



News Release

Contact

Samantha Frazier, Membership Manager, MiND TV
215-483-3900, x223
sfrazier@mindtv.org

MiND: Media Independence Puts Programming in the Hands of Viewers, And Teaches Them How To Do It!

MiND TV's specialized video production 'Boot Camp' encourages everyday people to get behind the camera and onto the airwaves.

PHILADELPHIA, PA (April 28th, 2010)— MiND TV, an independent public television station of the Greater Philadelphia region, is encouraging the public to pick up their cameras and turn their ideas into polished television programming.

“MiND is a member-supported organization, and instead of providing our supporters the cliché mugs and tote bags with our logo on them, MiND gives everyone the opportunity to participate in the creation of local, community television,” said Samantha Frazier, MiND’s Membership Manager.

Anyone from the community can become a member of MiND, submit their 5-minute programs and have them air on TV (channel 35 in Philadelphia) and online. Members receive free media training through MiND TV’s video production Boot Camp, a comprehensive day-long workshop that has served more than 200 members since May 2008. Participants learn the aspects of concept development, pre-production, field production, shooting basics, graphic creation and video editing. Members use these skills to submit their own 5-minute programs for MiND TV’s diverse programming lineup.

Videographer, and MiND member, Ted Lee describes MiND’s Boot Camp as a way to refresh his film projects and learn new, updated techniques for the film industry. Lee hopes to have his programs promote local activism, “I want to raise issues that aren’t being raised in mass media, and to help viewers ask questions about public policies.”

All MiND TV member programs must be 5 minutes long exactly, and have an educational component or culturally enriching aspect. Individuals get the opportunity to spread knowledge, share experiences, and advocate social change through their own unique perspectives. At MiND’s Boot Camp, members receive the tools and knowledge to get started.

MORE

“MiND TV is a great platform for your voice,” says Erin Harker. As an employee of American Home Bank, Harker plans to use her training from Boot Camp and career expertise to help educate viewers about home ownership, mortgages, and how to avoid financial troubles.

MiND TV offers video production Boot Camp training once a month. Upcoming dates include **May 20** and **June 16, 2010**.

All Boot Camp sessions held at:

MiND Headquarters
8200 Ridge Ave
Philadelphia, PA, 19128

Where to Watch MiND 35.1:

Broadcast TV: 35.1
Comcast: 20, 35, or 98 (check your local listings)
Verizon Fios: 35
DirecTV: 35

MiND: Media Independence (MiND TV) is a non-profit, community media organization broadcasting three channels to the Greater Philadelphia region – MiND TV Channel 35.1, Global MiND Channel 35.2, and MiND Presents MHz Worldview. MiND TV believes in the power of television and new media to create positive social change. MiND TV offers video production training opportunities for its community, and airs member-submitted 5-minute programs. Information about MiND’s channels, schedules and member benefits can be found online: www.mindtv.org.