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PROGRESS

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JANUARY 2012

NON-PROFIT NEWS PARTNERS PROGRESS REPORT

This report summarizes the steps NBCUniversal has taken during the reporting period of **July 28, 2011 to January 28, 2012** to satisfy the obligation under Appendix A, Section XI.5 of the Comcast-NBCUniversal Order.¹ That condition requires that at least four of the 10 NBC Owned Television Stations enter into cooperative arrangements with locally focused non-profit news organizations. These arrangements are to be modeled after the successful partnership already in place between the NBCUniversal-owned television station in San Diego, California and the VoiceofSanDiego.org.

As announced this past December, four stations, plus the San Diego operation, have established partnerships with non-profit news entities.

CULMINATION OF THE NEWS PARTNERS SELECTION PROCESS

The first report on the progress of the news partner selection process described the steps taken by NBCUniversal to ensure the broadest dissemination of its request for proposals and application intake process, both of which concluded on July 22, 2011.² NBCUniversal's efforts since then have been focused on evaluating proposals representing 30 independent news organizations from across the country. The high volume of applications came as little surprise considering the extensive outreach effort undertaken by the NBCUniversal-owned stations in their markets. To recap, the outreach consisted of:

- Airing promotional announcements on all of the NBC Owned Television Stations other than NBC 7 San Diego (KNSD). By the close of the application period, the NBC Owned Television Stations had aired more than 1,800 promotional announcements inviting interested parties to visit each station's website and submit an application.

¹ Memorandum, Opinion and Order in the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees, MB Docket No. 10-56 (Jan. 18, 2011), as amended by the Erratum released on March 9, 2011 ("Comcast-NBCUniversal Order").

² See Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56 (Jul. 28, 2011) at Attachment A ("July 28 Report").



- Placing advertisements on each NBC Owned Television Station’s website, generating over 13 million ad impressions across the sites.
- Creating a vanity URL on each station’s website (.com/nonprofit) that contained the application form and information on the application process.
- Issuing a press release that described the project and included links to the relevant section of the stations’ websites.³
- Communicating directly with any organizations that had proactively contacted NBCUniversal based on press reports describing the local news partnership condition in the Comcast-NBCUniversal order.
- Sending e-mails describing the project to the heads of six diverse journalism organizations to encourage these organizations to make their members aware of the potential opportunity. These organizations are National Association of Black Journalists, National Association of Hispanic Journalists, Native American Journalists Association, Asian American Journalists Association, South Asian Journalists Association and National Lesbian and Gay Journalists Association.

Organizations interested in applying were required to demonstrate robust news gathering capabilities and a track record of accuracy, fairness and independence in their journalistic efforts. To further the goal of enhancing diversity, the application materials required each applicant to describe the manner in which the applicant’s governance and leadership reflected the diversity of communities in the station’s service area. The applicant’s ability to help the NBC Owned Television Stations enhance diversity of viewpoints and programming was also a factor in the review process.

Each qualifying application was reviewed in full by four people —the in-market news director, the station’s finance director, a second news leader randomly assigned, and a member of the law department. The pool of applicants was narrowed through this paper review. Finalists were then subjected to a second review, including a site visit, discussion of business terms, follow-up questions, reference checking and background checking.

³ See Press Release: NBC Local Media Announces Multi-City Search for Locally-Focused, Non-Profit News Organizations, <http://www.nbcuni.com/corporate/newsroom/nbc-local-media-announces-multi-city-search-for-locally-focused-non-profit-news-organizations-1> (May 23, 2011).

SELECTED PARTNERS

On December 6, 2011, NBC Owned Television Stations announced the four selected partners at the close of its careful and detailed selection process.⁴ Each selected partner has a distinguished history of providing locally-focused news through traditional and non-traditional media alike.

News Partner	Station
	

ProPublica (www.propublica.org) is a Pulitzer Prize-winning independent newsroom that produces investigative journalism that serves the public interest, focusing on important stories with great impact with a goal of generating positive reform in the larger community. Since its launch in 2008, ProPublica has partnered with leading news organizations across the nation to publish or broadcast their stories, distributing more than 100 stories in 2010 with more than 40 different partners.

ProPublica has partnered with NBC 4 New York (WNBC), but will also provide the results of its investigations to all 10 NBC Owned Television Stations. Richard Tofel, ProPublica's general manager, expressed that the partnership with the NBC Owned Television Stations "will extend the reach and impact of ProPublica's groundbreaking news applications and result in great local stories for NBC viewers across the country. Beyond that, we're very grateful for NBCUniversal's commitment to supporting innovative non-profit journalism in the public interest."⁵

News Partner	Station
	

⁴ See Press Release: NBC Owned Stations Selects Four Non-Profit News Partners, <http://www.nbcuni.com/corporate/newsroom/nbc-owned-stations-selects-four-non-profit-news-partners> (Dec. 6, 2011) and related blog post at <http://www.nbcudirect.com/nbcownedstations120611/> (Dec. 6, 2011).

⁵ M. Cho, NBC Selects ProPublica as New Non-Profit Partner, <http://www.propublica.org/atpropublica/item/nbc-selects-propublica-as-new-nonprofit-partner> (Dec. 6, 2011).

The Chicago Reporter (www.chicagoreporter.com) is an investigative news organization that publishes a website, blog and bi-monthly magazine. The staff of *The Reporter* is widely-recognized for its reports and analysis on the social, economic and political issues of metropolitan Chicago with a focus on race and poverty. *The Reporter* serves a wide, diverse and influential audience of policy makers and government officials, traditional and new media, social service providers and members of the general public.

The Chicago Reporter will work with NBC 5 Chicago (WMAQ). Kimbriell Kelly, editor and interim publisher of *The Reporter*, was quoted on her organization's website as saying that "[t]he Chicago Reporter is looking forward to combining our 40 years of investigative reporting and analysis around race and poverty with the heft of the investigative staff at NBC. As newsrooms cut back on resources, it's refreshing that NBC/Comcast has remained committed to expanding its capacity through strategic community partnerships."⁶

News Partner

Station



WHYY (www.whyy.org) is a leading public media provider in the Greater Philadelphia area, serving Southeastern Pennsylvania, Southern New Jersey and all of Delaware and reaching more than one million television viewers, over 400,000 radio listeners and nearly 100,000 unique website visitors at www.newsworks.org each week. Their coverage focuses on news, education, arts and culture.

WHYY will work with NBC 10 Philadelphia (WCAU). WHYY Executive Vice President and Chief Operation Officer Kyra McGrath praised the initiative by stating, "NBC 10 has a tremendous reach in this region beyond our reach. So we think each partner can bring something to the other."⁷

⁶ M. Zamudio, *The Chicago Reporter* partners with NBC 5, <http://www.chicagoreporter.com/news/2011/12/chicago-reporter-partners-nbc-5> (Dec. 6, 2011).

⁷ C. Mimidis, NBC10 Announces New Partnership with WHYY, <http://www.nbcphiladelphia.com/news/local/NBC10-Announces-New-Partnership-With-WHYY-135103868.html> (Dec. 6, 2011).





KPCC (www.kpcc.org) is Southern California Public Radio's flagship station, reaching more than 650,000 listeners every week in the Los Angeles area and Orange County with award-winning local news and public radio's signature programs. KPCC has garnered over 200 journalistic honors including three Distinguished Radio Journalist awards from the Greater LA Chapter of the Society of Professional Journalists and the 2008 top honor for Breaking News from the LA Press Club. KPCC also features signature public radio programs from American Public Media, the BBC and Public Radio International.

KPCC will work with NBC4 LA (KNBC). KPCC's News Director Paul Glickman said of NBC4 LA, "It's their goal to improve their local news coverage. That's what this is about for them. And they look to us as a logical place to turn because of our reputation for the high quality of our news coverage."⁸

CURRENT STATUS

These four agreements, plus the existing one in San Diego, mean that the NBC Owned Stations division is engaged in local news partnerships in 50 percent of its markets.

The new partnerships started immediately following the announcement. The partnerships will feature a variety of elements, including developing stories, conducting research and investigations, sharing footage and other content across multiple platforms, providing promotional assistance and cross-linking websites.

All four new stations participating in the partnerships kicked off the new arrangements by holding joint editorial planning meetings with the non-profit partners. Although these collaborations are still in the early planning stages, the efforts by the NBC stations and their partners are already producing results. For example, *The Chicago Reporter* and NBC 5 Chicago recently joined forces in an investigation concerning the business dealings of Dr. Leon Finney Jr., a high-profile Chicago minister and community organizer who controls tens of millions of dollars in government grants for subsidized housing and community programs. Following an investigative piece which appeared in *The*

⁸ See Press Release: KPCC plans investigative/enterprise news partnership with NBC LA, <http://www.scpr.org/news/2011/12/06/30219/kpcc-plans-investigativeenterprise-news-199/> (Dec. 6, 2011).

Reporter's bi-monthly magazine,⁹ *The Reporter* and NBC 5 Chicago assembled a joint team to conduct a deeper investigation into additional non-profit projects controlled by Dr. Finney and his wife in addition to those covered in *The Reporter's* story. The results of the investigation aired in a segment featured on the NBC 5 Chicago news during the week of January 16, 2012,¹⁰ and articles were posted on the NBC 5 Chicago website.¹¹ *The Reporter* and NBC 5 Chicago will continue collaborating on this story and its developments.

In New York, ProPublica recently provided NBC 4 New York a briefing on a new interactive news application. As a result, NBC 4 New York is working on a story that will air in February. Additionally, the station has shared the details with the other NBC Owned Television Stations so they can determine if they want to do their own local stories.



⁹ See A. Caputo, *The Chicago Reporter: Following Finney* (Jan.-Feb. 2012), reprinted online at <http://www.chicagoreporter.com/news/2012/01/following-finney> (Jan. 2, 2012).

¹⁰ Video of broadcast available at: <http://www.nbcchicago.com/video/#!/news/local/video-override/Questions-of-Financial-Impropriety-Dog-Woodlawn-Organization/137734768> (Jan. 19, 2012).

¹¹ See, e.g., A. Caputo, *Reporter Investigation: Landlord, Daley Ally Makes 'Slumlord' List*, <http://www.nbcchicago.com/news/local/Politically-Connected-Landlord-Makes-Slumlord-List-136833258.html> (Jan. 6, 2012)



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