



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004970836** | File Number: **CPR-129366** | Submit Date: **04/09/2012** | Call Sign: **WICD** | Facility ID: **25684** | City:  
**CHAMPAIGN** | State: **IL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/09/2012** | Filing Status: **Active**

Report reflects information for : **First 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
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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	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	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:	3.0
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?	No

Digital Core  
Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8-8:30a 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	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program highlights 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 disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. 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 (2 of 8)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30am-9am
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.	Energetic and humorous, Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, the mission of Animal Exploration is to inspire kids and their families to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. In addition, each show 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

Digital Core Program (3 of 8)	Response
Program Title	M@d About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9am-9:30a
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@dAbout conveys important messages about life skills like personal finance, health and nutrition, fitness, conservation and decision making in a fun and entertaining way. Each episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improvisational 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 8)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30am-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.	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 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 (5 of 8)		Response
Program Title		Live Life & Win
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/10am-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 half-hour series with a goal to inspire and enlightened young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise & nutrition and wellness. The series will promote critical themes as social responsibility, perserverence, leadership, acedemic achievement and volunteerism. 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 8)		Response
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Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30am-11am
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

Digital Core Program (7 of 8)		Response
Program Title	Ariel, Zoey & Eli Too	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Monday-Friday/4:30pm-5pm	
Total times aired at regularly scheduled time	65	
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.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the station's other than main digital stream channel 15.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Beta Records
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/7am-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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major independent artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Through this program viewers learn the ins and outs of the music business and the influence music has on our culture. This program will air on the station's other than main digital stream channel 15.2.
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:	Sunday's/5:00-5:30am CT
Total times aired at regularly scheduled time:	13
Number of Preemptions	-1
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature. 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	Tonya L. Bliss
Address	250 S. Country Fair Dr.
City	Champaign
State	IL
Zip	61821
Telephone Number	(217)363-5046
Email Address	tbliss@sbgnet.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 spoke to and answered questions from students at local schools and colleges. WICD hosts informational tours to schools, troops and the public. Douq Quick hosts Spot Light 15 once a month which often promotes children's activities and charities.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8-8:30a CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program highlights 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 disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. This program will air on the station's main digital stream channel 41.

Other Matters (2 of 8)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30am-9am
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.	Energetic and humorous, Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, the mission of Animal Exploration is to inspire kids and their families to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. In addition, each show features a "Did You Know?" segment, that shares information that viewers can use in their own backyards. This program will air on the stations main digital stream channel channel 41.

Other Matters (3 of 8)	Response
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Program Title	M@d About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9am-9:30am
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.	M@d About conveys important messages about life skills like personal finance, health and nutrition, fitness, conservation and decision making in a fun and entertaining way. Each episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improvisational 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 (4 of 8)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30am-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.	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 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 will air on the station's main digital stream channel 41.

Other Matters (5 of 8)	Response
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Program Title	Live Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10am-10:30am
Total times aired at regularly scheduled time	13
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Age of Target Child Audience from	13 years to 16 years
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Other Matters (6 of 8)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30am-11am
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 show guides young people to potential career paths. This program best illustrates our commitment to family in the example of take your kids to work for a day. 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.

Other Matters (7 of 8)	Response
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday/4:30pm-5pm

Total times aired at regularly scheduled time	65
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.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the station's other than main digital stream channel 15.2.
<b>Other Matters (8 of 8)</b>	
Program Title	Beta Records
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/7am-7:30am
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and independent artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Through this program viewers learn the ins and outs of the music business and the influence music has on our culture. This program will air on the station's other than main digital stream channel 15.2.

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 Licensee, LLC</b></p>

**Attachments**

No Attachments.