

Filing reflects programming and activity for the quarter ending March 31, 2017.

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 March 31, 2017, this program was broadcast 12 times for a total of 12 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 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 March 31, 2017, these ads were aired during the targeted times for an average total of 13 minutes each weekend. This resulted in over 2 ¼ 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 March 31, 2017, 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 March 31, 2017, these short programs were aired during the targeted times for a total of approximately 15 minutes each week. This resulted in nearly 3 ¼ hours dedicated to this issue.

Issues Addressed

Global Environmental Issues