

Filing reflects programming and activity for the quarter ending June 30, 2016.

### **Significant Community Issues**

As members of the greater Pittsburgh community, WTOO-CD staff have identified several areas to focus our programming efforts this quarter. These focus areas are also goals in the coming quarters as we seek to continue and expand programming that address these focus areas.

#### *Community, Family, and Spiritual Engagement*

The percentage of citizens in the Pittsburgh community that identify as religious is higher than the US average. Pittsburgh also tops the list of cities with the highest percentage of citizens identifying as Catholic (38%, twice the national average). WTOO-CD has a goal to air programming that engages the community spiritually and provides family-centered messages.

#### *Mental Health*

Pittsburgh's rate of suicide is 50% higher than the national average. In Allegheny County, opioid overdose deaths reached 246 in 2015 – a new record. WTOO-CD has a goal to air programming that promotes the awareness and understanding of mental health issues in the community.

#### *Local Environmental Issues*

In 1988, Pittsburgh set a goal of recycling 25% of its solid waste (citywide). As of 2015, this goal has not yet been met. While recycling promotion may seem like a need of past decades, voluntary compliance is still too low. WTOO-CD has a goal to air programming that promotes recycling.

#### *Global Environmental Issues*

Every community potentially faces impacts of global climate change. WTOO-CD has a goal to air programming that raises awareness about the world around us so that local citizens have a foundation to understand the scientific discussions taking place in society today.

#### *Civic Engagement*

In a 15-year period, voter turnout in Pittsburgh has dropped by more than one-third. WTOO-CD has a goal to air non-partisan programming that encourages people to be more active in understanding and participating in the political process, specifically voting.

## **Public Issues Programming**

### **Saints Simon and Jude Parish Liturgy**

As the population ages, many Pittsburghers are unable to physically attend church on a regular basis. This program brings the full Catholic Mass to the community in their homes, strengthening their bond to the community and providing essential outreach to isolated members of the community. The services frequently include homilies from Father Jay Donahue that promote the strengthening of family and community bonds. As this is a live service, viewers may participate actively with the congregation.

The service was broadcast live for 1 hour on Saturdays at 4:00pm. For the quarter ending June 30, 2016, this program was broadcast 13 times for a total of 13 hours of programming. This program was aired commercial-free.

#### **Air Times**

Each Saturday – 16:00 EDT/EST

#### **Issues Addressed**

Community, Family, and Spiritual Engagement  
Mental Health

## Recycling – Promotional Announcements

In the U.S., only one-third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. In Pittsburgh, that percentage is lower. Litter is an issue throughout the region.

The production of this programming was sponsored by Keep America Beautiful and distributed by The Advertising Council. WTOO-CD aired these PSAs without fees.

### Ads

#### *Journey (60 seconds)*

The ad depicts the a plastic bottle rolling across the countryside. The voice-over actress portrays the voice of the plastic bottle. At the conclusion of the spot, the bottle is placed into a recycling bin and then is depicted as having been recreated as a park bench overlooking the ocean. The slogan is presented: “Give your garbage a new life.”

#### *Journey (30 seconds)*

A shorter version of the Journey ad lasting 60 seconds.

#### *Stadium (15 seconds)*

A recycling receptacle filled with aluminum cans is depicted outside of a football stadium. The voice-over actor portrays the voice of the cans and that one day they may be recycled into a stadium.

#### *Smile (30 seconds)*

A shampoo bottle is depicted in a family’s home. The voice-over actress portrays the voice of the bottle and that one day she will make people smile. The shampoo bottle is shown to become a hair brush (stamped with a recycled logo) and then a young girl’s mother combing her hair and smiling. The slogan is presented: “Give your garbage a new life.”

#### *Superhero (30 seconds)*

A shampoo bottle is depicted in a family’s home. The voice-over actor portrays the voice of the bottle and that one day he will be a hero. The bottle is shown to become a comb and a dad and his young son use the brush (stamped with a recycled logo). The slogan is presented: “Give your garbage a new life.”

#### *Recycling – Do it Your Selfie (30 seconds)*

Two teenage girls describe how old items can be made into new things. In this example, the show creating a new bath mat from old t-shirts. The slogan is presented: “Give your garbage a new life.”

### Airings

This set of ads was aired during the following times:

Every Saturday – 12:00-16:00 EST/EDT

Every Sunday – 07:00-11:00 EST/EDT

During the quarter ending June 30, 2016, these ads were aired during the targeted times for an average total of 14 minutes each weekend. This resulted in over 2 ½ hours dedicated to this issue.

### Issues Addressed

Local Environmental Issues

Global Environmental Issues

## Yellowstone: In Depth

A public domain series produced by the National Park Service and sponsored by Canon USA. This series explores popular questions and important issues with park rangers, scientists, historians, and visitors.

### Episodes

#### *Predicting Old Faithful (4:45)*

Old Faithful was once called “Eternity’s Timepiece” because of the regularity of its eruptions. However, this geyser never erupted at exact hourly intervals as many believe. Ranger Darlene Bos explains how the National Park Service predicts eruptions for this popular geyser.

#### *Watershed Down (6:05)*

Snowfall in Yellowstone melts into rivers that span the continent from the Gulf of Mexico to the Pacific Ocean. Scientists are documenting significant changes in the amount of snow that falls here as well as the intensity and timing of spring runoff. These trends could affect everything you see when you come to the park, as well as everyone and everything living downstream.

#### *Bison (6:55)*

Yellowstone preserves the most important bison herd in the United States. Learn more about the near extinction and recovery of these remarkable animals, how they make it through harsh winters, and what their survival says about our ability to share the landscape with another species.

#### *Geysers (5:49)*

With over half the world's geysers, Yellowstone offers tremendous opportunities to see geology in action. Explore the mechanics of geysers, their role in the park's history and what they can teach us about the world in which we live.

#### *Yellowstone’s Restless Giant (5:55)*

The Yellowstone supervolcano is one of our planet's restless giants. Could it erupt in our lifetimes? Discover how geologists are monitoring the pulse of the Yellowstone volcano

#### *What Happened at Norris? (3:44)*

In the summer of 2003, the Norris Geyser Basin suddenly heated up. Hot springs boiled dry and new thermal features sprang up. What did all of this mean?

### Airings

These short episodes were aired during our young Children’s programming:

Every Saturday – 15:00-16:00 EST/EDT

Every Sunday – 07:00-08:00 EST/EDT

During the quarter ending June 30, 2016, these short programs were aired during the targeted times for a total of approximately 16 minutes each week. This resulted in nearly 3 ½ hours dedicated to this issue.

### Issues Addressed

Global Environmental Issues

## Animal Atlas

*Animal Atlas* is a syndicated E/I program exploring the animal world. The engaging information and rich visual content allows viewers to better understand and appreciate the animal world around them.

### Episodes

*1104 – Variety’s The Spice of Life (Aired April 2, 2016 – 13:00 EDT)*

We meet dozens of animals that represent the amazing diversity of the animal kingdom, from sharks to cats to... you name it!

*1105 – One of a Kind! (Aired April 9, 2016 – 13:00 EDT)*

We dive deep, roam the wild, and soar high as we seek out dozens of one-of-a-kind creatures from around the globe!

*1106 – Amphibian Adventure! (Aired April 16, 2016 – 13:00 EDT)*

We hop, slither, and camouflage our way around the planet on our very own amphibian adventure.

*1107 – Leaping Lizards! (Aired April 23, 2016 – 13:00 EDT)*

Get set, as we leap into the fascinating world of these cold-blooded creatures: the lizards!

*1108 – Animals of Africa (Aired April 30, 2016 – 13:00 EDT)*

We embark on a safari to meet the amazing animals of...Africa!

*1109 – Family Ties (Aired May 7, 2016 – 13:00 EDT)*

Hanging together, or living alone...we explore family ties, animal style!

*1110 – Teeth Tales (Aired May 14, 2016 – 13:00 EDT)*

From smiles, to scowls, and every face in between! You can learn a lot about an animal from its teeth.

*1111 – Animals of South America (Aired May 21, 2016 – 13:00 EDT)*

We head into the jungle and beyond to meet the most fascinating animals of South America!

*1112 – Smells and Senses (Aired May 28, 2016 – 13:00 EDT)*

We get nosey and sniff out some impressive animal talents.

*1113 – Claim to Fame (Aired June 4, 2016 – 13:00 EDT)*

We discover a monkey’s mad skills, a shark’s shocking shape, an anteater’s big appetite, and dozens of other animal’s “claim to fame.”

*1114 – Non-Sense (Aired June 11, 2016 – 13:00 EDT)*

We’ll look at how animals perceive the world through their touch, taste, smell, and sight!

*1115 – Sister, Sister (Aired June 30, 2016 – 12:00 EDT)*

We’ll find out who’s related and who’s not as we explore the family ties of sisterhood.

*1116 – Hoofin’ It (Aired June 30, 2016 – 12:30 EDT)*

We’ll dance with the antelopes, prance with the horses, and ruminate with cows as we take a deeper look at the fine feet out in the animal world!

### Issues Addressed

Global Environmental Issues

## Dragonfly TV

*Dragonfly TV* features real kids doing real science, demonstrating practical applications of math and other scientific disciplines. Series is E/I rated and is suitable for family viewing.

### Episodes

*Show #F-209 (Aired May 1, 2016 – 08:00 EDT)*

Investigating eco-systems, students study salmon migration in the Pacific Northwest, revealing how changes in the environment affect salmon population. Studying endangered sea turtles in Florida. Youngsters observe three species of turtles and calculate the chances of a baby turtle's survival to maturity. Observing sand dunes, discovering how they form and why some types are constantly changing while others are relatively stable. Science Riddle: How can you chart weather conditions in remote areas? Visiting a forest ecologist.

*Show #F-210 (Aired May 8, 2016 – 08:00 EDT)*

Young scientists explore a coral reef using a remotely operated vehicle of their own design. They measure and compare the condition of two different reefs. Swimming with manatees in Florida. Youths collect a database of migrating manatees using the marine animals' distinctive individual markings. Young members of the Ojibwa Nation study the size and health of the local walleye population in lakes on a reservation in Minnesota. Science Riddle: Which of the Great Lakes is the deepest? Visiting an aquarist.

*Show #F-211 (Aired May 15, 2016 – 08:00 EDT)*

Working with sea lions at the Pittsburgh Zoo. Young scientists measure how changes in diet and feeding schedules affect sea lion activity levels. Studying how chimpanzees think, as compared to humans. Devising tests to see if chimps use facial recognition to identify each other. Testing and observing cats to see if they have a dominant right or left paw. Science Riddle: How do you get a cheetah to walk on a leash? Visiting a primatologist.

*Show #F-213 (Aired May 29, 2016 – 08:00 EDT)*

Learning about reptiles, training crocodiles and alligators at Gatorland in Orlando, Florida. Girls investigate snakes, testing to see what snakes crave most by measuring tongue flicks in response to certain scents. Composting with worms. A young man uses worms as a method of recycling organic waste. Science Riddle: How can you stop termites from destroying your house? Visiting an entomologist.

*Show #F-216 (Aired June 30, 2016 – 15:00 EDT)*

Young scientists travel to the Monterey Aquarium to study sea otter behavior, comparing how aquarium otters behave in comparison to their wild counterparts, including feeding, grooming and play behaviors. Two girls devise a series of tests to see whose dog is smarter. Science Riddle: How do you scare birds away from an airport runway? Visiting a sea otter aquarist.

### Issues Addressed

Global Environmental Issues

Local Environmental Issues

## Think Big

*Think Big* features teen inventors using their creativity and scientific skill to create remarkable machines.

### Episodes

*Show #B-128 – Calvin vs. Adelina (Aired April 17, 2016 – 09:00 EDT)*

Max from Natick, Massachusetts presents the “Home Dome”, an igloo-shaped portable shelter made out of recycled materials. Elizabeth from Keswick, Virginia presents the Water Watcher; a gadget that helps conserve water by tracking the amount of water a person uses in the shower! Max leads Team Wright against Elizabeth and Team Franklin in the big Invent Off to see who can build the best Fantastic Lemonade Stand! But first, the teams compete in to build the sturdiest water balloon carriers out of straws and wire in the Water Balloon Wiggle Walk. The winning team gets a reward for the big Invent-off Challenge.

*Show #B-131 – Lauren vs. Victor (Aired May 8, 2016 – 09:00 EDT)*

Lauren from Uxbridge, Ontario presents her revolutionary wind turbine blade the Blade Aid, an invention makes it possible for turbines to work at slow wind speeds. Victor from London, Ontario introduces his self-driving Super Duper Accident Free Car. Lauren leads the Orange Team and Victor Leads the Purple Team in the invent-off challenge, where they compete to create the top Raccoon Puzzler – a raccoon proof trash can. But first, the teams compete to build a Balloon Tower in the Mini Challenge. The team that builds a tower out of balloons first wins a reward for the Invent-off Challenge. Which team will build the highest tower? And which team leader will invent the best Raccoon Puzzler with the help of their teammates and take the Genius Cup?

*Show #B-138 – Duncan vs. Nate (Aired June 30, 2016 – 10:00 EDT)*

Duncan from Vancouver, British Columbia presents his Packing Pyramids a super strong biodegradable packing material. Nate from Dayton, Ohio introduces the 4849 Model Car Booster, a motorized car seats that can be raised or lowered and is intended to replace conventional booster seats. Duncan leads the Orange Team against Nate and the Purple Team in the Robotic School Buddy Invent Off Challenge. But first, the teams compete in the Egg Bridge Mini Challenge. The teams must build bridges out of pipe cleaners – and nothing else-- that can hold an egg! The team that wins gets a reward for the big Invent-Off. Which team leader will win the Robotic School Buddy Invent-Off Challenge and the Genius Cup?

*Show #B-139 – Alexandra vs. Adarsh and Samantha (Aired June 30, 2016 – 10:30 EDT)*

Alexandra from Woodbridge, Ontario presents Butterfly Power a hexagonal shaped solar cell/reflector inspired by the structure of butterfly wings. Adarsh and Samantha from Toronto, Ontario introduce their Organic Flexible Plastic, a new plastic made with wheatgrass designed to make flexible screens for televisions and computers. In the Invent Off Challenge, Alexandra leads the Purple Team alone against Adarsh and Samantha and the Orange Team to invent the top automatic Wilderness Alarm. But first, the teams compete in the Balloon Car Mini Challenge. The first team to build a balloon car and get it to the finish line wins a reward for the Invent-Off. Are two team leaders better than one? Who will win the Wilderness Alarm Invent Off Challenge and take the Genius Cup?

### Issues Addressed

Global Environmental Issues

## Zoo Clues

Zoo Clues is an educational and informative half-hour, E/I program that poses fascinating animal-related questions to viewers, gives them clues to the right answer, and then explains the right answer, allowing young viewers to interact and learn. The goal of the series is to provide young viewers with information to understand and appreciate animals and the environment.

### Episodes

*308 – Animal Climbers (Aired April 2, 2016 – 13:30 EDT)*

We'll investigate some of the most amazing animal climbers on the planet and discover an animal that can support its entire weight, just using one finger.

*309 – Animal Athletes (Aired April 9, 2016 – 13:30 EDT)*

It's time to find out who can dunk, dribble, and pass with the best of them. Plus, we'll jump, dive and shake a tail as we discover who's got what it takes to be called an animal athlete.

*310 – Dog 101 (Aired April 16, 2016 – 13:30 EDT)*

We'll investigate some of our favorite four-pawed friends, dogs! From breeds that dwarf them all in body size to others that dwarfs them all in ear size.

*316 – Life On The Reef (Aired April 23, 2016 – 13:30 EDT)*

We'll investigate life on the reef. From the tiniest animals, to the fiercest predators - coral reefs have it all!

*317 – Creepy Crawlers (Aired April 30, 2016 – 13:30 EDT)*

We're taking you down the wormhole of the creepy and the crawly to meet some bugs! From the big to the small, to the beautiful and frightening, these critters are among the most fascinating forms of life on earth.

*318 – Animals Of The World: The Amazon (Aired May 7, 2016 – 13:30 EST)*

We'll investigate the Amazon rainforest and uncover some of the fascinating animals that live there!

*319 – Animals With Jobs (Aired May 14, 2016 – 13:30 EST)*

We'll investigate some of the unexpected ways animals make themselves indispensable to our lives as meet some animals with jobs!

*101 – Animal Senses (Aired May 21, 2016 – 13:30 EST)*

We'll test your senses about how animals see, hear and smell! Find out which animal uses its eyes to swallow, which has ears on its knees and which has a sense of smell 100,000 stronger than a human being's.

*311 – World's Showiest Animals (Aired May 28, 2016 – 13:30 EST)*

We'll investigate some of the world's showiest critters as we examine all of the wacky, amazing ways these colorful characters showoff in the animal kingdom.

*312 – Group Hunters (Aired June 4, 2016 – 13:30 EST)*

We'll enter the fray with a pack of wolves, get caught up in a feeding frenzy with a school of piranhas, and take to the skies with an aerial hunter as we investigate the group hunters of the animal world.



*313 – Animals in History (Aired June 11, 2016 – 13:30 EST)*

We'll investigate some of the incredible ways that animals have helped shape human history and explore some of the most famous animals on the planet!

*314 – Mischievous Mammals (Aired June 30, 2016 – 20:00 EST)*

We'll investigate some of nature's most mischievous mammals. From those that would risk a crocodile bite to steal eggs, to others that dig fake holes to trick predators and many more!

*315 – – The "Bear" Necessities (Aired June 30, 2016 – 20:30 EST)*

We'll investigate some of the most feared and revered animals on the planet: bears! From adorable pandas to fearsome grizzlies and every bear in between!

### **Issues Addressed**

Global Environmental Issues

## **2016 Voter Participation Campaign**

During the 1<sup>st</sup> Quarter of 2016, WTOO-CD began their year-long voter participation campaign – a non-partisan information campaign designed to increase voter turnout. Key voter deadlines and information will be provided to the viewing public. During the quarter ending April 30, 2016, WTOO-CD provided the following programming as part of this initiative:

### **Campaigns**

#### *“The Polls are Open” Crawl*

A crawl reminding viewers that it is Election Day and that the polls are open.

### **Air Times**

This crawl ran every 15 minutes on April 26, 2016 from 07:00 EDT – 20:00 EDT.

### **Issues Addressed**

Civic Engagement

### **Future Action**

A locally-produced program, *Why Vote?*, previously scheduled to air in the 2<sup>nd</sup> Quarter of 2016, was delayed due to production issues. WTOO-CD has now rescheduled this program for October 2016 (4<sup>th</sup> Quarter of 2016).

The ½-hour program is produced locally this year through a collaboration between Fifth Street Enterprises, LLC and The Videohouse, Inc. and will air on both company’s stations. The WTOO-CD website will contain complementary information for viewers of the *Why Vote?* program to refer to. In addition, WTOO-CD will share the results of its Community Outreach Survey during this program.

## **Community Outreach Survey**

In an effort to better understand the community that watches WTOO-CD, the staff have created a web-based survey. Participation in the survey is being promoted on WTOO-CD's broadcast. During the quarter ending June 30, 2016, our staff completed development of the survey tool. The survey questions are designed to help identify public/civic issues that are important to the viewing audience.

Previously, the survey had been scheduled to begin in April, but due to technical concerns, was delayed until July 1, 2016. The survey will be conducted during the 3<sup>rd</sup> Quarter of 2016. The final date to participate is September 30, 2016. Viewers can participate in the survey at [survey.wbyd39.com](http://survey.wbyd39.com).

WTOO-CD and its sister stations (WWAT-CD, WBOA-CD, WBYD-CD, WPTG-CD) are providing an incentive drawing to encourage viewers to participate in the survey. Following completion of the survey, a drawing of eligible participants will be held and (2) \$25 VISA Gift Cards and (1) \$50 VISA Gift Card will be awarded to the winners of the random drawing.

The results of the survey will be included in future programming related to our Voter Participation Campaign. In addition, the results of the survey will be used by WTOO-CD staff to help plan future programming that is in the public interest of our local community.

## **Mental Health Program**

During the quarter ending June 30, 2016, WTOO-CD has finished developing the goals for our mental health program and has begun working with experts and advisors from our local community. The program will be one hour long and will be aired numerous times in the 3<sup>rd</sup> and 4<sup>th</sup> Quarters of 2016. We are currently scheduled to finish production of this program by the end of August 2016 (in the 3<sup>rd</sup> Quarter). The program will premiere during Labor Day Weekend (September 2-5, 2016).

### **Goals**

The development team has outlined a number of goals for this program:

- 1) With regard to the capacity to address the community's mental health needs, identify how our viewing area compares with other regions in the country.
- 2) Identify the mental health care issues that present the largest challenges in our region.
- 3) Identify the resources available to the community for those in need of mental health care.

### **Experts and Advisors**

The development team is beginning work with experts and advisors including:

- 1) Non-profit leaders providing mental health care advocacy and services
- 2) Spiritual leaders providing outreach to the community
- 3) Practicing health care professionals
- 4) Non-profit missions providing services to at-risk communities
- 5) Local government leaders
- 6) Newspaper reporters covering mental health care in the region

## **Feedback**

Viewers that have feedback regarding our public issues programming should contact the Public Issues Coordinator at WTOO-CD:

Public Issues Coordinator  
WTOO-CD/Fifth Street Enterprises  
975 Greentree Road  
Pittsburgh, PA 15220

[public.issues@wbyd39.com](mailto:public.issues@wbyd39.com)