

**NYC-TV To Get Airtime on WNBC, Channel 4  
WNYC Newsroom**

NEW YORK, NY August 15, 2006 —Local shows produced by NYC-TV, the municipal TV station, are about to get a much larger audience. Several of the station's programs will now be broadcast on WNBC, Channel 4. The programs include \$9-99, which tells viewers how to enjoy New York on the cheap, and Blueprint NYC, which looks at landmarks and famous buildings around town.

WNBC is the flagship station of the NBC network and averages nearly half a million viewers during the daytime, while NYC-TV gets a little over a hundred thousand viewers during prime time.

The deal will provide the city with four minutes of commercial time per hour, which it can either sell to sponsors or use to run public service announcements.