

City Announces New Fall TV Shows

* City Hopes To Boost Audience For NYC TV

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NEW YORK (AP) It's Thursday at 8 p.m. and you're in the mood for a little television. So what'll it be — "Friends", MTV or "Access Mayor"?

The city, in an effort to boost the audience for NYC TV Channel 74, its modestly watched cable outlet, released its fall television schedule Tuesday.

"Access Mayor" notwithstanding, the revamped schedule of a station that some city residents — and even city officials — have likened to the television viewing equivalent of watching paint dry has added a touch of spice.

Among the new offerings is "New York Noise," a look at new local artists as they showcase their music; "Fashion in Focus," a glimpse backstage during Fashion Week; and "Cultural Corners," which broadcasts outdoor concerts that took place in the city this summer.

And so the station's faithful will not be disappointed, the channel will continue to air its old standbys: "Council 51," a rebroadcast of City Council meetings; "Executive Breakfast," government officials and business leaders making speeches; and, of course, "Access Mayor," Mayor Michael Bloomberg's daily press briefing.

The new programs are part of the channel's efforts to provide more viewer-friendly programming. In June, the station's name was changed from Crosswalks to NYC TV.

The mayor said he wanted NYC TV to be helpful to the city's residents.

"The launch of NYC TV's fall season lineup is a continuation of my commitment to using NYC TV as an innovative window into city government and giving New Yorkers information they can really use," Bloomberg said in a statement.

And for anyone asking how the city can afford to launch new television programs during a budget crunch, the commissioner in charge of the station said what skeptics may have already guessed — that the city is doing it on the cheap.

"NYC TV is a case study in doing more with less," said Gino P. Menchini, commissioner of the Department of Information Technology and Telecommunications. "Despite reducing their expenses, NYC TV still provides invaluable access to city government, and, with their great new shows for the fall season, NYC TV continues to provide excellent TV programming that all New Yorkers can enjoy."