

# FCC 398 Submission Results

---

FCC 398 Filing for Call Sign KCTV for quarter ending 03/31/1999

**Accepted!**

Confirmation number: 13679

---

**Errors and informational messages:**

**WARNING:** *Question 6, Program #1, Title is blank, other values ignored.*

**WARNING:** *Question 9, Aired Sponsored Program #1, Name is blank, other values ignored*

**WARNING:** *Question 9, Program #1, Title is blank, other values ignored*

---

Federal Communications Commission  
Washington D.C. 20554

Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 03/31/1999

|   |                |                      |           |  |                                    |
|---|----------------|----------------------|-----------|--|------------------------------------|
| 1. Call Sign  | Channel Number | Community of License |           |  |                                    |
| <b>KCTV</b>   | <b>5</b>       | City                 | State     | County   | ZIP Code                           |
|   |                | <b>Kansas City</b>   | <b>MO</b> | <b>Jackson</b>                                   | <b>64109</b>                       |
| Licensee  |                |                      |           |  | Previous call sign (if applicable) |
| <b>Meredith Corporation</b>   |                |                      |           |  | <b>KCMO</b>                        |
| <input checked="" type="checkbox"/> Network Affiliation: <b>CBS</b> |                | Nielsen DMA          |           | World Wide Web Home Page Address (if applicable) |                                    |
| <input type="checkbox"/> Independent                                |                | <b>Kansas City</b>   |           | <b>www.kctv.com</b>                              |                                    |

### Core Programming

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. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673? \_X\_ Yes \_\_\_ No
4. 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? \_X\_ Yes \_\_\_ No
5. 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.

|  |                   |                       |   |
|--|-------------------|-----------------------|---|
| Title of Program #1:<br><b>Young America Outdoors</b>  |                   |                       | Origination<br><b>Syndicated</b>                        |
| Days/Times Program Regularly Scheduled:  | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| <b>Saturday/7:30-8AM</b>   | <b>13</b>         | <b>0</b>              |   |
| Length of Program: <b>30</b> (minutes)   |                   |                       |   |
| Age of Target Child Audience: from <b>6</b> years to <b>11</b> years   |                   |                       |   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>This is a weekly half-hour program for children designed to bring the outdoors inside. Each week the program will address different outdoors/nature topics and teach children to enjoy the outdoors and be safe while doing so.</b> |                   |                       |   |

|  |                         |                          |  |
|--|-------------------------|--------------------------|--|
| Title of Program #2:<br><b>Bill Nye, the Science Guy</b>   |                         |                          | Origination<br>Syndicated                                  |
| Days/Times Program Regularly Scheduled:  | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired. |
| <b>Saturday/7-7:30AM</b>   | <b>13</b>               | <b>0</b>                 |  |
| Length of Program: <b>30 (minutes)</b>   |                         |                          |  |
| Age of Target Child Audience: from <b>6</b> years to <b>11</b> years   |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>This program is about a guy who makes the study of science fun. Some of the subjects include air pressure, dinosaurs, the earth's crust, gravity and digestion.</b> |                         |                          |  |

|   |                         |                          |  |
|---|-------------------------|--------------------------|--|
| Title of Program #3:<br><b>Franklin</b>   |                         |                          | Origination<br>Network                                     |
| Days/Times Program Regularly Scheduled:   | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired. |
| <b>Sunday/7-7:30AM</b>  | <b>1</b>                | <b>0</b>                 |  |
| Length of Program: <b>30 (minutes)</b>  |                         |                          |  |
| Age of Target Child Audience: from <b>3</b> years to <b>7</b> years   |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>Based on a series by Paulette Bourgeois and Brenda Clark, this program features the adventures of the turtle Franklin and his friends Bear, Snail, Rabbit and Goose. The objectives of the program are to present young viewers age-appropriate moral dilemmas addressing issues such as the meaning of right and wrong, the purposes of rules and the consequences of following or not following them, and the values inherent in telling the truth, and to teach viewers important social values such as cooperatin and compromise, fairness, responsibility, self-respect and respect for others.</b> |                         |                          |  |

|  |                         |                          |  |
|--|-------------------------|--------------------------|--|
| Title of Program #4:<br><b>Rupert</b>  |                         |                          | Origination<br>Network                                     |
| Days/Times Program Regularly Scheduled:  | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired. |
| <b>Sunday/7-7:30AM</b>   | <b>12</b>               | <b>0</b>                 |  |
| Length of Program: <b>30 (minutes)</b>   |                         |                          |  |
| Age of Target Child Audience: from <b>3</b> years to <b>7</b> years  |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>Drawn from the English cartoon strip that first appeared in 1920, this program follows the adventures of Rupert the bear, beloved by millions of children around the world, and his friends in the peaceful village of Nutwood. The program is intended to present age appropriate moral dilemmas illustrating the significance of choosing between right and wrong, the purposes and consequences of following rules, and similar issues young viewers face in the process of their social development. It also seeks to teach viewers the importance of such social concepts as cooperation and compromise, fairness, assuming responsibility for one's actions, empathy for others, and other traits important to the development of children in the target age group.</b> |                         |                          |  |

|   |                         |                          |  |
|---|-------------------------|--------------------------|--|
| Title of Program #5:<br><b>Anatole</b>  |                         |                          | Origination<br>Network                                     |
| Days/Times Program Regularly Scheduled:   | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired. |
| <b>Sunday/7:30-8AM</b>  | <b>13</b>               | <b>0</b>                 |  |
| Length of Program: 30 (minutes)   |                         |                          |  |
| Age of Target Child Audience: from 5 years to 9 years   |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>From the Caldecott award winning series by Eve Titus, this program follows the escapades of Anatole, the mouse, who learns to function in both the worlds of humans and mice by being clever, determined, a hard worker, a dedicated husband and father, and a problem-solver. The objectives of the program are to encourage viewers to identify and select positive alternatives when faced with personal, inter-personal and social dilemmas and to teach children that dedication and personal effort make it possible to be better family members, friends, students, workers and citizens.</b> |                         |                          |  |

|   |                         |                          |  |
|---|-------------------------|--------------------------|--|
| Title of Program #6:<br><b>Birdz</b>  |                         |                          | Origination<br>Network   |
| Days/Times Program Regularly Scheduled:   | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired.               |
| <b>Saturday/11-11:30AM</b>  | <b>4</b>                | <b>8</b>                 | <b>Jan. 16 30, Feb. 6, 13 27, Mar. 6, 13, 20 at<br/>10:00-10:30 a.m.</b> |
| Length of Program: 30 (minutes)   |                         |                          |  |
| Age of Target Child Audience: from 7 years to 11 years  |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>In this series, children are exposed to a variety of issues facing young teenagers as seen through the eyes of a family of birds, led by the 12-year-old Eddie Storkowitz, an aspiring filmmaker. The program focuses on coming-of-age problems related to self-esteem, peer pressure, interpersonal relationships, social roles and civility.</b> |                         |                          |  |

|  |                         |                          |  |
|--|-------------------------|--------------------------|--|
| Title of Program #7:<br><b>Mythic Warriors: Guardians of the Legend</b>  |                         |                          | Origination<br>Network   |
| Days/Times Program Regularly Scheduled:  | Total<br>times<br>aired | Number of<br>Preemptions | If preempted and rescheduled, list date and<br>time aired.         |
| <b>Saturday/11:30-12PM</b>   | <b>4</b>                | <b>8</b>                 | <b>Jan. 16, 30, Feb. 6, 13, 27, Mar. 6, 13, 20,<br/>10:30-11AM</b> |
| Length of Program: 30 (minutes)  |                         |                          |  |
| Age of Target Child Audience: from 7 years to 11 years   |                         |                          |  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>Based on the best-selling Children's Choice award winning books by Laura Geringer, this adventure series uses a modernized Mount Olympus to introduce children to the stories of classic Greek myths and legends, related by a storyteller who emphasizes questions of right and wrong, loyalty and ethical conduct. The program teaches positive life-lessons, such as the value of personal determination, courage and compassion, while cultivating an appreciation of reading and the storytelling tradition.</b> |                         |                          |  |

#### Non-Core Educational and Informational Programming

6. 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.

|  |                   |                       |   |
|--|-------------------|-----------------------|---|
| Title of Program #1:   |                   |                       | Origination   |
| Dates/Times Program Aired:   | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
|  |                   | 0                     |   |
| Length of Program: (minutes)   |                   |                       |   |
| Age of Target Child Audience: from years to years  |                   |                       |   |
| Describe the program.  |                   |                       |   |
| Does the program have educating and informing children ages 16 and under as a significant purpose? <input type="checkbox"/> Yes <input type="checkbox"/> No  |                   |                       |   |
| If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input type="checkbox"/> Yes <input type="checkbox"/> No   |                   |                       |   |
| If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input type="checkbox"/> Yes <input type="checkbox"/> No |                   |                       |   |

#### Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming.

|  |                         |                     |                                  |
|--|-------------------------|---------------------|----------------------------------|
| Title of Program #1:<br><b>Young America Outdoors</b>  |                         |                     | Origination<br><b>Syndicated</b> |
| Days/Times Program Regularly Scheduled:  | Total times to be aired | Length of Program   | Age of Target Child Audience:    |
| <b>Saturday/7:30-8AM</b>   | <b>13</b>               | <b>30 (minutes)</b> | <b>from 6 to 11 (years)</b>      |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br><b>This is a weekly half-hour program for children designed to bring the outdoors inside. Each week the program will address different outdoors/nature topics and teach children to enjoy the outdoors and be safe while doing so.</b> |                         |                     |                                  |

|   |                         |                     |                               |
|---|-------------------------|---------------------|-------------------------------|
| Title of Program #6:<br><b>Mythic Warriors: Guardians of the Legend</b>   |                         |                     | Origination<br>Network        |
| Days/Times Program Regularly Scheduled:   | Total times to be aired | Length of Program   | Age of Target Child Audience: |
| <b>Saturday/11:30-12 PM</b>   | <b>13</b>               | <b>30 (minutes)</b> | <b>from 7 to 11 (years)</b>   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.<br>Based on the best-selling Children's Choice award winning books by Laura Geringer, this adventure series uses a modernized Mount Olympus to introduce children to the stories of classic Greek myths and legends, related by a storyteller who emphasizes questions of right and wrong, loyalty and ethical conduct. The program teaches positive life-lessons, such as the value of personal determination, courage and compassion, while cultivating an appreciation of reading and the storytelling tradition. |                         |                     |                               |

8. Does the licensee publicize the existence and location of the stations's Children's Television ☒ Yes ☐ No Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)?

9. 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.

| Name of Program | Call Letters of Station Airing Sponsored Program | Channel Number of Station Airing Sponsored Program | Did total programming Increase?                          |
|-----------------|--|--|--|
|                 |  |  | <input type="checkbox"/> Yes <input type="checkbox"/> No |

For each Core Program sponsored by the licensee, complete the chart below.

|  |                   |                       |   |
|--|-------------------|-----------------------|---|
| Title of Program #1:   |                   |                       | Origination   |
| Days/Times Program Regularly Scheduled:  | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
|  |                   | 0                     |   |
| Length of Program: (minutes)   |                   |                       |   |
| Age of Target Child Audience: from years to years  |                   |                       |   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. |                   |                       |   |

|  |   |
|--|---|
| 10. Name of children's programming liaison:    |   |
| Name<br><b>Carol Williams</b>                  | Telephone Number (include area code)<br><b>(931) 677-7217</b> |
| Address<br><b>4500 Shawnee Mission Parkway</b> | Internet Mail Address (if applicable)                         |
| City<br><b>Fairway</b>                         | State<br><b>KS</b>  |

11. 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, NOTE 2.

Many schools throughout the Kansas City metropolitan area are equipped with Automated Weather Source systems and make up KCTV's Neighborhood Weather Network. The systems are designed so students and teachers can access their own local weather stations or any other remote station on the network and view the data collected in a number of different formats. This data can be integrated into a hands-on classroom curriculum, including lesson packs for all grade levels. The different weather networks are also used during newscasts to show current weather conditions at different locations throughout the community.

A note about the response to "Total Times Aired" for "Birdz" and "Mythic Warriors: Guardians of the Legend" for this quarter. Due to central time zone sports preemptions, on eight Saturdays during the quarter, those shows had to be rescheduled to their their "fixed second homes." It is our understanding that under "Total Times Aired" the FCC wants listed only those weeks where the show aired in its normal time period. To calculate the total number of times the showed aired either at its normal time or in its fixed second home, it is necessary to add together the columns marked "Total times aired" and "Number of Preemptions," which lists those weeks where the show was preempted and rescheduled.

**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<br><b>Meredith Corporation</b> | Signature (only for printed version) |
| Date<br><b>April 1, 1999</b>                    |                                      |

FCC 398  
August 1997 (1.2)  
(end)