



## MEDIA ANNOUNCEMENT

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### **KCPT TO LAUNCH FREE LOCALIZED 24/7 MULTI-PLATFORM PBS KIDS SERVICES**

*Provided by KCPT, New KCPT PBS Kids TV Channel and Livestream Will Support KCPT's Mission to Reach All Kansas City-Area Children with High-Quality Educational Content*

**Kansas City, Missouri, January 4, 2017** – Today, KCPT announced that it will launch new, free localized 24/7 children's services on Monday, January 16. Designed to meet the needs of today's kids, KCPT's new, free 24/7 services will provide learning opportunities for children whenever and wherever they access media. Nielsen data demonstrate that live TV is the dominant way children access video, accounting for 67% of the time children spend watching video content.<sup>1</sup> Most kids' TV viewing takes place on weeknights and weekend afternoons<sup>3</sup> and evenings.<sup>2</sup> This trend is true for all children, but especially for those in low-income families.

Provided by KCPT, the free services include a new TV channel and livestream on digital platforms. The effort is KCPT's latest initiative to support early learning in the community. KCPT will broadcast PBS KIDS shows 24 hours a day on an additional television channel called KCPT PBS Kids and offer a livestream, making it easy for the Kansas City region's children to watch their favorite series during primetime and other after-school hours when viewing among families is high. Viewers will be able to watch the KCPT-branded livestream through [pbskids.org](http://pbskids.org) and on the [PBS KIDS Video App](#), which is available on a variety of mobile devices, and tablets. Soon after launch, the livestream will be available on over-the-top platforms such as Roku, Apple TV, Amazon Fire TV, Android TV, Xbox One and Chromecast. The livestream complements on-demand clips and full episodes, which will continue to be available for free on the PBS KIDS Video App and streaming via [pbskids.org](http://pbskids.org).

"KCPT has been an integral part of the community for years, delivering content and services that parents trust and that move the needle in early learning," said Kliff Kuehl, President and CEO, KCPT

<sup>1</sup> Nielsen Total Audience Report 2Q2016.

<sup>2</sup> Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11 select dayparts.

<sup>3</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.

“We are excited to build on the work we do every day for Kansas City’s 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.”

Following its initial launch, the localized livestream 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 livestream 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.

PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more children from low-income families than any other kids TV network.<sup>4</sup> With its new 24/7 channel and digital offerings, KCPT will build on this reach and impact.

Through this effort, KCPT 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. 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.<sup>5</sup> And 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 also 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.<sup>6</sup>

The KCPT PBS KIDS 24/7 channel will include 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. KCPT will provide the PBS KIDS 24/7 channel on digital 19.4, in addition to its current primary KCPT channel, 19.1, which will continue to feature a PBS KIDS day part. The schedule of children’s programming on the primary KCPT channel will be different from the 24/7 channel, offering families a variety of options. The full local schedule is available at [KCPT.org](http://KCPT.org). Over the air viewers will need to rescan their antennas to access the new channel on digital 19.4 and viewers using cable should check with their local cable provider.

The 24/7 PBS KIDS offering is an integral part of KCPT’s long-term vision for its children’s service and will build on its reach and impact in the community, where it provides essential services for kids, parents and teachers.

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<sup>4</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>5</sup> Understanding School Preparedness, Smarty Pants, 2014.

<sup>6</sup> Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015.