

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

**Statement Regarding Filing Date**

Following the 3rd quarter of 2016, Christopher Phillips, a contractor of the licensee, was assigned the task of completing the Public Issues for WBYP-CD. Mr. Phillips intended to complete the report and upload to the public file during the weekend of October 8-9, 2016. However, Mr. Phillips fell at his residence on October 8 and sustained a fracture of the Tibia at the ankle and Third-Degree High Ankle and Lateral Sprains. Requiring medical treatment, Mr. Phillips' schedule was disrupted and became largely immobile for several days. Mr. Phillips was also treated with narcotic pain killers at that time. The extended rest required to reduce swelling in the joint, increased difficulty attending to work tasks, cognitive effects of prescription medication, and medical appointments led Mr. Phillips to fall behind on his work. Mr. Phillips inadvertently neglected to complete the Public Issues reports by the Commission's deadline.

Following a routine check of the public file on October 19, 2016, Hannah Sprunk, an employee of the licensee, discovered that the Public Issues report had not been filed and notified the licensee. Once this was discovered, Mr. Phillips was instructed to immediately complete and file the reports. Staff at the Commission indicated that the report should include a statement explaining the filing delay.

In addition, the licensee has taken corrective action by instituting new checks and balances to ensure that in the future this filing is completed prior to the Commission's deadline. Internally, the licensee has instituted several interim deadlines so that corrective action can be taken in advance of the Commission's quarterly deadline and to prevent a late filing in the future.

The delay in filing this Public Issues report was due to Mr. Phillips' unexpected injury and was not immediately known to the licensee. Once the oversight was discovered by the licensee, the reports were expeditiously filed in WBYP-CD Public File.

## **Significant Community Issues**

As members of the greater Pittsburgh community, WBYP-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). WBYP-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. WBYP-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. WBYP-CD has a goal to air programming that promotes recycling.

### *Global Environmental Issues*

Every community potentially faces impacts of global climate change. WBYP-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. WBYP-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 September 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. WBYD-CD aired these PSAs without fees.

### Ads

#### *Life of a Strawberry (60 seconds)*

Growing food takes multiple resources. This ad shows the numerous resources needed to grow a strawberry and how those resources are wasted if the food is thrown away.

#### *Life of a Strawberry (30 seconds)*

A shorter version of “Life of a Strawberry” ad lasting 30 seconds.

#### *Annedroids (30 seconds)*

Recycling takes a team, and Anne the scientist and her team use old garbage to create androids. With dedication and teamwork, they successfully created “Pal”, her most advanced android in addition to other wildly imaginative robots. Cut away scenes show children putting together a robot costume with cardboard boxes. The ad tells viewers not to “trash what could be treasure” and to “give your cardboard box another life: recycle”.

#### *Creative Galaxy (30 seconds)*

A little green alien named Arty encourages viewers to be creative and transform their trash into art. The ad inspires viewers to think outside the box and shows children using old boxes to create a robot costume. Arty tells the viewers to “go be amazing” before he flies away in his space ship. The slogan “Give your cardboard box another life: recycle” is presented while an animated cardboard robot stands smiling on screen.

#### *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 September 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

## **Discover the Forest – Promotional Announcements**

The production of this programming was sponsored by the National Park Service and distributed by The Advertising Council. WBVD-CD aired these PSAs without fees.

### *Kubo's Grand Adventure (30 seconds)*

Kubo is a young boy who is excited about exploring the forest with his two friends. This ad encourages viewers to go outside like Kubo and discover the endless adventure awaiting them in the forest. The link provided at the end of the ad helps viewers to find the closest forest or park near them.

### *Kubo's Grand Adventure (15 seconds)*

A shorter version of "Kubo's Grand Adventure" ad lasting 15 seconds.

### **Airings**

This set of ads was aired during the following times:

Every Saturday – 07:00-10:00 EST/EDT

Every Sunday – 08:30-09:30 EST/EDT

Every Sunday – 10:30-11:30 EST/EDT

During the quarter ending September 30, 2016, these ads were aired during the targeted times for an average total of 2 minutes each weekend. This resulted in nearly 30 minutes of programming dedicated to this issue.

### **Issues Addressed**

Local Environmental Issues

Global Environmental Issues

Community, Family, and Spiritual Engagement

## National Park Service Videos

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

### Episodes

#### *Ocean Ecology (2:53)*

Gary Davis, a NPS Science Advisor, talks about the negative effects of that overfishing has on the ocean. He addresses the issue that very few people understand the necessity of the life and functions of the ocean below the watery surface. He also explains the benefits we receive from the ocean and why it is important to keep it healthy.

#### *Sky Islands (6:39)*

Plateaus that stick out above the glaciers in the Sierra Nevada create environments that allow for unusual fauna, found nowhere else in the world, to flourish. Botanists exploring these rocky plateaus demonstrate a study related to inventorying and predicting how these plants and their environments will change over time.

#### *The Yosemite Inspiration (4:09)*

Producer Dayton Duncan talks about how national parks came into existence and what is necessary to preserve and grow them. He uses Yosemite National Park as a key example and talks about what makes it so unique and why it is worth preserving.

#### *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 September 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**

#### *1116 – Hoofin’ It (Aired July 2, 2016 – 13:00 EDT)*

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

#### *1117 – Tiger Tales (Aired July 9, 2016 – 13:00 EDT)*

What’s orange, black, and white all over? The world’s largest cat, of course. Get ready for a jungle adventure through the eyes of the tiger!

#### *1118 – The “In”vertebrate Crowd (Aired July 16, 2016 – 13:00 EDT)*

We’re joining the “in” crowd as we take a look at animals with a backbone; from mammals, to reptiles and every invertebrate in between.

#### *1119 – “S” Is For Scary (Aired July 23, 2016 – 13:00 EDT)*

We’re facing our fears head-on as we search for sharks, snakes, spiders and scorpions!

#### *1120 – Going Bats! (Aired July 30, 2016 – 13:00 EDT)*

We’re taking to the skies with one of the world’s most extraordinary mammals: bats!

#### *1121 – Water Lovers (Aired August 6, 2016 – 13:00 EDT)*

We’re diving into the world of water-loving animals as we explore the many lakes, oceans, rivers, and ponds all around the globe.

#### *1122 – Family Functions (Aired August 13, 2016 – 13:00 EDT)*

In the animal world, it’s often hard to tell who’s family and who’s just a look-alike. Join us as we explore family ties, animal style!

#### *1123 – Family Matters (Aired August 20, 2016 – 13:00 EDT)*

We’ll celebrate the joys, the fun, and even the conflicts of animal families.

#### *1124 – Fierce and Frightening (Aired August 27, 2016 – 13:00 EDT)*

We’ll scare up some of the creepiest, crawliest, and most frightening critters of the animal kingdom!

#### *1125 – Fast, Fierce, and Flightless (Aired September 3, 2016 – 13:00 EDT)*

We’ll walk, run, and swim with a few of our flightless, feathered friends.

#### *1126 – Mammal Mania (Aired September 10, 2016 – 13:00 EDT)*

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

#### *801 – Monkey Around (Aired September 17, 2016 – 13:00 EDT)*

From monkeys, to cows, and even cats...join us as we investigate different mammals from around the world!

#### *802 – Aquatic Mammals (Aired September 24, 2016 – 13:00 EDT)*

A look at the rare mammals that live in the ocean, such as dolphins and whales, and how their food and environment make them appear and act unique.

### **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-221 (Aired July 24, 2016 – 08:00 EDT)*

GEMS (Girls in Engineering Math and Science) build a computer- controlled robot to enter in a competition based on tasks required for the International Space Station. A visit to the Santa Monica Pier to see the world’s first solar-powered Ferris wheel. Experimenting with solar-powered vehicles. Science Riddle: How do you get electricity from a cow? Visiting a robot designer.

*Show #F-222 (Aired July 31, 2016 – 08:00 EDT)*

Young scientists take a trip to the Florida Everglades to learn how non- native plant species are threatening the existence of the Florida panther, and a way to combat that threat. Scuba divers explore the various habitats in the underwater kelp forests surrounding Catalina Island. Fall foliage: investigating why trees change colors at different rates.

### **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-106 – It's In The Air (Aired July 10, 2016 – 09:00 EDT)*

Our host introduces us to Derek; he's invented a solar powered air freshener. He's about to put his freshener to the ultimate stink test; is it any match for the barnyard? We also meet Kelsey and the bird deterrent system she's devised for her family's blueberry farm. While our host gives us tips on brainstorming, as he makes his own toy rocket.

*Show #B-111 – Future Power (Aired August 14, 2016 – 09:00 EDT)*

Our host introduces us to Llew; he's invented a type of fuel cell that can turn cow manure into electric voltage and methane gas. Could manure be the new alternative to fossil fuels? After a trip to the dairy farm to collect some manure, he'll test his invention – can poop really produce power? We also meet Hamza, Mathew, Calvin and Hamza and their food-friendly utensil. While our host works on an alternative energy invention of his own.

*Show #B-112 – Getting Around (Aired August 21, 2016 – 09:00 EDT)*

Our host introduces us to Ben; he's invented an electric motorbike half the size of a common street bike, which moves at city speeds – environmental and practical. But with the amount of work involved, can he get it road ready? We also meet Kirsten and her fun flying disk. While our host gives us do-it-at-home tips to make a flying vehicle of our own: the ultimate paper airplane.

*Show #B-114 – Melissa vs. Matthew (Aired September 4, 2016 – 09:00 EDT)*

Melissa from Sarnia, Ontario presents her invention a “CPR Training Simulator” designed to help kids learn the proper CPR technique. Matthew from Barrie, Ontario presents “The Algaenator”, a device he's invented that uses plant algae to clean car exhaust. Melissa leads Team DaVinci against Matthew and his Team Newton in the Invent-Off Challenge to see who can design the best Safety Bike! But before the big challenge, both teams compete in a mini challenge for a reward. In the Wind n' Wheels mini-challenge, the teams build and race breath powered sports cars. Which team will cross the finish line first? And which Inventor will lead their team to victory in the Safety Bike Invent-off challenge and win the Genius Cup?

*Show #B-115 – Jordan vs. Devon (Aired September 11, 2016 – 09:00 EDT)*

Jordan from Barrie, Ontario presents his invention “Greener Concrete”, a light, energy efficient concrete that he hopes will revolutionize the construction industry. Devon from Winnipeg, Manitoba presents his “Modular Robot”. His invention can travel the toughest terrain -- going places humans and cars cannot. Jordan leads Team Edison against Devon and Team Einstein to see who can build the most Radical Recycler. But before the big Invent- Off challenge, both teams must compete in a mini-challenge for a reward. In the Water Balloon Launcher mini challenge, the teams build launchers and launch water balloons at targets. Which team will accumulate the most points? And which Inventor will come out on top in the Radical Recycler Invent-off and lead his team to win the Genius Cup?

### Issues Addressed

Global Environmental Issues

## **2016 Voter Participation Campaign**

During the 1<sup>st</sup> Quarter of 2016, WBXD-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.

### **Programs**

No programs were aired in the 3<sup>rd</sup> Quarter of 2016.

### **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. WBXD-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 The Videohouse, Inc. and Fifth Street Enterprises, LLC and will air on both company's stations. The WBXD-CD website will contain complementary information for viewers of the *Why Vote?* program to refer to. In addition, WBXD-CD will promote its Community Outreach Survey during this program.

On October 11, 2016, WBXD-CD will air ads reminding viewers that it ("today") is the last day to register to vote. The station plans similar notification on election day, November 8, 2016.

## **Community Outreach Survey**

In an effort to better understand the community that watches WBXD-CD, the staff have created a web-based survey. Participation in the survey is being promoted on WBXD-CD's broadcast. During the quarter ending September 30, 2016, our staff deployed and began promoting 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. The survey began during the 3<sup>rd</sup> Quarter of 2016. The final date to participate was extended until November 30, 2016. Viewers can participate in the survey at [survey.WBXD-tv.com](http://survey.WBXD-tv.com).

WBXD-CD is 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 community programming and will be reported in the FCC Public Issues report for the 4<sup>th</sup> Quarter of 2016. In addition, the results of the survey will be used by WBXD-CD staff to help plan future programming that is in the public interest of our local community. help plan future programming that is in the public interest of our local community.

## **Mental Health Program**

During the quarter ending September 30, 2016, WBYP-CD has begun production on a region-specific mental health program. The program will be one hour long and will be aired numerous times in the 4<sup>th</sup> Quarter of 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 WBYP-CD:

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

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