

**4th Quarter 2009**

**FCC Form 398 Children's Report**

**Submitted January 10, 2009**

**KCTV5**

**Kansas City, MO**



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



FCC Home | MB

**Children's Television Online Filing System**[FCC](#) > [Media Bureau](#) > KidVid > Confirmation[site map](#)**Submission Confirmation**

Confirmation Number 102030  
Call Sign KCTV  
Filing Quarter Date 12/31/2009  
Filing Date 01/11/2010

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)  
Fax: 1-866-418-0232  
E-mail: [fccinfo@fcc.gov](mailto:fccinfo@fcc.gov)

- [Privacy Policy](#)
- [Website Policies & Notices](#)
- [Required Browser Plug-ins](#)
- [Freedom of Information Act](#)

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: 12/31/2009

Call Sign	Channel Numbers	Community of License			
KCTV	(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(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.
- [There are no analog core program reports.]

hours

### 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.

Title of Digital Core Program #1		Origination	
BUSYTOWN MYSTERIES - I		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 10am (10/3/09-12/26/09)	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 #2		Origination	
NOONBORY AND THE SUPER SEVEN - I		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 1030am (10/3/09-12/26/09)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	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</p>			

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.

Title of Digital Core Program #3		Origination	
BUSYTOWN MYSTERIES - II		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons	
Saturdays 11am (10/3/09-12/26/09)	11		
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>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	2	2	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
11/14/09	11/14/09, 9am	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?	
12/12/09	12/12/09, 9am	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	
SABRINA: THE ANIMATED SERIES		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons	
Saturdays 1130am (10/3/09-12/26/09)	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			

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.

<b>Total Times Aired</b>	<b>Number of Preemptions for other than Breaking News</b>	<b>Number of Preemptions Rescheduled</b>
13	3	3
<b>Preemption #1</b>		
<b>Date Preempted/Episode #</b>	<b>If rescheduled, date and time reschedule</b>	<b>Is the rescheduled date the second home?</b>
11/14/09	11/14/09, 930a	Y
<b>If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?</b>		Y
<b>Reason for Preemption</b>	SPORTS	
<b>Preemption #2</b>		
<b>Date Preempted/Episode #</b>	<b>If rescheduled, date and time reschedule</b>	<b>Is the rescheduled date the second home?</b>
12/5/09	12/5/09, 930a	Y
<b>If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?</b>		Y
<b>Reason for Preemption</b>	SPORTS	
<b>Preemption #3</b>		
<b>Date Preempted/Episode #</b>	<b>If rescheduled, date and time reschedule</b>	<b>Is the rescheduled date the second home?</b>
12/12/09	12/12/09, 930a	Y
<b>If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?</b>		Y
<b>Reason for Preemption</b>	SPORTS	

<b>Title of Digital Core Program #5</b>		<b>Origination</b>
BUSYTOWN MYSTERIES - III		NETWORK
<b>Regular Schedule</b>	<b>Total Times Aired at Regularly Scheduled Time</b>	<b>Number of Pre-emptions</b>
Sundays 7am (10/4/09-12/27/09)	13	
<b>Length of Program</b>	<b>Age of Target Audience</b>	
30 minutes	<b>From</b>	<b>To</b>
	3 years	7 years
	<b>E/I Symbol Used As Required</b>	
	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.

<b>Title of Digital Core Program #6</b>	<b>Origination</b>

NOONBORY AND THE SUPER SEVEN - II		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays 730am (10/4/09-12/27/09)	13		
Length of Program	Age of Target Audience	E/I Symbol Used As Required	
30 minutes	From 3 years To 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>			

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
BUSYTOWN MYSTERIES - I	NETWORK
Regular Schedule	Total Times to be Aired
Saturdays 10am (1/2/09-3/27/09)	13
Length of Program	Age of Target Audience
	From To

30 minutes

3 years

7 years

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 Planned Core Program #2

NOONBORY AND THE SUPER SEVEN - I

Origination

NETWORK

Regular Schedule

Total Times to be Aired

Saturdays 1030am (1/2/09-3/27/09)

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

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.

Title of Planned Core Program #3

BUSYTOWN MYSTERIES - II

Origination

NETWORK

Regular Schedule

Total Times to be Aired

Saturdays 11am (1/2/09-3/27/09)

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

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 Planned Core Program #4		Origination	
SABRINA: THE ANIMATED SERIES		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays 1130am (1/2/09-3/27/09)		13	
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 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 - III		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 7am (1/3/09-3/28/09)		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	
NOONBORY AND THE SUPER SEVEN - II		NETWORK	
Regular Schedule		Total Times to be Aired	
Sundays 730am (1/3/09-3/28/09)		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.</p>			

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.

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	
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 it fully complied with the FCC's commercial limits, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically intended for children ages twelve and under. The Station did not broadcast an analog signal during this quarter.

**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	
10/10/2009	