LOCAL CONTENT AND SERVICE REPORT

2022

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 Mayagüez); 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), 2 YouTube channels) and the digital platform PRTV+.

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

Our current objectives are to launch, increase reach and grow our community, improve our operations and quality standards for the transition to NextGen TV, continue the development of our PRTV+ digital platform that is easy to use and so the public has access to new and current content, address emerging community issues, and engage in new partnerships that allow WIPR to maximize resources and identify new distribution channels to other markets and audiences.

We are a public medium committed to citizen development, childhood, education, culture, the history of radio and television, and of Puerto Rico. WIPR is an alternative to offering mass commercial content. Diversity is present in our themes, formats, aesthetics and approaches to the contemporary environment. We are at the edge of technological changes that are committed to experimentation and innovation of content in different formats, windows, supports and devices.

WIPR TV PROGRAMMING

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

Television committed to its audience

The strict selection criteria and filming processes that guide our original productions make our television programming solid and relevant to Puerto Rican and Hispanic families in every corner of the planet. Our programming lineup is designed in blocks to serve the age diversity of our population:

Early morning block	5AM to 7AM	Exercises, Children's programming
Morning block	7AM to 9AM	Cultural programs, entertainment, varieties, interviews
Morning block	9AM to 12M	Cultural programs, cooking
Midday block	12MD to 3PM	Cooking, dramas, classics
Family Block	3PM to 6PM	Informative Entertainment
Evening block	7PM to 11PM	News, Programs: Informative, Entertainment, Dramatic, Cultural

LOCAL PROGRAMMING

WIPR broadcasts on channel 6.1 every day, 24 hours a day, 168 hours a week. This programming is intended to meet the informational and educational needs of our community. Below is a breakdown of the programming produced during the year 2022.

Aquí Estamos

Morning news magazine with Shanira Blanco that highlights topics of interest, trending topics and local businesses, women, and families. *Duration: 60 minutes*

Al Máximo con Geraldine

Presents medicine, exercise, and lifestyle topics to live to the fullest in the best years of our lives.

En la Cancha

Sports program with analysis, interviews, game results and everything related to sports in Puerto Rico. This program is also broadcast on radio 940 AM.

¿Y quién es?

An educational program that tells the history of the streets and avenues of our country allowing the viewer to know the men and women whose name identifies these access roads. Historical figures will tell us, who are they? *Duration: 60 minutes*

Vidas

It is a journey through the legacy of cultural figures. The program has testimonials from those who tell us the story and validate the importance of the Life of each of the men and women with impressive Lives. (Biographies)

Prohibido Olvidar

Biographies of men and women who left a legacy to the country in art, education, politics and science.

Agenda Puerto Rico

A space for discussion of government public policy issues and the historical, social, and economic context. It has a recognized group of experts and experts in various topics. The lawyer José A. Hernández Mayoral, Atty. Hugo Rodríguez and Kenneth McClintock, former Secretary of State, discuss the new political reality of Puerto Rico.
Duration: 60 minutes

Travesías con Sabor

It teaches you how to make recipes with the products we harvest in Puerto Rico. In each episode, Chef Vivoni visits the hacienda or farm where the fruits used in his recipes are born.
Duration: 60 minutes

SPECIAL EVENTS 2022

JANUARY

- Bohemia de Reyes in La Fortaleza- An annual event backed by an orchestra under the direction of Cucco Peña, reviews the Christmas repertoire of our composers, in the voice of great guests.
- Royal Visit – Felipe King of Spain
- DRD Baseball Academies Tournament

FEBRUARY

- Special Broadcast *Recuerdo y Soy Feliz* in honor of Dean Zayas

MARCH

- Message from President Biden
- PBS News Hour Special Coverage on the Start of the War in Ukraine
- Table Tennis Games: Singapore Mash with Adriana Díaz
- Movie *The Family* – Autism Awareness Day

APRIL

- We celebrate the centennial of producer Tommy Muñiz with the broadcast of the soap opera Almas No Tienen Color
- Message from the State Situation – Hon. Pedro Pierluisi Governor of PR
- Premiere of the PBS programming:
  - Frontline
  - American Experience
  - A Chefs Life
  - Great Performances
  - PBS News Hour Weekend
  - Finding your roots
  - Nova
  - Nature
  - PBS News hour
- Special *Brilla la Comunidad Escolar*
- Speciall *Cuentos y Leyendas Universidad del Sagrado Corazón*

MAY

- LAI 2022 Sports Festival (swimming, cheerleading and athletics)

JUNE

- Notiseis Especial: Hurricane Season
- International Boxing Department of Recreation and Sports
- Public hearing on the assault on the Capitol
- Budget Message from the Municipality of San Juan
- Centro Basket Masculino U15

- Puerto Rico Soccer Games
- Puerto Rico Games Basketball
- Puerto Rico Clausura Games

JULY
- The sending of radio material for the digitization process has begun
- Ethics and Public Administration Conversation
- Commemorative Ceremony for the Independence of the United States
- Table Tennis–Budapest ESS Champions
- Premiere of the *Impulso del Oeste* program of the Municipality of Mayagüez

SEPTEMBER
- Agreement with "Culturarte" for the transmission of their concerts
- La Zarzuela de los Gavilanes
- Press conference launching the Puerto Rico Classical Initiative
- World Women's Summit 2022
- Culturarte: Great Singers Concert, Javier Camarena
- The shipment of tapes from Nara to Mennom was completed for digitization

OCTOBER
- Joe Biden Special Coverage in Puerto Rico
- Copa Jíbara Tournament Somos Sin Paredes
- DRD Volleyball School Sports
- Programming block was launched on Saturdays at 8:30 am for an hour and a half where over 80 hours of programs with description of video for blind people

NOVEMBER
- Pan-American Table Tennis Championship: Chile 2022
- DRD Basketball School Sports
- Government Ethics Office Discussion
- Midterm Elections Coverage
- Special premiere 30 Años de los Cantores de Bayamón
- Documentary debut Héroes de *Nuestro Tiempo* - *Ramón Luis Rivera*
- Participación in Ready To Learn Workshop in Rhode Island

DECEMBER
- Premiere of Más que 30 – Banco Popular Special
- Service to the community
- Broadcast of the final class in Production at the Universidad del Sagrado Corazón
- Christmas has arrived: a gift from the municipality of Comerío
- Christmas Concert in Fortaleza
- Concert Christmas Gift: Carolina Band
- Christmas Specials Rediscovering Tradition; a look at the best of our music over the past 30 years of WIPR holiday specials and greetings.

Alejandro Márquez
HISTORIA DE LA MÚSICA

Conferencia de prensa para
presentar el
"Puerto Rico Classical Music Initiative"

Radio

SPECIAL EVENTS 2022

JANUARY 2022

- On route to promote WIPR AM broadcasting the sports season of the Cangrejeros de Santurce, a professional baseball team in Puerto Rico from November 2021 until the end of the season on January 13, 2022. The broadcast was made from Sunday to Saturday.

JANUARY

- Together with WIPR TV, we broadcast the visit of the King of Spain His Majesty Felipe VI to PR. We chain ourselves to TV throughout the transmission, with interventions every hour.

FEBRUARY

- We wear Red in support of the campaign to emphasize the importance of preventing heart disease in women.
- We also join the celebration of the centennial of the Association of Radio Broadcasters of Puerto Rico (ARPR) on Sunday, February 13 at the international level on World Radio Day, as declared by UNESCO and adopted by the General Assembly of the United Nations. United since 2012. This 2022 marks the 100th anniversary of the arrival of radio in Puerto Rico.
- We joined the "Caribe Wave 2022" campaign, the annual tsunami exercise of the Intergovernmental Coordination Group for the Warning System against Tsunamis and other Coastal Threats in the Caribbean and Adjacent Regions (ICG/CARIBE-EWS) of the Intergovernmental Oceanographic Commission (IOC) of the United Nations Educational, Scientific, and Cultural Organization (UNESCO).

MARCH

- On Tuesday, March 9, 2022 at 7:00 PM we premiered our new program on Allegro 91.3FM "La Historia en la música". This program is moderated by Alejandro Márquez and contextualizes the historical events that occurred when the most outstanding melodies in history were created.
- We continue to promote sports and healthy competition with the new AA baseball season with the "Lancheros de Cataño" team since March 2022.
- On Monday, March 14, 2022, the message from Governor Hon. Pedro Pierluisi Urrutia was transmitted as a preamble to the implementation of the Debt Adjustment Plan.
- On March 15, 2022, we broadcast the government press conference offering details about the start of the Debt Adjustment Plan. The executive director of AAFAF, Omar J. Marrero, the secretary of the Treasury, Francisco Parés, the executive director of the Office of Management and Budget, Juan FM. Carlos Blanco, and the executive director of the Retirement Board, Luis M. Collazo offer a conference on press on the Debt Adjustment Plan (PAD).
- We participated in the IV Symposium of Ponte de Pie Mujer. Our moderator of the Ponte de Pie Mujer program, Enery Ortiz, directs the Organization Mujeres ante la Adversidad, Inc. This organization aims to contribute and create awareness among women about the importance of learning to be happy no matter the circum stances or adversities. The Organization *Mujeres ante la Adversidad* develops these symposiums, as are the creators of the Second Academy of Happiness of Puerto Rico, where in addition to motivating, they educate and offer tools to get ahead with quality of life.
- From March 13 to April 24, 2022, the Double A Lancheros de Cataño baseball games were broadcast.

APRIL

- We broadcast the International Writers Congress on the radio.

JUNE

- The culmination of the "Metropolitan Opera House" was broadcast in New York on Saturday, June 4, 2022.

JULY

- Every Saturday in July, Guaynabo's double A baseball games were broadcast.

SEPTEMBER

- On Wednesday, September 14, 2022 at 4:00 PM we held a press conference to present the "Puerto Rico Classical Mucsic Initiative" and publicize the alliance of the Puerto Rico Conservatory together with WIPR Allegro 91.3 FM.
- On Friday, September 16, 2022 at 4:11 PM Tropical Storm Fiona Bulletin PREMB, FEMA and SNM updated information on Tropical Storm Fiona. A Special Edition of Notiseis 360 Tropical Storm Fiona was also broadcast.

Radio coverage of all government efforts for the arrival of Storm Fiona.

- The Governor of Puerto Rico, Pedro Pierluisi offers a conference before the passage of Hurricane Fiona
- On Wednesday, September 21, 2022 at 11:00 AM The Governor of Puerto Rico, Pedro Pierluisi offers a conference before the passage of Hurricane Fiona
- At 3:00PM Unknown Reality: "Hurricane Fiona through Puerto Rico" We report on the population with disabilities after Hurricane Fiona passed through Puerto Rico. We spoke with Gabriel Corchado (Ombudsman, Ombudsman for Persons with Disabilities), Juan José Troche (Director, Deaf Community Liaison Office), and Mildred Gómez (Core Advisory Groups).
- On Thursday, September 22, 2022 at 10:41 AM, the Government offers a conference on the response process after the passage of Hurricane Fiona through Puerto Rico
- On Friday, September 23, 2022, at the Government offers a conference on the response process after the passage of Hurricane Fiona through Puerto Rico
- On Sunday, September 25, 2021 at 2:20 PM LUMA and PREPA update on response to Hurricane Fiona and restoration efforts
- On Tuesday, September 27, 2022 at 4:30 PM Government offers a conference on the response process after Hurricane Fiona passed through Puerto Rico
- On Wednesday, September 28, 2022 at 11:00AM Mascotas y Veterinaria: Heroes who risked their lives to save animals. After Hurricane Fiona passed through Puerto Rico, De Mascotas y Veterinaria received a visit from Sharon Deliz from Rabito Kontento and Remi Martin to talk about the heroes who risked their lives to save animals. The population was oriented on Law 154 and the heroes who risked their lives in favor of animal welfare
- On Sunday, September 18, 2022, the Governor of Puerto Rico, Pedro Pierluisi offers a conference before the passage of storm Fiona.
- At 4:29PM Information update on Hurricane Fiona with Miguel Ramos.

Campaña para recaudar fondos para
Puerto Rico Classical Music Initiative
y la subvención de la estación WIPR Allegro 91.3FM

OCTUBER

- On Friday, October 7, 2022 at 10:00 AM we were invited to the sixth anniversary of the Fundación de Mujeres ante la Adversidad to present different brand and/or product executives of the "Puerto Rico Classical Music Initiative".
- On Friday, October 21, 2022 at 12:00 PM, the campaign "Viernes de Cómplices de Allegro" began, is a fundraiser for the Puerto Rico Classical Music Initiative and the grant of the WIPR Allegro 91.3FM station. It is held on Friday of each month.

NOVEMBER

- From Saturday, November 5, 2022 to Sunday, January 15, 2023, 50 Cangrejeros de Santurce games were broadcast.

DECEMBER

- On Saturday, December 3, 2022 at 12:00 PM we visited the "Lido Jewelers" store in The Mall of San Juan for the birthday of Eneris Ortiz, president of the Fundación Mujeres ante la Adversidad. 50% of each purchase that arose was donated to the Allegro Cómplices account.
- On December 12, 2022 at 8:00 PM, the Special "Cuatro Sinfónico" by the cuatro player, composer and teacher Luis Sanz was broadcast. Duration: 1 hour.
- On Friday, December 23, 2022 at 7:00 PM, the Traditional Christmas Concert 2022 "VuelvelaNavidad Sinfónica" was broadcast live on WIPR Allegro 91.3 FM.
- We start again with the Opera from the "Metropolitan Opera House" in New York. The opera began on December 17, 2022.

WE TRANSMIT PUBLIC SERVICES OF:

- French Alliance (Various) Daily Public Service during programming.
- Ad Council Public Service daily during programming.
- Puerto Rican Academy of Language Public Service daily during programming.
- Red Hispana Servicio Público daily during programming.
- National Guard Public Service daily during programming.
- Red Hispana Servicio Público daily during programming.
- DEA National Take Back RX DEA campaign to collect medicines.
- " Shake Out" This is a message from the Emergency Alert System together with the Puerto Rico Seismic Network and government agencies, in the annual earthquake preparation exercise.

Campaña de "Puerto Rico Classical Music Initiative".

Visitamos "Lido Jewelers" por motivo del cumpleaños de Eneris Ortiz. El 50% de cada compra fue donado a la cuenta de Cómplices de Allegro.

EDUCATIONAL AND COMMUNITY PROGRAMMING

Metropolitan Opera - Opera broadcast live from the Metropolitan Opera House. This program clearly explains how any Opera works, no matter what language it was originally created in.

Classical 24 - Classical Music from all musical periods, with the participation of experts in classical music.

Sunday Baroque - Baroque music at its maximum splendor. Demonstrated in an eloquent way and according to the times.

La Música en la historia - Under the tutelage of Alejandro Márquez, the historical events that occurred when the most outstanding melodies were created, over time, are contextualized.

Soluciones...un universo de posibilidades - A space for sincere, open, and simple dialogue provoking alternatives on human behavior for our listeners in the midst of everyday life. It is listening, thinking, conceptualizing, and executing with Dr. César Ramírez.

El Conversatorio -Educational and cultural program moderated by Dr. Miguel Virella. We talked with people who, through their artistic, cultural, and educational endeavors, contribute to the cultural development of our country. During this conversation we interacted with the guest about details of his cultural management, which have been reflected in historical research, books, collaboration with various non-profit organizations, among others. This radio platform exposes our listeners to the importance of important historical events and Puerto Rican characters whose actions have marked the history of our people.

Tu Amigo Policía - Weekly one-hour information program for the community with various topics of interest and interviews. This program is an initiative and collaboration of the Community Relations Bureau of the Puerto Rico Police. Led by State Agent José Miguel Ramos Rodríguez.

De Mascotas y Veterinaria -It is a program dedicated exclusively to our pets; how to care for them, feed them, protect them, and helps to better understand their world and what are the steps to follow in case of adoptions, health and events.

Esperanza para la Vejez -This program is aimed at bringing a message to strengthen social, emotional, economic, physical, and spiritual aspects without distinction of class to our Elderly and close relatives and where is the answer to all your questions about how to prolong and have quality of life at any age.

Taller Dramático de Radio - Radio Dramatic Project Program. Novels and programming with high educational content.

"Realidad Desconocida" with Shalmarie Arroyo. It covers issues on disability that impact all areas of daily life, but many people are unaware of it. In this program we talk about different abilities, focusing on everything we can be and not on the shortcomings we think we have. It symbolizes the connection of information points, opening paths, revealing existing but unknown things to the world, and creating opportunities through shared information. The tone of the program is respectful, energetic, and inspirational.

ENERY ORTIZ

Ponte de Pie Mujer–The Organization Women in the Face of Adversity aims to raise awareness among women about the importance of learning to be happy even in adversity, provide a space to share ideas and experiences, and provide them with tools so that they can overcome obstacles.

Mujeres en Sintonía-A space of social impact to disseminate information on current issues, health, guidance, entrepreneurship... related to women and their rights. Under the philosophy of cultural social entrepreneurship, we will seek solutions to social problems in Puerto Rico, contributing to the development of each woman in our country.

AgroCrianza - The "traditional" role of sheep and goats is to provide meat, milk, fiber, skins among other derived products. We talked about raising goats, sheep and different crops, as well as the people who work on our land and, above all, friends of the small ruminant industry with Capriculturist Carlos Diaz.

Voces Comunitarias – Presents a variety of topics that show the capabilities and services that various organizations have for improving people's lives. The program disseminates the alliances that are created by groups, associations, and other organizations in the United States and that from the diaspora remain connected with the Island. The work carried out by these groups and their purposes is also addressed.

La Zarzuela Vive -Combines declamations, songs and instrumental parts, a program that extols the genre of Zarzuela, its drama and musicality.

SPORTS PROGRAM

En la Cancha Radio- One hour program, live where analysis, interviews, results, and everything related to sports are presented locally and internationally. Hosted and produced by Antonio Lebrón and Gerry Gonzalez.

En tu Zona Deportiva- This program aims to motivate and educate youth through sports. Interviews are carried out with the protagonists of the sports scene and their biographies are exposed. Hosted and produced by Freddie Rodríguez, Jr.

La Descarga Original - A banquet of current sports knowledge and analysis.

RADIO DIGITALIZATION PROJECT (NARA)

This project, which is being carried out under a grant from the National Archives and Recording Association, begins in 2022, with the curation phase of the inventory work and material from the radio digitization project. In the month of July, the process of sending the material to Mennom, an entity specialized in digitization processes, is processed.

The process was completed in October, culminating in the stage of sending the programming from the decade of the 50s-60s-70s and 80s.

The digitization process began and simultaneously the metadata work for the website which will be the repository of digitized material for the use of students, professors and researchers and the general public.

JANUARY
- Special Coverage King of Spain visit to Puerto Rico commemorative activities to the Fifth Centennial of the city of San Juan.

FEBRUARY
- Special Program Start of War in Ukraine.

MARCH
- Transmission of special program 2nd State Situation Message.

APRIL
- Special Coverage trip to Spain for PR Trade Mission. In the trade mission, collaborative trade agreements were signed with various Spanish companies.

MAY
- Special broadcast of a group of congressmen presenting the bill for the Status of Puerto Rico.
- Transmission conference celebration arrival Amanda Serrano. The Boxing Writers Association of America (BWAA) has chosen the Puerto Rican as the best boxer of the year, making her worthy of the Christy Martin Award.

JUNE
- Special News Program “Inicio de Temporada de Huracanes 2022” orientation program with management personnel from PREMB, SNM SJ and FEMA.
- Special reporter José Juan Barea retired from the National Team.

JULY
- Special Coverage of the Capital Festival in Old San Juan. As part of the celebration of the Quincentennial, the San Juan 500 International Regatta was held.

TU CASA
SEGURA

AUGUST

- Series of special programs with the Family Department to serve diverse populations; guidance on assistance offered by the administration for the comprehensive care and development of children.
- Coverage of special bulletins for Casa Segura capsules with Arq. Astrid Díaz f rom Plaza las Américas.

SEPTEMBER

- Coverage of Hurricane Fiona's scourge in Puerto Rico. Tours and bulletins through various municipalities affected by the atmospheric event.

OCTOBER

- Special coverage of the arrival and visit of US President Joe Biden to Puerto Rico. In addition, tours of various municipalities to learn about the damage to bridges and structures affected by the hurricane.
- Roberto Clemente commemoration activity Hit 3000.

NOVEMBER

- Special Coverage seen by the US Secretary of Energy Jennifer M. Granholm. To learn about the process and the problems that affect the resilience and recovery of the island's energy grid.
- Special Coverage public hearing at the Natural Resources Committee on Puerto Rico Disaster Reconstruction and Power Grid Oversight.
- Ramón Luis Rivera - Héroes de Nuestro Tiempo, is a program that covers the trajectory of a public servant whose example should serve as a model for other servants whose effective work should serve to identify the valuable people we have in Puerto Rico.

DECEMBER

- Special broadcast coverage session US House of Representatives discussion and vote H.R. 8393 Puerto Rico Status Act.

We continue from Monday to Friday with our edition of Notiseis 360 with current information both locally and internationally. In addition, we have education and recreation and sports segments.

We also broadcast two Notiseis Especial programs weekly. One of the programs oriented to health and social welfare issues and the other oriented to economic issues of the private and public sector.

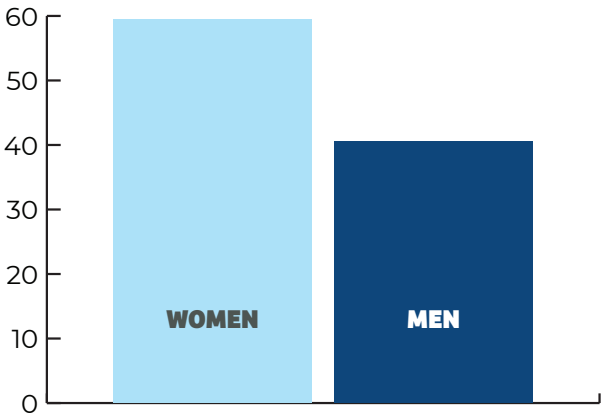
During 2022, the Los más Buscados Puerto Rico program has managed to arrest 85 highly dangerous individuals who were on the Most Wanted list.

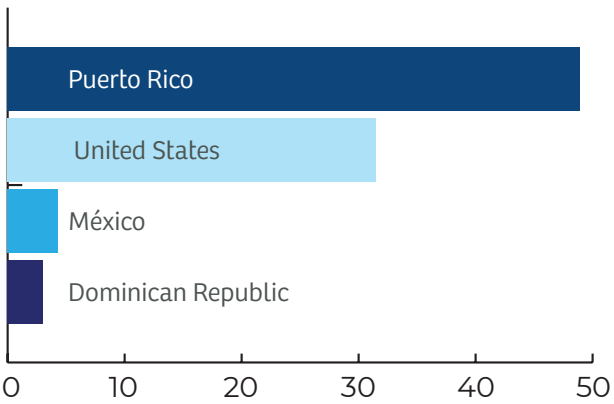
NOTISÉIS 360 platform information

NOTISÉIS 360 FACEBOOK

FOLLOWERS: 718,000
PAGE LIKES: 638.664
Organic reach of the page:
1,05,256 of people Audience Estimate:
1.900.00 - 2.200.000 of people
FOLLOWER DEMOGRAPHICS
WOMEN 59.5 %
MEN 40.5 %

MAJOR AUDIENCE:
PUERTO RICO: 48.9 % ESTADOS UNIDOS: 31.5 %
MEXICO: 4.3 %
DOMINICAN REPUBLIC: 3.0 %

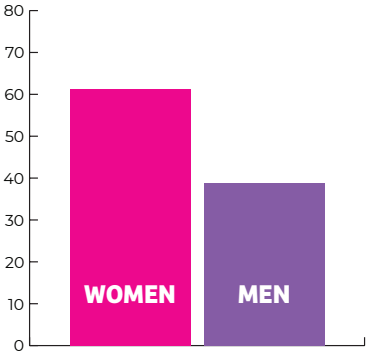


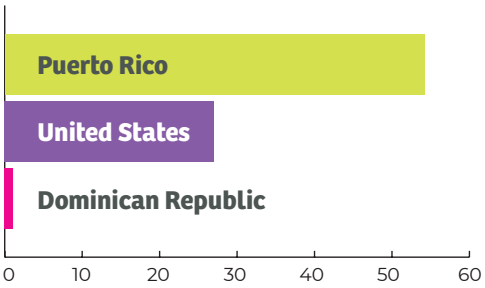


NOTISÉIS 360 INSTAGRAM:

Followers: 32.037
Average audience age:
45-54 years (38.8 %)
Follower demographics:
WOMEN 61.2 %
MEN 38.8 %

Major audience:
Puerto Rico: 54.2 % United States: 27 %
Dominican Republic: 1.1 %





NOTISÉIS 360 TWITTER

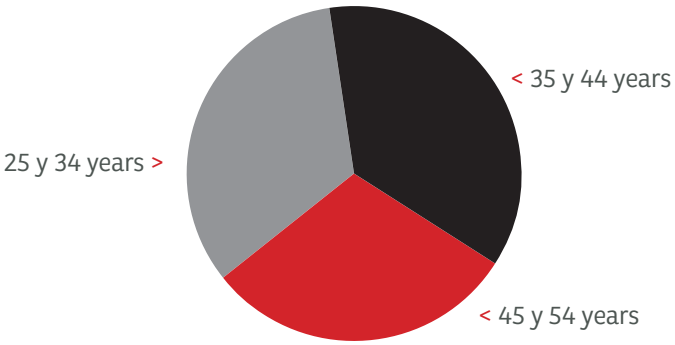
(@ notiseis360pr)
Followers: 82,900
Impressions: 379,000
Profile Views: 4,000 monthly

NOTISÉIS 360 YOUTUBE

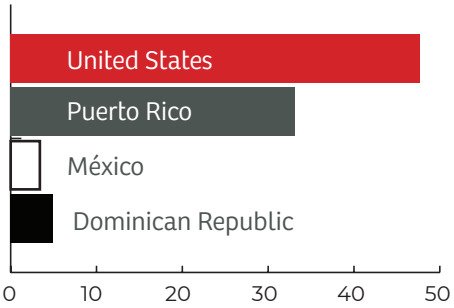
(Channel: notiseis360pr)
Followers: 60,584
Replays in 2022: 2,744,242
Watch time: 120,363.3
Impressions: 27,338,369

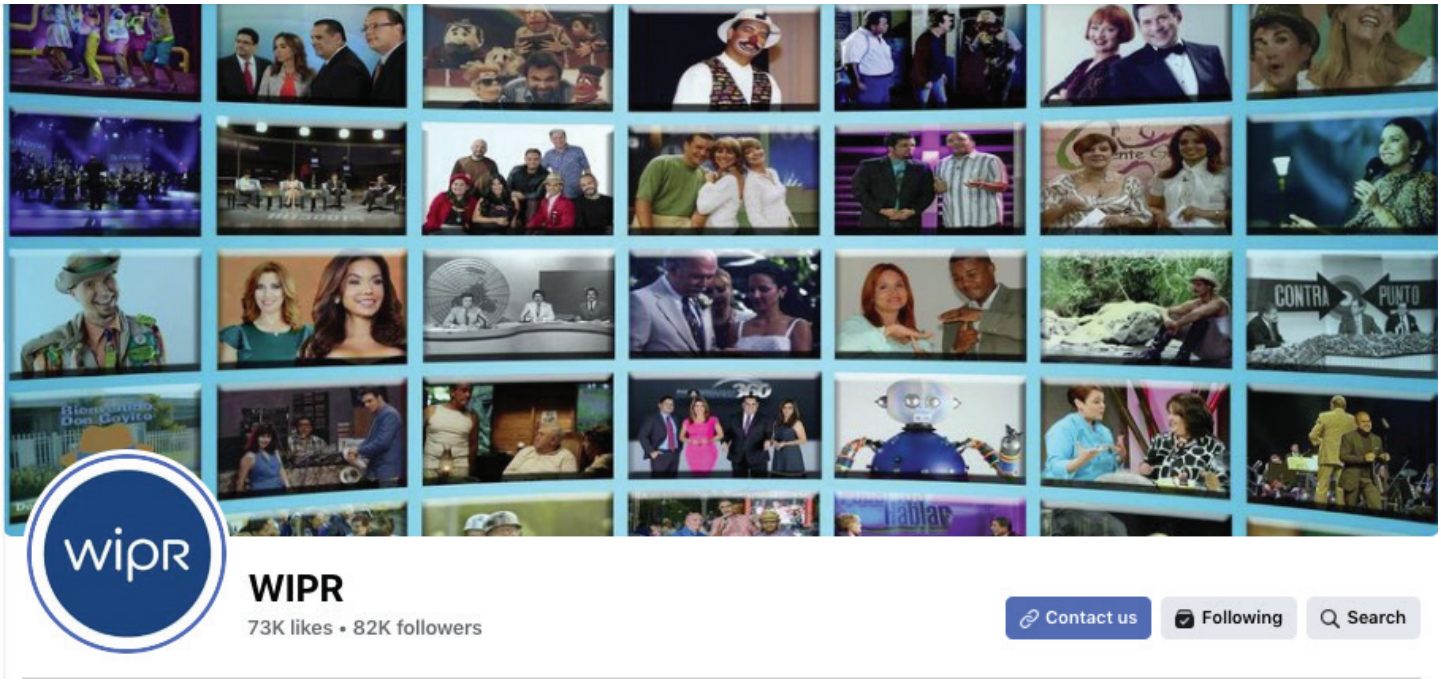
AUDIENCE DEMOGRAPHICS
22.8 % WOMEN
77.2 % MEN

Principal Age Groups:
1 has between 35 & 44 years (24.3 %)
2 has between 45 & 54 years (20.2 %)
3 has between 25 & 34 years (22 %)



Principal cities / countries:
United States: 47.7 % (1,308,328)
Puerto Rico: 33.1% (908,960)
Mexico: 3.4 % (93,958)
Dominican Republic: 4.9 % (134,497)





Social Network DATA WIPR TV 2022

WIPR TV FACEBOOK

Reach	1,169,404
Engagement	78,458
Followers	82,795

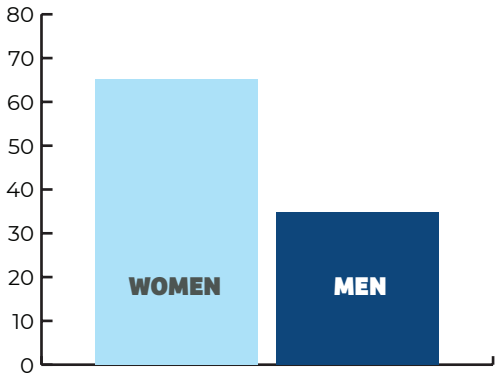
MEN	**65.10%**
WOMEN	**34.90%**

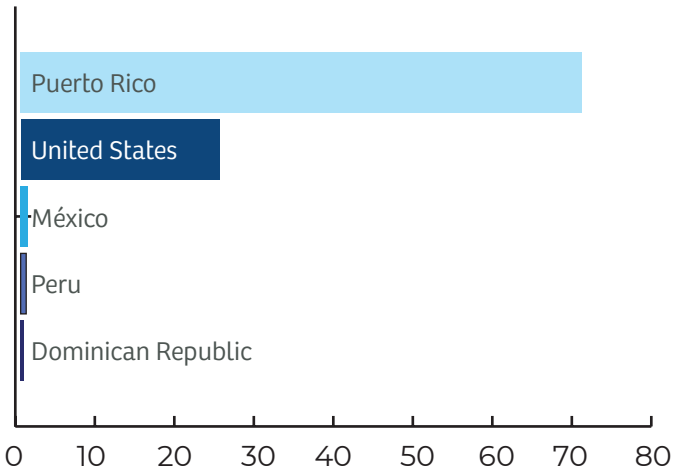
Edad

35-44	17.2%	Women
	9.2%	Men
45-54	16.6%	Women
	8.5%	Men
25-34	11.6%	Women
	7.5%	Men

Mayor audiencia:

Puerto Rico	70.60%
United States	25%
México	0.90%
Peru	0.70%
Dominican Republic	0.40%
Potential Audience	**1,8000,000 - 2,200,000**



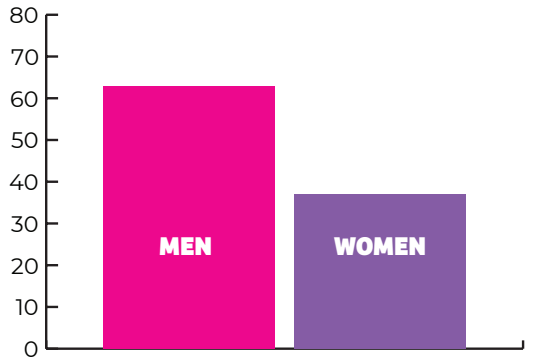


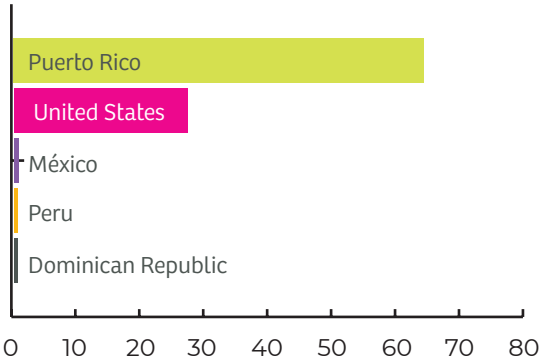
WIPR TV INSTAGRAM:

Reach	11,792
Engagement	
Followers	3,496

HOMBRES	**62.90%**	
MUJERES	**37.10%**	
Edad		
45-54	16.1%	Women
	8.4%	Men
35-44	15.6%	Women
	10.0%	Men
25-34	14.8%	Women
	8.5%	Men

Puerto Rico	64.10%
United States	27.10%
Colombia	0.70%
Dominican Republic	0.60%
Nigeria	0.60%
Potential Audience	**1,8000,000 - 2,200,000**

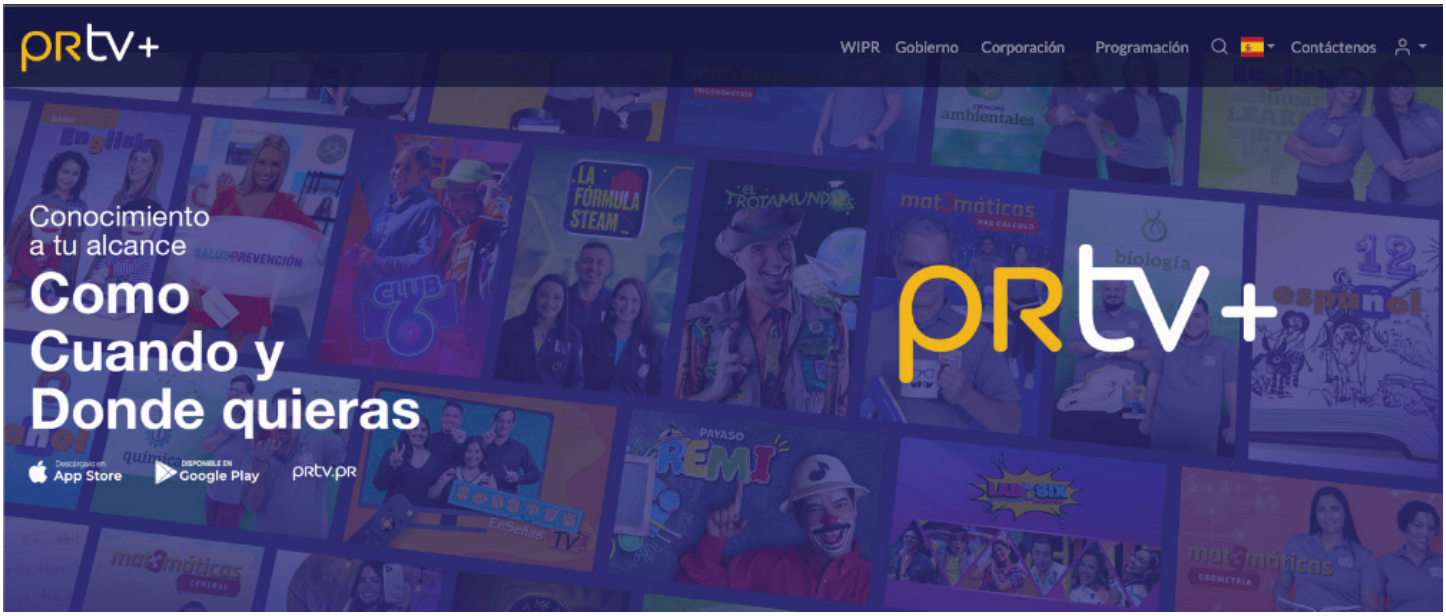




WIPR TV TWITTER

(@ notiseis360pr)

Followers	898
Impressions	188,900
Profile Visits	28,521



PRTV+ platform data & social networks

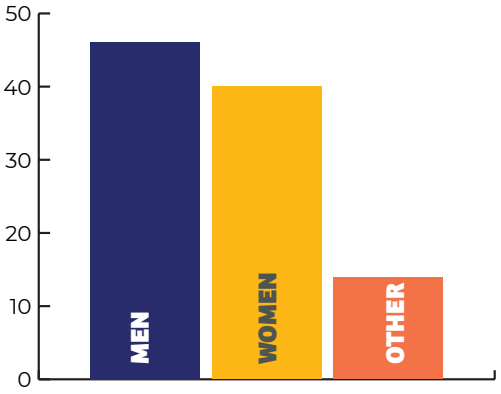
PRTV+ is an application for cell phones, tablets, computers and smart TVs. With PRTV+ you enjoy the educational, informative and cultural content of #EnCasaAprendo, 940 AM, Allegro 91.3 FM, Notiséis 360 and WIPR as, whenever and wherever you want. The app is compatible with iOS, Android, Apple TV, Fire TV and ROKU.

In web browsers (Chrome, Safari, FireFox, etc.), use the address (URL): *www.prtv.pr*.
For more information, go to: *www.wipr.pr/prtvplus*.

PRTV+ PLATAFORMA

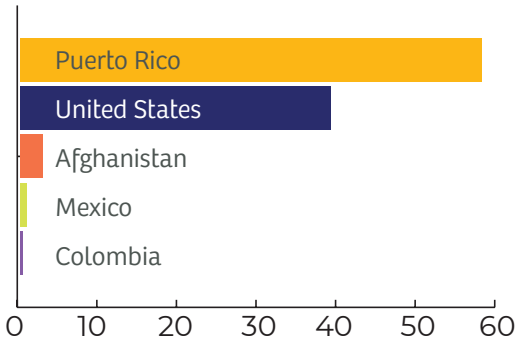
Downloads	32,273
Montly Active Users	4,000
Content Views	205,963
Total time spent watching content	
On Demand:	6,004 hours
Live:	20,800 hours

MEN	**46.10%**
MUJERES	**40.00%**
OTRO	**13.90%**



Mayor audiencia:

Puerto Rico	58.00%
United States	39%
Afghanistan	2.87%
Mexico	0.80%
Colombia	0.30%

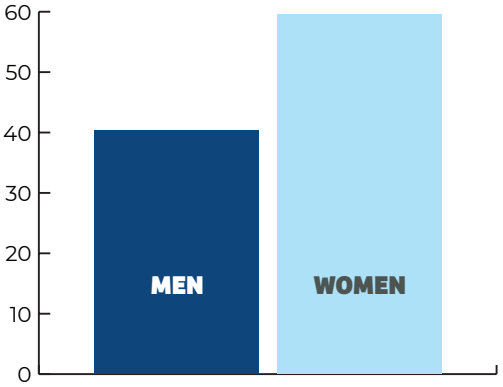


En Vivo	70,8 mil
Justas LAI 2022	22 mil
Continue watching	5,9 mil
Most popular on PRTV+	4,8 mil
Dep.de Educación	2,9 mil
Programa Dramático...	2,7 mil
Para toda la familia	2,6 mil
Total	**128,1 mil**

PRTV+ FACEBOOK

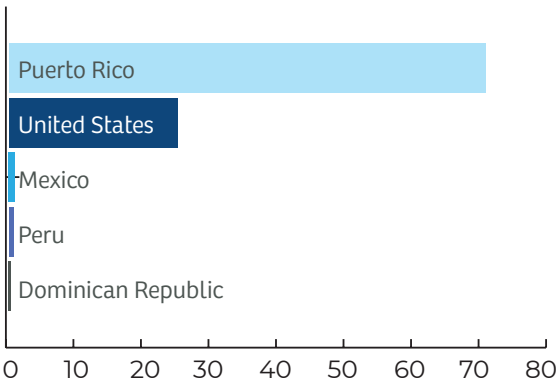
Reach	11,763
Engagement	3,075
Followers	1,200

MEN	**40.40%**
WOMEN	**59.60%**



Mayor audiencia:

Puerto Rico	70.60%
United States	25%
Mexico	0.90%
Peru	0.70%
Dominican Republic	0.40%
Potential Audience	**1,8000,000 - 2,200,000**



Engineering Department

PROJECTS IN PROGRESS

REFURBISHMENT, RELOCATION

REPACKING

The repacking project consists of relocating the transmission frequency of a television channel with new frequencies to those already assigned by the Federal Communications Commission (FCC).

It is carried out at the request of the FCC, beginning with an auction process carried out by the federal agency. However, the funds that were available were substantially low, so WIPR withdrew from the auction process. Even so, the federal agency needed our frequency (like so many others) to relocate all the remaining ones. Thus, they assigned us another frequency.

The FCC reported that it would bear the costs of this project by awarding WIPR approximately $10 million to complete the process. The entire project includes channel 6 (WIPR) and channel 3 (WIPM) in Mayagüez.

CERRO LA SANTA, CAYEY– This site is the main transmission point for both FM Radio and WIPR CH 6 television; This site will take a little longer to be functional due to the damage to the infrastructure caused by the scourge of Hurricane Maria. The clearing of the land began and the delivery of the land by WAPA-TV to Natural Resources is underway.

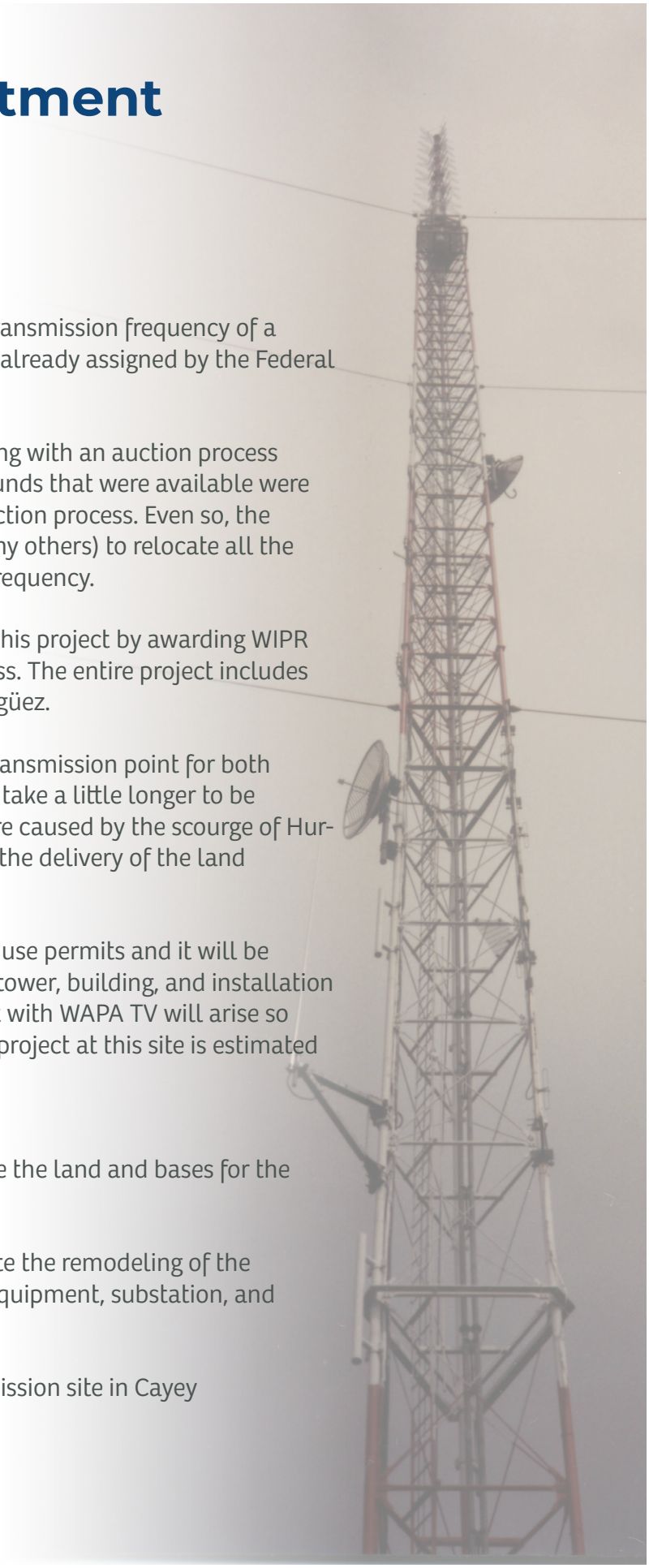
When this phase concludes, WIPR will obtain the use permits and it will be possible to begin to install the new transmission tower, building, and installation of equipment. It is possible that a new agreement with WAPA TV will arise so that both stations coexist in the same place. The project at this site is estimated to take approximately two years to complete.

Timeline carried out and projected:

1. In the summer of 2022, work began to prepare the land and bases for the installation of the new transmission tower.

2. During the year 2023 it is expected to complete the remodeling of the building to place transmitters, transmission equipment, substation, and power plant.

3. We project that by 2024 the new main transmission site in Cayey will be fully functional.



MONTE DEL ESTADO, MARICAO – This site is the main broadcast location for WIPM CH 3 in the western area. It has been on the air since the frequency change was completed.

The main transmitter with its respective antenna covers the entire western area, reaching part of the metropolitan area in San Juan.

CERRO LA MESA, AGUAS BUENAS (ALTERNATE AUXILIARY LA SANTA)– This works as an alternate site, it is on the air with its transmitter and auxiliary antenna. During the year 2023, the project to change its new transmission tower will be completed.

RELOCATION 940AM

This project consists of relocating the transmission systems of the 940 AM station in a permanent place with a full power omnidirectional transmission pattern. For the FCC to grant the licenses. The current license is temporary with expiration and renewal every six months.

The move of the Radio 940 AM transmitter for the Uno Radio Group facility has been completed. To complete the license of our new transmitter, some measurements were achieved to be able to certify with the FCC.

REMOTE TRANSMISSIONS

It was implemented to use technology equipment through Internet Protocol (IP), for remote transmissions. As a result of the use of this system, the operational costs of the station have been reduced by carrying out the transmission with a single person without the need to use remote units.

NEW TECHNOLOGIES

The study process for the integration and renewal of new technology ATSC-3.0 television equipment began, which will contribute to better technical services, providing the opportunity to transmit relevant information that can save lives in the community, using the transmission system Datacasting by the WIPR frequency system.

Sponsorship & Marketing

During the year 2022, sponsorships were reached for our regular programming of $660,000:

- Agreements were reached to produce the programs ***Todos por PR*** and ***Queremos Informarte*** from the Department of Housing.
- Special campaigns of CST, USC, NUC Inuv, Health, Family Department (all against abuse), ASSMCA.
- Special projects: ***Justas LAI***

In the area of exchanges, the following were generated: $73,000 in various services, which generated savings for the CPRDP.
The Department of Marketing and External Resources of the Puerto Rico Corporation for Public Broadcasting exposes some of the relevant works of the year 2022 where there was an increase in income for the Corporation in relation to the previous year. Acceptance of our services in public and private companies. Some of these are:

- The conceptualization, logistics and execution of captive events.
- The design and creative including the execution of advertising campaigns.
- Analyze the impact and coordination of the media schedule on the WIPR platform and on other private broadcasters on behalf of the client.
- Promote the rental of facilities for private corporate projects via closed circuit and the Internet.

Some of these clients:

The Ombudsman for Persons with Disabilities (events, advertising campaign and purchase of media in private stations in addition to the program on the WIPR TV platform).

The Office of the Attorney for Persons with Disabilities (design and concept of vital information from the OPPEA to citizens through production of 30 informative and educational capsules for the general population, content segments on issues related to disabilities and of interest to this population).

Department of Recreation and Sports (the integration of news efforts to publicize sporting events and department efforts with a direct impact on citizens, broadcasts of specialized sporting events with a reach of all PR and Latino markets in the USA).

The Interuniversity Athletic League (expanded its offer of broadcasting live events from Ponce with three sports disciplines compared to the previous year and the commitment to continue broadcasting through WIPR TV in 2023). The ***En la Cancha*** program is diversified by the acceptance of audience and sponsorship which allows a primetime version once a week called Prime Time which highlights a thoroughly researched topic and panelists specialists in the sports field are invited to exhibit.

For ***Telemundo***, the complete technical service worked for the transmission of the arrival of 2022 until 2:00 am on January 1, 2022, from the T-Mobile District at the San Juan Convention Center for the enjoyment of all Puerto Rico and latino segments in the United States.

In February we were invited by the Presidency of RTVE in Madrid to participate as a panelist in the First Ibero-American Forum of Audiovisual Public Service at the Instituto Cervantes in Gran Vía Madrid. The Corporation's Marketing and External Resources Executive was one of the six international guests to have an audience with Queen Leticia of Spain, together with the president of RTVE at the Zaragoza Palace. Participation agreements were reached for the First Hispanic Festival vision to be held in its first edition in Cartagena, Colombia in 2023.

In the international arena, **WIPR TV** is inserted in the international series Vidas y Bebidas with the production of three episodes. 11 countries participate in this collaboration with stories of their poles and native drinks with their history and cultural roots in the population up to the present. With a reach of a maximum of 30 countries and 110 Ibero-American public and university stations. Including Portugal and Italy with subtitles in the language.

In June 2022, WIPR TV managed to bring its programmatic content and reveal its **PRTV+** application in Valencia, Spain to representatives and executives of broadcasters and Universities in Latin America and Europe (Italy and Germany). The access progress of our content is presented through the application of series, unique programs, and educational and cultural entertainment content from Puerto Rico are exhibited.

Human Resources

Hiring:
During 2022, the System Information Director, six (6) TV and Radio Operators, one (1) Production Coordinator and two (2) TV Technicians were recruited under Proposed Law 52.

Supervised Internship:
38 students from different universities and private and public schools carried out their internships in Radio and TV areas.

Voluntary Contract:
Thirteen (13) people worked at WIPR under a voluntary contract.
Training Offered:

- Say no to discrimination and yes to inclusion.
- Equal salary for equal work.
- How to prevent domestic violence in the workplace.
- How to prevent workplace bullying.

Policies and Standards:

- Charter of Public Policies on the Rights of Working Women.
- Public Policy on Sexual Harassment.
- Public policy to prohibit and prevent workplace harassment.
- Public Policy on the Protocol for the Management of Domestic Violence at Work.
- Administrative Order on the Americans with Disabilities Act (ADA).
- Public policies for equal employment opportunities by gender.
- Discrimination in public policies based on sexual orientation.
- Public Policy on Domestic Violence at Work.

The Corporation has continued all post disaster recovery projects. Through federal allocations, improvements have begun to be made in physical plant facilities, electronic equipment, and transmission sites. It is expected that 80% of the improvements can be completed in the current year. Efforts have been joined to advance the processes of acquisition of high-tech equipment that allows integration with systems of greater scope during regular programming and special events or emergencies.

Office of Planning and Development

The Planning and Development office offers support to various areas of the Corporation, not only through the search for resources but also in the process of ensuring compliance with different reports. Complying with all the requirements imposed by federal and state agencies results in the favorable acquisition of funds.

Through alliances with the Federal Emergency Management Agency (FEMA), it was possible to secure funds to strengthen the equipment of various sites, which is equivalent to strengthening the WIPR signal on the island. After completing several FEMA project closure reports, it was possible to identify additional funds corresponding to Hurricane María, which allowed the obligation of the amount of $357,209.62.

After the passage of storm Fiona, various areas of the Hato Rey facilities suffered damage. Thanks to an emergency petition sent to the Corporation for Public Broadcasting (CPB), approval of $35,931.00 was achieved. With these funds, the air conditioners of the Ángel F. Rivera Historical Archive and various equipment in the radio area will be replaced.

Together with the Puerto Rico Department of Housing, the Corporation received $26,975.93 as part of the Community Development Mitigation Block Grant (CDBG-MIT). Said funds correspond to the matching of funds from various FEMA projects.

At the moment, the Planning and Engineering department staff are preparing a proposal that will be submitted to the CDBG-MIT grant project. The project titled: Secured for Public Safety and Community Integration; seeks to create the infrastructure to ensure public safety and community integration with next- generation technology. This project will allow the government to have a new way to help, prevent and guide our people in case of emergency.

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