

‘THE POWER OF WE: A SESAME STREET SPECIAL’ DEBUTS ON ALASKA PUBLIC MEDIA TV OCTOBER 15, TO HELP CHILDREN STAND UP TO RACISM

ANCHORAGE, ALASKA – October 9, 2020 – Alaska Public Media (AKPM) announced that it will debut ***The Power of We: A Sesame Street Special*** on Thursday, October 15 at 10 a.m. and repeat at 12 p.m. on Alaska Public Media TV (KAKM Ch.7). Designed as a co-viewing experience for children and families, the special will address racism – and model how children can stand up to it. The special will also re-air throughout October and November on Alaska Public Media TV (KAKM Ch.7) and the PBS KIDS 24/7 channel (Ch. 7.4).

“***Sesame Street*** has a reputation of tackling heavy subjects like divorce, adoption, and even death.” said Linda Wei, Chief Content Officer at Alaska Public Media. “Specials like ***The Power of We*** gives caregivers the opportunity and the tools they need to have difficult conversations, in this case around racism, with the youngest minds in our community.”

The Power of We features Elmo and Abby Cadabby, who are joined by 6-year-old Muppet Gabrielle and her cousin, 8-year-old Tamir, as they learn how to become “upstanders” to unfair treatment based on skin – or fur – color.

Current and former ***Sesame Street*** human cast members Alan, Charlie, Chris, and Gordon take part in the special alongside celebrity and musical guests Yara Shahidi, Christopher Jackson, and Andra Day. ***The Power of We*** includes two new songs: “How Do You Know?” and “Listen, Act, Unite!” the latter written and performed by Jackson and featuring Day.

Tips and resources to help families and caregivers discuss race, racism, and being anti-racist with their children are available on pbskidsforparents.org.

About Alaska Public Media

Alaska Public Media (AKPM) is a shared Public Broadcasting System (PBS) and National Public Radio (NPR) affiliate and a 501(c)(3) organization. Committed to meeting the needs of our community and state, AKPM produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement and world events. The company is located in Southcentral Alaska and is comprised of KSKA radio, KAKM-TV, Create TV, PBS KIDS, PBS KIDS 24/7 and alaskapublic.org. Alaska Public Media also operates the Statewide News network and a shared television service with KTOO in Juneau and KYUK in Bethel.

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