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.

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

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

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

RESEARCH

PUBLIC TELEVISION

MÉXICO
COLOMBIA
CHILE

+ CHILD HEARING

OBJECTIVE

RESULTS

THE CREATIVES RECOMMEND

RECEIVED AWARDS
NATIONAL AND INTERNATIONAL

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