The BrasilianS

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NYC TV Heats Up December

Mayor Bloomberg's new television network to bring New Yorkers Brazilian Celebrities, Axe Music, and even Capoeira.

The estimated one million visitors who took in Brazilian Day 2003 in New York City this past August were entertained by megastar Angelica, danced to the Axe music of Ivete, and witnessed an army of cameraman, photographers, and reporters in action – not unexpected given that TV Globo International was covering the annual festivities for the first time. But Globo's presence wasn't the only first; this year NYC TV, Mayor Bloomberg's newly-minted television network, was on the scene, working hand-in-hand with Globo and the celebration's organizers, The Brasilians, to interview the stars and fans. This December, as the temperature dips in the Big Apple, NYC TV, which airs on channel 74 in New York City, will be turning up the heat as it brings New Yorkers a heavy dosage of Brazilian celebrities, music and dance.

For many years, the City of New York ran Crosswalks, a rather dull municipal-equivalent of C-SPAN. Mayor Bloomberg, a technology-savvy businessman and no stranger to the worlds of media and television, saw an opportunity not only to retool the City's Television station, but fold it into a new array of cost-effective services poised to dramatically changed the way New York City government communicates with New Yorkers (such as the City's new 3-1-1 city services hotline.) The result was unveiled this past summer when the Mayor announced the launch of NYC TV, and its flagship channel NYC TV 74.

"NYC TV wasn't just a name-change," said Arick Wierson, the network's General Manager. "It was a complete A-Z retooling of the programming, operations, and philosophy. While we continue to cover the important events at City Hall, we are developing high-quality and interesting programs that revolve around New York and resonate with all New Yorkers." The result has been anything but business as usual. The mixture of celebrities (Miss Universe, Amelia Vega, makes regular appearances), concerts, and local travel-adventure shows has received rave reviews from the critics, prompting The New York Times to describe the channel as "civic-minded MTV".

"I've been in television many years, and I've never seen an effort to rebuilding a government-run television of this caliber - anywhere," said Amauri Soares, the CEO of TV Globo International. "When NYC TV approached us about partnering to cover Brazilian Day, it as a win-win." While Globo brought in a team of production specialists from Brazil to cover the day-long event, NYC TV concentrated on the story in the streets and the stars back stage. Seth Unger, who runs the creative department at NYC TV, worked with Globo producer David Fresas to develop a production strategy aimed at introducing Brazilian Day to New Yorkers. "It's a huge event, yet many New Yorkers have never taken part," said Unger. "We hope that with everyone working together we will attract an even bigger audience next year."

"Most Americans don't know the difference between Pagode, Samba, and Frevo," added Wierson. "All they know is that when they hear it, suddenly their hips start moving."

Brazilian Day is just a small part of Wierson's plans to cover many of New York City's cultural events, street celebrations, and Parades. So much, in fact, that NYC TV is packaging the Brazilian Day coverage into two separate shows: Cultural Corners (Tuesday, 11 p.m) and Paradetown (Sundays, 10 a.m). "Cultural Corners will focus more on the performances and interviews with the stars," said Unger. "Paradetown will capture the event in its entirety."

Julie Laipply will host 'Cultural Corners' and 'Paradetown' as NYC TV brings Brazilian Day 2003 to all New Yorkers with Brazilian actor André Marques

NYC TV personality Julie Laipply will serve as New Yorkers' guide to the Brazilian Day festivities in both shows.

KEY INFORMATION

What: "CULTURAL CORNERS" w/ Ivete Sangalo, Daniel & much more
When: Tuesday, **December 9, 11p.m;**
Encore performance on Saturday, **December 13th, 9:00 p.m.**
Where: In New York City, Channel 74 (Time Warner & Cablevision)
Show: "Paradetown, USA": BRAZILIAN DAY 2003
When: Sunday, December 14, 2003, at 10 a.m, NYC TV
Where: In New York City, Channel 74 (Time Warner & Cablevision)
For complete listings, visit **www.nyc.gov/tv** or call 311 or **(212)-639-9675** outside of New York City.