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**MAYOR BLOOMBERG ANNOUNCES LAUNCH OF NYC TV'S *CITY SCOOP*, A
WEEKLY NEWS MAGAZINE PROGRAM HIGHLIGHTING CITY GOVERNMENT
NEWS AND EVENTS**

*Premiering Tonight, City Scoop Will Offer Viewers a Weekly Update on
City Government and Local News*

Mayor Michael R. Bloomberg today announced the launch of NYC TV's *City Scoop*, a weekly news magazine that will provide summaries of recent news from elected officials and City government. *City Scoop* aims to inform New Yorkers about the issues that directly impact their lives and communities – from key City initiatives and announcements to updates on cultural events – in a straightforward manner without editorial comment. Produced by the Emmy Award-winning NYC TV, *City Scoop* will air Fridays at 9:00 PM on NYC TV's Channel 25 – beginning tonight – and air throughout the following week on cable channel NYC TV 74. Online, *City Scoop* will be available at www.nyc.gov/cityscoop.

“The launch of *City Scoop* will give New Yorkers another opportunity to learn more about their local government and elected officials,” said Mayor Bloomberg. “NYC TV is already renowned as one of the most exciting and innovative networks in New York, and *City Scoop* will offer its viewers a new way to stay connected to their City and keep up with local affairs.”

“I am very glad to see programming on NYC TV focusing on issues, projects and programs that matter to us New Yorkers,” said Council Member Gale A. Brewer (D-Manhattan), chair of the Committee on Technology in Government. “It is exciting to see our neighborhoods take front and center stage because they are the heart of every New Yorker.”

Each week, *City Scoop* hosts Olivia Sterns and Meena Dimian will present a quick run-down of the important announcements of the previous week and highlight some of the more notable events taking place around the City. In the style of other popular magazine shows, Olivia and Meena will take viewers through a series of stories, incorporating video footage and graphics to engage viewers.

“NYC TV has already had tremendous success in reaching a younger audience base, and with the launch of *City Scoop*, that audience will be exposed to important updates and information about City government that it otherwise might miss,” said Deputy Mayor for Operations Edward Skyler. “*City Scoop* – another key innovation in the network's short but successful history – will connect New Yorkers to government in a way that no other television show does.”

(more)

“NYC TV’s *City Scoop* is the latest example of City government at work for its customers through the powerful medium of video,” said Department of Information Technology and Telecommunications Commissioner Paul Cosgrave. “Not only will New Yorkers be able to tune in weekly, they’ll also be able to view the show at all times online.”

“NYC TV is a brand that exudes New York City through its Emmy Award-winning original productions,” said NYC TV General Manager Arick Wierson. “The launch of *City Scoop* gives us another opportunity to connect with our viewers about an area I think they will find not only compelling, but useful.”

City Scoop is produced by NYC TV News, the division of NYC TV that covers and documents hundreds of local events, official proceedings, and press conferences held across New York City, including daily coverage of the New York City Council and Mayoral events. Deputy Mayor Skyler asked NYC TV to develop *City Scoop* to ensure that the station’s programming on Channel 25 included coverage of City government in addition to City lifestyle and culture. The show is the latest addition to NYC TV’s line-up of award winning, “hyper-local” programming. To date, the station has won 33 New York Emmy Awards for its excellence in programming, out of 116 nominations. NYC TV has also won multiple Telly Awards and Promax Awards. NYC TV was recently honored with four Webby Award nominations – the premier distinction in online content and the web.

NYC TV is one of the region’s fastest growing television networks with innovative programming that showcases the vitality of New York City. NYC TV has become a worldwide model for municipal television. Cities such as Seoul, Paris, Rio de Janeiro, Los Angeles, Chicago, and Houston have looked to NYC TV to improve their own stations.

With its signature theme “Everything New York,” NYC TV’s flagship channel 25 showcases New York culture, from entertainment, fashion and music to food, history and landmarks. NYC TV also operates four other channels. City Drive Live (Channel 72 on Cablevision, 93 on Time Warner, and digital broadcast Channel 25.2) provides local drivers with 24/7 live coverage of the City’s main roadways through the Department of Transportation’s network of traffic cameras. Mayoral press conferences, City Council hearings, and other municipal services information are broadcast on Channel 74. NYC TV Channel 73 features programming of special interest for the City’s diverse immigrant communities. Off Track Betting is broadcast live on NYC TV Channel 71.

Additionally, NYC TV can be seen on WVVH-TV in Long Island on Cablevision’s Channel 78. Much of NYC TV’s original programming is available online at NYC TV On-Demand (www.nyc.gov/vod). To learn more about NYC TV, please visit www.nyc.gov/tv. NYC Media Group also operates and programs Radio New York 91.5 FM and Radio NYC, the on-hold messaging system for more than 50,000 telephone lines in the City, including City Hall.

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