



Contact: Kim Kunda  
Marketing Manager  
215-483-3900 ext. 209  
kkunda@mindtv.org

## FOR IMMEDIATE RELEASE

### **“MiND Season 2” Airs Nationally on MHz’s Worldview Jan. 4<sup>th</sup> 2010**

(PHILADELPHIA, PA) - MiND: Media Independence announces the launch of “MiND Season 2” on the national MHz Networks. Airing on MHz’s *Worldview* channel, “MiND Season 2” will begin airing January 4<sup>th</sup> 2010 at 10AM EST.

Through a unique partnership with MHz Networks, MiND brings hour-long episodes of MiND’s 5-minute programming to national audiences on MHz’s popular *Worldview* channel. MHz is a national, independent network based out of Falls Church, Virginia, whose mission is to bring diverse cultural programming to globally minded audiences.

“MiND Season 2” is comprised of 30, hour-long episodes. Each MiND episode showcases 11, five-minute programs, including those submitted from MiND’s members, on topics related to lifelong learning, the arts, cultural understanding, and making a positive impact on the world.

New episodes of “MiND Season 2,” will air every Monday at 10AM EST, and can be seen, wherever *Worldview* is carried across the United States.

#### **When to Watch MiND on MHz Worldview**

- Mondays at 10AM EST, with repeats on:
  - Tuesdays at 4AM EST
  - Wednesdays at 12Noon EST
  - Fridays at 2:30PM EST

Please check the MHz Networks website for specific schedules and channel information in your area. ([www.mhznetworks.org](http://www.mhznetworks.org)).

MiND launched “MiND Season 1” on the MHz Network May 1 2009, and is excited about the January 2010 launch of “MiND Season 2” on the non-commercial network. MiND is also the Philadelphia regional affiliate for MHz, carrying their *Worldview* channel on our 35.3 digital channel in the Greater Philadelphia region. For more on MiND and all of our channels, visit [www.mindtv.org](http://www.mindtv.org).

Through the MHz Networks, MiND is 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, MNMPS Cable; St. Paul, MN- St. Paul Neighborhood Network; Miami, FL- WLRN; Denver, COKBDI; 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, VAWHTJ. MiND via MHz Worldview also blankets the U.S. satellite footprint on DirecTV and WorldTV (powered by GlobeCast, G19) satellite.

For more information, please contact MiND at 215-483-3900 ext. 209 or [kkunda@mindtv.org](mailto:kkunda@mindtv.org).

*MiND: Media Independence is the newest initiative of Independence Media, the non-profit organization which owns and operates channels 35.1, 35.2 and 35.3 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 audiences. 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.*

#####