FCC 398

Federal Communications Commission
Washington, DC 20554
Approved by OMB
3060-0754
FCC 398
Children's Television Programming Report
Report reflects information for quarter: [1st Quarter] [2009]

Licensee Information - (click to hide section)

1. Call Sign [KMOV-TV]   Channel Number

   Analog [4]   City [St. Louis]   State [Missouri]   Community of License County [St. Louis]   Zip Code [63102]

   Digital [24]

   Licensee [KMOV-TV, Inc.]

   ◉ Network Affiliation [CBS]

   ○ Independent   Nielsen DMA [St.Louis]

   Facility ID Number [770034]   Previous Call Sign (if applicable) [ ]

   World Wide Web Home Page Address (if applicable) [www.kmov.com]

   License Renewal Expiration Date [02/01/2014] (mm/dd/yyyy)

Analog Core Programming - (click to hide section)

[?]   Clear Section

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c).   [3]

3. 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 3.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.

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

   Program 1

   [?] Clear Program Data   [?] Delete Program

   Title of Program 1 [STRAWBERRY SHORTCAKE]   Origination [Network]

   Days / Times Program Regularly Scheduled [Sundays 7am]   Total times aired at regularly scheduled time [13]   Number of Preemptions [0] [Create]   If preempted, complete Analog 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.

   > 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   Origination

`CAKE`   `Network`

If preempted, complete Analog Preemption Report

Days / Times Program Regularly Scheduled   Total times aired at regularly scheduled time   Number of Preemptions   `1` Use Add and Delete Buttons Below

`Saturdays 10:30am`   `12`

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

Total Times Aired *	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
`13`	`1`	`1`

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

[Add->] [0] Preemption Reports

CAKE - Preemption Report 1

[?] Clear Data   [?] Delete

Date Preempted / Episode Number   If rescheduled, Date and Time Rescheduled   Is the rescheduled date the second home?

`3/14`   `same day 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   Origination

`CARE BEARS:  ADVENTURES IN CARE-A-LOT`   `Network`

Days / Times Program Regularly Scheduled   Total times aired at regularly scheduled time   Number of Preemptions   If preempted, complete Analog Preemption Report

`Sundays 7:30am`   `13`   `0`   [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 Grizzle, 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`

Origination `Network`

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
`Saturdays 9:30am`	`13`	`0`　`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`

Origination `Network`

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
`Saturdays 11am`	`7`	`6` 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

Total Times Aired *	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
`13`	6	`6`

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

`Add->` `0` Preemption Reports

DINO SQUAD - Preemption Report 1
[?] Clear Data [?] Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled
1/3	same day 9am

Is the rescheduled date the second home?
⊙ 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

DINO SQUAD - Preemption Report 2
[?] Clear Data [?] Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled
2/28	same day 9am

Is the rescheduled date the second home?
⊙ 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

DINO SQUAD - Preemption Report 3
[?] Clear Data [?] Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled
3/7	same day 9am

Is the rescheduled date the second home?
⊙ 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

DINO SQUAD - Preemption Report 4
[?] Clear Data [?] Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled
3/14	same day 9am

Is the rescheduled date the second home?
⊙ 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

DINO SQUAD - Preemption Report 5
[?] Clear Data [?] Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled
3/21	same day 9am

Is the rescheduled date the second home?
⊙ 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

DINO SQUAD - Preemption Report 6
Clear Delete

Date Preempted / Episode Number	If rescheduled, Date and Time Rescheduled	Data Is the rescheduled date the second home?
3/28	same day 9am	⊙ 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 6

🔲 Clear Program Data   🔲 Delete Program

Title of Program 6 | Origination
At The Zoo | Local

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Saturdays 10am	13	0	Create

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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?   ⊙ Yes ○ No

Add->   1   empty Program Reports

Non-Core Educational and Informational Programming – (click to hide section)

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Add->   1   empty Program Reports

Sponsored Core Programming – (click to hide section)

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Add->   1   empty Program Reports

Program Details

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   3   its main program stream.

   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.

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   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.

   6.5

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, Bellville News Democrat, Alton Telegraph, Cahokia Dupo 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. KNLC provides listings to Nielsen, St. Louis Post-Dispatch, Tribune Media, TV Guide, Titan TV, and health care publications.

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

    WHADDYDO (KNLC on 4.2)   Origination: Syndicated

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Mondays 4:30pm	11	0 Create	

    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 2

    [?] Clear Program Data   [?] Delete Program

    Title of Program 2

    Ultimate Choice   (KNLC on 4.2)   Origination: Syndicated

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Thursdays 4:30 pm and Saturdays 10:30am	20	0 Create	

    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 3

[?]　Clear
Program
Data

[?]　Delete
Program

Title of Program 3　　　　　　　　　　　　　　　　　　Origination

Critter Gitters   (KNLC on 4.2)　　　　　　　　　　| Syndicated |

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Tues. 4:30pm	11	0　[Create]	

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 an 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 approached to solving problems.

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　　　　　　　　　　　　　　　　　　Origination

Real Life 101   (KNLC on 4.2)　　　　　　　　　　| Syndicated |

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 11 am	10	0　[Create]	

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 5

[?]　Clear
Program
Data

[?]　Delete
Program

Title of Program 5　　　　　　　　　　　　　　　　　　Origination

Distant Roads   (KNLC on 4.2)　　　　　　　　　　| Syndicated |

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Fridays 4:30pm and Saturdays 10am	20	0　[Create]	

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 6

☐ Clear Program Data   ☐ Delete Program

Title of Program 6 | Origination
`Dogtales  (KNLC on 4.2)` | `Syndicated`

Days / Times Program Regularly Scheduled | Total times aired at regularly scheduled time | Number of Preemptions | If preempted, complete Digital Preemption Report
`Wed. 4:30pm` | `11` | `0` `Create` |

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 7

☐ Clear Program Data   ☐ Delete Program

Title of Program 7 | Origination
`Aqua Kids (KNLC on 4.2)` | `Syndicated`

Days / Times Program Regularly Scheduled | Total times aired at regularly scheduled time | Number of Preemptions | If preempted, complete Digital Preemption Report
`Monday - Friday 3:30pm` | `53` | `0` `Create` |

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

`Add->` `1` 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 hide section)

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

[Add->] [1] empty Program Reports

Sponsored Core Programming - (click to hide section)

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Program ID	Title of Program	Call Letters	Channel Number	Did Programming Increase?	Mark for Deletion

[Add->] [1] empty Program Reports

Program Details

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

CARE BEARS: ADVENTURES IN CARE-A-LOT   [Network]

Days / Times Program Regularly Scheduled   Total times to be aired   Length of Program   Age of Target Child Audience

Sundays 7:30am   [13]   [30] minutes   [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 Grizzle, 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. Broadcast on both Analog and digital

Program 2

[?]   Clear Program Data   [?]   Delete Program

Title of Program 2   Origination

STRAWBERRY SHORTCAKE   [Network]

Days / Times Program Regularly Scheduled   Total times to be aired   Length of Program   Age of Target Child Audience

Sundays 7am   [13]   [30] minutes   [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. Broadcast on both Analog and digital

Program 3

[?]   Clear Program Data   [?]   Delete Program

Title of Program 3   Origination

CAKE   [Network]

Days / Times Program Regularly Scheduled   Total times to be aired   Length of Program   Age of Target Child Audience

Saturdays 10:30am   [13]   [30] minutes   [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. Broadcast on both Analog and digital

Program 4

Clear Program Data

Delete Program

Title of Program 4

At The Zoo

Origination

Local

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturdays 10am	13	30 minutes	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. Broadcast on both Analog and digital

Program 5

Clear Program Data

Delete Program

Title of Program 5

SUSHI PACK

Origination

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturdays 9:30am	13	30 minutes	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. Broadcast on both Analog and digital

Program 6

Clear Program Data

Delete Program

Title of Program 6

DINO SQUAD

Origination

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturdays 11am	13	30 minutes	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. Broadcast on both Analog and digital

Program 7

Clear Program Data

Delete Program

Title of Program 7

WHADDYDO (KNLC on 4.2)

Origination

Syndicated

Days / Times Program Regularly

Total times to be Length of

Scheduled	aired	Program	Age of Target Child Audience
Mondays 4:30pm	13	30 minutes	13 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.

Program 8

[?] Clear Program Data   [?] Delete Program

Title of Program 8 — Origination

Ultimate Choice (KNLC on 4.2)   Syndicated

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Thursdays 4:30pm and Saturdays 10:30am	26	30 minutes	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.

Program 9

[?] Clear Program Data   [?] Delete Program

Title of Program 9 — Origination

Critter Gitters (KNLC on 4.2)   Syndicated

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Tues. 4:30pm	13	30 minutes	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 an 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 approached to solving problems.

Program 10

[?] Clear Program Data   [?] Delete Program

Title of Program 10 — Origination

Real Life 101 (KNLC on 4.2)   Syndicated

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sat. 11am and Thurs. 4pm	26	30 minutes	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.

Program 11

[?] Clear Program   [?] Delete Program

Data

Title of Program 11   Origination

`Distant Roads (KNLC on 4.2)`   [Syndicated]

Days / Times Program Regularly   Total times to be Length of
Scheduled   aired   Program   Age of Target Child Audience

`Fridays 4:30 pm and Saturdays 10am`   `26`   `30` minutes `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.

Program 12

[?]   Clear
      Program   [?]   Delete
      Data   Program

Title of Program 12   Origination

`Dogtales (KNLC on 4.2)`   [Syndicated]

Days / Times Program Regularly   Total times to be Length of
Scheduled   aired   Program   Age of Target Child Audience

`Wed. 4:30pm`   `13`   `30` minutes `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.

Program 13

[?]   Clear
      Program   [?]   Delete
      Data   Program

Title of Program 13   Origination

`Aqua Kids (KNLC on 4.2)`   [Syndicated]

Days / Times Program Regularly   Total times to be Length of
Scheduled   aired   Program   Age of Target Child Audience

`Monday - Friday 3:30pm`   `65`   `30` minutes `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.

[Add->] `1` empty Program Reports

15. Does the Licensee publicize the existence and location of the station's Children's Television   ⦿ Yes ○ No
    Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?

16. Children's Programming Liaison Information

Name   Telephone Number (include area code)

`Liz Mullen`   `314-444-3329`

Address   Email Address

`One Memorial Drive`   `lmullen@kmov.com`

City   State   Zip Code

| St. Louis | Missouri | 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.

This report was timely filed on April 10, 2009. It is being resubmitted for the sole purpose of correcting an inadvertent oversight relating to digital programming broadcast during the 1st Quarter 2009 on a second digital stream of KMOV. Specifically, 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. This KMOV Form 398 report for 1st Quarter 2009 has been revised to include the KNLC children's programming aired on KMOV beginning January 19, 2009. The agreement between the stations provides for KMOV to continue airing KNLC programming until September 6, 2009. Thus, the KMOV Form 398 reports for 2nd and 3rd Quarter 2009 will reflect that continuing program carriage. No other changes were made to the instant report as filed on April 10, 2009.

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

| 07/10/2009 |

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.

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FCC Form 398
March 2006