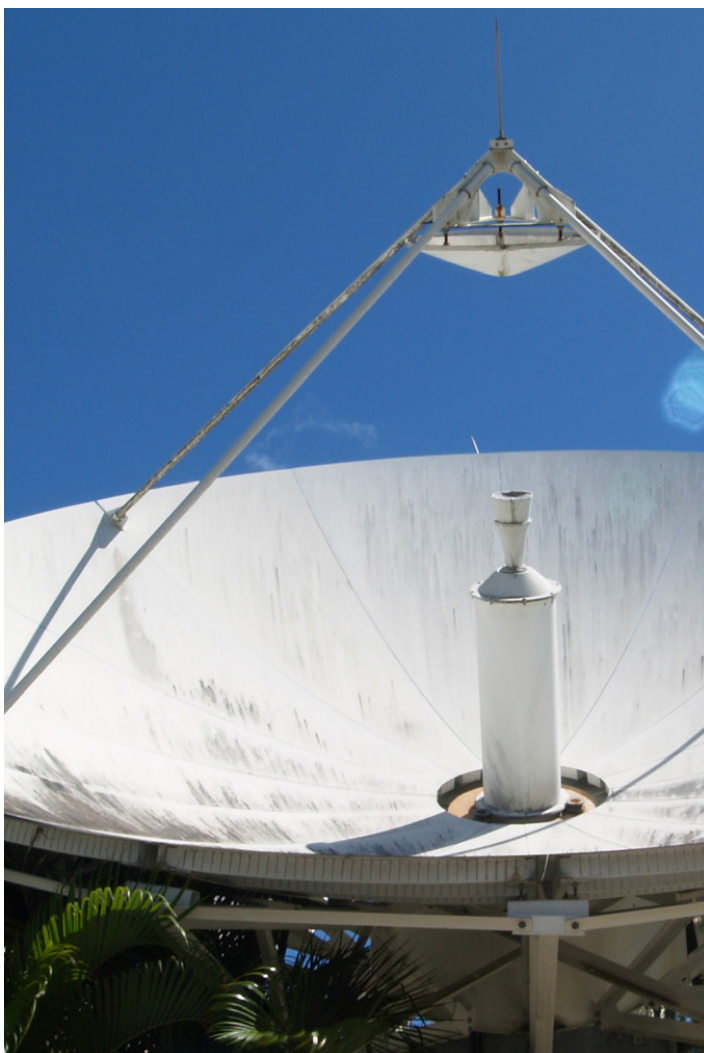




LOCAL CONTENT
AND
SERVICE REPORT

2021





ABOUT WIPR

Puerto Rico Public Broadcasting Corporation, PRPBC, 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 10 digital platforms (2 Websites, 2 Facebook(s), 2 Twitter(s), 2 Instagram(s) and 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.

Because of the role that WIPR has played upon natural disasters and emergency situations over the years, PRPBC has been appointed by the Puerto Rico Government as First Responder for Emergency Situations. In view of the phenomenon of climate change and its impact on Puerto Rico, we are aware that Puerto Rico depends on public media more than ever before. Therefore, all our platforms are devoted to sharing crucial public safety information and resources in emergency situations.

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.

WIPR TV PROGRAMMING

Our TV and its platforms integrate educational and cultural content, local and international programming, and classic television productions from our Historical Archive. Our goal is to open a window of knowledge about our culture and life throughout past years, in an effort to strengthen our identity as citizens and individuals as we project ourselves into the future.

Television Committed to its Audience

The strict selection criteria and production processes that surround our original productions makes our television programming strong and relatable to Puerto Rican and Hispanic families. Our program grid is designed in time blocks , thus scheduling a series of related content to better serve the diversity of our population:

Early Morning Block	5AM to 7AM	International News
Morning Block	7AM to 9AM	Programs, Educational
		Entertainment
Morning Block	9AM to 12M	Educational Programs
Midday Block	12MD to 3PM	Educational Programs
Family Block	3PM to 6PM	Cultural Programs,
		Educational Entertainment
Evening Block	7PM to 11PM	Programs: Entertainment/
		Dramatic, Cultural

As a response to the COVID-19 pandemic, our grid was redesigned to feature televised classes during the hours of 7:00 am to 7:00 pm. 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, integrating the DEPR curriculum for the second semester term.

WIPR broadcasts on channel 6.1 every day, 24- hours per day, 168 hours per week. The intended purpose of this programming is to serve our communities' need for information and educational resources. Provided below is a list of the local produced programming for 2021.



#EnCasaAprendo Segundo Semestre- (#LearningAtHome Second Semester)

Educational programming block of 33 differentiated programs to cover the Department of Education's Second 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, Science and Spanish classes

#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: 60 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.*

Español elemental, intermedio y superior (Spanish: Basic, Intermediate & Advanced)

Block of Spanish classes for elementary (Basic), junior high (Intermediate) and high school (Advanced) students. Classes by level are aligned with the curricular sequence of the DEPR Spanish Program and the Remedial Modules of the subject. *Length: 30 minutes per grade.*

Inglés elemental, intermedio y superior (English: Basic, Intermediate & Advanced)

Block of English classes for elementary (Basic), junior high (Intermediate) and high school (Advanced) students. Classes by level are aligned with the curricular sequence of the DEPR English Program and the Remedial Modules of the subject. *Length: 30 minutes per grade.*

Ciencias: Ambiental, Química, Biología y Física (Sciences: Environmental, Chemistry, Biology & Physics)

Science class block for grades nine through twelve: Environmental Sciences, Chemistry, Biology and Physics. The classes by grade are aligned to the curricular sequence of the DEPR Science Program and the Remedial Modules of the subject. *Length: 30 minutes per grade.*

Matemáticas (Mathematics 6th to 12th grade)

Math class block for grades six through twelve: General Math, Pre-Algebra, Algebra 1, Geometry, Algebra 2, Trigonometry and Pre-Calculus. 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.*

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)

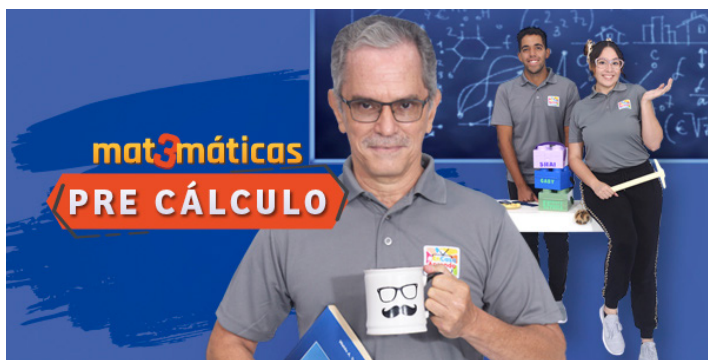
Educational program that showcases the talent and positive work of young students who stand out for their leadership, community work, academics, sports, among other achievements in their towns. The new influencers are compared to recognized figures from the same town to highlight the importance of community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

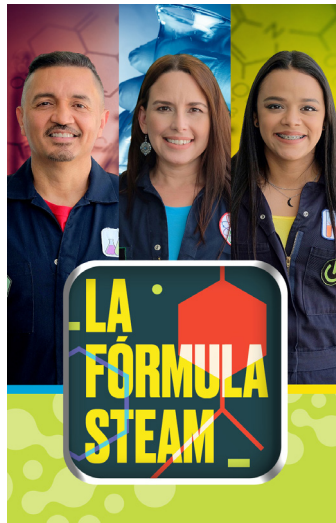
Soy Boss (I'm the Boss)

Soy Boss encourages the development and knowledge of the fantastic world of Entrepreneurship. Over 300 students from the ages of 13 and 17 from around Puerto Rico compete with their business ideas in front of entrepreneurs and high-level management. The 27 selected students will receive workshops and training; every week 3 students will present their ideas to the panel, which then selects the best business proposal and mentors the winner in the start-up process. *Length: 60 minutes*

Club 6

Two schools compete weekly to reach the highest score of the season. Club 6 presents games that encourage learning with dynamism and entertainment. Eleventh and twelve grade students compete in the subjects of English, Math, Science and Spanish to prove their school is the most prepared for the Island-wide standardized tests. *Length: 60 minutes*





La Fórmula Steam (The Steam Formula)

La Fórmula Steam puts science in practice in everyday life experiences through daily action experiments. The program showcases prominent men and women in the national and international science world. *Length: 60 minutes*

Salud y Prevención (Health and Prevention)

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

Tu Espacio Literario (Your Literary Space)

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

REGULAR PROGRAMMING

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.*

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.

El Show de Chucho Avellanet (Chucho Avellanet's Show)

Celebrated singer Chucho Avellanet delights us in this variety show with his impeccable voice and witty comedy segments. Versatile pianist Manolo Mongil accompanies Chucho and his guests, important figures from the musical scene. *Length: 60 minutes.*

¿Y quién es? (Who are they?)

Educational program that presents the stories of the men and women whose names grace the streets and avenues of Puerto Rico. Actors and actresses perform the role of these historical figures in each episode, thus allowing viewers to learn more about their accomplishments. *Length: 60 minutes.*

Vidas (Lives)

A journey through the legacy of important historical figures of our culture. This program narrates the testimonies of the men and women whose lives are full of astonishing stories.

Virtuosos (Gifted)

A theater stage is the setting for young people to share their artistic prowess in music, singing and dancing, showing us why they are considered Virtuosos. This weekly one-hour program is the ideal platform to learn about new art prospects and techniques. A talented pair of well-known performers steer the show, paving the way for participants to meet three professional “coaches” in the singing, music and dance arenas. These coaches offer pointers and advice, guiding young Virtuosos in a route to achieve their dreams. 13 programs *Length: 1 hour per week*



Cambio Climático (Climate Change)

Puerto Rico has a committee of experts and advisors on climate change, created under Law 33-2019, known as the “Puerto Rico Climate Change Mitigation, Adaptation and Resilience Act”, with the objective of outlining an action plan towards the achievement of outcomes. Developed in partnership with the Department of Natural Resources, the program series explains in a scientific and straightforward way the phenomenon of climate change and its impact on the Planet, focusing on the Caribbean. Members of the Climate Change Committee participate in the program, designed by WIPR with the goal of furthering awareness on this important topic and thus, stimulating citizen participation in the course of action.

Agenda Puerto Rico

A space for discussion of government public policy issues and their historical, social, and economic context. Lawyer José A. Hernández Mayoral, Lawyer Hugo Rodríguez and former Secretary of State Kenneth McClintock, well-known professionals with ample experience in public policy detail, discuss the current political reality in Puerto Rico.



Special Programming

Welcoming the New Year

Special event in collaboration with the Puerto Rico Tourism Company with the objective of cultivating local and international tourism, reassuring visitors on pandemic safety rules in place that ensure a joyful and safe visit.

Broadcast of the inauguration ceremony of the Governor of Puerto Rico, Hon. Pedro Pierluisi.

Broadcast of the inauguration ceremony of the President of the United States, Hon. Joe Biden.

Music Special Programming

Concierto de Reyes 2021 with the Puerto Rico Symphony Orchestra

WIPR jumpstarted the year with the Fiesta de Reyes celebration and the Bohemia de Reyes in the Fortaleza, celebrating this important Puerto Rican tradition with music and children's characters.

In collaboration with the cultural entity *Culturarte*, WIPR transmitted the Concert *Voces Magistrales* (Master Voices Concert). Through this partnership we were able to provide our audience excellent music in their own homes. Some of the concerts aired included: Pagliacci, ***Grandes Artistas del Conservatorio*** (Great Performances from the Conservatory of Music), Concertone V, The Tenor Duet, Teatro de la Ópera en Navidad (Christmas Opera Theater).

A close partnership with the Puerto Rico Musical-Scenic Arts Corporation allowed us to air the concerts from the **2021 Casals Festival** through our television screen and our social media platforms. Even in pandemic times, our audience was able to enjoy these musical jewels.

The special production **100 Años de Lito Peña**, celebrating the centenary of Puerto Rican illustrious musician, composer, and orchestra conductor Lito Peña. High-level personalities of the Puerto Rican musical scene highlighted the valuable contribution of Maestro Peña to our musical history.

For the Christmas season, the special program **Así Suena Mi Navidad** (My Christmas Sound), with the participation of 15 artists and musical groups was broadcast. The popularity of this special prompted WIPR to produce a recording of the program, which was very-well received by our audience, both locally and abroad.

Our alliance with the Fundación de Zarzuela and Opereta of Puerto Rico allowed the broadcast of their productions *Joyas de Nuestro Folklor 1 & 2*, *ELLAS: Mujeres en la Música*, *Aguinaldo de Navidad*, *Los Tres Reyes a Caballo*, *Parrandeando* with the *Rondalla* and the *Puerto Rico Symphonic Orchestra*, which included the participation of children and youth with the *Down Syndrome*.



The Fundación Banco Popular de Puerto Rico musical specials Puerto Rico es una Fiesta #6, and Viva La Música, completed the gift of Puerto Rico musical tradition new specials in this important season.

CULTURE

Antonio Paoli, Sesquicentennial Celebration documentary, relating to the one-hundred-and-fiftieth anniversary of this legendary Puerto Rican tenor, was aired in collaboration with Casa Paoli and the Puerto Rico Humanities Foundation.

The documentary series *40 Años de Encuentros*, celebrating the 40th anniversary of Puerto Rico's Fine Arts Performing Center, includes eight specials that highlight the best of artists and events held in the Center, as reviewed by the specialized press. The Puerto Rico's Fine Arts Performing Center is widely recognized as one of our most important stages.

SPORTS

WIPR broadcasted the World Table Tennis Middle East Hub Contender championship in which Puerto Ricans Adriana Díaz, Brian Afanador, and Melanie Díaz, among other contestants, represented our Archipelago.

Other sport broadcasts include: The Carolina Spring Break Classic, a track and field event for high performance athletes. Table Tennis Olympic qualifications

competition. Little League Ball Games from the City of Caguas. Over 20 games as part of the Baseball Academies Tournament held by the Puerto Rico Sports and Recreation Department.

The Department of Education Puerto Rico Games were held during the month of November 2021, in which middle and high public school students participated in 4 days of various disciplines events.

INFORMATIVE PROGRAMS AND PUBLIC SERVICE

Conéctate con Hacienda (Connecting with the Treasury Department): Citizens' orientation programs on resources and responsibilities as taxpayers, produced in collaboration with the Department of the Treasury of Puerto Rico.

Programs produced in collaboration with the Puerto Rico Housing Department about the reconstruction of the island post-Maria: *Queremos Informarte* (We want to inform you).

Educational forum on schools and their reopening during the pandemic, produced in collaboration with the Puerto Rico Department of Education.



QUEREMOS INFORMARTE

El Departamento de la Vivienda presenta un programa donde dará a conocer todo lo que debes saber sobre los fondos CDBG-DR disponibles.

Sábado, 24 de abril a las 5:30 PM

Repetición Lunes, 26 de abril a las 8:30 PM





WIPR te regala esta Navidad el estreno de la película

EL **familión**

Una nueva familia y una decisión que pondrá a prueba el amor. Con un elenco estelar.

Domingo, 26 de diciembre 7 pm




¿Eres resiliente financieramente?

Conoce más en:
www.resilienciafinanciera.pr
y contesta nuestra encuesta.

**Resiliencia Financiera...
¿sostenibilidad
para hoy, mañana
y siempre!**

OFICINA DEL COMISIONADO DE INSTITUCIONES FINANCIERAS
INSTITUTO DE EDUCACIÓN FINANCIERA DE PUERTO RICO



PUBLIC SERVICE PROGRAMS

In Alliance with LifeLink of Puerto Rico we presented the special *Vidas Entrelazadas*, (Intertwined Lives). which shares the stories of families where one of its members is the recipient of an organ donation.

World Summit of Women:

International effort with distribution in 30 countries including the Latinx market in the United States. Three days of forums and presentations by various speakers on empowerment and strengthening the role of women in business, social and human spheres, in Alliance with ATEI and Red SUCH.

Movie *El Familión*: Produced by the PRPBC Lucy Boscana Dramatic Project, this movie addresses the topic of a young married couple expecting a child with Down Syndrome.

Financial Resilience Campaign

The Office of the Commissioner of Financial Institutions (OCIF) of the Government of Puerto Rico and WIPR developed a television, radio, and social media campaign to educate citizens on financial resilience.

COVID-19 Prevention Campaign

Informative interstitials on how to control and prevent the spread of the COVID-19 virus and its variants

produced by WIPR news department for television, radio, and social media platforms.

Orientation campaign for the Ombudsman Office, Citizen's Advocate

We are your voice! This campaign provided citizens with the information on how to submit their complaints to the Ombudsman, when any government agency does not provide the service properly.

OTHER PUBLIC CAMPAIGNS

Drug Enforcement Agency (DEA) National Takeback Day

DEA celebrates the "National Drug Collection Day" every year. WIPR joined the national collection campaign by requesting local communities and our audiences to deliver prescription drugs that they do not use or need or have expired at our facilities. 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 at providing training to citizens on what to do during an earthquake, thus empowering them to make informed decisions.

In Memoriam

Myraida Chaves- WIPR Talent – Transmission of the Artistic Community Tribute
Carlos Romero Barceló- former Governor of Puerto Rico State Funeral Transmission

Graduations

University of Puerto Rico Mayaguez Campus Graduation
Carlos Albizu University Graduation

TV alliances 2021

Strengthened alliances with the Executive Board of the Ibero-American Educational Television Association (ATEI) in Panama City.

- Dissemination of the Latin American Scientific and Cultural News (NCC) with daily broadcasts on our screen.
- WIPR was invited to join the Argentina TAL Awards Jury to select the best of their Spanish-speaking programming.

TV FOR KIDS: Channel 6.3

Kids TV was born as an initiative to offer educational content aimed mainly at children from 2 to 10 years old. In response to the COVID-19 pandemic, Kids TV Channel 6.3 rebroadcasts 100% of its time **#EnCasaAprendo** content.



NOTISÉIS 360 (360 NEWS)

Notiseis 360 carries out daily information coverage of local and international news. Special reports on various topics for the benefit of citizens are aired as well. It is the only local newscast with a sign language service.

Through the Central Office of Recovery, Reconstruction and Resilience our news department took upon itself the task of carrying out a special program on available funding for expenses related to the vaccination process against COVID-19, to help guide citizens on the mass vaccination process.

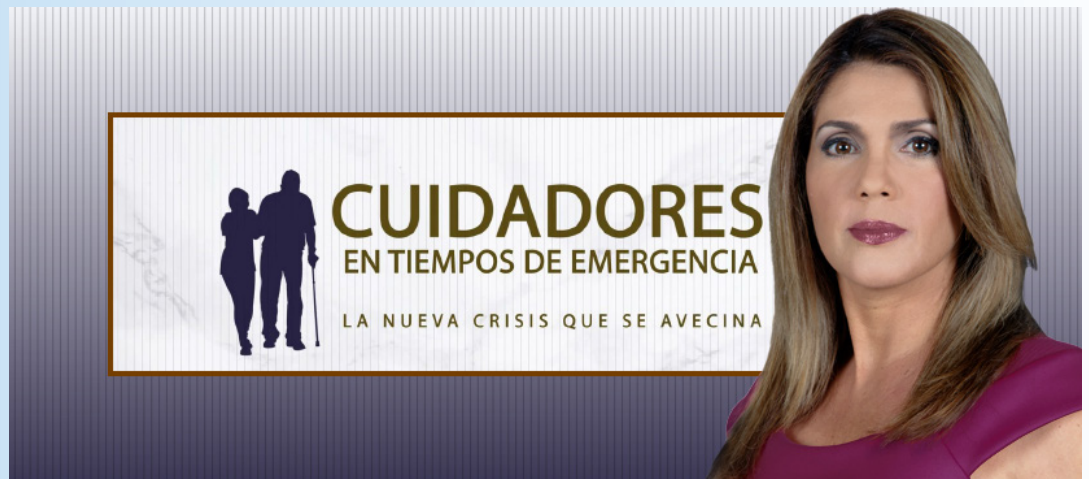
The Covid-19 pandemic continues to be our priority. During 2021 we broadcasted the Fortaleza press conferences to share the Governor's new executive orders to deal with the pandemic. In addition, we continue to provide our community with information and guidance on the COVID-19 pandemic on a weekly basis through our Salud COVID-19 updated program series. We also air the Private Sector COVID program, where we address the issue of the pandemic, its impact on economic development and business, and available resources.



The Puerto Rico Most Wanted program, in collaboration with the Puerto Rico Police Department and the US Marshalls, has achieved the arrest of 66 highly dangerous people who were evading justice. As of January 2022, as a result of its effectiveness both in Puerto Rico and in the United States, human resources from the Puerto Rico Department of Justice and the Department of Corrections and Rehabilitation joined the space. Plans include the increase of the program's duration from 30 minutes to one daily hour.

In March 2021, Mayagüez 2022, a special program covering the official candidacy of Puerto Rico for the Central American and Caribbean Games was broadcast from our sister station WIPM in Mayagüez.

In April 2021, the Caregivers in Times of Emergency Program was awarded an EMMY Award. Journalist Mayra Acevedo, producer Ruben Romero and editor Angel Lopez were recognized by their prowess in making visible the extraordinary work carried out by caregivers of patients in their homes—a job rarely paid and much less appreciated.





In August 2021, a special coverage of the reception of Jasmine Camacho Quinn, winner of an Olympic gold medal, was broadcast. The transmission lasted over 5 hours.

Given the rise in suicide rates, and other manifestations of the vulnerability of mental and emotional health, the special program Pandemic & Post-Pandemic Mental Health, was carried out in collaboration with the Albizu University. Specialists in the subject presented valuable information on how to identify the risks and available resources.

In November, Notiseis joined WIPR's extensive coverage of the Puerto Rico Games events, and the special coverage of the World Women's Summit held for the first time in Mayagüez.

In the month of December, COVID infections throughout Puerto Rico increased due to the omicron variant – Notiseis news team produced six informative and orientation interstitials, addressing topics such as: when to quarantine, symptoms of the omicron variant, how to reduce the spread of Covid-19, mental health and the PASS line, the importance of wearing a mask. These interstitials continue being scheduled throughout WIPR regular programming schedule.

Our news department has been very close to the community and those issues that are relevant to their daily lives through our news networks. Notiseis 360 is the only news program that publishes all its reports and interviews on all its social networks. Our goal is to keep sharing our content in additional platforms.

ACHIEVEMENTS OF NEWS NETWORKS:

Facebook: An organic reach of one million people and 697,000 followers

Twitter: An increase in followers of up to 78,900 people

Instagram: A growth of 30,100 followers

YouTube: A growth of 60,000 followers

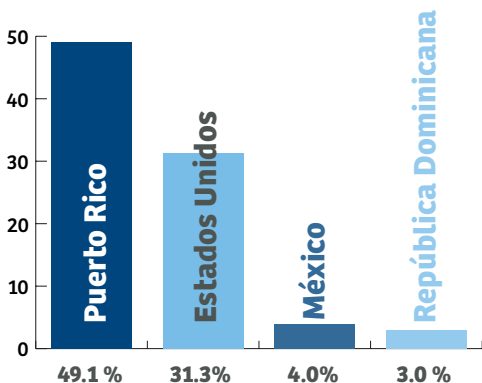
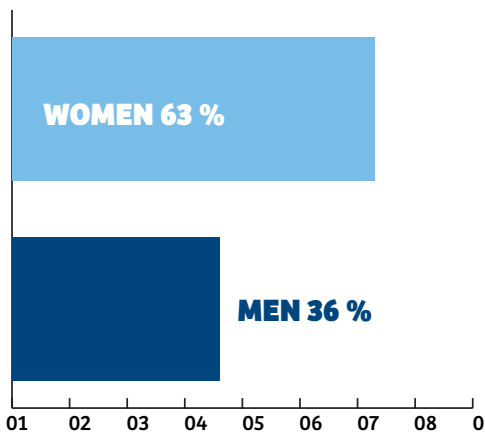
Notiseis 360 has the largest database on YouTube, Instagram, Facebook and Twitter. In year 2022 we will expand our content to social networks TikTok and Linked In.

INTERNET PLATFORM AND SOCIAL NETWORKS

WIPR is very active on social media platforms and has handles for both Notiseis 360 and the TV station. The platforms used are Facebook, Twitter, Instagram, YouTube and our website; we are also working on what will be WIPR Plus.

NOTISÉIS 360 FACEBOOK

(@notiseis360pr)
 Followers: 716,094
 Page Likes: 634,449
 Viral: 1.1 million people
 Estimated Audience:
 Between 2 million to 2.3 million people
 Gender of followers
WOMEN 63 %
MEN 36 %
Biggest Audience:
Puerto Rico: 49.1%
United States: 31.3%
Mexico: 4.0%
Dominican Republic: 3.0%

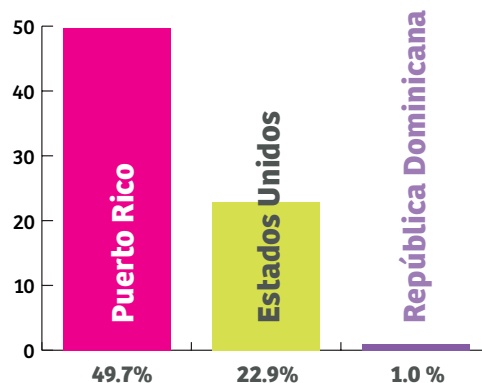
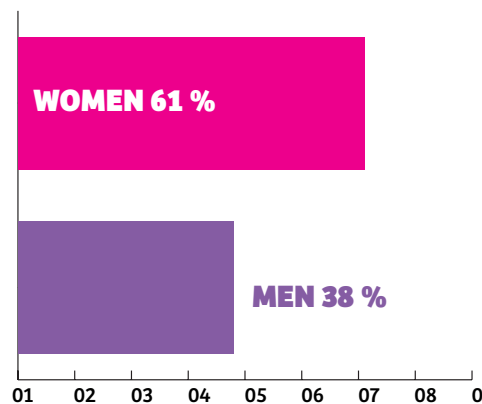


WIPR Website

1,884,046 Users
3,969,608 page views

NOTISÉIS 360 INSTAGRAM:

(@notiseis360pr)
 Followers: 30,200
 Average audience age:
 45-54 years old (30.4%)
 Gender of followers
WOMEN 61 %
MEN 38 %
Biggest Audience:
Puerto Rico: 49.7%
United States: 22.9%
Dominican Republic: 1.0%





NOTISÉIS 360 TWITTER

(@ notiseis360pr)

Followers: 79,300

Impressions: 177,000

Profile views: 11,600

Mentions: 682

Participation rate: 1.7%



NOTISÉIS 360 YOUTUBE

(Canal: notiseis360pr)

Followers: 59,567

Views in 2021: 3.8 million

Scope:

Impressions: 40.7 million

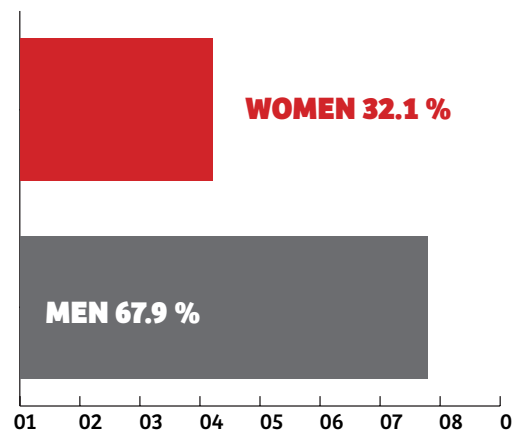
Engagement: 240,700



Audience Demographics

32.1% WOMEN

67.9% MEN



Main Age Groups:

#1 is between 35 and 44 years old (21.6%)

#2 is between 45 and 54 years old (20.9%)

#3 is between 25 and 34 years old (17.9%)

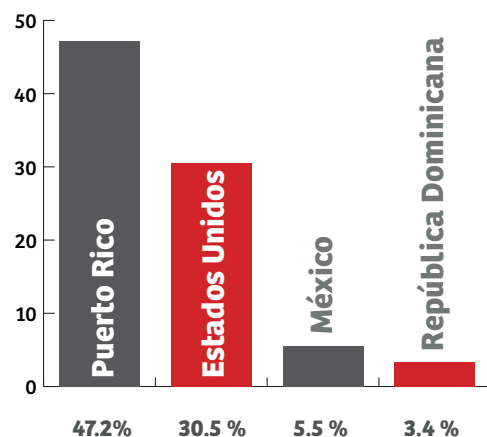
Main cities / countries:

United States: 47.2%

Puerto Rico: 30.5%

México: 5.5%

Dominican Republic: 3.4%





WIPR FACEBOOK

(@wiprtv)

Impressions: 4,350,614

Followers: 71.6K

66.3% Women

33.7% Men

2021 gave us 10,691 new followers

Main age groups:

1 is between 35 and 44 years old

- 18.1% women - 9.2% men

2 is between 45 and 54 years old

- 16.3% women - 7.9% men

3 is between 25 and 34 years old

- 13.1% women - 7.9% men

Countries of our followers:

Puerto Rico

U.S

México

Perú

Colombia



WOMEN 66.3 %

MEN 33.7 %

01 02 03 04 05 06 07 08 0

25 Y 34 YEARS OLD

7.9% MEN

13.1% WOMEN

35 Y 44 YEARS OLD

**18.1% WOMEN
9.2% MEN**

45 Y 54 YEARS OLD

**16.3% WOMEN
7.9% MEN**

WIPR INSTAGRAM

(@wiprtv)

Reach: 18,246

Followers: 2.9K

63.7% WOMEN

36.3% MEN

Main age groups:

#1 is between 35 and 44 years old

#2 is between 25 and 34 years old

#3 is between 45 and 54 years old

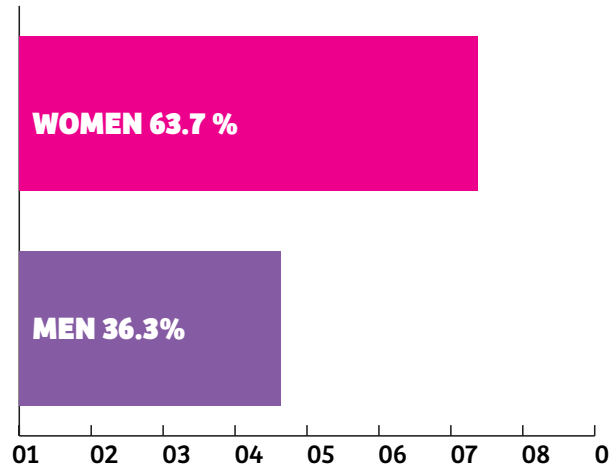
Cities

San Juan, PR

Bayamón

Carolina

Jacksonville, FL



WIPR YOUTUBE (Channel: WIPR)

Subscribers: 16,418

Plays in 2020: 716,471

Impressions: 9,945,868

24.1% WOMEN

75.9% MEN

Main age groups:

#1 is between 25 and 34 years old

#2 is between 35 and 44 years old

#3 is between 45 and 54 years old

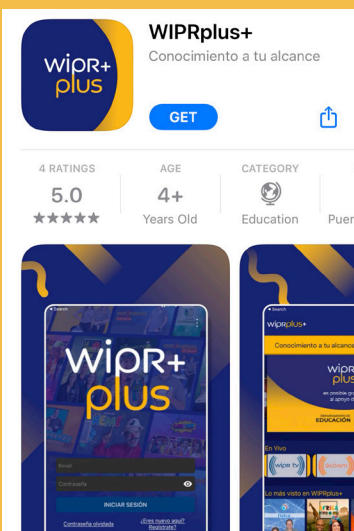
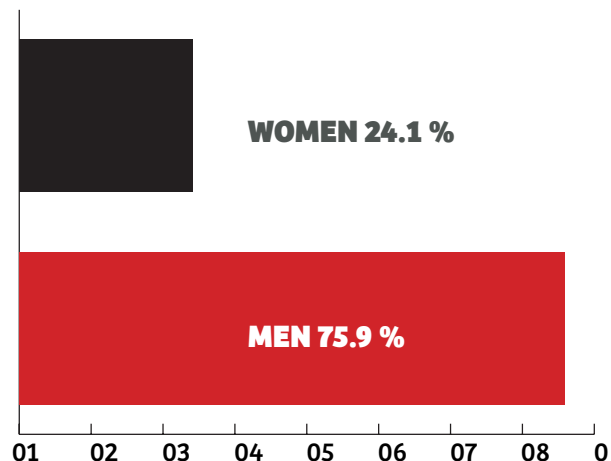
Main cities / countries:

U.S

Puerto Rico

México

India



STREAM

WIPR has begun developing its WIPRplus+ platform where it will offer its TV and radio programming in a multi-device application. Said app will be capable of an unlimited number of simultaneous users, exclusive internal social platform, monetization of non-invasive advertising, direct notifications to the user (Push Notifications) and Subscription- Video-On-Demand (SVOD) of videos and podcasts. The app is compatible with iOS, Android, Smart TV, Android TV, Apple TV, Amazon Prime, ROKU, and web browsers. The platform should be up and running by April 2022.



RADIO CONTENT PRESERVATION PROJECT

HISTORIC AWARD OF FUNDS TO PRESERVE PROGRAMMING BROADCASTED BY WIPR-RADIO, 940AM

The Puerto Rico Public Broadcasting Corporation for Public Broadcasting (CPRDPPRBC) received a historic award of funds for the digitization of the first three decades 1950-1970 of the programming of its radio station WIPR 940AM. This is a \$349,893.00 federal grant from the National Historical Publications and Records Commission (NHPRC) of the National Archives and Records Administration (NARA).

This is the largest amount awarded by NHPRC to a public entity in 2021. The selection of the WIPR-AM project is a sign of the immense value, dedication, and historical relevance of preserving the public radio archives of the people of Puerto Rico. It is also a result of the dedication of the current PRPBC administration in raising funds for WIPR.

The first phase of the project entails an inventory of material to be digitized, which includes some 2,708 hours of programming from those three decades. Among the programs to be digitized are “Today’s Story” and the “Teyo Graciá” collection from the 1950s; “Tertulias con Abelardo Díaz Alfaro”, the “Casals Festival”, “Tribute to Ernesto Ramos Antonini” and “Tribute to Pedro Flores” from the 1960s; “Environmental Quality”, “Concert” and “Turning Around the Island” from the ‘70s and “Rustic Vignette Rustic”, from the early ‘80s.

When this project is completed in 2024, the digitized archives will be available for public access through the United States Library of Congress, the American Archive of Public Broadcasting, and on a designated website of the Puerto Rico Public Broadcasting Corporation.



RADIO 2021 SPECIAL EVENTS

Events with diverse content pertinent to our community:

- WIPR-AM joined the campaign **“Caribe Wave 2021”** in alliance with the Emergency Alert System and Seismic Network of Puerto Rico and other government agencies to prepare for an earthquake or other natural events.
- WIPR-AM also joined the ***Yo Quiero Entrenar Segura*** (I Want to Train Safely) campaign developed by the Puerto Rico Olympic Committee with the objective to reach girls, teenagers, and adult women, providing education and resources to be safe on parks and other training facilities. The campaign aired from the 11th of March to the 30th of April, 2021.
- Coverage of press conference and corresponding emergency events
NMEAD and DSP agencies reports on Hurricane Elsa and its path through the Caribbean. (NMEAD and DSP are the Spanish initials of Puerto Rico’s Emergency Management and Disaster Administration Bureau of the Department of Public Security, and the Department of Public Safety umbrella organization for the Puerto Rico Law Enforcement and Emergency Response Agencies in Puerto Rico.
- **NMEAD and DSP agencies reports on the trajectory of tropical depression Grace.**
- **Puerto Rico’s Emergency Shakedown Grill**, joint effort between EAS, Seismic Network of Puerto Rico and other government agencies to prepare for possible earthquake events.
- **EAS (Emergency Alarm System) FEMA and the FCC: Island-wide tests of the alert systems and public announcements.**
- **Wireless Emergency Alerts (WEA) Island-wide tests.** WEA is an alerting network in the United States designed to disseminate emergency alerts to mobile devices such as cell phones and pagers.

- **Documentary María- Todos Por Puerto Rico.** (Hurricane María—All Together for Puerto Rico). Recovery process of Puerto Rico’s infrastructure four years after hurricane María—reconstruction of schools, electric infrastructure, renewable energy new options, among others.
- Alliance with **“The American Radio Relay League”**, Puerto Rican Chapter, to join WIPR’s coverage in emergency situations.

EDUCATIONAL EVENTS

- Broadcast of the virtual forum ***Autismo: señales, diagnósticos y experiencia*** (Autism: Early Signs, Diagnoses and Assessments Experience)
- Transmission of the virtual workshops of the series: ***Construyendo Juntos***, (Building Together, developed by ODSEC, the Office for Socioeconomical and Community Development.
- All WIPR employees joined in supporting **Breast Cancer** awareness activities.
- WIPR joined the celebrations of the **International Day for Disabled People** during its programming, making a call for empathy and inclusion, as well as accessibility for all.
- Our TV reporter Mayra Acevedo and the Notiseis news team covered **“The Borinqueneers National Day”**, from Washington, DC, in collaboration with the National Press Club.
- In alliance with **“The American Radio Relay League”**, Puerto Rican Chapter, we transmitted interviews about the 99th anniversary of the first radio broadcast in Puerto Rico.
- Transmission of the **Guaynabo Mets Basketball Games**, the local franchise of the National Basketball Association.
- Our radio show; ***Soluciones...un Horizonte de Posibilidades*** (Solutions... A Horizon of New Possibilities) joined a local community initiative in its campaign **Feed A Soul: Nobody Should Go Hungry in Christmas!** as a possible solution to some elders going hungry during the holidays, following up with concrete actions on a subject that was discussed in another of our radio programs, ***Iniciativa Comunitaria***, (Community Voices) in an interview with **Comprehensive Human Services Corporation**, an entity focused on the elderly community.
- In 2021 WIPR’s radio station 940 AM launched a new radio show of social impact named ***Mujeres en Sintonía*** (Women in Harmony), providing information on health, social issues and women empowerment.

Additional Public Service Collaborations

- Alliance Française of Puerto Rico
- Ad Council
- Puerto Rican Spanish Language Academy
- Hispanic Information and Telecommunications Network.
- National Guard of Puerto Rico
- Life Link of Puerto Rico

EDUCATIONAL PROGRAMING AND COMMUNITY EFFORTS

Allegro 91.3 FM

Metropolitan Opera -Live performances of the Met Opera season

Classical 24-The best classical music service in the USA made available to our audience, with expert comments from professors and performers.

Sunday Baroque- Best Baroque music explained and contextualized by experts in an eloquent and entertaining manner.

Radio 940AM

El Conversatorio-An educational and cultural show presented by Dr. Miguel Virella with discussions about art; cultural and social development; presentation of organizations that provide social guidance and support.

Solutions... a universe of possibilities - An opportunity to share different views that offer alternatives to our audience about human nature and conduct. Listen, think, conceptualize, and execute with Dr. César Ramírez.

Your Friend the Policeman- A weekly one-hour program in collaboration with the Puerto Rico Police Department Relations with the Community Office, sharing community information and communal wisdom notes.

About Pets and Veterinarians- A show dedicated exclusively to the well-being of our pets. How to feed and care for them. It presents how to better understand their world and their health issues.

Hope for the Elderly- A way to reinforce social aspects, emotional issues, physical limitations, and mobility, as well as medical care and spiritual needs of our elderly community.

Radio Drama Workshop- Dramatizations of high cultural and educational literary content.



Unknown Reality- Hosted by Shalmarie Arroyo, this program embraces a diverse community with different disabilities. We explain the unknown issues that our community must deal with, connecting them with the appropriate help available through government dependencies. This program is a great tool for our communities to create a new understanding of different conditions with the goal of inspiring our audience in a respectful manner.

- Dialogue about legal rights and jurisprudence that concern people with disabilities.
- How to adapt to a particular disability
- Special education and availability in today's educational system
- Service dogs and the world day of the blind
- Personal assistance and its importance

Woman Stand Proudly- The organization “**Women and Adversity**” has the objective to empower women on how to be happy even when facing adversity; a space for dialogue and ideas that will help each one overcome difficulties.

Women in Harmony – A socially responsible show presenting opportunities for entrepreneurship, health and women rights.

Community Voices- We present case studies and concepts that address the third sector and guarantees valuable information for everybody in Puerto Rico.

- Covid 19- Vaccination
- Education as a fundamental right
- Diabetes during the pandemic
- Organizations that work with our elder population
- Organizations that address our coastal issues
- Hurricanes and organizations with community base
- Self-help in entrepreneurial initiatives
- Youth and minors' rights
- Foundations; their impact and development (Trotamundos Foundation)
- The right to a health plan
- Violence against women



- Health as a priority
- How Hurricane María changed us (Nino Correa)
- Organizations, empowerment and corporations
- Iván Clemente (Founder Comedor de la Kennedy)
- Child Adoption Process (Exceptional Love)
- Mental Health and climate change
- Health, Work, Life (María Cristy, vice-president Sociedad Americana del Cancer)
- Shalmarie Arroyo, White Cane Day (Josean Feliciano, vice-president of Puerto Rico Industry for the Blind)
- Science, community and development
- Ecourbanism
- Community organizations
- No violence against women
- The gift of life in Christmas
- Alliance and Solidarity
- Empathy in the Holidays
- Christmas Gift
- New Year event sharing information of nonprofit organizations

SPORTS PROGRAMMING

On the Court Radio (En la Cancha Radio)- A live hour-long program, where sports analysis, interviews, statistics and everything related to the number one sport in Puerto Rico, basketball, which is followed by 50% of the country's population, are presented. In addition, the most important events of all sports at the Puerto Rico and International level are covered. Hosted and produced by Antonio Lebrón.

In your Sports Zone (En tu Zona Deportiva) This program is a sports and educational resource that motivates and educate youth through sports. Interviews are conducted with the stars of each sport where they present their memoirs and experiences. Hosted and produced by Freddie Rodriguez, Jr.



ENGINEERING

Since 2021 the Puerto Rico Public Broadcasting Corporation has been working towards returning WIPR's TV and Radio stations signal to full power. Our goal is to complete our FCC Repacking project in 2022, thus providing through our own tower full coverage of our Radio and Television signals throughout the island. This project is scheduled to be completed at the beginning of 2023.

TV

An electrical load study was carried out in the Alternate Communication Tower of WIPR in Aguas Buenas. Due to the passage of Hurricane Maria, it suffered great damage and no longer meets the requirements of the new load support codes. In order to meet the codes, the acquisition of a new tower for that site was submitted and approved through the "Repacking" program of the Federal Communications Commission.

We are currently awaiting the approval of the purchase by the Puerto Rico Administration General Services, (entity that manages the purchasing processes of public agencies and corporations). Once the process is completed, WIPR will be able to request the construction of the tower from the selected supplier.

It is expected that the installation of the full power transmitter of WIPM, Channel 3, will be completed by February to March of 2023. Thus, the western area and up to $\frac{3}{4}$ parts of the island's population will be able to enjoy the channel 3 signal, improving WIPR's reach throughout the area.

New equipment and technology

The acquisition of 26 new television cameras for the various studios and mobile units of WIPR TV is a great achievement in replacing equipment that had been in use for more than a decade.

WIPR took an important step by achieving the substitution of microwaves for audio and video transmission equipment using the Internet from one point to another. This allows us to be more cost effective in broadcasting live events.

RADIO

The acquisition of new automatic digital audio consoles for the two AM and FM Radio stations was completed.

It is expected that by the end of February 2022 the installation and testing will be completed so that the 940 AM radio station is in its new site in Río Piedras, and that it can broadcast on full power.

HUMAN RESOURCES

Every year the Puerto Rico Corporation for Public Broadcasting becomes a training and practice center for young students who will soon be integrated into the labor market and is offered a real work scenario.

Institución Académica	Cantidad de estudiantes	Funciones desempeñadas
University of Puerto Rico	7	Collaborate in the pre-production and production of television programs.
Sacred Heart University	2	Collaborate in the pre-production and production of television programs.
Pontifical Catholic University of Puerto Rico	3	Collaborate in the pre-production and production of television programs.
Interamerican University of Puerto Rico	4	Collaborate in the pre-production and production of television programs.
Ana G. Mendez University	1	Collaborate in the pre-production and production of television programs.
Volunteers/Interns	31	Participation in the production of TV programs. Collaborate with the news department, Work in the Historical Archive. Collaborate with inventory and productions in the Radio Department.

Employment opportunities

During 2021 we had the opportunity to recruit 3 new technical television and radio operators for the areas of Master Control (2 operators) and for radio (1 operator).



**Puerto Rico Public
Broadcasting Corporation**
P.O. BOX 190909
San Juan, PR
00919-0909
P (787) 766-0505
wipr.pr