

## **NYC TV shows to WNBC**

Channel 4 will b'cast 113 episodes this fall

By ADDIE MORFOOT

Under a new deal with the city of New York, WNBC will broadcast more than 100 episodes of NYC TV programming this fall.

Agreement offers Gotham airtime to promote local businesses, attractions and cultural institutions -- coupled with four minutes of advertising per day -- while offering WNBC an opportunity to expand its local presence in the New York marketplace.

Station 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.

As part of the agreement, Channel 4 will broadcast 113 episodes of five NYC TV shows, including "\$9.99," "Blueprint: New York City," "Cool in Your Code," "Eat Out NY" and "New York 360°." The programming hour, titled "NYC TV on NBC," will air Monday-Friday from Sept. 1 through Dec. 4.