

Children's Television Programming Report

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 Submit Date:
 01/09/2013
 Call Sign:
 WPGH-TV
 Facility ID:
 73875

 City:
 PITTSBURGH
 State:
 PA

 Service:
 Full Service Television
 Purpose:
 Children's TV Programming Report
 Status:
 Received
 Status Date:

 01/09/2013
 Filing Status:
 Active
 Status
 Status
 Status

Report reflects information for : Fourth Quarter of 2012

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

Applicant	Applicant Name, Type, and Contact Information				
Information	Applicant	Address	Phone	Email	Applicant Type

t	Contact Name	Address	Phone	Email	Contact Type
-					

Contact Representatives (0)

Children's	Section	Question	Response	
Television Information	Station Type	Ation Type Station Type Network Affiliat		n
		Affiliated network	FOX	
		Nielsen DMA	Pittsburgh	
		Web Home Page Address	www.wpgh53.cor	n
Digital Core	Question			Response
Programming	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			Yes

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?

Digital Core Programs(11)

Digital Core Program (1 of 11)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 730-8am (10/1-12/31/2012)
Total times aired at regularly scheduled time	14
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 features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. 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 11)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 730-8am (10/2-12/25/2012)

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 guides young people to potential career paths. The program 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 (3 of 11)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 730am-8am (10/3-12/26/2012)
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 series is based around Jack Hanna traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. This program aired on the stations Main Digital Channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 730-8am (10/4-12/27/2012)
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. The show is designed to educate, inform, & entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, & the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	Chat Room
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 730-8am (10/5-12/28/2012)
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.	Chat Room addresses teen-oriented dilemmas and discussion in an open and honest format. Chat Room offers a place where young people can watch and discuss the problems they face. ChatRoor provides a compelling look at real-life situations than happen to today's teens as dramatized by teen actors. The adult host and teen panel then discuss the issues presented in a direct and forthright manner. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a freeflowing environment. 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 11)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am (10/6-12/29/2012)
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.	Live Life and Win: A half-hour series with a goal to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. 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 11)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (10/6-12/29/2012)
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.	The key objective of this program is to familiarize children with the animals of the North Amiercan continent, their interaction with other animals and their environment, Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. 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 (8 of 11)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am (10/6-12/29/2012) and Saturdays 730-8am and 8-830am (10/6-11/17/2012)
Total times aired at regularly scheduled time	27
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multiculturally diverse group of youngsters who are sometimes on and off camera, the attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program aired on the secondary digital stream, channel 53.2.
Does the Licensee	Yes

identify the
program by
displaying throughout
throughout
the program
the symbol E
/l?

Digital Core Program (9 of 11)	Response
Program Title	Ariel & Zoey, Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730am and 8am (11/24-12/29/2012)
Total times aired at regularly scheduled time	12
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 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 53.2.

Yes

Digital Core Program (10 of 11)	Response
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 830am and 9am (10/6-12/29/2012)
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes features the gifted Campbell and her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The music-driven show celebrates the joy o childhood through the power of music, storytelling and appealing characters. The show's nuturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face. This program aired on the secondary digital stream, channel 53.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11)	Response	
Program Title	Mouse in the House	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Saturdays 930-10am (10/6-12/29/2012)
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mouse in the House is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination o 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment. This program aired on the secondary digital stream, channel 53.2.
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)

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	РА
Zip	15214
Telephone Number	412-931-5300
Email Address	rdepasca@sbgtv.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 and informational and informational and informational 3.	WPGH is pleased to broadcast and produce 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. During this past quarter, WPGH telecast numerous public service announcements aimed at children 16 years of age and under. Our PSA's are designed for a general audience, but also serve children 16 years of age and under. Our general audience programs which serve children 16 years of age and under include our local news which airs every night at 10:00 p.m. WPGH also participated in our local Treasures for Children drive for the Salvation Army this holiday season.

Other Matters (11)

Other Matters (1 of 11)	Response	
Program Title	Dragonfly TV	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Mondays 730-8am (1/7-3/25/2013)	
Total times aired at regularly scheduled time	12	
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 features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the main digital stream.	
Other Matters (2 o	f 11) Response	
Program Title	Career Day	
Origination	Syndicated	
Days/Times Progra Regularly Schedul		
Total times aired a regularly scheduled time		
Length of Program	30 mins	
Age of Target Child Audience from	d 13 years to 16 years	
Describe the educational and informational object of the program and how it meets the definition of Core Programming.		

Other Matters (3 of	
11)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesdays 730am-8am (1/2-3/27/2013)
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 series is based around Jack Hanna traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. This program aired on the stations Main Digital Channel.

Other Matters (4 of 11)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 730-8am (1/3-3/28/2013)
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. The show is designed to educate, inform, & entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, & the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun. This program will air on the main digital stream.

Other Matters (5 of 11)	Response
Program Title	Chat Room
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 730-8am (1/4-3/29/2013)
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.

Chat Room addresses teen-oriented dilemmas and discussion in an open and honest format. Chat Room offers a place where young people can watch and discuss the problems they face. ChatRoom provides a compelling look at real-life situations than happen to today's teens as dramatized by teen actors. The adult host and teen panel then discuss the issues presented in a direct and forthright manner. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a freeflowing environment. This program will air on the main digital stream.

Other Matters (6 of 11)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am (1/5-3/30/2013)
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.	Live Life and Win: A half-hour series with a goal to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream.

Other Matters (7 of 11)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730-8am (1/5-3/30/2013)
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.

scheduled time

The key objective of this program is to familiarize children with the animals of the North Amiercan continent, their interaction with other animals and their environment, Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program will air on the main digital stream.

Other Matters (8 of 11)	Response	
Program Title	Gina D's Kids Club	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 7-730am (1/5-3/30/3013)	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	e years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multiculturally diverse group of youngsters who are sometimes on and off camera, the attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on the secondary digital stream, channel 53.2.	
Other Metters (0	
Other Matters (of 11)	9 Response	
Program Title	Ariel & Zoey, Eli Too	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 730am-8am and 8am-830am (1/5-3/30/2013)	
Total times aire at regularly	d 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.	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 53.2.

Other Matters (10 of 11)	Response
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 830am and 9am (1/5-3/30/2013)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes features the gifted Campbell and her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The music-driven show celebrates the joy of childhood through the power of music, storytelling and appealing characters. The show's nuturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face. This program will air on the secondary digital stream, channel 53.2.

Other Matters (11 of 11)	Response
Program Title	Mouse in the House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 930-10am (1/5-3/30/2013)
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mouse in the House is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment. This program will air on the secondary digital stream, channel 53.2.

Certification	Question	Response
Certification	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. FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID 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. 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).	
	I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	WPGH Licensee, LLC

Attachments No Attachments.