



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“New York City’s diverse cultural perspective is one of our greatest strengths, and providing programming that reflects our communities is what makes our municipal television station so successful.”
NYC Mayor Michael R. Bloomberg

NYC Media is the official TV, radio and online network of New York City informing, educating and entertaining New Yorkers about the City’s diverse people and neighborhoods, government, services, attractions and activities.



NYC Media is an essential source of information about New York City.

NYC Media is part of the New York City Mayor’s Office of Media & Entertainment, which aims to improve government communications by making more information accessible to the public, leveraging technology to aid in the transparency of government, and by supporting relevant industries in New York City.

In 2012, NYC Media provided these vital local services:

NYC life Explores arts & culture, entertainment & lifestyle, history & education in NYC, featuring the people and places that make our City unique.

NYC gov Provides a window into City government with press conferences and hearings with public officials.

NYC world Offers international programming for New York’s diverse ethnic communities.

NYC drive Provides live feeds from a network of city cameras on NYC’s main roadways

NYC Media reaches more than 18 million homes in the NYC metropolitan area and is a critical resource for information about government services, local activities and attractions and provides culturally diverse programming to serve New York City’s many ethnic communities.



2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

The City of New York, through NYC Media owns and operates four TV stations and a radio station, 91.5 FM. NYC life (Channel 25) currently has 1.4 million viewers per week on television and an additional 500,000 per month online in the NYC metro area. NYC Media airs programs that promote the diversity of our City, its rich history and cultural offerings as well as important City services. We air a variety of programs in different languages and offer New York's diverse communities the opportunity to lease time on the network.

Bringing Local Government to the Community

NYC Media is New York's window to local government, each week, NYC gov airs 135 hours of City Council meetings and hearings and Mayoral press conferences and events. In 2012, NYC Media began live coverage of City Council hearings.

During times of crisis, NYC Media provides live coverage of press conferences and how to obtain emergency and other City services. During Hurricane Sandy, for example, NYC Media carried all of the mayoral press conferences before, during and after the storm live to television via the Switch as well as the new live feed technology and online. Crawl language on NYC life (Channel 25) and NYC gov (Channel 74) alerted viewers about the need to evacuate, to visit NYC.gov or call 311 for information, and to follow @nycmayorsoffice and @notifynyc for continual updates.

NYC Media also worked with the Department of Small Business Services to produce several video profiles showcasing how local businesses are being helped by the City following the storm.

NYC Media helps connect New Yorker with City services. The informNYC program produced 49 videos answering many of the most frequently asked questions about City services. These videos air on our TV stations and are available online at www.NYC.gov.

Serving New York's Diverse Communities

NYC Media, in partnership with V-Me, airs "NYC life Presents V-Me Niños", a two and a half hour block of Spanish-language children's educational programming Monday through Friday. The programs are both animated and live action for children ages 2 to 7 years old and include the following programs:

"Plaza Sésamo" – The Latin American version of "Sesame Street" teaches and delights preschoolers, with beloved characters, animation, music and more.

"LazyTown" – The award-winning international program devoted to kids' health inspires viewers to move, play and eat healthy through movement, music, comedy and great storytelling in a colorful, high-energy world.

"Five Minutes More"/"Cinco Minutos Más" – Innovative shorts promote literacy, story-telling and reading aloud to children, featuring characters from Jim Henson™.

"Fun with Claude" – Based on the award-winning books by illustrator David Woktowycz, the animated series stars a curious three-year-old polar bear who moves to a new town and goes on adventures.

NYC Media also broadcasts a block of children's programming on Saturday morning, which includes a locally produced puppet series, "Flexitube," and a cartoon series designed by local children, "Small Factory Flicks."

New York is a culturally diverse city of many ethnic communities. NYC Media airs twenty-five television and radio programs that directly serve New York City's ethnic communities:

Afropop	Irish Radio
Aktina TV and Radio	Macedonian Radio
Asian American	Medger Evers
Brazilian Music Hour	Muslim Voice
Caribbean International Network	Romanian Voice
Communitaire Haitienne	RTV Slovenia
Cosmos	Sinovision
Croatian Radio	The Leon Charney Report
Cultural Caravan	Trinidad News
DW Journal	US Polsat
Haitian Perspective	V-Me Niños
I-Italy	Voice of Armenian
	Voice of Bosnia

Health and Lifestyle

NYC Media promotes a healthy lifestyle with more than half a dozen programs, including several targeted to New York's more than 1.3 million senior citizens. "Sit and Be Fit" is an engaging exercise series shows ways seniors can maintain their physical health and help to prevent falls.



Live City Council Coverage

As part of an effort to make NYC government more accessible, NYC Media introduced live coverage from the Council's 250 Broadway committee rooms and the City Council Chambers.



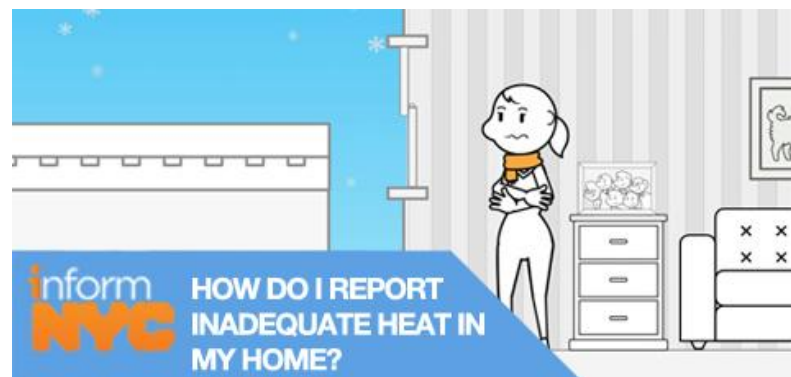
Campaign against Content Theft and Piracy

Piracy is the illegal consumption of movies, music, books and other creative materials and leads to job loss in creative industries: 21 percent of all New York workers, directly or indirectly, are in creative professions.

NYC's latest PSA campaign against digital piracy and content theft featured a winning concept by a NYC high school student, chosen through the "Create the Next Spot" contest, which encouraged young people to consider the impact of digital piracy.



is a video series produced by NYC Media that provides New Yorkers with useful information about city services by answering the most frequently asked questions posed to 311. The videos provide helpful tips on what to do and which agencies to contact for a variety of situations that New Yorkers face on a regular basis, including how to report street noise, request a birth certificate or locate an item left in a taxi, among others.



Kingsborough Community College Specials

NYC Media partnered with Kingsborough Community College, Council Member Domenic Recchia and the Editors and Cinematographers Guilds to create two thirty minute specials featuring the arts and cultural life in Brooklyn. In each episode, Kingsborough students look at different arts and cultural venues in Brooklyn ranging from the Brooklyn Philharmonic to the Brighton Ballet Theatre.



Reach in the Community:

The educational partnership is one example of the many different educational and workforce development opportunities run by the Mayor's Office of Media and Entertainment. Along with educational panels and opportunities to get more involved in the film and television industry, this pilot program is an example of using created content for the City's media channels.

Partnerships:

The shows were the result of an 18 week internship that was developed in partnership with NYC Media, Council Member Domenic Recchia and Kingsborough College. The Editors and Cinematographers Guilds worked with the students throughout the year from pre-production through post-production.

Impact and Community Feedback:

I strongly support initiatives like the NYC Media-Kingsborough program that help to foster new talent and keep our city humming with new opportunities," - *Councilman and Finance Chair, Domenic M. Recchia, Jr.*

"This partnership with Kingsborough College is a terrific example of how we can help use the City's media outlets to help students learn some about one of the fastest growing industries in the City," - *Mayor's Office of Media & Entertainment Commissioner Katherine Oliver*



“We will be helping drive shoppers to neighborhoods and businesses hardest hit by Hurricane Sandy this holiday season and beyond. I want to thank the Department of Small Business Services, the Mayor’s Office of Media and Entertainment, the NYC Economic Development Corporation, and Yelp for teaming up to help our city’s small businesses and local economy get back on track.” – Christine Quinn, Speaker, City Council

“NYC Media continues to produce quality programming that showcases important City services as well as all the best that the City has to offer.”
– Mayor’s Office of Media & Entertainment Commissioner Katherine Oliver
