



April 2, 2019

WIPR Announces New Programming From HITN

On Wednesday, March 27, WIPR held a press conference to announce its' block of HITN-branded programming which aired on April 1, 2019, and will run until August of this year. At this press conference, WIPR President Eric G. Delgado Santiago spoke about the programming, joined by José Hernández Vélez, HITN-Puerto Rico's Operations Manager. This programming adds educational, informative and entertaining content on a weekly basis. HITN founded almost 40 years ago by Puerto Ricans, has deep roots in Puerto Rico, and has had an office in San Juan for over 25 years.

Michael D. Nieves, President and CEO of HITN, indicated his enthusiasm for the collaboration between both stations, stating that "the two channels, WIPR and HITN, share the same mission: to promote informative, educational and cultural content with the Spanish-speaking audience in and out of Puerto Rico. I am convinced the HITN block of programming will resonate with the viewers of WIPR."

Eric G. Delgado of WIPR, stated: "WIPR constantly seeks to broaden its offering quality content to our audience, becoming in this manner, an alternative. This agreement with our fraternal station HITN, permits an increase in programming hours which we can be sure will appeal to our audience."

Through this collaboration, HITN provides documentary series and award-winning shows such as Tu Planeta, En Foco con Neida Sandoval, Vida y Salud with Dr. Aliza, and CNET World. This allows WIPR, at no cost, to introduce some of the HITN's innovative broadcasting to its viewing audience.

It is worth mentioning that both stations have partnered in the past on various projects. In 2017, HITN agreed to permit WIPR access to our studio in Washington DC, for transmission and to conduct interviews. More recently, HITN produced and transmitted 13 episodes of 'Puerto Rico Contigo', which informed viewers about the efforts by private industries, the government, civil institutions, and non-profit organizations, as well as advance Puerto Rico's recovery after Hurricane Maria and it's economic well being.

ABOUT HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org