

# Note regarding Radio La Salle Rimarinacusunchis and Tarpusunchis

Rosa Agama Goñi, Project and Volunteer Coordinator for the NGO Tarpusunchis

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Radio La Salle Rimarinacusunchis was founded in 1999 by Brother Francisco Álvarez Penelas and it was conceived as an educational, cultural and community radio station. It was conceived that way because its programming is at the service of the most remote and most neglected rural communities in the Cuzco Region. Its aim is to bring information, education and culture, not only in Spanish, but also in the Quechua language.

Currently, its broadcast signal covers the districts of the Urubamba province and other districts of Cuzco such as: Acomayo, Anta, Calca, Espinar, La Convencion, Paruro, Paucartambo, Quispicanchi. It is also tuned in departments such as Madre de Dios, Apurímac, Arequipa, Puno and Moquegua.



Its target audience is the populations or sectors ignored by the mass media, since on the radio a door has been opened to express their concerns, propose viable

solutions to their problems and express their various activities, emphasizing their traditions and customs. In its 20 years of existence, the station, has managed to reaffirm its mission for inclusive communication, which cares for and listens to children and adolescents, women and peasants, and the elderly, among others.

It is a radio station that promotes Christian values and it has programming dedicated to the Quechua-speaking population, with broadcasts dedicated to: promoting folk music, news developments and educational and cultural microprograms that explain and analyze current issues, as well as reflect on the values of the gospel. Currently, in the context of COVID-19, Tarpusunchis has been coordinating efforts with Radio La Salle in raising awareness and preventing the coronavirus, violence against women, children, and adolescents, as well as promoting healthy coexistence between parents and children in this moment of close living quarters. Through radio spots (6 times per day) and an educational segment (Every Saturday for 30 minutes) we promote:

- Good habits of hygiene to reduce the risk of contagion of COVID-19.
- Prevention of violence against children and women in times of confinement
- Promotion of good treatment and parenting guidelines for healthy coexistence between parents and children in the context of confinement.

This articulated and collaborative work aims to contribute to the construction of citizenship, the exercise of rights and the fulfillment of duties, with the aim of contributing to the improvement of the quality of life in this context of crisis due to the pandemic.

