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Manhattan: WNBC Will Broadcast City-Run Programming

By DIANE CARDWELL

The city's official television outlet is hitting the big time, for a moment. From Sept. 4 through mid-December, WNBC will broadcast episodes of five NYC TV shows weekdays on Channel 4 from 11 a.m. to noon, Mayor Michael R. Bloomberg said yesterday. The hour of programming will feature shows like "\$9.99," a guide to activities costing less than \$10, and "Cool in Your Code," about undiscovered happenings within the city's 200-plus ZIP codes. In addition to roughly quadrupling the audience for its shows about New York's attractions, the city will receive about four minutes of commercial time each hour for public service announcements, NYC TV promotions and paid ads.