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Federal Communications Commission

Washington, DC 20554

Approved by OMB

3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for quarter:

3rd Quarter

2009

Licensee Information - (click to hide section)

1. Call Sign

Channel Number

Community of License

KMOV-TV

Analog

City

State

County

Zip Code

Digital

24

St. Louis

Missouri

St. Louis

63102

Licensee

KMOV-TV, Inc.

☒ Network Affiliation

CBS

☐ Independent

Nielsen DMA

St. Louis

World Wide Web Home Page Address
(if applicable)

www.kmov.com

Facility ID Number

770034

Previous Call Sign (if applicable)

License Renewal Expiration Date

02/01/2014

(mm/dd/yyyy)

Analog Core Programming - (click to show section)Non-Core Educational and Informational Programming - (click to show section)Sponsored Core Programming - (click to show section)Digital Core Programming - (click to hide section)[Clear Section](#)

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream.

3

b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

☐ Yes ☒ No

c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.

☐ Yes ☒ No

If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

8. a. 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

b. 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.

4.15

9. a. 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 ☐ No

b. Identify publishers who were sent information in 9.a.

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News. KMOV-TV also provides information identifying the core programs including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, Belleville News Democrat, Alton Telegraph, Cahokia Dupont Herald, The Daily Standard, Clay County Reporter, Hillsboro Journal, Forrest Park Community College, Healthcare Publication, East St. Louis Monitor, St. Louis Post-Dispatch, St. Louis Argus, State Journal, Video Viewing, Meramec College, Cable TV Service, and Prevue Networks.

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program

Program 1

[Clear](#)[Program](#)[Data](#)[Delete](#)[Program](#)

Title of Program 1

Origination

Strawberry Shortcake (4.1)

Network

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Digital Preemption Report

Sundays 7am

11

0

Create

Length of Program

30

minutes

Age of Target Child Audience

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 2

[Clear Program Data](#)[Delete Program](#)

Title of Program 2

Cake (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Digital Preemption Report

Saturdays 10:30am

10

1

Use

Add and Delete Buttons Below

Length of Program

30

minutes

Age of Target Child Audience

8

years to

12

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Preemption Information

Cake (4.1)

Total Times Aired *

Number of Preemptions for other than Breaking News

Number of Preemptions Rescheduled

11

1

1

* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Add

0

Preemption Reports

Cake (4.1) - Preemption Report 1

[Clear Data](#)[Delete](#)

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled date the second home?

9/5/09

8:30am

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 3

[Clear
Program
Data](#)

[Delete
Program](#)

Title of Program 3

Care Bears (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7:30am

Total times aired at regularly scheduled time

11

Number of Preemptions

0

If preempted, complete Digital Preemption Report

Create

Length of Program

30

minutes

Age of Target Child Audience

5

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzlie, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 4

[Clear
Program
Data](#)

[Delete
Program](#)

Title of Program 4

Sushi Pack (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 9:30am

Total times aired at regularly scheduled time

11

Number of Preemptions

0

If preempted, complete Digital Preemption Report

Create

Length of Program

30

minutes

Age of Target Child Audience

9

years to

11

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 5

[Clear
Program
Data](#)

[Delete
Program](#)

Title of Program 5

Dino Squad (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11am

Total times aired at regularly scheduled time

9

Number of Preemptions

2

If preempted, complete Digital Preemption Report

Use

Add and Delete Buttons Below

Length of Program

30

minutes

Age of Target Child Audience

9

years to

11

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Preemption Information

Dino Squad (4.1)

Total Times Aired * Number of Preemptions for other than Breaking News Number of Preemptions Rescheduled

* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Preemption Reports

Dino Squad (4.1) - Preemption Report 1

[Clear Data](#) [Delete](#)

Date Preempted / Episode Number If rescheduled, Date and Time Rescheduled

Is the rescheduled date the second home?

☒ Yes ☐ No

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Dino Squad (4.1) - Preemption Report 2

[Clear Data](#) [Delete](#)

Date Preempted / Episode Number If rescheduled, Date and Time Rescheduled

Is the rescheduled date the second home?

☒ Yes ☐ No

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 6

[Clear Program Data](#) [Delete Program](#)

Title of Program 6

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Digital Preemption Report

Length of Program

minutes

Age of Target Child Audience

years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 7

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 7

WHADDYDO (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly
Scheduled

Mondays 4:30pm

Total times aired at
regularly scheduled time

9

Number of
Preemptions

0

Create

If preempted, complete
Digital Preemption Report

Length of Program

30

minutes

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.

Designed to educate, inform, inspire, and entertain children 16 and under about the world around them. Each episode is an educational life-lesson, based on reality, intended to prepare young people for situations that could easily crop up at anytime, anywhere. This show uses dramatic re-enactments and interviews of participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 8

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 8

Ultimate Choice (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly
Scheduled

Thursdays 4:30 pm and Saturdays 10:30

Total times aired at
regularly scheduled time

20

Number of
Preemptions

0

Create

If preempted, complete
Digital Preemption Report

Length of Program

30

minutes

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.

Provides an opportunity for young people to learn more about themselves and their lives, as well as to learn to develop their own convictions about the physical and moral issues they are dealing with through the subjects explored and discussed in this series. In each episode, eight teens, who have just experienced an extreme adventure that brings them face to face with challenges that have lie-long implications, and share thoughts that are designed to shape the values that will guide them throughout their lives. Issues include: drugs, compromise, resolving conflict, teamwork, and self-control.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 9

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 9

Critic Gitters (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly
Scheduled

Tues. 4:30pm

Total times aired at
regularly scheduled time

9

Number of
Preemptions

0

Create

If preempted, complete
Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

9

years to

14

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

A group of neighborhood kids join forces with a couple of veterinarians and an inventive professor to become a search and rescue unit, a detective agency and police force for animals. The team works with authorities to solve animal mysteries, puzzling cases, and even international crimes involving animals of every size, shape, and species. The programs teach research and investigative techniques and help youngsters seek logical approaches to solving problems.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 10



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 10

Real Life 101 (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly Scheduled

Saturdays 11 am

Total times aired at regularly scheduled time

10

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

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 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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 11



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 11

Distant Roads (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly Scheduled

Fridays 4:30pm and Saturdays 10am

Total times aired at regularly scheduled time

20

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

13

years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

This series embraces the spirit of adventure, the discovery of freedom, and the freedom of RV ownership. Viewers share in the personal experiences of the show's hosts as they travel through featured regions. Historical and cultural perspectives are revealed in depth, while pointing out the geography, geology, and other educational details of the various destinations. Each segment delivers an educational and informational message that supports current social, intellectual and emotional aspects of children 13 and up.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 12



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 12

Dogtales (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly Scheduled

Wed. 4:30pm

Total times aired at regularly scheduled time

10

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

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.

Dogtales is a weekly half-hour television series all about dogs and the people who love them. Dogtales features dogs of all sizes, shapes, and breeds from across the United States. The show also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 13

 [Clear Program Data](#)  [Delete Program](#)

Title of Program 13

Aqua Kids (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly Scheduled

Monday - Friday 3:30

Total times aired at regularly scheduled time

48

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

10

years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 14

 [Clear Program Data](#)  [Delete Program](#)

Title of Program 14

BUSYTOWN MYSTERIES - I (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11am

Total times aired at regularly scheduled time

2

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

3

years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem-solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 15

 [Clear Program Data](#)  [Delete Program](#)

Title of Program 15

NOONBORY AND THE SUPER SEVEN - I (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 9:30am

Total times aired at regularly scheduled time

2

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

3

years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gury's, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 16



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 16

SABRINA: THE ANIMATED SERIES (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times aired at regularly scheduled time

2

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

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.

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 17



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 17

BUSYTOWN MYSTERIES - III (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7am

Total times aired at regularly scheduled time

2

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

3

years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 18



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 18

NOONBORY AND THE SUPER SEVEN - II (4.1)

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7:30am

Total times aired at regularly scheduled time

2

Number of Preemptions

0

Create

If preempted, complete Digital Preemption Report

Length of Program

 minutes

Age of Target Child Audience

 years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Guryrs, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 19

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 19

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

[Create](#)

If preempted, complete Digital Preemption Report

Length of Program

 minutes

Age of Target Child Audience

 years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No[Add](#) empty Program Reports

11. 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 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 ☐ No

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

[Non-Core Educational and Informational Programming - \(click to show section\)](#)[Sponsored Core Programming - \(click to show section\)](#)[Other Matters - \(click to hide section\)](#)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 1

Origination

Days / Times Program Regularly Scheduled

Total times to be aired

Length of Program

 minutes

Age of Target Child Audience

 years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 2



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 2

BUSYTOWN MYSTERIES - I

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

3

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 3



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Title of Program 3

NOONBORY AND THE SUPER SEVEN - I

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 9:30am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the boys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurus, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 4



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Program](#)

Title of Program 4

SABRINA: THE ANIMATED SERIES

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times to be aired

13

Length of Program

30

minutes

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.

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 5



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Title of Program 5

BUSYTOWN MYSTERIES - III

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

3

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 6

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Title of Program 6

NOONBORY AND THE SUPER SEVEN - II

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7:30am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Guryrs, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 7

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Program

Title of Program 7

At The Zoo (4.2)

Origination

Local

Days / Times Program Regularly Scheduled

Sundays at 8am, 8:30am, 9am, 9:30am 10am, 10:30am

Total times to be aired

78

Length of Program

30

minutes

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.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Add-->

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empty Program Reports

15. 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 ☐ No

16. Children's Programming Liaison Information

Name

Liz Mullen

Telephone Number (include area code)

314-444-3329

Address

One Memorial Drive

Email Address

lmullen@kmov.com

City

St. Louis

State

Missouri

Zip Code

63102

17. 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 non-core 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.

On January 19, 2009, pursuant to an agreement with station KNLC, St. Louis, MO, KMOV began carrying the programming, including children's programming, of KNLC on the second digital stream of KMOV. The program carriage agreement was reached in order that KMOV could begin using its post-transition digital channel 24, and cease operations on its interim channel 56, on January 19. To facilitate the early shift of KMOV to channel 24, KNLC ceased digital operations on channel 24, its interim DTV channel, and commenced digital operations on its post-transition channel 14 on January 19. The agreement between the stations provides for KMOV to continue airing KNLC programming until September 6, 2009. On September 7, 2009, KMOV began airing doplar radar 24/7 on 4.2, its second digital stream. KMOV airs 6 half hours per week of "At The Zoo".

Some core programs scheduled for broadcast on Aug 29 did not air due to network news coverage of the funeral service of Senator Edward Kennedy.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee

Signature

KMOV-TV

Date

10/13/2009

Electronic Filing Operations

Check Data

Run checks to look for data errors.

File Form 398

Send the values to the FCC as an FCC 398 filing.

Reset

Reset data to last updated values.

Update Local Data

Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

Report to Print

Get a version of this FCC 398 Report for printing.

====> Get Online Filing System User's Manual

====> Get Official FCC 398 Instructions