



2016 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 2016, 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 iTunes, the NYC Media iOS app, and Taxi TV.

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

In 2016, 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.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2016, 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 2016, NYC Media covered a total of 454 City Council meetings and events, as well as 421 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 local programming, such as "92Y on NYC Life," featuring 92Y's vast archives of talks featuring Nobel Laureates and world leaders, giants of literature and science, legendary entertainers and artists, and "Inside Lens" in partnership with New York University's Arthur L. Carter Journalism Institute, showcasing 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.



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 2016, NYC Media broadcast programs that directly serve New York City's ethnic communities:

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

Women's Initiatives

In 2016, NYC Media premiered two original nonfiction series that focused specifically on New York City women:

“The Vanguard: Women in the Media” series featured trailblazing women across the New York City media landscape sharing their defining career moments and providing career advice to the next generation following in their path.

“Her Big Idea” presented inspiring stories from successful women entrepreneurs who transformed an idea into a thriving business in New York City.



Single-Sex Restroom Campaign

In 2016, NYC Media assisted the New York City Commission on Human Rights in launching the nation's first government-led citywide ad campaign affirming every New Yorkers' right to use the bathroom consistent with their gender identity, regardless of their gender assigned at birth. The campaign ads and Public Service Announcements were created following audience research with transgender and cisgender New Yorkers and input from transgender community and legal advocates.



NYC Men Tech

NYC Media worked with the New York City Young Men's Initiative on NYC Men Teach. The program's PSAs looked to ensure that young people have diverse role models, teachers, and mentors. As classrooms are the major cultivators of tolerance, understanding, and appreciation of diverse cultures and backgrounds, a diverse teacher population is critical to improving the quality of life in New York City communities.



Made in NY Talks

In 2016, New York City Mayor's Office of Media and Entertainment (MOME) and NYC Media partnered with the Center for Communication 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.

Reach in the Community:

Over 2,000 people attended 10 panels featuring leading industry executives from Google, VICE, Hearst Magazines, and New York City television productions including "Billions," "The Daily Show with Trevor Noah," "Master of None," and "Gotham".

Partners:

Center for Communications
Long Island University-Brooklyn
School of Visual Arts
St. Francis College
The Duke Theatre
The New School
Village Cinema East

Impact and Community Feedback:

The programs provided insight into the inner workings of the media business and invaluable perspective on the rapidly evolving media and tech landscape.



"Made in NY Talks" advance NYC Media's goals to foster inclusivity in the industry and build a diverse, skilled workforce that will help further strengthen the city's thriving media and tech sectors.



2016 Highlights

- 1.4 million TV viewers per week.
- 260,000 video views online per month.
- 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.