

The top half of the page features a dark blue background with a large yellow circle on the left containing the text 'wipr' in a dark blue, lowercase, sans-serif font. To the right of this circle are several smaller circles in shades of blue and green, some of which are concentric circles, creating a decorative pattern.

wipr

Local Content &  
**Services Report**

**2016**



**WIPR**, Puerto Rico Public Broadcast Television and Radio Stations, includes 2 television stations (WIPR Channel 6 in San Juan and WIPM Channel 3 in Mayaguez), two radio stations (91.3 FM and 940 AM) as well as various digital and social platforms.

At WIPR, we deliver 24/7 educational, informative and cultural programming on our various broadcast and digital platforms to a diverse island wide community. Our contents are aimed at promoting knowledge of local and global cultural heritage and serving the community by addressing issues that have impact on their lives.

Our current goals include increasing content quality and outreach, and community engagement by: improving overall quality standards, addressing emerging community issues, providing new platforms to enable user-friendly access to current and new contents, engaging in new partnerships to maximize resources and identifying new venues for distribution to other markets, audiences and population segments.

To address audience needs and community issues we took a novel approach in programming and content form that also helped maximize resources and increase outreach.



- **Increase of Content Broadcast:** To increase impact of relevant content we increased frequency and offered several time slots for a program to be retransmitted during a week. An hour program could be broadcasted up to five times per week at different times, allowing for larger audiences for our content, thus maximizing our investment in programming.
- **Simulcasting:** Primetime programs are simultaneously broadcast on our multiple platforms (TV, radio and web) to reach a larger audience while allowing for the possibility to continue connected—from the office to the car to home.
- **Strategic Content Placement:** Our content was rearranged according to viewer segments that were underserved, mostly children and youth, and our elderly.
- **Digital Platform Upgrading:** To increase outreach of local content, our social and digital platforms were upgraded. The new web design provides easier access with user-friendly design and increased availability of live transmissions, on-demand and archival content.
- **New Content Forms:** Introduced short form content using 3 to 5 minute capsules using animations, music and renewed graphics to target younger audiences, allow flexibility to our formats and to address community concerns.
- **New Information formats:** To better address the issues and concerns of our public we increased quantity and quality of news/informative contents and restructured the news format to be more web and social media friendly.
- **Emphasis on Partnerships:** Increased number of partnerships with other Educational and Cultural institutions, Government Agencies, Non-Profit organizations and private sector. These partnerships contribute to the enhancement of the quality of our contents and help maximize resources to create new ones. The partnerships also helped create new audiences, educate about the services of other organizations, both public and private and to nourish a more healthier social environment—an important service in time of crisis and challenges.



**WIPR** addressed educational needs of young audiences through new contents and 5 student outreach projects: Taller Cien, Laboratorio de Comunicaciones Científicas, Cuenta Cuentos, High School/University Internship Program, Radio and Daily TV programming blocks for Kids of different ages.

- **Taller Cien** is a partnership project with Puerto Rico's Department of Education to train Spanish Teachers in the use of fine arts to improve academic outcome in underachieving middle schools (6th to 8th graders). The goal is to reach a hundred (cien) schools that will serve as models for other schools, both public and private.
- **Laboratorio de Comunicaciones Científicas** (Scientific Communications Lab) is a television and digital media project co-sponsored by the University of Puerto Rico's Science and Engineering Campus in Mayagüez. It's designed to help science students and future scientists develop communication skills while fostering their skills for producing scientific news contents, including meteorological information. Students produce content for daily weather updates, 60 sec and 2 min science capsules and a weekly Science Simulcast Program.
- **Cuenta Cuentos en el parque Baldrich** (Storytelling at the Park) brings together every first Sunday of the month over 200 kids and parents at the community park in Baldrich, San Juan where artists and host Tere Marichal tells stories with the

help of community members, fostering the love of storytelling. "Cuenta Cuentos" is an outreach initiative that was inspired by our children radio program "Cuentos camino a la escuela" and our TV program "Te cuento lo que leí" and is aimed at encouraging reading and storytelling. It's been a favorite tool for elementary school teachers and now it's also become a community monthly activity.

- **Radio and TV for Kids** (TV and radio programming blocks dedicated to children) WIPR 940 AM has a morning segment addressing kids on their way to school. It includes 2 half hour stories narrated daily by artists from our Radio Drama Workshop. The stories are crafted specifically for elementary and middle school kids. They are preceded by a musical education program every week day. The program is a joint venture with the PR Music Conservatory. WIPR TV Programming for younger audiences has been assigned for TV 6-9 am and an afterschool slot from 3-6 pm weekdays and weekend mornings (6-12). We include cartoons, and shows like Animaleando, La nave de Remi, Te cuento lo que leí, Piccolo Mondo, and others.



**Partnerships with various cultural, governmental, nonprofit organizations and nongovernment entities have provided specialized content and resources for radio, digital platforms and television.**

- **Cultural entities include:** Museum of Puerto Rico, Ponce Museum, Conservatory of Music, Ballet Concierto, Pablo Casals Festival, Puerto Rico Symphonic Orchestra, the Foundation for Popular Arts, Pro Arte Musical, Culturarte and the University of Puerto Rico, among others.
- **Governmental entities include:** Natural Resources and Environmental Department; Department of Economic Development, Department of Recreation and Sports; Housing Department; US Department of Agriculture/ PR Department of Agriculture
- **Nonprofit organizations and nongovernment (NGO's) entities include:** Angel Ramos Foundation, Miranda Foundation, Foundation for Puerto Rico, United Way, Los Filtros Community, P.E.C.E.S., CODERI, CODECU, Taller Salud, R.E.D.E.S. Community, among others.



## EDUCATION

- **Taller Cien:** Nearly 1,500 students in 50 schools had a 15% increase in academic performance after workshops, especially in Spanish language proficiency, and increased school attendance. Teacher and students expressed higher satisfaction and future outcome expectations.
- **Laboratorio de Comunicaciones Científicas (LCC):** Over 25 science and communications students from the University of Puerto Rico Mayaguez Campus have completed training to improve communication skills, produce and broadcast scientific information and acquire weather reporting experience.
- **High School/ University Internship Program:** Every semester over 50 students from various municipalities have received professional training and served as interns at our TV and Radio Stations. The initiative is aimed at providing students with job experience required to begin their careers. Students also become advocates of Public Television.
- **Young adults with special needs** have been given the opportunity of being members of the team in TV productions and archives areas, among others.

## COMMUNITY ENGAGEMENT

- **Cuenta Cuentos en el parque:** The project attracts over 200 community members monthly who actively participate in story-telling and reading during gatherings at the community park.
- **“Cuenta Cuentos”** led to a bi-weekly 2 hour Story Telling Workshop at WIPR facilities free of charge for community members.



## CONTENT

- Renewed coverage of live classical music events and simulcasting has increased theater attendance and viewership alike. Simulcasting has also increased outreach to over 35,000 viewers and listeners during the weekly concerts.
- Improving classical music selection has increased Allegro 91.3 FM's audience loyalty.
- Agreements with NGO partners such as Museums and Foundations have helped increase both quality and amount of cultural content on all platforms.
- Added resources have rendered savings in production related cost and permitted the allocation of more funds for programming.

**WIPR** regularly broadcasts in the Spanish language in order to meet the needs of our audience. Content in the English language is also broadcast.

**Other efforts include:**

- Use of simultaneous translation for the Hearing Impaired during news content transmissions and emergencies.
- Emphasis on content about inclusion, tolerance and rights of others.
  - Interstitial campaign, Know Your Rights, to help educate on civil and human rights in partnership with Espacios Abiertos and Puerto Rico Civil Rights Commission.
  - Debate on violence against women in Puerto Rico in alliance with policy groups and advocates
  - Segments devoted to promoting volunteerism, nonprofit organization services and community enterprise.

**WIPR is currently working with National Public Radio and the Latino Public Radio Consortium to facilitate radio content with other public Spanish speaking radio stations.**

## KEY INITIATIVES

The key initiatives, good planning, as well as funding from CPB were vital to improving content quality and innovating content forms to better serve our audiences, both for TV and radio. The strategic approach has been successful in increasing engagement and making our content available to a more diverse public.

During 2016 WIPR's renovated content helped us raise the bar, set new standards for ourselves and the future of public broadcasting in Puerto Rico.

We've encountered many challenges along the way and new challenges are sure to come. We count on strengthening partnerships and building new alliances to face those challenges and meet changing needs in our community on an even greater scale. Also, these alliances will help us and our partners to learn from each other's experiences and take advantage of our particular strengths. We look forward to CPB's encouragement and support.



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