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**JULY 2012**

**PROGRESS**

**REPORT**

## JULY 2012

# NON-PROFIT NEWS PARTNERS PROGRESS REPORT

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This report summarizes the steps NBCUniversal has taken during the reporting period of **January 28, 2012 to July 28, 2012** to satisfy its obligations under Appendix A, Condition XI.5 (the “Condition”) of the Comcast-NBCUniversal Order.<sup>1</sup>

Per Condition XI.5(f), this report describes the status of the non-profit news partnership arrangements, including a description of the support provided by NBCUniversal to each news partner organization, and information about the news and other programming produced by the arrangement, including the overall quantification by market of local content segments or items generated, as well as their nature (including but not limited to videos, articles, blog posts, and photos), and whether the station’s primary channel, multicast channel(s), website, or other platforms exhibited such segments or items.<sup>2</sup> A copy of this report has been posted on the websites maintained by the NBC-owned television stations.

As the January 2012 progress report described,<sup>3</sup> NBCUniversal satisfied the Condition’s requirement that at least four of the 10 stations in its NBC Owned Television Stations division enter into cooperative arrangements with locally-focused, non-profit news organizations: NBC 4 New York partnered with ProPublica ([www.propublica.org](http://www.propublica.org)); NBC 5 Chicago partnered with *The Chicago Reporter* ([www.chicagoreporter.com](http://www.chicagoreporter.com)); NBC 10 Philadelphia partnered with WHYI ([www.whyi.org](http://www.whyi.org)); and NBC 4 Los Angeles partnered with KPCC Southern California Public Radio ([www.scpr.org](http://www.scpr.org)).

In the first months of these partnerships, the collaborations have resulted in at least seven major investigations, including two with nation-wide implications. These investigations have generated dozens of news reports on the NBC-owned stations and websites, as well as on the partners’ radio stations, publications, and websites, supported by the data, research, and in-depth investigative efforts of their news partners. In fact, a May 2012 article by TVNewsCheck.com reported that the

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<sup>1</sup> 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”).

<sup>2</sup> Unless otherwise indicated, all of the referenced news stories were telecast on the stations’ primary channels.

<sup>3</sup> See Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56 (Jan. 30, 2012) at Attachment A (“January 2012 Report”).



partnerships have already resulted in “an uptick in investigative reports on local newscasts.”<sup>4</sup>

The NBC-owned stations also added a dedicated investigative reporting section to each of their websites that will feature videos and other resources related to stories produced by the news partnerships, such as investigative reports resulting from the collaboration between several NBC-owned stations and ProPublica.<sup>5</sup>

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

## UPDATE ON THE NEWS PARTNERSHIPS

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### Collaboration and Support

NBC 4 New York and ProPublica conduct regular conference calls to ensure that NBC 4 New York and the other NBC-owned stations always have an up-to-date understanding of the research and investigative data that ProPublica has available. Where NBC 4 New York sees an appropriate opportunity to use the ProPublica investigative data, producers “transform” the data into special investigative segments for NBC 4 New York’s newscasts.

NBCUniversal support for ProPublica includes 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 ongoing mission. ProPublica will also provide the results of its data-based journalism—what it calls “news applications”<sup>6</sup>—to all 10 stations that compose the NBC Owned Television Stations division.

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<sup>4</sup> See Diana Marsalek, *NBC O&Os, Nonprofits Make News Deal Work*, TVNewsCheck.com, <http://www.tvnewscheck.com/article/59742/nbc-oos-nonprofits-make-news-deal-work> (May 29, 2012).

<sup>5</sup> See, e.g., Press Release: NBCUniversal, NBC Owned Stations Launch New Platforms to Feature Investigative Stories, <http://www.nbcuniversal.presscentre.com/Press-Releases/nbc-owned-stations-launch-new-platforms-to-feature-investigative-stories-2853.aspx> (May 1, 2012).

<sup>6</sup> See ProPublica’s Report to Stakeholders (January-April 2012), available online at [http://s3.amazonaws.com/propublica/assets/about/PP\\_Report\\_to\\_Stakeholders\\_January-April\\_2012.pdf](http://s3.amazonaws.com/propublica/assets/about/PP_Report_to_Stakeholders_January-April_2012.pdf).

## Key Projects

In the last six months, NBC 4 New York has aired stories based on two major joint investigations with ProPublica. The stories also ran on NBC 4 New York's multicast "Nonstop" channel during the 7:00 p.m. newscast on the dates indicated below.

### ▪ Federal Stimulus Money

- Based on federal stimulus tracking data collected, sorted and presented in an interactive database developed by ProPublica, NBC 4 New York's "I-Team" (the news department's investigative unit) found more than 200 approved stimulus-funded projects totaling more than \$200 million in New York, New Jersey, and Connecticut are still listed as "not started," despite the fact that many of these projects had been touted as "shovel ready."
- The story, which also featured a ProPublica investigative journalist, aired on February 14, 2012 on NBC 4 New York during the 5:00 pm and 7:00 p.m. newscasts.<sup>7</sup> NBC 4 New York also provided an accompanying online story that included a link to the tracking database on the ProPublica website (<http://projects.propublica.org/recovery/>) for viewers who wish to chart the progress of stimulus projects in their areas.

### ▪ Kidney Dialysis Centers

- Based on data collected by ProPublica, NBC 4 New York reported that patients at certain Tri-State area dialysis centers located in low-income areas were less likely to get transplants than patients at other dialysis centers.
- The story aired on NBC 4 New York on April 26, 2012 at 11:00 p.m.<sup>8</sup> and received at least one full day of on-air promotion. The results of the investigation were also posted on the NBC 4 New York website, where the story remained popular for several days.<sup>9</sup> The data collected by ProPublica were shared with other NBC-owned stations and resulted in locally focused newscasts and companion website articles in those markets.<sup>10</sup>

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<sup>7</sup> See Tom Burke and Chris Glorioso, *I-Team: Millions of Stimulus Dollars Still Unused in Tri-State*, <http://www.nbcnewyork.com/investigations/I-Team-Millions-of-Stimulus-Dollars-Still-Unused-139315393.html> (Feb. 14, 2012).

<sup>8</sup> See Chris Glorioso, *I-Team: Patients at Some Dialysis Centers Get Fewer Kidney Transplants*, <http://www.nbcnewyork.com/news/local/Kidney-Transplant-Disparity-Dialysis-ProPublica-I-Team-149269465.html> (Apr. 26, 2012).

<sup>9</sup> *Id.*

<sup>10</sup> See, e.g., Nesita Kwan, *Dialysis Danger: Why Location Matters for Some Kidney Patients*, <http://www.nbcchicago.com/investigations/Dialysis-Danger-Why-Location-Matters-for-Some-Kidney-Patients-148017845.html#ixzz20Eqa9xRH> (Mar. 18, 2012); Tisha Thompson, *Dialysis Center Ratings*, <http://www.nbcwashington.com/investigations/Dialysis-Center-Ratings-147820675.html> (Apr. 27, 2012).

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## THE CHICAGO REPORTER



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### Collaboration and Support

The NBC 5 Chicago news team holds regular meetings with *The Chicago 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 to coincide with *The Chicago Reporter's* publication dates for companion or related pieces. This collaborative approach helps each party benefit from the public interest in the stories they are producing and capitalize on the ability to reach consumers on multiple platforms. NBCChicago.com editors also provide a link-back to the associated *The Chicago Reporter* publication for each piece that was produced in partnership. In addition, NBCChicago.com provides social media support by posting each partnership-generated story on NBC 5's Twitter and Facebook feeds. *The Chicago Reporter* also provides a reporter as a resource for NBC 5 Chicago on-air stories.

### Key Projects

The partnership produced a number of investigative reports that have aired on NBC 5 Chicago and on Telemundo Chicago:

- **Financial Practices of Rev. Leon Finney and Entry House**
  - The first collaboration between NBC 5 Chicago and *The Chicago Reporter* focused on Dr. Leon Finney, Jr., a high-profile Chicago minister and community organizer who received hundreds of millions of dollars in federal grants to provide services to people on Chicago's South Side. A report in *The Chicago Reporter's* January-February 2012 issue questioned how Dr. Finney and his organizations spent much of this money.
  - NBC 5 Chicago's "Unit 5" investigative team expanded on *The Chicago Reporter's* investigation by profiling one of Dr. Finney's organizations — a drug and alcohol rehabilitation center called Entry House. Entry House had received tens of millions of dollars in government grants, yet failed to pay its employees on time. Following these investigations, the Illinois Department of Human Services and the Office of the Illinois Attorney General began looking into the financial practices of Entry House and Dr. Finney's organizations.
  - The initial story aired on January 19, 2012 during NBC 5 Chicago's 10:00 p.m. newscast.<sup>11</sup> A follow-up story aired on March 2, 2012 on the 6:00 p.m. edition

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<sup>11</sup> See Katy Symser, *State Agencies Looking Into Entry House's Books*, <http://www.nbcchicago.com/news/local/chicago-reporter-unit-5-woodlawn-corporation-entry-house-leon-finney-jr-137734013.html> (Jan. 19, 2012).



of the NBC 5 Chicago news.<sup>12</sup> The story re-aired on the 10:00 p.m. news on March 2, 2012 and the next day's early news shows. Both the original and follow-up stories were posted on the NBC 5 Chicago website.

▪ **Wage Theft**

- Following up on a story in the March-April 2012 issue of *The Chicago Reporter*, Unit 5 profiled a low-wage worker who had tried unsuccessfully to recoup thousands of dollars in back pay from his employer by filing a claim before the Illinois Department of Labor (“IDOL”). *The Chicago Reporter* analyzed hundreds of IDOL claims and found that the agency failed to recover the majority of the unpaid earnings owed to low-wage workers.
- Unit 5's report aired on March 8, 2012 during the 5:00 p.m. edition of NBC 5 Chicago's newscast.<sup>13</sup> An abridged version of the story aired on the 10:00 p.m. news on the same day.
- Because many of the workers profiled in *The Chicago Reporter's* story were Latino, NBC 5 Chicago referred the profiled worker to Telemundo Chicago, an NBCUniversal-owned television station, which was then able to do a separate interview with the worker for a companion piece. Telemundo Chicago aired its story on March 8, 2012 on the 5:00 p.m. and 10:00 p.m. newscasts.<sup>14</sup>

▪ **Police Brutality**

- In conjunction with the May-June 2012 issue of *The Chicago Reporter*, NBC 5 Chicago aired a story on Chicago policemen who remain on the force after having been repeatedly accused of brutality and misconduct. Unit 5 profiled a man who had allegedly been beaten by one of these policemen.
- The NBC 5 Chicago story aired on May 1, 2012 on the 10:00 p.m. newscast, the same day that *The Chicago Reporter's* issue first hit the stand. NBC 5 Chicago's website posted video of the story, along with a complete print version of the story and several original documents featured in the report, including court documents, police complaints, and direct links to the various databases maintained by the City of Chicago.<sup>15</sup>

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<sup>12</sup> See NBC 5 Chicago, *Employees Say "Entry House" Closure is Retribution*, <http://www.nbcchicago.com/news/local/chicago-reporter-unit-5-woodlawn-corporation-entry-house-leon-finney-jr-141271103.html> (Mar. 2, 2012).

<sup>13</sup> See Lisa Capitanini and Marion Brooks, *Workers Say Company Shut Doors, Never Paid Them*, <http://www.nbcchicago.com/investigations/unit-5-chicago-reporter-wage-theft-142001553.html> (Mar. 8, 2012).

<sup>14</sup> See Telemundo Chicago, Video: *Esperando en vano*, <http://www.telemundochicago.com/content-center/Esperando-en-vano-141964573.html> (Mar. 8, 2012).

<sup>15</sup> See Rob Stafford and Katy Smyser, *Millions Paid to Settle Police Misconduct Suits*, <http://www.nbcchicago.com/investigations/unit-5-chicago-reporter-chicago-police-ipra-149771045.html> (May 1, 2012).



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### Collaboration and Support

NBC 10 Philadelphia and WHYY have developed a strong relationship in the distribution of online news content. Each day, NBC 10 Philadelphia and WHYY share a list of stories, and NBCPhiladelphia.com generally adds links on its website to at least three articles originally posted on NewsWorks.org (NBC 10 Philadelphia is the top referrer of web traffic to NewsWorks.org). WHYY provides NBC 10 Philadelphia with local political commentary, local arts and cultural coverage; in exchange, NBC 10 Philadelphia provides daily weather content to WHYY's NewsWorks.org website. In addition, NBC 10 Philadelphia posts a WHYY weekly segment (FLICKS by Patrick Stoner) on its site.

### Key Projects

The partnership has also resulted in broadcast segments described below. More in-depth interviews related to these segments ran on the NBC 10 Philadelphia multicast channel, "Philadelphia Nonstop".

- **Training Sled Dogs in the Sands of the New Jersey Pine Barrens**
  - In a report that aired on February 3, 2012 on NBC 10 Philadelphia, WHYY reporter Peter Crimmins shared his report on sled dogs training on sand in the Pine Barrens of New Jersey.<sup>16</sup> The story was also available on NBC 10 Philadelphia's website, and on the NewsWorks.org website.<sup>17</sup>
  
- **New Jersey Wineries**
  - On March 14, 2012, NBC 10 Philadelphia aired a report based on an interview with WHYY reporter Jen Howard on the New Jersey wine making industry and the results of a recent taste test on New Jersey wines.<sup>18</sup> The story was also available on NBCPhiladelphia.com and on the NewsWworks.org website.<sup>19</sup>

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<sup>16</sup> See NBC 10 Philadelphia, Video: *South Jersey Sled Dogs*, <http://www.nbcphiladelphia.com/video/#!/on-air/as-seen-on/South-Jersey-Sled-Dogs/138647844> (Feb. 2, 2012).

<sup>17</sup> See Video: Peter Crimmins, *Call of the Mild: Sled Dogs Mush through the Sands of New Jersey*, <http://www.newsworks.org/index.php/also-on-nwt/item/33422-01pcdogs> (Feb. 1, 2012).

<sup>18</sup> See Video: *New Jersey Wine*, <http://www.nbcphiladelphia.com/video/#!/the-scene/food-drink/New-Jersey-Wine/142707875> (Mar. 14, 2012).

<sup>19</sup> See Jen Howard, *The Judgment Of Rittenhouse: A Blind Tasting Puts N.J. Wineries to the Test*, <http://www.newsworks.org/index.php/new-jersey-more/item/35074-the-judgment-of-rittenhouse-a-blind-tasting-puts-nj-wineries-to-the-test-> (Mar. 14, 2012).



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### Collaboration and Support

KPCC and NBC 4 Los Angeles (“LA”) have forged a successful partnership by collaborating on stories where KPCC provides in-depth research while NBC 4 LA gathers sound and other elements to create stories that blend the strength of the two news outlets. 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. News executives from both organizations currently are discussing plans for Olympics coverage and new investigations for the rest of 2012.

NBCUniversal supported KPCC by providing producer and talent resources, material acquired in the field, and promotional benefit on both broadcast and web.

### Key Projects

This partnership between KPCC and NBC 4 LA has led to a variety of important news collaborations, some of which are discussed below:

- **Los Angeles Schools Sexual Abuse**

- A breaking story regarding a local school teacher arrested on charges of sexually abusing students shaped the beginning of the NBC 4 LA/KPCC partnership. NBC 4 LA and KPCC quickly dedicated resources to look at all aspects of what became a major crisis for the Los Angeles Unified School District (LAUSD), the second largest school district in the country. The investigation unearthed a document that showed that the school district paid the alleged abuser a large amount to agree to retire, including full pension and health benefits.
- NBC 4 LA and KPCC broke the story on their respective stations and websites, leading to calls from California legislators to change state law to make it easier to fire disgraced teachers and make them forfeit pension and health benefits.
- The story broke on NBC 4 LA on February 9, 2012.<sup>20</sup> Web versions of the stories were posted simultaneously on NBCLosAngeles.com and the KPCC website.<sup>21</sup> In

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<sup>20</sup> See Joel Grover and Chris Henao, *LAUSD Paid Miramonte Teacher to Resign*, <http://www.nbclosangeles.com/news/LAUSD-Miramonte-Elementary-School-Mark-Berndt-139058999.html> (Feb. 9, 2012).

<sup>21</sup> See Tami Abdollah and Shirley Jahad, *LAUSD Paid \$40,000 to Settle Case with Miramonte Teacher Mark Bernd*, <http://www.scpr.org/blogs/education/2012/02/09/4616/laUSD-paid-40000-settle-case-miramonte-teacher-acc/> (Feb 9, 2012).



the days and weeks following this story, NBC 4 LA and KPCC ran at least 10 follow up reports.<sup>22</sup> NBC 4 and KPCC continue to cover the story, and follow ups have run as recently as June 28, 2012.<sup>23</sup>

▪ **Los Angeles Fire Department Response Time**

- NBC 4 LA and KPCC worked together on an exclusive investigation into Los Angeles Fire Department response times. The story broke on February 29, 2012 during the NBC 4 LA 11:00 p.m. newscast<sup>24</sup> and the next day on KPCC's talk shows.<sup>25</sup> Both news organizations continued to follow up on the story, and coverage continued on NBC 4 LA through May 18, 2012.<sup>26</sup>

▪ **Pope Benedict's Visit to León, Mexico**

- NBC 4 LA shared with KPCC its March 2012 coverage of Pope Benedict's visit to the Mexican city of León. The coverage of the Pope's visit first aired on NBC 4 LA on March 22, at 5:00 p.m. and ran for several days<sup>27</sup> and was first carried by KPCC on the same dates.<sup>28</sup>

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<sup>22</sup> See, e.g., *EXCLUSIVE: LAUSD Paid Miramonte Teacher to Resign*, <http://www.nbclosangeles.com/video#!/news/top-stories/video-override/EXCLUSIVE--LAUSD-Paid-Miramonte-Teacher-to-Resign/139070999> (Feb. 10, 2012).

<sup>23</sup> See Kim Baldonado and Bill French, *LAUSD Superintendent "Disheartened" After SB 1530 Dies in Committee*, <http://www.nbclosangeles.com/news/local/Legislature-Kills-Expedited-Teacher-Review-Bill-160641755.html> (Jun. 28, 2012).

<sup>24</sup> See Robert Kovacik and John Simerson, *LAFD Deployment Plan Under Fire*, <http://www.nbclosangeles.com/news/local/LAFD-Deployment-Plan-Under-Fire-140979723.html> (Mar. 4, 2012).

<sup>25</sup> See *LA Fire Department Response Time Lags After Budget Strain*, <http://www.scpr.org/blogs/news/2012/03/01/4900/lafds-response-time-lags-after-cuts-nbc-la-reports/> (Mar. 1, 2012).

<sup>26</sup> See Gordon Tokumatsu and Kristopher Li, *Video: Audit: Up to 20 Seconds Added to Emergency Response Times*, <http://www.nbclosangeles.com/video#!/on-air/as-seen-on/Audit-Up-to-20-Seconds-Added-to-Emergency-Response-Times/152114345> (May 18, 2012).

<sup>27</sup> See *Video: Leon Prepares for the Pope*, <http://www.nbclosangeles.com/video#!/news/top-stories/video-override/Leon-Prepares-for-the-Pope/144022766> (Mar. 23, 2012); Janet Kwak and Bobbie Eng, *Video: LA Catholics Follow Pope's Trip to Mexico*, <http://www.nbclosangeles.com/video#!/on-air/as-seen-on/LA-Catholics-Follow-Popes-Trip-to-Mexico/144112836> (Mar. 24, 2012); John Cádiz Klemack, Edwin Calderon, and Sergio LeLevier, *Video: Pope Benedict Sends Message of Peace to Children of Mexico*, <http://www.nbclosangeles.com/video#!/on-air/as-seen-on/Pope-Benedict-Sends-Message-of-Peace-to-Children-of-Mexico/144126585> (Mar. 24, 2012).

<sup>28</sup> See Erika Aguilar, *Mexico Gets a Visit from a Pope for 1st Time in a Decade*, <http://www.scpr.org/news/2012/03/22/31757/pope-benedict-xvi-visit-mexico-three-days/> (Mar. 22, 2012); Jason Beaubien, *Pope Expected to Address Drug Violence in Mexico*, <http://www.scpr.org/news/2012/03/23/31767/pope-expected-to-address-drug-violence-in-mexico/> (Mar. 23, 2012); Erika Aguilar, *Pope Benedict XVI Visits Mexico, Denounces Drug-Related Violence*, <http://www.scpr.org/news/2012/03/23/31780/pope-benedict-xvi-visits-mexico-denounces-drug-rel/> (Mar. 23, 2012).

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