



2023  
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.”*

- Deputy Mayor Maria Torres-Springer

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



**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.

**In 2023, 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, 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 can reach more than 20 million people in the New York City metropolitan area and the tri-state region.**

In 2023, NYC Media connected New Yorkers to information about government services, local activities, and attractions as well as culturally diverse programming that serves New York City’s many ethnic communities.



## 2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2023, 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 cultural offerings. NYC Media also worked with City agencies to develop and produce public service announcements (PSAs) about the City's latest services and initiatives. NYC Media received four Emmy Awards from a total of seven nominations in 2023..

### ***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 2023, NYC Media broadcast 474 City Council meetings and 41 City Planning Commission meetings. "The 51" was regularly broadcast to introduce City Council Members and highlight their respective districts. This programming aired on the NYC Gov channel.

During times of crisis, NYC Media provides live coverage of press conferences and critical information on how to obtain emergency 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](http://www.NYC.gov) or to call 311 for more information.

### ***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 2023, 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 Health – "Flu & COVID-19 Vaccine"
- New York City Department of Corrections – "Take the (Corrections Officer) Test"
- MOME – "Anthem-Film Business 2023"
- NYC Planning – "Fresh Food with Mayor Eric Adams"
- NYC Commission on Human Rights – "Different Bodies, Same Rights"



## 2023 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 2023, NYC Media broadcasted a host of programs catering directly to the many ethnic communities.

92Y on NYC Life  
Afropop: The Ultimate Cultural Exchange  
Aktina  
Asian American Life  
Bare Feet in NYC with Mickela Mallozzi  
Blueprint NYC  
Brindiamo!  
Brooklyn Savvy  
Cultural Caravan  
Date While You Wait  
DW News  
Food.Curated  
Haiti Premiere Class  
Medgar Evers  
Neighborhood Slice  
NYU Inside Lens  
Potluck  
RTV Romanian Television of NY  
We Speak NYC  
What's Eating Harlem?  
Wow, I Never Knew That

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

- NYC Media partnered with BerkleeNYC to create an episodic series that showcased a variety of musicians, songwriters and producers who have created music magic at the Power Station in New York City. This series takes viewers on a journey of Power Station's roots and features interviews with a variety of musicians, producers, and performers and also spotlights new and upcoming artists who hope to follow in the steps of their musical heroes.
- 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.
- NYC Media, in partnership with BRIC TV, has gathered some of the most unforgettable artists, designers and innovators profiled in BRIC TV's Brooklyn Made docuseries and created a weekly primetime TV series.

## 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 highlight the 40<sup>th</sup> anniversary of the Video Music Box and note a few reasons why the hip-hop legend, Ralph McDaniels, loves New York City.



## The 51

NYC Media broadcasts an informative series which informs the viewer about each district in New York City. During the series, each 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.





## 2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

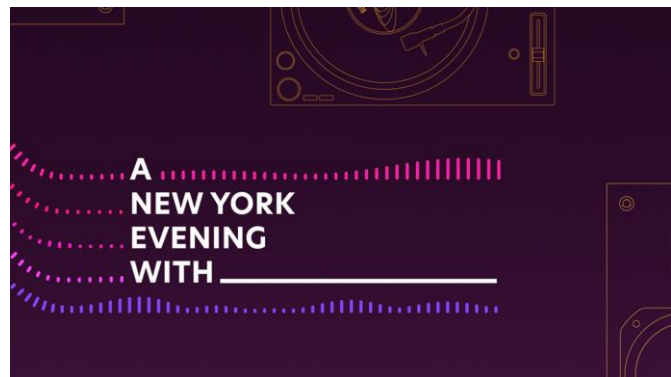
### **That’s So Dope, Hip Hop Beyond Music**

In 2023, celebrating November as Hip-Hop History Month, NYC Media created a half-hour special edition of That’s So Dope, Hip Hop Beyond Music, spotlighting the legendary Dapper Dan of Harlem and photographer Henry Chalfant, among many other trailblazing artists.



### **“A New York Evening With...”**

“A New York Evening With . . .”, presented by the GRAMMY Museum and MOME, is a series of intimate conversations with famous musicians. This series took viewers through the professional journeys, artistic influences, and the creative process of many different artists.



### **‘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.

