



2023
LOCAL
CONTENT



PROGRAMS PRODUCED IN 2023

LOCAL PROGRAMMING

WIPR broadcasts on channel 6.1, 3.1 west area and streaming through the **PRTV+** app, 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 2023.

WIPR TV Programming

Our programming integrates educational and cultural 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 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 for Puerto Rican and Hispanic families in every corner of the planet.

PROGRAMMING

CULTURAL	EDUCATIONAL	INFORMATIVE	ENTERTAINMENT	CHILDREN
----------	-------------	-------------	---------------	----------



ALIANZA AL DIA

This series was developed by the *Alianza por la Salud del Pensionado* with the purpose of educating, informing and entertaining older adults on topics of importance to this population of Puerto Rico. The production pays for the use of the studio to record the three programs of one hour each weekly.



AQUÍ ESTAMOS

An informative daily morning show with Shanira Blanco that highlights social events, trending topics, and local businesses. In 2023, two seasons of 60 one-hour episodes and 60 half-hour episodes were produced.



AL MÁXIMO CON GERALDINE

This television magazine is dedicated to the elderly public, and covers topics such as healthiness, mental health and emotional well-being, finances, travel, and services of interest to the population, among other topics. These are addressed by its host Geraldine Fernández in a weekly half-hour program. This program is sponsored by the Office of the Advocate for the Elderly Affairs. There have been two seasons of 13 programs each.



EN LA CANCHA

Sports program with analysis, interviews, game results and everything related to sports in Puerto Rico; directed and produced by Antonio Lebron. This program is also broadcasted on 940 AM radio. The hour-long program has various sponsors that share their passion for sports. In the year 2023, 22 programs were produced between January and June and 26 programs between July to December 2023.



ESTO LO HAGO YO

On this “how-to” series the audience can learn how to make, fix, remodel and improve everything in the home; with the ingenuity and experience of the incomparable Douglas Candelario. In 2023, 10 one-hour programs were recorded



ESTUDIO ACTORAL

Highlights the life and careers of actors in Puerto Rico, with Gilberto Valenzuela as interviewer and host. In 2023, a season of 13 programs was made and the filming of a new season with 13 programs, all of one hour each, is currently in process.



AGENDA PUERTO RICO

A space for discussion of government public policy issues in the historical, social, and economic context. It has a recognized group of experts and experts in various topics. The well-known panelist that includes attorneys José A. Hernández Mayoral, Hugo Rodríguez and Kenneth McClintock, former Secretary of State, discuss the new political reality of Puerto Rico.



TRAVESÍAS CON SABOR

– This space 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 and vegetables that he uses in his recipes are grown. In 2023, a season of 13 episodes was made and at the end of December a season of 10 episodes was renewed in which sponsorships were included to reduce the production costs.



CHEF BORICUA

This culinary competition that seeks to find the next Chef of the Country was held in alliance with FIDA and the Department of Agriculture. They covered the production costs, while WIPR provided the recording for television. Three seasons of 13 episodes each lasting half an hour were made.

Season 1 – Professional Chefs – aired from September to December

Season 2 – University Students – airs on January 9 until April 2.

Season 3- Amateurs – airs from April 9 to July 2.



LOS MAS BUSCADOS

In this series Agent Miguel Ramos in collaboration with the Federal Bureau of Investigation (FBI), the Federal Marshals, the Puerto Rico Department of Correction, the Puerto Rico Department of Justice, the Puerto Rico Police and Osceola County, Florida investigate and identify the criminals and fugitives who are a menace in the community. The program airs twice a week for 30 minutes each.



PR ESPORTS LEAGUE

Highlights digital athletes between 16 and 28 years of age who participate in gaming competitions at national and international level. 47 1-hour episodes were produced.

Projects from the PROGRAMA DRAMÁTICO LUCY BOSCANO



ASÍ SE HACE HISTORIA

INTERSTITIAL

10 interstitials where viewers take a tour of the historical moments of Puerto Rico and its memorable men and women. Pending final delivery with corrections.

LA LÍNEA IMAGINARIA

SHORT FILM

This short film presents the story of Samuel a 10-year-old boy who faces the deathbed of his father, Mateo; a fisherman whose last wish is for Samuel to return a necklace of snails to the sea. Duration 30 mins



VIDAS

Vidas is a journey through the legacy of renown figures of cultural community. The program includes the testimonies from those who tell us the story of each of the men and women with impactful lives. It is a biographical portrait of figures who have left a mark and legacy in various areas of our cultural, artistic, and social work. Grenda Rivera delves into the testimonies of invited resources. (Biographies) During 2023 the Lives of: Angela Meyer were produced; Velda Gonzalez; Luis Vigoreaux. Currently in production Luz María Rondón, Johanna Rosaly, Adalberto Rodríguez "Machuchal" and Luis A. Rivera "Yoyo Boing".

VEJIGANTES

MOVIE



The film *Vejigantes*, produced by WIPR TV and its Lucy Boscano Drama Project, is the film adaptation of the play *Vejigantes* by Francisco Arriví, written in 1956 and is the most important dramatic work of our 20th century literature.

Its plot takes place in the palm groves of Loíza where the story of Toñita, a mulatto bomba and plena dancer who is seduced by a Spaniard, is told. From that encounter, a daughter is born, Marta, who 45 years later keeps her mother, an already aged Toña, locked up so that her neighbors do not see the color of her skin as she is socially rejected due to reigning racism.

Marta as well has a daughter, Clarita, who is in love with an American businessman. The hurdles of the play accelerate to realize that the same thing that happened to Mama Toña could happen to Clarita. But Clarita affirms her mulatto origins and celebrates her cultural heritage with her grandmother on the beaches of Loíza.

PUERTO RICO CLASSICAL MUSIC

This competition was aimed for amateur classical music composer and provided the opportunity to expose their music. Each week the audience learned about the stories and compositions of the participants until a final winner was selected. 10 episodes were made to meet the participants and the winners.



SOMOS FUTURO

A program focused on the efforts of children's services and education of the Childcare services of the Administration for the Care and Comprehensive Development of Children (ACUDEN); the leading early childhood agency in Puerto Rico which is under the umbrella of the Puerto Rico Department of Family Affairs. The 12 programs of one hour each were produced, recorded, and aired once a month at 6:00pm.





EN FAMILIA

A half-hour program produced by the Puerto Rico Department of Family Affairs where the various services aimed at the well-being of the family are presented. We have 10 -30-minute episodes.

ASSMCA MENTAL HEALTH UP TO DATE PROGRAM

weekly one-hour production where you learn about the programs and services of the Mental Services Administration Health and Addiction (ASSMCA). In it they tour the entire island to present each of their initiatives.



VIDAS Y BEBIDAS

Presents the diversity of the spiritual nectars of Ibero-America and portrays the uses, customs and cultural ties of its people, regions, and countries. This project is a co-production with educational television stations from Mexico, Spain, Brazil, Colombia, Chile, and Costa Rica. Produced by the Association of Educational Television Networks of Ibero-America (ATEI), pending release, it has an episode co-produced by WIPR about Ron *El Barrilito*.



NOTISÉIS ESPECIAL

Weekly special half-hour program on various topics including economic development, health.

NOTISÉIS 360

Half an hour daily of local news and international coverage and brings you the news objectively in an informative series unique in its style.



DEUTSCHE WELLE

license for use of up to 9 weekly programs for one year, available in season. Among the programs are Cultura 21, Euromax, Europa in Concert, Con Sabor y Saber, DW Cultura, Here I am, Made in Germany, among others available seasonally. They are weekly spaces of 30 minutes.

#DESAFÍO 2023



¡QUE NO SE QUEME! (DON'T LET IT BURN!)

Reality show of 13 episodes where 4 schools of the Puerto Rico Department of Education tests 12 of its best Culinary arts students. In each episode the participants measure their skills, knowledge, and abilities in local and international gastronomy.



UN MINUTO CONTIGO (ONE MINUTE WITH YOU)

This series of capsules provide us tools to strengthen our mental health and promote individual well-being.



AGRORETOPR

Reality show of 13 episodes where 4 schools of the Puerto Rico Department of Education test 12 of their best students of the Horticulture program. In each episode the participants measure their skills in potting and cultivation, environmental awareness, and administration of an agribusiness.



ALTO VOLTAJE (HIGH VOLTAGE)

Reality show of 13 episodes where 7 schools of the Puerto Rico Department of Education test 12 of their students that are studying electricity and how it works. In each episode the participants measure their competencies and skills in design and management of electrical systems.

CAPOTA Y PINTURA (HOOD AND PAINT)

Reality show of 13 episodes where 6 schools of the Puerto Rico Department of Education put 12 of

their best to the test Collision students. In each episode the participants measure their knowledge and skills in the repair of motor and aquatic vehicles. participantes miden sus conocimientos y destrezas en la reparación de piezas de vehículos de motor y acuáticos.

INTERMEDIATE SIGN LANGUAGE COURSE

Course that closes the communication gap with hearing impaired communities of Puerto Rico through short capsules that teach you to express yourself in Sign Language.

EN LA PUNTA DE LA LENGUA (ON THE TIP OF THE TONGUE)

Presents a window to the national and international literary and artistic world and its cultural all-in alignment with the reading comprehension expectations of the Puerto Rico Department of Education.

EQUIDAD Y RESPETO (EQUITY AND RESPECT)

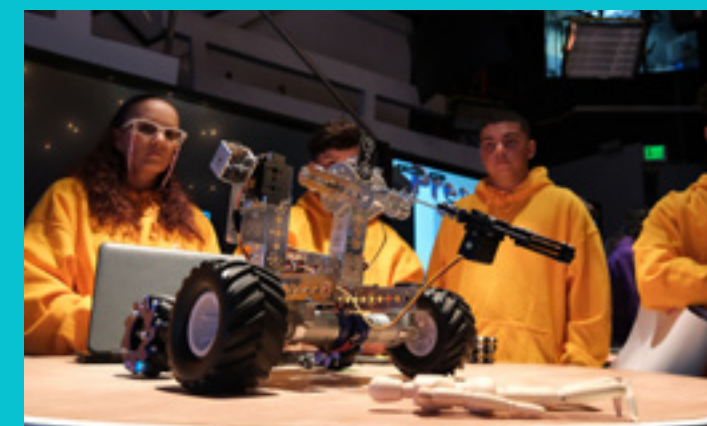
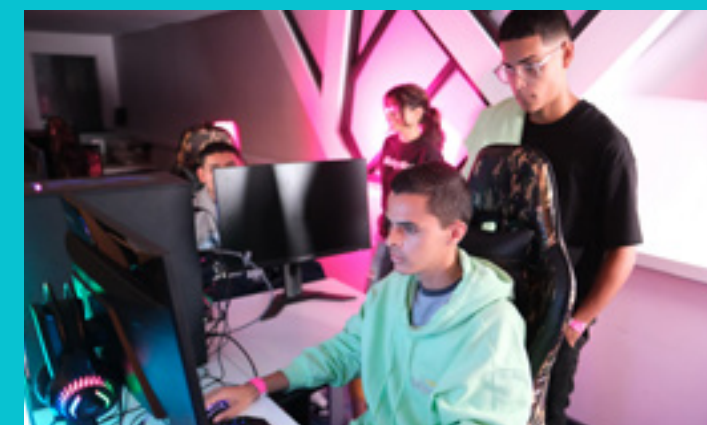
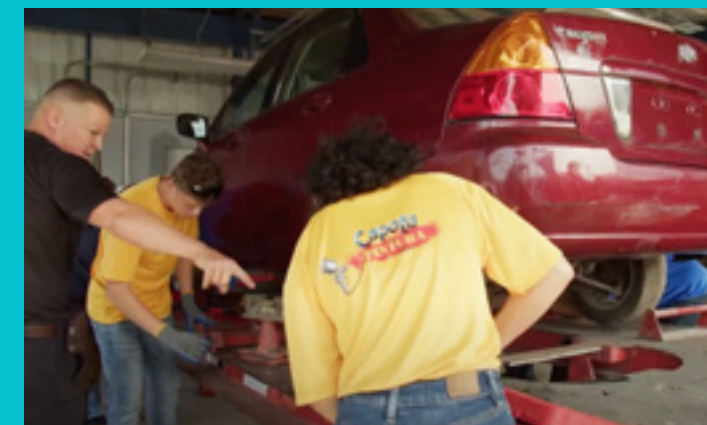
Highlights the values that transform us into better human beings within a society that thrives on teamwork.

LA FÓRMULA STEAM: COMPUTACIÓN (THE STEAM FORMULA: COMPUTING)

13-episode reality show where students from the Puerto Rico Department of Education schools demonstrate their skills in programming computers and devices, through various challenges that can be applied to daily life that will help them in their preparation for the workforce

LA FÓRMULA STEAM: ROBÓTICA (THE STEAM FORMULA: ROBOTICS)

13-episode reality show where students of the Puerto Rico Department of Education schools demonstrate their creativity and design skills, construction, and use of a robot; while they are evaluated by experts in robotics and engineering, as well as by special guests.



SPECIAL EVENTS BROADCASTED:

JANUARY 2023

Día de Reyes 2023 – Atención Atención
Bohemia de Reyes
Especial Carmen Jovet: más allá de la mujer Noticia
Especial – En la Cancha Prime Time

FEBRUARY

Special broadcast of the Department of Natural Resources and Environmental: Wetlands
Message from President Joe Biden
Transmission public hearings of the Federal Senate about the Territories
Puerto Rico Premiere Classical Musical Initiative
Premiere of Somos Futuro TV- ACUDEN
On The Court Prime Time

MARCH

Movie *El Familión* – Autism Awareness Day

APRIL

State Situation Message – Hon. Pedro Pierluisi Governor of Puerto Rico
Documentary premiere: San Juan Beyond the Walls of Banco Popular
Vejigantes movie premiere
School Sport Basketball- Puerto Rico Department of Sports and Recreation.
On The Court Prime Time
LAI 2023 Sports Festival (Swimming, Cheerleading and Dance and Athletics)

MAY

Final production class by Professor Luis Molina Casanova
Budget Address by the Mayor of San Juan

JUNE

Special Notice: Hurricane Season
Special Programming Father's Day:
José Juan Tañón- True Love

A Hero in Every House with the Puerto Rico State Band
Special Programming for the Centennial of Don Abelardo Díaz Alfaro

JULY

Premiere of the Artisan Biography Capsules
Protocolary Acts of the 4th of July Celebration

AUGUST

Premiere of Heroes of Our Time
Pan American Athletics Championships 2023- Puerto Rico Department of Sports and Recreation
Puerto Rico SER Telethon

SEPTEMBER

Special Coverage: Build Puerto Rico Reconstruction Summit 2023
Victoria Espinosa Awards from the Municipality of San Juan
Education season premiere #Desafío2023
Chef Boricua: season premiere

OCTOBER

Endgame 2050 premieres, special program on global warming

NOVEMBER

Movie Premiere: The Imaginary Line
Golden Brooch, the Beginning
ASSMCA Mental Health Up to Date Program Premiere

DECEMBER

Salsa, Flavor and Evolution Premiere – Banco Popular
Special Puerto Rico Department of Housing – Transforming Puerto Rico
We Are Family Program – half-hour program from the Puerto Rico Department of the Family Affairs
Premiere with Sabor a La Montana: a gift from the municipality of Comerío
Special from the Conservatory of Music: El Niño de Aguadilla
Christmas Concert in the Fortaleza
Special My Good People with Amaury Oyola
Special Welcome to 2024 (farewell to the year)

Social Media DATA WIPR TV

WIPR TV FACEBOOK

Followers 88,934

MEN 35.20%
WOMEN 64.80%

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

WIPR TV INSTAGRAM:

Followers 4,596

MEN 37%
WOMEN 62.9%

Edad	Men	Women
35-44	25.8%	26%
45-54	24.1%	21.5%
25-34	23%	25.4%

Wide-range audience:

Puerto Rico	64,496
United States	20,923
Mexico	820
Peru	624
Dominican Republic	343

Wide-range audience:

Puerto Rico	74.1%
United States	21.5%
Nigeria	.7%
Dominican Republic	.6%
Colombia	.5%

WIPR TV TWITTER

(@ notiseis360pr)
Seguidores 1,112



#MyYearInYouTube2023

9,768

new followers

2,539,618

visualizations

871

uploads

32,090

likes



The Most Wanted Puerto Rico is the most visited news program on YouTube with **15,406 hours of viewing.**

WIPR NEWS DEPARTMENT

Notiséis 360 continues to reap achievements in 2023

This past year, **Notiséis 360** has had significant growth on social networks platforms, already exceeding 714,000 followers on Facebook, 84,000 on Twitter and 78,200 on YouTube, maintaining its leadership position within the main digital news platforms inside and outside of Puerto Rico. In addition, Notiséis 360 has ventured into other more specialty platforms such as LinkedIn and Threads.

Below is a breakdown of our audience on social media platforms as of December 31, 2023:

1. Facebook: 717,700 followers (636,000 Likes)
2. Instagram: 33,800 followers
3. Twitter: 83,350 followers
4. YouTube: 78,200 followers (13,000 videos – We are the news platform in Puerto Rico with the most videos on YouTube and we have a figure of 2,539,618 views in 2023.

Lesser reach platforms:

1. Threads: 3,951 followers
2. LinkedIn: 581 followers

In addition, the professional and digital technology of **Notiséis 360** have been used to partially manage and perform content publishing and streaming services for live broadcasts of other agencies and entities of the government of Puerto Rico such as:

1. The Puerto Rico Department of Education
2. Electronic Lottery
3. The Department of the Treasury
4. The Puerto Rico Department of Sports and Recreation
5. The Municipality of San Juan
6. The Municipality of Mayagüez
7. La Fortaleza
8. Department of Transportation and Public Works (DTOP)
9. Administration for the Comprehensive Care and Development of Early Childhood (ACUDEN)
10. Retirement Systems of the central Government and the Judiciary
11. The Puerto Rico Police Department

In short, the social networks platforms of Notiséis 360 continue to be a great resource for over 15 years as it expands and maintains the audience of the Puerto Rico Public Broadcasting Corporation inside and outside of Puerto Rico informed.

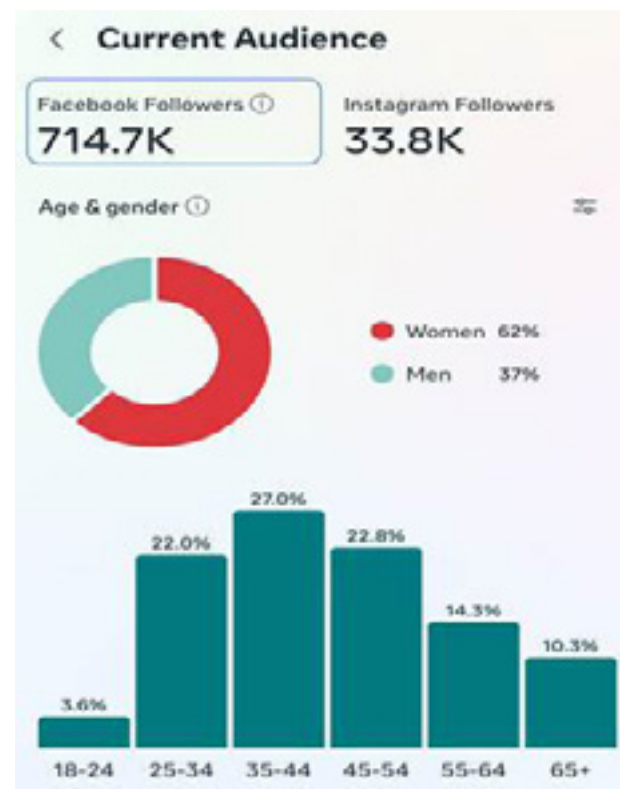
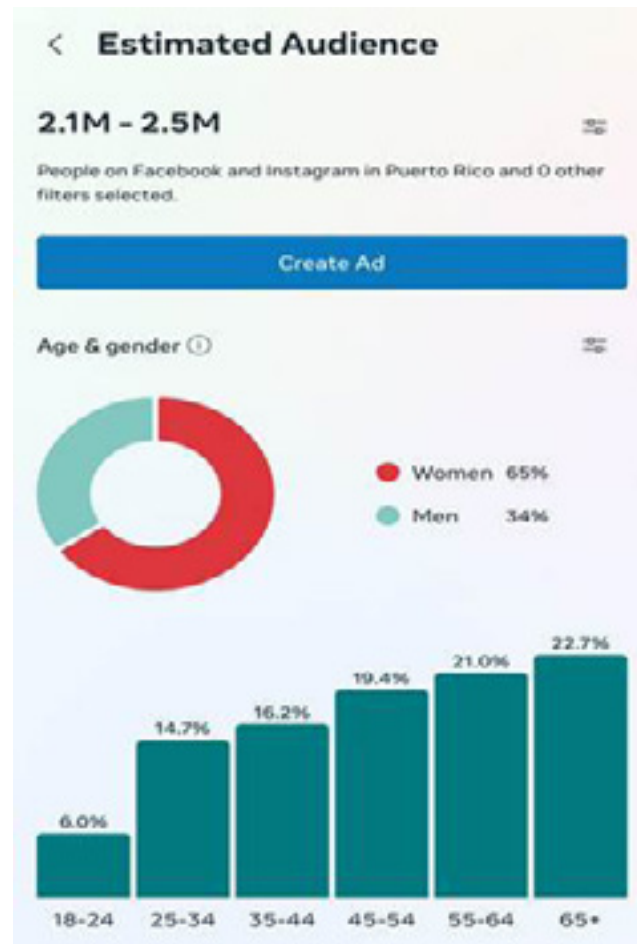
We continue from Monday to Friday with our edition of Notiséis with current information both locally and internationally. Also, we have education, recreation and sports segments and a weather segment.

Also, we broadcast Notiséis Especial programs weekly. One of the programs is oriented to health and social well-being issues and the other is oriented to economic issues of the private and the public sector.

During 2023, the **“Most Wanted Puerto Rico”** program achieved the arrest of 65 highly dangerous individuals who were on the Most Wanted List.

Our goal is to keep the people informed day by day using all our platforms to the fullest.

SOCIAL MEDIA NOTISÉIS 360



2023 SPECIAL PROGRAMMING EVENTS

- We continue with the transmission of the **“Metropolitan Opera House”** in New York..
- The broadcasts of the 50 games of the **Cangrejeros de Santurce**.
- Broadcast of the **Three Kings Days Special** of the Puerto Rico Symphony Orchestra.
- The special program **En Ruta al Puerto Rico Classical Music Initiative** began Allegro 91.3 FM. It ended on Thursday, February 2, 2023.
- On Friday, January 20, we begin the season of **“Fridays Cómplices de Allegro”**, a segment to perform “fundraising”.
- On Wednesday, January 25, the **Governor’s Message** on the privatization of energy generation was transmitted.
- Premiere of the program **“From the Conservatory”** in alliance with the Puerto Rico Conservatory of Music and Allegro 91.3FM.
- On Monday, February 6, we broadcasted a special program on topics related to cancer with resources from the **Comprehensive Cancer Center** of the University of Puerto Rico
- On Wednesday, February 8, Governor Pedro Pierluisi offered a special message to the people of Puerto Rico.
- On Saturday, March 4, a special program on **Veterans’ Services** in Puerto Rico was broadcasted.
- On Wednesday, March 22, a special program regarding the Abolition of Slavery titled **We Are ALL Harriett Tubman** was aired.
- On Saturday, March 28, the Governor’s message on the **State of Puerto Rico** was transmitted.
- Beginning radio month, the **Teen Radio** program premiered in alliance with students from the Juan José Osuna Specialized Communications school, of which WIPR is a mentor.
- On Sunday, May 21, the **Puerto Rico Classical Initiative 2023 Special Program Marathon** was held and its Grand Finale where the winner was announced.
- On Tuesday, May 30, the **Budget Message** was transmitted to the Legislative Assembly of the Hon. Miguel Romero Lugo, Mayor of San Juan.
- On Saturday, June 3, the Casals Festival Special was broadcast on Allegro 91.3 FM
- On Wednesday, June 7, Governor Pedro Pierluisi offered a press conference to provide updates on the seizure of Congress 2023.
- On Friday, June 9, a live broadcast of the **Tardes Campesinas** program was held from the Comerio town in the center of the island.
- On Saturday, June 10 at 1:00 PM, the 2022-2023 season of **The Metropolitan Opera** ended on Allegro 91.3 FM.
- On Monday, June 12, live broadcasting of the **Tardes Campesinas** program from the town of Ciales.
- On Saturday, June 17, we began broadcasting the **Symphonic Saturdays** programs on Allegro 91.3FM.
- On Friday, June 23, the special program of the 63 years of Allegro 91.3FM was broadcast.

- On Friday, August 4, we broadcasted live the following programs: Learn about Health, Ponte en Pie Mujer, Tardes Campesinas, Alianza al Día and En la Cancha from Plaza las Américas. This was part of the Junte Radial event of the Association of Radio Broadcasters of Puerto Rico. Additionally, we interviewed the director of the Department of Transportation and Public Works (DTOP), Eileen Vélez.
- On Monday, August 7, the **Symphony Cast program** began on Allegro 91.3FM.
- On Monday, August 21, live broadcast from the **Tardes Campesinas desde Ciales**.
- On Wednesday, September 13, the new program: Always Present National Guard began in collaboration with the Puerto Rico National Guard.
- On Friday, September 15, our fundraising campaign **"Cómplices de Allegro Friday"** began until Friday, December 8.
- On Thursday, October 12, a special program dedicated to the celebration of the **Government of Puerto Rico Pensioner Week** was broadcasted.
- On Wednesday, October 18, the Press Conference launching the **"We Are All Capable"** Campaign was broadcast, presented by Shalmarie Arroyo and her program Unknown Reality.
- On Sunday, October 29, the **"Pipe Dreams"** program began.
- On Friday, December 1, a special program was held in honor of **Luis Antonio Rivera "Yoyo Boing"**, a renowned entertainer, actor and comedian who dedicated much of his life to radio and television in Puerto Rico.
- On Saturday, December 9, the 2023 - 2024 season **"The Metropolitan Opera"** began.
- On Wednesday, December 13, the series of 6 programs sponsored by the **Mental Health and Addiction Services Administration (AMSSCA)** called Mental Health Day began to be broadcast.
- On Friday, December 22 and 29, we broadcast 2 special programs called **"Sky Without Rumbling"** beyond the lights and noise; pyrotechnics to raise awareness about the pyrotechnics used at New Year's Eve. Noises that affect pets and children and adults with autism.
- On Sunday, December 31, to promote family unity, WIPR Radio joined WIPR TV in broadcasting its **Welcome 2024** special.

We broadcasted the Double A Carolina Giants baseball season on FM, from Friday, February 17 to Sunday, May 28, 2023.

We broadcasted the Double A baseball season of the Guaynabo Mets on AM starting on Friday, February 17 until Sunday, May 28, 2023.

We broadcasted the Doble A Los Criollos de Caguas baseball season on AM starting on Saturday, February 18, until Friday, May 12, 2023.

We broadcasted the Carolina Giants Double A baseball season on AM from Saturday, November 4th in progress.



INFORMATIVE INTERSTITIALS

- Monday, February 13, in celebration of **World Radio Day**, we broadcasted 5 spots about the history of radio in Puerto Rico throughout the day..
- During the month of May, spots were broadcasted to mark radio month.
- During the month of June, spots were broadcasted when honoring the **63rd anniversary of Allegro 91.3 FM**.
- **Time Capsules with Joshua Coreano** from Monday to Friday at 5:00PM on WIPR 940 AM. Provides information on weather conditions.

EDUCATIONAL AND COMMUNITY TARGETED PROGRAMMING

ALLEGRO
91.3fm

En Ruta al Puerto Rico Classical Music Initiative

- February 26 to May 21, 2023 Program conducted, written and produced by Joel Rivera to promote the Puerto Rico Classical Music Initiative. Where the profile of the 25 participants in the composer contest is presented. This was part of the initiatives we carried out with the Cómplices de Allegro campaign to raise funds for the maintenance and operation of our station. The duration of the program is one hour.

Metropolitan Opera - Opera broadcast live from the Metropolitan Opera House. This program explains the process of Opera, no matter what language it was originally created in.

Classical 24 - Classical Music from all musical periods and conducted by expert classical music announcers.

Sunday Baroque - Baroque Music is its maximum splendor, displayed in an eloquent way and in keeping with the times.

Symphocast - American Public Media is excited to showcase the most memorable performances from the 2023 BBC Proms, the UK's annual celebration of classical music.

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

Sábados Sinfónicos - Transmission of the best concerts of the Puerto Rico Symphony Orchestra.



La Zarzuela Vive - Combines narratives, songs and instrumental parts, a program that exalts the Zarzuela genre, its drama and musicality in all glory.

El Conservatorio - Educational and cultural program, where we talk with the guest about details of cultural management, which have been reflected in historical research, books, collaboration with various non-profit organizations, among others. We present important historical events and Puerto Rican characters who, with their accomplishments, have marked the history of our people.



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

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

Pets and Veterinary Medicine - A program dedicated, purely and exclusively, to our pets; how to care, feed, and protect them, and helps to better understand their world and what steps to follow in case of adoptions, health and events.

Hope for Old Age - This program is aimed at bringing a message to strengthen social, emotional, economic, physical, and spiritual aspects without distinction of class to our Elders. It provided the answer is to all their questions on how to prolong and have quality of life at any age.

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

“Realidad Desconocida” - (Unknown Reality) Address issues about disability that impact all areas of daily life which many people are unaware of. In this program we talk about different abilities, focusing on everything we can be and not on the shortcomings we have. It sym-

bolizes 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.

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

Women in Tune - A social impact space 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 talk with the people who raise goat, sheep and as well as different crops. The people who work on our land and, above all, friends of the small ruminant industry with goat farmer Carlos Diaz.

Community Voices – presents a variety of topics that show the abilities that various organizations have to improve people’s lives. The program seeks to publicize the alliances that are created by groups, associations and other organizations in the United States that remain connected to the Island from the diaspora. This is an opportunity to expose the work carried out by these groups and their purposes.

Conexión Vial - This informative program provides the status of projects and technology that supports initiatives that promote and improve road mobility on the island as part of the state’s public policy. In alliance with the Puerto Rico Department of Transportation and Public Works.

Alianza al Día - The main goal of this program is to educate about health-related issue that affect the older community. This program is an alliance with between WIPR Television and Radio and Luis Colón, Executive Director of Alianza por la Salud del Pensionado which he hosts with Sonia Pérez, retired from public service and voice of the pensioner.

Ibero-American Cultural Scientific Newscast (NCC) - Newscast that disseminates, promotes, and interprets scientific and cultural activities in the world, and strengthens cooperation and communication between the different peoples of Ibero-America.

National Guard Always Present - issues related to the Army and the Puerto Rico National Guard.

Mental Health Up to Date - Offers valuable information and advice that will help you feel better emotionally. Animated by Alba Vellón.

Sky without Rumble - Because we love animals, we have something in common. This special program focuses on Beyond The Lights And The Noise; Pyrotechnics. Dedicated to talking about what causes these annoying and unnecessary noises, and how it affected our pets.

Learn about Health - hosted by Cindy Villarriaga program dedicated to health in general.

Teen Radio - In partnership with the students of the Dr. Juan José Osuna Specialized Communications School.

Public service program - program dedicated to the services offered to veterans in Puerto Rico.

SPORTS PROGRAMMING

En la Cancha Radio- One-hour, live program where analysis, interviews, results and everything related to Puerto Rico’s number one sport, basketball which is followed by 50% of the country’s population. In addition, the most important events of all sports at the Puerto Rican and International level are covered. Hosted and produced by Antonio Lebrón.

En tu Zona Deportiva- A sports and educational program to motivate and educate youth through sports. Interviews are conducted with the sportsman of each sport where they present their biographies. Hosted and produced by Freddie Rodríguez, Jr.

The Original Download - Program of analysis and sports knowledge.

SPECIAL PROGRAMMING FOR HISPANIC HERITAGE

Celebrating Hispanic Heritage Month September-October 2023, special programming was made for 940 AM using programming from the Historical Radio Archive.

This special transmission was broadcasted from Sunday, September 17 to Sunday, October 15 from 1:00 pm to 5:00 pm. Our educational programs specialized in topics are part of this initiative, offering knowledge about Hispanic Heritage.

SUNDAY, SEPTEMBER 17

1:00 pm - 2:00 pm A place in heaven "Jose Miguel Agrelot and Ramón del Rivero Diplo

2:00 pm - 3:00 pm

Weekly story "Abelardo Diaz Alfaro"

3:00 pm - 3:30 pm Our yesterday "Antonio Paoli"

3:30 pm - 4:00 pm Voice and Feeling Rhyme "Evaristo Rivera Chevremont 1st part

4:00 pm - 5:00 pm Applause "Jose Feliciano"

WEDNESDAY, SEPTEMBER 20

11:00 am - 12:00 pm Your Pet and Veterinary

THURSDAY SEPTEMBER 21

3:00 pm - 4:00 pm Hope for Old Age Program

FRIDAY, SEPTEMBER 22

11:00 am - 12:00 pm The Conversation

SUNDAY, SEPTEMBER 24

1:00 pm - 2:00 pm A place in heaven "Pablo Casals and Arturo Somohano"

2:00 pm - 3:00 pm Weekly story "Alejandro Tapia y Rivera"

3:00 pm - 3:30 pm Our yesterday "Carmen Belen Richardson"

3:30 pm - 4:00 pm Rhyme Voice and Feeling "Evaristo Rivera Chevremont 2nd part

4:00 pm - 5:00 pm Applause "Chayanne"

THURSDAY SEPTEMBER 28

11:00 am - 12:00 pm Solutions Program

SUNDAY, OCTOBER 1

1:00 pm - 2:00 pm A place in heaven "Lucy Boscana and Raul Julia"

2:00 pm - 3:00 pm Weekly story "Ana Roqué"

3:00 pm - 3:30 pm Our yesterday "Mapita Cortez"

3:30 pm - 4:00 pm Voice and Feeling Rhyme "Virgilio Davila"

4:00 pm - 5:00 pm Applause "Marc Anthony"

SUNDAY, OCTOBER 8

1:00 pm - 2:00 pm A place in heaven "Felisa Rincón and Julia de Burgos"

2:00 pm - 3:00 pm Weekly story "Cayetano Coll y Toste"

3:00 pm - 3:30 pm Our yesterday "PH Hernandez"

3:30 pm - 4:00 pm Voice and Feeling Rhyme "Jose Gautier Benítez first part"

4:00 pm - 5:00 pm Applause "Olga Tañón"

SUNDAY, OCTOBER 15

1:00 pm - 2:00 pm A place in heaven "Isolina Ferre and Federico Degetau"

2:00 pm - 3:00 pm Weekly story "Angel Agosto"

3:00 pm - 3:30 pm Our yesterday "Rosario Ferré"

3:30 pm - 4:00 pm Voice and Feeling Rhyme "José Gautier Benítez second part"

4:00 pm - 5:00 pm Applause "The Great Combo of Puerto Rico"



NARA RADIO DIGITIZATION Project

This Project enters its second year and ends in September 2024.

During 2023, we worked on the entire digitization process, coordinating with the Menmom company to closely see the process of cleaning and digitizing the contents. At the same time the process of collecting meta data for what will be the webpage for this project began. It is also pending that the General Archive approves the disposition of the digitized tapes since the channel does not have adequate space for their preservation.





ENGINEERING DEPARTMENT

Work completed during 2023

REPACKING PROJECT

Cerro La Mesa, Aguas Buenas This area works as an alternate site, it is on the air with its transmitter and auxiliary antenna. In 2023, the project to replace the new transmission tower began, which ended in November 2023.

CHANNEL IN THE BOX PROJECT BY MASTER CONTROL

Implementation of new storage servers with a TV programming automation system, these equipment are acquired due to the need to safeguard the TV programming that is used daily in an organized and automated way. This system will serve to transmit programming on channels 6.1 and 6.3.

This project was completed in December 2023, and this system will be integrated into what is being developed from the channel's historical archive, where all historical programming will be stored and can be used from master control. This project is expected to be completed. in December 2024.

Cerro Monte del Estado en Maricao This is the main site of WIPM, channel 3, in the western area where the repack project was completed and has two transmitters and two antennas installed, one alternate and another main where we cover three quarters parts of the Island.

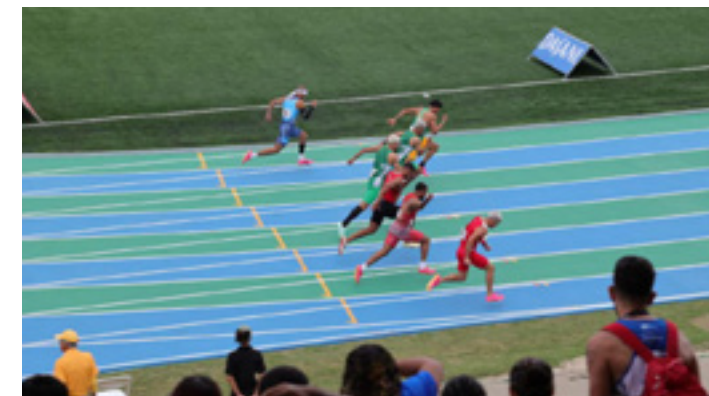
Fotos: Gabino Planell



SPONSORSHIP AND SALES

During the year 2023, sponsorships were achieved for our regular and special programming of \$950,283.46, almost 1 million dollars, which represents an increase of an additional \$350,000 compared to 2022.

In 2023, agreements were reached to produce energy-saving interstitials for the Puerto Rico Energy Bureau and sports projects such as LAI Interuniversity Fairs



Along with special broadcasts of sporting events for the Puerto Rico Department of Recreation and Sports. Sponsorship record was broken with Christmas and New Years Eve specials in 2023, exceeding income in one month by \$225,000.00.

In the trade area, \$179,502.61 in agreements were generated, which represents a savings in production costs for the CPRDP.



MARKETING

The Department of Marketing and External Resources of the Puerto Rico Public Broadcasting Corporation exposes some of the relevant works of the year 2023 where there was an increase in income for the Corporation in relation to the year 2022.

Among the projects worked for public and private companies were:

- The conceptualization, logistics and execution of production and captive events.
- The creative design, production, and execution of advertising campaigns.
- Design of an integrated media plan using the WIPR media platform and other private radio and TV stations to project campaigns for government clients.
- Rental of equipment and services to private stations and advertising agencies.
- Promote the rental of facilities for private corporate projects, commercial production and conferences via closed circuit and over the Internet.

Some of these clients:

- The Ombudsman for People with Disabilities (DPI) -production of a mass event at the Luis Muñoz Marín Park. In addition to designing the advertising campaign and media purchasing for private stations, complementing the guidelines on the WIPRTV platform.
- The Office of Protection and Defense of People with Disabilities brought in the design concept, production of TV and radio spots and broadcasting on WIPR's media platform (TV and 940AM). They are new client, and we will be providing exposure, outreach and any other needs for the entire fiscal year 2023-24.
- The Office of the Attorney General for the Elderly (OPPEA)
- Puerto Rico Department of Recreation and Sports (DRD)
- The Interuniversity Athletic League (LAI)
- Telemundo Puerto Rico, NBC
- Santana Company

ALLIANCE

ATEI

At the international level, with the Ibero-American Educational and Cultural Television Association (ATEI) we (WIPR TV) are involved in the production of two episodes of the series "Lives and Drinks" in which 11 countries participate with stories of their native drinks. With its history and cultural roots in the population to the present and 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. We highlight the Ron del Barrilito and the Ron Pepón.

We broadcast dozens of Scientific Cultural News (NCC) programs with technological, scientific, and cultural content that greatly contributes to the advances and events of significance in Ibero-American society and in the world. It allows us to have a window to the world in an agile, simple, and informative way.

In addition, with ATEI we received in November 2023 the president of the Association and General Director of Channel 44 in Guadalajara, Mexico for the press conference and the announcement of the PR broadcast of three international projects.

• **NI UNA MENOS NI UNA SOLA.** 13 episodes of the stories of victims of international femicides from a psychosocial perspective.

• **VIDAS Y BEBIDAS "LIVES AND DRINKS" INTERNATIONAL PRODUCTION** Relates the stories of the spirits and culture of the regions of origin through the lives, and history that surround the liquid presented.

• **CAFÉ CHÉJOV** 5 seasons of 13 episodes.

Dedicated to the short story narrative, which due to its brevity and forcefulness has the ability to captivate the reader. Each presents the best work of the literary genre which converge with the purpose of achieving a dialogue and stimulating meeting point for experts, enthusiasts, and neophytes.

Through ATEI we received the invitation from the President of RTVE in Madrid to participate as a panelist at the First Ibero-American Forum on Public Audiovisual Service at the Cervantes Institute on Gran Vía Madrid. Agreements were reached to participate in the First Hispanic Vision Festival to hold its first edition in Cartagena, Colombia. The viability of being part of and receiving content produced by RTVE in a news magazine format that is notable in Latin America, including WIPR in the Caribbean region.

RED TAL

Latin American Television Network (TAL Network) with 146 stations affiliated with a space that unites public channels in Latin America with the exchange and strengthening of audiovisual content from the region. With programming that highlights culture, innovation, aesthetics, and the care of content that educates, being a point of quality television. We have content on our screen to show the world beyond PR. Including an international Latino perspective and its active insertion in communities in the United States.



PRTV+

PRTV+ is an application for mobile phones, tablets, computers, and smart TVs. With PRTV+, you can enjoy educational, informative, and cultural content of 940 AM, Allegro 91.3 FM, Notiseis 360 and WIPR TV how, when and where you want. The application is compatible with iOS, Android, Apple TV, Fire TV and ROKU. For web browsers such as (Chrome, Safari,

Firefox, etc.), the address (URL) is: www.prtv.pr

During 2023 Marketing had the responsibility of maintaining the PRTV+ application updated with new content weekly, all the radio and television programming, as well as the Department's reality television programs of Education and in the On Demand modality.

Total Installations	28,735
Total Content Views	243,505
Total Content	1,577

Wide-range audience:		Favorite Devices:	
Puerto Rico	12,702	iOS	49.3%
United States	7,085	Android	38.1%
Afganistán	278	Fire TV	7.6%
Estados Unidos	153		
Colombia	89		



HUMAN RESOURCES



INTERNSHIP:

During the calendar year 2023 we had 28 intern students from various public and private universities, as well as 16 students from the Dr. Juan José Osuna Specialized Radio and Television Production School of which we are sponsors, who carried out their internships in the different television, radio and PRTV+ app departments. In 2023 we had 27 volunteer work contracts in various station projects.

COMPLETED PROJECTS:

Among the completed projects is the approval of the proposal that was submitted to the Bureau for the Promotion of Work Opportunities, with the objective of raising funds for the maintenance of regular positions in the Corporation. Likewise, all the processes established by the Office of Management and Budget and the Government Retirement Board for the implementation of the Incentivized Retirement Program under Law 80-2020 were completed.

PLANNING AND DEVELOPMENT:

The Planning and Development office continues to offer 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 requirements imposed by federal and state agencies results in the favorable acquisition of funds and maintaining favorable partnerships.

The Development team is the liaison between the Puerto Rico Public Broadcasting Corporation and various agencies both federal and stateside. By creating communications regarding opportunities for funding, compliances, and better practices, we are committed in improving the external resources granted to us.

This past year, we continued working hand to hand with the Federal Emergency Management Agency (FEMA) and Pacifica Group, Inc. in allocating the necessary funds that will allow the completion of various project island wide which includes the most important site Cerro La Santa in Cayey. This site will provide us to reach communities that have not been able to enjoy of WIPR broadcasting since the passing of hurricane María.

In additional, the team has participated of various mandatory trainings and webinars in which new resources for public broadcasting have been presented. This information is shared with the different directors and employees who benefit directly from them.

On the other hand, the Development team continues to research and apply for grants to reinforce the stations infrastructure.



Cerro La Santa en Cayey.



**Puerto Rico Corporation for
Public Broadcasting**

P.O. BOX 190909

San Juan, PR

00919-0909

T (787) 766-0505

wipr.pr