



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0005020870** | File Number: **CPR-119218** | Submit Date: **04/07/2011** | 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:

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
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Pittsburgh
	Web Home Page Address	www.wpgh53.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(6)

Digital Core Program (1 of 6)	Response
Program Title	Will & Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays 730-8am (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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serves as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. 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 6)		Response
Program Title	Liberty's Kids	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesdays and Thursdays 730-8am (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	7 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact theses issues have on the lives of ordinary citizens. 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 6)		Response
Program Title	Sherlock Holmes in the 22nd Century	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Fridays 730-8am (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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity. 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 6)	Response
Program Title	Eco Company
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 is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. 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 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 6)		Response
Program Title		Wild America
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.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? 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 6)		Response
Program Title	Gina D's Kids Club	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 7-730am, 730-8am, 8-830am, 830-9am, 9-930am and 930-10am (1/1-3/26/2011)	
Total times aired at regularly scheduled time	78	
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 multi-culturally 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, The Country Network, 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)**

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, WPGH telecast numerous public service announcements aimed at children 16 years of age and under. WPGH continued its PSA campaign for children during 1st Quarter 2011 with more than 50 PSAs ranging from Literacy, Family, Energy Efficiency, Autism, Breast cancer, Boys and Girls Club, Lupus, Donating Blood, Nutrition education, Fire prevention, Special Olympics, Arts and Drug Free America. An average of 2 minutes of PSA's per day aired during kids programming. WPGH broadcast programs in standard program lengths which provides educational informational needs of children. We believe that these programs have unlimited value. WPGH continues to maintain a community calendar on its website highlighting various local community events and organizations.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Will & Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays 730-8am (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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serves as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program will air on the main digital stream

Other Matters (2 of 7)	Response
Program Title	Liberty's Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays and Thursdays 730-8am (4/6-6/30/2011)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact theses issues have on the lives of ordinary citizens. This program will air on the main digital stream.
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Other Matters (3 of 7)	Response
Program Title	Sherlock Holmes in the 22nd Century
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 730-8am (4/1-6/24/2011)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity. This program will air on the main digital stream.

Other Matters (4 of 7)	Response
Program Title	Eco Company
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.	This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. 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 program will air on the main digital stream.
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Other Matters (5 of 7)	Response
Program Title	Wild America
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.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program will air on the main digital stream.

Other Matters (6 of 7)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-730am, 730-8am, 8-830am, 830-9am, 9-930am and 930-10am (4/2-6/25/2011)
Total times aired at regularly scheduled time	78
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.	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 multi-culturally diverse group of youngsters who are sometimes on and off camera, she 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, The Country Network, channel 53.2.
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Other Matters (7 of 7)	Response
Program Title	This Week in Baseball
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 330-4pm (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.	THIS WEEK IN BASEBALL highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week in Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. This program will air on the main digital stream.

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>WPGH Licensee, LLC</p>

Attachments

No Attachments.