

PBS to Run NYC-TV's Secrets of New York

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In deal that is part promotion, part syndication, four episodes of NYC-TV's (WNYE-TV) Secrets of New York, will air nationwide this fall on more than 65 PBS stations reaching 94 percent of U.S. TV households, including eight of the 10 largest markets. It's the second distribution partnership for the New York City station, which last month announced a programming pact with WNBC-TV, NBC Universal's flagship in New York for content that will air on the station and its digital channels.

"Demand by our member stations for Secrets of New York exceeded all our initial estimates," said Alan Foster, president of Executive Program Services, Inc., the distributor for the NYC-TV series and other public broadcast station programming.

The agreement enables NYC-TV to sell underwriting messages to the program. Among the spots will be a 30-second spot for the City's official tourism board, promoting the City.

The half-hour Secrets of New York is hosted by local TV personality Kelly Choi and is the station's highest-rated original series. In addition to four episodes, the distribution deal also includes the special Seven Secrets of Grand Central.