

NYC TV Teams With WNBC To Tap Into A Wider Audience

BY Staff Reporter of the Sun

The city's television station, NYC TV, is taking its show on the road.

Mayor Bloomberg announced yesterday that the Emmy award-winning station is partnering with WNBC, which will be showing more than 100 episodes of some its most popular shows.

The shows include "\$9.99," which gives New Yorkers ideas for how to get by in the city on less than \$10 a day, and "Blueprint NYC," which tours viewers through iconic city structures. The shows will air weekdays between 11 a.m. and noon from September 4 through mid-December.

During a news conference at NBC studios in Rockefeller Center yesterday, Mr. Bloomberg touted the arrangement as a landmark deal that will help the city tap into a much wider audience and to promote local attractions.

The slot will replace domestic diva Martha Stewart, who will now be on one hour earlier.