



wipr 2019

LOCAL CONTENT
AND SERVICE REPORT







ABOUT WIPR

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

WIPR disseminates educational, informational and cultural programming through our various platforms throughout the island 365 days a year. Our content is aimed at fostering knowledge, disseminating our cultural heritage both locally and internationally and serving our community through their issues of interest, as well as the needs of our audience.

Our current goals include increasing quality and outreach content; improving overall quality standards to encourage community engagement; providing new user-friendly platforms to enable access to current and new content, while continuing to address emerging community issues. Engaging in new partnerships to maximize resources and identifying new venues for distribution to other markets and audiences is fundamental to reaching our goals.

STRATEGIC CONTENT PLACEMENT

Our content was re-arranged in segments that would most benefit our underserved audience, mostly children, youth, and elders.

WIPR's social and digital platforms were upgraded to increase usage of local content. A new user-friendly web design provides easier access and increased availability of live transmissions.



NEWS

Notiséis 360 (360 News) plays a big role in our live programming. Therefore, after great economic adjustments, our newscast has a live edition from Monday to Friday in addition to news bulletins and social media newsbreaks.

Notiséis 360 has various sections, with a special focus on the weather, transit, security and proper analysis of international news.

We have qualified resources to provide transit and public safety reports, as well as an extensive panel of top-notch contributors and experts for local and international news analysis. During 2019 WIPR was able to incorporate the experience and knowledge of renowned meteorologist Ada Monzón to the newscast.

Socially relevant topics that have been elaborated during the year include mental health, emergency plans, gender-based violence, services for people with disabilities, environment, autism, culture, sports, safety and protection.

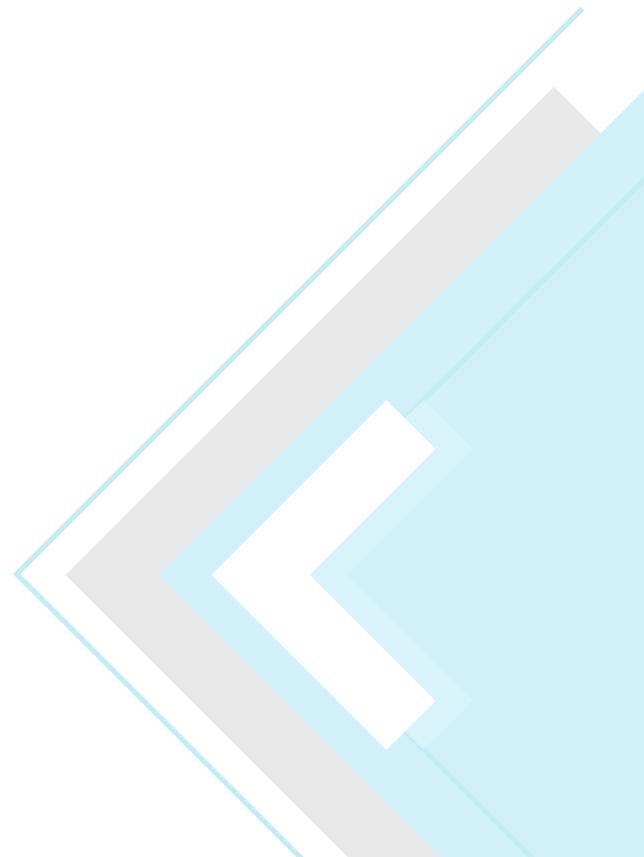
The Most Wanted section has been a very important factor in the fight against crime, in which the Puerto Rico Police presents the cases of fugitives considered dangerous who have evaded justice. Thanks to its broadcast and its subsequent viralization on social networks, about six (6) fugitives have been captured in this year.



NEWSCAST RECOGNITIONS

MAYRA ACEVEDO -Receives a scholarship to the Journalist in Aging Fellowship Program from the 2010 Annual Scientific Meeting of the Gerontological Society of America.

FÉLIX ALEMÁN - Recognition of business journalism - Journalist of the Year, 2019 Distinction awarded by the United Retailers Centre of Puerto Rico



SOCIAL MEDIA

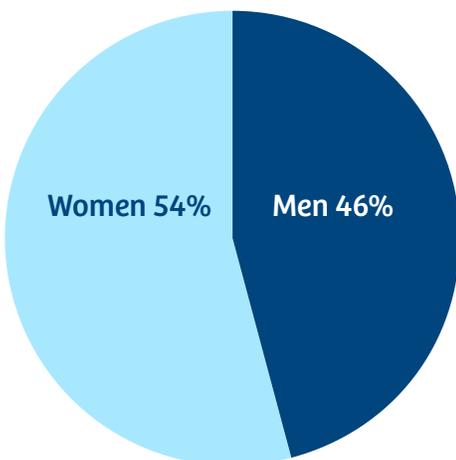
The internet has become a platform of great relevance for our informative products, achieving penetration and a sustained increase in the News Social Networks.

Notiséis360 Information as of February 2020



WEBPAGE: wipr.pr

Visits: **52.25K**



TWITTER:

71,500 FOLLOWERS

3,692 DAILY VISITS

884K INTERACTIONS



FACEBOOK:

673,000 FOLLOWERS

(organic/no reverse advertising)

PUBLICATION RANGE:

1,241,353 PEOPLE

PEOPLE WHO INTERACT

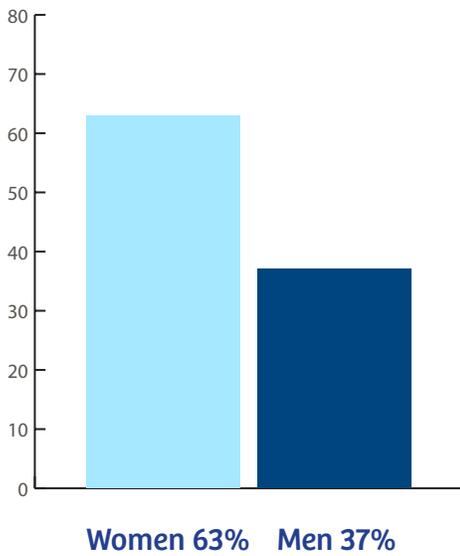
IN PUBLICATIONS: **507,725**

RANKING COMPARED

TO OTHER MEDIA: **#6**

HIGHEST AUDIENCE:

WOMEN 35 - 44 YEARS

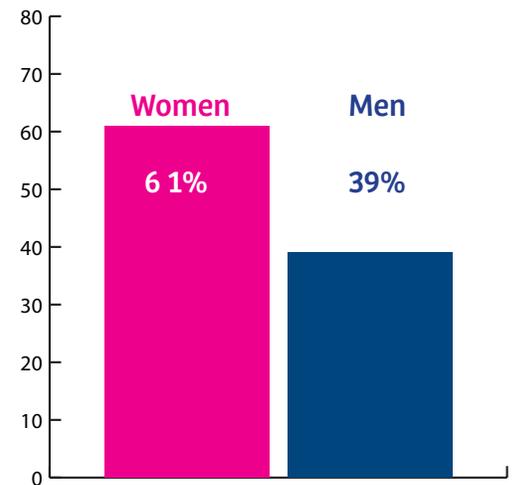


INSTAGRAM:

FOLLOWERS: **19,300**

FOLLOWERS' PROFILE

Ages	Percentage
35-44 Y/O	32%
45-54 Y/O	26%

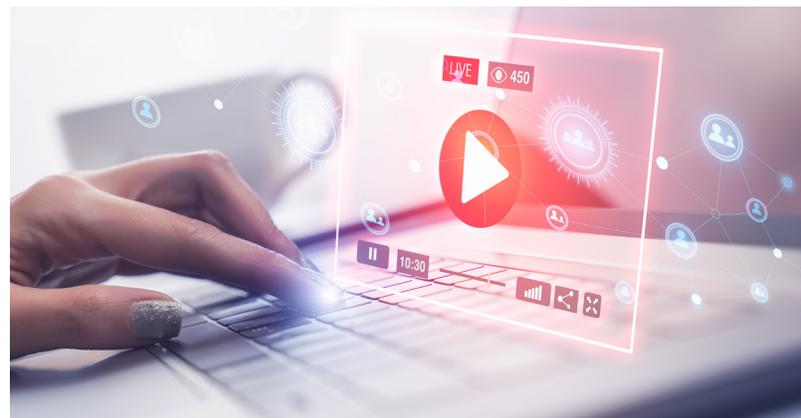


YOU TUBE:

18,300 followers

9780 videos

To keep our audience engaged fresh content is consistently generated; it's a team effort between the network administrator and the newscast reporters.





SPECIAL EVENTS 2019

Christmas Launch from the beautiful village of Fajardo, with the musical participation of Herminio de Jesús and his Orchestra and the Tuna de Cayey.

Christmas Memoirs Special with Victor Manuel

That's How My Christmas Sounds Special – 2 This year celebrated the gathering of different artists of the likes of Andy Montañez and Plena Libre, Pete Perignon and the Generation of the Present, Oscarito, Melina León and the Pleneros de Severo, NG2 and Edwin Colón Zayas, Juanchi Hernández and San Juan Habana, El Topo and Ismael Miranda, Alberto Carrión and Manolo Mongil, Los Cantores de Bayamón with Rafy Santana, Mar Azul, Tito Rojas, La Tuna de Cayey, Herminio de Jesús, Humberto Ramírez and William Cepeda. The special contains great traditional songs and melodies.

That's How My Christmas Sounds 2 celebrated the best of our music, not just for who reside in the island, but for those who live outside Puerto Rico. In addition, the wonderful actors of the Radio Drama Workshop contributed their talent to this extraordinary group. Through the special we know of places in Puerto Rico that are ideal for enjoying Christmas, thus celebrating the Puerto Rican geography and the emblematic dishes of the country.

Christmas in Fortaleza- Christmas concert from the executive mansion to the island of Puerto Rico.



Winter Professional Baseball Season Games
(Santurce and Mayaguez Indians)

Women's Volleyball Qualifier for Tokyo 2020

Graduation from the Mayaguez University Campus

PROGRAMACIÓN EDUCATIVA

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

Serial transmission of programs focused on mental health.



Healthy Mind - Half-hour program in collaboration with Carlos Albizu University and the Association of Psychologists and Psychiatrists of Puerto Rico.

Program Animate (Encourage Yourself) - 5 half-hour programs produced in collaboration with the Administration of Mental Health and Anti-Addiction Services. Topics: Couples Relationship, Women and Self-Esteem, Older Adults and their Mental Health, Emotional Health of Children, The Family as the Foundation of Mental Health.



Actors Workshop -13-hour shows. The programs were produced in the reality show style, auditioning acting students and selecting 10 finalists, who for 12 episodes were facing acting challenges with the support of 2 judges and 2 acting coaches.

Every week the viewer could experience the process of preparing an actor, the rehearsals, joys, frustrations, the costumes, all that comes with creating a theater character. 30 students from the University of Puerto Rico were able to participate. At the end, the 2020 lead actor and actress were selected.





PRESERVATION OF RADIO AND TV MATERIAL

WIPR completed successfully an upgrade to the digitalization of more than 5,000 hours of music, programs and historical information. The process was a collaboration between the National Endowment for the Humanities (NEH) and WIPR. The collection is now available in mp3 format and ready to be used or distributed to other public media stations.



In collaboration with FEMA, which covered 90% of the costs, thousands of Radio and TV tapes were relocated to the WIPR facilities in Hato Rey. The main objective of the project was to ensure the continuity and future availability of the PRPBC Angel F. Rivera Documentation Center and its Historical Archive unit's content, highlighting its potential as a source for researchers, teachers, students, audio producers and the general public. The collections include original series, documentaries and radio programs dated from 1950's. All the material was under imminent danger after Hurricanes Irma and Maria. The rescued material is available and easily accessible and protected at WIPR facilities. Future projects consider the transfer and distribution of the content online.

WIPR TV PROGRAMMING

Our grill integrates cultural and educational high-value content, combining local and international programming, as well as original content from our Historical Archive, which opens a window to the knowledge of culture and ways of life through the years, reflecting our identity as citizens and individuals.

Local Programming

WIPR broadcasts on its main television channel 168 hours per week of programming, of which 133 hours of local production stand out, including special events designed for seasons and sports.

Television committed to its audience

The selection criteria and follow-up processes to our local productions make the television offer solid and coherent adapted to the Puerto Rican family, both in content and treatments, aimed at adult and children's audiences, with the quality and veracity of content for different audiences. The grill is created in blocks adapted to the diversity of the population and classified by its age.

Early Morning Block	5 am to 7 am	International News
Morning Block	7 am to 9 am	Cultural Programs, Educational Entertainment
Morning Block	9 am to 12 m	Children's/Home/Kitchen Programs
Midday Block	12 m to 3 pm	Programs: Magazine-style / Drama
Family Block	3 pm to 6 pm	Cultural Programs, Educational Entertainment
Evening Block	7 pm to 11 pm	Programs: Entertainment/Dramatic, Cultural



KIDS TV 6.2

Kids Tv was born as an initiative of WIPR Channel 6 to offer educational content aimed mainly at children in ages 2 to 10. We maintain a transmission dedicated to the generation of the future by the 6.3 signal for 24 Hours.

EXTENDING THE DISSEMINATION OF PROGRAMMING THROUGH PARTNERSHIPS

Fulfilling our goals WIPR has extended its local programming through international alliances with television networks such as, CNN en Español, Televisión Española, NTN Caracol in Colombia, with public television in Costa Rica and Mexico, WTN Vatican Channel, HITN in Washington, The Weather Channel. Hence, the dissemination of our local programming has increased.

We are a public television media committed to citizen development, children, education, culture, the history of television and the environment of Puerto Rico.

WIPR is an alternative to the massive content offer. Diversity is present in our themes, formats, aesthetics and approaches to the contemporary environment. We are attentive to technological changes that bet on the experimentation and innovation of content in different formats, windows, mediums, devices and media.

7 Commitments Define Our Offer

1 CULTURAL COMMITMENT

WIPR is a mirror of its audiences. The station reflects our national identity, from all aspects of diversity such as ethnic, cultural, social or gender diversity.

2 EDUCATIONAL COMMITMENT

Be an instructive resource that develops and presents non-formal content that facilitates and promotes knowledge.

3 PUBLIC COMMITMENT

Be a useful tool for building citizenship. It is a reference channel for the work and dissemination of our cultural and democratic values.

4 AUDIOVISUAL COMMITMENT

Be a cultural experience in itself. The station's content touches and impacts the lives of its audiences through creativity, innovation, entertainment, mobilization and experimentation.

5 LOCAL – GLOBAL COMMITMENT

Be a window to the world and its cultures. To serve as a setting for local stories with universal potential and universal stories with local relevance.

6 TECHNOLOGICAL COMMITMENT

Facilitate the circulation of its contents in the available mediums. The channel's content and services offer grows and expands according to its cyber platforms.

7 ADMINISTRATIVE COMMITMENT

Manage public resources with efficiency and transparency.



RADIO 940 AM & ALLEGRO 91.3 FM

LOCAL PROGRAMMING HOURS-

About 1,728 hours of educational programming.

Source: SAS 2019

SPECIAL EVENTS

- January - Broadcast of the program “Hands to Earth” from The Rotunda of the Capitol in the “Between Honey and Bees” Expo.
- February- WIPR’s Radio Drama Workshop auditioned actors and actresses to participate in the new Work shop Project.
- March- The Tsunami Exercise, Caribe Wave 2019, was performed. This exercise was aimed at evaluating communications systems between emergency agencies and promoting community preparedness in case of a tsunami.
- March- Commemorated International Women’s Day. All employees dressed in white and uploaded photos to social media with the hashtag #TodosDeBlancoPorLaMujer.
- March- Radio broadcasts on women and equity.
- March- We received in our facilities the visit of a group of “Girl Scouts” in the celebration of their week. The students visited our radio department accompanied by their leader Beneranda Castro.
- April - Tardes Campesinas live broadcast from Canóvanas. In addition, production ensued of the program Digitalization, finalizing with the program Employing Us.
- April- Promotional support to the Casals De Puerto Rico Festival, the most important classical music festival in Puerto Rico and the Caribbean.
- April- Visit of 23 students from the basic television production course of the Inter-American University of Bayamón, by Prof. Dr. Mary Jo Vizcarrondo, Ed.D.



- April- The Association of Students of the Ferré Rangel School of Communication (AE-ECFR), of the University of the Sacred Heart, was conducting a “Media Tour”, where they visited our Radio Department.
- May- The Embassy Suites Hotel in Dorado served as the venue for the Radio Show 2019 and the live broadcast of Digitalization, the Conversation; Employing Us and Original Download.
- May- Live streaming with our ASSMCA and OATRH partners
- May- AARP Campaign Ads Broadcast: Emotional Abuse, Abandonment, General and Financial Exploitation of Older Adults.
- May- On World Red Cross Day WIPR joined its campaign to highlight recovery projects on the island following Hurricane Maria.
- May- Special Message from the Governor of Puerto Rico, Hon, Ricardo Rosselló, was broadcast simultaneously by radio and television.
- June- Broadcast of the Little League game in Tolima Valley in Caguas.
- August - Broadcast of the program Employing Us from the Rio Mar Hotel.
- August- Radio broadcast of the play Bienvenido Don Goyito, by playwright Manuel Méndez Ballester.
- September- Informative Bulletins about the threat of Storm Dorian.
- September- Informative Bulletins Puerto Rico with Bahamas.
- September- Informative Bulletins about the threat of Storm Karen.
- September- Radio broadcast the Santurce Cangrejeros Games.
- October- Participation in the ShakeOut drill.
- October - Joined the ASSMCA festival on suicide prevention Life is Chula



EDUCATIONAL PROGRAMMING

Metropolitan Opera House-Opera broadcast live from the Metropolitan Opera House. This program explains clearly how any Opera is effective no matter in which language it was originally created.

Classics in the Morning with Hilda Ramos- Classical music from all musical periods. This program takes the listener to the artistic and historical context of each musical period.

Sunday Baroque- Baroque music in its maximum splendor. Shown in an eloquent manner commensurate with the time period.

Notiséis360- News program with reporting from Puerto Rico, the United States and the world.

The Great Law- The first Puerto Rican radio program dedicated to copyright issues. This program is the first option for the Puerto Rican and Latino composer who wants to be listened to and paid attention to as deserved.

Teen Radio- Program conducted by practicing students from the Specialized in Radio and TV Production School Dr. Juan José Osuna in collaboration with WIPR.

Solutions... a universe of possibilities - A space for sincere, open and simple dialogue for our listeners in the midst of daily life that generates alternatives about human behavior. Listening, thinking, conceptualizing and executing with Dr. César Ramirez.

To Optimize - An educational platform that promotes economic planning and growth in personal finance, health and wellness issues.

Digital 101- This program discusses business and technology topics with a special emphasis on digital marketing and social media. A source of knowledge for those who want to learn about technology applied to businesses or to integrate the technology to their companies to achieve competitive advantages, greater efficiency and improve their sales and profits.

The Conversation- Educational and cultural program moderated by Dr. Miguel Virella. Conversations with people who, through their artistic, cultural and educational actions contribute to the cultural development of our country. Interaction with the guests about details of their cultural achievements, which have been reflected in historical research, books, collaboration with various non-profit organizations, among others. This radio platform exposes our radio listeners to the significance of important historical events and Puerto Rican characters who with their actions have marked the history of our people.

Your Police Friend- An hour's weekly program of information to the community with various topics of interest and interviews. This program is an initiative and collaboration of the Puerto Rico Police Community Relations Negotiate. Conducted by State Agent José Miguel Ramos Rodríguez.



Musical Awakenings-Music education radio program aimed at all children and their families. This dynamic work features lessons from musical concepts presented in a practical and simple way for children to learn music content. It also has a music appreciation section where a symphonic instrument, a musical period or a folk instrument will be presented. In this space will also be presented the character of the grandfather Geño who comes to relive the tradition of traditional games and songs-games of Puerto Rican folklore and other countries. All this content is spun through the voices of two main characters, the Musical Child and Melody, who through their interactions with each other and with the guest musicians maintain the continuous energy during this half hour. You can't miss the music.

The music chosen for the program has been selected mainly from the repertoire that has developed the Musical Awakening Project at the Conservatory of Music of Puerto Rico. In addition, another music is used which has been rigorously selected by expert musical educators and which fulfills the objective of promoting the proper learning of music for these ages. Despertar Musical belongs to the Preschool Initiative of the Angel Ramos Foundation that

promotes values and family and during this radio program the components of values are inserted as part of one of the segments of the program.

Nourish your Life- Educational Program dedicated to fostering a full life, incorporating healthy habits that will have a positive and transforming effect on physical, emotional and even the philosophy of life of our listeners. The program is the initiative of Terelys Hernández Porrata who graduates in naturopathic sciences and who is an educator in healthy lifestyles and conscious nutrition.

Pets and Veterinary- It is a program dedicated, purely and exclusively, to our pets; how to care for them, feed them, protect them, and also help to better understand their world and what are the steps to follow in case of adoptions, health and events.

Hope for the Aging- This program is aimed at bringing a message to strengthen social, emotional, economic, physical and spiritual aspects without class distinction to our elders and families and provides answers to their questions on how to prolong and have quality of life at any age.



Community Voices- Community outreach, communication and social development radio program. Doris Báez, Director of the Center for Volunteer Development, and the first-order journalist Raúl Camilo Torres establish a space as a communication alternative for the various non-profit organizations working on the island to help others.

An enjoyable, educational, inspiring program that aims to raise awareness and be a forum for the exchange of ideas among Puerto Ricans. Our intention is to raise a voice and with that our hands to help those most in need.

Radio Project- Radio program that presents the Art in its various artistic expressions, through interviews and information. It is a program that aims to express new ways in which to promote and share art in Puerto Rico. It is an initiative of the Puerto Rico Museum of Art.

Hands to Earth- Magazine on agriculture and how we can get the best out of the earth. Testimonies and interviews with successful agronomists and farmers. Driven by the agribusiness Isabel Nieves and the agronomist Héctor Santiago.

Radio Drama Workshop- Radio Dramatic Project Program. Novels and programming of high educational content.

PROGRAMMING DIRECTED TO WOMEN

Woman You're Not Alone-space aimed at informing and guiding women on empowerment, where to seek help, economic development, studies, legal guidance.

SPORTS PROGRAMMING

On the Court Radio - One-hour live program, where analysis, interviews, results and everything related to Puerto Rico's number one sport followed by 50% of the country's population, basketball is presented. In addition, the most important events of all sports at the level of Puerto Rico and International are covered. Conducted and produced by Antonio Lebrón.

Sports Connection-"Beyond the pitch" offering a new angle of journalism and sports entertainment with analysis, interviews and public participation. This program discusses the most relevant topics in the world of sport in a professional, deep and enjoyable way.

In your Sports Zone- This program is an educational program that aims to motivate and educate young people through the sports. Interviews are conducted with the protagonists of each sport where they display their biographies.

HUMAN RESOURCES

During 2019 we have been a practice center for communications students at school and university educational institutions.

ACADEMIC INSTITUTION	NUMBER OF STUDENTS	ROLES PLAYED
Escuela Dr. Juan J. Osuna	8	Manage Radio and TV equipment in the Radio and TV Production Departments.
Colegio de Cinematografía Artes y Televisión	2	Operate television equipment, lights and audio design in various productions.
Universidad del Sagrado Corazón	2	Collaboration in pre-production and television programs.
Universidad Interamericana	4	Collaborate with the Engineering department.
Universidad de Puerto Rico	32	Participation in the special Actors Workshop Project in several areas: Performance, production, scripts, costumes, technicians, public relations and marketing.

ENGINEERING

After the passage of Hurricanes Irma and Maria our Engineering department has been dedicated to establishing the processes to bring to its maximum capacity each of our transmitters. It has been two years of planning to achieve execution in the next 12 to 20 months.



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