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## **FNX TV Network expands leadership team as Native channel plans global launch for 2013**

SAN BERNARDINO, Calif. – In line with its expansion into new global media markets, FNX: First Nations Experience Television is pleased to announce the addition of Chancellor Bruce Baron, San Bernardino Community College District, to the FNX Operating Board. He joins members of the San Manuel Band of Mission Indians and other tribes on the board.

"FNX is pleased to welcome Chancellor Baron to its Operating Board," said Chairman Tim Johnson. "The planning, design, and building of a national TV and multimedia network dedicated to the American Indian experience is a unique and challenging undertaking in the United States. It's therefore paramount that communications with and between FNX, KVCR, and the San Bernardino Community College District remain seamless, efficient, and transparent. In this respect Chancellor Baron's direct participation is important."

The addition to the board is one of several major developments at FNX as the new channel expands its global reach as an authentic outlet for informing the world about American Indians and Indigenous Peoples.

"We are looking forward to a very exciting phase of development for FNX over the coming year, and our team is prepared to meet the challenges," said Johnson. "From content procurement and distribution through technology and engineering, we're achieving important milestones."

FNX is now securing up to 500 hours of programming which enables FNX to broadcast on a 24/7 basis. Through a new partnership with DirecTV, FNX is on pace to add another 6 million households to its viewership by the end of the 2012 summer. In May 2012, FNX finalized an agreement with Verizon FiOS, which makes the channel available to an additional 1.2 million homes in Southern California.

"The FNX Channel is an important achievement in modern broadcasting, and the San Bernardino Community College District and its television station, KVCR, are proud to partner in this historic venture, the first broadcast network dedicated to sharing the story of Native American and other indigenous cultures," said Chancellor Baron. "Through various types of media – many produced and directed by Native Americans – we can share information, broaden understanding, and strengthen communication."

Since its launch on Sept. 25, 2011 as a new Native American multimedia platform, FNX has focused on building capacity and capabilities to bring unique programming to the Los Angeles region, the second largest media market in the United States with 18 million viewers.

"The San Manuel Band of Mission Indians' vision of an international television network as a tool to teach the world about the Native perspective is the most exciting new development in Indian Country," said FNX Chief Executive Officer Charles Fox. "There's a tremendous buzz and enthusiasm for FNX across the media landscape as well as Indian Country. With top-quality Native-produced content that's never been seen on TV in the United States, we can't wait to pull back the curtains to present FNX to national audiences in 2013."

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Photos:

FNX Operating Board Chairman Tim Johnson, courtesy FNX

Chancellor Bruce Baron, courtesy SBCCD

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