

**CMU Public Television to launch new 24/7 PBS Kids channel**  
*Programming will begin Monday, Jan. 16*

MOUNT PLEASANT, MI, January 9, 2016 — CMU Public Television will launch a new WCMU PBS Kids channel Monday, Jan. 16. The free service will allow WCMU to broadcast educational programming for children 24 hours a day on an additional television channel licensed to the PBS affiliate.

“WCMU PBS Kids will give around-the-clock access to shows that makes a difference in the development and education of children in our local communities,” said Ken Kolbe, general manager of CMU Public Broadcasting. “The new service is an integral part of CMU Public Broadcasting’s long-term vision for its children’s programming. WCMU PBS Kids is committed to providing the highest quality learning environment for children to stimulate their curiosity, encourage interaction and foster their imagination.”

The WCMU PBS Kids channel will include favorites like [Daniel Tiger’s Neighborhood](#), [Wild Kratts](#), [Nature Cat](#) and [Sesame Street](#).

“To celebrate the launch of the WCMU PBS Kids channel, a first-ever [Splash and Bubbles](#) movie, “One Big Ocean,” produced by The Jim Henson Co., will air Monday, Jan. 16, at 6 and 9 p.m.,” said Tania Schripsema, WCMU Public Television’s program/traffic manager. “The special will take viewers on an epic journey across the sea to help a friendly young turtle. Along the way they learn that all creatures are interconnected and how their actions affect the friends and neighbors who share their ocean home.”

CMU Public Television will continue to feature PBS KIDS programming blocks on its primary channel. If you have trouble locating the new WCMU PBS Kids channel, call 989-774-3105 for assistance.

“It is viewer support that makes WCMU PBS Kids possible,” said Kolbe. “The new channel will provide the type of educational programming in demand by parents and teachers — presented in an entertaining way for children while supporting literacy, science, math, culture and more.”

## **About WCMU**

A service of Central Michigan University, CMU Public Broadcasting informs and entertains its audience throughout Michigan with programming and services that reflect and respect the cultures of our state and world. CMU Public Television serves an audience of 6-million people from a network that includes WCML Channel 6 Alpena, WCMU Channel 14 Mount Pleasant, WCMW Channel 21 Manistee, WCMV Channel 27 Cadillac and WCMZ Channel 28 Flint. More information about WCMU is available [online](#).

## **CONTACT**

Steve Smith, 989-774-7154, [smith1sf@cmich.edu](mailto:smith1sf@cmich.edu)