

# 'Profiles' goes citywide

The folks over at "Profiles" are all smiles – and for good reason. The celebrity interview show has gone citywide, which means that everyone from the Bronx to Brooklyn can learn a lot about the celebrities who will be, uh, profiled.

"Profiles," produced by Quest Media Entertainment Inc., has been acquired by Mayor Bloomberg's flagship channel NYC TV 74. NYC TV is the official television network of the city. The show has been renamed "NYC-TV Profiles" on the network.

NYC TV is available to every cable subscriber in all five boroughs of New York City on Time Warner, Cablevision and RCN systems.

All of this means that more than 6 million people have a shot at seeing the show.

Want to catch it? Here's how:

On NYC TV Channel 74, the show can be seen Wednesdays at 1:30 and 9 p.m. It's also on Saturdays at 8 p.m. and Sundays at 11:30 a.m.

Locally, "Profiles" can be seen on Time Warner Cable Channel 76 on Thursdays at 10 p.m., Fridays at midnight, Saturdays at 11 and 11:30 p.m. and Sundays at 9 a.m.



**NETWORK PICKUP:** The Island-based celebrity interview show "Profiles" is now seen citywide. From left are Quest Media Entertainment Vice President Bill McCreary, Mayor Bloomberg, Executive Producer Gary Huminy, and Quest President and show host Mickey Burns.

"NYC TV Profiles" is hosted by Mickey Burns, whose television roots can be traced back to Fox 5 News.

Back in the 1980s, he helped produce "The 10 o'clock News," "The McCreary Report" and "Sports Extra."

The executive producers of "NYC TV Profiles" are Gary Huminy, Bill McCreary and Arick Weirson. The associate producer is Moe Monty.

"Our involvement with NYC TV has been an exciting one," Burns said. "'Profiles' was acquired at the very beginning of

the network launch, and with Mayor Bloomberg's direction, the potential for this network appears unlimited."

Certainly the guest list for the show seems to be unlimited. The many guests who will be profiled this year include:

Legendary comedienne Joan Rivers

Community activist Curtis Sliwa

R & B Grammy Winner Freddie Jackson

Defense attorney Johnnie Cochran

Singing legend Frankie Valli