



The Africa Channel Appoints Dr. Thelá Thatch and Ava L. Hall to New Executive Positions

Ava L. Hall Joins As New Head Of Content & Brand while Dr. Thelá Thatch Expands Role As Head of HR and Community Engagement

LOS ANGELES, CA - MARCH 14, 2023 - The Africa Channel (TAC) today announced two key executive moves to further strengthen the company's leadership team. Ava Hall has been appointed to the newly created position of Head of Content and Brand while Dr. Thelá Thatch has seen her role expanded under the new title of Head of Human Resources and Community Engagement.

"I am thrilled to welcome Ava and Thelá to The Africa Channel's senior executive team," says Narendra Reddy, COO of The Africa Channel. "Ava brings an outstanding track record of leading creative and marketing initiatives with extensive international experience, especially in Africa, and will play an invaluable role in furthering our Content and Brand positioning in the marketplace. Thelá has built a career leading HR, diversity, equity, and inclusion initiatives in a variety of companies and will serve as a key liaison between TAC and our communities both internal and external. I am thrilled that these accomplished executives with their wealth of experience and passion for Africa and TAC's mission have agreed to contribute their energy to continue to grow this company."

As the new Head of Content and Brand, Hall will utilize her 20+ years of TV network experience in content development, television production, artist/talent relations, program planning and operations, creative services, brand management, and content distribution to play a strategic role in guiding all content and marketing-related activities for TAC including social media and brand management. In addition, she will utilize her extensive relationships in the industry to support all of TAC's business development efforts ranging from distribution and sales to marketing partnerships and investments. Hall will be located in North Hollywood.

Dr. Thatch previously served as the company's HR director. With more than two decades of experience in human resources, talent management, and organizational

development, she is passionate about building internal cultures and external communities with an authentic commitment to inclusion, equity, and diversity. In her new, expanded role, Dr. Thatch will also serve as a liaison with key government and industry organizations to advocate for The Africa Channel while obtaining the relevant certification and memberships that solidify TAC as a preeminent black-owned and targeted business. As well, she'll cultivate and expand strategic partnerships which further establish TAC's value to communities at both the local and national level.

About The Africa Channel Inc.

The Africa Channel Inc. is a media company whose mission is to celebrate the diversity of cultures that reflect Africa and its influence on the world, with an emphasis on the Global Black experience.

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