



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004970836** | File Number: **CPR-127152** | Submit Date: **01/10/2012** | Call Sign: **WICD** | Facility ID: **25684** | City:
CHAMPAIGN | State: **IL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2012 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

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?	Yes

Digital Core
Programs(11)

Digital Core Program (1 of 11)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8-8:30a CT
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	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 11)	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	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.	Ever wanted your own personal tour guide to the world? Dream of dancing with wolves, running with the bulls or flying with the eagles. From Cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, Animal Exploration entertains, informs and inspires viewers as seen in episodes such as "need for speed", in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the to the velociraptor. This program aired on the station's main digital stream channel channel 41
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 11)		Response
Program Title		M@d About
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/9am-9:30am
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.	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 11)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30am-10am
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.	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 11)		Response
Program Title		Live Life & Wins
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/10am-10:30am
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.		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
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Digital Core Program (6 of 11)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/10:30am-11am
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.		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 11)		Response
Program Title		Beta Records
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/7am-7:30am CT
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie 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. This program aired 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 11)		Response
Program Title	Real Life 101	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays/7:30am-8am CT (October 1-December 24)	
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.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program aired 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 (9 of 11)	Response
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8am-9am (October 1-December 24)
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.	"Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolution....a revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routine...time with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. The episodes of this program aired 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 (10 of 11)	Response
Program Title	Teen Kids News (October 1-December 24)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9am-10am
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 program produces 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 avoiding internet predators. The show has been designed to meet the 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 curiosity, develops learning and cognition, listening and thinking skills, and serves as an enhancement of a teen's academic and educational experience. This program aired 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 (11 of 11)	Response
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday/4:30pm-5pm (December 26 - December 30)
Total times aired at regularly scheduled time	5
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, 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, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow. This program aired 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.	he 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	217.351.8500
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. Our Sports Department airs the Friday Night Blitz which documents several high school games in one feature.

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	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 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.	Ever wanted your own personal tour guide to the world? Dream of dancing with wolves, running with the bulls or flying with the eagles. From Cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, Animal Exploration entertains, informs and inspires viewers as seen in episodes such as "need for speed", in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fasted striking snake, and a bird that bears a striking and deadly resemblance to the to the velociraptor. This program will air on the stations main digital stream channel channel 41.

Other Matters (3 of 8)		Response
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
Program Title	Live Life & Wins
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10am-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 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 will air on the station's main digital stream channel 41.

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, 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, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow. This program will air on the station's other than main digital stream channel 15.2.

Other Matters (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
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 indie 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. 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>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</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>WICD Licensee, LLC</p>

Attachments

No Attachments.