



B L A C K N E W S C H A N N E L

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BLACK NEWS CHANNEL SHOWCASES ITS CULTURALLY-SPECIFIC PROGRAMMING AND ADVERTISING OPPORTUNITIES AT UPFRONT EVENT IN NEW YORK CITY

*Tallahassee, Florida—April 11, 2019--*Black News Channel (BNC), the nation’s only African American news network, today announced that it will hold its first Upfront Event at the world-famous Alvin Ailey Dance Theater in New York City on April 30th to unveil its unique programming and advertising opportunities to media buyers.

BNC’s Upfront Event comes on the heels of a successful launch announcement made by BNC Chairman J.C. Watts, Jr. at the 50th NAACP Image Awards Dinner. Watts announced that the network is scheduled to launch in November of this year. With the network’s launch date determined, BNC’s advertising sales team is hard at work pairing vendors interested in speaking directly to African American consumers with both traditional and non-traditional advertising opportunities. During the Upfront Event in New York City, BNC will showcase its culturally-specific news content created by people of color for people of color.

“Our network will deliver intelligent programming that informs, educates, inspires and empowers our African American audience. African Americans have been asking for this kind of programming that will give them a voice in the national conversation about issues that matter,” says network Chairman J.C. Watts, Jr. “Advertisers will have an opportunity to not only show their commitment to black consumers, but also speak to them in a voice they want to hear. BNC will be the one voice of many.”

At its Upfront Event, BNC will also introduce its experienced advertising sales team led by Michael Anapolsky, vice president of ad sales. Anapolsky has worked for the past 28 years in various sales and programming leadership positions in both the cable television and broadcast industries. Anapolsky’s team of experienced sales executives include Ron Bartholomew, Erika Littles, and Morris McWilliams. Bartholomew brings more than 20 years of leadership and management experience in the media industry to his position as director of corporate business development. Likewise, Littles, who is also a director of corporate business development, has a 20-year career of successful sales and sales management experience across various media platforms. In his more than 30 years of professional experience in the advertising industry, McWilliams has worked with various national broadcast companies in both television and radio and an international advertising agency.



Michael Anapolsky
VP of Ad Sales



“We are creating more targeted ways that advertisers can promote their products and services to African Americans who watch 40-percent more television than any other demographic,” says Anapolsky. “We will enable advertisers to reach a community that is extremely loyal to brands that speak directly to them.”



Ron Bartholomew
Director of Corporate
Business Development



Erika Littles
Director of Corporate
Business Development



Morris McWilliams
of RMI

For information about BNC’s Upfront Event, contact Michael Anapolsky at (904) 237-4430.

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About BNC

Black News Channel is an independent network that is minority owned and operated, and it will be the nation’s only provider of 24/7 cable news programming dedicated to covering the unique perspective of African American communities. BNC is the endeavor of the network’s Chairman and visionary, J.C. Watts, Jr., former congressman from Oklahoma, celebrated athlete, and broadcast and cable news veteran. BNC will provide access to information and educational programming to meet the specific needs of this growing and dynamic community that is a major consumer of subscription television services. BNC will provide an authentic, new voice that represents African Americans in mainstream media and fosters political, economic, and social discourse; the network will be one voice representing the many voices of African Americans. BNC’s programming will illuminate truth about the unique challenges facing urban communities and help close the “image gap” that exists today between the negative black stereotypes perpetuated by mainstream media news and our enterprising African American communities. Black News Channel will launch later this year to an estimated 33 million cable TV and satellite households in the top African American TV markets, including New York, Los Angeles and Atlanta.

