



# PRESS RELEASE

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## **WNBC GENERAL MANAGER FRANK COMERFORD AND MAYOR BLOOMBERG ANNOUNCE WNBC WILL BROADCAST NYC TV PROGRAMMING**

*Five NYC TV Shows to Air Weekdays from 11:00 a.m. to Noon on Channel 4; Programming to Promote New York City Businesses and Attractions*

**New York, NY**—August 15, 2006—In line with WNBC/Ch. 4's ongoing commitment to localism, the station entered into an agreement with the City of New York to broadcast more than 100 episodes of NYC TV programming this fall, it was announced today by Mayor Michael R. Bloomberg and Frank Comerford, WNBC/Channel 4 President and General Manager. The agreement, the first of its kind in city history, offers the City invaluable airtime to promote local businesses, attractions and cultural institutions—coupled with approximately four minutes of advertising per day—while offering WNBC an opportunity to expand on its already aggressive local presence in the New York marketplace.

WNBC will broadcast five NYC TV series on its flagship station, and an additional two shows on its recently launched digital broadcast channel, WNBC-4.4. Deputy Mayor for Administration Edward Skyler, Department of Information Technology and Telecommunications (DoITT) Commissioner Paul Cosgrave, NYC TV General Manager Arick Wierson, and NYC TV Director of Special Projects Seth Unger joined the Mayor and Comerford for the announcement at WNBC studios in Rockefeller Center.

“I am extremely proud of the progress made by Arick and Seth – and everyone at NYC TV – in building a station worthy of the greatest city in the world,” said Mayor Bloomberg. “In less than five years, the official City station has grown from Crosswalks – which didn't even have a programming schedule – to the Emmy-award winning NYC TV. This agreement with WNBC, which will give us an even greater opportunity to promote the City and its attractions, is just the latest in a long line of accomplishments for the station offering ‘Everything New York.’ I would like to thank Frank Comerford and everyone at WNBC for working with us to create this exciting opportunity.”

"The agreement with NYC TV further solidifies WNBC's long-standing commitment to providing the best in local programming, news and information to the community in which we serve, and is the logical next step in WNBC's continuing mission to team up with multiple New York blue chip cultural institutions to promote localism," said Comerford. "It is our hope that this partnership, the first of its kind between a public and private entity, will prove most rewarding as it unites two great stations for one common cause: highlighting the vibrancy and excitement of our great city."

“High-quality, low-cost, and extremely local – that's what NYC TV is all about,” said Wierson. “We're the number one producer of New York City lifestyle and entertainment programming, and now our content will be available to an even greater audience.”

As part of the agreement, Channel 4 will broadcast 113 episodes of five NYC TV shows, “\$9.99,” “Blueprint | NYC,” “Cool in Your Code,” “Eat Out | NY,” and “New York 360°.” The programming hour, titled “NYC TV on NBC,” will air M-F, 11 a.m. – 12 p.m., Sept. 1 – Dec. 4. WNBC will also broadcast 120 episodes of the five aforementioned series and two other shows - the series “Secrets of New York” and the special “Seven Secrets of Grand Central” - on its digital broadcast channel WNBC-4.4.

WNBC 4.4 is a hyper-local channel that provides original cultural programming, news, local sports, entertainment and educational programming. In the coming months, the channel will be populated with new original content resulting from partnerships with the city's foremost cultural institutions including The Tribeca Film Festival, Lincoln Center, MoMA, the Wildlife Conservation Society, the New York Times and the New York Public library. Ultimately, 4.4 will be home to a broad array of programming choices derived from these relationships, as well as joint efforts with many local production companies. WNBC 4.4 is available on Time Warner Digital Channel 732 and Cablevision Digital Channel 110 in NY/NJ, and Ch. 119 in Connecticut. More information can be found at [www.wnbc.com](http://www.wnbc.com)

NYC TV was created three years ago to replace Crosswalks as the City’s official television station. Several programs are distributed nationally via other broadcasters, cruise ships and in-flight programming on airplanes. NYC TV has become a worldwide model for municipal television - cities such as Seoul, Paris, Rio de Janeiro, Los Angeles, Chicago and Houston have looked to NYC TV to improve their own stations.

WNYE-TV is broadcast on Channel 25 on Time Warner Cable, Comcast New Jersey, RCN and Dish TV, Channel 22 on Cablevision, and Channel 888 on DirectTV. Additionally, NYC TV can be seen on WVVH-TV in Long Island on Cablevision’s Channel 78. To learn more about NYC TV, please visit [www.nyc.gov/tv](http://www.nyc.gov/tv)

The following includes all programming to be carried on WNBC during the term of this agreement:

**“\$9.99”** - offers tips on free or inexpensive fun activities across the five boroughs, including parks, museums, restaurants, galleries and a whole host of interesting attractions that cost little or no money. The show stars New York Emmy nominated host Julie Laipply.

**“Blueprint | NYC”** - takes viewers in and around the iconic structures and landmarks that grab the attention of visitors and native New Yorkers alike. This Emmy-award winning program features landmarks such as City Hall, Coney Island, Gracie Mansion and many more.

**“Cool in Your Code”** - showcases what’s cool, new, undiscovered and different throughout New York City’s more than 200 zip codes. Starring Emmy-award winner Hank Wasiak and Shirley Rumierk and produced in conjunction with the Concept Farm, this innovative program was a recipient of several 2006 New York Emmy awards.

**“Eat Out | NY”** - highlights the many savory New York City restaurants and the chefs who helm them. Starring Emmy-award winning host Kelly Choi, this partnership between TimeOut New York and NYC TV is the ultimate epicurean adventure.

**“New York 360°”** - offers a behind-the-scenes look at the buzzing entertainment world - from film to television, and music to theatre. Hosted by Amy Palmer, “New York 360°” covers the latest trends in music, advertising, fashion, and publishing and provides a

backstage peek at Broadway shows and television shows. The shows airing on WNBC will feature a special new segment entitled “Made in New York,” produced in conjunction with Commissioner Katherine Oliver of the Mayor’s Office of Film, Theatre and Broadcasting.

**“Secrets of New York”** - unveils some of the city’s best-kept mysteries, from the vast subway system to the famed skyline. Hosted by Kelly Choi, this Emmy award-winning program will air on the WNBC-4.4 digital broadcast channel in addition to WNBC-4.

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