Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-167060** | Submit Date: **04/07/2015** | Call Sign: **WCJB-TV** | Facility ID: **16993** | City: **GAINESVILLE** | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/07/2015** | Filing Status: **Active**

Report reflects information for : First Quarter of 2015

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

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC/CW
	Nielsen DMA	Gainseville
	Web Home Page Address	www.wcjb.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:	7.0
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(15)

Digital Core Program (1 of 15)	Response
Program Title	Think Big/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am
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.	Follows the world's most innovative kids as they create and invent new toys, games, learning tools, websites and new modes of transportation. Some even start their own businesses.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 15)	Response
Program Title	Jack Hanna In To The Wild/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30am
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.	Jack Hanna shares his adventures teaching as he goes. Each episode is designed to reveal to children the world around them in a way that provides positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 15)	Response

Program Title	Teen Kids News/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30am
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.	A kid-to-kid newscast created for and delivered by children. Hosted by a diverse team made up of young journalists reporting from a professional news set and from the field on stories of interest and emotional value to it's own audience.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 15)	**Response**
Program Title	Animal Rescue/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30am
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 focuses on the dedicated people around the world who help sick, injured, or abusive animals. The program also instructs children on the proper care of the animal and provides safety tips on how to care for all kinds of creatures in the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 15)	Response
Program Title	Dragonfly TV/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00
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 features children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific discipline's and challenges them in critical thinking and problem solving skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 15)	Response
Program Title	Dog Tales/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10am
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.	Informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 15)	Response
Program Title	Young Icons/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:30am
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.	Profiles the amazing projects of young philanthropists, the amazing entrepreneurs, athletes, and everyday youth. These inspirational stories motivate teens, tween and parents too.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 15)	Response
Program Title	Made In Hollywood Teen Edition/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12:30pm
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.	Career information and advice from top Hollywood professionals to 13 to 16 year old viewers so they can explore and learn about the technical, artistic, creative, business and administrative careers that are part of the motion picture, television, music video and home entertainment industries.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 15)	Response

Program Title	Live Life & Win/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12pm
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.	Encourages 13-16 year olds to explore and learn the strategies to achieve personal dreams. To learn about the personal attributes important for achieving dreams. To explore volunteerism as an opportunity to build character and to uncover personal passions and gain knowledge about life skills necessary to live life and win.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 15)	**Response**
Program Title	On the Spot/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1pm
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.	Challenges viewers to recall middle and high school knowledge about history, science, math, english, second languages, health, geography, art, music, and technology then teached them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	**Response**

Program Title	Great Big World/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1:30pm
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.	A dynamic television experience for teens combining the exciting , fun and diverse experiences of world exploration with the life-changing volunteer opportunities available in those same area's.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 15)	Response
Program Title	Dog Whisperer w/ Cesar Millan:Family Edition/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30,9,9:30 & 10am
Total times aired at regularly scheduled time	52
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.	Educates and informs the audience about canine training techniques and creating healthy environments for dogs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 15)	Response
Program Title	Calling Dr. Pol/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7,7:30 & 8am
Total times aired at regularly scheduled time	39

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.	Designed to educate and inform this series invites viewers to share the experiences of Veterinarian Dr. Pol. Each week audiences have a chance to understand the challenges and rewards this fulfilling profession.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 15)	Response
Program Title	Expedition Wild/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30 & 11am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This informative series is an innovative odyssey through North America's wild places. It reveals a rare glimpse into the beauty and complexity of the natural world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 15)	Response
Program Title	Rock the Park/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30am
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 taps into America's love affair with our national parks. The host's come face to face with nature in some of the most amazing places on earth. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America.
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	Karen Woolfstead
Address	6220 N.W. 43rd Street
City	Gainesville
State	FL
Zip	32653
Telephone Number	352-416-0641
Email Address	kwoolfstead@divcom.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 (14)

Other Matters (1 of 14)	Response
Program Title	Think Big/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am
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.	Follows the world's most innovative kids as they create and invent new toys, games, learning tools, websites and new modes of transportation. Some even start their own businesses.

Other Matters (2 of 14)	Response
Program Title	Jack Hanna In To The Wild/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30a
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.	Jack Hanna shares his adventures teaching as he goes. Each episode is designed to reveal to children the world around them in a way that provides positive role models and pro-social values within an environmentally responsible universe.

Other Matters (3 of 14)	Response
Program Title	Teen Kids News/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30am
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.	A kid-to-kid newscast created for and delivered by children. Hosted by a diverse team made up of young journalists reporting from a professional news set and from the field on stories of interest and emotional value to it's own audience.

Other Matters (4 of 14)	Response
Program Title	Animal Rescue/CW
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays 10:30am
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 program focuses on the dedicated people around the world who help sick, injured, or abusive animals. The program also instructs children on the proper care of the animal and provides safety tips on how to care for all kinds of creatures in the animal kingdom.

Other Matters (5 of 14)	Response
Program Title	Dragonfly TV/ABC
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11am
Total times aired at regularly scheduled time	13
Length of Program	13 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 doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific discipline's and challenges them in critical thinking and problem solving skills.

Other Matters (6 of 14)	Response
Program Title	Dog Tales/CW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10am
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.	Informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs.

Other Matters (7 of 14)	Response
Program Title	Young Icons/CW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:30am
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.	Profiles the amazing projects of young philanthropists, the amazing entrepreneurs, athletes, and everyday youth. These inspirational stories motivate teens, tween and parents too.

Other Matters (8 of 14)	Response
Program Title	Live & Let Win/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12pm
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.	Encourages 13-16 year olds to explore and learn the strategies to achieve personal dreams. To learn about the personal attributes important for achieving dreams. To explore volunteerism as an opportunity to build character and to uncover personal passions and gain knowledge about life skills necessary to live life and win.

Other Matters (9 of 14)	Response
Program Title	On The Spot/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1pm
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.	Challenges viewers to recall middle and high school knowledge about history, science, math, english, second languages, health, geography, art, music, and technology then teached them the answer.

Other Matters (10 of 14)	Response
Program Title	Great Big World/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1:30pm
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.	A dynamic television experience for teens combining the exciting , fun and diverse experiences of world exploration with the life-changing volunteer opportunities available in those same area's.

Other Matters (11 of 14)	Response
Program Title	Dog Whisperer w/ Cesar Millan:Family Edition/CW
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 8:30,9,9:30 & 10am
Total times aired at regularly scheduled time	52
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.	Educates and informs the audience about canine training techniques and creating healthy environments for dogs.

Other Matters (12 of 14)	Response
Program Title	Calling Dr. Pol/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saurdays 7,7:30 & 8am
Total times aired at regularly scheduled time	39
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.	Designed to educate and inform this series invites viewers to share the experiences of Veterinarian Dr. Pol. Each week audiences have a chance to understand the challenges and rewards this fulfilling profession.

Other Matters (13 of 14)	Response
Program Title	Expedition Wild/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30 & 11am
Total times aired at regularly scheduled time	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 informative series is an innovative odyssey through North America's wild places. It reveals a rare glimpse into the beauty and complexity of the natural world.

Other Matters (14 of 14)	Response
Program Title	Rock The Park/CW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30am
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 taps into America's love affair with our national parks. The host's come face to face with nature in some of the most amazing places on earth. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America.

Certification

Question	Response
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 certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**Diversified Broadcasting Inc.**

Attachments No Attachments.