

Congratulations NYC TV. Four years old.

NYC TV shatters all stereotypes surrounding Municipal Television. Refusing to fall into the typical mold, running dull feeds of community events and emergency broadcast tests, this little network has blossomed into "New York's hippest TV station." The project was launched in 2003 as the creative vision of Mayor Bloomberg to synthesize the public and private sectors, changing government TV into a real form of entertainment, informative and appealing to the public. As Hank Wasiak (Co-Founder of the Concept Farm creative development company) says, "It was a leap of faith and a bet on the people of New York." The goal was "to make every show a positive, informative, celebratory postcard to NYC and the people who live there." Bloomberg's gamble was a good one. In just four years, the station has grown and flourished, winning numerous broadcasting awards and earning the honorable post as the eyes and ears of the five boroughs. With the help of a creative

team, positive commercial partners, and the willingness to take some chances, NYC TV created a foundation on which many innovative, unique, collaborative relationships have been built. The realness behind the programming comes from a true "Made In NY" vibe that as Katherine Oliver (Commissioner of the Mayor's Office of Film, Theater, and Broadcasting) says "has taken the station to an impressive, award-winning level, with a range of shows that gives an insider view of our amazing City."

We at *New York Moves* wish to celebrate this massive achievement and congratulate NYC TV on their fourth birthday. We, among so many others, are grateful by their courageous, unprecedented, pioneering approach to public television... teaming up with the best of the best and exposing all the hidden gems of this City that we love (and thanks to them) are getting to know better all the time.



NYC TV

