



2021  
LOCAL CONTENT AND SERVICE  
REPORT TO THE COMMUNITY

*“The viewers get a sense, of not only the program, but why it is there for people who want it – to take that first step and inquire for more details. We are very appreciative.”*

- Michael L. Royce, Executive Director, New York Foundation for the Arts.

**NYC Media:** *The official broadcast network and media production group of the City of New York.*

**Mission:** To inform, educate, and entertain New Yorkers about the City's diverse people and neighborhoods, government, services, attractions and activities.



**LOCAL VALUE**  
NYC Media is a unique, noncommercial source of information and engaging content about New York City.

NYC Media produces award-winning local content that is accountable, useful and compelling.

NYC Media is part of the City of New York Mayor's Office of Media & Entertainment.

**2021 KEY SERVICES**  
In 2021, NYC Media provided these vital local services:

**NYC-TV life** explores arts and culture, entertainment and lifestyle, history and education in NYC, featuring the people and places that make NYC unique.

**NYC-TV gov** keeps viewers informed and provides a window into City government, with coverage of Mayoral press conferences, City Council hearings, crucial updates about the COVID-19 crisis, and announcements from City agencies.

In addition to the broadcasts, viewers can access NYC Media content on a number of expanding platforms, such as the NYC Media website, iTunes, the NYC Media iOS app, and Taxi TV.

**LOCAL IMPACT**  
NYC Media can reach more than 20 million people in the New York City metropolitan area and the tri-state region.

In 2021, NYC Media connected New Yorkers to information about the COVID-19 crisis and government services, local activities, and attractions as well as culturally diverse programming that serves New York City's many ethnic communities.



## 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2021, NYC Media played a key role in helping New Yorkers remain informed about COVID-19 and related issues. NYC Media accomplished this by facilitating and airing updates from local leaders and City Council hearings, maintaining 24-7 broadcast operations, creating and disseminating vital information, and by sharing public service announcements (PSAs) from other City agencies. NYC Media also continued to provide programming that educated and entertained New Yorkers, including programming that highlighted the City's rich history and cultural offerings.

### ***Providing Viewers with Information in a Crisis***

During the second year of the pandemic, NYC Media provided live and repeat coverage of press conferences and other updates from leaders sharing critical information including how to obtain emergency City services relating to COVID-19. In 2021, NYC Media covered a total of 218 City Hall public notification events that also provided live online feeds straight to the NYC.gov website. Crawl language and other graphics on NYC Life and NYC Gov alerted viewers about emergency conditions and other information. In 2021, NYC Media also broadcast notification billboards relating to COVID-19 that ran on NYC Gov and NYC Life to provide critical updates for viewers.

### ***Bringing Local Government to the Community***

NYC Media is New York City's window to local government. New York City is the largest municipality to carry live legislative hearings. In 2021, in addition to broadcasting 507 City Council meetings conducted by video-conference, NYC Media also covered 163 on-site City Council meetings for a total of 670 City Council meetings. There were also 53 hearings aired of the City Planning Commission and "The 51" was continuously updated to introduce each of the 51 City Council Members and highlight their respective districts. This programming aired on the NYC Gov channel.

### ***Informing the Public About City Services and Initiatives***

NYC Media also works with other City agencies to increase public awareness about important City messages, programs and initiatives through the distribution of and occasional production assist on PSAs. In 2021, NYC Media aired more than 287 PSAs in a variety of languages and runtimes on NYC Life, NYC Gov and multimedia platforms, including the following campaigns:

- **COVID-19:**
  - Department of Health – Vax For All
  - New York City Health - (NYCH) – Parallel Pandemics featuring Dr Chokshi
  - New York City Health - (NYCH) – COVID-19 Community Stories (testimony campaign)
  - Health + Hospitals / Test & Trace – Let's Talk About Covid series
- **Other:**
  - Democracy NYC -- Ranked Choice Voting
  - NYC Commission on Human Rights – Anti-Asian Discrimination
  - MOME/Office of Nightlife – Elevate Mental Health
  - Human Resources Administration / Mayor's Office to Protect Tenants – Right to Counsel



## 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### ***Serving New York City's Diverse Communities***

New York is a culturally diverse city made up of many distinctly different communities. In 2021, NYC Media broadcasted a host of programs catering directly to the many ethnic communities.

92Y on NYC Life  
A Day's Work  
Afropop: The Ultimate Cultural Exchange  
Aktina  
Asian American Life  
Bare Feet in NYC with Mickela Mallozzi  
Blueprint NYC  
Brindiamo!  
Brooklyn Savvy  
Cultural Caravan  
DW News  
Food.Curated  
Haiti Premiere Class  
Lucky Chow  
Medgar Evers  
Neighborhood Slice  
NYU Inside Lens  
Potluck  
RTV Romanian Television of NY  
We Speak NYC  
What's Eating Harlem?

### ***Partnering with Community Organizations***

- NYC Media continues to work in partnership with local organizations, such as The Arthur L. Carter Journalism Institute at New York University. "NYU: Inside Lens" is a showcase of documentary works by the graduate students at the institute to encourage journalistic endeavors and careers in the city.
- A partnership between the City of New York Mayor's Office of Media & Entertainment and NYC Media with the Center for Communication to produce Made in NY Talks, a series of industry panels that also airs on NYC Media designed to raise awareness about developments and opportunities in the media, technology and entertainment industry.
- A partnership with the nonprofit cultural institution 92<sup>nd</sup> Street Y provides exclusive broadcast and digital access to the outstanding interview programming in the arts, education and public discourse on "92Y on NYC Life".

## COVID-19 Info Events

The NYC Gov channel provided viewers with accurate, critical information and updates about COVID-19. The channel aired public notification events, PSA's and informational billboards that kept New Yorkers informed about the pandemic.



## Public Notification Events

NYC Media continued to facilitate and air live and on repeat public notification events with City leaders concerning the COVID-19 crisis and other pressing issues. Despite the challenges of continuing operations in a pandemic, NYC Media helped to capture and disseminate this vital information to viewers throughout the year on a 24-7 basis. The public notification events consisted of press conferences, mayoral citizen addresses, and other important updates and events that ran on NYC Gov and the City's online platforms.



## PSA's

NYC Media continued to work with partners in City government to create and share reliable, vital messages about the COVID-19 crisis and other issues. In addition to multi-platform distribution assistance on hundreds of PSA's, some PSA's also leveraged NYC Media's production expertise including animation, graphics, editing, music and mixing. For example, NYC Media helped create a PSA to support the mental health of nightlife and hospitality industry workers.



## Specials

NYC Media broadcast several special programs, including: *COVID Day of Remembrance*, *Hometown Heroes-Essential Workers NYC Parade*, *Restart Stages at Lincoln Center* (return to normalcy- HS graduations), and *Wake Up: Why Social Responsibility in Theatre Matters*.





## Interstitial Programming

In 2021, NYC Media created a number of informational billboards and shorts relating to COVID-19 that ran throughout the day on both NYC Life and NYC Gov. In addition to the billboards that provided important information to viewers during the crisis about government services, some of the shorts like *That's So New York (at home)* provided viewers with useful information about interesting online cultural events, tips to stay physically active at home in quarantine, and information about how to volunteer safely during the pandemic.



## Community Service

In 2021, NYC Media broadcast debates for the primary and general elections for Citywide offices, including the Mayor, Public Advocate, and others.



## Small Business/Recovery Projects

In 2021, NYC Media featured three programs highlighting the City's recovery during the pandemic: Native Dish (featuring immigrant owned businesses), NYC Overcoming (celebrating recovery efforts of nightlife, hospitality and entertainment communities), and Dance Resilience (dance companies through the pandemic).

