

NPT and Under The Guise Partner for `You Ought To Know Nashville` Web Series

Contributed by Joe Pagetta
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Five-part series will focus on both the established and the emerging people, places and events that make Nashville unique. NASHVILLE, Tennessee -- July 2, 2013 -- Nashville Public Television (NPT) and Under The Guise, the acclaimed lifestyle and fashion blog, are partnering on a new online series, "You Ought To Know Nashville," to premiere July 15. Heidi Jewell, NYLON Magazine's Nashville editor, notable fashion and style photographer, and curator of Under The Guise, serves as host and producer of the series, to be available across numerous online channels including, PBS.org, WNPT.org, UnderTheGuise.com, YouTube and Vimeo. A full list of outlets is below.

"You Ought To Know Nashville," made possible in part through a grant from PBS Digital, introduces viewers to the people, places and events that have long been established and revered in Nashville, together with their new and emerging counterparts, all in about five minutes. The series will open with visits to legendary Prince's and new Nashville arrival Husk. Subsequent episodes in the five part series, to be released every two weeks, will cover fashion, breweries, coffeeshops, and music venues. Jeremy Adams is the series' videographer and editor. Zack Wilson, its music supervisor, created the original soundtrack. Linda Wei, NPT producer (NPT Arts Break, The Gift, Chihuly at Cheekwood), serves as co-producer. Joe Pagetta, NPT director of media relations and online strategies, is the executive producer.

"I've been a longtime viewer and supporter of Nashville Public Television (NPT) and PBS," said Jewell. "It's an honor to collaborate with Joe and Linda on this new web series that showcases some of Nashville's accolades in an informative and artistic manner. I'm confident this series will continue to prove why this city is so special through the places and people who call it home."

"Heidi's aesthetic has been cultivated over a relatively short period of time by immersing herself in all this city has to offer, and her eye is impeccable," said Pagetta, "We love her approach to storytelling, and are certain the new show will please longtime fans and appeal to a whole new generation of public media supporters."

"You Ought To Know Nashville" will be available beginning July 15 on:

- PBS video channel (video.pbs.org) and iPad, iPhone and Android apps and Roku Channel
- NPT Media Update Blog (wnpt.org/mediaupdate), YouTube Channel (youtube.com/wnptvideos) and video channel (videos.wnpt.org)
- Under The Guise's website (undertheguise.com), Vimeo (vimeo.com/user17519870) and YouTube Channel (youtube.com/user/UnderTheGuise)

Additionally, new content every two weeks will be announced on both the NPT and Under The Guise's Facebook and Twitter accounts.