



independenceMedia

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**FOR IMMEDIATE RELEASE**

## **Independence Media Welcomes Comcast's Michael Soileau to Board of Directors**

PHILADELPHIA (October 17, 2008) – Independence Media of Philadelphia, Inc., a non-profit public media organization based in Philadelphia that operates MiND: Media Independence, is pleased to announce Michael Soileau has joined its Board of Directors. Soileau is the National Director of Partnership Sales for Comcast Corporation.

“Few community effecting organizations provide the impact, excitement and creativity that MiND TV is providing to the Philadelphia area,” said Soileau. “I am excited and grateful to be a part of this terrific organization.”

Soileau brings more than a decade of media and cable experience to Independence Media, in addition to his involvement with non-profit efforts across the country. Soileau has served on boards including the Downtown Denver Partnership, CTEK Stapleton, and the Gill Foundation with the Gay and Lesbian Fund for Dallas. He is a graduate of the 2008 Executive Leadership Philadelphia class. Michael currently serves on the board of the National Adoption Center and Co-Chairs Out and Equal Philadelphia.

As the newest member of the board, Soileau will help facilitate and cultivate relationships between the station and the community. Specifically, he will serve on the new Corporate and Non-Profit Membership committee for Independence Media as it continues to grow MiND into a community resource.

“We are ecstatic that Michael has accepted our invitation to join the Board,” said Rene Smith, Board Chair. “Michael is a vital new contributor to our organization’s leadership as we continue to push our innovative traditions in public broadcasting.”

Soileau has joined the Board during a time of dynamic growth for the organization. This past May, Independence Media launched its new format – MiND – a short-form channel based on learning and community participation in media making. Formerly known as WYBE, the station continues its commitment to diversity by presenting issues and illuminating stories not present in other media. As one of the largest non-PBS, community-licensed stations in the United States, Independence Media is working toward a vibrant future where community generated content is a strong presence in mainstream television.

MiND can be watched on-air (CH35 in PA, NJ, DE) and online anywhere in the world at [www.mindtv.org](http://www.mindtv.org).

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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.*