

Long Island Business NEWS

Where Business Gets Down to Business

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Friday, May 25, 2007

Hamptons TV hits Manhattan

Hamptons TV has made the leap to the Big Apple, even if Cablevision still won't carry it across most of Long Island.

Wainscott-based television station WVVH-TV debuted May 16 on Time Warner Cable, appearing as channel 1111 of Time Warner's basic package. Viewers in New York City, Westchester and Mt. Vernon can now tune into the East End station; Verizon also plans to debut Hamptons TV on its FiOS service at Channel 14.

But most Cablevision subscribers still can't get Hamptons TV, which Bethpage-based Cablevision carries on Channel 78 only on Eastern Long Island.

WVVH-TV President Ernie Schimizzi said he's happy other carriers have "seen the light."

Time Warner reaches 2.5 million subscribers in New York City alone. How will that benefit the station? "Higher [advertising] rates," Schimizzi said, "because we are delivering a greater audience."

Now all they need is the \$3.2 billion

Earlier this month, LIBN reported on a doomsday warning issued by the Pine Barrens Society, which noted in its "On Course for Failure" report that if 35,000 acres of open space are not preserved by 2015, they will surely be paved over.

The extensive report called for a massive investment of \$3.2 billion by state, county and local sources to cover the preservation effort.

So far, everything's coming up roses for the plan, according to Pine Barrens Society Executive Director Richard Amper. After consulting with planners, government officials and community activists across Long Island, Amper is reporting an overwhelmingly positive response.

"We finally got all the facts out and we were surprised there was no finger-pointing," he said. "We feel people will be coming together to implicate a plan in a matter of weeks or months."

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