

2020 LOCAL CONTENT AND SERVICE REPORT

wipr



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 9 digital platforms (1 Website, 2 Facebook(s), 2 Twitter(s), 2 Instagram(s), 2 YouTube Channels).

WIPR broadcasts educational, informational, and cultural programming through our various platforms 365 days a year. Our content is focused at sharing new and general knowledge, disseminating our cultural heritage both locally and internationally, and serving our audiences and communities by addressing their interests and needs.

Our current goals are to increase outreach and grow our community, improve our standards of operations and quality to transition into NextGen TV, provide user-friendly digital platforms to facilitate access to current and new content, address emerging community issues, and engage in new partnerships that enable WIPR to maximize resources and identify new distribution channels to other markets and audiences.

We are a public media committed to citizen development, children, education, culture, the history of radio and television, and of Puerto Rico. WIPR is an alternative to the massively commercial content offer. Diversity is present in our themes, formats, aesthetics and approaches to the contemporary environment. We are on the edge of technological changes that bet on the experimentation and innovation of content in different formats, windows, mediums, devices and media.

strategic content placement

Our content is arranged in segments that benefit underserved audiences, mostly children, youth, and elders. WIPR's social and digital platforms were optimized to increase engagement and access to local content. Additionally, a new user-friendly web design complies with ADA requirements and provides easier access to archive content and live transmissions.



Alliances & partnerships

WIPR grew its international programming through alliances with television networks such as: CNN en Español, WTN Vatican Channel, HITN in Washington, The Weather Channel, Democracy Now and DW. Also, we expanded partnerships with local government agencies and non-for-profit organizations to grow our local content offer by including third-party produced programs.

INSTITUTO DE CULTURA PUERTORRIQUEÑA (PUERTO RICAN CULTURE INSTITUTE, GOVERNMENT)

Partnership to broadcast on television cultural programming that varies from interviews, concerts and documentaries, among other media formats, produced with grants offered by the Puerto Rican Culture Institute.

POLICÍA DE PUERTO RICO (PUERTO RICO'S POLICE DEPARTMENT, GOVERNMENT)

Partnership to broadcast, both on television and radio, various informational programs pertaining issues of the Police Department and their duty to protect and serve.

CIENCIA PUERTO RICO (SCIENCE PUERTO RICO, NFP ORGANIZATION)

Partnership to broadcast on television and digital platforms the program Scientists to Service.

FUNDACIÓN PUERTORRIQUEÑA DE LAS HUMANIDADES (PUERTO RICAN HUMANITIES FOUNDATION, NFO ORGANIZATION)

Partnership to develop and produce a documentary on the lives of Blanca Eró and Jacobo Morales, two iconic Puerto Rican filmmakers with over 50 years of professional career.

WGBH & LIBRARY OF CONGRESS (GOVERNMENT)

Partnership to continue the digitization of audio and video content in WIPR's Historical Archive. The content will be shared and made available for researchers and general communities at the American Archive of Public Broadcasting and the Library of Congress.

TELEVISIÓN PÚBLICA ARGENTINA (TPA: ARGENTINA'S PUBLIC TELEVISION, GOVERNMENT)

Partnership to broadcast on television the program Noticiero Científico y Cultural Iberoamericano (Iberoamerican Science and Culture News) produced by TPA.



notiséis 360

Notiséis 360 is Puerto Rico's main source of information for everything related to current events, government, and local and international news. The newscast is broadcasted from Monday to Friday at 10:00 PM as a day review oriented to everyone in the family.

REYES 2020 (THREE WISE MEN DAY 2020)

Live broadcast from 8 different cities in Puerto Rico to report the 2020 Three Wise Men festivities in Puerto Rico; where traditionally children receive gifts from the Government.

COBERTURA DE TERREMOTOS 2020 (EARTHQUAKES COVERAGE 2020)

From December 2019 to December 2020, Notiséis 360 reported the updates on the multiple earthquakes suffered in the Southwest region of Puerto Rico. These reports were live from the affected areas.

TEMPORADA DE HURACANES 2020 (HURRICANE SEASON 2020)

From June to November 2020, Notiséis 360 reported the updates on the 30 storms that developed and transited through the Caribbean Sea and the Atlantic Ocean.

LOS MÁS BUSCADOS (PUERTO RICO'S MOST WANTED)

Produced in partnership with Puerto Rico's Police Department, Los Mas Buscados features every week Agent Miguel Torres, who shares the profiles of Puerto Rico's most wanted. Since its premiere, Puerto Rico's Police Department has apprehended over 10 most wanted criminals. *Length: 30 minutes*



#ENCASAAPRENDO2020

WIPR became a first responder to the COVID-19 pandemic and served as a broadcaster for televised education. This special documentary, hosted by Gloria Soltero, highlights the achievements of #EnCasaAprendo Campamento de Verano (#LearningAtHome Summer Camp) and #EnCasaAprendo Primer Semestre (#LearningAtHome First Semester).

Length: 60 minutes

RUMBO A LAS URNAS (HEADING TO VOTE)

Informational program with representatives from all the political parties currently existing in Puerto Rico to discuss topics such as economy, health, infrastructure, education, and public policy among others.

NOTISÉIS 360 COVID-19 COVERAGE

Since the global pandemic was declared by the World Health Organization, Notiséis 360 promptly included in every newscast information pertaining COVID-19. This commitment prevails as of today and will continue until this emergency is declared as finished. As part of this effort, Notiséis 360 produced 3 special programs:

MEDICAL TASK FORCE UPDATE

The Government of Puerto Rico's Medical Task Force provides weekly updates to citizens in the island about the advancement of the COVID-19 pandemic and shares strategies to stop the spread of the virus. *Length: 60 minutes*

ECONOMIC TASK FORCE UPDATE

The Government of Puerto Rico's Economic Task Force provides weekly updates about the financial aids available to relief the COVID-19 economic crisis and discusses the implications of the Executive Orders to the economic landscape of the island. *Length: 60 minutes*

SECTOR PRIVADO (PRIVATE SECTOR UPDATE)

Puerto Rico's businessmen and women discuss the implications of the Executive Orders to the economic landscape of the island and share strategies for a gradual reopening of economic activities. *Length: 60 minutes*

wipr tv PROGRAMING

Our television mix integrates cultural and educational content, local and international programming, and classic television productions from our Historical Archive, to open a window of knowledge about our culture and life through the years in an effort to strengthen our identity as citizens and individuals.

TELEVISION COMMITTED TO ITS AUDIENCE

The strict selection criteria and production processes that surround our original productions makes our television programming strong and relatable for Puerto Rican and Hispanic families. Our grid is designed in blocks to serve the diversity of our population by its age:

Early Morning Block 5 am to 7 am

Morning Block 7 am to 9 am

Morning Block 9 am to 12 m

Midday Block 12 m to 3 pm

Family Block 3 pm to 6 pm

Evening Block 7 pm to 11 pm

International News

Cultural Programs, Educational Entertainment

Children's/Home/Kitchen Programs

Programs: Magazine-style / Drama

Cultural Programs, Educational Entertainment

Programs: Entertainment/Dramatic, Cultural

As a response to the COVID-19 pandemic, our grid was redesigned to feature televised classes during the hours of 7am to 9:30pm. With this change, WIPR reiterates its commitment to education and response to the global emergency by providing an accessible classroom for every family in Puerto Rico.



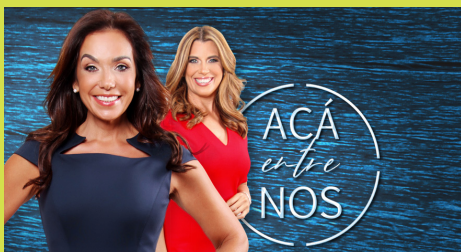


LOCAL PROGRAMMING

WIPR broadcasts on channel 6.1 every day, 24- hours per day, 168 hours per week.

AQUÍ ESTAMOS (HERE WE ARE)

Informative daily morning show with Shanira Blanco that highlights social events, trending topics, and local businesses. *Length: 60 minutes.*



ACÁ ENTRE NOS (BETWEEN US)

Cultural and informative late-night Sunday Magazine with Geraldine Fernández and Yarimar Marrero that highlights cultural, entertainment and social interest topics. *Length: 60 minutes*



TALLER ACTORAL: SEASON FINALE

Live grand season finale of cultural program Taller Actoral; a 13-episode Reality Show where 10 competitors completed acting challenges to select the Actor and Actress of the Year. Coaches were Dean Zayas (Director), Idalia Pérez-Garay (actress), Cristina Sesto (actress) and Miguel Ramos (actor). *Length: 120 minutes*



BUENA SALUD (GOOD HEALTH)

Informative program where news reported Mayra Acevedo interviews health professionals on current medical issues. *Length: 60 minutes*

CUD INFORMA (UNITED CENTER OF RETAILERS INFORMS)

Informative program where the United Center of Retailers shares their achievements and updates on the regulations across all areas of business in Puerto Rico. *Length: 60 minutes*



CIENTÍFICOS AL SERVICIO (SCIENTISTS TO THE SERVICE)

Educational program where Puerto Rican scientists living across the world share their knowledge through experiments and personal stories. *Length: 30 minutes*



EN LA CANCHA (ON THE COURT)

Sports program with analysis, interviews, game results and everything related to basketball in Puerto Rico; conducted and produced by Antonio Lebrón. This program is also broadcasted through 940 AM radio.

#ENCASAAPRENDO CAMPAMENTO DE VERANO (#LEARNINGATHOME SUMMER CAMP)

Educational programming block of 9 differentiated programs to cover the Department of Education's Summer Curricular Sequence. Children from Kindergarten to 6th grade reinforced English, History, Math, Science and Spanish classes; while students from 7th to 12th grade reinforced Math and Spanish classes.





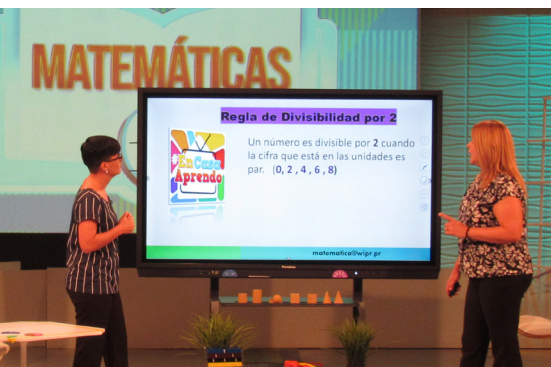
#ENCASAAPRENDO PRIMER SEMESTER (#LEARNINGATHOME FIRST SEMESTER)

Educational programming block of 33 differentiated programs to cover the Department of Education's First Semester Curricular Sequence. Children from Kindergarten to 6th grade reinforced English, History, Math, Science and Spanish classes; while students from 7th to 12th grade reinforced English, Math and Spanish classes.



ESPAÑOL 6TO AL 12MO GRADO (SPANISH 6TH TO 12TH GRADE)

Block of Spanish classes for grades six to twelve; a differentiated program per grade. Classes by grade are aligned with the curricular sequence of the DEPR Spanish Program and the Remedial Modules of the subject. *Length: 30 minutes per grade*



INGLÉS 6TO AL 12MO GRADO (ENGLISH 6TH TO 12TH GRADE)

Block of English classes for grades six through twelve; a differentiated program per grade. The classes by grade are aligned to the curricular sequence of the DEPR English Program and the Remedial Modules of the subject. *Length: 30 minutes per grade*

MATEMÁTICAS 6TO AL 12MO GRADO (MATHEMATICS 6TH TO 12TH GRADE)

Math class block for grades six through twelve: General Math, Pre-Algebra, Algebra 1, Geometry, Algebra 2, Trigonometry and Statistics. The classes by grade are aligned to the curricular sequence of the DEPR Mathematics Program and the Remedial Modules of the subject. *Length: 30 minutes per grade*



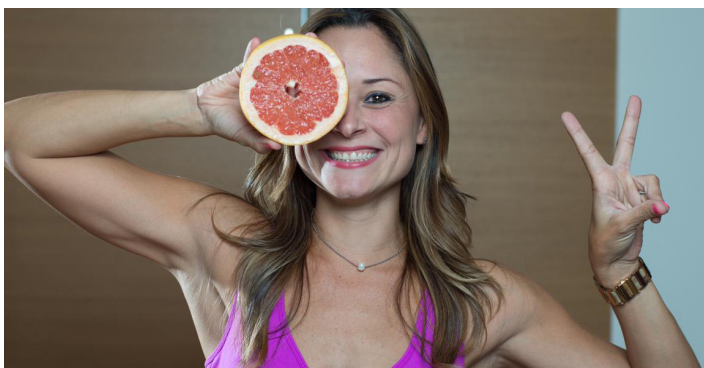
#ENCASAAPRENDO CON REMI (#LEARNINGATHOME WITH REMI)

REMI along 12 educators teach the subjects of Spanish, Mathematics, English, Science and Social Studies for students in Kindergarten to second grade. The methodology starts from observation, oral expression, manipulation of objects and textures, auditory discrimination, order of events, among others. The show integrates the subjects of Fine Arts and Physical Education. *Length: 90 minutes*



#ENCASAAPRENDO CON EL TROTAMUNDOS (#LEARNINGATHOME WITH THE GLOBETROTTER)

El Trotamundos and 12 educators explore a different subject each day for students in third through fifth grade. We provide continuity to reading and writing at this level and the basic operations of multiplication and division. Every day we work on a different subject: Spanish, English, Mathematics, Social Studies, Science and we alternate segments of Physical Education and Fine Arts for each subject. *Length: 60 minutes*



EN FORMA (IN SHAPE)

Andrea Zambrana teaches us an exercise routine every day to improve our physical condition, release tension and share time as a family. *Length: 30 minutes*



EN SEÑAS TV (ASL TV)

Basic ASL course taught by deaf teachers. Puerto Rico has a population of over 200,000 deaf people and with this program we interest children, youth and adults to learn this language to communicate with a community that so much needs it. *Length: 30 minutes*



LABSIX

Educational bilingual program where theater, music and dance come together to enrich the vocabulary and pronunciation so that students can reinforce English and Science. *Length: 30 minutes*

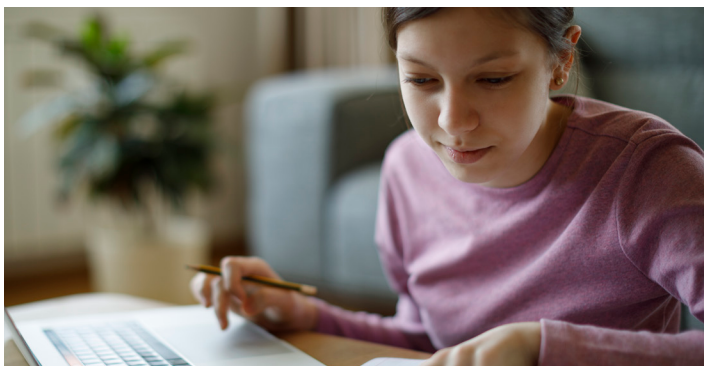
NUEVOS INFLUENCERS (NEW INFLUENCERS)

Educational program that showcases the talent and positive work of young students who stand out for their leadership, community work, academics, sports, among other achievements in their towns. The new influencers are compared to recognized figures from the same town to highlight the importance of community leaders. *Length: 60 minutes*



RUMBO A LA UNIVERSIDAD (HEADING TO THE UNIVERSITY)

Formal test review that provides the tools to help students prepare and generate the necessary confidence in them to succeed. The course consists of 60 minutes of each examined subject: Spanish, English and Math. *Length: 180 minutes*





SALUD Y PREVENCIÓN (HEALTH AND PREVENTION)

Program focused on the DEPR Health Program to re-inforce the concepts of prevention and comprehensive physical and mental well-being in our children and youth. *Length: 30 minutes*



TÉCNICA Y PRÁCTICA (TECHNIQUE AND PRACTICE)

Program focused on the Occupational and Technical Program of the DEPR where workshops offered at schools in Puerto Rico are highlighted. Some are: Haute Couture, Pastry, Robotics, Hospitality, among others. *Length: 60 minutes*



TECNOLOGÍA 101 (TECHNOLOGY 101)

Program for students and general public where technology experts teach how to make good use of computers, digital platforms and applications. The programs allow us to maximize the resources offered by technology. *Length: 30 minutes*



TOCANDO, CANTANDO Y CONTANDO (PLAYING, SINGING AND COUNTING)

Music, Math, History and Fine Arts are intertwined to bring our students a program to learn about instruments, the musical history of Puerto Rico, and Music as a form of entrepreneurship. *Length: 60 minutes*



TU ESPACIO LITERARIO (YOUR LITERARY SPACE)

Renowned writer Mayra Santos Febres leads audiences to learn more about our literature and shares writing skills and tips. In addition, its educational content is spiced up with interviews to renowned and new writers. The program is workshop-style. *Length: 60 minutes*

wipr SPECIAL PROGRAMMING

During 2020, WIPR broadcasted 29 special events that ranged from concerts to debates.



PUERTO RICO ESTAMOS CONTIGO (PUERTO RICO WE ARE WITH YOU)

Information series of 3 programs to inform about the initiative to aid the citizen affected by the earthquakes at the Southwest region of Puerto Rico.

LA PASIÓN SEGÚN SAN MATEO CON LA ORQUESTA SINFÓNICA (THE PASSION ACCORDING TO SAINT MATHEW)

Classical concert by Puerto Rico's Symphonic Orchestra for Holy Week with repertory inspired by the gospel of Saint Mathew.

GRADUACIÓN COLECTIVA 2020 (DEPARTMENT OF EDUCATION'S COLLECTIVE GRADUATION 2020)

Televised graduation acts for the students of the Department of Education as a response to COVID-19 social distancing and lockdown.

GRADUACIÓN SISTEMA UPR 2020 (UNIVERSITY OF PUERTO RICO'S 2020 SYSTEMIC GRADUATION)

Televised graduation acts for the students of all University of Puerto Rico Campuses as a response to COVID-19 social distancing and lockdown.

UPDATE CÓDIGO CIVIL (CIVIL CODE UPDATE)

Informational program to address the changes in Puerto Rico's Civil Code.

GEOAMBIENTE: HURACÁN MARÍA (GEOAMBIENT: HURRICANE MARÍA)

Educational program that highlighted the environmental changes caused by Hurricane María and compared the island's natural resources before and after the hurricane.

50 ANIVERSARIO DE LA COMPAÑÍA DE TURISMO (PUERTO RICO'S TOURISM COMPANY 50TH ANNIVERSARY)

Televised celebration of Puerto Rico's Tourism Company 50th Anniversary as a response to COVID-19 social distancing and lockdown.



ESPECIAL DE PADRES: LO QUE MI PADRE ME CANTÓ (FATHER'S DAY SPECIAL: WHAT MY FATHER SANG TO ME)

Father's Day Music Special with Puerto Rican singer Hermes Croatto as a tribute to his father Tony Croatto.

FORO CONTRA LA POBREZA INFANTIL (FORUM AGAINST CHILD POVERTY)

Televised debate with the candidates for Governor where child poverty was the sole topic. A production of the Institute for Youth Development.

LA CULTURA Y SU IMPORTANCIA PARA EL GOBIERNO (CULTURE AND ITS IMPORTANCE FOR GOVERNMENT)

Televised debate with the candidates for Governor where culture was the sole topic. A production of the Puerto Rican Association of Museum.

PUERTO RICO SE VACUNA (PUERTO RICO VACCINATES)

Informative program to discuss the myths and realities of the COVID-19 vaccines in order to motivate our

communities vaccinate and grow the historic low vaccination rate in Puerto Rico.

¿LISTOS PARA HABLAR DE POLÍTICA PÚBLICA? (READY TO TALK ABOUT PUBLIC POLICY?)

Informative program where lawyer José A. Hernández Mayoral, Dr. José A. Vargas Vidot, Independent Senator, and Kenneth McClintock, former Secretary of State discuss Puerto Rico's new political reality.

ESPECIAL DE DESPEDIDA DE AÑO: BIENVENIDA AL 2021 (NEW YEAR'S EVE SPECIAL: WELCOME 2021)

Live cultural program to celebrate with music and entertainment New Year's Eve. A production of Puerto Rico's Tourism Company and the internal tourism campaign *Voy Turisteando*.

FEDERAL AND STATE MESSAGES AND PRESS CONFERENCES

WIPR and Notiséis 360 align to broadcast all federal and states messages and press conferences pertaining situations that alter the daily lifestyle of Puerto Rican communities.



THANKSGIVING DAY SPECIAL PROGRAMMING

EL TROTAMUNDOS: MOCHILAS PARA BOLIVIA (THE GLOBETROTTER: BACKPACKS FOR BOLIVIA)

The Globetrotter travels to Bolivia and documents how he changes the world one kid at a time by gifting children with backpacks, school supplies, music and hugs.

EL TROTAMUNDOS: HAITÍ CANTA (THE GLOBETROTTER: HAITÍ SINGS)

The Globetrotter takes you on his mission to change the world one kid at a time in this documental that combines stories and music.

TROVA POR VERSOS DE MUJER (SONGS BY WOMAN VERSES)

Concert with trova music in celebration of the 500 Anniversary of the Cit of San Juan. A production of the Puerto Rican Culture Institute.

PLENA POR PLENA LIBRE (PLENA BY PLENA LIBRE)

Concert with plena music in celebration of the 500 Anniversary of the City of San Juan. A production of the Puerto Rican Culture Institute.

VIVIR PARA LA VIDA (LIVING FOR LIFE)

Documental about the life and achievements of a wonderful, long-lasting couple of filmmakers: Blanca Eró and Jacobo Morales.

GRACIAS A LA VIDA... DE CORAZÓN (FROM MY HEART... THANK YOU LIFE)

Televised virtual concert with singer, musician and songwriter Manolo Mongil.



CHRISTMAS EVE SPECIAL PROGRAMMING

52DO CONCURSO NACIONAL DE TROVADORES (52ND ANNUAL TROVA SINGERS COMPETITION)

Cultural program where trova singers from all over the island compete for the title of Best Trova Singer of Puerto Rico.

EL CASCANUECES (THE NUTCRACKER)

Classic ballet spectacle to celebrate Christmas.

SALUD Y ALEGRÍA: TRÍOS DE NAVIDAD (HEALTH AND HAPPINESS: CHRISTMAS TRIOS)

Concert with traditional Puerto Rican Christmas music.

FIDEL OSORIO "MY KIND OF CHRISTMAS: THE TV SPECIAL WITH FRIENDS"

Concert with traditional Christmas carols.

VIVIR PARA LA VIDA (LIVING FOR LIFE)

Documental about the life and achievements of a wonderful, long-lasting couple of filmmakers: Blanca Eró and Jacobo Morales.

ESPECIAL DE NAVIDAD DE LOS CARIBBEAN TENORS (CARIBBEAN TENORS' CHRISTMAS SPECIAL)

Concert with traditional Christmas carols and Puerto Rican Christmas music.

CHRISTMAS DAY SPECIAL PROGRAMMING

NAVIDAD EN MI PUEBLO CON CHUCHO AVELLANET (CHRISTMAS IN MY TOWN WITH CHUCHO AVELLANET)

Concert where singer Chucho Avellanet remembers Christmas in Mayaguez.

VIVA LA MÚSICA CON EL TROTAMUNDOS (CELEBRATING MUSIC WITH THE GLOBETROTTER)

Concert where The Globetrotter sings along Puerto Rico's Symphonic Orchestra.

ESPECIAL DEL BANCO POPULAR: SOMOS MÚSICA (BANCO POPULAR'S MUSICAL SPECIAL: WE ARE MUSIC)

Cultural program simultaneously transmitted in every television station in the island to celebrate Puerto Rican music.

CONCIERTO JÍBARO: ARROZ BLANCO Y HUEVO FRITO (COUNTRY CONCERT: WHITE RICE WITH FRIED EGGS)

Concert with traditional Puerto Rican country music.

Kids tv 6.3

Kids TV was born as an initiative to offer educational content aimed mainly at children in ages 2 to 10. As a response to the COVID-19 pandemic, Kids TV Channel 6.3 retransmitted #EnCasaAprendo.

public service

CAMPAÑA SOBRE EDUCACIÓN FINANCIERA (FINANCIAL EDUCATION CAMPAIGN)

The Office of the Financial Institutions Commissioner (Oficina del Comisionado de Instituciones Financieras, OCIF) and WIPR developed a television and social media campaign to educate citizens on topics such as: savings, fraud, and mortgages.

CAMPAÑA SOBRE MORATORIAS (PAYMENT MORATORIUMS CAMPAIGN)

The Office of the Financial Institutions Commissioner (Oficina del Comisionado de Instituciones Financieras, OCIF) and WIPR developed a television campaign to educate citizens on the meaning of payment moratoriums and how the work.



Moratorias

¿Conoces tus derechos?

¡Para enfrentar este duro momento, infórmate!

Visita www.ocif.pr.gov.

Para querellas llama libre de costo 1 (800) 981-7711 (8am-5pm) o escribe a luist@ocif.pr.gov.



CEE-SA-2020-7852



CAMPAÑA DE PREVENCIÓN SOBRE EL COVID-19 (COVID-19 PREVENTION INTERSTITIALS)

Informational interstitials on how to control and prevent the spread of the COVID-19 virus produced for television, radio and social media platforms.

VISTAS PÚBLICAS SOBRE FONDOS CDBG-MIT (CDBG MITIGATION PUBLIC VIEWINGS)

Televised public viewing about the mitigation funds assigned to Puerto Rico's Housing Department by CDBG.



El Departamento de la Vivienda realizará cinco vistas públicas que forman parte del proceso requerido de participación ciudadana.

Le invitamos a seguir la transmisión en vivo de las vistas públicas estos

14 y 16 de octubre a las 8:00 p.m.



Aprobado por la Oficina del Contralor Electoral OCE-SA-2020-527

DRUG ENFORCEMENT AGENCY (DEA) NATIONAL TAKEBACK DAY

DEA celebrates the “National Drug Collection Day” every year. WIPR asked local communities and our audiences to deliver during the national collection at our facilities prescription drugs that they do not use or need or have expired. The initiative operated as a drive thru.

RED RIBBON DAY

During the last week of October, the so-called “Red Week”, public and emblematic buildings are illuminated in red to raise awareness about the use and abuse of drug and alcohol consumption. WIPR joined the initiative and lit up red.

CAJAS DE COMIDA PARA LA COMUNIDAD (FOOD BOXES FOR THE COMMUNITY)

WIPR partnered with Equality Clinic, Colegio de Actores de Puerto Rico (Puerto Rico’s Actors Guild) and Damar Pharmacy Administration Services to hand-out 1,500 boxes of food for communities. The initiative operated as a drive-thru.

PUERTO RICO’S EMERGENCY MANAGEMENT AGENCY SHAKE OUT DAY

WIPR joins every year the local Emergency Management Agency in their Shake Out Day; which aims to capacitate citizens on what to do during an earthquake.



NO SEA UN DISTRIBUIDOR

Se pueden perder, robar o usar indebidamente. Guárdelos bien, traiga y deseche sus medicamentos controlados de manera segura.

**Miércoles, 21 de octubre
9 am a 2 pm**

En la Corporación de Puerto Rico para la Difusión Pública, **WIPR**, Urb. Baldrich, calle Hostos en Hato Rey





social media

WIPR is very active on social media platforms and owns handles both for Notiséis 360 as for the TV station. The platforms used are Facebook, Twitter, Instagram, YouTube, and our webpage.

wipr webpage **1,884,046 USERS** **3,969,608 PAGEVIEWS**

notiséis 360 Facebook (@notiseis360pr)



Impressions: 157,887,718

Reach: 53,251,829

Viral: 24,275,913

Engagement: 5,467,952

Followers: 692,200

63.1% WOMEN

36.9% MEN

Main Age Groups:

#1 is ages 35-44

#2 is ages 25-34

#3 is ages 45-54

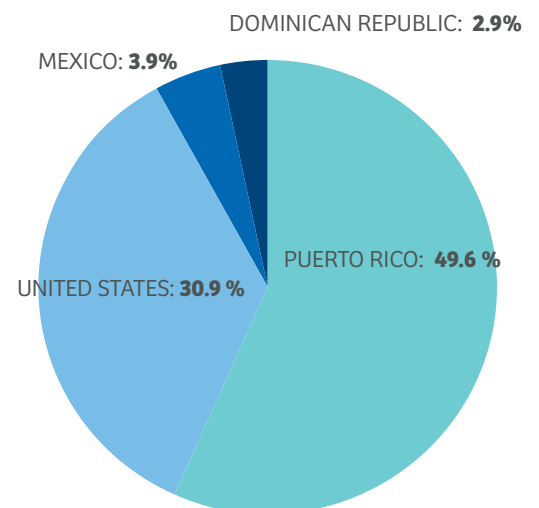
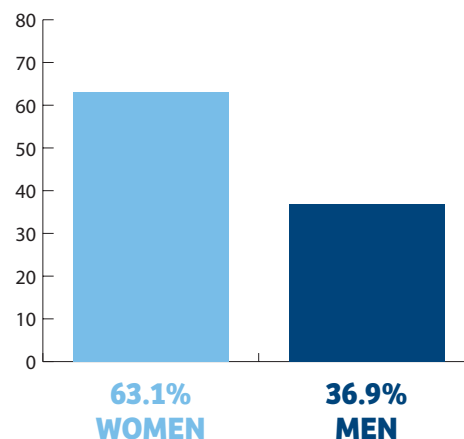
Top towns/countries:

PUERTO RICO: 49.6 %

UNITED STATES: 30.9 %

MEXICO 3.9%

DOMINICAN REPUBLIC 2.9%





notiséis 360

instagram (@notiseis360pr)

Impressions: 157,887,718

Reach 76,665

Followers 27,000

62.1% WOMEN

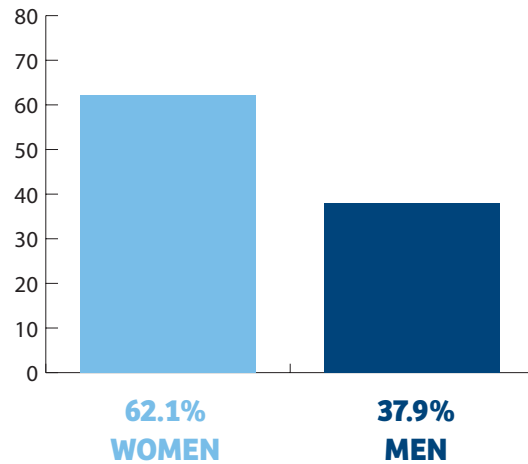
37.9% MEN

Main Age Groups:

#1 is ages 35-44

#2 is ages 45-54

#3 is ages 25-34



notiséis 360

Twitter (@notiseis360pr)

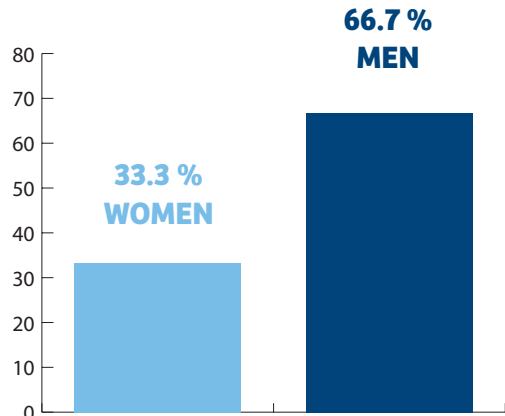
Followers 76,200

Tweet impressions 1.6M impressions

Profile visits 6,327

Mentions 1,341

Engagement rate 1.7%



notiséis 360

YouTube (Channel: notiseis360pr)

Followers: 48,268

Views in 2020: 4,953,493

Impressions 43,078

33.3 % WOMEN

66.7 % MEN

Main Age Groups:

#1 is ages 35-44

#2 is ages 45-54

#3 is ages 25-34

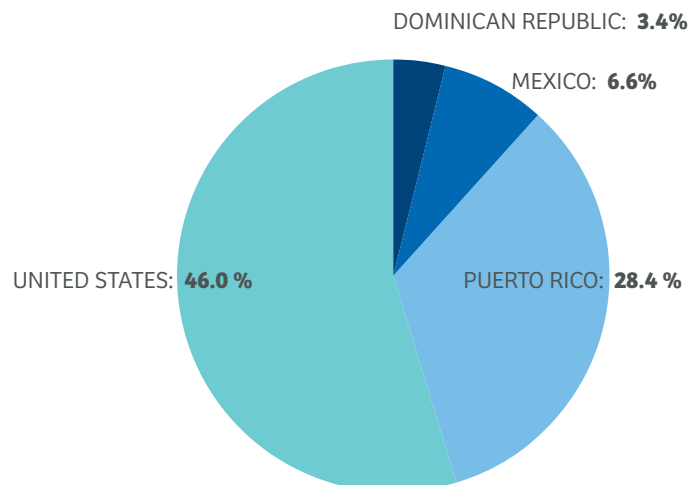
Top towns/countries:

UNITED STATES: 46.0 %

PUERTO RICO: 28.4 %

MEXICO 6.6%

DOMINICAN REPUBLIC 3.4%





wipr

Facebook (@wiprtv)

Impressions 4,350,614

Reach 2,525,860

Viral 5,738,905

Engagement 129,610

Followers 62,543

66.9% WOMEN

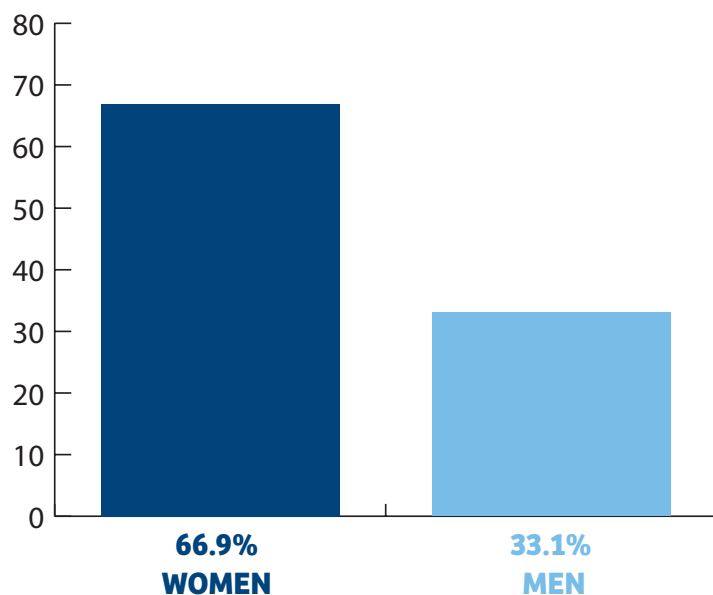
33.1% MEN

Main Age Groups:

#1 is ages 35-44

#2 is ages 45-54

#3 is ages 25-34



wipr

instagram (@wiprtv)

Reach 11,218

Followers 1,737

63.4% WOMEN

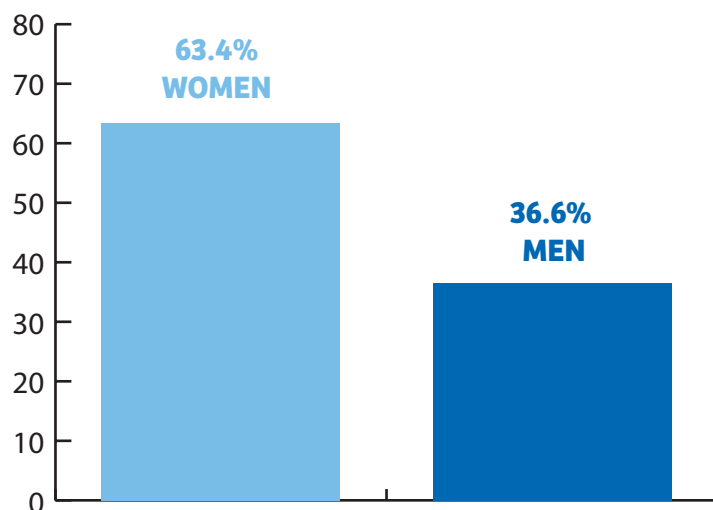
36.6% MEN

Main Age Groups:

#1 is ages 35-44

#2 is ages 25-34

#3 is ages 45-54





wipr

YouTube (**Channel: WIPR**)

Subscribers: 16,418

Views in 2020: 716,471

Impressions 9,945,868

24.1 % WOMEN

75.9 % MEN

Main Age Groups:

#1 is ages 25-34

#2 is ages 35-44

#3 is ages 45-54

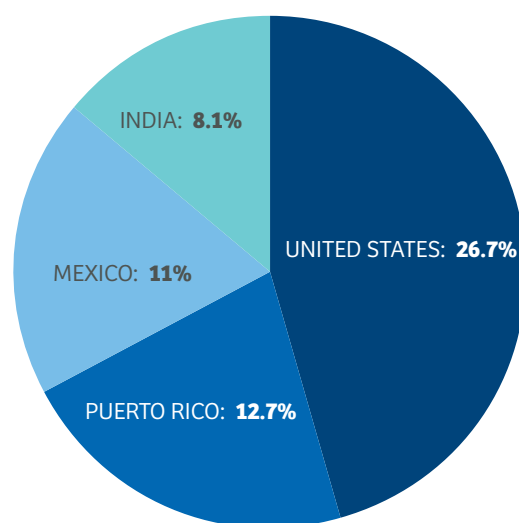
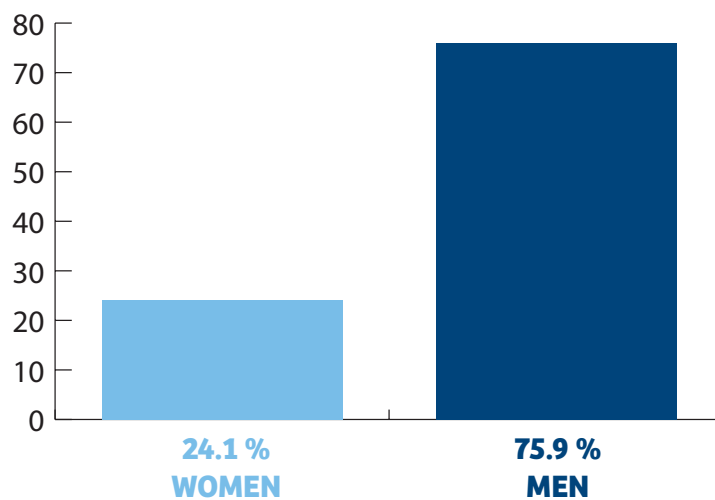
Top towns/countries:

UNITED STATES: 26.7%

PUERTO RICO: 12.7%

MEXICO 11%

INDIA 8.1%



preservation of RADIO AND tv material

WIPR partnered with WGBH to digitize the materials at the Historic Archive. This effort is currently ongoing and will result in the import of WIPR's historical content into the Library of Congress database, with free access for researchers and the general public.

NEW HISTORICAL ARCHIVE COLLECTIONS

WIPR Historical Archive received the donation of over 2,000 photographs that belonged to major entertainment magazines from Puerto Rico. This new collection is currently being digitized.



RADIO

WIPR operates two radio stations: 940 AM and Allegro 93.1

RADIO SPECIAL EVENTS

- We started our year (January 2020) promoting sports and family entertainment by broadcasting the Semi Final and the Final of the Caribbean Series with our team of the Santurce Cangrejeros.
- Since December 15, 2021 we served our audience by informing constantly about the earthquakes at the Southwest region of Puerto Rico. This effort was in partnership with Puerto Rico's Seismic Network and finalized on August 31, 2020.
- We worked with Caritas Foundation of Puerto Rico to gather food and supplies for the victims of the earthquakes in the southern area.
- We supported the campaign Gift of Love as part of our alliance with Online Classifieds and Wesleyan Church to help our brothers in the southern area. January 2020.
- Earthquakes in Puerto Rico Special Coverage broadcasted on January 7 and 8, 2020.
- Hug a Mascot is a partnership between WIPR, Animaleando and the CAP Foundation (Pediatric Cancer) to collect food for dogs and cats affected by the earthquakes in the Southwest region of Puerto Rico.
- On February 7, 2020 our artists from the Radio Dramatic Workshop visited the town of Peñuelas and brought joy and supplies to the refugees.
- On February 7, 2020 we also participated in the Go Red Day to alert and inspire women about the risk of developing heart disease.
- Special broadcast of Make a Wish Puerto Rico Special from Plaza Las Américas on February 26, 2020.
- Danny Rivera Special is a radio concert featuring traditional Christmas music.



RADIO public service

40 AM and Allegro 93.1 are actively engaged in Public Service all year long. Some of the organizations we support and broadcast are:

- Alianza Francesa
- Ad Council
- Academia Puertorriqueña de la Lengua
- Red Hispana
- Guardia Nacional
- Likelink
- Red Hispana
- DEA National Take Back RX
- Puerto Rico's Emergency Management Agency
- Shake Out Day



RADIO PROGRAMMING

METROPOLITAN OPERA

Opera broadcasted live from the Metropolitan Opera House. This program explains how any Opera takes place, no matter what language it was originally created in.

CLASSICAL 24

Classical Music from all musical periods featuring expert speakers in classical music.

SUNDAY BAROQUE

Baroque Music explained eloquently and in context of their dates.

EL GRAN DERECHO (COPYRIGHT RIGHTS)

The first Puerto Rican radio program dedicated to copyright issues. This program is the first option for the Puerto Rican and Latin composers who want to protect their works of art.

SOLUCIONES...UN UNIVERSO DE POSIBILIDADES (SOLUTIONS... AN UNIVERSE OF POSSIBILITIES)

A space for sincere, open and simple dialogue provoking alternatives about human behavior for our listeners in the midst of everyday life conducted by Dr. César Ramírez.

HARRY FRATICELLI Y SUS AMIGOS (HARRY FRATICELLI AND FRIENDS)

A space of high-quality entertainment and delight for the audiences that enjoy the songs of Puerto Rican interpreters. The program is focused on the music of local singers; plus includes interviews, historical interstitials, and anecdotes.

DIGITAL 101

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

EL CONVERSATORIO (THE CONVERSATION)

Educational and cultural Program moderated by Dr. Miguel Virella to expose our radio listeners to the importance of key historical events and Puerto Rican figures who with their lives marked our history.

TU AMIGO POLICIA (YOUR COP FRIEND)

Weekly program with topics of interest and interviews conducted by State Agent José Miguel Ramos Rodríguez.

NUTRE TU VIDA (NURTURE YOUR LIFE)

Educational program that promotes healthy habits to foster positive and transformative effects on the physical and emotional health of life of our radio listeners; conducted by Terelys Hernández Porrata, graduated in naturopathic sciences and who is an educator in healthy lifestyles and conscious nutrition.

DE MASCOSTAS Y VETERINARIA (PET AND VETERINARY)

Informational program dedicated, purely and exclusively, to our pets with topics on how to care for them and how to understand the related concepts of adoptions, health, and significant pet-life events.

ESPERANZA PARA LA VEJEZ (HOPE FOR ELDERS)

Informational program to strengthen social, emotional, economic, physical, and spiritual aspects in our elders and close relatives to prolong and sustain quality of life.

PROYECTO RADIO (RADIO PROJECT)

Cultural program that showcases multiple artistic expressions and their crafters through interviews conducted by moderators chosen by Puerto Rico's Art Museum.

MANOS A LA TIERRA (HANDS TO EARTH)

Educational program about agriculture with testimonials and interviews to successful agronomists and farmers; conducted by agronomists Isabel Nieves and Héctor Santiago.





TALLER DRAMÁTICO DE RADIO (DRAMATIC RADIO WORKSHOP)

Cultural and educational program of the Dramatic Radio Project featuring read-throughs of classic novels, folk-stories, and short stories.

REALIDAD DESCONOCIDA (UNKNOWN REALITY)

Informational program about people with disabilities and their day to day realities hosted by activist Shalmarie Arroyo to close the gap between typical and atypical communities.

VIVA LA MÚSICA (CELEBRATING MUSIC)

Pee Wee Pérez and Alejandro Primero introduce us to the best of the music of the 50s, 60s and 70s.

RADIO sports programming

EN LA CANCHA (ON THE COURT)

Sports program with analysis, interviews, game results and everything related to basketball in Puerto Rico; conducted and produced by Antonio Lebrón.

EN TU ZONA DEPORTIVA (IN YOUR SPORTS ZONE)

Sports program to motivate and educate our youth about sports and their heroes through interviews with the history makers; conducted by Freddie Rodríguez, Jr.

RETRANSMISSIONS OF WIPR TV PROGRAMMING

940 AM is committed to sharing important information with the citizens of Puerto Rico. Hence, some of the content intended for television is adapted and broadcasted through radio. During 2020, 940 AM retransmitted:

- Notiséis 360
- Puerto Rico Estamos Contigo
- Medical Task Force Update
- Economic Task Force Update
- Sector Privado
- Update Covid-19
- Federal and State Messages
- CUD Informa
- Update Código Civil
- Temporada de Huracanes 2020
- Caribbean Tenors Christmas Special

internship program

During 2020 we have served as practice center for communications students at secondary and post-secondary education institutions.

INSTITUTION	NUMBER	TASKS
University of Puerto Rico	8	Operate TV equipment, assist in production of television programs, assist with marketing and public relations.
University of the Sacred Heart	3	Assists in production of television programs.
Voluntary work	4	Assists with news writing, collaborate with the Historical Archive and with Radio



testimonials

FABIOLA CÁDIZ MEDINA, PRODUCER RUMBO A LA UNIVERSIDAD

Rumbo a la Universidad team is very proud to have produced free reviews for the College Admission Test. Almost all of us who are part of this project did not take reviews and if we did, it was paying quite high prices. Amid such unusual circumstances, students need this type of programming to reinforce skills that will serve them well in college and later as professionals. Despite the distance, Rumbo a la Universidad has managed to connect with students, parents, and teachers through email, YouTube, and the two programs that were broadcast live on Sunday, November 29, 2020. The emails that We received demonstrated that both students and parents value the content produced by #EnCasaAprendo.

JOSÉ VEGA SANTANA, PRODUCER #ENCASAAPRENDO CON REMI

Many parents and teachers let us know that the program was helping them to help their children at home, and to get them out of the routine of virtual classes. Teachers let us know that they use (either live or through the “YouTube” platform) the programs to complement their daily classes and make them a little more dynamic and fun.

AIDA BELÉN RIVERA AND LONKA ÁLVAREZ, PRODUCERS FOR THE SPANISH PROGRAMMING BLOCK

#EnCasaAprendo was an intense and complex job. In my 35 years of experience in the world of film and television, I have never witnessed or been part of an event of this magnitude. And it was possible due to the rapport, professionalism, and teamwork of a minimum of staff (a group considered small for a job of this magnitude). Between the WIPR employees, the production team, the technical groups and, above all, 13 exemplary teachers, we achieved the impossible: quality educational programming for a town in crisis. In these times of uncertainty, pandemic and health emergencies, social distancing, EnCasaAprendo met its projected goals, without a doubt. But the reach of that television signal was much more impressive than we could imagine.

MARIBEL CORDERO LÓPEZ, STUDY TECHNICIAN

At a time when the world is facing immediate changes, DEPR and WIPR mobilized to offer students more options that facilitate the teaching and learning process of the public and private system. This experience allows me to contribute my knowledge to help in the process of adaptation to the dramatic changes that we all face. Being part of EnCasaAprendo inspires me every day to do better for my country.

CARMEN LUISA SERRANO PUIGDOLLER, SPANISH TEACHER 12TH

Amidst of such a difficult year, the experience of being a teacher through television screens and digital media, reaching my students every night, gives me great satisfaction. My teaching perspectives have changed and although my nerves were transforming me, I know that I reached many. He is very proud of what the television station of the people of Puerto Rico is doing for the education of our island.

EL TROTAMUNDOS, PRODUCER OF #ENCASAAPRENDO CON EL TROTAMUNDOS

Coming to WIPR in the midst of the challenge we face as humanity has been a great gift. Working week after week with a group of talented artists, educators and technicians has been very rewarding and words are not enough. Hosting a television space that aims to educate at a distance has brought us beautifully closer to the children and families who tune in to us every day. The gratitude is deep, and I love being part of the important and valuable project #EnCasaAprendo.



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