Abstract
The purpose of this article was to analyze the formative role of Paidopolis’s radio program and its impact in the learning process of the students from two high schools in Bucaramanga: Escuela Normal Superior de Bucaramanga and Instituto Santa Bárbara. Data for this thesis was obtained from focus groups, non-participant observation, and structured and in-depth interviews. Also, documents were analyzed. Results from the data analysis showed the need to keep working in improving Paidopoli’s radio contents to build more meaningful relationships between this radio program and its main receivers: the students. Moreover, it is important to gain recognition among professors and high school’s staff to persuade them about the advantages that this program offers in educational based-settings. As a conclusion, findings offer avenues for future research about the impact of computer mediated technology -CMT, especially the radio as a non-traditional way that virtual communities use to interact and to learn.

Keywords
Radio, audience, messages, receivers, education, meaning.