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NYC Media Group Names Todd Asher as Chief Operating Officer

New York, NY (May 26, 2009) – Katherine Oliver, Chief Executive Officer of the NYC Media Group, today announced that Todd Asher would serve as the Group's Chief Operating Officer, effective immediately. Asher will be responsible for the day-to-day operations of the NYC Media Group's broadcast, DTV and cable television channels; its website; and its FM radio station. He will be an integral part of the media group's strategic planning, content and partnership development, and new media systems.

Asher brings to the NYC Media Group a wealth of traditional and new media experience, having served as Vice President of North and South America Broadcast Operations for Bloomberg Television. Most recently, Asher served as Chief Operating Officer of The Core Club, a private membership organization based in New York City.

"To bring someone with Asher's talents to the NYC Media Group is truly exciting, said Oliver. "Having worked with him to build Bloomberg Television's International Operations, I can't wait to see what he will do for the NYC Media Group."

As the City's official network, NYC Media Group's innovative programming celebrates New York City's vitality, and has become a model for municipal television. Programming content includes a mix of mayoral coverage, City Council hearings, cultural news and lifestyle shows.

"With its many media outlets, the NYC Media Group has a tremendous platform for providing vital information to residents and visitors of New York City," said Asher. "I'm looking forward to building on the Bloomberg Administration's successful use of technology to better deliver services and information to the public."

About NYC Media Group

NYC Media Group is the official network of the City of New York and is comprised of television, radio and digital media assets. The network programs and manages NYCTV, encompassing one broadcast TV channel, three multicast DTV channels, and four local basic cable TV channels. NYC Media Group also operates one full-power FM radio station, Radio New York 91.5 FM, and Radio NYC, the City's on-hold messaging system that serves more than 50,000 telephone lines, including City Hall. Among NYC Media Group's digital assets is NYCTV On-Demand, an online, broadband video player. To learn more about NYC Media Group, please visit www.nyc.gov/tv.