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MiND: Media Independence Launches Online and On-Air as the New WYBE Channel 35

PHILADELPHIA (May 13, 2008) – On Thursday, May 15, Independence Media of Philadelphia will launch MiND: Media Independence (MiND TV), its newly re-branded channel, focused on learning and community.

MiND will officially launch on May 15, 2008 at 9:00AM.

Watch MiND: Philadelphia: TV Channel 35 | DT 34 Anywhere in the World: www.mindtv.org
(check your cable provider for listings)

MiND embraces the same values as WYBE regarding diversity, innovation, independence and giving voice to audiences not represented in traditional media. MiND's programs are 5-minutes long and are focused on learning. MiND can be watched on-air (in PA, NJ and DE) and online anywhere in the world at www.mindtv.org.

"MiND deepens our commitment to our mission and provides a place for everyone in our community to get involved in a new media resource," said Howard Blumenthal, CEO of Independence Media | MiND.

Blumenthal, a former Bertelsmann, CD Now, and Hearst executive, joined the station as CEO in 2005 after two years serving on the Board of Directors. Since 1990, WYBE has provided alternative programming for the Greater Philadelphia area, with a particular focus on international and local under served communities.

"It was important for us to change with the times, and to take a new place in the world of community media," said Blumenthal. "We are one of four public stations in our region, and we wanted to do something different."

In the new line-up, MiND presents 11 five-minute programs per hour on a wide variety of topics – from music performances by the Persuasions, to programs about critical thinking and youth ice hockey. MiND aims to bring as many diverse stories and perspectives to the airwaves as possible.

In addition to presenting new programs, MiND takes a fresh approach to public television membership. MiND invites all individuals, non-profits and businesses to create programs for broadcast on TV and online.

"It is common now for people to create their own short videos, and we want the airwaves to be filled with stories provided by people in our community," explains Samantha Frazier, MiND Membership Relations.

Many of MiND's programs will be made by MiND members. MiND provides its members with media training, equipment to rent and more.

"It's important that all people begin to participate in media in a new way," said Blumenthal.

Select WYBE long-form favorites will remain, including *Democracy Now!*, *BBC News*, *Gay USA* and *Out of Ireland*. MiND will continue to broadcast the Korean Historical Dramas & Soap Operas, *Philadelphia Stories*, *Asian Variety Show (AVS)*, *Greek Spirit* and *Namaste America*.

Check Out MiND's Launch Day Line-Up!

The following 11 programs will be featured in MiND's first hour on May 15, starting at 9AM on Ch35 | DT 34.

The Pepper Pot: Curry Chicken

In this episode of her taste-bud awakening 5-minute cooking show, *The Pepper Pot*, MiND's first member Janet Davis teaches us how to make Jamaican influenced curry chicken. Miss an ingredient – watch it on-demand!

Fiddler: Overdubbing

MiND's CEO Howard Blumenthal met fiddler Julia Voris, a 9-year-old Champion Fiddler player, at a Pennsylvania folk festival. Shot in the MiND Studio, Julia records her first song ever, and explores the process of overdubbing.

Quench

Travel to Kenya to learn about the lives of the women of the Maasai tribe, and their daily struggle to attain clean drinking water. Join in the Maasai's quest to end their suffering and witness the drilling of their first well.

Sigmund Lubin: Lubinville, PA

Sigmund Lubin was an optician in Philadelphia who went into the movie business in the late 1800s. Follow the journey of this early media mogul as he builds and loses his media empire. Lubin opened the first movie theaters.

Alix Olson: Pirates

MiND has no agenda, and supports an open forum model of free speech on TV. Tune in for a spoken word performance by fire-bellied feminist activist Alix Olson as she spews commentary on media, politics and injustice.

MiND Games: Flags

Test your knowledge of flags from around the world with this original learning program created by MiND. MiND embraces new uses of TV, and seeks to create fun, learning focused programs that enrich your awareness.

Glass Artists

Glass artists Jon Goldberg, Kris Diaz, George-ann Greth and Phil Vinson of East Falls Glass Studio in Philadelphia explain why they choose glass as an artistic medium, with its unique qualities and challenges.

Sustainable Philadelphia: Philadelphia Riverfronts and Trails

With healthier Delaware and Schuylkill Rivers, Philadelphians flock to their banks for recreation. Journey through Southeast PA's towns, cities, and shorelines -- and explore unique cultural, ecological and historical treasures.

The Youth Hockey Foundation

The Ed Snider Youth Hockey Foundation strives to impact the lives of under served children in the Philadelphia region. Kids learn to play hockey, while also learning teamwork, conflict resolution and self-esteem lessons.

The One

Romy and Paul prove romance is still alive in this heartfelt short on the couple's first encounter. Enjoy this story that explores how a series of fateful events led to the couples meeting and falling in love.

Leana Song

Enjoy the rhythmic beats, and story of a drum-based ensemble, inspired by West African drumming traditions. Leana Song continues the ancient tradition of connecting people through the communication of music and rhythm.

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.