In addition to core children’s programming, WICS airs public service announcements and news programming that have educational and informational value for children. In addition, we have various reporters assigned to “Education Beat” segments. Our news department produces educational stories to air at least once a week and more when school is in session. Our sports department also produces an “Athlete of the Week” segment.

WICS provided station tours to groups of students, held the Joy of Sharing drive to collect monetary donations, toys and non-perishable food items for Toys for Tots, the Central Illinois Foodbank and Ronald McDonald House. The station also held a Coats for Kids drive to make sure children had the necessities to stay warm for the winter.