

1st Quarter 2009

FCC Form 398 Children's Report

Submitted April 10, 2009

KCTV5

Kansas City, MO



www.KCTV5.com

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File Form 398

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for quarter: 1st Quarter 2009

Licensee Information - (click to hide section)

1. Call Sign	Channel Number	Community of License		
KCTV	Analog 5	City	State	County
	Digital 24	Kansas City	Missouri	Jackson
Licensee				
Meredith Corporation				
<input checked="" type="radio"/> Network	CBS	World Wide Web H		
Affiliation	Nielsen DMA	applicable)		
<input type="radio"/> Independent	Kansas City	www.kctv5.com		
Facility ID Number	Previous Call Sign (if applicable)	License Renewal E		
41230		2/1/2006		

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? ☒
- 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

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

CAKE

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays, 10:00am CST (1/3/09 - 3/4/09) 13

Total times aired at regularly scheduled time

Number of Preemptions

0

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

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Y

Program 2



Clear Program Data



Delete Program

Title of Program 2

HORSELAND

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays, 10:30am CST (1/3/09 - 3/4/09) 12

Total times aired at regularly scheduled time

Number of Preemptions

1

Add and Delete Buttons Below

Length of Program

30 minutes

Age of Target Child Audience

9 years to 11 years

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

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

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Y

Preemption Information

HORSELAND

Total Times Aired * Number of Preemptions for other than Breaking News Number of Preemptions Re

13

1

1

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

Add->

0

Preemption Reports

HORSELAND - Preemption Report 1

 Clear Data

Date Preempted / Episode
Number

If rescheduled, Date and Time
Rescheduled

Is the resched
the second ho

Saturday 3/14/09 10:30am C

Saturday 3/14/09 8:30am C

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of
rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 3



Clear Program Data



Delete Program

Title of Program 3

DINO SQUAD

Origination

Network

If p
cor
An
Pre
Rej

Days / Times Program Regularly
Scheduled

Total times aired at regularly
scheduled time

Number of
Preemptions

Saturdays, 11:00am CST (1/3/09 - 3/

8

5 Use

Add and Delete
Buttons Below

Length of Program

30

minutes

Age of Target Child Audience

9

years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of C
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,

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Y

Preemption Information

DINO SQUAD

Total Times Aired * Number of Preemptions for other than Breaking News Number of Preemptions Re

13 5 5

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

Add-> 0 Preemption Reports

DINO SQUAD - Preemption Report 1

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 1/3/09 11:00am C

Saturday 1/3/09 9:00am

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

DINO SQUAD - Preemption Report 2

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 2/28/09 11:00am C

Saturday 2/28/09 9:00am C

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

DINO SQUAD - Preemption Report 3

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 3/7/09 11:00am C

Saturday 3/7/09 9:00am CS

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

DINO SQUAD - Preemption Report 4

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled the second hour?

Saturday 3/14/09 11:00am

Saturday 3/14/09 9:00am

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

DINO SQUAD - Preemption Report 5

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled the second hour?

Saturday 3/21/09 11:00am

Saturday 3/21/09 9:00am

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 4



Clear Program Data



Delete Program

Title of Program 4

SUSHI PACK

Origination

Network

If p
cor
An
Pre
Re

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

Saturdays, 11:30am CST (1/3/09 - 3/18/09)

5 Use

Add and Delete Buttons Below

Length of Program

30

minutes

Age of Target Child Audience

9

years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of C 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

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Y

Preemption Information

SUSHI PACK

Total Times Aired * Number of Preemptions for other than Breaking News Number of Preemptions Re

13 5 5

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

Add-> 0 Preemption Reports

SUSHI PACK - Preemption Report 1

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 1/3/09 11:30am C

Saturday 1/3/09 9:30am CS

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

SUSHI PACK - Preemption Report 2

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 2/28/09 11:30am C

Saturday 2/28/09 9:30am CS

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

SUSHI PACK - Preemption Report 3

 Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the resched the second ho

Saturday 3/7/09 11:30am C

Saturday 3/7/09 9:30am CS

☒ Yes ☐ N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ N

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

SUSHI PACK - Preemption Report 4

Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled the second hour?

Saturday 3/14/09 11:30am C

Saturday 3/14/09 9:30am C

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

SUSHI PACK - Preemption Report 5

Clear Data

Date Preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled the second hour?

Saturday 3/21/09 11:30am C

Saturday 3/21/09 9:30am C

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 5



Clear Program Data



Delete Program

Title of Program 5

STRAWBERRY SHORTCAKE

Origination

Network

If
co
Ar
Pr
Re

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

Sundays, 7:00am CST (1/4/09 - 3/29/09)

13

0

Create

Length of Program

30 minutes

Age of Target Child Audience

3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of C 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

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Y

Program 6



Clear Program Data



Delete Program

Title of Program 6

CARE BEARS: ADVENTURES IN CARE-A-LOT

Origination

Network

If
co
Ar
Pr
Re

Days / Times Program Regularly
Scheduled

Sundays, 7:30am CST (1/4/09 - 3/29/13) 13

Total times aired at regularly
scheduled time

Number of
Preemptions

0 Create

Length of Program

30 minutes

Age of Target Child Audience

5 years to 7 years

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

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Y

Add-> 1 empty Program Reports

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

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

Add-> 1 empty Program Reports

Sponsored Core Programming - (click to hide section)

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

Add-> 1 empty Program Reports

Program Details

Digital Core Programming - (click to hide section)

Clear Section

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? ☒ Yes ☐ No
- c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. ☒ Yes ☐ No
- If 'No' to 7c, submit as an Exhibit a Statement of Explanation. *(You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)*
8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- 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
- 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
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
- empty Program Reports
11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? ☒ Yes ☐ No
- If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. *(You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)*

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

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

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

1 empty Program Reports

Sponsored Core Programming - (click to hide section)

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

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

Program Details

Other Matters - (click to hide section)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is broadcast on the station's analog or digital channel, or both channels.

Program 1



Clear Program Data



Delete Program

Title of Program 1

CAKE

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:00am CST (4/4/09 - 6/2/09)

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

Program 2



Clear Program Data



Delete Program

Title of Program 2

HORSELAND

Origination

Network

Days / Times Program Regularly Scheduled

Total times to be aired

Length of Program

Age of Target Child Audience

Saturdays 10:30am CST (4/4/09 - 6/2' 13

30

minutes

9

years to

11

Describe the educational and informational objective of the program and how it meets the definition of Co 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

Program 3



Clear Program Data



Delete Program

Title of Program 3

DINO SQUAD

Origination

Network

Days / Times Program Regularly
Scheduled

Total times to
be aired

Length of
Program

Age of Target Child Audi

Saturdays 11:00am CST (4/4/09 - 6/2' 13

30

minutes

9

years to

11

Describe the educational and informational objective of the program and how it meets the definition of Co 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,

Program 4



Clear Program Data



Delete Program

Title of Program 4

SUSHI PACK

Origination

Network

Days / Times Program Regularly
Scheduled

Total times to
be aired

Length of
Program

Age of Target Child Audi

Saturdays 11:30am CST (4/4/09 - 6/2' 13

30

minutes

9

years to

11

Describe the educational and informational objective of the program and how it meets the definition of Co 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

Program 5



Clear Program Data



Delete Program

Title of Program 5

STRAWBERRY SHORTCAKE

Origination

Network

Days / Times Program Regularly
Scheduled

Total times to
be aired

Length of
Program

Age of Target Child Audi

Sundays 7:00am CST (4/5/09 - 6/28/09) 13

30

minutes

3

years to

6

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

Program 6



Clear Program Data



Delete Program

Title of Program 6

CARE BEARS: ADVENTURES IN CARE-A-LAND

Origination

Network

Days / Times Program Regularly
Scheduled

Total times to
be aired

Length of
Program

Age of Target Child Audience

Sundays 7:30am CST (4/5/09 - 6/28/09) 13

30

minutes

5

years to

7

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

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzlie, a

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

Erin Mahoney

Telephone Number (include code)

913-677-7150

Address

4500 Shawnee Mission Parkway

Email Address

erin.mahoney@meredith.com

City

Fairway

State

Kansas

Zip Code

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. Section 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

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

Meredith Corporation

Signature



Date

04/08/2009

Electronic Filing Operations

Run checks to look for data errors.

Send the values to the FCC as an FCC 398 filing.

Reset data to last updated values.

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.

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====> Get Official FCC 398 Instructions
