



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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



NYC Media is an essential source of information about New York City.

NYC Media informs, educates, and entertains New Yorkers with programming about the City's diverse people and neighborhoods, government, services, attractions and activities.

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

In 2017, 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 our City unique.

NYC-TV gov provides a window into City government with coverage of City Council hearings and press conferences.

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

NYC Media reaches more than 18 million people in the New York City metropolitan area.

In 2017, NYC Media connected New Yorkers to information about government services, local activities, and attractions and as well as culturally diverse programming that serves New York City's many ethnic communities.



2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2017, 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.

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 2017, NYC Media covered a total of 536 City Council meetings and events, as well as 436 mayoral press conferences, bill signings and other notifications of important public information, which aired live or within 24 hours of the actual events.

NYC Media regularly updates the series "The 51", which introduces each of the City Council Members and highlights their respective districts. Weekly programs like "Access Mayor" and "City Scoop" provide a review of mayoral and City government events, and other vital governmental information.

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, to visit www.NYC.gov or to call 311 for information, and to follow @nycmayorsoffice and @notifynyc for live Twitter updates.

Informing the Public About City Services and Initiatives

NYC Media works with City agencies to increase public awareness about valuable City programs and initiatives through the production and distribution of over 50 PSAs on the City's broadcast network and multimedia platforms.

Partnering with Community Organizations

NYC Media continues to work in partnership with local organizations to provide community events and local programming, such as "Made in NY Talks," where NYC Media partnered with the Center for Communication and the Paley Center for Media to produce a series of industry panels designed to raise awareness about developments and opportunities in the media, technology and entertainment industry. "Made in NY Talks" took place in various sites throughout New York City and broadcast on NYC Media, as well as made available for viewing on NYC Media's digital channels.



Serving New York City's Diverse Communities

New York is a culturally diverse city made up of many communities. NYC Media made it a priority to provide a variety of programming that can feed the needs of the network's broad audience.

In 2017, NYC Media broadcast programs that directly serve New York City's ethnic communities:

Afropop: The Ultimate Cultural Exchange
Aktina
Asian American Life
Americas Now
Bare Feet in NYC with Mickela Mallozzi
Brindiamo
Brooklyn Savvy
Cultural Caravan
DW News
Focus On Europe
Haiti Premiere Class
I-Italy
In the Americas
Journeys in India
New Scandinavian Cooking
RTV Romanian Television of NY
Slovenian Magazine
Trinidad News
What's Eating Harlem?

For New York by New York

In 2017, NYC Media aired programs that showcased the City’s history, architecture, its unique characters and locales. “Blueprint: New York City” allowed viewers to discover the story behind some of America’s most beloved and iconic landmarks – The Statue of Liberty, Ellis Island and the cathedral of St. John The Divine. And “Neighborhood Slice” chronicled the evolution of New York City’s unique neighborhoods through the oral histories of some of its eldest residents.



Women’s Initiatives

In 2017, NYC Media premiered the second season of “Her Big Idea.” The program presented inspiring stories from successful women entrepreneurs who transformed an idea into a thriving business in New York City. Viewers discovered how these women surmounted obstacles and defied challenging odds to build a profitable business in one of the world’s most competitive economic environments.



Ladders for Leaders

In 2017, NYC Media assisted the New York City Department of Youth and Community Development in creating and distributing PSAs and increasing community reach for Ladders for Leaders initiative. The program provides high school and college students with a unique opportunity to receive pre-employment training, secure paid summer internships with major companies in a variety of industries and grow their professional networks through events available to program participants.



ThriveNYC

NYC Media worked with the New York City Department of Health and Mental Hygiene on a series of PSAs aimed at raising awareness about mental health among New Yorkers. ThriveNYC is one of the most comprehensive mental health plans in the nation and it is comprised of 54 initiatives that include mental health first aid certification training, public awareness program, crime victim assistance, mental health services in schools and newborn home visiting program.



Greenlight Her

In 2017, New York City Mayor’s Office of Media and Entertainment (MOME) and NYC Media partnered with the Brooklyn College’s Feirstein Graduate School of Cinema to launch a citywide screenwriting competition which called for stories by, for, or about women in New York City. The contest was aimed at addressing the underrepresentation of women in the film and television industries both on and off the camera.

Reach in the Community:

Out of over 300 submissions, a distinguished panel of industry leaders selected two winners: “Maturity,” by Robin Rose Singer, and “Half Life,” by Patty Carey. In the summer of 2017, diverse teams of Feirstein students — led by women — produced each of the scripts for television broadcast on NYC Media. One of the two winning pilots will be selected for the creation of four additional episodes, to air on NYC Media in the summer of 2018.

Partners:

Feirstein Graduate School of Cinema is the first public graduate school of cinema in New York City and the only film school in the country located on a working film lot. Founded with a strong commitment to elevate the diverse voices of people traditionally left out of the film and TV industries, Feirstein’s student body consists of 170 students, of which 50% are women and 45% are from underrepresented groups.

Impact and Community Feedback:

The initiative offered up-and-coming filmmakers an unparalleled opportunity to have their work seen by millions of people, and provides them with incredible exposure at a key point in their careers.



“Greenlight Her” advances NYC Media’s goals to address the underrepresentation of women in the film, television and theater industries.



2017 Highlights

- 1.4 million TV viewers per week.
- 230,000 video views online per month.
- 135 hours of local government coverage per week.
- 20 hours of children's programming per week.
- Programming serving New York City's diverse communities.
- Partnerships with City agencies to highlight City services and initiatives.
- Partnerships with multiple educational institutions and local community organizations.