



Federal Communications Commission
Washington, D.C. 20554

April 9, 2007

DA 07-1659
Released: April 9, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

KTVU Partnership
KTVU(TV)
2 Jack London Square
Oakland, CA 94607

Re: KTVU Partnership
KTVU(TV), Oakland, CA
Facility ID No. 35703
File No. BRCT-20060809AAY

Dear Licensee:

This refers to your license renewal application for station KTVU(TV), Oakland, CA.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),¹ each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).² The Commission's rules require commercial licensees to provide information to the public about the shows they air to fulfill their obligation. Subsection 73.3526(e)(11)(iii) of the Rules requires each commercial television broadcast station to prepare and place in its public inspection file a Children's Television Programming Report (FCC Form 398) for each calendar quarter reflecting, *inter alia*, the efforts it has made during the quarter to serve the educational needs of children. As set forth in Subsection 73.3526(e)(11)(iii), licensees are also required to file the reports with the Commission and to publicize for the public the existence and location of the reports. In addition, licensees are required to provide to publishers of program guides, information identifying programming specifically designed to educate and inform children, including an indication of the age group for which the program is intended.³

On August 9, 2006, you filed the above-referenced license renewal application for station KTVU(TV) (File No. BRCT-20060809AAY). In Exhibit 24, you indicated that due to

¹ Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394.

² 47 C.F.R. § 73.671.

³ *See* 47 C.F.R. § 73.673.

inadvertence, station KTVU(TV) did not publicize the existence and location of its Children's Television Programming Reports from January 1999 through September 1999, and during 2001. You maintained that station KTVU(TV) has corrected its procedures and described the steps it has taken to comply with Section 73.3526(e)(11)(iii).

Further, in Exhibit 23, you stated that from January 2004 to October 2004, station KTVU(TV) did not submit the target age range for KTVU(TV)'s core programming to program guide publishers. By way of explanation, you indicated that in January 2004, station KTVU(TV) changed its procedures for providing to program guide publishers information regarding its core programming. You stated that with this change in procedure, station KTVU(TV) inadvertently did not include the target age range for its core programming. You maintained that the station discovered this omission in October 2004, and immediately revised its procedures.

Based on the record before us, we think that an admonition is warranted for the station's failure to publicize the existence and location of its Children's Television Programming Reports and for its failure to identify for publishers of program guides the age group for which its children's programming is targeted. Although we do not rule out more severe sanctions for violations of this nature in the future, we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violations of Sections 73.3526(e)(11)(iii) and 73.673 described in station KTVU(TV)'s renewal application

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to the licensee at the address listed above, and to Kevin F. Reed, Esquire, KTVU Partnership, 2 Jack London Square, Oakland, California 94607.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau