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For Immediate Release

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WKNO Announces That Felicia Peat Has Been Named the Project Coordinator for the WKNO PBS KIDS 24/7 Channel

(Memphis, Tennessee, February 24, 2017) WKNO announces that Felicia Peat has been named the Project Coordinator for the WKNO PBS KIDS 24/7 Channel outreach with area schools and partner organizations and will lead WKNO's efforts to promote early learning through our new free WKNO PBS KIDS 24/7 Channel. Felicia comes to WKNO from The Children's Museum of Memphis where she formerly served as the Director of Education. Peat is a graduate of LeMoyne-Owen College with a Bachelor of Science Degree in Social Work.

The effort is WKNO's latest initiative to support early learning in the community. The WKNO PBS KIDS 24/7 channel found locally at 10.3 on your television, Comcast station 912 or live-streaming at pbskids.org, is one way that all families can help their children close the achievement gap.

"Well developed educational media can have immense impact on a child's cognitive and emotional skills. This is a great strength of the PBS KIDS programming content," said Michael LaBonia, President and CEO of WKNO, Public Broadcasting for the Mid-South. "That is why it's our priority to provide this programming to promote early learning in the Mid-South through the WKNO PBS KIDS 24/7 Channel." LaBonia added, "To show our commitment we have named Felicia Peat to coordinate our community efforts."

Felicia Peat stated, "I am so excited to be able to serve and help to educate an even greater population of children and families through this 24-hour kids station. Young children today are much more knowledgeable about the world around them and television is a huge part of that world." Peat added, "This station offers an ingenious alternative for families with children to engage in educational concepts that are embedded in colorful characters and creative programming."

(more)

WKNO-TV Memphis

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The WKNO PBS KIDS 24/7 Channel makes it easy for Mid-South children to access educational PBS KIDS programs that have been proven time and time again to teach children, through a tested curriculum in literacy, STEM and social-emotional development. Now this valuable educational content is available to all families in the Mid-South anytime – during dinner-prep and primetime hours, and on the weekends – when TV viewing is the highest amongst families. And it is available anywhere kids want to watch – over the air, online, and on their favorite mobile device.

With pre-school fees in Memphis starting at \$150 per week, it is unrealistic to think that all families with pre-school age children can afford to send their child to school before the age of 5. That thought is even more challenging for children in families living below the poverty rate. The Mid-South Family and Community Empowerment Institute reported in the Memphis Poverty Fact Sheet that Memphis has a poverty rate of 29.8% with a child poverty of 46.9%.

The WKNO/PBSKIDS 24/7 channel is one way that all families can help their children close the achievement gap. A recent national study found that Americans consider PBS Kids the most educational media brand compared to a range of other television networks. In addition, PBS Kids outperformed Disney, Disney Jr., Nickelodeon and Nick Jr., in direct comparisons regarding a range of key areas, helping prepare children for success in school, including modeling positive social and emotional behaviors for children, innovation and more. (Survey Sampling International (SSI), January 2016)

Although the WKNO/PBS KIDS 24/7 Channel is packed with colorful, fun, creative characters, children are engaging in programs that are overflowing with messages that are rich in Literacy, Science, Technology, Engineering, and Math (STEM) concepts. In fact, the programs designed for our kids broadcasting channel supports the Tennessee State Curriculum Standards outlined for Shelby County Schools. Even though it appears they are just having fun children are learning concepts that will prepare them for school especially with parent or caregiver interaction.

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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