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FOR IMMEDIATE RELEASE

Programming from MiND: Media Independence Launches Today on MHz Worldview

PHILADELPHIA, PA & FALLS CHURCH, VA, May 1 – MiND: Media Independence, an independent public television station based in Philadelphia, begins national distribution today on the MHz Worldview schedule via a programming partnership with the Falls Church, Virginia-based MHz Networks. Each hour-long MiND episode showcases 11 five-minute programs on topics related to lifelong learning, the arts, cultural understanding, and making the world a better place.

Many of the programs seen on MiND are made by people in the station's local community, providing a space on public television for many new voices. Airing on MHz Worldview (MHz Networks 1 in the Washington, DC metro area), weekdays at 10AM ET, MiND's programs provide viewers with an extraordinarily wide range of ideas.

Howard Blumenthal, MiND's CEO, believes the partnership of MiND and MHz Worldview is a natural fit. "We recognized in each other a very innovative spirit," he said. "Together, we feel like we are blazing a new trail, and a necessary trail, for public television in the country."

Frederick Thomas, the CEO of MHz Networks, agrees. "MHz Networks programming, in particular MHz Worldview, defines a wide array of world opinion and allows viewers to objectively decide for themselves," he said. "MiND's innovative, short-form programs provide a strong compliment."

In Philadelphia, MiND is a 24/7 program service broadcasting original and community-submitted 5-minute programs, serving more than 2.9 homes and nearly 6 million viewers across Pennsylvania, New Jersey and Delaware. Through this partnership, MiND will be available to the influential Washington, D.C. metro market's 4.9 million residents via broadcast (OTA), cable, satellite and telco on MHz Networks 1 (MHz Worldview DC).

It will also be available to nearly 20 million households- in half of the top-20 TV markets in the U.S- on MHz Networks national channel, MHz Worldview, via 21 national broadcast and/or cable affiliates in: Chicago, IL- WYCC; San Francisco, CA- KCSM; Stanford, CA- Stanford University Cable; Washington, DC- WNVC/MHz Networks; Tacoma-Seattle, WA- KBTC; Minneapolis, MN- MPS Cable; St. Paul, MN- St. Paul Neighborhood Network; Miami, FL- WLRN; Denver, CO- KBDI; Orlando, FL- WCEU; Salt Lake City, UT- UEN statewide; New Orleans, LA- WLAE; Las Vegas, NV- VegasPBS; Richmond, VA- WCVE; Charleston, IL- WEIU; Topeka, KS- KTWU; Flint, MI- WDCQ; Warrensburg, MO- KMOS; Austin-Rochester, MN- KSMQ and Charlottesville, VA- WHTJ.

MiND via MHz Worldview also blankets the U.S. satellite footprint on DirecTV and WorldTV (powered by GlobeCast, G19) satellite.

For more information, please visit: www.mindtv.org.

MiND: Media Independence is the newest initiative of Independence Media, the non-profit organization which owns and operates Ch35 | DT34 in Philadelphia, PA. Independence Media enriches lives through programs and services that entertain, educate, and inspire. We believe in the power of television and new technologies to connect communities, promote diversity, and encourage understanding.

MHz Networks is an independent, non-commercial television broadcaster delivering international educational and arts programming and providing diverse cultural perspectives for a globally-minded audience.

MHz Worldview, MHz Networks flagship channel, brings programming to globally-minded audiences in the US through affiliates, including cable, satellite and online. Serving the Washington, DC area's 4.9 million residents with eight local broadcast channels, MHz Networks features programs from around the world on-air in more than 20 different languages.

A division of Commonwealth Public Broadcasting Corporation headquartered in Richmond, VA, MHz Networks is a 501 (c) (3) non-profit organization. MHz has studio facilities in Falls Church, VA and at Washington, DC's Ronald Reagan Building and International Trade Center.

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