

## MEDIA INFORMATION

**WLIW-FM and Hirsch Media Partner to Produce *George Hirsch Lifestyle Radio*, a New Public Radio Program and Podcast Exploring Engaging Lifestyle Topics**

*The new program is slated to premiere Fall 2021 on 88.3 WLIW-FM and [wliw.org/radio](http://wliw.org/radio)*

(Southampton, New York – April 12, 2021) Today, The WNET Group, parent company of Long Island's only NPR Station WLIW-FM, and Hirsch Media announced plans to produce ***George Hirsch Lifestyle Radio***, a new one-hour, weekly public radio program featuring informative and entertaining conversations about food and lifestyle. The series, an extension of Hirsch's long-running public television series *George Hirsch Lifestyle* distributed by American Public Television (APT), will begin taping this summer and is expected to premiere on 88.3 WLIW-FM in Fall 2021.

Co-hosted by TV host George Hirsch and chef and award-winning journalist Alex Goetzfried, ***George Hirsch Lifestyle Radio*** will explore how food can bring people together. Each week George and Alex will speak to notable culinarians and compelling guests from the East End and beyond about memorable moments around the table.

"We are committed to providing our listeners with entertaining and engaging content that spotlights the magic of the East End community," said Long Island native and resident Diane Masciale, Vice President & General Manager of WLIW21 and 88.3 WLIW-FM and Executive Producer of local productions at WLIW. "We are excited to partner with George and Alex to expand our lifestyle coverage."

"Through my longstanding partnership with American Public Television and WLIW I have brought the magic of the East End to public television stations for 27 years," said George Hirsch, host and executive producer of ***George Hirsch Lifestyle Radio***. "I am honored to partner with WLIW-FM and Executive Producer Diane Masciale to bring this entertaining content to an even broader audience."

"APT first partnered with George in 1994 to pioneer on-camera outdoor cooking on public television, and we continue to share his philosophy of bridging good food with good living with viewers today," says Thomas Davison, Director of APT Presentations at American Public Television. "With his new radio series, audiences will continue to benefit from George's culinary expertise and his enthusiasm for sustainable living."

"As a life-long East End resident, I have a special connection to this unique place on Long Island, and I was honored to make my public media debut on George's long-running TV series. I look forward to meaningful and expanded conversations on *George Hirsch Lifestyle Radio*." said Alex Goetzfried, chef and award winning journalist.

**George Hirsch Lifestyle Radio** is a production of Hirsch Media and Audio Engagement Group LLC. Executive producer is George Hirsch. For WLIW-FM Diane Masciale is executive producer.

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#### **About George Hirsch**

George Hirsch, a five-time author, and Hirsch Media have produced highly acclaimed television worldwide for more than 25 years. His television work includes groundbreaking cooking, lifestyle series and specials that have appeared on syndicated TV and radio, public television, PBS and Create TV stations. In 1994 he was the first TV host to take a cooking series outside of the studio's confines and feature lifestyle content. For more about George Hirsch Media visit [chefgeorgehirsch.com](http://chefgeorgehirsch.com).

#### **About The WNET Group**

[The WNET Group](#) creates inspiring media content and meaningful experiences for diverse audiences nationwide. It is the nonprofit parent company of New York's [THIRTEEN](#) – America's flagship PBS station – [WLIW21](#), THIRTEEN PBSKids, WLIW World and Create; Long Island's only NPR station WLIW-FM; and [ALL ARTS](#), the arts and culture media provider. The WNET Group also operates [NJ PBS](#), New Jersey's statewide public television network, and newsroom [NJ Spotlight News](#). Through these channels and streaming platforms, The WNET Group brings arts, culture, education, news, documentary, entertainment and DIY programming to more than five million viewers each month. The WNET Group's award-winning productions include signature PBS series **Nature**, **Great Performances**, **American Masters**, **PBS NewsHour Weekend** and **Amanpour and Company** and trusted local news programs **MetroFocus** and **NJ Spotlight News with Briana Vannozzi**. Inspiring curiosity and nurturing dreams, The WNET Group's award-winning Kids' Media and Education team produces the PBS KIDS series **Cyberchase**, interactive **Mission US** history games, and resources for families, teachers and caregivers. A leading public media producer for nearly 60 years, The WNET Group presents and distributes content that fosters lifelong learning, including multi-platform initiatives addressing poverty, jobs, economic opportunity, social justice, understanding and the environment. Through Passport, station members can stream new and archival programming anytime, anywhere. Community-supported, The WNET Group represents the best in public media. Join us.

#### **About American Public Television**

American Public Television (APT) is the leading syndicator of high-quality, top-rated programming to the nation's more than 350 public television stations. Founded in 1961, APT distributes 250 new program titles per year and more than one-third of the top 100 highest-rated public television titles in the U.S. APT's diverse catalog includes prominent documentaries, performance, news and current affairs programs, dramas, how-to programs, children's series and classic movies. APT also licenses programs internationally through its APT Worldwide service and distributes Create®TV — featuring the best of public television's lifestyle programming — and WORLD™, public television's premier news, science and documentary channel. More information can be found at [APTonline.org](http://APTonline.org)