

2015 Local Content and Service Report to the community

wipr

Overall Goals and Approach

At WIPR, we deliver 24/7 educational, informative and cultural programming on our various broadcast and digital platforms to a diverse island wide community. Our contents are aimed at promoting knowledge of local and global cultural heritage and serving the community by addressing issues that have impact on their 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 contents, engaging in new partnerships to maximize resources and identifying new venues for distribution to other markets, audiences and population segments.

WIPR, Puerto Rico Public Broadcast Television and Radio Stations, includes 2 television stations (WIPR Channel 6 in San Juan and WIPM Channel 3 in Mayaguez), two radio stations (91.3 FM and 940 AM) as well as various digital and social platforms.

APPROACH/ OUR FORMULA

To address audience needs and community issues we took a novel approach in programming and content form that also helped maximize resources and increase outreach.

- **Increased Content Exposure:** To increase impact of relevant content we increased frequency and offered several time slots for a program to be retransmitted during a week. An hour program could be broadcasted up to five times per week at different times, allowing for larger audiences for our content.
- **Introduced simulcasting:** Primetime programs are simultaneously broadcasted on our multiple platforms (TV, radio and web) to reach a larger audience.
- **Strategic Content Placement:** Our content was rearranged according to viewer segments that were underserved, mostly children and youth.
- **Digital Platform Upgrading:** To increase outreach of local content, our social and digital platforms were upgraded. The new web design provides easier access with user-friendly design and increased availability of live transmissions, on-demand and archival content.
- **New Content Forms:** Introduced short form content using 3 to 5 minute capsules using animations, music and renewed graphics to target younger audiences, allow flexibility to our formats and to address community concerns.
- **New Information formats:** To better address the issues and concerns of our public we increased quantity and quality of news/informative contents and restructured the news format to be more web and social media friendly.
- **Emphasis on Partnerships:** Increased number of partnerships with other Educational and Cultural institutions, Government Agencies, Non-Profit organizations and private sector. These partnerships contribute the enhancement of the quality of our contents and help maximize resources to create new ones.

Key Initiatives

We addressed educational needs of young audiences through new contents and 5 student outreach projects:

Taller Cien, Laboratorio de Comunicaciones Científicas, Cuenta Cuentos, High School/University Internship Program, Radio and Daily TV programming blocks for Kids of different ages.

A. FOR STUDENTS AND CHILDREN

- **Taller Cien** is a partnership project with Puerto Rico's Education Department to train Spanish Teachers in the use of fine arts to improve academic outcome in underachieving middleschools (6th to 8th graders).



- **Cuenta Cuentos en el parque Baldrich** (Storytelling at the Park) gathers every first Sunday of the month over 200 kids and parents at the community park in Baldrich, San Juan where artists and host Tere Marichal reads stories with the help of community members, fostering the love of storytelling. "Cuenta Cuentos" is an outreach initiative that was inspired by one of our newest children programs "Te cuento lo que leí" and is aimed at encouraging reading and storytelling. It's been a favorite tool for elementary school teachers and now it's also become a community monthly activity.



- **Laboratorio de Comunicaciones Científicas** or Scientific Communications Lab is a television and digital media project co-sponsored by the University of Puerto Rico's Science and Engineering Campus in Mayagüez.

It's designed to help science students and future scientists develop communication skills while fostering their skills for producing scientific news contents, including meteorological information. Students produce content for daily weather updates, 60 sec and 2 min science capsules and a weekly Science Simulcast Program.



- **Radio and TV for Kids** (TV and radio programming blocks dedicated to children) **WIPR 940 AM** has a morning segment addressing kids on their way to school. It includes 2 half hour stories narrated daily by artists from our Radio Drama Workshop. The stories are crafted specifically for elementary and middle school kids. They are preceded by a musical education program every week day. The program is a joint venture with the PR Music Conservatory. **WIPR TV** Programming for younger audiences has been assigned for TV 6-9 am and an afterschool slot from 3-6 pm weekdays and weekend mornings (6-12). We include cartoons, and shows like Animaleando, La nave de Remi, Te cuento lo que leí, Piccolo Mondo, and others.



Música para despertar.

- **High School/Graduate Internship Training Program** allows students from high schools and universities to have their first work experience at our stations and learn about the importance of public media.



B. EMPHASIS ON CULTURE

- MOU agreements with various cultural entities such as: Museum of Puerto Rico, Ponce Museum, Conservatory of Music, Ballet Concierto, Pablo Casals Festival, the Foundation for Popular Arts, among others.

This year we:

- Doubled the amount of live concert transmissions on TV and radio with emphasis on classical music.
- Acquired rights for recording concerts such as PR Symphony Orchestra, Jibarzuela among other.
- Re-engaged in Classical Music format at **91.3 FM**, commissioned newly appointed Advisory Board to revise musical repertoire and recommend acquisition of new programming.
- Brought additional resources in conjunction with partner organizations such as museums, and cultural entities including the Conservatory of Music have provided specialized content for radio, digital platforms and television at no cost. The new resources are mainly targeted at younger audiences.

C. ADDRESSING COMMUNITY ISSUES

To address community issues in a more relevant and efficient way, resources from our News and Production Departments were redirected to:

- Increase information frequency to 4 short daily interventions (12 pm, 3 pm, 6 pm, 9 pm) simulcasted (TV, radio, web and social media).
- Shorten news format for a more user- friendly access on digital platforms
- Increase the amount of information and content on news department digital platforms.
- Create weekly 1 hour in-depth investigative report (which is retransmitted 4 more times during the week), **Enfoque 24/7** on topics such as:
 - Environment/ Global Warming/ Food Shortage
 - Health Issues/HIV/Dengue Outbreak/Medical Marihuana
 - Consumer Issues/Cost of Living
 - Economy/Fiscal Crisis/Tourism/ Small Business/ Human Interest/ Handicapped in PR/Community Heroes
- Distribute copies of in-depth reports to participating schools in the **Taller Cien** Project to be used as learning tools and reference guides.
- Live coverage and debates on current issues
- Increased commentary and analysis of daily news events or current issues on our daily live talk show **¿Qué Es Lo Que Hay?**
- Co-produce weekly human interest news show **Música para tus oídos (Music to your Ears)**, in which young composers are inspired on community leaders and outstanding initiatives, and they write original music and lyrics with video clips to sing the “good news”.
- Created new afternoon radio show on current affairs covering health related issues, public policy, community events among others.



D. BUILDING PARTNERSHIPS

1. Government / Public Sector

Signing several MOU's with private and government agencies has paved the way for new Emmy Award winning contents that have increased audience and traffic, while others have received awards from journalism organizations. One of the new programs, Hit3001.com, a reality show inspired on entrepreneurship has been premiered on 2 local commercial television stations, a first time in WIPRs' history.

- Partner: Natural Resources and Environmental Department/Other Federal Agencies
Playa Vida/ 3 min. interstitial on natural resources and environmental issues of our shores
- Partner: Department of Economic Development/ Commercial Sponsors
Hit3001.com /weekly 1hr TV program, the first Reality Show in PR featuring young entrepreneurs.
- Partner/ Department of Recreation and Sports
DRD TV_/1 hr weekly sports analysis program
- Partner/ Housing Department
Vivienda en Acción/ 1 hr. TV program on community initiatives in public housing projects. Aired weekly.
Buena Gente/ weekly TV show about community heroes from public housing
- Partner/ US Department of Agriculture/ PR Department of Agriculture
Cosecha de Hoy/ 1/2 TV program about farming / 5min. multi-platform content about eco-friendly agriculture and young farmers

2. Partnerships with NGOs

- Partnerships with nonprofit organizations and nongovernment entities to provide information and resources to participate on a weekly TV and radio segment on the importance of volunteering, community enterprise and human solidarity. Partners include: Foundation for Puerto Rico, United Way, Miranda Foundation, Los Filtros Community, P.E.C.E.S., CODECU, Museums, among others.

3. Private Sector Partnerships

Selling our original contents and reaching other audiences through partnership with local commercial TV stations. Agreements signed with **WAPA AMERICA** to air **WIPR** locally produced content to Spanish speaking viewers on US Mainland.



Impact of Key Initiatives

A. STUDENTS

1. Taller Cien: Nearly 1,500 students in 50 schools had a 15% increase in academic performance after workshops, especially in Spanish language proficiency, and increased school attendance. Teacher and students expressed higher satisfaction and future outcome expectations.

2. Cuenta Cuentos en el parque: Increased community engagement. The project attracts monthly over 200 community members who actively participate in story-telling and reading during gatherings at the community park. "Cuenta Cuentos" led to a weekly 2 hr Story Telling Workshop at WIPR facilities. The workshop is free of charge for community members.

3. Laboratorio de Comunicaciones Científicas (LCC): Over 25 science and communications students from the University of Puerto Rico Mayaguez Campus have completed the course given at our WIPM Channel 3 facilities.

They receive training to improve communication skills, produce and broadcast scientific information and acquire weather reporting experience.

LCC student Joseph Martínez's experience helped him land his first job and begin his professional career. He is now a full time meteorologist at Telemundo Texas.

4. Radio and TV for Kids has the potential to reach a population of 300 thousand school kids according to the Census

5. 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. Students also become advocates of Public Television.

B. EMPHASIS ON CULTURE

- Renewed coverage of live classical music events and simulcasting has increased theater attendance and viewership alike. Simulcasting has also increased outreach to over 35,000 viewers and listeners during the weekly concerts.
- Improving classical music selection has increased Allegro 91.3 FM's audience loyalty.
- Agreements with NGO partners such as Museums and Foundations have helped increase both quality and amount of cultural content on all our platforms.
- Added resources have rendered savings in production related cost and permitted the allocation of more funds for programming.



en vivo 7 pm
SÁBADOS SINFÓNICOS

wipr tv

91.3 FM

C. ADDRESSING COMMUNITY ISSUES

1. Changes in News Format

- *Results*=New format and length of news content have increased traffic on our digital platform and overall outreach.

Facebook added another 80,000 new followers in 2015 with an outreach of 2.5 million people. (350,000 fans)

Twitter reached 48,000 followers this year with 3,100 daily visits

wipr.pr, our station website also had an average of 160,000 monthly visits, attracting new visitors according to google stats. 62-55% of traffic is due to new visitors.

- *Results*=Content of the in-depth investigative program, **Enfoque 24/7** has proven to be award winning content covering major community and societal issues.

5 Journalism Awards from the Puerto Rico Journalist Association, Photo-Journalist Association and the Overseas Press Club.

3 Nominations for the News Department in several categories of the Suncoast Emmy Awards.

2nd in demand on our stations website



D. BUILDING PARTNERSHIPS

Partnerships with Government Agencies

Partnership with Department of Economic Development
Results= Hit3001.com became the first **WIPR** produced show to premiere on 2 commercial television stations, its 1st season on Telemundo PR and the 2nd season on Univision PR.

Partnership with Natural Resources Department
Results=Playa Vida interstitial won a 2015 Regional Suncoast Emmy Award in Environmental Issues and received 2 other nominations.

Partnership with NGOs

Results= The alliances have increased the efficiency and amount of resources available to both parties.

Results=It has also helped use meet community needs by increasing public awareness of services available to underserved and underprivileged groups.

Results=An increase in funding was reported this year. Doubling previous years fundraising efforts.

Partnership Private Sector

Partnership with WAPA AMERICA led to new income and expanded audience.

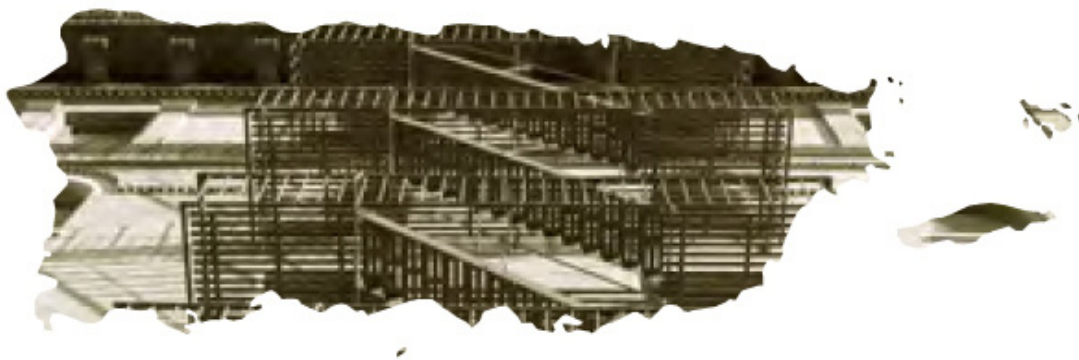
Results= WAPA now carries 5hrs a week of our original contents to over 5 million Spanish speaking subscribers in various US States on the eastern coast .

Results=Generates an extra \$1,500 weekly revenue.

Efforts to meet needs of minorities and other groups

ACTION

- Use of translator for the Hearing Impaired during news content transmissions and emergencies
- Interstitial campaign, **Know Your Rights**, to help educate on civil and human rights. This is a partnership with Espacios Abiertos and Puerto Rico Civil Rights Commission.
- Emphasis on TV content about inclusion, tolerance and rights of others
- **940 AM Radio** debate on violence against women in Puerto Rico in alliance with policy groups and advocates
- **940 AM Radio** segment devoted to promoting volunteerism, nonprofit organization services and community enterprise
- **Puerto Rican Voices**, a bilingual TV program on figures of the Puerto Rican Diaspora and Puerto Ricans in the U.S. This is a coproduction with The Center for Puerto Rican Studies (CUNYs Hunter College) and the program is also broadcasted on its website as a tool for scholars, students and investigators. It is the only bilingual TV Program in Puerto Rico's local television.



FUTURE PLANS

- Currently working with National Public Radio and the Latino Public Radio Consortium to facilitate radio contents with other public Spanish speaking radio stations.
- Increasing the amount of locally produced content to be shared with other Hispanic communities in Spanish speaking markets in the US.

Overall impact CPB

The key initiatives, good planning, as well as funding from CPB were vital to improving content quality and innovating content forms to better serve our audiences, both for TV and radio. The new strategic approach has been a successful in increasing outreach and making our contents available to diverse publics.

In doing so, we've been fortunate to receive our peers recognition and break a record in the local television industry. This past year our contents earned **18 Regional Emmy nominations, 3 Emmy Awards, 3 National Journalism Awards** and **2 Overseas Press Club Awards**.

During 2015, WIPR's renovated content helped us raise the bar, set new standards for ourselves and the future of public broadcasting in Puerto Rico.

We've encountered many challenges along the way and new challenges are sure to come. We count on strengthening partnerships and building new alliances to face those challenges and meet changing needs in our community on an even greater scale. We look forward to CPB's encouragement.