



public media  
in service  
OF EDUCATION



# WIPR

Wonderful  
Island of  
Puerto  
Rico

In 1949, WIPR Radio was launched to provide educational and cultural programming to the island of Puerto Rico.

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Later, in 1958, WIPR TV inaugurated; becoming the first educational television station in Latin America, the third in the United States, and the first Spanish-speaking public media.





## WIPR IS AS A STATE EDUCATIONAL LICENSEE

Since our beginnings WIPR became known island-wide as “The Great Teacher” due to the educational, informative, and cultural programming. Today, 63 years later, we honor our roots by expanding our educational services.





**WIPR**  
operates 24/7

**Two radio stations**

940 AM

Allegro 93.1 (Classical 24)

**Two television stations**

WIPR, Channel 6

WIPM, Channel 3

**Two internet platforms**

[www.wipr.pr](http://www.wipr.pr)

[www.EnCasaAprendo.pr](http://www.EnCasaAprendo.pr)

**Social media**

Facebook, Twitter, IG &  
TikTok



# WIPR mission WAS reinstated

We are a public service station that offers educational and cultural content, relevant to our communities. WIPR anticipates the needs of our people to serve as a first responder during emergencies.



PURPOSE



music is All AROUND YOU,  
if YOU decide to listen

- Responded to pressing emergencies: a world pandemic and earthquakes.
- Identified solutions and modified our initiatives.
- Identified funds and acted immediately.
- Allied with essential Government Agencies and Offices.

C H A N G E







**Differentiated public  
service, educational  
campaigns**

**TV and Radio shows**

**Department of Health  
Department of the Family  
Department of Treasury**

**we are first  
responders**

**1,630 episodes of  
educational content  
(Formal and Informal  
Learning)**

**Department of Education**



# Listen, observe, Act

- Identify community needs;  
public media is a conduit of solutions.
- Be a leader & partner in  
solution-based processes.
- Understand relevance and  
your audience needs.
- Adapt to these needs.
- Define your own success.







**En Casa**

**Aprendiendo**



#ENCASAAprendo strengthened our identity



WIPR is a public media broadcaster with a multiplatform distribution strategy. We hold no competitors because commercial stations have different goals. Plus, our audience is a never-ending niche: *students and autodidacts.*



## Formal learning

1. Matemáticas General (General Math)
2. Pre-Álgebra (Pre-Algebra)
3. Álgebra 1 (Algebra 1)
4. Geometría (Geometry)
5. Algebra 2 (Algebra 2)
6. Trigonometría (Trigonometry)
7. Pre-Cálculo (Pre-Calculus)
8. Ciencias Ambientales (Environmental Sciences)
9. Química (Chemistry)
10. Biología (Biology)
11. Física (Physics)
12. Español 6<sup>th</sup> grade
13. Español 7<sup>th</sup> grade
14. Español 8<sup>th</sup> grade
15. Español 9<sup>th</sup> grade
16. Español 10<sup>th</sup> grade
17. Español 11<sup>th</sup> grade
18. Español 12<sup>th</sup> grade
19. English 6<sup>th</sup> grade
20. English 7<sup>th</sup> grade
21. English 8<sup>th</sup> grade
22. English 9<sup>th</sup> grade
23. English 10<sup>th</sup> grade
24. English 11<sup>th</sup> grade
25. English 12<sup>th</sup> grade



## informal learning

1. El Recreo (Recess Time)
2. En Forma (In Shape)
3. Remi
4. El Trotamundos
5. LabSix
6. En Señas TV (ASL TV)
7. Club 6
8. Salud y Prevención (Health and Prevention)
9. La Fórmula STEAM (STEAM Formula)
10. SoyBOSS (I'm Boss)
11. Tu Espacio Literio (Your Literary Space)
12. Nuevos Influencers (New Influencers)
13. Técnica y Práctica (Technique and Practice)
14. Tecnología 101 (Technology 101)
15. Rumbo a la Universidad (Heading to the University)
16. Letra y Vida TV (Literature and Life TV)





## wipr created relevant value

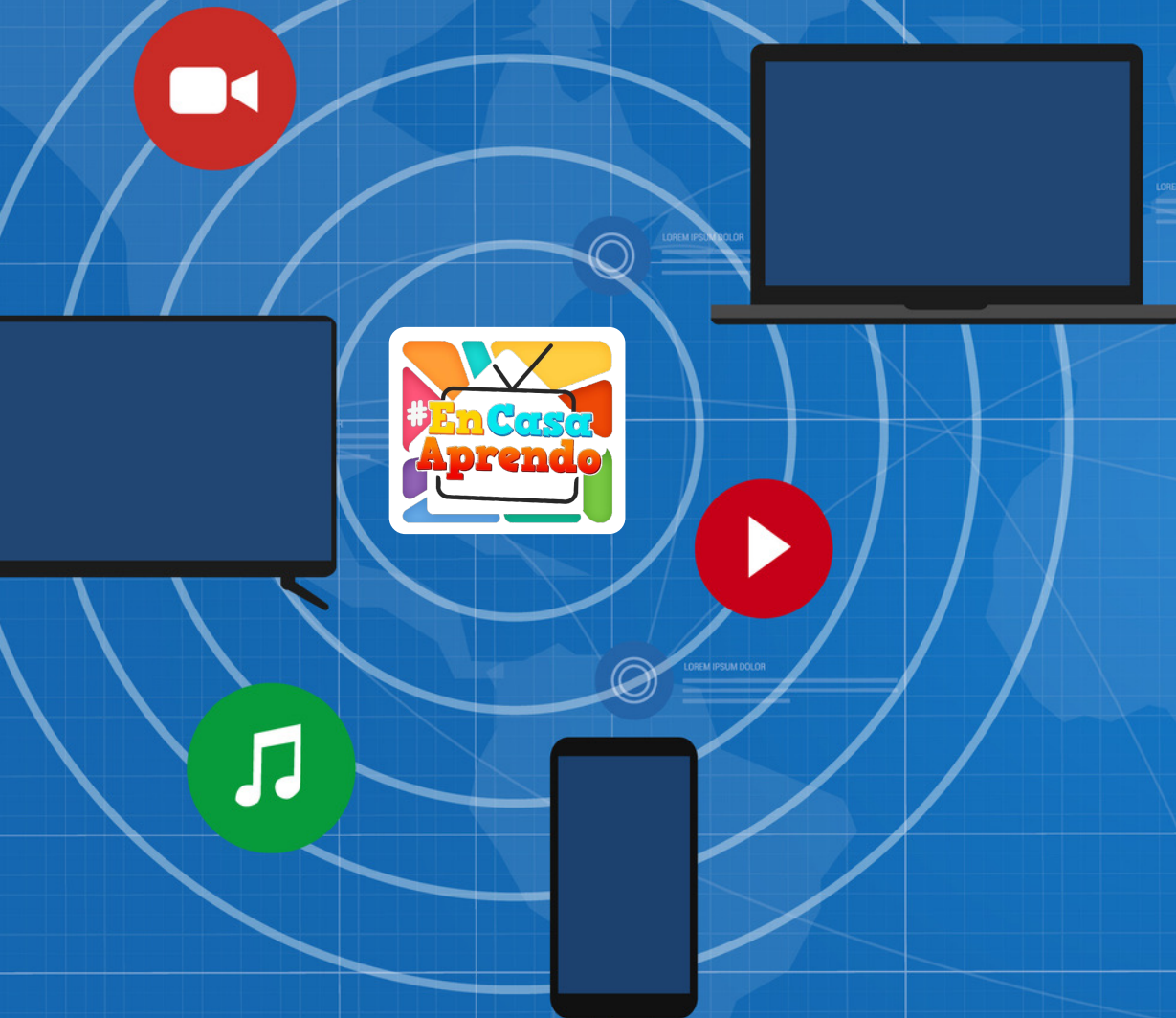
#EnCasaAprendo is a free programming block for a targeted audience of students using a multi-channel strategy. This product serves as a solution for blended learning during a remote education modality, as well as a component for social capital build-up.



WIPR UNDERSTANDS  
AUDIENCE'S PREFERENCES

OTT

#EnCasaAprendo is distributed  
using a multi platform strategy:  
traditional *broadcasting* and *OnDemand*.





# YOU CAN DO it

1. Plan strategically.
2. Keep everyone informed.
3. Distribute tasks according to strengths.
4. Appreciate value to right and left.
5. Place people over processes.
6. Foster grit.

wipr





Leap FORWARD



Attend the needs.  
create value.  
be relevant.



Public Media is as powerful as we,  
the crafters, want it to be.