



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006754667** | File Number: **CPR-119212** | Submit Date: **04/07/2011** | Call Sign: **WPNT** | Facility ID: **73907** | City: **PITTSBURGH** | State: **PA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/07/2011** | Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
-----------	---------	-------	-------	----------------

**Contact
Representatives
(0)**

Contact Name	Address	Phone	Email	Contact Type
--------------	---------	-------	-------	--------------

**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	My Network
	Nielsen DMA	Pittsburgh
	Web Home Page Address	www.mypittsburghtv.com

**Digital Core
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(9)

Digital Core Program (1 of 9)	Response
Program Title	Noonbory & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays 7-730am (1/3-3/29/2011)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noonbory and the Super 7 uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. Second, the series gives children an opportunity to discover and practice those primary discovery and "learning to learn" understandings and skills which form the groundwork of much further knowledge acquisition. children learn to ask appropriate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	Wimzie's House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays and Thursdays 7-730am (1/5-3/31/2011)
Total times aired at regularly scheduled time	26

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)		Response
Program Title	Career Day	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Fridays 7-730am (1/7-3/25/2011)	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 9)		Response
Program Title	M@d About	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 7-730am (1/1-3/26/2011)	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program provides information in the areas of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About Money explores being "green" and understanding how our actions impact the world. The program uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. Each episode the Mad About Money team find out information from healthy snacks to proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. The diverse and dynamic cast of young people who make up the cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 9)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (1/1-3/26/2011)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Exploration with Jarod Miller is a half hour live action television program designed to meet the educational and informational needs of children. Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 9)	
	Response
Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am (1/1-3/26/2011)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program aired on the secondary digital stream, Cool TV, channel 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 9)	
	Response

Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (1/1-3/26/2011)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program aired on the secondary digital stream, Cool TV, channel 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 9)

Response

Program Title Ultimate Choice

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8-830am and 830-9am (1/1-3/26/2011)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolution....a revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routine...time with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. This program aired on the secondary digital stream, Cool TV, channel 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)

Response

Program Title	Teen Kids News
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 9-930am and 930-10am (1/1-3/26/2011)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms. This program aired on the secondary digital stream, Cool TV, channel 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core
Educational and
Informational
Programming (0)**

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Robert DePascale
Address	750 Ivory Ave
City	Pittsburgh
State	PA
Zip	15214
Telephone Number	412-931-5300
Email Address	rdepasca@sbgnet.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	During this past quarter, WPMY telecast numerous public service announcements aimed at children 16 years of age and under. WPMY continued its PSA campaign for children during 1st Quarter with more than 50 PSAs ranging from Literacy, Family, Energy Efficiency, Donating Blood, Nutrition education, Fire prevention, Special Olympics, Arts, Breast Cancer Awareness, Adoption, Big Brothers and Sisters, and Drug Free America. An average of 2 minutes of PSA's per day aired during kids programming. WPMY continues to maintain a community calendar on its website highlighting various community events and organizations. WPMY broadcast programs in standard program lengths (a minimum of three hours weekly), which provides educational informational needs of children. We believe that these programs have unlimited value.

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Noonbory & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays 7-730am (4/4-6/28/2011)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noonbory and the Super 7 uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. Second, the series gives children an opportunity to discover and practice those primary discovery and "learning to learn" understandings and skills which form the groundwork of much further knowledge acquisition. children learn to ask appropriate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. This program will air on the main digital stream.

Other Matters (2 of 9)	Response
Program Title	Wimzie's House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays and Thursdays 7-730am (4/6-6/30/2011)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. This program will air on the main digital stream.

Other Matters (3 of 9)	Response
Program Title	Career Day
Origination	Syndicated

Days/Times	Fridays 7-730am (4/8-6/24/2011)
Program Regularly Scheduled	

Total times aired at regularly scheduled time	13
---	----

Length of Program	30 mins
-------------------	---------

Age of Target Child Audience from	13 years to 16 years
-----------------------------------	----------------------

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program will air on the main digital stream.
--	--

Other Matters (4 of 9)

Response

Program Title	M@d About
---------------	-----------

Origination	Syndicated
-------------	------------

Days/Times	Saturdays 7-730am (4/1-6/25/2011)
Program Regularly Scheduled	

Total times aired at regularly scheduled time	13
---	----

Length of Program	30 mins
-------------------	---------

Age of Target Child Audience from	13 years to 16 years
-----------------------------------	----------------------

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program provides information in the areas of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About Money explores being "green" and understanding how our actions impact the world. The program uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. Each episode the Mad About Money team find out information from healthy snacks to proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. The diverse and dynamic cast of young people who make up the cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. This program will air on the main digital stream.
--	--

Other Matters (5 of 9)

Response

Program Title	Animal Exploration with Jarod Miller
---------------	--------------------------------------

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (4/2-6/25/2011)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Exploration with Jarod Miller is a half hour live action television program designed to meet the educational and informational needs of children. Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the main digital stream.

Other Matters (6 of 9)	Response
Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am (4/2-6/25/2011)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program will air on the secondary digital stream, Cool TV, channel 22.2.

Other Matters (7 of 9)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (4/2-6/25/2011)

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program will air on the secondary digital stream, Cool TV, channel 22.2.

Other Matters (8 of 9)	Response
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8-830am and 830-9am (4/2-6/25/2011)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolution....a revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routine...time with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. This program will air on the secondary digital stream, Cool TV, channel 22.2.

Other Matters (9 of 9)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9-930am and 930-10am (4/2-6/25/2011)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms. This program will air on the secondary digital stream, Cool TV, channel 22.2.</p>

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>WCWB LICENSEE, LLC</p>

Attachments

No Attachments.