

Abstract

The great acceptance of technology in our society and its rapid development have caused the media, the radio not being an exception, not stand by and be able to adapt to change once again. In this regard Internet offers great potential to the media with minutest budgets, among which are the municipal radio. It should be able to implement these technological advances and placed where its audience to enjoy greater impact. We talked about the *glocal* message while the content that is generated at the level of a municipality can have a global reach.

From the review of literature we make an analysis of the case study of the local radio station, Llosa FM, notable for having implemented various types of technological innovation since its foundation. The text will try to offer a new model of municipal radio based on Internet access, in broadcasting its programs through streaming or podcasting, as well as the presence and activity on social networks.

Keywords: local radio 3.0, streaming, podcasting, transmedia, interactivity, social networks, mobile radio.