

PROGRAMMING ADVISORY

WSEC/PBS Springfield's *Curious George* Ranks Number One with Kids

JANUARY 20, 2012, SPRINGFIELD, IL – *Curious George* still has what kids are looking for on television. The most recent ratings rank the program number one among all kids series in kids ages 2-8. In addition the *Curious George* website (<http://pbskids.org/curiousgeorge/>) was ranked the number one website on PBSKIDS.org.

Three new episodes of *Curious George* are scheduled to premier on Monday, February 20th - Wednesday February 22nd on WSEC/PBS Springfield starting with a dance-themed episode which will also launch a nationwide dance contest.

WSEC/PBS Springfield offers children's programming from 7am to 12pm weekdays and 6:30am to 10:30am on weekends, more than any other station in the market. "Great television that helps kids learn is the foundation of what we do" says President and CEO Dr. Jerold Gruebel. *Curious George* can be seen on WSEC/PBS Springfield weekdays at 7am and Sundays at 8:30am.

WSEC/PBS Springfield, WQEC/PBS Quincy and WMEC/PBS Macomb are all part of Network Knowledge, which provides quality public television and educational services through a network of viewer-supporters, volunteers, universities, hospitals and business partners in communities throughout central and western Illinois.

Station-produced programs are also available on its YouTube channel <http://www.youtube.com/networkknowledge>. Network Knowledge is public media for western and central Illinois.

Contact:

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Fast Facts

WHAT: Curious George

WHEN: Immediately

WHERE: WSEC/PBS, Springfield