

Filing reflects programming and activity for the quarter ending December 31, 2016.

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 the newest report (published July 2016) from the Allegheny County Health Department, opioid overdose deaths reached 422 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 2016, 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 December 31, 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

Saints Simon and Jude Parish Christmas 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. This may be especially true if viewers are alone during this important holiday.

For the quarter ending December 31, 2016, this program was broadcast 4 times for a total of 5 hours and 20 minutes of programming. This program was aired commercial-free and each broadcast lasted 1 hour and 20 minutes.

Air Times

2016/Dec/24 – 16:00 EST

2016/Dec/24 – 18:00 EST

2016/Dec/25 – 00:00 EST

2016/Dec/25 – 11:30 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 December 31, 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 December 31, 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 December 31, 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

803 – Kingdom of Animal Names (Aired October 1, 2016 – 13:00 EDT)

The origin of animals' names and the interesting stories behind their meanings.

804 – Moving Right Along (Aired October 8, 2016 – 13:00 EDT)

An animal's legs and feet can reveal information about its home, its food, and how it survives.

805 – School of Mammals (Aired October 15, 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.

806 – From Home to Farm to Wild (Aired October 22, 2016 – 13:00 EDT)

A look into the animals that live in our homes and on our farms and how they became domesticated.

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-304 (Aired October 2, 2016 – 08:00 EDT)

Learning about forensic science techniques and examining coral architecture.

Show #F-306 (Aired October 16, 2016 – 08:00 EDT)

Learning about river speeds and flows and understanding pendulums.

Show #F-310 (Aired November 13, 2016 – 08:00 EST)

Learning about caves and investigating the world of reptiles.

Show #F-316 (Aired November 20, 2016 – 08:00 EST)

Learning about the behavior of farm animals.

Issues Addressed

Global Environmental Issues

Local Environmental Issues

Wonderful World

Wonderful World features animals in their natural habitat and promotes appreciation of the natural world and species diversity. The ½ hour syndicated series is E/I rated and suitable for family viewing.

Episodes

Show #101 (Aired December 11, 2016 – 08:00 EST)

Ant Swarms; Penguins; Seals

Show #102 (Aired December 18, 2016 – 08:00 EST)

Snakes; Snow Geese; Rats

Show #103 (Aired December 25, 2016 – 08:00 EST)

Elephant Seals; Moose; Sea Otters

Show #108 (Aired October 29, 2016 – 13:30 EDT)

Bees and Wasps; Hummingbirds; Termites

Show #109 (Aired November 5, 2016 – 13:30 EDT)

Amazon Animals; Kangaroos; Lemurs

Show #110 (Aired November 12, 2016 – 13:30 EST)

Strange Monkeys; Desert Animals; Bats

Show #111 (Aired November 19, 2016 – 13:30 EST)

Bugs; Spiders; Cicadas

Show #112 (Aired November 26, 2016 – 13:30 EST)

Butterflies; Beetles; Crickets

Show #113 (Aired December 3, 2016 – 13:30 EST)

South Pole Animals; Albatross; Chipmunks

Show #114 (Aired December 10, 2016 – 13:30 EST)

Lemmings; Red Deer; Camels

Show #115 (Aired December 17, 2016 – 13:30 EST)

Flamingos; Macaques; Flying Animals

Show #116 (Aired December 24, 2016 – 13:30 EST)

Tropical Animals; Emu; Desert Animals

Show #117 (Aired December 31, 2016 – 13:30 EST)

Tropical Animals; Emu; Desert Animals

Show #121 (Aired October 30, 2016 – 08:00 EDT)

Nature's Fury; Wild Weather; Wild Fires

Show #122 (Aired November 6, 2016 – 08:00 EST)

Ocean Waves; Avalanches; Earthquakes

Show #123 (Aired November 13, 2016 – 08:00 EST)

Smart Animals; Dogs; Dolphins

Show #124 (Aired November 20, 2016 – 08:00 EST)

Squid; Parrots; Pigs

Show #125 (Aired November 27, 2016 – 08:00 EST)

Komodo Dragons; Rhinos; Galapagos Islands

Show #126 (Aired December 4, 2016 – 08:00 EST)

Australian Animals; Yosemite Park; Yellowstone Park

Issues Addressed

Global Environmental Issues

Living Greener

Living Green is a half-hour TV show that helps individuals understand what it means to be "living green" in their own communities. The ½ hour syndicated series is E/I rated and suitable for family viewing.

Episodes

Show #101 (Aired December 11, 2016 – 08:30 ST)

Rooftop Farming; Threatened Polar Bears; Bio Fuel for Jets

Show #102 (Aired December 18, 2016 – 08:30 EST)

High Speed Green Trains; Saving Siamese Crocodiles; Green House Gases

Show #103 (Aired December 25, 2016 – 08:30 EST)

Energy Efficient Homes; Solar-Powered Ferries; Global Warming

Show #108 (Aired October 29, 2016 – 13:00 EDT)

Saving the Oceans; Rainwater Harvester; Monitoring Rain Forests

Show #109 (Aired November 5, 2016 – 13:00 EDT)

Saving Beavers; Waterless Bathrooms; Solar Charging Stations

Show #110 (Aired November 12, 2016 – 13:00 EST)

DNA Research; Drones; Tree Hotel

Show #111 (Aired November 19, 2016 – 13:00 EST)

Electronic Devices; Water Energy; Eco-Architecture

Show #112 (Aired November 26, 2016 – 13:00 EST)

Conserving Water; Solar Powered Trams; Inca's Eco-Practices

Show #113 (Aired December 3, 2016 – 13:00 EST)

Building Eco Makeover; Detecting Ocean Pollution; Saving Rhinos

Show #114 (Aired December 10, 2016 – 13:00 EST)

Eco Conscious Consumers; Body Heat; Potato Energy

Show #115 (Aired December 17, 2016 – 13:00 EST)

Eco Friendly Publishing; Green Energy in China; Straw Houses

Show #116 (Aired December 24, 2016 – 13:00 EST)

Solar Farm; Hydrogen Research; Fireflies

Show #117 (Aired December 31, 2016 – 13:00 EST)

Solar Farm; Hydrogen Research; Fireflies

Show #121 (Aired October 29, 2016 – 08:30 EDT)

Mapping Trees; Geothermal; Bicycling

Show #122 (Aired November 6, 2016 – 08:30 EST)

Endangered Turtles; Algae Research; Electric Cars

Show #123 (Aired November 13, 2016 – 08:30 EST)

Fuel Alternatives; Solar Windows; Growing Fish

Show #124 (Aired November 20, 2016 – 08:30 EST)

Rural Power; Coffee Waste; City Farms

Show #125 (Aired November 27, 2016 – 08:30 EST)

Oil Research; Recycling Fly Ash Waste; Solar Power in Africa

Show #126 (Aired December 4, 2016 – 08:30 EST)

Solar Powered Airplanes; Solar Powered Plants; Recycling Scrap Metal

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-118 – Meagan vs. Daniel (Aired October 2, 2016 – 09:00 EDT)

Daniel from Belle River, Ontario presents his “Magnet Generator”, an environmentally friendly invention that uses magnets to charge bicycle lights. Meagan from Windsor, Ontario presents her “Solar Oven.” Meagan’s invention harnesses the power of the sun to cook food using no gas or electricity! Daniel leads Team DaVinci against Meagan who leads Team Newton in the big Invent-Off Challenge which requires that they create a solar powered Firefly Light. But first, the teams compete to build an egg Space Landing device in the mini challenge. The team that builds the device that best protects an egg wins a reward for the Invent-off Challenge. Whose egg will land intact? And which team will create the best Firefly Light and take the Genius Cup?

Show #B-120 – Jaden and Mackenzie vs. Andrew and Drew (Aired October 16, 2016 – 09:00 EDT)

Mackenzie and Jaden from Saskatoon, Saskatchewan present the “ScAir Crow” – an invention that fits over an aircraft engine and prevents bird strikes. Andrew and Drew from Collingwood, Ontario present the “Sno-Bike”, a kit that replaces the front wheel of a bicycle with a ski so it can be ridden in the winter! Mac and Jaden lead Team Wright against Andrew, Drew and team Franklin to build the best Fantastic Machine in the Give the Dog a Bone Invent-off Challenge. But first, the teams compete build to build the tallest tower in the Soaring Skyscraper mini challenge. The winning team gets a reward that could help them clinch it in the Invent-off. Which pair of inventors will lead their team to victory in the Give the Dog a Bone Invent-Off Challenge and win the Genius Cup?

Show #B-121 – Max vs. Elizabeth (October 23, 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-123 – Mike vs. Katy (Aired November 6, 2016 – 09:00 EST)

Katy from Kingston, Ontario presents her invention “Wind for Wheels”, an invention for hybrid cars that helps charge the car batteries more efficiently. Mike from Sterling, Ontario presents the “Power Walk” a gadget that is worn in the heel of a shoe and charges batteries while you walk! The stakes are high for Team Naismith when leader Katy gets sick and they are forced to compete in the Water Clock challenge alone against Mike and Team Banting! However, Team Naismith could have an advantage heading into the invent-off if they manage to build the strongest Tough Tote. Will losing Katy give Mike and Team Banting the upper hand? Will Team Naismith pull it together and beat the competition to win the Water Clock Invent-off and the Genius Cup?

Show #B-126 – Logan vs. Dheevesh (Aired November 27, 2016 – 09:00 EST)

Logan from South Porcupine, Ontario presents his “Gutter Plow”, a clever gadget that makes cleaning gutters a breeze! Dheevesh from Mississauga, Ontario presents the “Bio-Inspired Photonic Fuel Cell” an invention that makes it possible for hydrogen fuel cells to be powered by the sun. Logan leads team Banting against Dheevesh and team Naismith in the Dog Ball Launcher Invent-Off Challenge. But first, the teams compete in the Marble Craze Mini Challenge. The teams use materials to create a track that a marble can travel in the slowest time possible. The winner gets a reward for the Invent-Off Challenge. Will Logan or Dheevesh lead their teams to victory in the Dog Ball Launcher Invent-Off? Who will win the Genius Cup?

Issues Addressed

Global Environmental Issues

Community Outreach Survey

In an effort to better understand the community that watches WBYP-CD, the staff have created a web-based survey. Participation in the survey is being promoted on WBYP-CD's broadcast. In 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.

The final date to participate was extended until March 30, 2017. Viewers can participate in the survey at survey.WBYP-tv.com.

WBYP-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 1st Quarter of 2017. In addition, the results of the survey will be used by WBYP-CD staff to help plan future programming that is in the public interest of our local community.

Mental Health Program

In 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 2017.

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
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Pittsburgh, PA 15220

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