



## WNBC Airs NYC Fare

By Jim Benson

New York City's "official" TV channel, the city-owned NYC TV, will air a rotation of some of its most popular shows from 11 a.m. to noon on WNBC, as well as on WNBC's digital channel.

The new block of programming will follow Martha Stewart's talk show, which is moving to 10 a.m. The new schedule takes effect Sept. 4, the day WNBC switches The Ellen DeGeneres Show from the 10 a.m. spot to 4 p.m., where she'll take on The Oprah Winfrey Show on WABC.

The deal offers a cheap way for WNBC to program an hour of daytime programming. For the station, it's also a clever way to get local programming on the air without having to pay for it. NYC TV shows have won 14 local Emmy Awards since 2003.

The programs that will show up on WNBC include \$9.99, a series about how to enjoy New York City on the cheap; Blueprint NYC, about the history of interesting and significant architecture, and Eat Out NY, highlighting city restaurants.

New episodes of those shows will continue to air on NYC TV (although some new ones will premiere on WNBC).

The NYC TV block will end in December, when NBC stations begin running iVillage Live, a new daytime entry spun out of the Website for women. NBC Universal owns the Website.