



wipr 2017

**LOCAL CONTENT
AND SERVICE REPORT**



About WIPR, Puerto Rico Public Broadcasting Corporation, WIPR, encompasses two television stations (WIPR – Channel 6 in San Juan and WIPM – Channel 3 in Mayaguez); two radio stations (Allegro 91.3 FM and 940 AM, the digital Timeless radio station as well as several digital platforms (Facebook, Twitter, YOUTUBE).

WIPR disseminates educational, informative and cultural programming 365 days a year through our various platforms. Our content is aimed at promoting knowledge, cultural heritage—both local and international—and serving our community by addressing issues that impact our lives.

Our current goals include increasing content quality and outreach, and community engagement by improving overall quality standards; addressing emerging community issues, providing new platforms to enable user-friendly access to current and new content. Strategies include engaging in new partnerships to maximize resources and identifying new venues for distribution to other market audiences and population segments.

We approach programming and content format in novel ways that address audience needs and community challenges with the goal of maximizing our services and increasing audience reach.

Use of Air Content:

One of our strategies to achieve greater audience reach has been to offer the same program in different days and time frames so that more people have access to it.

Each local program of one hour or less is repeated about 3 times during the week to make sure that more people have access to it, thus maximizing our production investment and allowing us to reach greater audience. Our public can move freely from each platform, from their office to their cars and to their homes without losing a beat.



The News Department

Strategic Content placement:

Our content was re-arranged according to viewer segments to better reach underserved audiences, with special attention to children and youth, and our elderly.

Digital Platform Upgrading: To increase outreach of local content, our social and digital platforms were upgraded. The new web design provides user-friendly access and increased availability of live transmissions with access to archived material.

News:

Our News Department has increased the number of followers on the Facebook and Twitter news page, thanks to the active way to keep feeding them with content generated for the daily Newscast. Our reporters have been trained to produce Live Feeds and Information Packages that can be streamed immediately, thus increasing sharing through social media.

The News Department Staff work was essential to the uninterrupted coverage before, during and after Hurricane Maria, broadcasting 8 daily hours through the Facebook platform from September until mid-December, when traditional broadcast resumed. Thus, in 2017 WIPR managed to increase the followers of its Facebook social networking platform 24/7 News from 429,869 to 562,986 followers, an increment of 133,117 followers.

Our news department is the only one in Puerto Rico that use of simultaneous translation for the hearing impaired during news content transmissions and emergencies.



Croatto, the Imprint of an Emigrant

2017 RECOGNITIONS:

The Association of Journalists of Puerto Rico – News 24/7:

Signal of Danger

Over Seas Press Club: Honoric Mention – News 24/7: *Immigrants*

Over Seas Press Club: Honoric Mention – News 24/7:

Documentary Heroes in Korea

Eight (8) nominations and 6 winners for the Emmy 2017
Suncoast Awards: *Archive 20; Croatto, the Imprint of an Emigrant; On the Tip of the Tongue: All is Lorca; Wonder Woman on Wheels, I Am from A Pure Race* (two prizes), *Atomic Máter*.

Programming offerings: 2017 was the year of music specials, sports and news.



MUSICALS

Love and Bohemia Special- A special program highlighting the best of romantic music in the best voices of Puerto Rican artists.

Special-A Look at The Sky, music for the soul at Easter

PRTV is Salsa- one-hour special with several interpreters of the salsa genre.

Especially for You- a musical special dedicated to mothers, performed live from Ponce.

An Infinite Love- special dedicated to fathers, with good music and the bohemia that the audience enjoys so much.

A Gift for Puerto Rico- a series of Christmas music specials originating from various parts of Puerto Rico and the Dominican Republic: Castañer, Guaynabo, Quisqueya, Fajardo.

Christmas Voices- Special year-end program with beautiful Christmas songs.

United by Puerto Rico- TV Marathon to raise funds for the victims of Hurricane Maria.

Puerto Rico is a Celebration- Special with the emblematic group The Singers of Bayamón highlighting beautiful places of the island and the joy of our music.



TV MOVIES

Welcome Don Goyito- An adaptation of classical Puerto Rican literature. This book is part of the Puerto Rico Department of Education 7th grade Spanish curriculum. The production of this TV movie was possible through the Lucy Boscana's Dramatic Production program fund.



SPORTS

Guajataca Down Hill: 2.5 hours
Dragon Boat Competition: 20 hours
Grand Prix Feminine Volleyball
Superior Feminine Basketball
Pee Wee Reese

REGULAR PROGRAMMING



Live your Nite- Daily News and variety program, good conversation, music and joy.



Cultural Festival- A weekly space where the inland music is the queen and troubadours, young and old, display their talents. The program has been so well-liked that it has been recorded live in several towns, with public supporting the best of our trova.

Sport Dialogue- a space for analysis, interviews and comments about sports in Puerto Rico.

PROGRAMMING FOR CHILDREN



Dancing with Animals



Remi's Spaceship



The Story of What I Read

EDUCATION

WIPR collected school materials to support the return to class of hundreds of students in an initiative of the first Lady of Puerto Rico office, so that all children could be prepared for school return.

Guided tours- Last year 465 students from public and private schools and universities visited our TV and radio stations to know first-hand the work that we do. Community work with our next-door neighbor, the

Juan José Osuna School- Our team of employees was in charge of painting and renovating the green areas of the school. Thus, the students welcomed a new school year with a clean and renovated school.



Summer Workshop- Enrichment summer program for WIPR employees children- a program made for WIPR employees children, with the goal to provide recreational services, cultural activities. An all-volunteers effort to encourage kids to do their best.

Spelling Bee Contest- WIPR has broadcast for 20 consecutive years this Island-wide English-spelling competition.

For You Woman- 10 half-hour programs dedicated to stimulating women to undertake new business management.

High School/ University Internship Program- Every semester over 50 students from various municipalities have received professional training and served as interns at our TV and Radio Stations. The initiative is aimed at providing students with job experience required to begin their careers while becoming advocates of Public Media.

Puerto Rico Games- 56 hours of sporting events, where students' talents were exhibited in various branches such as athletics, basketball, among others.

Borinquen Reborn- Special program on the effects of the Hurricane Maria produced as their end-of-year project by students of TV production of the University of the Sacred Heart.

COMMUNITY INITIATIVES

Community Voices- one-hour weekly radio program dedicated to promoting community initiatives with the goal of establishing a network of support and solidarity.

Puerto Rico Learns About Autism- WIPR created an educational event to raise awareness about autism and the importance of the inclusion in society of people with autism. The campaign included workshops & radio and TV spots. The campaign closed with a surfing experience on the Aguadilla beach.

Food Truck Challenge- Once a year culinary competition that gives young chefs the opportunity to make themselves known.

Christmas Joy- Special humor and good music program devoted to older adults moderated by Luis Antonio Rivera “Yoyo Boing”.



**Corporación de Puerto Rico
para la Difusión Pública**
P.O. BOX 190909
San Juan, PR
00919-0909
T (787) 766-0505
wipr.pr