



## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

*"Sistema TV has been a constant contributor to get our prevention and social transformation message to teachers and parents."*

Executive director, Alianza para un PR sin Drogas

**Sistema TV is committed to continue providing non-commercial educational programming to the Puerto Rican audience to enrich their daily lives and resiliency, especially after Hurricane Maria.**



Sistema TV is a valuable tool for preschoolers, students, elderly and general public in providing education, arts, culture and social programming. It has developed alliances with student organizations within the university and with other non-profit organizations.

In 2019, Sistema TV provided these vital local services:

- *Empower the students with diverse development deficits to become leaders and change agents of inclusion in the community.*
- *Education for the students on sexually transmitted diseases and how to prevent engaging in high risk factors and conduct. This year the major focus was on HPV.*
- *Provide English tutoring for a group of elementary students using the ITA method.*

Sistema TV's local services had deep impact in the San Juan area. It served as a real client students experience for the production and communications school through the production of a local sports program. This local program emphasizes the importance of sports as a deterrent of social problems particularly for the young. Problems such as substance use, leadership and sexually transmitted illnesses were addressed through the outreach activities.



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**Sistema TV, Canal Universitario Ana G. Méndez, has aired over 250 hours of public service programming and educational projects for private and governmental agencies.**

### LOCAL PROGRAMMING

- **Tertulia en la Ciudad** – A series of programs produced with the sponsorship of the Puerto Rican Foundation of the Humanities highlighting the contribution and importance of five different projects sponsored by the Foundation and created by local artists.

## TERTULIA EN LA CIUDAD



- **María, Siempre te Recordaremos**- A special series of GeoAmbiente that shows the impact of Hurricane María over the Island and its different ecosystems, the forest, the coast, and the mountain. It is presented from an environmental, urban planning and health and human perspective. The resilience of the communities is emphasized and their role as the first-hand respondent.





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- **Charla Deportiva-** This local sports program produced by students under the supervision of its presenter and professor of Social Justice, Roberto Angleró, Esq., who has been a sports commentator for the past 40 years. He presents a summary of the performance of Puerto Rico at the LIMA 2019 Pan American Games. He has interviewed the President of COPUR Sara Rosario, the “Director of High-Performance Athletes” Jaime Lamboy and several medalists in different disciplines. Some programs were produced on different sport locations as “El Albergue Olimpico” Salinas Olympic Lodge, sport museums, among others. Sports can be a great opportunity for youngsters.







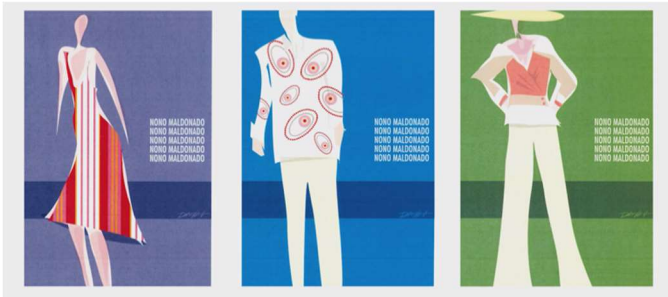
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**Nono Maldonado – Documentary:** José Maldonado presents Nono Maldonado (*José Maldonado presenta a Nono Maldonado*, in Spanish)

This documentary was produced as part of the opening of the exhibition: Nono Maldonado: The Order of Shapes (*Nono Maldonado: el orden de las cosas*, in Spanish), as a recognition to the renowned Puerto Rican fashion designer and his 50-year career as a central figure in the fashion industry in Puerto Rico. The exhibition was presented at the Museum and Center for Humanistic Studies of the Universidad Ana G. Méndez-Gurabo Campus.



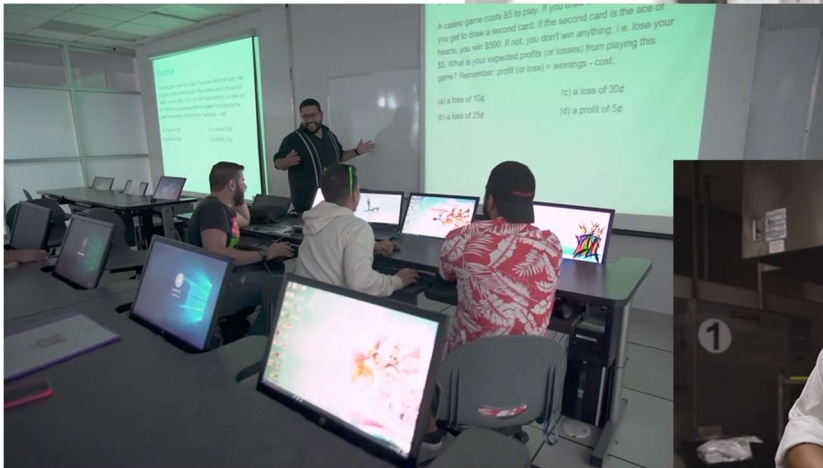
The documentary and exhibition tell the story of the designer from his beginnings in the 1970s in New York City. “It was those years that marked the future and set the course for current fashion. It was those endearing years that, with their great influence, returned me, in 1976, to continue my work in Puerto Rico and to develop and deploy Nono Maldonado up to the present moment”, said the designer.





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**UAGM CAPSULAS** – Through short videos, Universidad Ana G. Méndez (UAGM) presents different stories that illustrate the value of the educational service that the institution carries out. Through activities and expressions of students, teachers and employees, the institution shares its community initiatives, research and development opportunities for students, and the success of their alumni, which today are the best evidence of the education they received at the UAGM to contribute to the socioeconomic development of their communities.



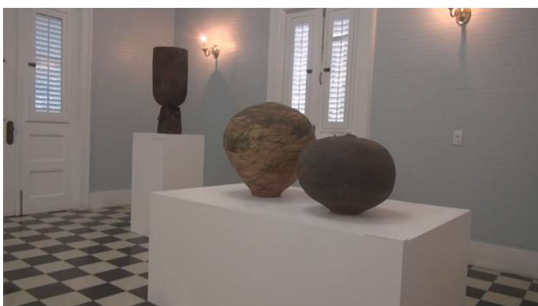




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**Pinceladas de Cultura** - (Touches of Culture), a series of programs on topics such as: Art appreciation, museums, and manifestations of general and Puerto Rican culture.

These programs show what an Artist in Residence is, its importance for educational institutions (museums, universities, art centers, etc.), local artisans and creators, the fight to be recognized by the government and private institutions, the contribution of great female artists in the fields of painting, sculpture, drawing, stained glass and mosaic mural design among other themes.





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**Sistema TV Supports substance abuse prevention efforts through education. It is currently broadcasting four different messages produced by public high school students that talk about their experiences, values and perspective on drug use.**

Promesa  
de Jóvenes



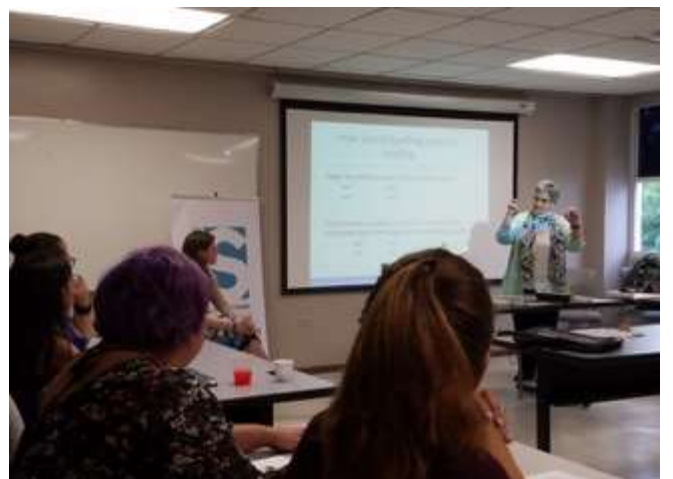
Young people need to be educated on HIV and HPV among other sexually transmitted illnesses.

**PROMESA** is a Sistema TV project in which students educate and inform their peers on how to avoid risky practices through informational handouts, open forums, social media and television broadcast of educational videos in which they participate.



Learning English in Puerto Rico is compulsory. However, the tests among public school students show poor results in the understanding and speaking of the language.

Through a collaboration effort with ITA Foundation from the States and the local department of education, Sistema TV is currently giving after school classes of English to a group of elementary school students using the initial teaching alphabet method complemented with Ready to learn materials. Results have shown dramatic improvements.



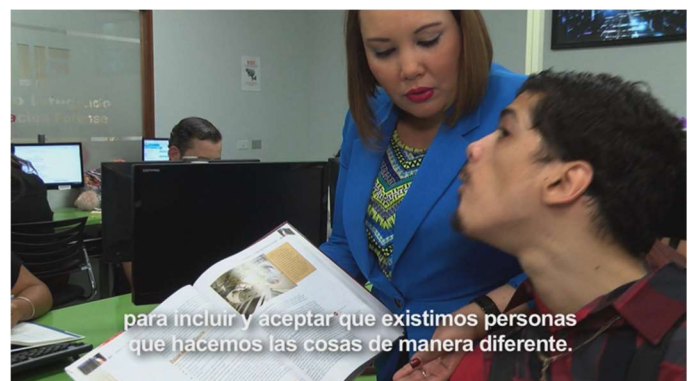


## Respeto, Incluye, Educa (Respects, Include, Educate)

Sistema TV developed project RIE to create sensitivity towards people who have diverse development deficiencies.

It is meant to show their capabilities and potential to study, work and integrate into society. It is on its second year and it has included programs, activities, workshops, testimonies, lobbying and the creation of an association of disabled students to make sure they are heard and provided with services and special accommodations they need and have a right to.

Emphasis has been placed now on creating awareness on employers so hiring discrimination is prevented and g startups among this population.







## **Respetar, Incluye, Educa (Respects, Include, Educate)**

The Local Council of Development Deficiencies was key in the implementation and development of the project in addition to the Office for quality of life of the University.

Carrousel Foundation also participated as well as the university students of sign language.

Social media combined with outreach activities have been crucial for creating awareness and empowerment for the group.





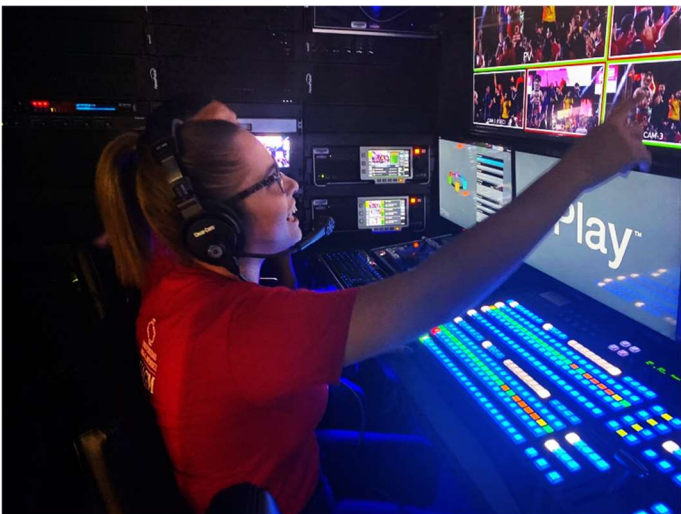
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### Student Summit

Sistema TV was part of the Financial Aid and Career Student Summit offered by Universidad Ana G. Méndez for nearly 7,000 students from public and private schools in Puerto Rico. The event provides the opportunity for high school students to learn about the academic offerings in science, engineering, business, criminal justice, culinary arts, among others, and the resources available for the teaching and learning process.



Sistema TV's mobile unit provided students the opportunity to learn how the station has become a platform for academic activities and real-life experiences for students of the communications programs.







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## Sponsors of Hope

Inspirational videos with positive and encouraging messages based on hope and love, intended to reflect on life values.





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### TRAVEL DETECTIVE WITH PETER GREENBERG #502 PUERTO RICO RECOVERY

CBS News Travel Editor Peter Greenberg tells us how Puerto Rico is coming back even better than before, following the island's devastation from Hurricane Maria in 2017. Plus, from flight tours, to an organic vodka distillery, we show you some unusual ways to explore the Hawaiian island of Maui. And, despite some U.S. travel warnings to Jamaica, that did not stop Peter from visiting his hidden gems of Montego Bay.



In spite of the obstacles presented by Hurricane Maria and the station's damages compounded by the repacking that was scheduled for Phase I, Sistema TV was able to comply with the commitment it has to educate and inform its audience on critical issues including the Island's recovery.







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## FAMILY INGREDIENTS #106 Puerto Rico – Arroz con Gandules

Puerto Rican pride thrives in Hawai'i! Chef Ed meets up with entertainer Tiara Hernandez, whose family grew up in Waikiki. Tiara follows a culinary path to a country she's never seen to learn more about her heritage.

