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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:

2nd Quarter

2007

Licensee Information - (click to hide section)

1. Call Sign Channel Number

KMOV

Analog

4

City

State

Community of License

County

Zip Code

Digital

56

St. Louis

Missouri

St. Louis

63102

Licensee

KMOV-TV, Inc.

☒ Network Affiliation

CBS

☐ Independent

Nielsen DMA

☐ Network Affiliation

St. Louis

☐ Independent

World Wide Web Home Page Address (if applicable)

www.kmov.com

Facility ID Number

770034

Previous Call Sign (if applicable)

License Renewal Expiration Date

02/01/2006

(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 ☐ 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. 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.

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

MADELINE

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog Preemption Report

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.

The animated and Emmy award winning series, "The New Adventures of Madeline," is based on the classic books by Ludwig Bemelman. Narrated in rhyme by reknown actor Christopher Plummer, the episodes follow the everyday and imaginative adventures of a little French girl and her friends. The Madeline stories both portray and reflect on some of the social learning experiences valuable for children in the early and middle periods of childhood. The series also explores many of the social lessons related to such themes as honesty, fairness, respect for others, self-reliance, and a number of other prosocial concepts so important for developing children. 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

SABRINA, THE ANIMATED SERIES

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7:30am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog 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. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - 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 3



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 3

AT THE ZOO

Origination

Local

Days / Times Program Regularly Scheduled

Saturdays 10am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog 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.

Anne Steffens, Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are all 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 4



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 4

HORSELAND

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog Preemption Report

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.

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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

CAKE

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog Preemption Report

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

Program 6



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 6

DANCE REVOLUTION

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11:30am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog Preemption Report

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.

DANCE REVOLUTION is designed to provide preadolescent and early teenage boys and girls with an opportunity to both view and participate in a dance competition-style series in which their creative talents and skills are demonstrated in a kid-friendly environment of artistic expression. Within this music and dance environment, the viewers will be able to learn how their peers plan, design, and the personal dedication and physical commitment necessary for this field of artistic expression; and learn how to evaluate their own skills and career aspirations as they observe the participants in the series work with seasoned professionals in various areas of dance and the creative arts. 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

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.

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 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 ☐ 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 ☐ 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.
- 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.
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 ☐ Yes ☐ No
- b. Identify publishers who were sent information in 9.a.
☐ Yes ☒ No
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

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.

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?

empty Program Reports

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.

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.

Title of Program	Channel Number	Did Programming Increase?	Mark for Deletion	Channel Number	Did Programming Increase?	Mark for Deletion
<div> <div>Add></div> <div>1</div> <div>empty Program Reports</div> </div>						

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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	
<input type="text" value="MADELINE"/>		<input type="text" value="Network"/>	
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
<input type="text" value="Sundays 7am"/>	<input type="text" value="13"/>	<input type="text" value="30"/> minutes	<input type="text" value="5"/> years to <input type="text" value="7"/> years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			

The animated and Emmy award winning series, "The New Adventures of Madeline," is based on the classic books by Ludwig Bemelman. Narrated in rhyme by renowned actor Christopher Plummer, the episodes follow the everyday and imaginative adventures of a little French girl and her friends. The Madeline stories both portray and reflect on some of the social learning experiences valuable for children in the early and middle periods of childhood. The series also explores many of the social lessons related to such themes as honesty, fairness, respect for others, self-reliance, and a number of other prosocial concepts so important for developing children. 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 channel

Program 2

	Clear Program Data		Delete Program
Title of Program 2		Origination	
<input type="text" value="SABRINA, THE ANIMATED SERIES"/>		<input type="text" value="Network"/>	
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
<input type="text" value="Sundays 7:30am"/>	<input type="text" value="13"/>	<input type="text" value="30"/> minutes	<input type="text" value="7"/> years to <input type="text" value="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. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - 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. Broadcast on both analog and digital channel

Program 3

	Clear Program Data		Delete Program
Title of Program 3		Origination	
<input type="text" value="AT THE ZOO"/>		<input type="text" value="Local"/>	
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
<input type="text" value="Saturdays 10am"/>	<input type="text" value="13"/>	<input type="text" value="30"/> minutes	<input type="text" value="13"/> years to <input type="text" value="16"/> years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			

Anne Steffens, Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are all 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 channel

Program 4



Clear
Program
Data



Delete
Program

Title of Program 4

HORSELAND

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

9

years to

11

years

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

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 channel

Program 5



Clear
Program
Data



Delete
Program

Title of Program 5

CAKE

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

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 channel

Program 6



Clear
Program
Data



Delete
Program

Title of Program 6

DANCE REVOLUTION

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11:30am

Total times to be aired

13

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.

DANCE REVOLUTION is designed to provide preadolescent and early teenage boys and girls with an opportunity to both view and participate in a dance competition-style series in which their creative talents and skills are demonstrated in a kid-friendly environment of artistic expression. Within this music and dance environment, the viewers will be able to learn how their peers plan, design, and execute various forms of choreography; observe how young people handle the social requirements associated with mastering various forms of dance within the framework of a competition; understand the personal dedication and physical commitment necessary for this field of artistic expression; and learn how to evaluate their own skills and career aspirations as they observe the participants in the series work with seasoned professionals in various areas of dance and the creative arts. 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 channel

Add>

1

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 Dr.

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.

The station does not broadcast any digital program stream other than on its main digital stream.

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

KMOV-TV

Signature

Date

07/03/2007

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