

Federal Communications Commission
Washington, DC 20554Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 12/31/2010

Call Sign	Channel Numbers	Community of License			
KCTV	5 (analog) 24 (digital)	City	State	County	ZIP Code
		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(e).

3 hours

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?

Y

- (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.

[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.
- (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).

3.0 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.

Title of Digital Core Program #1		Origination	
DOODLEBOPS ROCKIN' ROAD SHOW - II		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
saturdays 1030-11 10/2-12/25	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	3 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Digital Core Program #2		Origination	
SABRINA'S SECRET LIFE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
saturdays 11-1130	10		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in</p>			

their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The 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	3	3
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
Oct 23 11-1130	oct 23 9-930	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	
Preemption #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
Nov 13 11-1130	Nov 13 9-930	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	
Preemption #3		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
Dec 11 11-1130	Dec 11 9-930	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #3		Origination
SABRINA: THE ANIMATED SERIES		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons
saturday 1130-12	9	
Length of Program	Age of Target Audience	
30 minutes	From	To
	7 years	12 years
		E/I Symbol Used As Required
		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>		
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	4	4
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
oct 23 1130-12	oct 23 930-10a	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y

Reason for Preemption		SPORTS	
Preemption #2			
Date Preempted/Episode #	If rescheduled, date and time reschedule		Is the rescheduled date the second home?
nov 13 1130-12	nov 13 930-10a		Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y
Reason for Preemption		SPORTS	
Preemption #3			
Date Preempted/Episode #	If rescheduled, date and time reschedule		Is the rescheduled date the second home?
Dec 4 1130-12	dec 4 930-10a		Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y
Reason for Preemption		SPORTS	
Preemption #4			
Date Preempted/Episode #	If rescheduled, date and time reschedule		Is the rescheduled date the second home?
dec 11 1130-12	dec 11 930-10a		Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y
Reason for Preemption		SPORTS	

Title of Digital Core Program #4		Origination	
BUSYTOWN MYSTERIES - I		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday 7-730a 10/3-12/26	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	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 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 Digital Core Program #5		Origination	
BUSYTOWN MYSTERIES - II		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday 730-8 10/3-12/26	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	3 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

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.

Title of Digital Core Program #6		Origination	
Kansas City Zoo Show		LOCAL	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10-1030 10/2-12/25	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	8 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
KCTV5 partnered with the Kansas City Zoo to bring viewers The KC Zoo Show, a half hour, locally produced program. The KC Zoo Show is designed to educate and inform the public about various animals and habitats in the Kansas City Zoo. Viewers will learn what certain animals eat, where they come from, how they reproduce and so much more. Viewers will also learn about environmental issues and conservation and how it affects the animals. This program is designed to further the educational and informational needs of children about animals, their habitats, and so much more, and meets the definition of Core Programming as specified in the Commission's rules.			

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

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	
DOODLEBOPS ROCKIN' ROAD SHOW - I		NETWORK	
Regular Schedule		Total Times to be Aired	
sat 1030-11a		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			
<p>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.</p>			

Title of Planned Core Program #2		Origination	
SABRINA'S SECRET LIFE		NETWORK	
Regular Schedule		Total Times to be Aired	
sat 11-1130a		5	
Length of Program		Age of Target Audience	
30 minutes		From	To
		7 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The 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	
SABRINA: THE ANIMATED SERIES		NETWORK	
Regular Schedule		Total Times to be Aired	
sat 1130-12p		5	
Length of Program		Age of Target Audience	
30 minutes		From	To
		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</p>			

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	
BUSYTOWN MYSTERIES - I		NETWORK	
Regular Schedule		Total Times to be Aired	
sun 7-730a		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 #5		Origination	
BUSYTOWN MYSTERIES - II		NETWORK	
Regular Schedule		Total Times to be Aired	
sun 730-8a		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 #6		Origination	
HORSELAND - I		NETWORK	
Regular Schedule		Total Times to be Aired	
sat 11-1130a		8	
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 #7		Origination	
HORSELAND - II		NETWORK	
Regular Schedule		Total Times to be Aired	
sat 1130-12n		8	
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			
<p>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.</p>			

Title of Planned Core Program #8		Origination	
Kansas City Zoo Show		LOCAL	
Regular Schedule		Total Times to be Aired	
Sat 10-1030a		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>KCTV5 partnered with the Kansas City Zoo to bring viewers The KC Zoo Show, a half hour, locally produced program. The KC Zoo Show is designed to educate and inform the public about various animals and habitats in the Kansas City Zoo. Viewers will learn what certain animals eat, where they come from, how they reproduce and so much more. Viewers will also learn about environmental issues and conservation and how it affects the animals. This program is designed to further the educational and informational needs of children about animals, their habitats, and so much more, and 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)(1)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name	Telephone Number
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Amy Warren		913-677-7157
Address		E-mail Address
4500 Shawnee Mission Pkwy		amy.warren@kctv5.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.

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 with respect to all programs specifically designed for children ages twelve and under. The station has terminated analog operations. Accordingly, questions 7(b) and 7(b) are no longer applicable.

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	
1/7/2011	



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Submission Confirmation

Confirmation Number 117601
Call Sign KCTV
Facility Id 41230
Filing Quarter Date 12/31/2010
Filing Date 01/10/2011

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).

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)
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E-mail: fccinfo@fcc.gov

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