



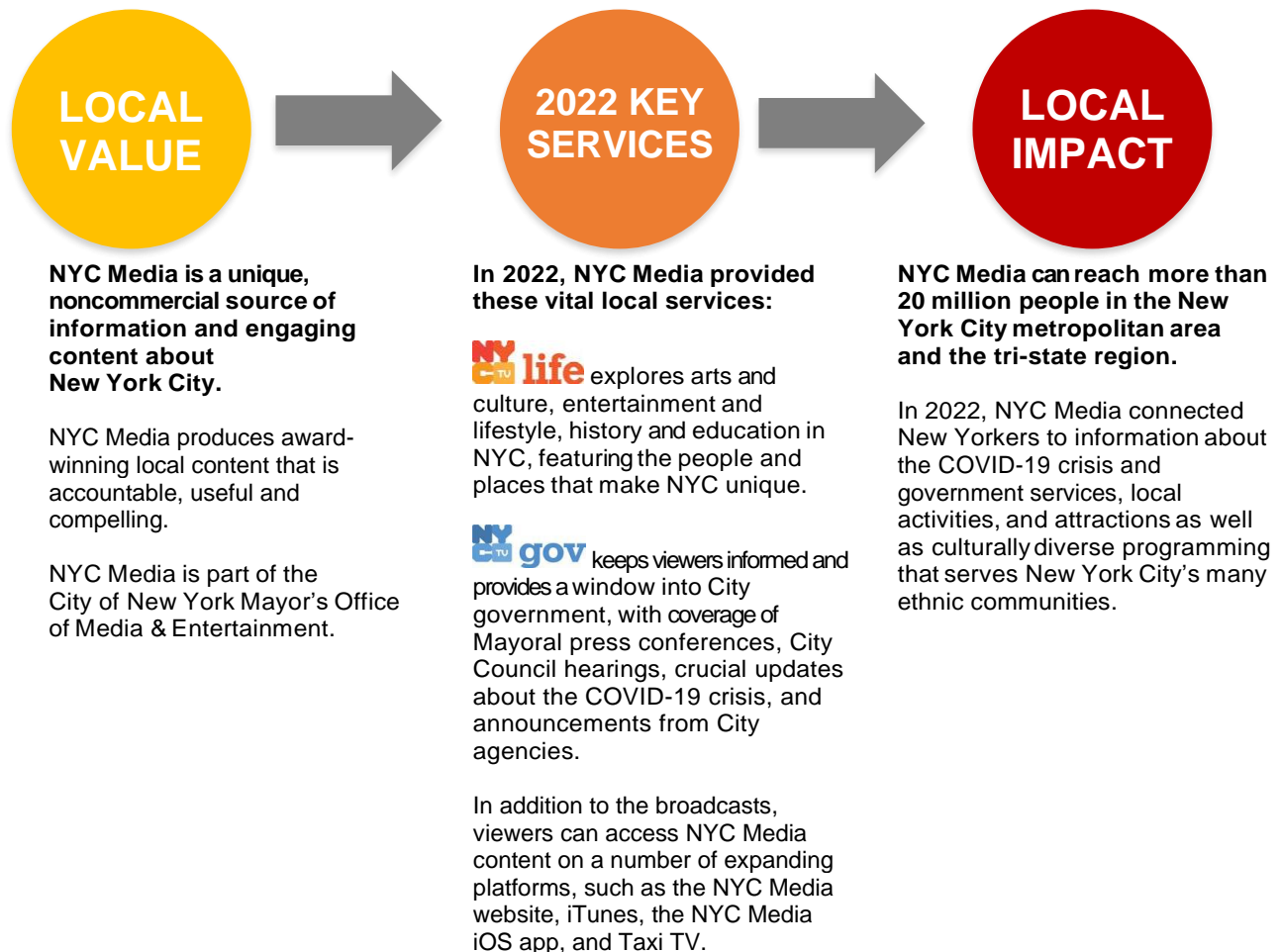
2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"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 and division under the Mayor's Office of Media and Entertainment (MOME).*

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





2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2022, NYC Media celebrated the 55th anniversary of WNYE-TV and continued to deliver on its goal to inform educate and entertain New Yorkers remain informed about New York City's diverse people and neighborhoods. 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.

Providing Viewers with Information in a Crisis

During the third year of the pandemic, NYC Media provided live and repeat coverage of press conferences and other updates from leaders sharing critical information relating to COVID-19. Crawl language and other graphics on NYC Life and NYC Gov alerted viewers about emergency conditions and other information. In 2022, NYC Media also broadcast PSAs 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 2022, in addition to broadcasting over 253 City Council meetings. There were also 49 hearings that aired of the City Planning Commission and "The 51" was continuously updated to introduce 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 2022, NYC Media aired more than 106 PSAs in a variety of languages and runtimes on NYC Life, NYC Gov and multimedia platforms, including the following campaigns:

- **COVID-19:**
 - NYC – Current Covid-19 Alert
 - New York City Health - (NYCH) – Holiday Covid Message featuring Commissioner Vasan
 - New York City Health - (NYCH) – COVID Still Here
- **Other:**
 - NYC Parks – Anti-Litter Spring
 - Mayor's Office of Equity – Juneteenth
 - MOME – June is New York Music Month
 - Mayor Eric Adams – Domestic Violence Awareness Month



2022 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 2022, 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

- In celebration of the 55th anniversary, and as a result of outreach efforts specifically designed to feature more community programming, NYC Media partnered with BRIC TV to air BRIC TV Presents Brooklyn Made, a highly cinematic spotlight of the makers, builders, designers and artists who made Brooklyn one of the most creative places in the world.
- 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 with the nonprofit cultural institution 92nd 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 local government matters and other pressing issues. 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 and other issues. In addition to multi-platform distribution assistance on hundreds of PSA's, some PSA's are done to highlight the programs that MOME is providing to New Yorkers. For example, MOME broadcast a PSA to announce last year's New York Music Month which featured a combination of in-person and virtual programming with more than 20 events, including an all-day industry conference on the future of NYC's music industry, skill-building workshops, free rehearsal space, songwriting camp, and showcases of emerging NYC artists.





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STORIES OF IMPACT

'Made in NY' Talks 2022 Spring Series

In 2022, the Center for Communication partnered with NYC Media to create an episodic series that brings together industry leaders to share insights, information and news with New Yorkers looking to work in the media and entertainment industries.



Inside Power Station @BerkleeNYC Series on NYC Life

In 2022, BerkleeNYC partnered with NYC Media to create an episodic series that showcased a variety of musicians, songwriters and producers who have created music magic at the Power Station. This original series takes viewers on a journey of Power Station's roots and features interviews with a variety of musicians, producers and performers who are keeping the music magic alive, while also spotlighting new and upcoming artists who hope to follow in the steps of their musical heroes.

