



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0006754667** | File Number: **CPR-129363** | Submit Date: **04/09/2012** | Call Sign: **WPNT** | Facility ID: **73907** | City:  
**PITTSBURGH** | State: **PA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/09/2012** | Filing Status: **Active**

Report reflects information for : **First Quarter of 2012**

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(8)

| Digital Core<br>Program (1 of 8)  | Response  |
|---|---|
| Program Title   | Dog Tales   |
| Origination   | Syndicated  |
| Days/Times Program<br>Regularly Scheduled   | Mondays 7-730am (1/2-3/26/2012)   |
| Total times aired at<br>regularly scheduled<br>time   | 13  |
| Total times aired   |   |
| Number of<br>Preemptions  | 0   |
| Number of<br>Preemptions for<br>other than Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled   |   |
| Length of Program   | 30 mins   |
| Age of Target Child<br>Audience   | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the definition<br>of Core<br>Programming. | Dog Tales is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, popularity and characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program features families who own particular breeds, how they interact with their animals, and how they are a valuable part of the family. The program also includes several dog experts, explaining the various dog needs, health, nutrition, safety, care, etc. This show aired on the main digital stream. |
| Does the Licensee<br>identify the program<br>by displaying<br>throughout the<br>program the symbol<br>E/I?                                    | Yes   |

| Digital Core<br>Program (2 of<br>8)             | Response                         |
|---|----------------------------------|
| Program Title                                   | Eco Company                      |
| Origination                                     | Syndicated                       |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Tuesdays 7-730am (1/3-3/27/2012) |

|  |   |
|--|---|
| 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 teen-hosted program profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies, carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This show 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 8)                 |  | Response   |
|---|--|--|
| Program Title                                 |  | Wild About Animals                               |
| Origination                                   |  | Syndicated                                       |
| Days/Times Program Regularly Scheduled        |  | Wednesdays and Thursdays 7-730am (1/4-3/28/2012) |
| 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. | Wild About Animals spans the globe to bring viewers fascinating stories. This series is produced with the objective to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals, such as the march of the penguins in the Arctic, a safari to Africa, or the Australian Outback. This show 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 8) <div>Response</div>  |                                     |
|--|-------------------------------------|
| Program Title                                      | Elizabeth Stanton's Great Big World |
| Origination  | Syndicated                          |
| Days/Times Program Regularly Scheduled             | Fridays 7-730am (1/6-3/3/30/2012)   |
| 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. | Elizabeth Stanton's Great Big World" provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in ares of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This show 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 8)                      |                                   |
|--|-----------------------------------|
|  | Response                          |
| Program Title                                      | M@d About                         |
| Origination  | Syndicated                        |
| Days/Times Program Regularly Scheduled             | Saturdays 7-730am (1/7-3/31/2012) |
| 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. 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. 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 (6 of 8) Response   |   |
|--|---|
| Program Title  | Animal Exploration with Jarod Miller  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturdays 730-8am (1/7-3/31/2012)   |
| 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 program that 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, such as the need for speed or animal heroes. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Each program is designed 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 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 (7 of 8)  | Response  |
|--|---|
| Program Title  | Beta Records TV   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturdays 7-730am (1/7-3/31/2012)   |
| 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 a music centric show with a magazine format that has segments featuring major and industry artist interviews and unplugged performances in BETA's studios. Also featured are "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Throughout this program viewers learn about the music business and the influence music has on our culture. This program aired on the secondary digital stream, channel 22.2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (8 of 8) | Response              |
|-------------------------------|-----------------------|
| Program Title                 | Ariel & Zoey, Eli Too |
| Origination                   | Syndicated            |

|   |   |
|---|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Monday-Friday 430-5pm (1/2-3/29/2012)   |
| Total times aired<br>at regularly<br>scheduled time   | 65  |
| Total times aired   |   |
| Number of<br>Preemptions  | 0   |
| Number of<br>Preemptions for<br>other than<br>Breaking News   |   |
| Number of<br>Preemptions<br>Rescheduled   |   |
| Length of Program   | 30 mins   |
| Age of Target<br>Child Audience   | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | This program is hosted by three siblings; twin girls, Ariel and Zoey, and their younger brother Eli. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program aired on the secondary digital stream, channel 22.2 |
| Does the<br>Licensee identify<br>the program by<br>displaying<br>throughout the<br>program the<br>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. 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. |

Other Matters (8)

| Other Matters (1 of 8)   | Response   |
|--|--|
| Program Title  | Dog Tales  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Mondays 7-730am (4/2-6/25/2012)  |
| 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. | Dog Tales is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, popularity and characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program features families who own particular breeds, how they interact with their animals, and how they are a valuable part of the family. The program also includes several dog experts, explaining the various dog needs, health, nutrition, safety, care, etc. This show will air on the main digital stream. |

| Other Matters (2 of 8)   | Response   |
|--|--|
| Program Title  | Eco Company  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Tuesdays 7-730am (4/3-6/26/2012)   |
| 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 teen-hosted program profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies, carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This show will air on the main digital stream. |

| Other Matters (3 of 8) | Response |
|------------------------|----------|
|------------------------|----------|

|  |  |
|--|--|
| Program Title  | Wild About Animals   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Wednesdays and Thursdays 7-730am (4/4-6/28/2012)   |
| 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. | Wild About Animals spans the globe to bring viewers fascinating stories. This series is produced with the objective to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals, such as the march of the penguins in the Arctic, a safari to Africa, or the Australian Outback. This show will air on the main digital stream. |

| Other Matters (4 of 8)   |   | Response |
|--|---|----------|
| Program Title  | Elizabeth Stanton's Great Big World   |          |
| Origination  | Syndicated  |          |
| Days/Times Program Regularly Scheduled   | Fridays 7-730am (4/6-6/29/2012)   |          |
| 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. | Elizabeth Stanton's Great Big World" provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in ares of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This show will air on the main digital stream. |          |

| Other Matters (5 of 8) |            | Response |
|------------------------|------------|----------|
| Program Title          | M@d About  |          |
| Origination            | Syndicated |          |



|   |   |
|---|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Saturdays 7-730am (4/7-6/30/2012)   |
| Total times<br>aired at<br>regularly<br>scheduled time  | 13  |
| Length of<br>Program  | 30 mins   |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of the<br>program and<br>how it meets<br>the definition of<br>Core<br>Programming. | This program provides information in the areas of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness. 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. This program will air on the main digital stream. |

| Other Matters (6 of 8)  | Response   |
|---|--|
| Program Title   | Animal Exploration with Jarod Miller   |
| Origination   | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Saturdays 730-8am (4/7-6/30/2012)  |
| Total times aired<br>at regularly<br>scheduled time   | 13   |
| Length of<br>Program  | 30 mins  |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | Animal Exploration with Jarod Miller is a program that 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, such as the need for speed or animal heroes. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Each program is designed 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 (7 of 8) | Response        |
|------------------------|-----------------|
| Program Title          | Beta Records TV |
| Origination            | Syndicated      |

|   |  |
|---|--|
| Days/Times<br>Program Regularly<br>Scheduled  | Saturdays 7-730am (4/7-6/30/2012)  |
| Total times aired<br>at regularly<br>scheduled time   | 13   |
| Length of Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | Beta Records TV is a music centric show with a magazine format that has segments featuring major and industry artist interviews and unplugged performances in BETA's studios. Also featured are "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Throughout this program viewers learn about the music business and the influence music has on our culture. This program will air on the secondary digital stream, channel 22.2. |

| Other Matters (8<br>of 8)   | Response  |
|---|---|
| Program Title   | Ariel & Zoey, Eli Too   |
| Origination   | Syndicated  |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Monday-Friday 430-5pm (4/2-6/29/2012)   |
| Total times aired<br>at regularly<br>scheduled time   | 65  |
| Length of Program   | 30 mins   |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | This program is hosted by three siblings; twin girls, Ariel and Zoey, and their younger brother Eli. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the secondary digital stream, channel 22.2. |

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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>WCWB<br/>LICENSEE,<br/>LLC</b></p> |

**Attachments**

No Attachments.