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**MAYOR BLOOMBERG AND NYC MEDIA LAUNCH
NEW TELEVISION LINE-UP ON *NYC LIFE***

*15 New Series Valued at \$4 Million and Obtained by NYC Media
at No Cost Join City's Official Television Network*

Mayor Michael R. Bloomberg and NYC Media President and General Manager Katherine Oliver today unveiled the new television line-up on *NYC life* (Channel 25), the flagship station of NYC Media, the official TV, radio and online network of the City of New York. The new primetime line-up, which premieres on Monday, May 10, features nightly themes covering an array of topics, including City history, arts and culture, small businesses, children and teenagers, food and restaurants, music, LGBT culture, and others. The expanded lineup is the result of a cost-saving strategy to air original and encore programs that capitalize on resources of other networks and independent producers. If NYC Media were to pay for the use of the shows, the estimated cost would be \$4 million. Joining the Mayor and Katherine Oliver for the announcement, which took place at the Times Square Visitor's Center, were Deputy Mayor for Economic Development Robert C. Lieber, NYC Media Chief Operating Officer Todd Asher, and the hosts, producers, and partners of *NYC life*'s programs.

"It's NYC Media's mission to provide New Yorkers with new, entertaining and informative programming, and with the launch of 15 new series, we're taking it to a new level," said Mayor Bloomberg. "We challenged Katherine Oliver and NYC Media to come up with fresh, interesting shows for *NYC life*, and to do it without adding costs to taxpayers. By joining with independent producers and networks, we've created a cost-effective model for City television that brings high quality programs to New Yorkers. There's going to be something for everyone on the new *NYC life*."

"When Mayor Bloomberg asked me to oversee NYC Media, I immediately started to look for new and creative ways to deliver entertaining and informative television to New Yorkers," said NYC Media President Katherine Oliver. "Over the past several months, we've put together a diverse line-up of new shows, thanks to partnerships with networks like History™, A&E, WNBC-TV, V-me, and BronxNet as well as independent producers and production companies looking for a platform for their series. We're grateful to all of them for helping us create this exciting new line-up, and we hope all New Yorkers will tune in and learn something new about their City."

“At NYC Media, we’ve been working tirelessly to develop new partnerships not only with networks and production companies but with educational institutions, like Columbia University and the 92nd Street Y, to bring a variety of informative and engaging programming to the City,” said NYC Media Chief Operating Officer Todd Asher. “As the City’s official network, we’re also dedicated to being at the forefront of new media opportunities and have recently launched Facebook and Twitter pages to keep our viewers informed about the latest news from NYC Media. We look forward to expanding these opportunities in new ways.”

The primetime line-up on *NYC life* (Channel 25) is spread across theme nights airing throughout the week: Arts, Culture and Special Presentations on Mondays; NYC History on Tuesdays; Inside Out New York on Wednesdays; All about Food on Thursdays; Entertainment on Fridays; Kids, Local, Music, and Travel on weekends. The 15 new shows are:

TUESDAY – NYC History

9:00 PM: *HISTORY* presents City-centric documentaries that cover everything from *Modern Marvels* of architecture, like the Chrysler Building and the George Washington Bridge, to *Sandhogs*, about the hard-working men who build the tunnels under New York City.

WEDNESDAY – Inside Out NY

9:00 PM: *Bronx Flavor with Baron Ambrosia* chronicles the Baron’s mission to unveil the cultural diversity of the Bronx and its cuisine. Each episode includes a comedic plot, interviews with restaurant owners and background information about the food’s history and culture.

9:30 PM: *New York Originals*, with host Jamie McDonald, explores classic one-of-a-kind shops and mom-and-pop businesses that have stood the test of time.

11:30 PM: *Gotham Girls Roller Derby* showcases competitions featuring New York City’s only women’s roller derby league. The skater-operated, not-for-profit league is comprised of strong, diverse, and independent women from throughout the City.

THURSDAY – All About Food

9:30 PM: *Table for Two Steves... Steve Schirripa’s Hungry* is a guided tour by the actor/foodie to his favorite iconic restaurants to learn about Italian cuisine while preparing the chef’s signature meal. Steve invites people off the street to share their Italian cuisine experiences and dine with him. In the same half hour, ***Beyond the Dish*** with Stephen Fried features some of the most renowned chefs in New York City. Food loving, vespa-cruising host Fried takes viewers behind the scenes of the chef’s dish and their kitchen and to the markets where they shop for ingredients.

10:00 PM: *Cooking with Joe Tuna*, the only late-night cooking show around, brings viewers inside the Fulton Fish Market as Joe Tuna shares his favorite recipes for shrimp, salmon, catfish and, of course, tuna.

FRIDAY – Entertainment

9:00 PM: *Reel Works with Byron Hurt* showcases personal documentaries made by New York City teenagers. Hosted by filmmaker Byron Hurt, each episode consists of several short films connected by a common theme and features conversations with the teen filmmakers and their professional mentors.

SATURDAY – Kids, Local, Travel

9:00 AM: *Small Factory Flicks* presents cartoons made for kids BY kids. Real life Hosts Kylin (12) and Molly (8) introduce NYC life’s kid viewers to cartoons that use the latest cool technology, mashed up art, music and storytelling. The future of cartoons is being made here and now by Small Factory’s kids!

11:30 AM: *Only in NY*, an NBC New York Nonstop production, explores new places to visit and interesting people to meet in the City.

12 Noon: *Talk Stoop* invites celebrities and newsmakers for a chat on host Cat Greenleaf’s Brooklyn stoop in this NBC New York Nonstop original series.

12:30 PM: *Inside Weddings* provides tips on everything related to “the big day” – from the gowns to the catering and all the other choices in between.

SUNDAY – Music

8PM: Each week *AlloyTV* showcases fashion, pop culture, music and entertainment-related programming geared to young adults on NYC life.

9PM: *Private Sessions*, A&E’s hit music series with host Lynn Hoffman, features performances by and conversations with popular musicians, like Cyndi Lauper, Queen Latifah, Toby Keith, and Counting Crows. *Private Sessions* also airs on A&E at 9am on Sundays.

10:00 PM: *NYCMUSICSHOW* lets viewers "meet the band next door" with an up close and personal look at indie musicians living in New York City: the newest bands, the most exciting musicians. Featured artists include Earl Greyhound, Soulive and Gordon Voidwell.

12:00 AM: On *Estudio Billboard*, a V-me original production in collaboration with *Billboard Magazine*, talented Latino musicians reveal new aspects of their lives, careers and musical influences. Guests will include Franco de Vita, Jose Feliciano, and Gloria Estefan.

A full list of new and returning programs is available on nyc.gov.

Among the first specials to premiere will be “Blueprint | New York City | Parks,” on Monday, May 17 at 9:00 PM. Produced by NYC Media, the special will give viewers an intimate look into the creation of five parks – Central Park, Prospect Park, Pelham Bay Park, Flushing Meadows Corona Park, and Staten Island Greenbelt – and how the design of urban parks transformed the City’s landscape. NYC Media has partnered with the NYC Department of Parks and Recreation to present free public screenings of the special at recreation centers throughout the five boroughs. Times and dates will be made available shortly. Screenings of “Blueprint | New York City | Parks” at NYC Parks locations will lead with episodes of the returning series “It’s My Park,” which offers overviews, activities, and behind-the-scenes glimpses of many of NYC’s most beautiful green spaces throughout the five boroughs.

During the day and early evening, *NYC life* offers a variety of programs for New Yorkers and their families, including shows that focus on education and children, family, NYC-centric, food and health, seniors, local and economic focus, international perspectives and world news. Each night *NYC life* is proud to present a block of international news – BBC World News, RAI Italian News, France 24, and US Polsat Polish News. *NYC life* is the only place to watch BBC World News three times a day (7:00 AM, 6:00 PM and 11:00 PM) on broadcast television in the

