



2024 NYC Media – WNYE-TV Local Content and Service Report to the Community

“The team behind NYC Media, the City’s broadcast TV and radio network, tirelessly works to keep New Yorkers up to date. . . Thank you for showcasing New York stories and proving why New York City is the creative capital of the world.”

First Deputy Mayor Maria Torres-Springer

Overview

NYC Media’s Purpose and Mission	1
Local Value	1
Local Impact	1
2024 Key Services	1

In the Community

Bringing Local Government to the Community	3
Informing the Public About City Services and Initiatives	4
Serving New York City’s Diverse Communities	4

Stories of Impact

NYC Media Programs	5
Partnering with Community Organizations	7
Public Notification Events	9

Evaluating Outcomes, Measuring Impact

Influence of NYC Media	10
------------------------	----

NYC Media's 2024 Local Content and Service Report: Overview

NYC Media's Purpose and Mission

NYC Media is the official broadcast network and media production group of the City of New York and a division under the NYC Mayor's Office of Media and Entertainment (MOME), a government agency. NYC Media's mission is 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 received five NY Emmy Awards from a total of 15 nominations in 2024. During its history, NYC Media received almost 100 NY Emmy Awards, a testament to the high quality of its productions.

Local Impact

NYC Media can reach more than 20 million people in the New York City metropolitan area and the NY-NJ-CT tri-state region.

In 2024, NYC Media connected New Yorkers to information about government services, local activities, and attractions as well as diverse programming that serves New York City's many communities.

2024 Key Services

In 2024, NYC Media provided these vital local services through its broadcast channels NYC Life and NYC Gov:

- NYC Life explores arts and culture, entertainment and lifestyle, history, and education in NYC, featuring the people and places that make NYC unique.
- NYC Gov keeps viewers informed and provides a window into City government with coverage of Mayoral press conferences, City Council hearings, City Planning Commission meetings, 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.

NYC Media's 2024 Local Content and Service Report: In the Community

In 2024, NYC Media continued to pursue its mission to inform, educate, and entertain New Yorkers about New York City's diverse people and neighborhoods. NYC Media featured programs that provide vital information about the City, its rich history, and its cultural offerings. NYC Media worked with City agencies to develop and produce public service announcements about the City's latest services and initiatives.

NYC Media is a division of the Mayor's Office of Media and Entertainment (MOME), a New York City governmental agency. MOME offers numerous community programs, including workforce development for film/TV and theatre workers, media programs in public schools, free live performances, funding for local festivals and events, and programs designed to help media and entertainment freelancers, independent contractors, and businesses.

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 2024, NYC Media broadcast (on the NYC Gov channel) 290 City Council meetings and 81 City Planning Commission meetings. "The 51" was regularly broadcast to introduce City Council Members and highlight their respective districts.

During blue skies and in times of crisis, NYC Media provides live coverage of press conferences and critical information on how to obtain City services. NYC Media carries the mayoral press conferences before, during, and after emergencies and other events, and provides live online feeds straight to the NYC.gov website. Crawl language on NYC Life (Channel 25) and NYC Gov (Channel 74) alerts viewers about emergency conditions and viewers can also visit www.NYC.gov or to call 311 for more information. This service helps level the playing field between households with broadband and cable and those who rely on broadcast.

Informing the Public About City Services and Initiatives

NYC Media works with New York City governmental agencies to increase public awareness about important City messages, programs, and initiatives through the distribution of and occasional production assistance on PSAs. In 2024, NYC Media aired more than 100 PSAs in a variety of languages and runtimes on NYC Life, NYC Gov, and multimedia platforms, including the following campaigns:

- New York City Department of Transportation – “E-Bike Safety”
- New York City Fire Department – “Lithium Batteries”
- Administration for Children’s Services – “Foster Care”
- Human Resources Administration – “Pay It Off – Child Support”
- Mayor’s Office for People with Disabilities – “Jobs for Disability”

Serving New York City’s Diverse Communities

New York is a culturally diverse city made up of many distinctly different communities. In 2024, NYC Media broadcasted a host of programs catering directly to the many communities in our City, for example:

- 92Y on NYC Life
- Afropop: The Ultimate Cultural Exchange
- Aktina
- Bare Feet in NYC with Mickela Mallozzi
- Blueprint NYC
- Brindiamo!
- Brooklyn Savvy
- Cinema Q&A
- Cultural Caravan
- Date While You Wait
- Food.Curated.
- Native Dish: Coffee
- Neighborhood Slice
- Once Upon a City
- Potluck
- RTV Romanian Television of NY
- We Speak NYC
- What’s Eating Harlem?
- Wow, I Never Knew That

2024 Local Content and Service Report: Stories of Impact

NYC Media Programs

NYC Media broadcast original, impactful TV specials and series, like the following:

The NYC Field Guide: How to Thrive in the Five

“The NYC Field Guide: How to Thrive in the Five,” hosted by Micaela Birmingham, is a 13-episode series that features unique tips, hacks and expert information for how to live, work and play in the five boroughs of New York City. Episodes include “How to Start a Business in New York,” “How to Thrive with Kids in New York,” and “Growing Older in New York.”



Praise from Viewers:

“The NYC Field Guide is phenomenal - it has uplifted the work of many vital organizations, and showcases the beauty and uniqueness of this great city. It's both a tool to help NYers know their city better, and to promote us to the rest of the country and the world. The feature on Bronx River Alliance is getting a lot of acclaim, and driving park attendance, programming, and fundraising, in an area that sorely needs it. The Field Guide is a wonderful addition to the media landscape, and a very useful tool. I look forward to seeing another season!”

“First of all, thank you for a new program. . . . Micaela delivers wonderful, useful and otherwise obfuscated info that even lifelong NYers need. And it's fun, clever and hip. This grandma learns stuff each episode and enjoys the process. Well done! This show brings back the Bloomberg era of slick, informative and with it programming...with a now twist. Make more!”

The 51

NYC Media broadcasts a dynamic series that informs the viewer about each City Council district in New York City. During the series, each NYC City Council member of each district gets the opportunity to introduce the viewer to the district that they represent and the interesting things taking place in their district.



‘Made in NY’ Talks Series

MOME, in partnership with the Center for Communication, presented the “Made in NY’ Talks” series, which brings together industry leaders to share insights, information, and news with New Yorkers looking to work in the media and entertainment industries. With this goal in mind, NYC Media collaborated with a variety of partners to discuss issues in the media and entertainment industry and other topics of interest.



Partnering with Community Organizations

NYC Media continues collaborate with local organizations, for example:

43rd Annual Muse Awards

In partnership with New York Women in Film & Television, MOME broadcast the 43rd Annual Muse Awards, a celebration that honors women of vision and achievement in the media and entertainment industry who use their platform to break barriers, elevate others, and inspire the next generation of leaders.



Praise from a Community Partner, Cynthia Lopez, NYWFT CEO:

“New York Women in Film & Television is thrilled to share our Muse Awards with the wider NYC community. From Sharon Stone talking about equal pay to Maria Hinojosa sharing the importance of immigrant stories, to Freida Pinto discussing imposter syndrome and Sandra Lee demonstrating how sharing her cancer journey provoked public policy, you’re bound to leave this broadcast feeling inspired for Women’s History Month. Thank you to our partners at NYC Media for their support in bringing the show to all New Yorkers at home.”

NYU: Inside Lens

In partnership with the Arthur L. Carter Journalism Institute at New York University, NYC Media broadcast “NYU: Inside Lens,” a showcase of documentary works by the Institute’s graduate students. This encourages journalistic endeavors and careers in New York City.



Brooklyn Made

In partnership with BRIC-TV, NYC Media broadcast “Brooklyn Made,” a weekly docuseries that spotlights some of Brooklyn’s most unforgettable artists, designers, and innovators.



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 issues.

Government Events

NYC Media helped to capture and disseminate vital information about government events to viewers throughout the year on a 24-7 basis. These 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.



NYC Life Specials: 100 Years of Municipal Broadcasting

July 8, 2024, marked the 100th anniversary of municipal broadcasting for the City of New York. This NYC Life special documents municipal broadcasting in New York City. What began with WNYC, now the largest independent public radio station in the U.S., continues today with the City's official broadcast network, NYC Media.



2024 Local Content and Service Report: Evaluating Outcomes, Measuring Impact

Influence of NYC Media

NYC Media is committed to providing diverse, engaging, and accessible content that reflects the dynamic culture of New York City. Through a wide range of local programming, our initiatives promote equal access, transparency, and community enrichment in meaningful ways.

- **Equal Access and Civic Engagement:** By broadcasting 290 City Council hearings, we ensure that NYC households without broadband have equal access to government proceedings. This empowers all residents to actively engage in the democratic process, regardless of their internet access.
- **Celebrating NYC's Vibrancy:** Through programs like The NYC Field Guide, Brooklyn Savvy, and What's Eating Harlem?, we offer insights into New York City's diverse neighborhoods, connecting both residents and visitors to the cultural essence of New York.
- **Supporting Career Development:** Programs like the 'Made in NY' Talks series provide invaluable career development opportunities, helping professionals in media and entertainment access resources and build networks to further their careers.
- **Raising Public Awareness:** With over 100 public service announcements covering a variety of critical topics—such as public safety and job opportunities—we ensure that New Yorkers stay informed on issues that directly impact their lives.
- **Empowering Emerging Media Makers:** In collaboration with local schools and universities, we spotlight the creative works of emerging media makers, supporting the Mayor's Office of Media and Entertainment's educational and workforce development initiatives.

In addition to these core service, NYC Media provides a broad spectrum of programming that showcases the New York City's cultural richness. Our content

includes news, educational programs, public affairs shows, and cultural documentaries, all of which foster community engagement and celebrate the arts. Programs like Native Dish shine a spotlight on ethnic small business owners, while Inside Power Station @ BerkleeNYC inspires the next generation of musicians through interviews with industry professionals.

NYC Media also collaborates with organizations such as NYWIFT (New York Women in Film and Television) to facilitate important conversations on gender equality within the media industry, supporting women at every stage of their careers. Our ethnic programming—featuring Greek, Creole, and Romanian communities—further exemplifies NYC Media’s role in preserving and celebrating New York City’s diverse cultural identity and ensuring cultural representation.

Through this combination of locally driven programming, community partnerships, and educational initiatives, we aim to:

- **Enhance Community Engagement:** Offering platforms for local elections, town halls, and public discussions to strengthen civic participation.
- **Educate and Inform:** Providing essential programming that educates citizens on topics like city planning, public health, and cultural development.
- **Support Education:** Delivering engaging content for K-12 students, adult learners, and specialized knowledge-sharing programs.
- **Preserve Cultural Identity:** Celebrating and preserving the cultural heritage of NYC, fostering pride and connection across all communities.

Through these collective efforts, we strive to bridge gaps, elevate local culture, and ensure that all New Yorkers have the resources and opportunities to engage, learn, and thrive.