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DAILY @ NEWS

NEW YORK'S HOMETOWN NEWSPAPER

SUNDAY, APRIL 3, 2005



Arick Wierson (left), general manager, and Seth Unger, creative director.

COREY SIPKIN
DAILY NEWS

HOT OFFERINGS

Some of the new programs on NYC TV's Channel 25, the city's flagship station:

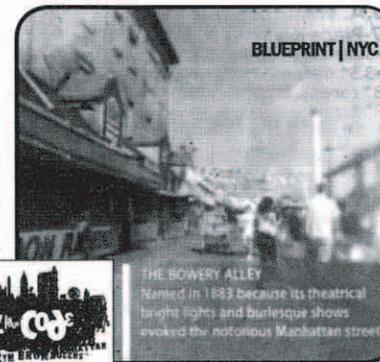
"SECRETS OF NEW YORK:" Host Kelly Choi takes viewers around the five boroughs as she unlocks the hidden secrets and forgotten lore of New York City.

"BLUEPRINT|NYC:" A closer look at some of the city's most impressive landmarks.

"NY NOISE:" Showcases the city's indie and underground music scene.

"COOL IN YOUR CODE:" Explore what's cool throughout New York — from fashion to film, celebrities and more.

"\$9.99:" Travel the city's neighborhoods in search of bargains, and never spend more than \$9.99.



NYC-TV channels new groove

FOR YEARS, the city's public television stations were comparable to "Wayne's World" — only less hip and a lot less funny.

But things are changing these days, as confirmed by the unprecedented 13 Emmy Awards that the city's revamped NYC TV is competing to take home tonight at the 48th Annual New York Emmys.

"It's easy to forget how irrelevant the city's TV stations were just three years ago," Arick Wierson, NYC TV's general manager, said of the former Crosswalks Television.

The hapless Crosswalks was so disorganized, there wasn't even a program schedule. Viewers — and you could count them on one hand most days — got whatever was available.

BY DAVID SALTONSTALL
DAILY NEWS CITY HALL BUREAU CHIEF

To be sure, the new NYC TV still includes a heavy diet of C-SPAN-like fodder. City Drive Live, featuring 24-hour coverage of the Van Wyck Expressway and other clogged city arteries, now appears on Channel 93.

Channel 74 remains a civic clearinghouse, with gavel-to-gavel coverage of City Council hearings and mayoral press conferences, while Channels 71 and 73 offer Off-Track Betting Corp. races, with the latter channel also offering a smattering of foreign-language soap operas for the city's ethnic communities.

But the station's new flagship, Channel 25, is suddenly growing into a hipster destination on the dial, with new shows on everything from underground local bands to neighborhood hot spots to city lore.

"NY Noise," the show that spotlights local indie

bands, has been a godsend to the city's always-happening music scene.

"Every time it airs, I wake up the next morning and have a Web site order," said Peter Green, president of Double Agent Records, the label for a featured band called My Favorite. "And maybe there are 20 other people who went to Tower and another 10 went to Amazon to buy the album."

The brains behind this revolution are the unlikely duo of Wierson — a 33-year-old former investment banker who covers the business side — and Seth Unger, 30, a one-time music producer who now serves as the stations' creative chief.

Neither had any experience in TV programming when Mayor Bloomberg, a former media titan, handed them the reigns of the city's cable empire in 2002.

"Everyone understands the goal — promote New York in a good light, and that's it," said Unger of the station, which now reaches some 8 million households around the region.

The station's Emmy nominations cover a range of categories, from entertainment and historical programming to editing, lighting and art direction.

"I'd say our chances are actually pretty good in some categories," Unger said. "But you have to remember that we are going up against CBS, Fox, MTV — all the biggies." dsaltonstall@nydailynews.com