

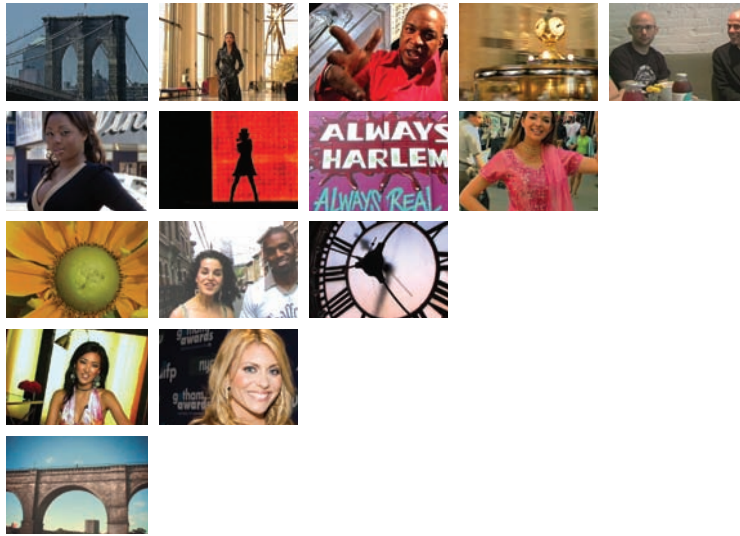


PROGRAM CATALOG



2007

original productions



CONTENTS

HISTORY & CULTURE



ENTERTAINMENT & LIFESTYLE



LOCAL FOCUS



MUSIC & FILM



CHILDREN'S PROGRAMMING



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SPECIALS





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NEW YORK NOISE



Summer Stage



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Imagine

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SHERWOOD

PALACE

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McDonald's

McDonald's

FRIDAY'S

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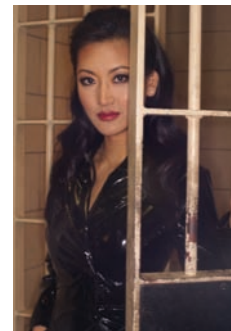
SECRETS

OF NEW YORK





HISTORY & CULTURE
11 X 30 min
www.nyc.gov/secrets



SECRETS OF NEW YORK

As hard as the rock New York City is built on, its mysteries are even harder to break. What lies behind New York's tough-as-nails veneer? It's the hidden, undocumented and unknown enigmas we call *Secrets of New York*. From the mysteries captured in New York's famous skyline, to secrets down below in the City's vast subway system, watch as we unearth, unlock and unveil some of the most titillating and tantalizing *Secrets of New York*.

Emmy® Award winning
Telly® Award winning





BLUEPRINT | NYC

Ever walk down a street and spot a building that caught your fancy? Well, the wraps are finally coming off some of New York City's most impressive landmarks. *Blueprint | NYC* takes you in and around the iconic structures and landmarks that grab the attention of visitors and native New Yorkers alike. Tour City Hall, visit Coney Island, take a journey through Gracie Mansion and much more with *Blueprint | NYC*.

Emmy® Award winning
Telly® Award winning







NEW YORK 360°

New York is the entertainment capital of the world—from film to television, music to theatre, fashion to everything in between...New York has it all! Follow host Amy Palmer and her team of correspondents as they take you behind the scenes of the New York entertainment world. Enjoy this all-access pass to the hottest TV shows and go backstage to the best shows on Broadway. Watch as *New York 360°* covers the latest trends in music, advertising, fashion, publishing (who isn't a blogger these days?!) and so much more. *New York 360°* has it covered!



EAT OUT NY





ENTERTAINMENT & LIFESTYLE
18 x 30 min
www.nyc.gov/eatoutny



EAT OUT NY

Savory, mouth-watering food, gutsy New York City restaurants, and the chefs who helm them. *Time Out New York* and NYC TV Original Productions have teamed up to create the ultimate epicurean adventure. Join host Kelly Choi as she bites, nibbles and relishes each delectable morsel of the culinary scene that sears through Gotham. Get friendly with daring chefs who celebrate the City's freshest ingredients, and meet everyday New Yorkers who have a favorite recipe to share. Treat your senses and satisfy all your cravings with *Eat Out NY*.





LOCAL FOCUS
36 x 30 min
www.nyc.gov/999



\$9.99

Who says you can't have fun in New York City for less than ten bucks a day? \$9.99 is touring the City, showing you everything that's fun, free and inexpensive in the Big Apple. Visit parks, museums, restaurants, galleries and a whole host of interesting attractions that cost little or no money. Watch \$9.99 and treat yourself to New York's most interesting neighborhoods—on the cheap!



Emmy® Award nominated
Telly® Award winning





LOCAL FOCUS
28 x 30 min
www.nyc.gov/cinyc

COOL IN YOUR CODE

Cool in Your Code is an innovative “infotainment” show that breaks down what’s cool, new, undiscovered and different throughout New York City’s 200+ zip codes. From fashion to film, celebrities and more—it’s New York City, from the inside out. Watch *Cool in Your Code* and get hip to your zip!

Emmy® Award winning
Telly® Award winning



IT'S MY PARK

With nearly 29,000 acres of parks, New York City's "emerald empire" extends beyond neighborhood playgrounds to offer a surprising richness of things to do and sights to behold in the City. From swimming pools to wetlands and everything in between, *It's My Park* showcases a treasure trove of green spaces waiting to be discovered and enjoyed.



NEW YORK NOISE



MUSIC & FILM
62 x 60 min
www.nyc.gov/nynoise



NEW YORK NOISE

New York Noise showcases indie and underground music you'd be hard pressed to find anywhere else on TV. Each hour-long episode is jam packed with cutting edge music videos from New York City bands, labels, directors and others, plus exclusive interviews, features and live performances. Check out *New York Noise*.



THE b-ridge



MUSIC & FILM
20 x 60 min
www.nyc.gov/thebridge



THE BRIDGE

Old school hip hop is new again on *The Bridge*. Join host Ralph McDaniels as he goes way back to bring you classic videos from hip hop's golden era. Each episode showcases rare videos that trace hip hop's evolution in New York City. Check out *The Bridge* and enjoy both early hip hop icons and persistent crowd pleasers – artists who continue to “bridge” the gap between the old and the new.

Telly® Award winning





SummerStage



MUSIC & FILM
14 x 60 min
www.nyc.gov/summerstage



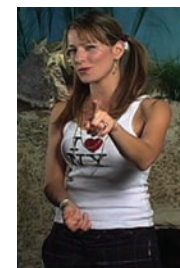
SUMMERSTAGE

SummerStage captures the energy and excitement of great live music and performances from Central Park SummerStage, the annual arts event held in New York City's Central Park. Up-and-coming artists, established performers and buzz worthy entertainers alike grace *SummerStage* – a special homage to music, dance, film and spoken word.





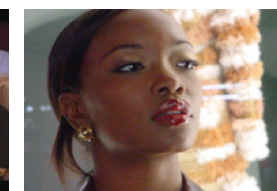
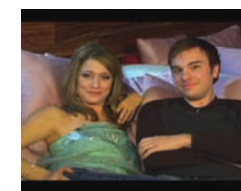
BACKDROP NYC

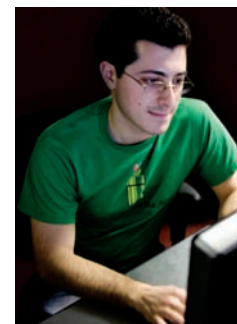


BACKDROP NYC

Think your busy Gotham schedule precludes a night at the movies? Not anymore. Now you have *Backdrop NYC*, a show featuring the best in independent film by, for and about New Yorkers. Join host Cat Greenleaf as she guides you through short films from animation to live action, narrative to documentary. Stick around while she chats with the filmmakers about their experiences writing, casting and shooting their films – and the drama of dealing with their subjects!

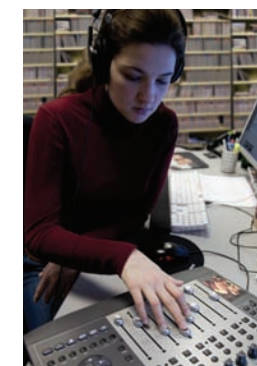
Telly® Award winning





PRESS PLAY

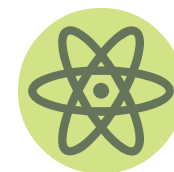
Press Play celebrates viewer generated content from amateurs with a video camera and a unique point of view. *Press Play* is an engaging way for viewers to showcase their mini-masterpieces. Viewers supply the content, *Press Play* supplies the outlet.



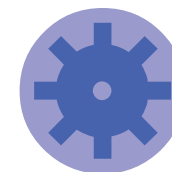
BrainPOP®

BRAINPOP

BrainPOP features fun, animated content for kids in grades 3-12. With an extensive library of episodes, *BrainPOP* covers a variety of topics including Science, Math, English, Social Studies, Health and Technology. *BrainPOP*'s content is also interactive. Episodes are complemented by comic strips, experiments and other printable worksheets – all presented in a language and voice kids can understand.



SCIENCE



TECHNOLOGY



ENGLISH



MATH



HEALTH



SOCIAL
STUDIES

MULTIPLATFORM CONTENT

www.nyc.gov/multiplatform

NYC TV Original Productions content is at home in the new media space. Our engaging original content – especially short form content – cuts across media platforms, including but not limited to mobile, broadband, VOD, in-flight, outdoor and cruise ship programming.



MULTIPLATFORM CONTENT

www.nyc.gov/multiplatform



THAT'S SO NEW YORK

New York City is arguably the capital of the world and with *That's So New York*, you can get in on all of the happenings around town. Join hosts as they showcase special events around the Big Apple that underscore the City's unique character and charm.

Emmy® Award nominated



CITY THAT NEVER SLEEPS

New York City is a truly 24-hour destination and the *City That Never Sleeps* shines a light on fun and exciting events that take place after dark. Now you can stay up past your bedtime and still be in the know about what's going on in the *City That Never Sleeps*.

MULTIPLATFORM
3 x 2.5 min
www.nyc.gov/multiplatform

MULTIPLATFORM
5 x 2.5 min
www.nyc.gov/multiplatform

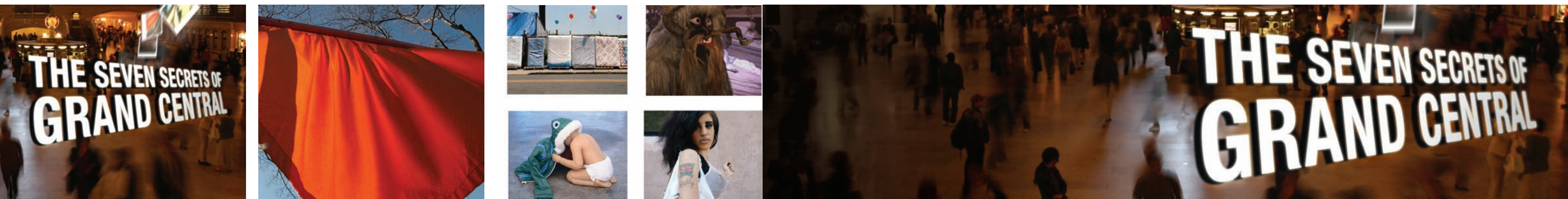
KELA ON THE KARPET

Join host Kela Walker as she hits the red carpet and schmoozes with the who's who in entertainment. Whether attending the Tribeca Film Festival or the latest movie premiere, *Kela on the Karpet* gives you a front row seat to New York City's hottest and most exclusive events. If celebs are on the carpet, they're talking to *Kela on the Karpet*!



CITY BUSINESS

Keeping up with the constant pace of business in New York City can be a challenge. *City Business* gets you up to speed on interesting and useful services and resources available to people spending time in New York City. Whether it's a new bowling alley opening up in one of New York's hot neighborhoods, or fresh takes on the City's iconic yellow taxi cab, if it's affecting the NYC consumer, it's *City Business*.



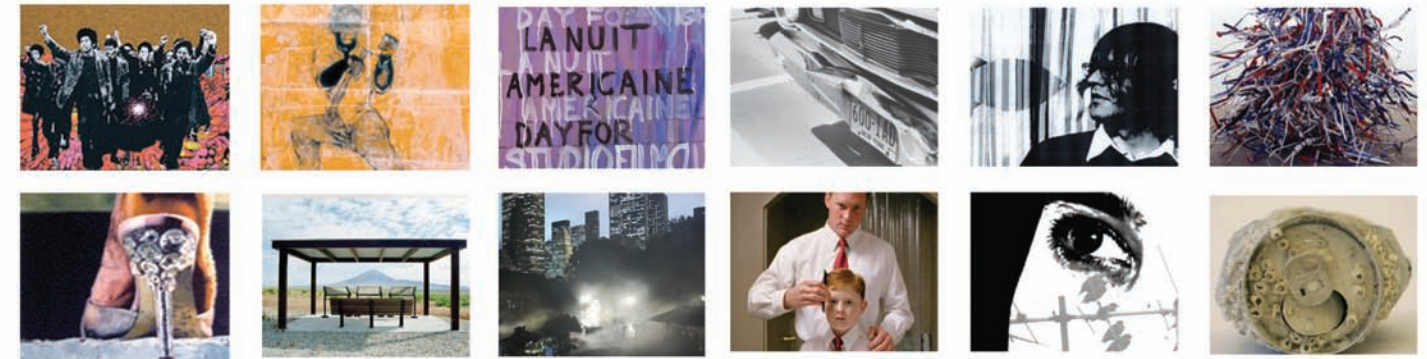
SPECIALS

Special programming from NYC TV Original Productions covers a host of areas including the arts, history and cultural phenomenons. Our library of original material captures the essence of iconic New York for locals and visitors alike. These programs offer a unique glimpse of the people, places, and things that make New York City so special.

THE SEVEN SECRETS OF GRAND CENTRAL

If New York City had seven wonders, Grand Central Terminal would be one of them. The landmark building is filled with hidden corners, lost legends and more than a secret or two. Join host Dan Brucker, resident Grand Central Terminal historian, as he takes you behind closed doors and uncovers *The Seven Secrets of Grand Central*, one of the world's most famous rail terminals.

Emmy® Award nominated

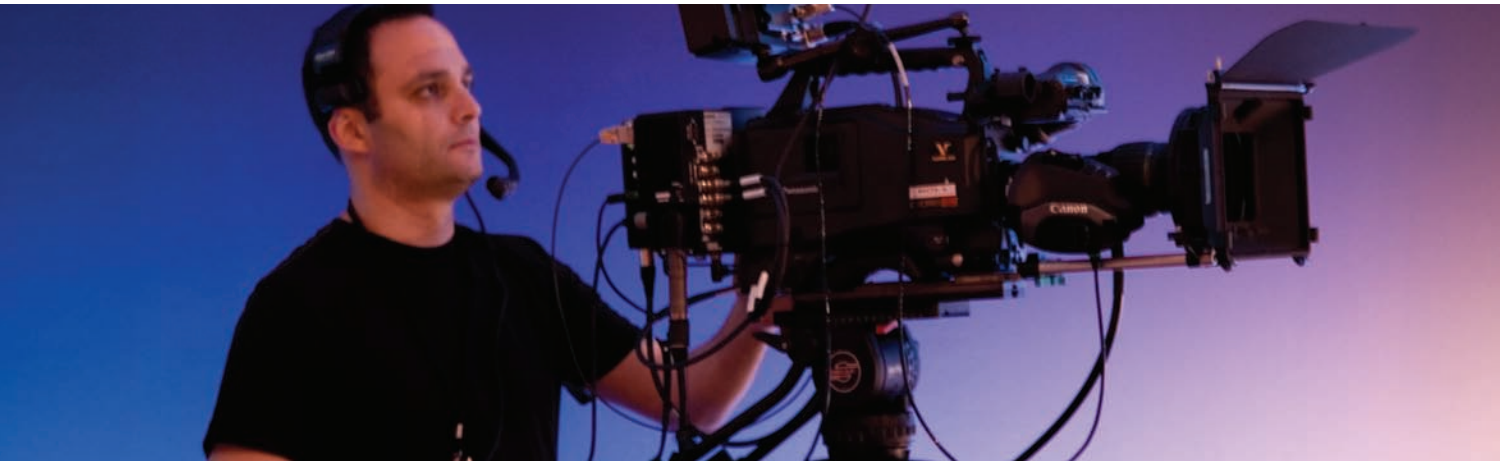


THE GATES

NYC TV celebrates the first anniversary of Christo & Jeanne-Claude's large-scale installation: *The Gates* (Central Park, New York City, 1979-2005). This visually stunning special features breathtaking imagery, fascinating interviews and insight from the artists themselves. *The Gates* took New York City by storm, now re-live the wonder.

DAY FOR NIGHT: WHITNEY BIENNIAL 2006

NYC TV Original Productions celebrates Day for Night: Whitney Biennial 2006. This special takes you inside the contemporary art scene in New York City. Sculptures, paintings, drawings, films – all are celebrated. Join host Jennifer McAlwee as she speaks with famed artists and influential curators about the impact of the arts on our world today, especially contemporary art that's so at home in New York's Whitney Museum.



NYC TV Original Productions creates and produces high quality original content celebrating New York City lifestyle, history and culture. Many of our programs have received industry recognition, including 14 Emmy® Awards and 14 national Telly® Awards. Content for NYC TV Original Productions is licensed and distributed through Skyscraper Syndication.

NYC TV Original Productions is part of NYC Media Group, the official television network of the City of New York. To learn more, please visit www.nyc.gov/tv.

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original productions