



wipr

wipr 2018

**LOCAL CONTENT
AND SERVICE REPORT**

ABOUT WIPR

WIPR, the Puerto Rico Public Broadcasting Corporation, encompasses two (2) television stations (WIPR – Channel 6 in San Juan and WIPM Channel 3 in Mayaguez); two (2) radio stations (Allegro 91.3 FM and 940 AM; and the Timeless Radio digital station, as well as several digital platforms (Facebook, Twitter, YOUTUBE).

In WIPR we disseminate educational, informative and cultural programming through our various platforms 24 hours a day during the 365 days of the year. Our content is designed to promote knowledge, honor our cultural heritage and serve our community by addressing those issues that impact our lives, both locally and internationally.

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

We approach our programming and content design with strategies that help us maximize our services and increase our reach in order to better address the needs of our audience and the problems of our community.



BROADCAST CONTENT USE

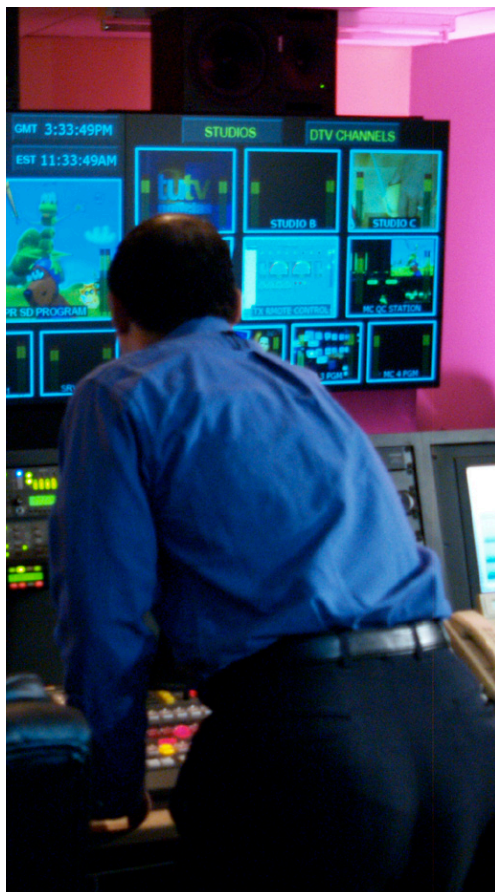
One of the strategies used to achieve greater scope with the programming is to offer the same program in different days and diverse schedules so that more people have access.

Each local program of one hour or less is repeated about 3 times during the week to ensure that more people can listen to it, thus maximizing production investment. The listener/spectator can move freely from the office to the car and to the house and not miss important information, thus allowing us to reach a greater audience.

STRATEGIC CONTENT PLACEMENT

Our content was re-arranged according to viewer segmentation, with special emphasis on our underserved audience, mostly children and youth, and our elderly population.

Our social and digital platforms were upgraded with the goal of increasing local content engagement. The new web design provides easier access with user-friendly navigation techniques and increased availability of regular programming live transmissions.



Newscast

In 2018 the newscast Notiséis 360 became the backbone of our programming, with four (4) daily editions, thus increasing our live programming hours. Our newscasts include several segments, with an emphasis on the weather, traffic flow, security issues and international news, with its corresponding analysis.

Award-winning meteorologist Ada Monzón, who enjoys great local and international prestige, is Notiseis 360 head of meteorology. Police of Puerto Rico renowned agent Miguel Ramos oversees transportation and public safety reports. An extensive panel of collaborators and analysts of the first order are in charge of

international news analysis.

The Internet has evolved into a platform of great relevance for our informative products, achieving penetration and a sustained increase in social networks like Facebook, where last year we counted 575,029 “followers” increasing to 618,050 in a 10-month period. An additional platform for the News Department is YouTube, which has increased from 9,000 to 11,000 followers. Agile and constant teamwork between network administrators and reporters is in place to be able to constantly generate fresh content that will keep the audience growing.



AWARDS 2018

Meteorologist Ada Monzón

2018 National Weatherperson of the year by
Federal Alliance of Safe Homes

2019 Award of Broadcast Meteorology by
American Meteorological Society 2018

Journalist Félix Alemán

Award: Boricuas En Florida:
Con Los Nuestros (Puerto Ricans in Florida: Our Own)

Reporter: Félix Alemán (Winner in the category of
TV Human Interest of the Overseas Press Club of P.R.)

Producer: Rubén Romero

Award: Boricuas En Florida: Con Los Nuestros
(Puerto Ricans in Florida: Our Own)

Reporter: Félix Alemán (Winner in the category
of TV Human Interest of the Puerto Rico
Journalists Association)



Special Programming Offerings

News and informational content, music specials and sports were the strong points of 2018.

Musicals:

Masterful Voices in Concert in co-production with Culturarte de Puerto Rico, tenor Roberto Alagna and soprano Aleksandra Kurzak in a musical evening of duets and songs accompanied by the virtuoso pianist Liora Maurer.

Just Love - Special dedicated to love in all its facets with the award-winning singer-songwriter Glenn Monroig, from the acoustic shell of Guaynabo's Acoustic Shell.



The Passion of the Bolero- The renowned and talented Rafael José sings to love in a selection of his favorite boleros in a pleasant and romantic evening.

Cultural Feast From the public square of Camuy, a special program in homage to the troubadour Germán Rosario Rivera, the Jíbaro of the YUMAC. Enhancing the best of our inland music.

Choral Concert Union Church- Special music for spiritual reflection.

Freedom and Life Concert – Performed by The Sacred Music Band of the Department of Correction and Rehabilitation of Puerto Rico, the concert included testimonials and songs interpreted by the interns. It carried a message of hope, and the reaffirmation that rehabilitation is possible.

For His Love Concert- Songs and reflections for the whole family with the participation of José Vega (REMI), Jaileen Cintron, Ismael Miranda, and the pianist Adlan Cruz, among others.

A Songs' Bouquet for Mom-The public square of Ponce provided the Natural surroundings for a concert of beautiful songs dedicated to the mothers of Puerto Rico. With The Cucco Peña Orchestra and the performances of Chucho Avellanet, José Juan Tañón, Nahyra, Randy Santiago and Dalvert García.

A Songs' Bouquet for Mom 2- In this concert the Tuna of Segreles offers the best of their repertoire to the Queen of the House: Mom

Festival Casals 2018 –Four (4) concerts of the most important musical festival in Puerto Rico as part of their 2018 Season. Amanda Forsyth/Pinchas Zukerman with the Puerto Rico Symphony Orchestra; Garrick Ohlsson Concert; Closing Concert with Zulimar López, Celia Sotomayor, Joel Prieto, Hernán Iturralde; the Philharmonic Choral and the Puerto Rican Symphony Orchestra.





My Christmas Sounds Like This Special –14 musical themes that reflect the joy of the Christmas Season in Puerto Rico. The selected musical pieces represent the diverse ways in which Puerto Ricans enjoy music in this important time of the year. Among the artists participating in the special are: Gary Nuñez and Plena Libre; Los Mulatos del Sabor; El Gran Combo de Puerto Rico; Oscarito Serrano; the reggae of Gomba Jahbari, the Juan Jose Hernández & San Juan Habana Son; the flavor of the Quisqueya ensemble; Los Tres Pianistas; Adlan Cruz; Stevan Micheo and Francisco Paz; Danny Rivera; Randy Santiago, the troubadours of Decimanía; Manolo Mongil; the joy of the Tuna of Segreles; singer-songwriter Glenn Monroig; and the Caribbean tenors. This is a production celebrating the different rhythms that frame the most joyful celebration of the year in Puerto Rico.



Everything Turns-Television special that presents, a tour of the musical trajectory of Puerto Rican singer-songwriter, Rucco Gandía.

Christmas in La Fortaleza- Christmas concert from the executive mansion for the people of Puerto Rico.

Christmas Lights from Fajardo- The picturesque town of Fajardo celebrates the arrival of Christmas, with the music of troubadours in homage to Don Joaquín Moulliert.



Cultural events

Broadcast of La Fortaleza Three Kings Festival

Sixtieth Anniversary of WIPR – A week full of our music framed in historical interstitials in celebration of our 60 years of history.

Miami Street Festivities

Puerto Rico International Folk Fest – International Culture Meeting, with dancers of different parts of the world.





Sports

Roberto Clemente League Games – professional Baseball

College Athletic League Fair – Interuniversity Sports Festival that includes all disciplines.

WIPR Soccer Cup – Competition of 6 men's and 6 women's teams in the U16 category that through simple eliminations meet head-on for the WIPR Cup.

Regular and final season of the **Men and Women Upper Volleyball**

Golf Tournament-No walls

Little Leagues Caribbean Series

Special Olympics of the Department of Recreation and Sports-Sports events aimed at the community with some kind of physical disability.

Ponce: Land of Battles- Unconventional sports disciplines such as judo, boxing, fencing, wrestling, taekwondo and karate.



Special Events

- **March for Life**
- **Graduation of Mayaguez University Campus**
- **A year after Hurricane Mary** Ecumenical Act

Educational

Sacred Heart University End of Course special program– this program is one made completely by production students. Its broadcast is part of the student's final class grade.

Educational Interstitials on legislation aimed at women, in co-production with the Women's Caucus of the House of Representatives of Puerto Rico.

Anímate Program, Series of mental health programs in collaboration with the Administration of Mental Health and Anti-Addiction Services. Temas: Relación de Parejas, Mujer y autoestima, Adultos mayores y su salud mental, Salud emocional de los hijos, La familia base de la salud mental. Topics: Couples Relationship, Women and Self-Esteem, Older Adults and Their Mental Health, Emotional Health of Children, The Family: The Basis of Mental Health

Regular Programming

WIPR Channel 6 of Puerto Rico

It is an alternative to the massive content offer, where diversity is present in themes, formats, aesthetics and approaches as a contemporary medium attentive to the technological changes that bet on the experimentation and innovation of contents in different formats, windows, media, devices and supports.

Number of local programming hours:

Our stations are committed to the evolution towards a contemporary, dynamic, attractive television and web which feels closer to the audience in order to promote and strengthen the cultural and educational development of Puerto Ricans. Its programming grid is composed of 70% original programming and 30% of acquired programming.

Programming in Its Original Language:

In managing cultural diversity, we have programming issued in their original language (English) such as **Democracy Now**, a national daily broadcast program produced in the United States, presented by award-winning journalists Amy Goodman and Juan Gonzalez. It is produced in New York and in one hour reviews the most important information in the world and the U.S



Towards the Educational

The station develops and presents non-formal content that facilitates and promotes knowledge. The prime-time program **I Can Do This** is a 1-hour program under the Do-It-Yourself concept where the host guides the spectator on how to make their own projects such as gardening, botanical designs and accessories.

Actor, director, writer and theatre professor Dean Zayas conducts the program **Acting Studio**, interviewing actors and actresses who work in the screen and the stage.



Furthering Culture

The stations reflect our national identity including all aspects of diversity, such as ethnic, cultural, social or gender diversity. Our programming grid includes **A Cultural Celebration**, a 1-hour primetime program that unites youth, folklore and Puerto Rican customs.



Director Luis Molina shares **Pavilion Puerto Rico** with an international audience. **Voyages with Flavor**, led by Chef Ventura Vivoni, promotes our gastronomic culture with an exclusive selection of recipes developed with 100% Puerto Rican products.

Entertainment

WIPR serves as the scenario where local stories with universal potential circulate. ***Bohemian Nights***, romantic ballads and good humour with Chucho Avellanet, the official voice of Puerto Rico is a one-hour prime time program which is supplemented by ***Musical Score*** and ***Just Ivette***.

Pentagrama



Empowering Children

The little ones embark on an imaginary voyage full of music, good advice and wonderful company with ***Remi's Ship*** and ***Piccolo Mondo***, 100% locally produced children's programming. ***Animaleando*** is produced with the goal of increasing young audiences' awareness on the need to protect animals and their environment.



Original Programming

PROGRAM TITLE	FORMAT	LENGTH
ESTO LO HAGO YO	EDUCATIONAL	1 HOUR
TRAVESÍAS CON SABOR	EDUCATIONAL	1/2 HOUR
ISLA Y VUELTA	EDUCATIONAL	1 HOUR
ANIMALEANDO	CHILDREN	1/2 HOUR
PICOLO MUNDO	CHILDREN	1/2 HOUR
BOOMFIT (CHEVY)	CHILDREN / ENTERTAINMENT	1/2 HOUR
FIESTA CULTURAL	CULTURAL / ENTERTAINMENT	1 HOUR
EL SHOW DE CHUCHO	CULTURAL / ENTERTAINMENT	1 HOUR
PENTAGRAMA MUSICAL	CULTURAL / ENTERTAINMENT	1 HOUR
SIMPLEMENTE IVETTE	CULTURAL / ENTERTAINMENT	1 HOUR
REDES SOCISLES	ENTERTAINMENT / CULTURAL	1 HOUR
TENDERETE	CULTURAL	1 HOUR
NOCHE DE OPERA		2 HOURS
DOCTV 2018 RR	CULTURAL	1 HOUR
DÍAS DE CINE	CULTURAL / ENTERTAINMENT	2 HOURS
ESTUDIO ACTORAL	CULTURAL / EDUCATIONAL	1 HOUR
AQUI ESTAMOS	ENTERTAINMENT	1 HOUR DARIO
AQUI SE HABLA DE TODO	ENTERTAINMENT	1 HOUR
ENTERATE	ENTERTAINMENT	1 HOUR
NOTISEIS 360	INFORMATIVE	5 HOURS
NOTICIERO CIENTIFICO CULTURAL	INFORMATIVE / SCIENTIFIC	1/2 HOUR

ACQUIRED PROGRAMMING

PROGRAM TITLE	FORMAT	LENGTH
DEMOCRACY NOW!	INFORMATIVE	1 HOUR
VISIÓN FUTURO	SCIENTIFIC	1/2 HOUR
AQUI ESTOY	ENTERTAINMENT	1/2 HOUR
TELENOVELAS COREANAS	ENTERTAINMENT	1/2 HOUR
EUROMAXX	INFORMATIVE	1/2 HOUR
DW NOTICIAS	INFORMATIVE	1/2 HOUR
CULTURA 21	INFORMATIVE	1/2 HOUR

Collaborations and Partnerships

Partnerships and Business Agreements for Distribution Rights and Use of Programming in Ibero-American territories.

The Puerto Rico Public Broadcasting Corporation (CPRDP) has achieved business agreements and programming distribution rights in the Puerto Rico market from other public stations in Ibero-America. Some of these are: IBTV in Spain, Association of Educational and Cultural Ibero-American televisions (ATEI) in Mexico and channel 44 in Guadalajara, Mexico, CNTV de Chile, DOCTV, Zoom Media TV in Colombia, RTVC in Colombia, HITN, among others.

- **IBTV:** Right to use of material in the local news with reports of science and technology originated in Latin American countries.
- **ATEI:** Right of use of the documentary series “Vidas y Bebidas” y “Manos a la obra” with the contribution of two episodes of Puerto Rico and the right to use the whole series over 30 episodes of Latin American countries. Right of use not limited while we contribute the episodes of Puerto Rico.
- **Canal 44:** Right of use of the Scientific and Cultural News (NCC). originated in Guadalajara, it is a news magazine of technological innovation and cultural topics of outstanding personalities of Ibero-America and other parts of the world. Rights of use while we are part of ATEI.
- **Consejo Nacional de Televisión de Chile (CNTV):** 312 episodes of 12 different series of children and family's programs with broadcast rights in the Puerto Rico market exclusively through WIPRTV for two years.
- **DOCTV:** WIPR is part of the Ibero-American Documentarists Alliance, formed by 16 countries, where each country provides a documentary of a specific theme. Each documentary is disseminated in the 16 countries including Brazil. The theme of Music was the chosen one this year and the selection of the participant is made by a local competition with the production support of expert filmmakers and international documentarists.
- **Zoom Media TV:** Agreement of programming exchange between Colombia-Puerto Rico. We are now evaluating which programming we can select.



- **HITN:** Content and services collaborative partnership. HITN has provided use of their facilities in NYC & Washington DC; WIPR has provided recording and editing services; co-production of 13 episodes of the 2018 program Puerto Rico with you. Conversations are in place for production of additional documentary episodes.
- **Olympusat:** Acuerdo de negocio para la distribución por Internet en televisión pagada de la programación en streaming de WIPR en el territorio de Puerto Rico y mercados latinos en Estados Unidos. Posicionar las series y películas de WIPR en el servicio de Video on Demand bajo la plataforma de estos con alcance Las Américas.

Business Agreement for Internet distribution of WIPR's television programming in Latin markets in the United States.

Position WIPR's series and films in the Video on Demand service under the Olympusat platform with reach in the Americas.

- **University of Guadalajara Channel 44:** Conversations in place to expand broadcast rights agreements of the Guadalajara professional football team.

Education and Community

Guided tours: During last year 360 students from public and private schools, and universities, visited WIPR and got to know the public stations and the work we do.

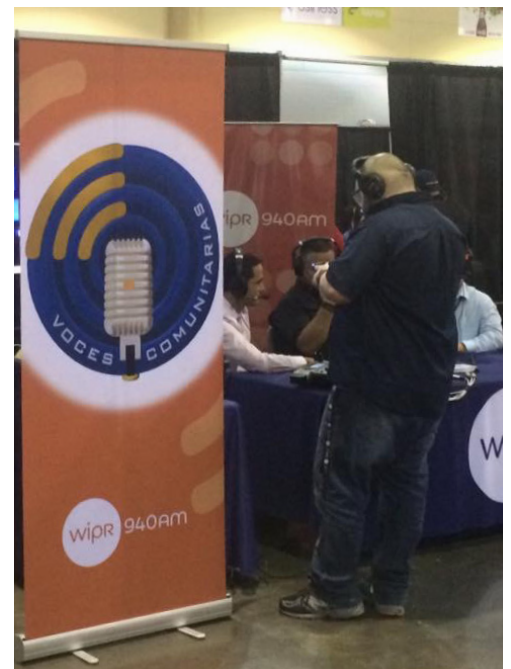


High School/ University Internship Program

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 the job experience required to begin their careers while becoming advocates of public Radio & Television.



Osuna Students



Radio Program Community–
One-hour weekly radio program dedicated to promoting community initiatives while establishing a network of support and solidarity.



Community Events

- WIPR 60th Anniversary – Activities for the enjoyment of the whole family. Music, guided tours, children's workshops, historical archive movies.
 - Audience: Neighbors of the community and the general public.
 - Community Response: About 200 visitors a day.
- "Community Voices" From the pavilion Recharge with MMM in the Plaza Las Americas Mall - Educational and entertainment activities for seniors. These activities were offered for the purpose of creating calm in the older adults after the passage of Hurricane "Maria". To provide Puerto Ricans with a space full of positivism, joy and support in the post-hurricane season, when the population of older adults was more vulnerable. Invited by MMM for our talents to share with the population of older adults.
 - Audience: Seniors.
 - Community response; More than 200 daily visitors.





- Collection of dangerous household items - In coordination with the Federal Agency for Environmental Protection (EPA) and as part of the transition from immediate response to long-term recovery after Hurricane Maria's passage, a hazardous household waste program was established throughout Puerto Rico.

The program helped many people to properly dispose of potentially dangerous items they may have stored in their homes. The success of this program illustrated very well the importance of cooperation and coordination at all levels of government towards a common goal: to protect the health of citizenship and environmental protection.

Thanks to the EPA/WIPR collaboration approximately 248,100 drones, propane tanks, cylinders and other containers were collected, thus avoiding their deposit in landfills. In total, EPA picked up almost a quarter of a million items.



- Organ and Tissue Donation - LifeLink of Puerto Rico carried out a series of events to raise awareness about the importance of organ and tissue donation. The organization has the goal of registering as many people as possible to give life to others. In Puerto Rico there are 532,130 people registered as donors today, but there are 122,000 patients on a waiting list on the island and in the United States. WIPR joined the initiative and managed to register some 200 people among employees and members of the community.



- Lifeline Campaign - "Lifeline" is an FCC program to provide affordable communication services for eligible consumers. WIPR joined the initiative and units were distributed among eligible employees and residents of the Hato Rey community.
 - Audience: Employees and neighbors of Hato Rey.
 - Community response: 150 units granted.
- Sexually Transmitted Disease Prevention Month (STD) - April is known as the month of sexually transmitted disease awareness (STD). For this purpose, screening tests were carried out in our facilities, as well as lectures to the students of the Juan José Osuna School—WIPR's neighborhood school. They were sponsored by the clinics' "Prevention Program".
 - Audience: Employees, community and high school students
 - Community response: 63 Students – 3 tests

- Visit to the Youth Institution, Villalba – with the purpose of giving donations of sports footwear and basketball workshops as prevention, the moderators of the radio program “Sports Area” visited the youth institution of Villalba. The Puerto Rico Department of the Treasury joined the effort, achieving the collection of sports shoes, benefitting 50 residents of the institution
- CAP Foundation is a non-profit organization that works for child cancer patients at the Pediatric Hospital, the leading pediatric public hospital in Puerto Rico. Their mission is to get every child cancer patient, regardless of their financial resources, access to a first-class treatment in Puerto Rico, close to their family and home. WIPR coordinated the donation of hair by several employees and talents.
- Month of the elderly- WIPR organized a series of activities in the station’s neighborhood elderly assisted living facility, La Egida del Maestro, which included workshops and lectures on how to prevent the transmission of sexual diseases. 940AM programming was transmitted from its facilities. Over 25 people from the Egida participated.
- Expo “Achieve the best of you” for Public employees – WIPR made a presentation at the event that was part of an educational program implemented by the Office for Human Resources Management and Transformation (OATRH), through a collaborative agreement to promote the behavioral health of public employees. About 1, 500 people participated in the event. All received guidance and information on safety issues, family, work scenarios, mental and physical health, agency services, safety equipment and first response, among others.
- The 2018 Creative Summer Workshop was geared towards children of WIPR employees aged 5 to 15 years, promoting opportunities for social work and volunteer opportunities. Educational, recreational and artistic activities were provided, which included recycling, hippotherapy, \behavior modification, writing and language activities, among others. 40 children participated in the workshop.



- DEA National Rx - Take Back Campaign - Public Service Announcements to promote citizen participation in the collection of controlled drugs in addition to educating about eliminating unwanted, unused or expired prescription drugs at home.
- WIPR’s building was painted pink during the month of October to raise awareness about breast cancer.



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