



independenceMedia

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### **Independence Media CEO Takes Additional Role as Interim Leadership at New Jersey Network**

PHILADELPHIA (September 30, 2009) – Independence Public Media of Philadelphia, Inc., announces CEO Howard J. Blumenthal will serve as Interim Executive Director of NJN Public Television and Radio and Interim President of the NJN Foundation.

During this dual leadership role in public television in the region, Blumenthal remains CEO of Independence Media and will continue to lead the non-profit public television organization and its three channels, MiND: Media Independence 35.1, Global MiND 35.2, and MiND Presents MHz Worldview 35.3.

MiND emphasizes community engagement and learning with innovative strategies for program production and community-produced media. MiND's additional channels also provide global programming and unique independent news to 2.9 million homes in the Greater Philadelphia region. Blumenthal has served as CEO of Independence Media for the past three years, and has led the non-profit through strategic change and growth.

"It's a great honor to serve not only one, but two, unique public television stations," said Blumenthal. "This is an exciting opportunity."

He will continue to be present at MiND, while he will be based primarily at NJN's Trenton office where he will manage day-to-day operations and strategic development.

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*MiND is the newest initiative of Independence Public Media of Philadelphia, Inc., the non-profit organization that has presented independent, non-PBS, WYBE Public Television for more than 18 years. MiND is one of only 14 independent stations in the nation, serving nearly six million viewers in Pennsylvania, New Jersey and Delaware.*