



**“VuHaus” Unveiled as Brand Name for Public Media’s New Music
Discovery Video Platform –
Mark Abuzzahab Joins VuHaus as Program Director**

Boulder, CO (March 5, 2015) – “VuHaus” is unveiled as the brand name for a new, non-profit video collaboration of public radio’s leading music discovery stations. Known by the code name “Music X” since it was announced in May 2014, VuHaus (“view house”) is a collaboration of founding stations WFUV/New York, KCRW/Los Angeles, WXPB/Philadelphia, KUTX/Austin, and KTBG/Kansas City.

The stations have joined together to build a new service so that audiences can discover emerging and established artists in an ever-expanding video collection from America’s most vibrant music scenes. The web and mobile sites will feature rare in-studio performances in intimate settings, one-of-a-kind interviews, and live performances, curated nationally and locally by trusted tastemakers. By creating national exposure for these bands, VuHaus will provide a unique window into the music scenes of markets across the country. VuHaus, which received seed funding from the Corporation for Public Broadcasting, will soon announce the addition of more stations.

VuHaus is also proud to announce the addition of Mark Abuzzahab as its Program Director. Abuzzahab will be responsible for the curation of videos and a platform POV for the VuHaus national website and national app. Mark will also serve as the liaison between VuHaus and the participating radio stations. Abuzzahab joins VuHaus from non-commercial KKXT/Dallas-Ft. Worth where he had been Program Director since 2011.

Abuzzahab will work directly with VuHaus Senior Creative Director and Paragon CEO Mike Henry, who said, “Mark is the ideal choice to be Program Director of VuHaus. He comes from a leading public radio music discovery station so he knows all the players. Mark has worked with the TV station facility for over four years, has a great eye for aesthetics, and is the ideal curator for VuHaus’ national video platform.”

"I'm thrilled to be joining VuHaus," comments Mark Abuzzahab. "Non-commercial radio is playing a bigger role in breaking new artists every year, and VuHaus is another way for stations to bring their unique programming to new audiences."

About VuHaus:

VuHaus is a non-profit, non-commercial organization comprised of public media's leading music discovery stations. The curated national streaming video platform features performances from the studios of these participating stations, and is available via mobile and web.

VuHaus founding stations include WFUV in New York City, KCRW in Los Angeles, WXPB in Philadelphia, KUTX in Austin, and KTBG The Bridge in Kansas City. VuHaus received initial funding from the Corporation for Public Broadcasting and is operated by its founding partner Public Media Company, a national non-profit organization focused on maximizing the impact of public media through strategic partnerships. Paragon CEO Mike Henry is Senior Creative Director for VuHaus.

www.VuHaus.com

CONTACT:

Erik Langner
Public Media Company
erik@publicmedia.co
415.235.6923

Mike Henry
Paragon Media Strategies
mhenry@paragonmediastrategies.com
303.937.4468

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