

For Immediate Release

East Harlem Television Program to Focus on Asthma

A Discussion of one of the Community's Biggest Health Issues to Air Wednesday, May 16 on MNN

New York, NY 5/15/12 This month's episode of eHarlemTV, a monthly hyper-local news series spotlighting the people, places, and events of East Harlem and Harlem, features an roundtable discussion with health care professionals affiliated with Metropolitan Hospital (a facility of New York Health and Hospitals Corporation), Mount Sinai Medical Center, and Union Settlement Association. This special edition of "eHarlem Speaks" airs this Wednesday, May 16, at 7 PM on MNN 4 (Time Warner Channel 67), and will re-air on Brooklyn's B-Cat, Bronxnet, and Free Speech TV (a national satellite service) on dates to be announced. The show is also available on the web at

New York's East Harlem has some of the highest rates for hospitalization and death due to asthma not just in the city, but also in the country. 25% of neighborhood children entering kindergarten have been already been diagnosed with the disease. There is no consensus in the medical community on the causes, though experts agree that among its triggers are dust mites and mold, pollutants in the air, tobacco smoke, and strenuous exercise.

eHarlemTV's host, veteran commentator Fred Noriega, leads the discussion in the studio at Digital Laundry, an East Harlem production facility. Guests include:

- Rosemary Obiapi, Assistant Director of Family Services and Health Coordinator, Union Settlement Association
- Carolyn Rosen, MD, Assistant Professor of Pediatrics, Mount Sinai Medical Center
- Kiran Shah, MD, Allergist / Immunologist, Metropolitan Hospital

Premiering in the program is a Public Service Announcement, produced at Digital Laundry in English and Spanish with the support of a grant from Healthy People 2020, an initiative of the U.S. Department of Health and Human Services. The 30-second spot urging asthma sufferers to seek treatment before having to be hospitalized will be made available for customization by health care providers throughout the country.

Lorraine Reyes produced this episode of eHarlemTV, which also includes reports on Earth Day activities in East Harlem, as well as a review of "Glass Cord," a new off-Broadway play featuring Ms. Reyes, who is also an actress.

The conversation will continue in June, with an interview with Andrew Ting, MD, a Pediatric Pulmonologist at Mount Sinai Medical Center, and additional segments featuring practitioners from the Institute for Family Health's East Harlem location and a profile of a young asthma sufferer from the community.

About eHarlemTV

Never before has the Manhattan community of East Harlem received exclusive news coverage that brings its story to the world. With eHARLEMTV, this vibrant enclave – also known as El Barrio, Spanish Harlem and SpaHa – joins the micro-news revolution taking place in cities around the country. The half-hour newsmagazine show features new segments and interviews monthly.

“Only a tragedy in East Harlem makes the news,” says George Rivera, creator of eHARLEMTV. “Unlike other news outlets, eHARLEMTV reports all of the things that make this a neighborhood with a story to tell. “

The television component connects directly to eHARLEMTV.com, where past shows can be viewed, future episodes previewed, and searchers can find out more about East Harlem.

eHARLEMTV is produced by media content provider The Fresh Bread Group and its production services arm, Digital Laundry. Founded by producer-director George Rivera, an award-winning veteran of network and public television, Fresh Bread has a far-reaching reputation for creating high quality news, documentary, children’s, music and original dramatic programming. The company is headquartered in East Harlem.

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If you’d like more information about eHARLEMTV, please call 917-492-1757 or send an e-mail to rr@digitallaundry.net.