



## WKAR REACHES MORE MID-MICHIGAN FAMILIES WITH LAUNCH OF PBS KIDS ON APPLE TV, CHROMECAST AND ANDROID

*WKAR Makes it Easy for More Families to Stream Full Episodes and Clips of PBS KIDS' Curriculum-Based Shows on Increasingly Varied Platforms*

**East Lansing, MI, June 24, 2014** – Now mid-Michigan-area families can stream their favorite children's programs from WKAR for free on Apple TV, Chromecast and the PBS KIDS Video App on Android. Full-length episodes and clips from PBS KIDS programs are now available to users in the United States directly on Apple TV. In addition, the popular PBS KIDS Video App is now available on Android and compatible with Chromecast; the app is the first children's offering available on Chromecast. The PBS KIDS Video App gives families free, streaming access to thousands of videos, including clips and full episodes from their favorite WKAR kids' series. Making content across platforms and programs available to the mid-Michigan community, WKAR is a trusted, go-to resource for families, helping prepare children for success in school and in life.

"WKAR is committed to offering families in the mid-Michigan area trusted, educational content to make anytime a learning time," said Susi Elkins, TV station manager at WKAR. "As children continue to stream videos on increasingly varied platforms, we are excited to offer our programming in new ways, helping kids build key skills wherever they engage with our shows."

PBS KIDS programming on Apple TV includes thousands of videos, with new content updated weekly from award-winning, trusted series that provide proven educational benefits for children. Users can access episodes and clips from favorite series such as CURIOUS GEORGE, DINOSAUR TRAIN, PEG + CAT, DANIEL TIGER'S NEIGHBORHOOD, ARTHUR, WILD KRATTS and SESAME STREET. Apple TV viewers can watch this content for free and personalize their PBS KIDS experience by creating a profile and identifying WKAR as their local PBS station.

Chromecast offers families a new, easy way to watch video from the PBS KIDS Video App on their home TV screens. To start streaming, users simply plug Chromecast into their TV, connect it to WiFi, then press the cast icon to cast videos and more from the PBS KIDS Video App to their TV.

Now compatible with Chromecast, the PBS KIDS Video App offers free access to thousands of videos from beloved series that families enjoy on WKAR. The app also features helpful tools for parents, such as:

- Additional information about TV series, including intended age and learning goals
- Marking series as "favorites"
- Easy access to download related educational apps and episodes



The PBS KIDS Video App is available for free in the Google Play store, Amazon App Store, and the App Store on iPad, iPhone or iPod touch. More information is available at: <http://pbskids.org/apps/pbs-kids-video.html>.

Offering curriculum-based on-air programming, digital content and outreach resources, WKAR is a leading resource for parents in the mid-Michigan community. In addition to these new digital offerings, WKAR provides families and educators with a variety of materials to support early learning, including the following:

**Ready to Learn from WKAR** works with community partners helping mid-Michigan families prepare children to become successful learners throughout their lives.

**PBS LearningMedia™** is your destination for easy, instant access to thousands of classroom-ready, digital resources. Free for educators. Register today!

**TeacherLine** offers high-quality online professional development courses for PreK-12 teachers in Michigan, spanning the curriculum from Reading/Language Arts to Math, Science, Technology and more.

### About WKAR

WKAR is part of Michigan State University's College of Communication Arts and Sciences and includes WKAR TV, WKAR Radio, WKAR.org, WKAR Radio Reading Service and WKAR Ready To Learn Service. WKAR is funded in large part by community viewer and listener contributions with additional support from Michigan State University and the Corporation for Public Broadcasting.

### About PBS KIDS

PBS KIDS, the number-one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs. Kidscreen- and Webby-award winning [pbskids.org](http://pbskids.org) provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math and more, visit [pbs.org/pressroom](http://pbs.org/pressroom), or follow PBS KIDS on [Twitter](#) and [Facebook](#).

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