



Educa y Entretiene

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The Launch of Notiséis 360, A New Collaborative News Platform for WIPR

The governor, Ricardo Rosselló Nevares, along with First Lady Beatriz Rosselló, announced the premiere of Notiséis 360, a new multimedia news platform for the Puerto Rico Corporation for Public Broadcasting (WIPR).

The new proposal, which will include local and international news, analysis, sports, and weather - will use hi-tech as part of this new space and will broadcast via television, radio, Internet and social networks.

"We congratulate the WIPR team for acquiring the tools necessary to stay ahead in the media community. Together with the committed team that heads the corporation, we trust that it will be a project that will yield extremely positive results in the news field, both nationally and internationally," said the Chief Executive.

For his part, the president of WIPR, Rafael Batista, explained that the media space - which will begin broadcasting at the end of September - will become the programmatic backbone of the public station.

"We are proud to be able to rescue this informatic space that will have a first-rate human and technology team. To frame this space, a modern 360-degree screen background was designed, the only one in Puerto Rico and the Caribbean, which will be the focal point of the concept, all made by Puerto Rican hands," added Batista.

President and CEO Michael D. Nieves emphasized that the undertaking had his enthusiastic support, adding "We are proud to once again partner with WIPR, in yet another effort to help Puerto Rico overcome post-Maria obstacles."

In addition, it will also be a platform for the latest in the situation of Puerto Ricans worldwide in various topics of interest, from politics, art, science, and culture, to lifestyle, among others.

Notiséis 360 will have an informative network of collaboration, with correspondents in different parts of the world, among them, RTVC channel in Colombia; Channel 44 in Guadalajara, Mexico; Alliance, IBTV of Spain; State Radio and Television System (SERTV) of Panama; Channel 6 of Nicaragua; and Hispanic Information and Telecommunications Network (HITN) in New York, US.

José Hernández Vélez, Director of Operations for HITN in Puerto Rico, who participated in the launch event, added: "This effort is a continuation of a collaborative agreement between WIPR and HITN, which, since the beginning of 2017, has been strengthened with various initiatives. Under this agreement, WIPR will be able to make use of the HITN studio in Washington DC, to conduct interviews in the Federal Capital and disseminate information to the Hispanic and Puerto Rican communities. In addition, HITN will provide news content to WIPR through their newscast."



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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.

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