

DEEP DISH IN BUSINESS

## I Want My NYC TV!

Enjoying a love affair with our fair city? Then this is the station for you.

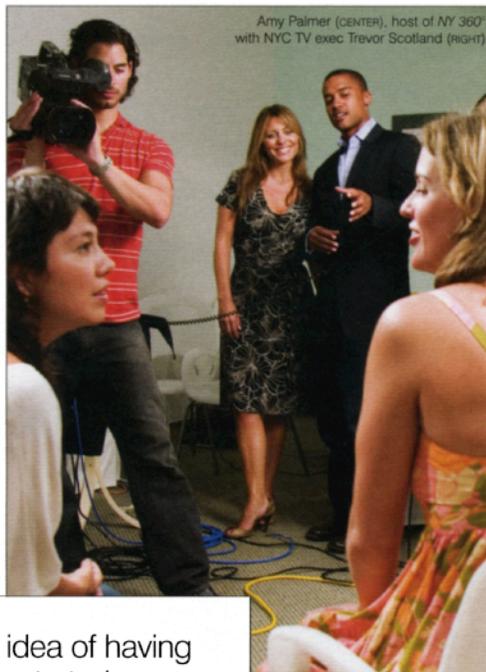
by Anne-Marie Guarneri

NYC TV BILLS ITSELF as "Everything New York." And the city's very own television station makes an impressive effort to cover all the local action, with one broadcast channel, five local cable channels, and a production company.

While the channel does air its share of governmental hearings and press conferences, NYC TV's not just another C-SPAN or PBS. "There's such high-caliber public television in New York, and we fit somewhere in that mix—but we want to be a little hipper, a little cooler," says Trevor Scotland, director of business development and operations for NYC Media Group, which manages all the media assets of the City of New York, including NYC TV, dubbed "a civic-minded MTV" by *The New York Times*. "New York City is one of the most diverse places in the world, and I think our content has begun to reflect that diversity," says Scotland, who, along with general manager Arick Wierson, is largely credited for the growth of the station.

Shows like *Secrets of New York*, which focuses on the hidden and mysterious side of the city; *The Bridge*, which maps out the history of hip-hop by digging deep into host Ralph McDaniels' immense collection of videos; and *Cool in Your Code*, the Emmy-winning program that features places to shop and eat throughout the city's more than 200 zip codes, are perfect examples of what makes NYC TV's pro-

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Army Palmer (CENTER), host of NY 360, with NYC TV exec Trevor Scotland (right).

gramming so unique. But it's the network's fashion coverage that really stands out. NYC TV was looking to broaden its fashion exposure, so it partnered with the Council of Fashion Designers of America (CFDA) to make that happen. In addition to regular programming like *Videofashion News*, *Fashion in Focus*, and *Behind the Label*, during Fashion Week the station broadcasts *Full Frontal Fashion*, taking

viewers behind the scenes at Bryant Park with two hours of new content every night. "The idea of having concentrated coverage during Fashion Week made perfect sense," says Scotland. "New York City is the fashion capital of the world, and we know that people love this content. We're turning it around as quickly as it happens"—a forward-thinking move viewers responded to immediately. "It's one of our highest-rated weeks," Scotland points out. Because only about 10 percent of the station's budget is provided by the city, sponsorship is an important part of NYC TV's success. Fortunately, out of *Full Frontal Fashion's* success have grown high-profile partnerships with Fashion Week sponsors like Fashion Wire Daily. And other programs have attracted backers as well. "The Bank of New York is a presenting sponsor for *Cool in Your Code*, and represents the type of long-term local relationship that makes sense for the station," Scotland explains.

But it's the network's relationship with the city that's the real focus. With no shortage of inspiration, NYC TV continues to up the ante with innovative and original programming that is, at its core, a love letter to the Big Apple.

"We try to offer lifestyle, history, and culture across many different facets, and turn the camera back on the city, which is at the heart of our content," says Scotland. "New York City is our programming playground." [G]

Fashion Week coverage airs on NYC TV from September 10 to September 21 every night at 9 P.M.