



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE

February 7, 2008

No. 43

www.nyc.gov

**MAYOR BLOOMBERG ANNOUNCES RECORD 48 NEW YORK EMMY
NOMINATIONS FOR NYC TV**

*NYC TV Earns 2nd Most Nominations of Any Station; "Secrets of New York" Is
Most Nominated Program with 21 Nods*

Mayor Michael R. Bloomberg today announced that NYC TV, the official network of the City of New York, has been nominated for 48 New York Emmy Awards, local television's most prestigious peer-recognition award. The total marks the most New York Emmy nominations ever received by NYC TV, breaking last year's record of 34. "Secrets of New York" led all programs with 21 nominations. NYC TV has previously been nominated for 68 New York Emmy Awards over the last four years, winning 21. The winners of this year's awards will be announced at the 51st Annual New York Emmy Award Ceremony on Sunday, April 6th, at the Marriott Marquis Times Square, which will be broadcast on NYC TV as part of a special presentation on April 15th at 9 PM.

"Since we launched NYC TV in 2003, we have transformed the City's station into a leader in local television and an integral part of our efforts to showcase New York City to a global audience," said Mayor Bloomberg. "NYC TV's pioneering and informative programming has become a fixture in the City, and this year's nominations show that Arick Wierson and the entire team at NYC TV continue to innovate and push the boundaries of what municipal television can be."

NYC TV was nominated for the following New York Emmy Awards:

ARTS: News: That's So New York: Sleepwalkers. February 20, 2007. (NYC TV). George Schifini, Producer.

ARTS: Program/Special: Cool in Your Code – Best of Culture. September 12, 2006. (NYC TV). Hank Wasiak, Executive Producer/Host.

ENTERTAINMENT: Program/Special: Cool in Your Code – Best of Entertainment. September 26, 2006. (NYC TV). Hank Wasiak, Executive Producer/Host.

ENTERTAINMENT: Program/Special: Eat Out New York: Brooklyn Restaurants. November 1, 2006. (NYC TV). Kelly Choi, Host/Producer.

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ENTERTAINMENT: Program/Special: Secrets of New York –TriBeCa: Mysteries of New York’s Backlot Revealed. April 8, 2007. (NYC TV). Arick Wierson, Executive Producer.

HISTORICAL/CULTURAL: Program Feature/Segment: Secrets of New York: Facelift (Segment 2). July 10, 2007. (NYC TV). Buboo Kakati, Producer.

HISTORICAL/CULTURAL: Program Feature/Segment: Secrets of New York: FAO Schwarz. July 3, 2007. (NYC TV). Harry Hunkele, Producer.

HISTORICAL/CULTURAL: Program Feature/Segment: Secrets of New York: Neue Galerie. July 3, 2007. (NYC TV). Harry Hunkele, Producer.

CHILDREN: Cool in Your Code – Hip Zips 4 Kids Compilation. September 5, 2006. (NYC TV). Hank Wasiak, Executive Producer/Host.

TEEN: Boost Mobile Rock Corps: V-UP! Got 2 Gve 2 Get, Episode 1. September 21, 2006. (NYC TV). Trevor Scotland, Producer/Executive Producer.

SOCIETAL CONCERNS: Program/Special: Boost Mobile Rock Corps: V-UP! Got 2 Gve 2 Get, Episode 2. September 28, 2006. (NYC TV). Trevor Scotland, Producer/Executive Producer.

INTERVIEW/DISCUSSION: Cool in Your Code – Back on The Block: Eli Wallach. August 21, 2007. (NYC TV). Hank Wasiak, Executive Producer/Host.

MAGAZINE PROGRAM: Cool in Your Code – Woodside. September 19, 2006. (NYC TV). Hank Wasiak, Executive Producer/Host.

MAGAZINE PROGRAM: New York 360: Composite. January 12, 2007. (NYC TV). Amy Palmer, Producer.

SPECIAL EVENT COVERAGE: V-UP! Got 2 Give 2 Get – Episode 4. October 13, 2006. (NYC TV). Paul Hunter, Haley Moffett, Producers.

COMMUNITY/PUBLIC SERVICE (PSAs): Single Spot, Campaign: Green NYC. June 11, 2007. (NYC TV). Trevor Scotland, Producer/Executive Producer.

ON-CAMERA TALENT: Program Host/Moderator: Hank Wasiak. September 5, 2006. (NYC TV). Cool in Your Code Composite.

ON-CAMERA TALENT: Performer/Narrator: Jennifer Emens. April 26, 2007. (NYC TV). Composite.

ON-CAMERA TALENT: Performer/Narrator: Kari Loya. April 10, 2007. (NYC TV). Secrets of New York: Composite.

ON-CAMERA TALENT: Performer/Narrator: Kari Loya. July 5, 2007. (NYC TV). Green NYC.

ON-CAMERA TALENT: Performer/Narrator: Kathleen France. December 11, 2006. (NYC TV). Blueprint|NYC: Central Park (Segment 1).

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DIRECTOR: Post Production: Buboo Kakati. July 10, 2007. (NYC TV). Secrets of New York: Composite.

DIRECTOR: Post Production: Harry Hunkele. April 10, 2007. (NYC TV). Secrets of New York: Composite.

DIRECTOR: Post Production: Nomi Roher. September 13, 2006. (NYC TV). Eat Out New York: Composite.

DIRECTOR: Post Production: Roland Le Breton. April 28, 2007. (NYC TV). Secrets of New York: TriBeCa, Mysteries of New York's Backlot Revealed.

WRITER: Program: Buboo Kakati. July 10, 2007. (NYC TV). Secrets of New York: The Bridges of NYC.

WRITER: Program: Harry Hunkele. April 10, 2007. (NYC TV). Secrets of New York: Pioneering Moments in New York City History.

WRITER: Program: Harry Hunkele. April 28, 2007. (NYC TV). Secrets of New York: Tribeca – Mysteries of New York's Backlot Revealed.

WRITER: Program: Harry Hunkele. July 3, 2007. (NYC TV). Secrets of New York: New York City – Most Valuable.

WRITER: Program: Rich Mello. December 18, 2006. (NYC TV). Blueprint NYC: Brooklyn Heights.

WRITER: Short Form: Harry Hunkele. April 28, 2007. (NYC TV). Secrets of New York: Tribeca – Mysteries of the New York's Backlot Revealed – Well Ghost.

PHOTOGRAPHER: Program: Elliot Stern. April 28, 2007. (NYC TV). Secrets of New York: Tribeca.

PHOTOGRAPHER: Program: Wiener Milien. April 10, 2007. (NYC TV). Secrets of New York: Composite.

EDITOR: Program: Buboo Kakati. July 10, 2007. (NYC TV). Secrets of New York: Composite.

EDITOR: Program: George Schifini. April 28, 2007. (NYC TV). Secrets of New York: Tribeca – Mysteries of New York's Backlot Revealed.

EDITOR: Short Form: Andrew Donohue. October 1, 2006. (NYC TV). Composite.

EDITOR: Short Form: Andrew Donohue. September 20, 2006. (NYC TV). NYC TV Body Moving.

AUDIO: Jennifer Emens. April 10, 2007. (NYC TV). Secrets of New York: Tribeca – Mysteries of New York's Backlot Revealed.

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GRAPHICS: Roland Le Breton. April 28, 2007. (NYC TV). Secrets of New York: Composite.

GRAPHICS: Roland Le Breton. September 10, 2006. (NYC TV). Composite.

CRAFT SPECIALTY: Makeup: Roberto Casey. April 1, 2007. (NYC TV). The 50th Annual New York Emmy® Awards.

RESEARCH: Buboo Kakati. July 10, 2007. (NYC TV). Secrets of New York: The Bridges of New York City.

ADVANCED MEDIA: Arts/Entertainment: GIGS – Composite. July 25, 2007. (NYC TV). Cree Fertitta, Producer.

ADVANCED MEDIA: Documentary/Historical/Cultural: Blueprint|NYC: City Hall – Director’s Cut. September 7, 2006. (NYC TV). Arick Wierson, Executive Producer/Creator.

ADVANCED MEDIA: Documentary/Historical/Cultural: Secrets of New York: Jails – Director’s Cut. September 7, 2006. (NYC TV). Arick Wierson, Executive Producer/Creator.

ADVANCED MEDIA: Informational/Instructional: NYC Office of Emergency Management: Weathering the Storm. May 4, 2007. (NYC TV). Adele Merlino, Writer/Producer.

ADVANCED MEDIA: Interactivity: GIGS Mini Player. August 4, 2007. (NYC TV). Andrew Atiya, Chief Technical Officer.

ADVANCED MEDIA: Animator/Motion Graphic Designer: Jeff Watts. August 2, 2007. (NYC TV). NYCTV-OD: Jamil Campaign.

“I want to congratulate the team at NYC TV for their hard work over the past six years in making NYC TV one of the tri-state area’s best television stations,” said Deputy Mayor for Operations Edward Skyler. “On broadcast, cable and now online, NYC TV keeps setting the bar higher every year.”

“Pairing creativity and innovation, NYC TV consistently produces some of the best original programming available anywhere,” said Department of Information Technology and Telecommunications Commissioner Paul Cosgrave. “Today’s nominations are the latest reminder of the stellar job our staff does with a small budget and limitless imagination. I congratulate NYC TV on these nominations and wish the best of luck to all candidates.”

“NYC TV is honored to be recognized again by our peers in the television world for our network’s commitment to high-quality local content,” said Arick Wierson, NYC TV’s General Manager. “NYC TV has emerged as the international benchmark for creating and programming local lifestyle and entertainment content both over the air and on the web. These nominations reflect what New Yorkers have been telling us for years now, and we are thrilled to be recognized by our peers.”

The 48 2008 New York Emmy nominations are the latest of NYC TV’s many achievements since it replaced Crosswalks as the City’s official television station in 2003. NYC TV is now is one of the region’s fastest growing television networks with innovative programming

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showcasing 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. In 2006, NYC TV brokered a groundbreaking agreement to air over 100 episodes on WNBC for the 2006/2007 season, and “Secrets on New York” airs on PBS stations nationwide. In 2007, NYC TV launched NYC TV On-Demand, a cutting edge website that now offers more than 700 high-quality video clips from NYC TV shows.

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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