



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0012329926** | File Number: **CPR-121232** | Submit Date: **07/05/2011** | Call Sign: **KSMO-TV** | Facility ID: **33336**
City: **KANSAS CITY** | State: **MO**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/05/2011 | Filing Status: **Active**

Report reflects information for : **Second 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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

**Contact
Representatives
(0)**

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's
Television
Information**

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | My Network TV |
| | Nielsen DMA | Kansas City |
| | Web Home Page Address | www.myksmotv.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 | 4.0 |
| 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 | 0.0 |
| 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: | 0.0 |
| 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(8)

| Digital Core Program (1 of 8) | Response |
|--|--|
| Program Title | mustard pancakes |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 7a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories. MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example, acquiring the tools necessary to help them be responsible members of society.</p> |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
|--|---|
| Program Title | ariel and zoey, eli too |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 730a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>The "Ariel and Zoey, Eli Too" series is an information show, hosted by three siblings; twin girls, Ariel and Zoey and their younger brother Eli. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. Boys and girls between the ages of 13 and 16 years old will be interested in watching each episode to learn something new and pertinent to adolescent life, including following dreams and setting goals. This show supports and encourages respect for others, having integrity, following directions, putting forth best effort and taking responsibility, which is a wonderful message for American Youth. "Ariel and Zoey, Eli Too" is an upbeat, fun, diverse and entertaining children's television series that will inform young people on a variety of subjects, while keeping their interest. Although it is a show that young people will be drawn to on their own, parents can watch it with their children and use it as a discussion platform for many different subjects.</p> |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| | |
|--|---|
| Program Title | aqua kids |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 8a 4/2-6/25/2011 |
| 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 | 8 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Aqua Kids motivates young people to take an active role in reserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 8) | | Response |
|--|-----------------------------|-----------------|
| Program Title | 9th period | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | saturday 830a 4/2-6/25/2011 | |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | 9th PERIOD is a weekly half-hour drama series for teens that teaches positive consequences of thought and action when combined with friendships effective influences. This series is comprised of three friends who meet every day after school to discuss the days events. Their exchanges are witty and on par with the subject matter of the social interaction that todays children experience. These three friends are more than friends, they are amateur sleuths. Each show presents a mystery that the children solve by the end of that show. Problem solving, working together toward a common goal, ethics, and morals are conveyed through the thoughts, words, and actions of these three characters: Peyton, Connor, and Meg. Every child will see him/herself in these characters. Peyton, Connor, and Meg share their daily trials and triumphs as they face the following together: bullies-both cyberspace and in your face- thievery, learning difficulties, family conflicts, adversity in and out of the classroom, homelessness, hidden agendas in places as small as the schoolyard to their favorite restaurant, and as large as the town itself. Children will see their worlds mirrored on the small screen. They will also observe alternative ways to handle stress, learning difficulties, and the variety of endless manners that the group mentality, when positively united, can spread good in the world. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (5 of 8) | Response |
|--|--|
| Program Title | animal exploration with Jarod Miller |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 9a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jarod Miller travels the United States and beyond, introducing children to the common, unique and unusual animals that inhabit the Earth. Each episode will teach children about the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. |

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

| Digital Core Program (6 of 8) | Response |
|--|---|
| Program Title | animal rescue |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 930a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 8) | Response |
|---|----------------------------|
| Program Title | in the zone |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 10a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The "In the Zone" show is hosted by NBA legend, Magic Johnson. Boys and girls between the ages of 13 and 16 years old, who are interested in playing basketball will be drawn to each episode in order to learn new skills and strategies to perfect their own game of basketball. It is good for those who are just starting out and want to be, or by necessity, need to be self-taught, or for those who already play and want to learn more. This show is full of important lessons and role modeling for adolescents. A number of topics are discussed such as the need for discipline, hard work, sacrifice, respect for others, believing in yourself and showing positive sportsmanship. Children can learn that exercise gained from participating in sports activities is good for their overall health. There is a good mix of both boys and girls playing basketball. Although there are many professional adult guests, the young players do much of the training. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (8 of 8) | Response |
|---|------------------------------|
| Program Title | career day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 1030a 4/2-6/25/2011 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for tomorrow. Middle school is an ideal age at which to expose students to the challenging world of work (p. 5). The programs motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, O Brien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.</p> |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

**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 | Amy Warren |
| Address | 4500 Shawnee Mission Pkwy |
| City | Fairway |
| State | KS |
| Zip | 66205 |
| Telephone Number | 913-677-7157 |
| Email Address | amy.warren@kctv5.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. | 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. |

Other Matters (8)

| Other Matters (1 of 8) | Response |
|--|---|
| Program Title | mustard pancakes |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 7a 7/2-9/24/2011 |
| 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. | MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories. MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example, acquiring the tools necessary to help them be responsible members of society. |

| Other Matters (2 of 8) | Response |
|---|-----------------------------|
| Program Title | ariel and zoey, eli too |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 730a 7/2-9/24/2011 |
| 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. | The "Ariel and Zoey, Eli Too" series is an information show, hosted by three siblings; twin girls, Ariel and Zoey and their younger brother Eli. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. Boys and girls between the ages of 13 and 16 years old will be interested in watching each episode to learn something new and pertinent to adolescent life, including following dreams and setting goals. This show supports and encourages respect for others, having integrity, following directions, putting forth best effort and taking responsibility, which is a wonderful message for American Youth. "Ariel and Zoey, Eli Too" is an upbeat, fun, diverse and entertaining children's television series that will inform young people on a variety of subjects, while keeping their interest. Although it is a show that young people will be drawn to on their own, parents can watch it with their children and use it as a discussion platform for many different subjects. |
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| Other Matters (3 of 8) | | Response |
|--|----|---|
| Program Title | | aqua kids |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | saturday 8a 7/2-9/24/2011 |
| Total times aired at regularly scheduled time | 13 | |
| Length of Program | | 30 mins |
| Age of Target Child Audience from | | 8 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Aqua Kids motivates young people to take an active role in reserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. |

| Other Matters (4 of 8) | | Response |
|---|----|-----------------------------|
| Program Title | | 9th period |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | saturday 830a 7/2-9/24/2011 |
| 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. | 9th PERIOD is a weekly half-hour drama series for teens that teaches positive consequences of thought and action when combined with friendships effective influences. This series is comprised of three friends who meet every day after school to discuss the days events. Their exchanges are witty and on par with the subject matter of the social interaction that children experience. These three friends are more than friends, they are amateur sleuths. Each show presents a mystery that the children solve by the end of that show. Problem solving, working together toward a common goal, ethics, and morals are conveyed through the thoughts, words, and actions of these three characters: Peyton, Connor, and Meg. Every child will see him /herself in these characters. Peyton, Connor, and Meg share their daily trials and triumphs as they face the following together: bullies-both cyberspace and in your face- thievery, learning difficulties, family conflicts, adversity in and out of the classroom, homelessness, hidden agendas in places as small as the schoolyard to their favorite restaurant, and as large as the town itself. Children will see their worlds mirrored on the small screen. They will also observe alternative ways to handle stress, learning difficulties, and the variety of endless manners that the group mentality, when positively united, can spread good in the world. |
|--|--|

| Other Matters (5 of 8) | Response |
|--|--|
| Program Title | animal exploration with jarod miller |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 9a 7/2-9/24/2011 |
| 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. | Jarod Miller travels the United States and beyond, introducing children to the common, unique and unusual animals that inhabit the Earth. Each episode will teach children about the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. |

| Other Matters (6 of 8) | Response |
|--|---|
| Program Title | animal rescue |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | saturday 9:30a 7/2-9/24/2011 |
| 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. | ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals. |

| Other Matters (7 of 8) | Response |
|------------------------|-------------|
| Program Title | in the zone |
| Origination | Syndicated |

| | |
|---|----------------------------|
| Days/Times Program Regularly Scheduled | saturday 10a 7/2-9/24/2011 |
|---|----------------------------|

| | |
|---|----|
| 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. | The "In the Zone" show is hosted by NBA legend, Magic Johnson. Boys and girls between the ages of 13 and 16 years old, who are interested in playing basketball will be drawn to each episode in order to learn new skills and strategies to perfect their own game of basketball. It is good for those who are just starting out and want to be, or by necessity, need to be self-taught, or for those who already play and want to learn more. This show is full of important lessons and role modeling for adolescents. A number of topics are discussed such as the need for discipline, hard work, sacrifice, respect for others, believing in yourself and showing positive sportsmanship. Children can learn that exercise gained from participating in sports activities is good for their overall health. There is a good mix of both boys and girls playing basketball. Although there are many professional adult guests, the young players do much of the training. |
|--|---|

**Other
Matters (8 of
8)**

Response

| | |
|---------------|------------|
| Program Title | career day |
|---------------|------------|

| | |
|-------------|------------|
| Origination | Syndicated |
|-------------|------------|

| | |
|---|-------------------------------|
| Days/Times Program Regularly Scheduled | saturday 10:30a 7/2-9/24/2011 |
|---|-------------------------------|

| | |
|---|----|
| Total times aired at regularly scheduled time | 13 |
|---|----|

| | |
|----------------------|---------|
| Length of Program | 30 mins |
|----------------------|---------|

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|--|----------------------|
| 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. | Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Middle school is an ideal age at which to expose students to the challenging world of motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, OBrien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives. |
|--|---|

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>Meredith Corporation</p> |

Attachments

No Attachments.