

Filing reflects programming and activity for the quarter ending March 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 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, 2016, this program was broadcast 12 times for a total of 12 hours of programming. This program was aired commercial-free. The program was pre-empted once and replaced with extended Easter/Holy Week programming.

Air Times

Each Saturday – 16:00 EDT/EST

Issues Addressed

Community, Family, and Spiritual Engagement
Mental Health

Saints Simon and Jude Parish Easter 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 March 31, 2016, Easter programming was broadcast live for a total of 12 hours of programming. This programming was aired commercial-free.

Air Times

2016/Mar/24 – 19:00 EDT – *Evening Mass of the Lord's Supper*

2016/Mar/25 – 13:00 EDT – *The Passion of the Lord Liturgy*

2016/Mar/26 – 10:00 EDT – *Marian Service*

2016/Mar/26 – 20:30 EDT – *The Great Vigil of Easter*

2016/Mar/27 – 07:30 EDT – *Easter Sunday Service*

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 March 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

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 March 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

1016 – Beat The Heat (Aired January 2, 2016 – 13:00 EST)

An investigation into how animals beat the heat! From cooling off in the mud with a hippo, to digging a den with a wolf, we'll see what animals do when the temperature rises!

1017 – Life History (Aired January 9, 2016 – 13:00 EST)

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.

1018 – What's So Special? (Aired January 16, 2016 – 13:00 EST)

We'll explore what makes certain animals so special and why they really, stand out from other living things! From the butterfly that drinks its meals to why bald really is beautiful; we're on a journey of discovering some of the odd, but "special" quirks of animal world.

1019 – Big Eaters (Aired January 23, 2016 – 13:00 EST)

A panoramic look at some of the biggest eaters on the planet! Join us, as we chomp with the crocodile, swallow with a shark and get a not-so-gentle hug from an anaconda.

1020 – Super Animals (Aired January 30, 2016 – 13:00 EST)

We're going to meet the superheroes of the animal world as we find animals who are faster than a speeding cheetah, more powerful than a gorilla, and ones that can leap tall trees in a single bound.

1021 – Long Live Animals (Aired February 6, 2016 – 13:00 EST)

An exploration into what it means to grow old in the animal world as we take a look back at some long, long animal lives.

1022 – Herd Mentality (Aired February 13, 2016 – 13:00 EST)

We're taking a journey to find out what it means to have a "herd" mentality. From flocks, to swarms and even schools...we'll decipher how it pays off to travel in a group.

1023 – Weaponry (Aired February 20, 2016 – 13:00 EST)

A look into the ways that animals use their own bodies, their claws, horns, teeth, and lots of other ways to protect themselves and go on the offensive out in the animal kingdom.

1024 – What's In A Name? (Aired February 27, 2016 – 13:00 EST)

An exploration into the ins and outs of how animals are named. So what IS in a name, exactly? A lot and sometimes a little, but you'll just have to meet the animal to find out.

1025 – A Day In The Life Of Animals (Aired March 5, 2016 – 13:00 EST)

We'll hunt like a lion, catch some rays with an alligator and eat like a horse as we spend a day in the animal kingdom to see how animals survive both in the zoo and out in the wild.

1026 – Down To The Bone (Aired March 12, 2016 – 13:00 EST)

It's time to get those skeletons out of the closet and dig up some fossils as we get under the skin of some animals and talk bones!

1101 – Pests, Parks, Pets, and People (Aired March 19, 2106 – 13:00 EDT)

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.

1102 – A Call to Arms (Aired March 26, 2016 – 13:00 EDT)

We handle, hold, and hug it out as we embrace the awesomeness of the highly adaptable arm.

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-220 (Aired January 17, 2016 – 08:00 EDT)

Kids analyze the wreckage from a tornado to determine the tornado's wind speed and strength. Young scientists head to the National Center for Atmospheric Research to learn how to create a tornado in the laboratory. Reading the weather: youngsters compare traditional methods of predicting the weather to see which is the most accurate. Science Riddle: How can weather be used to stop a criminal in his tracks? Visiting a meteorologist.

Show #F-221 (Aired January 24, 2016 – 08:00 EST)

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 January 31, 2016 – 08:00 EST)

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. Science Riddle: How do you sort 600 apples in 60 seconds?

Issues Addressed

Global Environmental Issues

Biz Kid\$

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

Episodes

Show #BK-126 – Biz Kid\$ (Aired February 27, 2016 – 12:00 EST)

Join the Biz Kids and you'll meet social visionaries who use the same tools as profit-oriented entrepreneurs. Yet instead of building companies and large profits, these people create thriving organizations and powerful movements for social change.

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-121 – Max vs. Elizabeth (Aired January 24, 2016 – 09:00 EST)

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 February 7, 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 February 25, 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

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

310 – Dog 101 (Aired January 2, 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.

301 – Animal Tails (Aired January 9, 2016 – 13:30 EDT)

We'll investigate some incredible animal tails and discover why some animals have them.... and some don't.

302 – World's Strongest Animals (Aired January 16, 2016 – 13:30 EDT)

We'll discover some of the strongest animals on the planet! Strength doesn't always mean muscles, either!

303 – Animals Helping Animals (Aired January 23, 2016 – 13:30 EDT)

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

304 – Animal Hybrids (Aired January 30, 2016 – 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!"

311 – World's Showiest Animals (Aired February 6, 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 February 13, 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 February 20, 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 February 27, 2016 – 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 March 5, 2016 – 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!

311 – World's Showiest Animals (Aired March 12, 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.

306 – World’s Biggest Animals (Aired March 19, 2016 – 13:30 EST)

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.

312 – Group Hunters (Aired March 26, 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.

Issues Addressed

Global Environmental Issues

2016 Voter Participation Campaign

During the quarter ending March 31, 2016, WB3D-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.

Episodes/Spots

Last Day to Register: 2016 Primary :60

A locally produced 60-second public service announcement featuring archival footage from Dr. Martin Luther King, Jr., President John F. Kennedy, and President Barack Obama. The ad explains that it is easy to register but that time is running out. The ad directs viewers to register to vote at www.votespa.com.

Air Times

Spots from this campaign aired 64 times on March 25, 26, 27, and 28. (The final day to register to vote in the Pennsylvania primary was March 28.) WB3D-CD dedicated over 1 hour to these announcements over the course of those four days.

Issues Addressed

Civic Engagement

Future Action

Beginning April 16, 2016 and running through April 26, 2016 (the date of the Pennsylvania General Primary Election), WB3D-CD will air a 30-minute commercial-free program tentatively called *Why Vote?*

The program was produced locally this year through a collaboration between Fifth Street Enterprises, LLC and The Videohouse, Inc. and will air on both company's stations. When the program begins airing on April 16, the new wb3d39.com site will also go live. The site will contain complementary information for viewers of the *Why Vote?* program to refer to. In addition, WB3D-CD will simultaneously launch our Community Outreach Survey and cross-promote both initiatives.

Community Outreach Survey

In an effort to better understand the community that watches WBYP-CD, the staff have planned a web-based survey. Participation in the survey will be promoted on WBYP-CD's broadcast. During the quarter ending March 31, 2016, our staff have identified the survey questions and began developing the online survey tool. The survey questions are designed to help identify public/civic issues that are important to the viewing audience. As of April 8, 2016, the tool is in its final state of development. The survey site will go live on April 16, 2016 and will be promoted alongside our Voter Participation Campaign. Viewers can participate in the survey at survey.wbyd39.com.

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 WBYP-CD staff to help plan future programming that is in the public interest of our local community.

Mental Health Programming

WBYP-CD is in the early stages of developing a region-specific mental health program. The development team is currently establishing the goals for this program and seeking experts to advise our decision-making. Our tentative plans are to finish development in the 2nd Quarter of 2016 and to produce and air this program in the 3rd Quarter of 2016.

Feedback

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

Public Issues Coordinator
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