



independenceMedia

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FOR IMMEDIATE RELEASE

Independence Media | MiND TV Appoints Lisa L. Getzfrid to Board of Directors

PHILADELPHIA (June 6, 2008) – Independence Media of Philadelphia, Inc., a non-profit public media organization based in Philadelphia that operates MiND: Media Independence, named Lisa L. Getzfrid to its Board of Directors.

Getzfrid is a Senior Vice President at AmeriHealth Mercy, Inc. and will be serving on MiND's Corporate and Non-Profit Membership committee. Getzfrid joins as the 12th member of Independence Media's Board of Directors.

With more than 20 years experience in health-care, insurance and managed care industries, Getzfrid is a results-oriented senior executive with extensive management experience. She comes to Independence Media with a proven track record in strategic planning, business development and operational management.

On the Independence Media Board, Getzfrid will spearhead the efforts to facilitate relationships between the station and non-profits and corporations in our community.

"We are ecstatic that Lisa has accepted our invitation to join the Board," said Rene Smith, Board Chair. "Lisa's experience, vision and leadership connect strongly with the mission of our organization."

Getzfrid joins the Board under Smith's leadership, who has served on the Board of Directors for more than eight years as a key member of the station's Board Governance Committee, Board Development and Executive Committees. Particularly, Smith guided the station through its transition from WYBE Public Television to MiND: Media Independence (MiND TV). MiND was launched on-air in Philadelphia on May 15th and online worldwide on April 28th.

MiND is a new television and internet service focused on learning and community engagement. The new schedule, comprised of mostly 5-minute programs, replaces former WYBE Public Television. MiND embraces the same values as WYBE regarding diversity, innovation, independence and giving voice to audiences not represented in traditional media. MiND can be watched on-air (in PA, NJ and DE) and online anywhere in the world at www.mindtv.org.

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.