



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004970836** | File Number: **CPR-143214** | Submit Date: **07/06/2013** | Call Sign: **WICD** | Facility ID: **25684** | City:  
**CHAMPAIGN** | State: **IL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/06/2013** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2013**

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                      |
|              | Nielsen DMA           | Champaign-Spgfld-Decatur |
|              | Web Home Page Address | www.wicd15.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  | 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(7)

| Digital Core<br>Program (1 of 7)   | Response  |
|--|---|
| Program Title  | Dragonfly TV  |
| Origination  | Syndicated  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays/8-8:30am CT   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 13  |
| Total times aired  |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets<br>the definition of<br>Core<br>Programming. | This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program aired on the station's main digital stream channel 41. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes   |

| Digital Core<br>Program (2 of 7)             | Response                             |
|--|--------------------------------------|
| Program Title                                | Animal Exploration with Jarod Miller |
| Origination                                  | Syndicated                           |
| Days/Times<br>Program Regularly<br>Scheduled | Saturdays/8:30am-9am CT              |

|  |   |
|--|---|
| 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. | Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a Did you know? segment, that shares information that viewers can use in their own backyards. This program aired on the station's main digital stream channel 41. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| <b>Digital Core Program (3 of 7)</b>               | <b>Response</b>       |
|--|-----------------------|
| Program Title                                      | M@d About             |
| Origination  | Syndicated            |
| Days/Times Program Regularly Scheduled             | Saturdays/9-9:30am CT |
| 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. | M@d About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues sketch and improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer-created questions about life's issues. This program aired on the station's main digital stream channel 41. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (4 of 7)                      |                          |
|--|--------------------------|
|  | Response                 |
| Program Title                                      | Eco Company              |
| Origination  | Syndicated               |
| Days/Times Program Regularly Scheduled             | Saturdays/9:30am-10am CT |
| 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 is hosted by teens and used peer reporting to profile individuals and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes eco bytes (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. This program aired on the station's main digital stream channel 41. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (5 of 7)                      | Response                 |
|--|--------------------------|
| Program Title                                      | Live Life & Win          |
| Origination  | Syndicated               |
| Days/Times Program Regularly Scheduled             | Saturdays/10a-10:30am CT |
| 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 the 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 station's main digital stream channel 41. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (6 of 7)                      | Response                 |
|--|--------------------------|
| Program Title                                      | Teen Kid News            |
| Origination  | Syndicated               |
| Days/Times Program Regularly Scheduled             | Saturdays/10:30am-11a CT |
| 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 weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program aired on the station's main digital stream channel 41. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program<br>(7 of 7)   |   |
|--|---|
|  | Response  |
| Program Title  | Career Day  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturdays/11a-11:30a CT   |
| 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 show guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?". This program aired on the station's main digital stream channel 41. |

|  |     |
|--|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |
|--|-----|

Non-Core Educational and Informational Programming (1)

| Non-Core Educational and Informational Programming (1 of 1)  | Response   |
|--|--|
| Program Title  | Wild America   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | Sundays/5-5:30am CT  |
| Total times aired at regularly scheduled time:   | 13   |
| Number of Preemptions  | 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.   | The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program aired on the station's main digital stream channel 41. |
| Does the program have educating and informing children ages 16 and under as a significant purpose?   | Yes  |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?   | Yes  |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes  |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time |          |

**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  | Mary A. Carter   |
| Address   | 250 S. Country Fair Dr   |
| City  | Champaign  |
| State   | IL   |
| Zip   | 61821  |
| Telephone Number  | 217-753-5620   |
| Email Address   | mcarter@sbgtn.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. | In addition to core children's programming, WICD airs public service announcements and news programming that have educational and informational value for children. On air talent speaks to and answers questions from students at local schools and colleges, from time to time. WICD hosts informational tours to schools, troops and the public. Doug Quick hosts Spotlight 15 once a month which often promotes children's activities and charities. |

Other Matters (7)

| Other Matters (1 of 7)   | Response   |
|--|--|
| Program Title  | Dragonfly TV   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays/8-8:30am CT  |
| Total times<br>aired at<br>regularly<br>scheduled time   | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from  | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets the<br>definition of<br>Core<br>Programming. | This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the station's main digital stream channel 41. |

| Other Matters (2 of 7)  | Response   |
|---|--|
| Program Title   | Animal Exploration with Jarod Miller   |
| Origination   | Syndicated   |
| Days/Times<br>Program Regularly<br>Scheduled  | Saturdays/8:30a-9am CT   |
| Total times aired at<br>regularly<br>scheduled time   | 13   |
| Length of Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a Did you know? segment, that shares information that viewers can use in their own backyards. This program will air on the station's main digital stream channel 41. |

| Other Matters (3 of 7) | Response |
|------------------------|----------|
|------------------------|----------|

|   |   |
|---|---|
| Program Title   | M@d About   |
| Origination   | Syndicated  |
| Days/Times<br>Program Regularly<br>Scheduled  | Saturdays/9-9:30am CT   |
| Total times aired at<br>regularly scheduled<br>time   | 13  |
| Length of Program   | 30 mins   |
| Age of Target Child<br>Audience from  | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the definition<br>of Core<br>Programming. | M@d About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues sketch and improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer-created questions about life's issues. This program will air on the station's main digital stream channel 41. |

| Other Matters<br>(4 of 7)  | Response   |
|--|--|
| Program Title  | Eco Company  |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays/9:30am-10am CT   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child<br>Audience from  | 13 years to 16 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | This program is hosted by teens and used peer reporting to profile individuals and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes eco bytes (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. This program will air on the station's main digital stream channel 41. |

| Other Matters (5 of 7) | Response        |
|------------------------|-----------------|
| Program Title          | Live Life & Win |



|  |  |
|--|--|
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturdays/10a-10:30am CT   |
| 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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the station's main digital stream channel 41. |

| Other Matters (6 of 7)   | Response   |
|--|--|
| Program Title  | Teen Kid News  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturdays/10:30am-11am CT  |
| 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 features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program will air on the station's main digital stream channel 41. |

| Other Matters (7 of 7)                 | Response                 |
|--|--------------------------|
| Program Title                          | Career Day               |
| Origination                            | Syndicated               |
| Days/Times Program Regularly Scheduled | Saturdays/11a-11:30am CT |

|  |   |
|--|---|
| 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. | <p>This show guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?". This program will air on the station's main digital stream channel 41.</p> |

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>WICD<br/>Licensee,<br/>LLC</b></p> |

**Attachments**

No Attachments.