

## Cool news of the DAY<sup>®</sup>

**NYC TV 74.** New York City Mayor Michael R. Bloomberg is said to hate television, which may help explain why he is transforming the city's cable station from "earnest but arid" to "relevant" and maybe even a little bit "cool," as reported by Jennifer Steinhauer in *The New York Times*. Yes, NYC TV 74 remains "dominated by Council hearings on waste management, mayoral news conferences, traffic reports, and the like." But the station now sports a snappy, new logo (it's orange!), celebrity-promo cutaways and some programming that actually could be described as creative:  
<http://home.nyc.gov/html/nyctv/home.html>

For instance, intrepid viewers are now treated to a show called \$9.99, hosted by one Julie Laipply, who provides tips on inexpensive activities (it's suggested that Ms. Laipply could "do for Steinway Street what Maria Bartiromo did for convertible bonds"). A show called "City Classics" features "vintage documentaries, news conferences, speeches and other historical clips...like that of Muhammed Ali sparring on the steps of City Hall," and John V. Lindsay giving "cranky news conferences." Then there's "City Drive Live," a traffic report based on live shots of city streets, "Cultural Corners," which is all about city-supported arts and entertainment, as well as "Parade Town U.S.A.," consisting of replays of "the many ethnic parades around the city."

"It was a crazy notion that New York City's television station should be boring," says Seth Unger, who, along with Arick Weirson, is revamping the channel on a shoestring budget of just \$1.5 million. "NYC TV's mission is to inform while being entertaining and interesting," he says. The enterprise is also consistent with Mayor Bloomberg's "favorite themes: doing more with less, improving agencies through technology and letting New Yorkers peek under the hood of the customer-service side of government." And one other thing: "Taking cues from Mayor Bloomberg, who recently appointed Joseph M. Perrello as NYC's first, chief marketing officer, Mr. Weirson says he is seeking corporate sponsorships for the city's newly marketable TV station.