

**2nd Quarter 2009**

**FCC Form 398 Children's Report**

**Submitted July 10, 2009**

**KCTV5**

**Kansas City, MO**



**[www.KCTV5.com](http://www.KCTV5.com)**



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### Submission Confirmation

Confirmation Number 97203  
Call Sign KCTV  
Filing Quarter Date 06/30/2009  
Filing Date 07/10/2009

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Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

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Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554  
[More FCC Contact Information...](#)

Phone: 1-888-CALL-FCC (1-888-225-5322)  
TTY: 1-888-TELL-FCC (1-888-835-5322)  
Fax: 1-866-418-0232  
E-mail: [fccinfo@fcc.gov](mailto:fccinfo@fcc.gov)

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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: 06/30/2009

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KCTV	5 (analog)	Kansas City	MO	Jackson	64128
	24 (digital)				
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 hours
Y

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).

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 chart below for each Core Program.

Title of Analog Core Program #1		Origination	
CAKE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays, 10:00am CST (4/4/09 - 6/27/09)	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	Y
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.

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 4/4/09 10:00am CST	Saturday 4/4/09 9:30am CST	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #2		Origination	
HORSELAND		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays, 10:30am CST (4/4/09 - 6/27/09)	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	11 years	Y
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.			

Title of Analog Core Program #3		Origination	
DINO SQUAD		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays, 11:00am CST (4/4/09 - 6/27/09)	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	11 years	Y
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.

Title of Analog Core Program #4		Origination	
SUSHI PACK		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays, 11:30am CST (4/4/09 - 6/27/09)	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Analog Core Program #5		Origination	
STRAWBERRY SHORTCAKE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays, 7:00am CST (4/5/09 - 6/28/09)	13	0	
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>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 Analog Core Program #6		Origination	
CARE BEARS: ADVENTURES IN CARE-A-LOT		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays, 7:30am CST (4/5/09 - 6/28/09)	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As

30 minutes	From	To	Required
	5 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

### 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.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (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.
- 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.
- (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.
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?
- (b) Identify publishers who were sent information in 9(a).

3 hours
Y
Y
0 hours
0 hours
Y

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.

[There are no digital core 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?

Y
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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. □

### 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.

*[There are no digital non-core program reports.]*

### 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	
CAKE		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 10:00am CST (7/4/09 - 9/27/09)		13	
Length of Program	Age of Target Audience		
30 minutes	From	To	
	8 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Planned Core Program #2		Origination	
HORSELAND		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 10:30am CST (7/4/09 - 9/27/09)		13	
Length of Program	Age of Target Audience		
30 minutes	From	To	
	9 years	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.

Title of Planned Core Program #3		Origination	
DINO SQUAD		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 11:00am CST (7/4/09 - 9/27/09)		13	
Length of Program	Age of Target Audience		
	From	To	
	9 years	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.

Title of Planned Core Program #4		Origination	
SUSHI PACK		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 11:30am CST (7/4/09 - 9/27/09)		13	
Length of Program	Age of Target Audience		
	From	To	
	9 years	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.

Title of Planned Core Program #5		Origination	
STRAWBERRY SHORTCAKE		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 7:00am CST (7/5/09 - 9/28/09)		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 #6		Origination	
CARE BEARS: ADVENTURES IN CARE-A-LOT		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 7:30am CST (7/5/09 - 9/28/09)		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	5 years	7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</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	66086

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.

KCTV-5 continues its commitment to the community by airing public service announcements on the following topics: Adoption, Second-Hand Smoke, United Negro College Fund, Reducing Gun Violence, Blood Donation, Diabetes, Infant & Child nutrition, Better Health, Skin Cancer, Adult Mentoring, Big Brothers/Sisters, Boys & Girls Town, Car Seat Safety, Literacy, among other topics.

**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	
07/10/2009	