



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"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

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 2013, NYC Media provided these vital local services:

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

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

NY world Offers international programming for New York's diverse ethnic communities.

NY 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.



2013 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 450,000 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. New York City is the largest municipality to carry live legislative hearings, each week airing 135 hours of City Council meetings and hearings and Mayoral press conferences and events.

During times of crisis, NYC Media provides live coverage of press conferences and how to obtain emergency and other City services. NYC Media carries the mayoral press conferences before, during and after emergencies and other events as well as live online feeds. Crawl language on NYC life (Channel 25) and NYC gov (Channel 74) alerts viewers about the need to evacuate, to visit www.NYC.gov or call 311 for information, and to follow @nycmayorsoffice and @notifynyc for continual twitter updates.

NYC Media helps connect New Yorker with City services. NYC Media works with City agencies to produce videos showcasing how New Yorkers and local businesses can take advantage of City services. The informNYC program includes 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 has an extensive library of children's programming available online, which includes a locally produced puppet series, "Flexitube;" "Small Factory Flicks," a cartoon series designed by local children and Junior Jukebox, which features fun, kid-friendly music videos.

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. Several of these programs, including "Sit and Be Fit", an engaging exercise series that illustrates how seniors can maintain their physical health, target New York's more than 1.3 million senior citizens. Our programming also promotes healthy lifestyles for children with programs such as "KickinKitchen" and "Kid Fitness", which help engage children in nutrition, fitness and health.



Live City Council Coverage

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

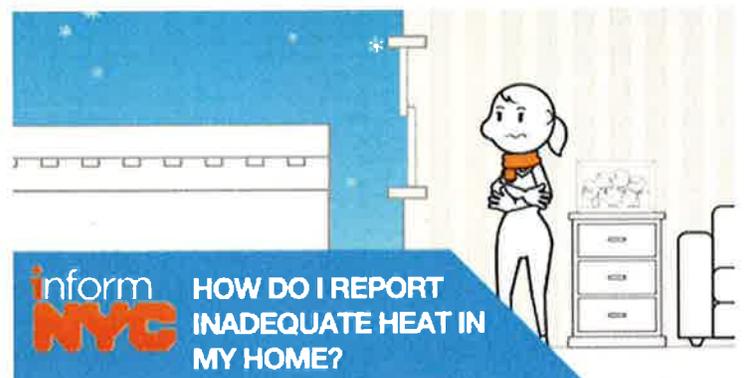


Volunteerism

In a special episode of our popular original program, \$9.99, Dave Evans hosted a volunteer-themed episode "How May I Help You." The episode explored different ways to help others by spending time without spending money. He visited organizations like God's Love We Deliver, which brings meals to the terminally ill and their children and caregivers.



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.



Lehman College Specials

NYC Media partnered with Lehman College's School of Arts and Humanities and Multimedia Center to offer master classes in video production while simultaneously producing a series of shorts featuring the arts and cultural life in the Bronx. In each piece, Lehman students profile significant, but lesser known locations in the Bronx such as Arthur Avenue's Little Italy, historic Woodlawn Cemetery, Wave Hill, and City Island.

Reach in the Community:

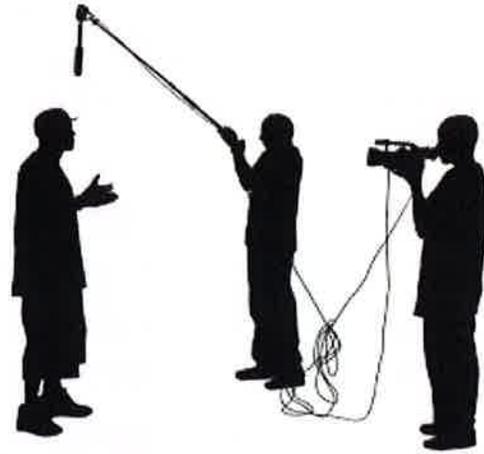
The educational partnership is one example of the many different educational and workforce development opportunities run by the Mayor's Office of Media and Entertainment. Along with educational panels and opportunities to get more involved in the film and television industry, this pilot program is an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

Partnerships:

About 20 students joined faculty, staff, and other experts for weekly workshops on all aspects of video and film production: writing, editing, camera operation, sound recording, music scoring, graphic arts, location scouting, hosting, and more. Speakers included Lehman College faculty, representatives of the Mayor's Office of Media and Entertainment, professional film editor Holle Singer, and Olga Tirado, executive director of the Bronx Tourism Council.

Impact and Community Feedback:

"We are grateful to the Mayor's Office of Media and Entertainment for their support and their unconditional confidence in the students, faculty, and staff at Lehman College." - *Deirdre Pettipiece, Dean of the School of Arts and Humanities.*



"Our first major goal was that the students get the best educational experience, get exposed to a professional production, and are crossed trained in all the disciplines involved, not just to the specific job that may be doing for the project. The second goal was to produce a truly professional product that we can be unconditionally proud of and that the client is completely satisfied with the final product. I believe we have achieved both of these goals." *Jerold Barnard, director of Lehman College's Multimedia Center/Lehman Studios*



“At the Mayor’s Office of Media and Entertainment, we are committed to helping the next generation of creative professionals develop the skills they need to embark on careers in production,” - Commissioner Katherine Oliver