



MEDIA ANNOUNCEMENT

FOR IMMEDIATE RELEASE

Contact: Tyler Peterson
Communications & Engagement Manager
tpeterson@kcpt.org



KCPT Shifts Daytime Programming to Support Kansas City's Students

KANSAS CITY, MO, April 8, 2020 — KCPT, Kansas City PBS, has announced a shift in programming to better serve caregivers, educators and home-bound students during the ongoing COVID-19 public health crisis. Beginning Monday, April 13, 2020, all previously announced weekday, daytime schedules will change to educational programs and lessons featuring social studies, math, and literacy favorites. The programming updates will remain in effect for the duration of the COVID-19 stay-at-home order.

"We can't think of a better use of our airwaves than to serve children, families, and educators with quality public media content during this challenging time," said Kliff Kuehl, President and CEO of KCPT, Kansas City PBS. "We are excited to offer compelling, educational content on air and online in order to bring us together, even when circumstances force us apart. As Kansas City's public media, we are here for you— on TV, on the radio and online."

In addition to the 24/7 Kids programming available on Channel 19.4 and the on-demand streaming available on the free PBS KIDS video app, students Pre-K through 12th grade will have access to free, educational PBS programming blocks designated for each grade level weekdays on Channel 19.1.

KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.



MEDIA ANNOUNCEMENT

Channel 19.1 Daytime programming will air as follows:

Weekdays 6 a.m. to 8 a.m.

Pre-K – 3rd Grade

Programming for our youngest audiences will offer programs such as the math-focused *Peg + Cat* and *Cyberchase*, as well as history-centric *Xavier Riddle* and science-centered *Sci Girls*.

Weekdays 8 a.m.-1 p.m.

4th – 8th Grade

Programming for this group of learners offers a social studies focus with programs such as *Africa's Great Civilizations*, *Reconstruction: America After the Civil War*, and math-centric learning with shows such as *Breakthrough: The Ideas That Changed the World* and *Nova*.

Weekdays 1-5 p.m.

9th – 12th Grade

Programming for high school-level learners will focus on literature, government and U.S./World history with programs such as *The Woman in White*, *A More or Less Perfect Union* and *American Experience*.

KCPT2, KCPT Create and KCPT Kids programming schedules will remain unchanged.

The programming change is part of KCPT's ongoing efforts to serve its audiences during this unprecedented time. In addition, KCPT has released a bank of resources online under the banner of "Resources for Learning at Home", led a community webinar in collaboration with the KC Chamber of Commerce and updated the frequency of The Backpack parent resource newsletter. Kansas City PBS' online resources can be found kcpt.org/learningathome.

###

KCPT is a non-profit multimedia organization located in midtown Kansas City. Founded in 1961, KCPT operates four television channels, as well as working with sister brands Flatland, a digital news and culture magazine, and 90.9 The Bridge, an NPR music discovery public radio station.

KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.