



Aboriginal Peoples  
Television Network

## MEDIA ADVISORY

[www.aptn.ca](http://www.aptn.ca)  
January 4, 2012

### **APTN APPOINTS VERA HOULE AS NEW DIRECTOR OF COMMUNITY RELATIONS**

Aboriginal Peoples Television Network (APTN) is pleased to announce that Ms. Vera Houle has accepted the appointment of Director of Community Relations at APTN effective immediately. Ms. Houle is based out of the network's Winnipeg head office.

As Director of Community Relations, Ms. Houle will work to promote new and local initiatives to enhance relationships with stakeholders and support strategies and initiatives that will benefit Aboriginal communities while establishing closer links between these and the network.

Ms. Houle is a First Nations citizen of Manitoba's Sandy Bay Ojibway First Nation and is a fluent Ojibway speaker. She graduated from Red River College with a diploma in journalism and has more than 25 years of experience in communications and news, working to advance the interests of Aboriginal Peoples.

Ms. Houle has held diverse positions in the broadcast industry. She worked for CTV/CKY for nearly 10 years prior to first joining APTN in April 2001. In October 2002, Ms. Houle joined the Assembly of Manitoba Chiefs as its Communications Advisor. She returned to the *APTN National News* team in January 2005 in the role of Executive Producer and was appointed in to the position of Director of News and Current Affairs in June 2005.

"We are very pleased that Ms. Houle has accepted the challenges of taking on a new leadership position within the network," said Jean LaRose, APTN's Chief Executive Officer. "Vera is a dynamic executive who brings much energy and knowledge of our diverse stakeholders to the table. She will help us to build and enhance our relationships with our audiences and communities."

**About APTN:**

September 1, 2011, marked the 12-year anniversary of the launch of the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples to share with all Canadians and viewers around the world. APTN is available in approximately 10 million Canadian households and commercial establishments with cable, direct-to-home satellite (DTH), telco-delivered and fixed wireless television service providers. The network launched its high definition channel APTN HD in the spring of 2008. APTN does not receive government funding for operations but generates revenue through subscriber fees, advertising sales and strategic partnerships. APTN broadcasts programming with 56% offered in English, 16% in French and 28% in Aboriginal languages. For program schedule or for more information, please contact APTN at (204) 947-9331 or toll-free at 1-888-278-8862, or visit the website at [www.aptn.ca](http://www.aptn.ca).

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