

*For Immediate Release:*

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## **NYC Media Group Names Diane Petzke as Director of Production**

**New York, NY (June 16, 2009)** - Katherine Oliver, Chief Executive Officer of NYC Media Group, today announced that Diane Petzke would join the Group as the Director of Production, effective immediately. In her duties as Director of Production, Petzke will manage NYC Media Group's original productions, which highlight City services and explore the City's culture, lifestyle and vibrant history. Petzke will oversee all aspects of production, ranging from program development to delivery.

Petzke comes from an extensive background in journalism as a producer for major broadcast networks such as NBC News and ABC News. Additionally, Petzke has widespread experience producing cable programming for CNBC. Her multiplatform experience extends to digital media and print publications as well, including Time Inc. and *The Wall Street Journal*.

"I have known Diane Petzke for years and admire her work as a producer and manager," said Oliver. "With her varied background in news and public affairs as well as her experience producing magazine and entertainment shows, Petzke brings the perfect combination to an outlet like NYC Media Group. I am delighted to have her on board."

As the City's official network, NYC Media Group utilizes its numerous media outlets to showcase information about City services and activities and has become a model for municipal television. NYC Media Group's programming content ranges from mayoral coverage and City Council hearings to cultural news and lifestyle shows.

"NYC Media Group has a unique ability to connect people to the City using the amazing reach of its media outlets" said Petzke. "From broadcast to broadband, I look forward to producing creative and engaging programming that shines an even brighter light on City programs, services and activities."

### **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](http://www.nyc.gov/tv).