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-128881** | Submit Date: **04/06/2012** | 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: **04/06/2012** | 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 |
|---|---|---|---|---|

## 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: | 4.0 |
| 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(14)

| Digital Core Program (1 of 14) | Response |
|---|---|
| Program Title | Jack Hanna-Into the Wild(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7:30-8am |
| 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 | 12 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 (2 of 14) | Response |
|---|---|
| Program Title | Teen Kids News(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 10:30-11am |
| 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 | 12 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 (3 of 14) | Response |
|---|---|
| Program Title | Animal Rescue(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 9-9:30am |
| 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 (4 of 14) | Response |
|---|---|
| Program Title | Dragonfly TV(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 9:30-10am |
| 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 program features children doing projects with real hands-on experience and demonstrates practical applications of mathmatics and science. it introduces young viewers to a variety of scientific diciplines and challenges them in critical thinking and problem solving skills. |

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

| Digital Core Program (5 of 14) | Response |
|---|---|
| Program Title | Dog Tales(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 10-10:30am |
| 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. | 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 (6 of 14) | Response |
|---|---|
| Program Title | Career Day(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 10:30-11am |
| 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. | Introduces yound adults to career exploration and awareness. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the educational training to prepare for the job, and experiences that led them to choose their career. |

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

| Digital Core Program (7 of 14) | Response |
|---|---|
| Program Title | The Young Icons(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 11:30-12noon |
| 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 philanthtopists, 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 14) | Response |
|---|---|
| Program Title | Magi-Nation(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 7 and 7:30am |
| Total times aired at regularly scheduled time | 12 |
| 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 | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 14) | Response |
|---|---|
| Program Title | Cubix:Robots for Everyone(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 7 and 7:30am |
| 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 | 6 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program educates and informs children through entertaining and engaging stories. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls. The robot theme make it fun for kids to watch. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 14) | Response |
|---|---|
| Program Title | Made In Hollywood Teen Edition(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 12:30pm and Sundays 11:30a |
| 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. | 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. |

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

| Digital Core Program (11 of 14) | Response |
|---|---|
| Program Title | Great Big World(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays at 12noon |
| 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 14) | Response |
|---|---|
| Program Title | Live Live Win(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays at 12noon |
| 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. |

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

| Digital Core Program (13 of 14) | Response |
|---|---|
| Program Title | On The Spot(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays at 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. | 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 (14 of 14) | Response |
|---|---|
| Program Title | Wild Ltd(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays at 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. | Camera's follow Ranger Michelle on her adventures on land and under water. She meets researchers and veterinarians and learns about their work.On The Spot (CW) |
| 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@wcjb.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. | Commercial Certification Reports are on file in the station's public file as part of the Children's programming Report. |

## Other Matters (13)

| Other Matters (1 of 13) | Response |
|---|---|
| Program Title | Jack Hanna Into The Wild (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7:30-8am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 12 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Same as core program #1 above. |

| Other Matters (2 of 13) | 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 | 12 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Same as core program #2 above, |

| Other Matters (3 of 13) | Response |
|---|---|
| Program Title | Animal Rescue(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 9-9:30am |
| 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. | Same as core program #3 above. |

| Other Matters (4 of 13) | Response |
|---|---|
| Program Title | Dragonfly TV(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 9:30-10am |
| 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. | Same as core program #4 above. |

| Other Matters (5 of 13) | Response |
|---|---|
| Program Title | Dog Tales(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 10-10:30am |
| 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. | Same as in core program #5 above |

| Other Matters (6 of 13) | Response |
|---|---|
| Program Title | Career Day(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 10:30-11am |
| 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. | Same as in core program #6 above. |

| Other Matters (7 of 13) | Response |
|---|---|
| Program Title | The Young Icons(ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 11:30-12noon |
| 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. | Same as in core program #7 above. |

| Other Matters (8 of 13) | Response |
|---|---|
| Program Title | Cubix-Robots For Everyone(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 7 and 7:30am |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 11 years |

| | |
|---|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Same as in core program #9 above. |

| **Other Matters (9 of 13)** | **Response** |
|---|---|
| Program Title | Made In Hollywood Teen Edition (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 12:30-1p and Sundays 11:30a-12noon |
| 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. | Same as in core program #10 above. |

| **Other Matters (10 of 13)** | **Response** |
|---|---|
| Program Title | Great Big World(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays at 12noon-12:30pm |
| 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. | Same as in core program #11 above. |

| **Other Matters (11 of 13)** | **Response** |
|---|---|
| Program Title | Live Life and Win(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 12-12:30pm |
| 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. | Same as in core program #12 above. |

| **Other Matters (12 of 13)** | **Response** |
|---|---|
| Program Title | On The Spot(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays at 12:30pm |
| 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. | Same as in core program #13 above. |

| **Other Matters (13 of 13)** | **Response** |
|---|---|
| Program Title | Wild Ltd.(CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays at 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. | Same as in core program #14 above. |

## 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.<br>**FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID**<br>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.<br>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.