

NEW 24/7 KIDS CHANNEL

All schedules subject to change without notice.

	MONDAY - SUNDAY		
6:00 AM	Fetch! with Ruff Ruffman		
6:30 AM	Cyberchase		
7:00 AM	Cyberchase		
7:30 AM	Wordgirl		
8:00 AM	Arthur		
8:30 AM	Arthur		
9:00 AM	Cat in the Hat Knows Alot About That		
9:30 AM	Sesame Street		
10:00 AM	Peg + Cat		
10:30 AM	Super Why!		
11:00 AM	Clifford		
11:30 AM	Caillou		
12:00 PM	Sid the Science Kid		
12:30 PM	Wordworld		
1:00 PM	Peep and the Big Wide World		
1:30 PM	Super Why!		
2:00 PM	Sesame Street		
2:30 PM	Dinosaur Train		
3:00 PM	Dinosaur Train		
3:30 PM	Splash and Bubbles		
4:00 PM	Daniel Tiger's Neighborhood		
4:30 PM	Daniel Tiger's Neighborhood		
5:00 PM	Pinkalicious & Peterrifc		
5:30 PM	Ready Jet Go!		

SCETV'S FOURTH CHANNEL ON AIR, ONLINE, ON-DEMAND

PBS AND SOUTH CAROLINA ETV LAUNCH 24/7 PBS KIDS CHANNEL, EXPANDING ACCESS TO THE #1 CHILDREN'S EDUCATIONAL MEDIA BRAND ON TV AND DIGITAL PLATFORMS

Recent survey shows parents say they want access to high-quality educational content and rank PBS KIDS as best use of family screen time.

PBS and ETV launched the first-ever **24/7 PBS KIDS channel**. The free service, which features 24/7 educational programming, ensures that **PBS KIDS' high-quality content is available to all children and caregivers** at a time that works for them, including primetime, weekends and other out-of-school times when they are most likely to tune in.¹

In fact, a new national study of parents with children ages 2-6 finds TV viewing is one of the **top ways that families spend time together**, with 89 percent of parents reporting they watch TV together as a family, 74 percent in favor of anytime access to educational programming and **37 percent ranking PBS KIDS as the best use of family screen time**.

ETV launched the PBS KIDS channel in **the fall of 2017** making it available across South Carolina. The channel is also available as a live stream on pbskids.org and on the free PBS KIDS Video App for mobile and tablet devices.

1. Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11, select dayparts.



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MAY 17, 2018

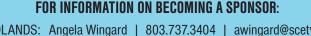
pbskids.org/video click the "LIVE TV" button for stream







6 AM - 6 PM Schedule



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PBS KIDS Family Night airs on the 24/7 service every Friday evening from 7-9 PM (6-8 PM Central). PBS KIDS Family Night will repeat in its entirety each Saturday and Sunday evening at the same times as Friday evening.

The standard schedule will occasionally be preempted from as early as 6 PM to as late as 10 PM (5-9 PM Central) to allow for age-appropriate lead-ins and lead-outs.

NOTE: The 8 hour block from 10 PM - 6 AM is a repeat from the 2 PM - 10 PM 8 hour block.

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	MONDAY - THURSDAY					
6:00 PM	Nature Cat					
6:30 PM	Nature Cat					
7:00 PM	Wild Kratts					
7:30 PM	Wild Kratts					
8:00 PM	Odd Squad					
8:30 PM	Odd Squad					
9:00 PM	Arthur					
9:30 PM	Arthur					
	MONDAY - SUNDAY					
10:00 PM	Sesame Street					
10:30 PM	Dinosaur Train					
11:00 PM	Dinosaur Train					
11:30 PM	Splash and Bubbles					
12:00 AM	Dinosaur Train					
12:30 AM	Dinosaur Train					
1:00 AM	Pinkalicious & Peterrific					
1:30 AM	Ready Jet Go!					
2:00 AM	Nature Cat					
2:30 AM	Nature Cat					
3:00 AM	Wild Kratts					
3:30 AM	Wild Kratts					
4:00 AM	Odd Squad					
4:30 AM	Odd Squad					
5:00 AM	Arthur					

Arthur

5:30 AM

PBS KIDS

MAY 17, 2018

ľ	is a repeat from the 2 PM - 10 PM 8 hour block.					
	FRIDAY	SATURDAY	SUNDAY			
	Family Night Varies	Family Night Varies	Family Night Varie			
	Family Night Varies	Family Night Varies	Family Night Varie			
	PBS Family Night	Family Night	Family Night			
	Family Night Varies	Family Night Varies	Family Night Varie			
	Family Night Varies	Family Night Varies	Family Night Varie			





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FOR INFORMATION ON BECOMING A SPONSOR:



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