcasters receive authorization to act as community radio, but "do not respect legislation and do not practice their political assumptions". Of the radios surveyed, at least in two of them the interviewees made it clear that there is the figure of the "owner", who uses the radio station for commercial interests and not for the service of the community. About the other six radios, we cannot confirm, based on the statements of the interviewees, that they act as commercial radios.

Another feature that deserves to be highlighted is the expansion of content propagation by using other means of communication in the production of community radios. The radios expand their propagation using social networks (Facebook, Instagram), the transmission over the internet through radio applications or through their own websites. Silva and Dantas (2014) claim that it is increasingly common for community radios to broadcast their content in real time on other platforms, allowing greater access to information transmitted by this radio, which, legally, has the range limited to one kilometer.

According to Suzina (2019), since the 1990s there has been progress in the incorporation of technologies into Brazilian popular media experiences, considering printed and audiovisual media. According to the author, this fact was influenced by the combination of factors: technology vulgarisation, with increased access to new technologies through digitisation and commercial strategies; extension of the right to communication; and the integration of communication practices into social struggles.

Of the radios surveyed, three are broadcast over the internet. Therefore, they also receive participation from people who are outside the antenna propagation radius, expanding this "community" beyond the physical space. For Silva and Dantas (2014, p. 167), even if the goal of these radios is to reach the community in which it is inserted, "a reality increasingly governed by mediatized discourses ends up instigating the need to use new technologies of information and communication".

It is noteworthy that - despite the greater inclusion of technologies in popular media - there is no uniform distribution among the stations: it is possible to notice that many community radios do not have these technologies, as we can see in the studied sample. According to Suzina (2019), popular media still have the challenge of sustaining a basic setting, so creating an extra structure with high technology - such as maintaining a website or inserting it into social networks -, becomes an even greater challenge.

There are differences in the communicational practices of the radios researched, each one with its peculiarities and levels of technological adaptations. Some of them already have internet transmission, which makes it possible to go beyond the limit imposed by the antenna. However, others have a headquarters still in precarious conditions. The reality perceived on Ebenezer radio, located in the municipality of Caracol, is the minimal structure for the radio's maintenance. Installed in a small room, it has a minimum apparatus for the transmission of its programs: the station has only a computer and a microphone, which the radio speaker shares with the guest; and no comfort for the collaborator, who has not available at least a fan to ease the high temperatures of the region.

A different reality was perceived on Alternative radio, located in the municipality of São Raimundo Nonato. Even being among the stations that are not on the internet - with its transmission limited to the coverage of the antenna - the headquarters of this radio is more structured. The station is composed of

two computers, three microphones and an environment that allows the collaborators to be comfortable, with air conditioning and comfortable chairs for the speakers and guests.

Given the reality found in this research, it was possible to see that the structure of the radio station is another factor that influences the performance of these broadcasters in the community, considering that many times the needs faced for maintenance hinder a more effective action with the population.

This was perceived when the perception of the collaborators on the issue of sustainability was asked, based on its three dimensions: environmental, social and economic.

Regarding the issue of how environmental sustainability is addressed, there is no specific programme in any of the radios studied that deals with environmental issues. One could also notice an absence regarding this theme in general, which becomes an issue spoken sporadically. It was pointed out that the subject is more dealt with in journalistic programs and not in the entertainment ones. Of the radios surveyed, only three have journalistic programs in their programming grid; in the other five radios music programming predominates. Even in stations that have journalistic programs, the theme is approached sporadically, and the criteria of newsworthiness is used as justification, as can be seen in an interviewee's speech transcribed below:

> (...) it needs to be in agreement with what is happening at the moment, what is news. We have moments that are the issue of femicide, which we work, contextualize. There are moments that are the issues of forest burning, in which we bring the information, contextualize it with our reality, and give some guidelines. It is very relative (R, 51 years old).

It was also informed that the subject is dealt with more specifically when some fact of national relevance happens, as occurred with the breaking of the Brumadinho dam (in Minas Gerais) and in times of forest burning.

In the researched community radios, it was found that the majority reproduces content from websites regarding environmental issues that had national repercussions. This overview of things shows that there is a lack of attention regarding local environmental issues, even when the radios surveyed are located within municipalities with national parks.

Volpato (2015, p. 335) had already identified the characteristic of content reproduction by stating that "most of the journalistic information conveyed by the broadcasters is built on news from commercial media, whether from the region or from the big media. Some of this information is taken from the internet, from newspapers of the city or from neighboring cities". The author also pointed out that local information is passed on timidly. Corroborating this, the interviewees reported that, when the environmental issue is treated in the programming of community radios, the information is taken from sites with national or regional coverage, and these are produced mainly in the capital Teresina.

It should be noted that the information transmitted from the capital of Piauí does not represent the reality experienced in most of the state's cities, considering that the economic, social and environmental characteristics of Teresina are different from the most distant municipalities.

Still on the environmental issue, it was perceived that the theme was linked to agribusiness, forest burning and environmental preservation, that is, subjects closer to the studied reality, even when these breaking news are on a national newscast. Some of the interviewees explained that the lack of focus on the theme is due to the small number of collaborators that radio stations have. The lack of financial return was identified as a determining factor for this small number of employees, considering that all radio activities should be carried out voluntarily.

With the insignificant local approach on environmental issues or the reproduction of national news (or news from distant regions), the community ends up receiving information that does not fully cover the local reality. This way of approaching things does not deal with the community's environmental problems, including the issue of planting, harvesting and rearing, according to the needs of the local

population.

Of the radios surveyed, two address the environmental issue focused on the nearby national parks: the radio São Raimundo Nonato, which brings issues involving the park *Serra da Capivara*; and the radio *Redenção do Gurgueia*, which performs activities on issues of the *Serra das Confusões* park. On the approach of the theme related to the National Park in which the radio is inserted, the following testimony stands out:

> The national park (...) always has a question of forest burning, of these kinds of things. We are always passing on the information to the population, trying to raise awareness of problems such as the burnings. Currently, environmental police is installed here in the city and we have followed their work, reporting the arrests of people who were with animals in captivity[1] (J, 37 anos).

The collaborators of the radios located in the other municipalities, in which the two mentioned parks are inserted, did not highlight them as an important factor for the environmental problem. In addition, the two radio stations near the *Sete Cidades* National Park do not carry out actions aimed at raising awareness about environmental issues or even about the importance and preservation of the park.

It was realized, then, that the insertion of radios in municipalities with protected conservation units (national parks) does not characterize an influential factor in the approach of the environmental issue. It is noteworthy that, even the collaborators who claimed to deal with the subject of sustainability, do so based on the criteria of newsworthiness, that is, by means of some event that makes the parks becoming news and not as a continuous process of environmental education and valorization of this area of environmental protection.

Still on the issue of environmental sustainability, it is noticed that the theme is addressed in specific contexts, starting more from the interest of each employee, as the testimony transcribed below shows:

> I myself often talk about environmental issues. Now that we are in a time of drought, which has already happened and happens almost every year, we sought to make a program taking this awareness of forest burning and guidance about the lack of water (U, 28 anos).

As for the economic and social dimensions, it was noticed that they are more present in the daily life of community radios. In all these radios, employees pointed out that the information is passed on to listeners from what arrives on the station. Employment opportunities, cultural presentations, problems with lack of water, pavement, etc. are passed on from the request of the community. However, it is not all radios that the community has free access to. In one of the radios is necessary prior authorization of the "owner" for the dissemination of information, as can be seen in the following statement:

> The information arrives, for example, the company is offering 10 vacancies in sector X: Can you make that warning? Then I'll wait for a little while. I'll go over there (to the direction) and see if I'm allowed and so on (R, 40 anos).

From the radio speakers' speeches, it was possible to notice that the fact that the radio has a leadership that is considered to own the radio station is a limiting factor even to deal with issues related to sustainable development. It is necessary to approve in advance what will be broadcast on the radio: after all, the radio speakers have information that cannot be said on the air.

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[1] "O parque nacional (...) sempre tem questão de queimadas, dessas coisas aí. Aí sempre a gente tá passando pra população tentando conscientizar esse problema que é das queimadas, então a gente tem agora mesmo tá tendo aí uma questão que foi instalada aqui a polícia ambiental aqui na cidade e a gente tá acompanhando porque agora já teve prisões aqui de pessoas que estavam com animais em cativeiro em casa e tal e a gente tá sempre noticiando isso aí".

It cannot be denied that the researched radios act as a form of entertainment for the community, mainly through their musical programs. This is an important factor of the social dimension, but limiting the production to this type of content means that radio, as a democratic and community-oriented means of communication, is underused. To assume the role of music streaming there are already commercial radios or music applications, not requiring the authorization of a community radio.

In this sense, Volpato (2015) states the need for us to know what local identities these Brazilian radios are building in the communities in which they are inserted: whether it is a more local identity - in which messages and content are intrinsic to the reality of the community -, or if it is an identity that legitimizes the dominant institutions - from reproductions of programs and content of the mainstream media, using it as a journalistic source and consequently not giving visibility to local issues and to the effective participation of the population.

Final remarks

From the interviews, it is possible to perceive important issues related to the understanding of these community radios' actions regarding the local sustainable development. The first issue is that the collaborators, most of the time, begin working in the radios without having done a training course in the area, becoming qualified people only after already performing in the radios. Thus, these radios become places that contribute to the practical formation of the radio announcer. For example, we can consider the partnerships that have already been carried out with the state government for the realization of courses aimed at the professionalization of the community radios' collaborators.

However, this is not the reality of all radio stations. One of the radios is formed by amateur communicators who, even working for several years in community radios, did not have the opportunity to conduct a training course in the area. They are people who resist and continue to work on radio for the love of this means of communication, even though they only have the practical knowledge. It was perceived that there is a relationship of affection that makes them remain in the community radio even in the face of several hardships.

Another perception of the reality found was the use of these radios for commercial and even private purposes. On two of the radios surveyed, it was repeatedly said that the leadership considers themselves owners of the station. The interviewees made it clear that authorization is required for the disclosure of certain information, and it is not possible for the listeners to participate live in the programs. Contrary to what the legislation advocates, there is a claim for a position of ownership on the part of those who were at the forefront of legalization. The existence of a sense of ownership limits the community's participation in the productive process, being it basically the request for music.

Thus, even with the authorization to be a community radio, these radios do not present themselves as one. Communication - which should be built horizontally - ends up having characteristics of the commercial radio stations, generating a verticalization of communication. It is important to highlight that community radios are not companies, but rather non-profit institutions, even though the practices of several broadcasters seek profit by mischaracterizing this type of radio as a community one in order to bring it closer to the characteristics of commercial radios.

This type of situation is a negative point for the communities where these radios are situated, because the means of communication that is intended to be the voice of the people - in which the community is a fundamental element of -, is used as a means of communication that aims at profit and not the well-being of the community.

It was also possible to verify that when talking about sustainable development, collaborators associate the term to environmental issues, discarding the other two dimensions: social and economic. When we asked directly about the three points aforementioned, it was perceived that the approach of

the environmental issue is limited to the journalistic programs, not being dealt within a musical program.

Tackling the environmental dimension in programs of journalistic nature is a natural association carried out by the collaborators, considering that the news about such issues are more disseminated in these kinds of programs. However, it is necessary to broaden our field of vision and make the theme more present in the listeners' day-to-day, including its approach in the entertainment programs. It is the duty of these programs to provide tips that are important for changing citizens' habits, such as the separation of solid waste, the economy in the use of water and light, river care, soil conservation, among others. One cannot think that the subject should be informed only when major environmental tragedies occur.

In addition, it was possible to notice that the researched radios have limitations regarding the realization of more focused programs to address the issue of sustainable development. The limitations range from the small number of collaborators; goes through the organizational structure of these radios, some being used as commercial ones; the minimal interest of the community to be part of the radio programming; and, on some radios, the lack of a qualification for the collaborators. It is also worth noting that the management of the radio stations guide how the collaborators will act as speakers and how they will guide the programs they present. In some cases, it is noticed that the management is a further limiting factor to a better performance of the radios in the community where they are inserted.

The researched radios present themselves more as tools for information dissemination; and the radios that have leaders who consider themselves owners of the station perform in a more limited way, considering that the information needs to be approved before its diffusion. In this sense, one can perceive that the local identity of these communities is constructed to maintain the *status quo*. However, it is possible for these radios to promote direct actions to improve the living conditions of citizens by bringing experts that can deal with relevant issues for the local reality, by partnering with public institutions to conduct training courses for their collaborators and for people from the community, by encouraging the effective participation of the community in the production of programming and by surveying for interesting news or contacting interviewees for the programs.

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