



## FOR IMMEDIATE RELEASE

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**WSRE TO LAUNCH FREE LOCALIZED 24/7 MULTIPLATFORM PBS KIDS SERVICES**  
*New WSRE PBS KIDS channel, live stream and interactive games will support WSRE's mission to reach all Northwest Florida children with high-quality educational content*

PENSACOLA, Fla., January 31, 2017—WSRE, a service of Pensacola State College, has announced the March 6 launch of WSRE PBS KIDS—a new multiplatform delivery of 24/7 children's services. The free services include a new TV channel and live stream on digital platforms with interactive games integration. The effort is WSRE's latest initiative to support early learning in Northwest Florida and throughout the station's viewing area.

WSRE will broadcast PBS KIDS shows 24 hours a day on the new channel, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. The live stream launched nationally on January 16 and can now be viewed through [pbskids.org](http://pbskids.org) and the PBS KIDS Video App on mobile devices and tablets.

Expected later this year, the live stream experience will expand to offer an integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning—all in one seamless digital experience. The live stream and games feature is grounded in research demonstrating that measurable gains in learning are achieved when children engage with PBS KIDS content on multiple platforms. The games will align with the learning goals of each TV series, deepening children's involvement and supporting learning.

"WSRE PBS KIDS will be an awesome destination for families in our community. Whether you are streaming the service, playing an educational game, following along with a lesson plan or watching a show on our broadcast service, the experience will be learning-filled and fun," said Bob Culkeen, WSRE general manager.

"WSRE has been an integral part of this community for years, delivering content and services that parents trust and depend upon in early learning. This is yet another way we are contributing to 'America's First Early Learning City' in Pensacola and to our broader viewing audience."

Through this effort, WSRE will extend its commitment to early learning by offering more families high-quality PBS KIDS content that is trusted by parents and proven to help kids learn. Research shows that PBS stations reach more kids ages 2 through 5, more moms with children under 6 years old and more children from low-income families than any other kids TV network. With the new 24/7 channel and digital offerings, WSRE will build on this reach and impact.

"We are excited to build on the work we do every day for families by adding these new 24/7 services to our offerings, ensuring that our proven educational content is accessible anytime and anywhere to all kids—especially those who need it the most," said Jill Hubbs, WSRE Educational Services director.

In a recent survey, PBS KIDS led all networks in improving kids' behavior, with 74% of parents saying their child exhibits more positive behavior after engaging with PBS KIDS. Years of research confirm that PBS KIDS media content helps children build critical skills that enable them to find success in school and life, while helping parents increase their own engagement.

A recent study conducted by WestEd found that PBS KIDS resources can help narrow the math achievement gap for children from low-income families and better prepare them for kindergarten. Additionally, parents' awareness of their children's math learning increased significantly—as did their use of strategies to support their children's learning.

Nielsen data demonstrates that live TV remains the dominant way children access video, accounting for 67% of the time children spend watching video content. Most kids' TV viewing takes place on weeknights and weekend afternoons and evenings. This trend is true for all children, but especially for those in low-income families.

Designed to meet the needs of today's kids, WSRE PBS KIDS will provide learning opportunities for children whenever and wherever they access media. "This will provide quality content for children, that is both educational and entertaining, according to their schedule and when they are ready to watch, play and learn," said Hubbs.

The new WSRE PBS KIDS channel will air popular favorites such as "Daniel Tiger's Neighborhood," "Odd Squad," "Wild Kratts" and "Dinosaur Train." PBS KIDS' newest series "Splash and Bubbles," "Nature Cat," and "Ready Jet Go!" will also be featured.

Starting at 12:01 a.m. on Monday, March 6, WSRE PBS KIDS will broadcast on over-the-air channel 23.4, Cox channel 695, Mediacom channel 84, Bright House channel 200 and Riviera Utilities channel 826. These channels are currently home to WSRE Vme. The Spanish-language channel Vme will end its multicast service for public television over the next year, and WSRE's contract to broadcast Vme ends on March 5. WSRE also broadcasts WSRE Create and WSRE World channels with the full program schedule and channel lineup available at [wsre.org](http://wsre.org).

The 24/7 PBS KIDS offering is an integral part of WSRE's long-term vision for children's services and will build on the station's reach and impact in the community, where it provides essential services for kids, parents and teachers, including the WSRE Imagination Station early learning activity center in downtown Pensacola and PBS LearningMedia digital resources for classrooms in Escambia, Santa Rosa and Okaloosa counties.

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### **About WSRE, PBS for the Gulf Coast**

WSRE, a Public Broadcasting Service station, is locally owned and licensed to the Pensacola State College Board of Trustees. Since 1967, WSRE has served Northwest Florida and South Alabama with quality TV programs, educational media and community outreach reflecting the diverse cultural, political, geographic and demographic characteristics of the coverage area. WSRE aims to help improve educational outcomes and provide access to enlightening, informative and entertaining content for all learners.

<sup>i</sup> Nielsen NPOWER L+7 9/21/2015-9/18/2016 M-Su 6A-6A TP reach, 50% unif., 6+ min. K2-5, LOH 18-49w/C<6, K2-11 in HH w/Inc<\$20K.

<sup>ii</sup> Understanding School Preparedness, Smarty Pants, 2014.

<sup>iii</sup> Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015.

<sup>iv</sup> Nielsen Total Audience Report 2Q2016.

<sup>v</sup> Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11 select dayparts.

<sup>vi</sup> Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11 M-F 6-10P, M-F 6A-12N, K2-11 in HH w/Inc<\$20K.