

2nd Quarter 2010

FCC Form 398 Children's Report

Submitted July 1, 2010

KCTV5

Kansas City, MO



www.KCTV5.com



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Submission Confirmation

Confirmation Number 108141
Call Sign KCTV
Filing Quarter Date 06/30/2010
Filing Date 07/06/2010

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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 the filing period ending: 06/30/2010

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KCTV	(analog) 24 (digital)	Kansas City	MO	Jackson	64128
Licensee Name					
Meredith Corporation					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network CBS		Kansas City	www.kctv5.com		
Facility ID		Previous Call Sign (if applicable)	License Renewal Expiration Date		
41230			02/01/2006		

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).
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. §73.673?
- (b) Identify publishers who were sent information in 3(a).
4. 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.

hours

[There are no analog core program reports.]

Non-Core Educational and Informational Programming

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. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

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. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

- 7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream. 3.00 hours
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? Y
- (c) If Yes to 7(b), 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. Y
- If No to 7(c), submit as an Exhibit a Statement of Explanation.
- 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. 0 hours
- (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. §73.671. 0 hours
- 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. §73.673? Y
- (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.

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.

Title of Digital Core Program #1		Origination	
NOONBORY AND THE SUPER 7		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays (1030am 4/3/10-4/17/10) (10am 4/24/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurys, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Digital Core Program #2		Origination	
BUSYTOWN MYSTERIES		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays (10am 4/3/10-4/17/10) (1030am 4/24/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their</p>			

skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #3		Origination	
DOODLEBOPS ROCKIN' ROAD SHOW		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 11am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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.			

Title of Digital Core Program #4		Origination	
STRAWBERRY SHORTCAKE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 1130am (4/3/10-6/26/10)	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	6 years	Y
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.			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
Saturday 4/3/10	Saturday 4/3/10 930am	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	

Reason for Preemption	SPORTS
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Title of Digital Core Program #5		Origination	
SABRINA: THE ANIMATED SERIES - 1		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays 7am (4/4/10-6/27/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Digital Core Program #6		Origination	
SABRINA: THE ANIMATED SERIES - II		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays 730am (4/4/10-6/27/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

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?
- 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.

Y

Non-Core Educational and Informational Programming

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. §73.671. Complete chart below for each additional such educational and information program.

Title of Digital Non-Core Program #1		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

Saturday 9am (4/24/10)	1	0
Length of Program	Age of Target Audience	
30 minutes	From 13 years	To 16 years
Does the program have educating and informing children ages 16 and under as a significant purpose?	Y	
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?	Y	
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. §73.673?	Y	
Description of Program		
ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real-life in-the-field experiences of professional and ordinary people take care of, treating and helping various animals.		
Date and Time Aired (if preempted and rescheduled)		

Title of Digital Non-Core Program #2		Origination
Animal Exploration with Jarod Miller		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Saturday 930am (4/24/10)	1	0
Length of Program	Age of Target Audience	
30 minutes	From 13 years	To 16 years
Does the program have educating and informing children ages 16 and under as a significant purpose?	Y	
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?	Y	
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. §73.673?	Y	
Description of Program		
Jarod Miller travels the United States and beyond, introducing children to the common, unique, and unusual animals that inhabit the Earth. Each episode will teach children about the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.		
Date and Time Aired (if preempted and rescheduled)		

Sponsored Core Programming

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. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

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 chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origination	
NOONBORY AND 'THE SUPER 7		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 10am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		3 years	6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurys, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #2		Origination	
BUSYTOWN MYSTERIES		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 1030am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		3 years	7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #3		Origination	
DOODLEBOPS ROCKIN' ROAD SHOW		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 11am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		3 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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.

Title of Planned Core Program #4		Origination	
STRAWBERRY SHORTCAKE		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 1130am (7/3/10-9/25/10)		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	3 years	6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Planned Core Program #5		Origination	
SABRINA: THE ANIMATED SERIES - I		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 7am (7/4/10-9/26/10)		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	7 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #6		Origination	
SABRINA: THE ANIMATED SERIES - II		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 730am (7/4/10-9/26/10)		13	
Length of Program	Age of Target Audience		
	From	To	

30 minutes	From 7 years	To 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>		

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. §73.3526(e)(11)(iii)? Y
16. Identify the licensee's children's programming liaison.

Name		Telephone Number
Erin Mahoney		913-677-7150
Address		E-mail Address
4500 Shawnee Mission Parkway		erin.mahoney@meredith.com
City	State	ZIP Code
Fairway	KS	66205

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. §73.671, NOTES 2 and 3.
- "The Station did not broadcast an analog signal during this quarter. The licensee's response to Question 7(b) therefore assumes that the Station's current main program stream serves as the equivalent to the Station's former analog channel. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: NONE. As previously reported, KCTV preempted 1 hour of children's programming on Saturday 3/6/10. We aired an extra hour of E/I programming on 4/24/10 from 9-10am to make up for the missed time.

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
Meredith Corporation	
Date	
7/1/2010	