## COLOMBIA SWOT Analysis

STRENGTHS	Congress has helped to preserve the democratic debate in the country and to control abuses from some officials. Courts have maintained the protection of the principles of the Constitution to regulate the actions of the different government agencies, ensuring that Colombian democracy remains strong. The solidity of the media outlets and journalists who do not give up on their decision to report and investigate is noteworthy, even under the permanent duress that this represents in the country. This industry's financial crisis has not managed to break the spirit of media employees in Colombia.
WEAKNESSES	Corruption continues to permeate public agency and affect the exercise of democracy. This causes attacks, disparagement, aggressions and insults, smear campaigns and other efforts against the media outlets and media employees as the denounces and op-ed columns are uncomfortable for the current rulers. Although it is true that respect for freedom of the press remains, this weakens and, in many fields, journalists are forced to give up their duty. The work of the judiciary remains weak, leaving murders, assaults and attacks against journalists and media employees unpunished. Ultimately, the media industry's financial situation still causes dismissals of media employees and journalists.
OPPORTUNITIES	New forms of communication are a budding opportunity for the media, which find in them new audiences who, although in a different way, want to keep up with news content, denounces and op-ed columns. This contributes to the public discussion that is fundamental in any democracy. International cooperation continues to be an important support for investigations into corruption, environmental issues and, in general, for financing initiatives that promote and facilitate the free exercise of journalism in Colombia.
THREATS	The greatest threats against the survival of the media and the exercise of freedom of the press and expression in Colombia come, at this time, from public officials, spearheaded by the President. The systematic and aggressive disparagement of the media's work is leading to violence.

