

Transaction Compliance Report

MB Docket No. 10-56

NBCUniversal Non-Profit News Partnerships

for the period of July 28, 2012 through January 28, 2013



To the Federal Communications Commission:

This report provides the information required by Condition XI.5.f of Appendix A (the "Condition") to the *Transaction Order*¹ regarding NBCUniversal's non-profit news partnership arrangements.

Table of Contents

Background.....	2
Update on the News Partnerships.....	3
NBC 4 New York / WNBC and ProPublica	3
NBC 5 Chicago / WMAQ and <i>The Chicago Reporter</i>	4
NBC 10 Philadelphia / WCAU and WHYY.....	5
NBC 4 Southern California / KNBC and KPCC	6

Online Copy

A copy of this report is available on the websites maintained by each of the stations that comprise the NBC Owned Television Stations division (e.g. <http://www.nbcwashington.com>).

¹ *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*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by an Erratum released on March 9, 2011) (*Transaction Order*).

Background

As required by the Condition, four of the 10 stations in NBCUniversal's NBC Owned Television Stations division have established and maintain cooperative arrangements with locally-focused, non-profit news organizations. The stations and their news partners are: NBC 4 New York / WNBC and ProPublica; NBC 5 Chicago / WMAQ and *The Chicago Reporter*; NBC 10 Philadelphia / WCAU and WHYYY; and NBC 4 Southern California / KNBC and KPCC – Southern California Public Radio.

These continuing agreements, plus the ongoing relationship between NBC 7 San Diego / KNSD and the Voice of San Diego, means that half of the stations in the NBC Owned Television Stations division have news partnership agreements in place.

In addition, just this month the station in Miami-Ft. Lauderdale, NBC 6 South Florida / WTVJ, announced a partnership with the non-profit Florida Center for Investigative Reporting (FCIR) to enhance the station's local investigative reporting capabilities. While not as established as the other partnerships detailed in this report, the new partnership between FCIR and Team 6 Investigators (the station's new consumer and investigative unit) will include co-developing stories, conducting research and investigations, sharing content, and cross-linking websites.²

Collaborations between the stations and the non-profit partners –which involve sharing data, research, and in-depth investigative resources– have resulted in at least a dozen investigations, and have generated dozens of on-air and online news reports for the stations, as well as on the partners' radio stations and websites.

Beyond this reciprocal investigative and content production support, NBCUniversal also provided financial assistance to each of its news partners.

² See NBC 6 South Florida Partners with Florida Center for Investigative Reporting, <http://www.nbcmiami.com/on-air/about-us/NBC-6-South-Florida-Partners-With-Florida-Center-For-Investigative-Reporting-187183561.html> (Jan. 16, 2013); NBC 6 South Florida Teams up with FCIR, <http://fcir.org/2013/01/14/nbc-6-south-florida-teams-up-with-fcir/> (Jan. 14, 2013).

NBC 4 New York / WNBC and ProPublica

NBC 4 New York and ProPublica conduct regular conference calls to ensure that NBC 4 New York and the other stations in the NBC Owned Television Stations division are aware of the most recent research and investigative data that ProPublica has available. Where NBC 4 New York sees an appropriate opportunity to use the ProPublica investigative data, producers work with ProPublica to adapt the data into investigative segments for NBC 4 New York's newscasts. Additionally, the NBC 4 New York news team takes the lead in coordinating conference calls and group e-mails between ProPublica and news teams at the other stations in the NBC Owned Television Stations division. During these conference calls, the teams discuss ways to enhance and localize ProPublica's featured investigations and plan potential stories for future ratings periods or high-viewer volume times.

NBCUniversal support for ProPublica includes the participation of ProPublica's investigators during news segments, online references and links to ProPublica to build name recognition and support for the organization, and financial assistance to help support the organization's ongoing mission. For its part, ProPublica provides the results of its data-based journalism to all 10 stations that comprise the NBC Owned Television Stations division, often prior to these investigations becoming publicly known.

Collaboration in Practice

In September 2012, NBC 4 New York aired a story utilizing ProPublica's database of nursing home deficiencies and fines for the New York/New Jersey area.³ Using the data, NBC 4 New York's i-Team was able to identify two significant problems in the local nursing home industry: rodent infestation and patients wandering off. The i-Team expanded the investigation and interviewed a family who lost a loved one after he had wandered from a nursing home facility and froze to death. The segment directed viewers to the ProPublica online database and explained how the database worked, allowing viewers to conduct research of violations at nursing homes in the database.

The nursing home story aired on NBC 4 New York's 5:00 PM newscast on September 13, 2012. At the same time, an Internet-version of the story was published on NBCNewYork.com⁴, where it quickly became one of the most watched and shared stories of that week. The article on the NBCNewYork.com includes a link to the ProPublica database.

A number of the other stations in the NBC Owned Television Stations division, including stations that do not have a non-profit news partner, used ProPublica's nursing home application to support their own local stories.⁵

³ See <http://projects.propublica.org/nursing-homes/>.

⁴ See C. Glorioso and T. Burke, *i-Team: Nursing Home Database Uncovers a Catalog of Horrors*, <http://www.nbcnewyork.com/news/local/nursing-home-database-deaths-wandering-169689356.html> (Sep. 13, 2012).

⁵ See, e.g. stories by NBC 7 San Diego: P. Krueger, *New Tools Aid in Nursing Home Selection*, <http://www.nbcsandiego.com/news/health/New-Tools-Aid-in-Nursing-Home-Selection-168816966.html> (Sep. 7, 2012); and NBC Connecticut: *New Tool Reveals Nursing Home Violations*, <http://www.nbcconnecticut.com/investigations/New-Tool-Reveals-Nursing-Home-Violations-171053221.html> (Sep. 24, 2012).

NBC 5 Chicago / WMAQ and The Chicago Reporter

The NBC 5 Chicago news team holds regular meetings with *The Reporter's* staff with the goal of increasing the coordination between the two news organizations. One of the primary goals is to synchronize the airdates of stories airing on NBC 5 Chicago with *The Reporter's* publication dates for companion or related pieces. This collaborative approach helps each party benefit from the public's interest in the stories and capitalizes on their ability to reach consumers on multiple platforms. *The Reporter* also provides one of its reporters as a resource for NBC 5 Chicago on-air stories. In turn, NBCChicago.com editors provide link-backs to *The Reporter's* publication of each piece that was produced in partnership, including link-backs in posts on NBC 5 Chicago's Twitter and Facebook feeds.

NBC 5 Chicago also collaborates with the Better Government Association (BGA), another long-established non-profit watchdog that investigates allegations of waste, fraud, and corruption in local and state government.

Collaboration in Practice

Illinois Department of Children and Family Services. For its September-October 2012 cover story, *The Reporter* investigated the homicides of children who were or had been under the care of the Illinois Department of Children and Family Services (DCFS). *The Reporter* conducted an in-depth investigation into the annual reports issued by DCFS's Inspector General, and gathered statistics on percentages of children who had been killed by family members where DCFS caseworkers either had some recent involvement with the family, or where the caseworkers had found no evidence of familial harm or danger prior to the child's death.⁶ NBCChicago.com posted a link to the report on *The Reporter's* website.⁷ The story was later picked up by the Associated Press.

Human Trafficking and Prostitution. A feature in *The Reporter's* November-December 2012 issue, investigating alleged disparities between the prosecution rate of prostitutes and their clients in the Cook County criminal justice system, complemented a long-time interest of NBC 5 Chicago investigative reporter Marion Brooks. Ms. Brooks is working with *The Reporter's* findings for potential inclusion in a continuing series of NBC 5 Chicago reports on human trafficking.

Corruption in the Cook County Housing Authority. NBC 5 Chicago collaborated with the BGA on a story profiling real estate mogul Elzie Higginbottom. The story aired on Sunday, July 1, 2012 on the 10:00 PM news, and was featured on NBCChicago.com with a link to the BGA's website and its coordinated investigation.⁸

⁶ See K. Everson, *Fostering Victims of Violence*, <http://www.chicagoreporter.com/news/2012/09/fostering-victims-violence> (Sep. 4, 2012).

⁷ See Report: 200 DCFS Kids Killed over 11 Years, <http://www.nbcchicago.com/news/Report-200-DCFS-Kids-Killed-Over-11-Years-170890111.html> (Sep. 23, 2012).

⁸ See D. Johnson, *Conflict of Interest in Real Estate Mogul's \$3 Million Deal?* <http://www.nbcchicago.com/investigations/Unit-5-BGA-Investigates-Real-Estate-Mogul-Elzie-Higginbottom-3-Million-Deal-161010715.html> (Jul. 3, 2012).

NBC 10 Philadelphia / WCAU and WHY Y

NBC 10 Philadelphia and WHY Y have focused their partnership on the exchange of online news and local information content between NBCPhiladelphia.com and WHY Y's website, NewsWorks.org. Each day, NBCPhiladelphia.com posts WHY Y stories in the local news section of NBCPhiladelphia.com, "The Scene." WHY Y also provides NBCPhiladelphia.com with local political commentary, local arts, and cultural coverage, including a popular weekly movie review segment, FLICKS by Patrick Stoner. NBC 10 Philadelphia reciprocates by providing daily weather content to NewsWorks.org. In fact, this extensive cross-linking has made NBCPhiladelphia.com the top referrer of web traffic to NewsWorks.org.

Collaboration in Practice

NBC 10 Philadelphia collaborated with WHY Y on coverage of the November 2012 election, including content sharing and technical coordination. WHY Y provided political columns for use by NBCPhiladelphia.com, and the station provided WHY Y with six "cut-ins" during the 8:00-11:00 PM block of its election night coverage. NBC 10 Philadelphia also featured NewsWorks.org's "Stakes", an in-depth series focused on a personal stakes that the profiled families had in the results of the election.⁹

⁹ See e.g., E. Walker, *What are 'the stakes' for you in the 2012 election?* <http://www.newsworks.org/index.php/speak-easy-archive/item/45362-what-are-the-stakes-for-you-in-the-2012-election> (Oct. 9, 2012).

NBC 4 Southern California / KNBC and KPCC

KPCC – Southern California Public Radio and NBC 4 Southern California have forged a successful partnership by collaborating on stories where KPCC provides in-depth research while NBC 4 Southern California gathers sound and other production elements. This teamwork has allowed the creation of stories that blend the strength of the two news outlets and leverage NBC's technical capabilities. In addition, the digital teams at both stations regularly interact to optimize the quality and selection of multimedia and other interactive content posted on their respective websites.

NBCUniversal supported KPCC through producer and talent resources, material acquired in the field, and promotion on both broadcast and online.

Collaboration in Practice

Sepulveda Pass Brush Fire. NBC 4 Southern California reporter Angie Crouch did a live report on a brushfire that erupted in the Sepulveda Pass in September 2012, as part of both NBC 4 Southern California and KPCC's breaking news coverage.¹⁰ Ms. Crouch was in a unique position to report on the progress of the fire that caused residential evacuations, and the closing of the Getty Center.

Discrimination in the National Guard. NBC 4 Southern California and sister station NBC Bay Area conducted a joint investigation into sexual harassment and racism in the California National Guard. In advance of breaking the story, NBC 4 Southern California provided recorded interviews for KPCC to broadcast and also post on its website. In addition, NBC 4 Southern California reporter Joel Grover appeared live on KPCC's morning show to discuss and promote the report that would premiere on that day's 11:00 PM television newscast.¹¹

¹⁰ See O. Elbright, et al., *Sepulveda Brush Fire Burns 70 Acres*, <http://www.nbclosangeles.com/news/local/Sepulveda-Pass-Brush-Fire-169841396.html> (Sep. 16, 2012); J. Kandel and M. Palmer, *Brush Fire in Rustic Canyon Grows to 30+ Acres in 105 Degree Heat*, <http://www.nbclosangeles.com/news/local/Sepulveda-Fire-Update-169892056.html> (Sep. 16, 2012); KPCC Staff, *Brush Fire in Sepulveda Pass 40 Percent Contained; Getty Center Temporarily Closed*, <http://www.scpr.org/blogs/news/2012/09/14/9990/brush-fire-sepulveda-pass-getty-center-temporarily/> (Sep. 14, 2012).

¹¹ See J. Glover, et al., *Whistleblowers Expose Hidden Culture of Alleged Racism, Sexual Harassment in California National Guard*, <http://www.nbclosangeles.com/news/local/Whistleblowers-Expose-California-National-Guard-Sexual-Harassment-Racism-Investigation-NBC4-Joel-Grover--179338741.html> (Nov. 15, 2012); J. Glover, et al., *Federal Investigation to Probe Claims of Alleged Racism, Sexual Harassment in California National Guard*, <http://www.nbclosangeles.com/news/local/Investigation-Sparked-California-National-Guard-Sexual-Harassment-Racism-Investigation-NBC4-Joel-Grover-179755991.html> (Nov. 16, 2012); A. Cohen and A. Martinez, *Investigation looks into allegations of harassment, racism in the CA National Guard*, <http://www.scpr.org/programs/take-two/2012/11/14/29283/investigation-looks-into-allegations-of-harassment/> (Nov. 14, 2012).