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FOR IMMEDIATE RELEASE

MiND: Media Independence Showcases Member Programs to Celebrate 1-Year On-Air

Philadelphia, PA, May 12, 2009 – MiND: Media Independence, Philadelphia’s independent public television station, will celebrate the conclusion of its inaugural year by broadcasting three special hours of member-produced 5-minute programs over three days.

The MiND format consists primarily of 5-minute programs, many of which are made by its members. In any given hour, viewers can see 11 different and eclectic programs. From May 15-17, the featured member hours serve to illustrate the variety of MiND’s format -- Japanese calligraphy, a program about cooking shrimp curry, a tour of a toy robot museum and a student poetry project. These and programs about 28 other topics are all slated to get their 5-minutes of fame.

MiND’s special member hours will air during the following dates and times:

- **Friday, May 15th, 7PM-8PM**
- **Saturday, May 16th, 6PM -7PM**
- **Sunday, May 17th, 4PM-5PM**

Samantha Frazier, MiND’s Member Relations, said the featured programs represent the best member productions of the station’s first year. “These member hours are meant both as a thank you to those who have produced programs, and as an example that others in our community can aspire to when they create their own programs,” she said.

MiND CEO Howard Blumenthal said, “The power of MiND lies mainly in its member-produced programs. Member programs are the lifeblood of our channel,” he said. “We believe that the power of broadcast television, particularly public television, belongs to the people. We are thankful that people are taking advantage of this resource, and that we are all telling our stories to make the world a better place.”

MiND launched on-air in Philadelphia May 15, 2008 with a participatory media model, that asks its viewers to become member-producers and make their own shows. Individuals, non-profits, students, businesses, and community groups from Pennsylvania to Florida to Vermont to Australia have joined MiND. Also, MiND has trained nearly 400 interns and members in video making.

Additionally, the power of MiND became much larger on May 1, 2009, when MiND gained national distribution through a partnership with the MHz Worldview Network. MiND’s 5-minute programs, including many of its member programs, are now seen for one hour daily in 18 markets nationwide, increasing MiND’s viewership by nearly 20 million homes.

Watch MiND! Philadelphia: TV Channel 35 | DT 34 Anywhere in the World: www.mindtv.org