



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-120152** | Submit Date: **04/11/2011** | Call Sign: **KMOV** | Facility ID: **70034** | City:
ST. LOUIS | State: **MO**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/11/2011 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2011**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	St.Louis
	Web Home Page Address	www.kmov.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
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	168.0
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:	3.0
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
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 Yes No 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

Digital Core
Programs(11)

Digital Core Program (1 of 11)		Response
Program Title	At The Zoo (4.1)	
Origination	Local	
Days/Times Program Regularly Scheduled	Saturdays 10am	
Total times aired at regularly scheduled time	5	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	1	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 11)		Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW (4.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 9:30am	

Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 11)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II (4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday at 11am

Total times aired at regularly scheduled time	4
Total times aired	5
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	DOODLEBOPS ROCKIN' ROAD SHOW - II (4.1)
List date and time rescheduled	same day 9am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	1/22
Reason for Preemption	Sports

Digital Core Program (4 of 11)

Response

Program Title	BUSYTOWN MYSTERIES - I(4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 7am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 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
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 11)	Response
Program Title	BUSYTOWN MYSTERIES - II (4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 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
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 11)		Response
Program Title	SABRINA: THE ANIMATED SERIES	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 10:30am	
Total times aired at regularly scheduled time	5	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	7 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (7 of 11)		Response
Program Title	At The Zoo (4.2)	
Origination	Local	

Days/Times Program Regularly Scheduled	Saturdays 10am, 10:30am, 11am, 11:30am, 12n, 12:30pm
Total times aired at regularly scheduled time	78
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 11)		Response
Program Title		At The Center
Origination		Local
Days/Times Program Regularly Scheduled		Saturdays 10am
Total times aired at regularly scheduled time		8
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kent Ehrardt is the host of a weekly half hour show that gives viewers a behind the scenes look of the St. Louis Science Center. Kids learn about the facinating world of science and how it applies to their every day life. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Horseland II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30am
Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
Program Title	Horseland I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11am
Total times aired at regularly scheduled time	4
Total times aired	8
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
Length of Program	30 mins
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Horseland I
List date and time rescheduled	same day 9am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	3/19
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Horseland I
List date and time rescheduled	same day 9am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	3/5
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Horseland I
List date and time rescheduled	same day 9am
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	3/12
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Horseland I
List date and time rescheduled	same day 9am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/26
Reason for Preemption	Sports

Digital Core Program (11 of 11)	Response
Program Title	Doodlebops
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am
Total times aired at regularly scheduled time	7
Total times aired	8
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Doodlebops
List date and time rescheduled	same day 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	3/12
Reason for Preemption	Sports

Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
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
Name of children's programming liaison	Liz Mullen
Address	One Memorial Drive
City	St. Louis
State	MO
Zip	63102
Telephone Number	314-444-3329
Email Address	lmullen@kmov.com
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 noncore 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.	On November 8, 2010, KMOV began airing The Live Well Network 24/7 on 4.2, its second digital stream. KMOV airs 6 half hours per week of "At The Zoo". To clarify the channel number listed in Question 1, KMOV operates on RF Channel 24. Channel 4 is its virtual channel, by which it is known to its viewers.

Other Matters (5)

Other Matters (1 of 5)	Response
Program Title	At The Center(4.1)
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays 10am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kent Ehrardt is the host of a weekly half hour show that gives viewers a behind the scenes look of the St. Louis Science Center. Kids learn about the facinating world of science and how it applies to their every day life. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Other Matters (2 of 5)	Response
Program Title	BUSYTOWN MYSTERIES (4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7a & 7:30a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 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. Digital

Other Matters (3 of 5)	Response
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Program Title	DOODLEBOPS ROCKIN' ROAD SHOW (4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules

Other Matters (4 of 5)	Response
Program Title	Horseland I & II (4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30am & 11am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 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.
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Other Matters (5 of 5)	Response
Program Title	At The Zoo (4.2)
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays 10am, 10:30am, 11am, 11:30am, 12n, 12:30pm
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>KMOV-TV</p>

Attachments

No Attachments.