

PBS39 Launches Update to iPhone App



BETHLEHEM, PA - PBS39 has just launched a hefty update to its iPhone App, which will help keep its supporters connected to programming schedules, local media, and upcoming educational services to debut at the Public Media and Education Center. The PBS39 Public Media and Education Center will open to the public on

September 10th, 2011.

PBS39 is one of the few Public Broadcasting stations currently utilizing iPhone Apps to reach its audience members and station donors. The App was designed by PBS39 staff, in conjunction with JacAPPS, and features trivia games in two formats: one for children and one for adults. The child version asks multiple-choice trivia questions regarding PBS39 childrens programming. The adult version tests the user's knowledge of PBS39 programming and PBS history.

The PBS39 App is free and can be downloaded by visiting iTunes.com and searching "PBS39". Compatible with iPhone, iPod Touch, and iPad. Requires iOS 3.0 or later, and is 3.1 MB.