



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

NYC Media is the official TV and radio network and media production entity of New York City. NYC Media's flagship channel, NYC Life, explores arts and culture, entertainment and lifestyle, and history and education, and features the people and places that make NYC unique.



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

NYC Media is part of the New York City Mayor's Office of Media & Entertainment, which aims to improve government communications by making more information accessible to the public, leveraging technology to aid in the transparency of government, and supporting relevant industries in New York City.

In 2015, NYC Media provided these vital local services:

NYC-TV life Explores arts & culture, entertainment & lifestyle, history & education in NYC, featuring the people and places that make our City unique.

NYC-TV gov Provides a window into City government with press conferences and hearings with public officials.

NYC-TV world Offers international programming for New York's diverse ethnic communities.

NYC-TV drive Provides live feeds from a network of city cameras on NYC's main roadways.

NYC Media reaches more than 18 million homes in the New York City metropolitan area and is a critical resource for information about government services, local activities, and attractions and provides culturally diverse programming to serve New York City's many ethnic communities.

The City of New York owns and operates NYC Media, which comprises six TV stations and a radio station, WNYE 91.5 FM. NYC Life (Channel 25) currently has 1.4 million viewers per week on television and generates over 230,000 monthly views on Video-on-Demand, NYC Media's iOS app, and iTunes.com/nyc. NYC Media airs programs that promote the diversity of our City, its rich history and cultural offerings as well as many valuable City services.

In 2015, NYC Media continued to revamp its programming lineup with additional programs and partnerships, in pursuit of its programming mission -- "Made by New Yorkers, for New Yorkers, about New Yorkers".

Also in 2015, NYC Media continued to change the level of communications with the various agencies within the City to help centralize the messaging of valuable City services. NYC Media works directly with the City agencies to develop and produce Public Service Announcements (PSAs) and works directly with them to incorporate the City's latest services and initiatives into the programming on NYC Life and NYC Gov, as well as the City's radio station WNYE 91.5 FM.

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. NYC Media also airs 135 hours of City Council meetings and hearings and mayoral press conferences and events. In 2015, NYC Media updated a continuous series of informational videos, called "The 51", which introduces each of the City Council Members and highlights their districts.

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, as well as providing 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 continual Twitter updates.

NYC Media helps connect New Yorkers with City services. NYC Media works with City agencies to produce videos showcasing how New Yorkers and local businesses can take advantage of City services. The "InformNYC" series includes 49 episodes answering many of the most frequently asked questions about City services. The series is featured on air and online at www.NYC.gov.

Serving New York's Diverse Communities

New York is a culturally diverse city made up of many ethnic communities. In 2015, NYC Media aired twenty-nine television and radio programs that directly serve New York City's ethnic communities:

Afropop	Alt. Latino
Afropop Worldwide	Latino USA
Aktina TV and Radio	Macedonian Radio
Brazilian Music Hour	Muslim Voice
Brindiamo	Romanian Voice
Brooklyn Savvy	RTV Romanian Television of NY
Caribbean International Network	Slovenian Magazine
Communitaire Haitienne	Sinovision
Cosmos	Trevor Wilkins
Croatian Radio	Trinidad News
Cultural Caravan	US Polsat
DW Journal	V-ME Ninos
Haitian Perspective	Voice of Armenians
Haiti Premiere Class	
I-Italy	
Irish Radio	

"V-Me Niños" is presented in partnership with V-Me on NYC Life as a two and a half hour block of Spanish-language children's educational programming. Airing Monday through Friday, the series features animated and live action programs for children ages 2 to 7 years old, and includes favorites like "Plaza Sésamo", the Latin American version of "Sesame Street".

Celebrating Healthy Living

NYC Media promotes healthy living for all ages—from children to seniors—with programs about nutrition, fitness, and health. "Kela Hates Working Out" is a short video series documenting a New Yorker's journey to become fit and get informed about health by talking to the experts and putting new fitness regimens to the test. "Sit and Be Fit" and "Classical Stretch" are exercise programs for seniors. "NYC4Free" is NYC Media's Community Calendar listing suggestions for fun and free activities happening around New York City.

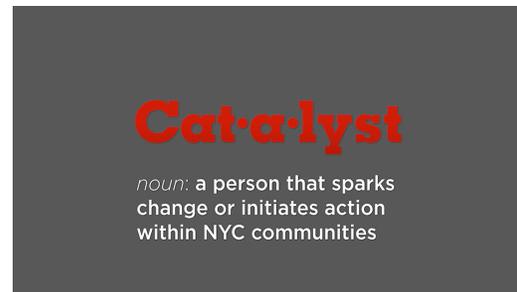
“The 51”

As part of our ongoing efforts to connect New Yorkers to local government, in 2015, NYC Media continues to update a series of informational videos called “The 51” to introduce each of the City Council members and their districts to their constituents.



For New York By New York

To maximize community impact, NYC Media introduced several short interstitial programs to the lineup to showcase the City’s unique resources and characters. “Catalysts” spotlights individuals who are making a positive impact on the lives of their fellow New Yorkers.



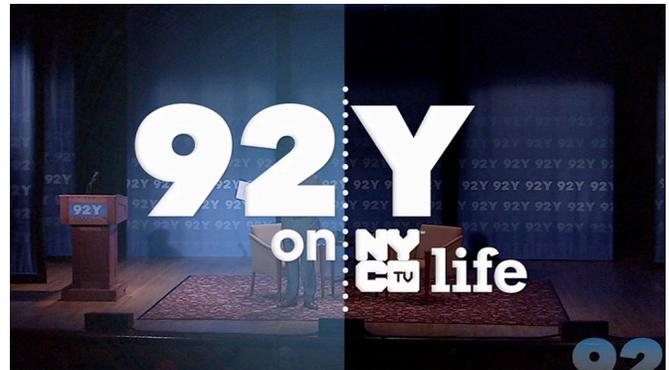
Public Service Announcements

NYC Media partnered with various City agencies to produce a series of public service announcements on important City and community initiatives including a New Yorkers with Disabilities campaign, a financial literacy campaign for Senior Citizens, a housing recovery campaign, the Municipal ID card and the Vision Zero traffic and pedestrian safety campaign.



Access to The Experts: "92Y on NYC Life"

NYC Media partnered with the multifaceted cultural and community center 92Y, to allow any viewer to experience their talks, conversations and readings. Millions of viewers now have access to the programming featuring 92Y's vast archives of talks featuring Nobel Laureates and world leaders, giants of literature and science, legendary entertainers and artists, the programming in arts, education and public discourse.



Reach in the Community:

The "92Y on NYC Life" series was featured on NYC Life, NYC Gov, Taxi-TV, NYC Media Video-On-Demand and on 92Y's media page.

Impact and Community Feedback:

Consistently one of NYC Media's most highly rated series.

Led by The Next Generation: "Inside Lens: NYU Journalism"

NYC Media partnered New York University's Arthur L. Carter Journalism Institute to broadcast a showcase of their students' works. The programming highlights diverse stories from around the globe, bringing light to the many complexities and cultural mysteries of the world's population, directly from the students' perspective.



Reach in the Community:

The "Inside Lens: NYU Journalism" was featured on NYC Life, Taxi-TV, NYC Media Video-On-Demand and on NYU Journalism's website.

Impact and Community Feedback:

The series is currently nominated for a New York Emmy Award for Public/Current/Community Affairs.

NYC Media 2015 Highlights:

- 1.4 million TV viewers per week
- 260,000 video views online per month
- Programs made in New York, by New York or about New York
- 135 hours of local government coverage per week
- 20 hours of children’s programming per week
- Partnerships with City agencies to highlight City services and initiatives
- Partnerships with multiple educational institutions and local community organizations.

