

# Canarsie Courier

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## City's Television Network Is "Live From New York"

Mayor Michael Bloomberg announced Tuesday the launch of NYC TV - the official television network of the City of New York. NYC TV is taking over operations from Crosswalks Television, which served the city for eleven years. The revamped network has undergone a major facelift and shift in programming.

NYC TV now features new original programming that highlights what makes New York City the "World's Second Home," as well as improved governmental coverage that includes live press conferences from City Hall. NYC TV is comprised of five channels, and is available in 1.8 million NYC households, reaching all cable subscribers in the five boroughs. NYC TV is a division of the Department of Information Technology and Telecommunications (DoITT).

NYC TV's flagship channel is NYC TV 74, where government affairs and original programming will air. NYC TV is also comprised of NYC TV 71, which broadcasts Off Track Betting (OTB) programming; NYC TV 73, which features leased time and OTB programming; CUNY TV 75, which broadcasts CUNY programming; and NYC TV 93, which broadcasts NYC TV's Digital Magazine - an electronic bulletin board that gives New Yorkers the latest information on local events, government information, community news, and health information (note: on Cablevision systems, the Digital Magazine can be seen on Channel 72). To view the full broadcast schedule for NYC TV, please visit [www.nyc.gov/tv](http://www.nyc.gov/tv).

"NYC TV is a cornerstone of my administration's efforts to provide the public with up to the minute information and an up-close look at their government as it makes decisions that affect their lives," said the mayor. "NYC TV also provides revenue through leased time programming and sponsorships. And with their new original programming and expanded lineup, NYC TV is a fun and educational resource for all New Yorkers."

In addition to its coverage of City Hall, NYC TV's original programming includes:

- City Drive Live - providing a first look at New York City's roadways before you leave home in the morning or leave the office in the afternoon. City Drive Live airs 5am to 9am every weekday morning and again in the afternoon, from 3:30pm to 7pm.
- \$9.99 highlights inexpensive and free things to do throughout the five boroughs. Each show reveals eight to ten urban adventures with a total cost of \$9.99. \$9.99 airs Tuesdays at 9pm.
- City Classics - featuring vintage documentaries, press conferences, and other timeless pieces from the City's Municipal Archives such as Alfred Hitchcock's visit with Mayor John V. Lindsay or Muhammad Ali's sparring on the steps of City Hall. City Classics airs Fridays at 10pm.
- Executive Breakfast - showcasing talks given by government officials and business leaders in New York City. The series includes seminars taped at the Crain's Business Breakfasts, the Association for a Better New York, The New York Law Forum, and a variety of other early morning business forums. Executive Breakfast airs Mondays at 7pm.
- Tribeca Film Festival Presents explores the nine-day film festival that has played a major role in the revival of Lower Manhattan.
- Cultural Corners showcases the arts and entertainment that the city supports and hosts in its public spaces. This hour-long program airs Tuesdays at 10:30pm.
- New York: Paradetown, U.S.A features the fun and exciting parades in New York City that celebrate our diverse cultures and ethnicities. New York: Paradetown, U.S.A. airs Sundays at 10am.

NYC TV is an important source of revenue. In addition to leasing time to international programmers, which generates more than \$500,000 a year, NYC TV operates OTB's live racing feeds. In the current fiscal year 2002, OTB generated over \$24 million in revenue.

NYC TV also produces RADIO NYC, the on-hold programming heard on the city's phone lines. The City estimates that with over 200,000 phone lines there are approximately 1 million minutes of hold time generated each week.

The NYC TV staff was recently honored with two EMMYs at the 2003 New York EMMY Awards: Best 9/11 Related Event Coverage for Ground Zero: A Ceremony Without Words, and Best Graphic Design for NYC TV designer Roland Le Breton.