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**BLACK NEWS CHANNEL HIRES DIRECTOR OF ENGINEERING & OPERATIONS
TO BUILD NETWORK WITH MILLENNIALS IN MIND**

*Tallahassee, Florida—April 4, 2019--*Black News Channel (BNC), the nation’s only African American news network, today announced that Kenny G. Elcock has been named Director of Engineering & Operations. In this role, Mr. Elcock will be responsible for designing and integrating network systems that will not only deliver quality programming, but also an enhanced viewer experience to the network’s target audience of African Americans.

As a master of systems integration, Mr. Elcock is designing a network for BNC that pushes beyond the comfortable limits of today’s technology to create a new way of delivering news content and a new kind of television viewer. A native of Trinidad and Tobago, Mr. Elcock grew up in the Virgin Islands working for his family-owned cable television system. After graduating from Purdue University with a degree in electrical engineering technology, Mr. Elcock has spent the past two decades serving as director of engineering and operations for major broadcast affiliates in the Atlanta, Indianapolis, and Hawaii markets. He holds professional certifications in broadcast engineering, senior television engineering, and motion picture television engineering. Today, Mr. Elcock is building BNC’s operating systems using principles from new theories of systems engineering that are based on work flow, rather than equipment choices, so that production needs are top priority. Constructing and integrating a variety of equipment brands, software platforms, and delivery protocols allows Mr. Elcock to customize BNC’s programming and services so the network can offer an enriched viewer experience and meet growing audience demand for more interactivity, like real-time on-screen dynamic polling, interactive advertising, and more.



Kenny Elcock
Director of Engineering
& Operations

“We were looking for someone who could use current technology in new and creative ways to turn a passive audience into active viewers,” says cable television pioneer Bob Brillante, BNC’s co-founder and CEO. “Kenny not only has the knowledge and experience to deliver the complex integrated systems we need on day one, but he is also designing network systems that will support services we plan to roll out over the next three years and beyond.”

Knowing that his goal is to build network systems that delivers the best quality programming to BNC’s target audience of African Americans and not just systems using the latest, greatest bells and whistles, Mr. Elcock



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keeps his eyes on the prize. He explains that his network design incorporates high-quality production with the greatest level of interoperability, interactivity, and versatility because he understands there is an entire generation of African American Millennials who access programming through non-traditional platforms.

“African American Millennials want to work to accomplish something, and not just for money,” says Elcock. “They want their lives to matter. They want to be involved with projects that mean something. Our network offers content that is life-changing for African American communities and available on the variety of platforms most frequented by Millennials today.”

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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.

