



Public Broadcasting for the Mid-South

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WKNO To Launch New 24/7 PBS Kids Channel January 16th

Memphis, TN (Tuesday, January 11, 2017) WKNO Public Broadcasting will launch a new 24/7 WKNO PBS KIDS channel on Dr. Martin Luther King, Jr. Day, Monday, January 16th the station announced today.

The free channel will be available on new digital Channel 10.3, Comcast Cable 912 and streamed live at pbskids.org, the PBS KIDS Video App and wkno.org for smartphones, tablets and mobile devices making it easy for children to watch their favorite series after school, after dinner and on weekends when viewing among families is high. Viewers will need to rescan their digital televisions and converter boxes to receive Channel 10.3.

According to WKNO President & CEO Michael J. LaBonia, “this new program service makes children’s educational media available to all families, all the time, through platforms that are available whenever they want to access them. We believe the 24/7 WKNO PBS KIDS channel will provide another resource to help increase school readiness.”

The 24/7 WKNO PBS KIDS channel will include popular favorites such as Sesame Street, Daniel Tiger’s Neighborhood, Odd Squad, Wild Kratts and Dinosaur Train. The new series Nature Cat and Splash and Bubbles will be on the schedule.

(more)

WKNO/Channel 10.1 will continue to broadcast a different schedule of children's programming weekdays from 7 a.m. to 4:30 p.m. and from 5 a.m. to 7 a.m. on weekends.

WKNO will soon begin production of local messages and programming in cooperation with community organizations that serve families with young children in our area as well as outreach and engagement activities such as Parenting Workshops, a Kids Club and more.

More information is available at wkno.org or by calling the station at 901-458-2521.

WKNO is a non-profit, private foundation serving the Mid-South for more than 60 years. An important community resource, WKNO uses the power of non-commercial public broadcasting to provide the Mid-South with quality educational and cultural programs that inform, entertain, and inspire. For more information: WKNO.org

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