



everything new york

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**NYC TV CELEBRATES ONE-YEAR ANNIVERSARY AND
ANNOUNCES NEW SUMMER SEASON LINE-UP FOR CHANNEL 74**

*New Programming Features the Best of Summer in New York City,
from Neighborhoods and Parades to Music and Film*

NYC TV, the official television network of the City of New York launched one year ago, announced its summer season lineup today. The new lineup includes two new shows *Cool in Your Code* and *Steel Band Panorama*, and new episodes of *Tribeca Film Festival* and *New York: Paradetown USA*. NYC TV focuses on "Everything New York." – from New York City government services to culture, history, and special events. In just 12 months, NYC TV has produced over 30 new series and specials and is quickly setting a new standard for municipal television stations around the country as it demonstrates that city television can be simultaneously informative and entertaining.

"Summer just got a lot cooler with the launch of the NYC TV's new season," said Department of Information Technology and Telecommunications Commissioner Gino Menchini. "Over the past twelve months, NYC TV has been working nonstop to bring all that's great about New York City to cable television. The first year has been quite fruitful and there's more in store for its sophomore year."

"While we are pleased with the results of our efforts during our first year, New Yorkers should brace themselves for some the terrific programming we have in the pipeline for next fall," said Arick Wierson, the General Manager of NYC TV. "NYC TV is becoming to New York what the Food Network is to food or what ESPN is to sports. We're a window into what keeps New York City ticking."

"In just one year, NYC TV's energetic staff has produced over 30 new series and specials," said Seth Unger, NYC TV's Creative Director. "There's tremendous soul in this network. It feels handmade, not over-produced and I think that's what our viewers enjoy."

New shows and episodes that begin airing this week:

- ***Cool in Your Code***, produced in conjunction with Concept Farm, takes a look at New York's myriad of neighborhoods by their zip codes and explores what's going on in each of them. (Fridays at 9:00pm)
- ***Steel Band Panorama*** follows the drama and music leading up to one New York City's most celebrated cultural and musical events – the West Indian Day Parade.



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With over 12 bands going head-to-head, NYC TV's Hallie Jackson interviews the players in this much-celebrated event. (Sundays at 9:30pm)

- ***Tribeca Film Festival***, a look at New York's film industry and the film festival that has galvanized Lower Manhattan in recent years. (Tuesdays at 10:30pm)
- ***New York: Paradetown, U.S.A.*** brings many of this summer's parades straight to your living room. From the Norwegian Independence Day Parade in Bay Ridge to the Bronx Dominican Day Parade through the 20th Annual Brazil Day Parade, *New York: Paradetown, U.S.A.* takes you to the parade...even if you just want to sit on your couch. (Sundays at 10:00am)

NYC TV, the city's official television network, spotlights "Everything New York." Launched only one year ago, NYC TV and its flagship channel 74 further open the window into New York City government, services, culture, history, and special events. Hailed as "a civic-minded MTV" by The New York Times, NYC TV delivers programming 24 hours a day on 5 channels to all basic cable subscribers in New York City, reaching over 1.8 million households in the five boroughs. The network is administered by the New York City Department of Information Technology and Telecommunications. For more information, log on to www.nyc.gov/tv.

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