



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003742624** | File Number: **0000009266** | Submit Date: **07/08/2016** | Call Sign: **WPCW** | Facility ID: **69880** | City:
JEANNETTE | State: **PA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report Amendment** | Status: **Superceded**
Status Date: **07/11/2016** | Filing Status: **Inactive**

Report reflects information for : Second Quarter of 2016

General Information

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

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
PITTSBURGH TELEVISION STATION WPCW INC. Doing Business As: PITTSBURGH TELEVISION STATION WPCW INC.	SUITE 920 1800 K STREET, NW WASHINGTON, DC 20006 United States	+1 (202) 457- 4505	RCBENEDICT@CBS. Company COM	

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
RAYMOND BENEDICT	1800 K STREET NW	+1 (202) 457-	RCBENEDICT@CBS.	Technical
CBS CORP.	SUITE 920	4602	COM	Representative
	WASHINGTON, DC			
	20006			
	United States			
Edwin L Nass	1800 K STREET NW	+1 (202) 457-	ELNASS@CBS.COM	Technical
DIRECTOR OF SPECTRUM	SUITE 920	4602		Representative
MANAGEMENT	WASHINGTON, DC			
CBS Broadcasting Inc.	20006			
	United States			

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Pittsburgh
	Web Home Page Address	www.wpcwtv.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	3.0
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	0.0
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:	0.0
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	CALLING DR. POL
Origination	Network
Days/Times	Saturday, 7:00AM
Program Regularly Scheduled	
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.
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	CALLING DR. POL
Origination	Network
Days/Times	Saturday, 7:30AM
Program Regularly Scheduled	
Total times aired at regularly scheduled time	13
Total times	13

aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.
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	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8:00AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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	DogTown, USA is produced for ages 13-16 and will inspire young people to pursue their dreams while valuing the importance of dedicating oneself to the greater good of community and family. The series demonstrates the powerful interaction between humans and animals with a focus on our canine companions. DogTown, USA educates and informs the audience about canine training techniques and creating healthy environments for

definition of Core Programming.	dogs. DogTown, USA's trained experts teach teen viewers how to be a responsible pet owner and maintain a safe and healthy lifestyle for both family and pet. Viewers will get to know - and care - about these dogs and the heroes who do whatever it takes to give them a second chance.
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	DOG WHISPERER WITH CESAR MILAN
Origination	Network
Days/Times	Saturday, 8:30AM
Program Regularly Scheduled	
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
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	DOG WHISPERER WITH CESAR MILAN
Origination	Network
Days/Times	Saturday, 9:00AM
Program Regularly Scheduled	
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than	0

Breaking News	
Number of Preemptions Rescheduled	0
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.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
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Digital Core Program (6 of 6)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30AM
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Total times aired	13
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Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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Non-Core Educational and Informational Programming (0)	Sponsored Core Programming (0)		Question	Liaison Contact	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		Michael Karas
			Address		420 Fort Duquesne Blvd., Suite 100
			City		Pittsburgh
			State		PA
			Zip		15222
			Telephone Number		(412) 575-2591
			Email Address		karas@kdka.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.		

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	CALLING DR. POL
Origination	Network
Days/Times	Saturday, 7:00AM
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Origination	Network
Days/Times	Saturday, 8:00AM
Program	

Regularly Scheduled	
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Origination	Network
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Program	
Regularly	
Scheduled	
Total times aired	13
at regularly	
scheduled time	
Length of Program	30 mins
Age of Target	13 years to 16 years
Child Audience	
from	
Describe the	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and
educational and	the entire family that educates and informs the audience about canine training techniques and creating healthy
informational	environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with
objective of the	Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand
program and how	how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or
it meets the	small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover
definition of Core	the how to be a responsible pet owner.
Programming.	

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>Yes</p> <p>Mike Karas</p> <p><i>Director of Programming</i></p> <p>07/08/2016</p>

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
FCC 398 Amendatory Letter.docx	Applicant	Amendment		Done with Virus Scan and/or Conversion