



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0015021157** | File Number: **CPR-135591** | Submit Date: **10/10/2012** | Call Sign: **WCCU** | Facility ID: **69544** | City: **URBANA** | State: **IL**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/10/2012** | Filing Status: **Active**

Report reflects information for : Third 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
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Champaign-Spgfld-Decatur
	Web Home Page Address	www.foxillinois.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	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:	6.0
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 Program (1 of 8)	Response
Program Title	Animal Atlas (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am (7/7/12 - 9/29/12)
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.	Through Animal Atlas, viewers discover the variety of places that animals live, how they find food, and how they play. The show also looks at how family units operate, from a community of thousands of prairie dogs, to a pride of lions, to a school of fish. Certain episodes also explore animal features such as diet, locomotion, adaptation, and how animals take care of their young. Along the way, Animal Atlas educates young viewers about endangered species and provides information on how to support wildlife conservation. For a population of young viewers attuned to the importance of going green, Animal Atlas is not only entertaining, culturally relevant and important. Animal Atlas offers an incredible and wildly entertaining adventure through the animal world. Learning about animals has never been more fun!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Animal Atlas Classics (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730am (7/7/12 - 9/8/12)
Total times aired at regularly scheduled time	10
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.	Through Animal Atlas, viewers discover the variety of places that animals live, how they find food, and how they play. The show also looks at how family units operate, from a community of thousands of prairie dogs, to a pride of lions, to a school of fish. Certain episodes also explore animal features such as diet, locomotion, adaptation, and how animals take care of their young. Along the way, Animal Atlas educates young viewers about endangered species and provides information on how to support wildlife conservation. For a population of young viewers attuned to the importance of going green,Animal Atlas is not only entertaining, culturally relevant and important. Animal Atlas offers an incredible and wildly entertaining adventure through the animal world. Learning about animals has never been more fun!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 8)	Response
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Program Title	3 Wide Life (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 730am (7/2/12 - 9/24/12)
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.	3 Wide Life provides viewers with an inside look at challenges met and lessons learned while competing in motor sports. 3WL looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals. Lessons taught are how to overcome adversity, the importance of teamwork, the technical aspects of racing, spotlights devolving drivers, how racing began, the business of racing, information on racing as a career, as well as team and sponsorship philanthropies and how the racing community helps out to improved the lives of others.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)		Response
Program Title		Sports Stars of Tomorrow (Digital)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 8a (7/7/12 - 9/29/12)
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.	Sports Stars of Tomorrow provides the information and examples of how their teenage contemporaries, can and are achieving positive things thru the disciplines and dedication experienced in sports, thru team and individual competition. Sports Stars of Tomorrow also includes inspirational stories of youth with physical handicaps, who have overcome their limitations And challenges to succeed in sports and life.
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		Real Winning Edge (Digital)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 830a (7/7/12 - 9/29/12)
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 Real Winning Edge is designed to help youth make winning choices in their lives in order to grow to be productive citizens. This series is based on role models who are making pro-social life choices. Emphasis on being honest, loyal, hard working toward productive goals, and treating others as they would like to be treated, are values emphasized by the positive role models in The Real Winning Edge. The Real Winning Edge will go a long way in helping youth to develop character, being the best they can be by seeing their peers and the celebrities whom they admire, who themselves have the character to make winning choices.
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		Mystery Hunter (Digital)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 7a (7/1/12 - 9/30/12)
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.		Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytic thinking, and scientific testing, the series encourages children to question the world around them. Though both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.
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		MLB Player Poll
Origination		Network

Days/Times Program Regularly Scheduled	Saturdays 2pm (7/7/12 - 9/29/12)
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

#### Digital Preemption Programs #1

Questions	Response
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Title of Program	MLB Player Poll
List date and time rescheduled	9/22/12 5:00 A.M.
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-09-22
Episode #	9/22/12 MLBPP125
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	9/15/12 7:30 A.M.
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-09-15
Episode #	9/15/12 MLBPP124
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	9/8/12 5:00 A.M.
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-09-08
Episode #	9/8/12 MLBPP123
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	9/1/12 5:00 A.M.
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-09-01
Episode #	9/1/12 MLBPP122
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	9/29/12 5:00 A.M.
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-09-29
Episode #	9/29/12 MLBPP126
Reason for Preemption	Sports

Digital Core Program (8 of 8)	Response
Program Title	Now Eat This With Rocco DiSpirito
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730am (9/22/12 - 9/29/12)
Total times aired at regularly scheduled time	2
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.	<p>Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information-quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience-a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of that strategy.</p>
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	Jeff Kaufmann
Address	3003 Old Rochester Road
City	Springfield
State	IL
Zip	62703
Telephone Number	217-523-8855
Email Address	jkaufmann@foxillinois.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	3 Wide Life (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 730am (10/1/12 - 12/24/12)
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.	3 Wide Life provides viewers with an inside look at challenges met and lessons learned while competing in motor sports. 3WL looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals. Lessons taught are how to overcome adversity, the importance of teamwork, the technical aspects of racing, spotlights devolving drivers, how racing began, the business of racing, information on racing as a career, as well as team and sponsorship philanthropies and how the racing community helps out to improved the lives of others.

Other Matters (2 of 6)	Response
Program Title	Animal Atlas (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am (10/6/12 - 12/29/12)
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.	Through Animal Atlas, viewers discover the variety of places that animals live, how they find food, and how they play. The show also looks at how family units operate, from a community of thousands of prairie dogs, to a pride of lions, to a school of fish. Certain episodes also explore animal features such as diet, locomotion, adaptation, and how animals take care of their young. Along the way, Animal Atlas educates young viewers about endangered species and provides information on how to support wildlife conservation. For a population of young viewers attuned to the importance of going green, Animal Atlas is not only entertaining, culturally relevant and important. Animal Atlas offers an incredible and wildly entertaining adventure through the animal world. Learning about animals has never been more fun!
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Other Matters (3 of 6)	Response
Program Title	Now Eat This With Rocco DiSpirito
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 730am (10/6/12 - 12/29/12)
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information-quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience-a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of that strategy.

Other Matters (4 of 6)	Response
Program Title	Sports Stars of Tomorrow (Digital)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 8a (10/6/12 - 12/29/12)
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.	Sports Stars of Tomorrow provides the information and examples of how their teenage contemporaries, can and are achieving positive things thru the disciplines and dedication experienced in sports, thru team and individual competition. Sports Stars of Tomorrow also includes inspirational stories of youth with physical handicaps, who have overcome their limitations And challenges to succeed in sports and life.

Other Matters (5 of 6)	Response
Program Title	Real Winning Edge (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 830a (10/6/12 - 12/29/12)
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 Real Winning Edge is designed to help youth make winning choices in their lives in order to grow to be productive citizens. This series is based on role models who are making pro-social life choices. Emphasis on being honest, loyal, hard working toward productive goals, and treating others as they would like to be treated, are values emphasized by the positive role models in The Real Winning Edge. The Real Winning Edge will go a long way in helping youth to develop character, being the best they can be by seeing their peers and the celebrities whom they admire, who themselves have the character to make winning choices.

Other Matters (6 of 6)	Response
Program Title	Mystery Hunter (Digital)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7a (10/7/12 - 12/30/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytic thinking, and scientific testing, the series encourages children to question the world around them. Though both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.
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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>GOCOM Media of Illinois</b></p>

**Attachments**

No Attachments.