

Filing reflects programming and activity for the quarter ending December 31, 2015.

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, drug overdose deaths are likely to set a new record in 2015 – with an average of one person dying each day. 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 a live service, viewers may participate actively with congregation.

The service was broadcast live for 1 hour on Saturdays at 4:00pm. For the quarter ending December 31, 2015, 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, 2015, 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

2015/Dec/24 – 16:00 EST

2015/Dec/24 – 18:00 EST

2015/Dec/25 – 00:00 EST

2015/Dec/25 – 12:00 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

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, 2015, these ads were aired during the targeted times for a total of 16 minutes each weekend. This resulted in over 3 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 super volcano 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, 2015, these episodes were aired during the targeted times for a total of approximately 18 minutes each week. This resulted in nearly 4 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

1003 – Horns, Antlers, Teeth, and Tusks (Aired October 3, 2015 – 13:00 EDT)

We'll poke, prod, bite and batter our way through the animal kingdom to take a closer look at animals with things that jut out, stick up and curl under: whether it's horns, antler, teeth, or tusks; animals who are well-equipped to deal with the harsh realities of a dog-eat-dog or predator-eat-prey world.

1004 – Big Cats (Aired October 10, 2015 – 13:00 EDT)

We'll lounge with the lions, jump with the jaguar, leap with the leopard and play tag with the tiger to compare some of the biggest cats of the animal kingdom: what they have in common; where they come from; and what's unique about each of these felines.

1005 – Full Body Armor (Aired October 17, 2015 – 13:00 EDT)

A panoramic look at how shells are the secret to protecting certain animals out in the wild. From the giant clam, to the slippery snail, to the alligator snapping turtle...the shell is where it's at!

1006 – Sea Dogs (Aired October 24, 2015 – 13:00 EDT)

We'll ride the waves with the walrus, roll in the kelp with the sea otter and bask in the sun with the elephant seal as we take a closer look at the "dogs of the sea."

1007 – Converging On An Idea (Aired October 31, 2015 – 13:00 EDT)

We'll find out if bats are related to birds, why the pronghorn isn't an antelope and if vultures in America are the same as vultures in Africa. No matter where you end up in the world, you'll find animals off all sorts converging on an idea that works.

1008 – Predator, Meet Prey (Aired November 7, 2015 – 13:00 EST)

We're setting out to explore the most primal relationship in the animal world...the one between predator and prey. We'll run away with the antelope, chase with the cheetah and eat with the lions as we peer into the world of meat-eaters.

1009 – Language Without Words (Aired November 14, 2015 – 13:00 EST)

Just because animals don't have words they can use, doesn't mean they aren't communicating. We'll examine how animals communicate with one another.

1010 – The Benefits Of Being Wet (Aired November 21, 2015 – 13:00 EST)

We're taking a closer look at the benefits of living underwater! From fish, to dolphins, and even sharks, we'll dive to the depths of the ocean to find out what makes marine life so special.

1011 – The Good Life (Aired November 28, 2015 – 13:00 EST)

We're living the good life as we take an adventure into the world of zoos! From their storied history, to their modern conveniences, we'll explore why living in a zoo isn't such a bad place after all.

1012 – Island Hopping (Aired December 5, 2015 – 13:00 EST)

It's time to sit back and relax into the island life as we discover the unique creatures that live the island life.

1013 – Old World/New World (Aired December 12, 2015 – 13:00 EST)

We'll hang with some New World monkeys, cross a land bridge from the New World to the Old World with a camel and run races with an Old World horse as we discover the differences between animals from the New World and the Old World.

1014 – Locomotion (Aired December 19, 2015 – 13:00 EST)

We're exploring the different ways that animals from all around the world locomote, and by that we mean move! From swinging with the monkeys to hopping with the kangaroos, we'll tell the tale of how animals move.

1015 – Exceptions To The Rules (Aired December 26, 2015 – 13:00 EST)

We'll come up for air, take a run on the sand, and soar to the clouds, but we're going to do it all a little differently as we explore animals that break the rules.

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 November 1, 2015 – 08:00 EST)

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 November 8, 2015 – 08:00 EST)

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.

Issues Addressed

Global Environmental Issues

Think Big

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

Episodes

Show #B-111 – Future Power (Aired November 15, 2015 – 09:00 EST)

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.

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

303 – Animals Helping Animals (Aired October 3, 2015 – 13:30 EDT)

We'll investigate some of the amazing and unexpected ways that animals help each other.

304 – Animal Hybrids (Aired October 10, 2015 – 13:30 EDT)

We meet dozens of animals that you'll have to see to believe as we look at some incredible real-life creatures that science likes to call "hybrid animals!"

305 – Longest Living Animals (Aired October 17, 2015 – 13:30 EDT)

We'll take an in-depth look at some of the longest living animals on the planet. From our coldest oceans, to our hottest deserts, and all point in-between!

306 – World's Biggest Animals (Aired October 24, 2015 – 13:30 EDT)

We'll investigate all creatures great... and by no means small as we discover some of the tallest, heaviest and record breaking animals on the planet.

307 – Animal Builders (Aired October 31, 2015 – 13:30 EDT)

We'll investigate some of the most amazing animal builders as we take a look at some of the most enormous animal construction projects on the planet.

308 – Animal Climbers (Aired November 7, 2015 – 13:30 EST)

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 November 14, 2015 – 13:30 EST)

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 November 21, 2015 – 13:30 EST)

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.

311 – World's Showiest Animals (Aired November 28, 2015 – 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 December 5, 2015 – 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 December 12, 2015 – 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 December 19, 2015 – 13:30 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 December 26, 2015 – 13:30 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 quarter ending, December 31, 2015, WBXD-CD staff began planning a local voter participation campaign. The year-long campaign will be non-partisan and informational in nature. Key deadlines and information will be announced. The voter participation campaign will begin airing in the first quarter of 2016.

Community Outreach

In an effort to better understand the community that watches WBXD-CD, the staff have planned a web-based survey. Participation in the survey will be promoted on WBXD-CD's broadcast. The open participation period will begin in the first quarter of 2016.

Feedback

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

Public Issues Coordinator
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