

community



# NON-PROFIT ONLINE NEWS

local non-profit online news organization for a very good reason NBC is looking for the opportunity to help out our communities please log on to our website  
**LOCAL NON-PROFIT ONLINE ORGANIZATION FOR OUR COMMUNITIES**

## PARTNERSHIPS

- possible arrangement  
issues  
concern or  
interest

to the communities of  
our local NBC stations.

NEW ORGANIZATION

JULY 2011

# PROGRESS REPORT

JULY 2011

# PROGRESS REPORT

This report summarizes the steps NBCUniversal has taken during the reporting period of **January 28 to July 28, 2011** to satisfy the obligation under Appendix A, Section XI.5 of the Comcast-NBCUniversal Order,<sup>1</sup> which requires at least half of the 10 NBC Owned Television Stations to enter into cooperative arrangements with locally focused non-profit news organizations (“**Online News Partners**”). As required, this report covers the first six months since the closing date of the Comcast-NBCUniversal transaction. Future reports will be filed every six months hereafter during the reporting period.

## BACKGROUND

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The Online News Partners condition was modeled on the existing relationship between NBC owned station KNSD in San Diego, and the Voice of San Diego, an independent, non-profit online news source focused on issues impacting the San Diego region. As in that arrangement, elements of the new news partnerships NBCUniversal will form may include story development, sharing of news footage and other content resources, financial support, in-kind contributions, shared use of technical facilities and personnel, on-air opportunities, promotional assistance and cross-linking/embedding of websites.

## SELECTION PROCESS

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### Establishment of the Advisory Council

Shortly after the closing of the Comcast-NBCUniversal transaction on January 28, 2011, NBCU established an advisory council to implement the Online News Partners program. The advisory council’s membership includes:

- News directors from all 10 of the NBC Owned Television Stations;
- Senior Vice President, Operations, NBC Owned Television Stations;
- Senior Vice President, NBC News;
- Vice President, Digital Media, NBC Owned Television Stations;
- Vice President, News Standards and Policies, NBC News;

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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).



- Representatives of the NBCU Law Department, including the Vice President of Regulatory Affairs; and
- Senior Media Counsel.

The advisory council has met regularly via conference call beginning on March 1, 2011. The council was tasked with drafting a request for proposals and developing an evaluation process for assessing proposals. In addition, the council's duties included designing an outreach approach to ensure broad dissemination of information about the opportunity, establishing a timeline to ensure timely implementation, and preparing outreach materials.

At the initial meeting of the advisory council on March 1, it was determined that certain members would contact "subject matter experts" – organizations, such as ProPublica, Knight Foundation, McCormick Foundation and Poynter Institute, that support journalism, for assistance in identifying potential partners. These organizations were contacted between March and May 2011 and provided useful information and ideas to guide the outreach effort. The subject matter experts also recommended organizations who they thought could fit the profile of an Online News Partner. As a result, NBCU sent e-mails to the recommended organizations requesting that they consider applying for a news partnership.

At subsequent meetings in March and April 2011, a timeline was established, the review process was finalized, an evaluation "scorecard" was developed and the application form was finalized and approved. In addition, the advisory council adopted the selection criteria for the Online News Partnerships.

#### **Request for Proposals (RFP)**

The advisory council developed an online application form (Exhibit A) for the Online News Partnerships which was included on the web page for each NBC Owned Television Station (except San Diego). The application page on the websites set forth the main criteria for online news partners, which are incorporated into the application itself:

- Robust local news gathering capabilities
- Track record of objectivity and excellence in journalism
- Strong journalistic qualifications
- Strong organizational management
- Strong financial resources capable of sustaining a multi-year relationship
- Ability to report on diverse stories and provide diverse viewpoints
- Diversity of the organization's leadership and staff and its ties to the community it serves
- Ability to work collegially in a cooperative relationship

The online application form seeks information about the following focus areas:

- I. **General Information About the Organization** – a description of the applicant’s involvement in local news gathering and reporting, including geographical area and topical focus.
- II. **Governance, Leadership and Structure** – information on the applicant’s governance, including its charter, bylaws, directors and officers. To further the goal of enhancing diversity of viewpoints and programming, the application form asks each applicant to describe the manner in which applicant’s governance and leadership reflects the diversity of communities in the station’s service area.
- III. **Newsgathering Capabilities** – a description of the applicant’s infrastructure for news gathering and news production, including editorial and non-editorial staff. Diversity of leadership and staff and the applicant’s ability to help the NBC Owned Television Stations enhance diversity of viewpoints and programming will be a factor in the review process.
- IV. **Funding and Resources** – information on the applicant’s funding sources for the last three years, including donations and grants, advertising policies and standards
- V. **Journalism Practices** – applicants must provide a copy of their written standards for the journalists who provide content used on their platforms.
- VI. **Audience Make-Up and Distribution of Content** – applicants must also describe the composition of their organization’s target audience, including average monthly page views and unique visitors and use of social media.

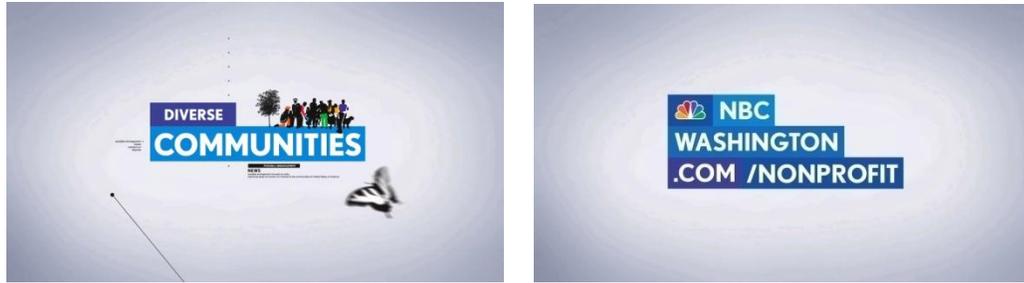
In addition, all applications must include a statement of interest and two letters of recommendation.

### Outreach and Promotion

The council set a launch date of May 23, 2011 for the eight week broad outreach effort, with applications due on or before July 22, 2011. Outreach on the RFP consisted of:

- Airing promotional announcements on all of the NBC Owned Television Stations other than KNSD.





The screen captures pictured above are from a 15 second spot that aired on NBC Washington and featured the following voice-over:

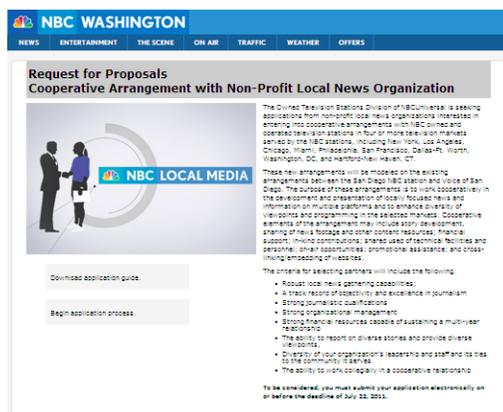
“NBC 4 is looking for a local, non-profit online news organization for a possible arrangement focused on reporting on issues of concern or interest to the diverse communities of the Greater Washington Metropolitan Area. For more information, go to [nbcwashington.com/nonprofit](http://nbcwashington.com/nonprofit).”

As of July 22, 2011, the NBC Owned Television Stations had aired more than 1,800 promotional announcements inviting interested parties to visit the website and submit an application.

- Placing advertisements on each NBC Owned Television Station’s website, generating over 3.8 million ad impressions across the sites.



- Creating a link on each station’s website (other than KNSD’s) to the application form and information on the application process (e.g., [www.nbcwashington.com/nonprofit](http://www.nbcwashington.com/nonprofit)).



- Issuing a press release that described the project and included links to the relevant section of the stations' websites (Exhibit B).
- Communicating directly with any organizations that had proactively contacted NBCU based on press reports describing the online local news condition imposed by the Comcast-NBCUniversal order.
- Emails describing the project were sent to the heads of six diverse journalism organizations, which encouraged 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.

**Framework for the RFP Review**

The Advisory Council agreed that each qualifying application would be reviewed in full by three people – the in-market news director, a second news leader to be randomly assigned and either a member of the law department or the Vice President of News Standards and Policies, also to be randomly assigned. For this purpose, “qualifying” means those applications that contained answers to all questions and supplied all requested documents or adequately explained the absence of such documents. The pool of applicants will be narrowed through this paper review. The number of finalists will be determined based on the total number of qualifying applicants and the spread in their scores based on the paper review. The finalists will be subject to a second review, including a site visit, discussion of business terms, follow-up questions, reference checking and background checking.

**CURRENT STATUS**

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As of the July 22 application deadline, 32 complete and qualifying applications were received. These applications have been assigned to review teams, and the paper review is in progress. It is anticipated that both the paper review and the second-level review will be completed by the end of August and that the final selection of local online news partners will be made at that time. In the event these applications do not yield sufficient viable candidates, it may be necessary to revisit the timeline and consider other avenues for outreach.

# EXHIBIT A

JULY 2011

# PROGRESS REPORT

NBCUniversal



## Request for Proposals Cooperative Arrangement with Non-Profit Local News Organization



The Owned Television Stations Division of NBCUniversal is seeking applications from non-profit local news organizations interested in entering into cooperative arrangements with NBC owned and operated television stations in four or more television markets served by the NBC stations, including New York, Los Angeles, Chicago, Miami, Philadelphia, San Francisco, Dallas-Ft. Worth, Washington, DC, and Hartford-New Haven, CT.

These new arrangements will be modeled on the existing arrangements between the San Diego NBC station and Voice of San Diego. The purpose of these arrangements is to work cooperatively in the development and presentation of locally focused news and information on multiple platforms and to enhance diversity of viewpoints and programming in the selected markets. Cooperative elements of the arrangement may include story development, sharing of news footage and other content resources; financial support; in-kind contributions; shared use of technical facilities and personnel; on-air opportunities; promotional assistance; and cross-linking/embedding of websites.

The criteria for selecting partners will include the following.

- Robust local news gathering capabilities;
- A track record of objectivity and excellence in journalism
- Strong journalistic qualifications
- Strong organizational management
- Strong financial resources capable of sustaining a multi-year relationship
- The ability to report on diverse stories and provide diverse viewpoints,
- Diversity of your organization's leadership and staff and its ties to the community it serves.
- The ability to work collegially in a cooperative relationship

**To be considered, you must submit your application electronically on or before the deadline of July 22, 2011.**

[Download application guide.](#)

[Begin application process.](#)



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[Non-Profit Online Local News Project Application](#)  
[FCC Independent Programming Report](#)  
[FCC News and Information Programming Report](#)



[Archive](#) | [Feedback](#) | [About Us](#) | [Advertise](#)

**NEWS**

- Local
- Politics
- Sports
- Health
- Tech
- Weird
- Weather
- The 20
- U.S. & World
- 9/11 Anniversary
- Go Healthy NY

**THE SCENE**

- Food & Drink
- Fashion
- Shopping
- Events
- Real Estate
- Cars
- Open House
- Nonstop Sound
- Thread NY
- The Feast

**ENTERTAINMENT**

- Celebrity
- Movies
- Television
- Music
- PopcornBiz

**ON AIR**

- As Seen On Shows
- Contests
- Community
- About Us
- TV Schedule
- LX.TV
- NY Nonstop
- CNBC
- Television Without Pity
- Access Hollywood
- Bravo
- iVillage

**WEATHER**

- Forecast
- Maps & Radar
- Severe Weather Alerts
- School Closing Alerts
- Weather Stories

**TRAFFIC**



## Request for Proposal

**Please note that all attached files must have a unique file name or else they will be overwritten.**

Name of Organization

Street Address

City

State

Zip Code

Phone no.

Contact

Email address

Website URL

(e.g., <http://www.example.com>)

### I. General Information About Your Organization

1. What is the core mission or purpose of your organization?

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

2. Describe your organization's involvement in local news gathering and reporting, including the geographical area and topical focus (if any) of your coverage.

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

3. On what platforms does your organization distribute content? Provide details for each platform checked below:  
(Multiple selection allowed, must fill in detail if item is selected)

Website

Print publication

TV Station

Cable Channel

Radio

Mobile

Other

4. Do you have content partnerships with any other media outlets or organizations?

Yes  No

4a. If yes, please list and describe the relationship(s).

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

5. Do you share links or cross-link with the websites of other organizations?

Yes  No

5a. If yes, please list and provide the URLs of these websites.

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

## II. Governance, Leadership and Structure

1. Please provide a copy of your organization's charter and bylaws.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

2. Please provide a list of the organization's officers and members of the organization's board of directors or board of trustees, including name and position within the organization.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

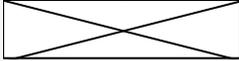


3. Is your organization affiliated formally or informally with any governmental agencies or community organizations?

Yes  No

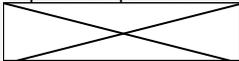
3a. If yes, please provide details below:

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



4. Please describe the extent to which your organization's governance and leadership reflect the diversity of communities in the area.

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



### III. Newsgathering Capabilities

1. What is the size of your editorial staff?

Paid

Volunteer

2. What is the size of the remainder of your staff (not including editorial)?

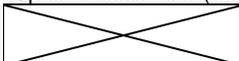
Paid

Volunteer

3. Describe your organization's infrastructure for news gathering and news production.

- i. Please note if you have electronic news gathering and/or post production capabilities.
- ii. Please provide background on your staff's background, experience, qualifications
- iii. Please describe with some detail your journalistic output: spot news; investigative reporting; analysis; features; etc.
- iv. Any other background on your organization's local community news reporting capabilities, including any particular capabilities with respect to diverse communities in the market

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



4. Diversity of backgrounds in your organization's leadership and staff will be a relevant factor in determining whether your organization can help NBC Local Media achieve the goal of enhancing diversity of viewpoints and programming. To the extent not already included in prior responses, please provide any additional information about your organization that you would like us to consider in this regard.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

#### IV. Funding and Resources

1. Please identify your primary funding sources for 2008, 2009 and 2010, including all donations or grants of \$10,000 and above in any single year.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

2. Please provide financial statements (including audited financial statements, if available or IRS Form 990) for 2008, 2009 and 2010, including verification of your tax exempt status each year, and any philanthropic efforts or donations you have made.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

3. Does your organization accept advertising?

Yes  No

4. Do you have written advertising standards?

Yes  No

4a. If yes, please provide a copy.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

#### V. Journalism Policies

1. Does your organization have written standards for the journalists who provide content used on your platforms?

Yes  No

1a. If yes, please provide a copy of your standards and describe how new journalists are trained.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

2. Does your organization have a correction/retraction policy?

Yes  No

2a. If yes, please attach a copy.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

3. Does your organization have an ombudsperson?

Yes  No

3a. If yes, please provide the ombudsperson's name and describe his/her responsibilities.

Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

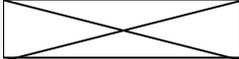


4. Does your organization take editorial policy positions or endorse candidates?

Yes  No

4a. If yes, what rules or policies does the organization have in place to separate the "editorial/policy" activities from journalistic news coverage?

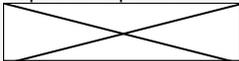
Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



## VI. Audience Make-Up and Distribution of Content

1. Describe the composition of your target audience. Be as specific as possible and include demographic, geographic and psychographic profiles.

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



2. For your website, please provide the following audience information with sources listed:

Average monthly page views for 2010:

Average monthly unique visitors for 2010:

Average monthly video views for 2010:

Primary referral sources of web traffic in 2010:

3. How do you use social media?

Optional: Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)



4. How much content is published per week by platform? Describe how many stories, articles, blogs, videos, etc. are published each week.

Website

Print publication

TV Station

Cable Channel

Radio

Mobile

Other

#### VII. Other

Please provide a brief statement explaining why your organization is interested in working with NBC Local Media and how working with your organization would help us achieve the goals of expanding the availability of locally focused news and information in our television markets and enhancing diversity of viewpoints and programming.

Please attach letters of recommendations from two individuals familiar with the work of your organization.  
Upload a document (.doc, .docx, .pdf, .rtf, .xls, .xlsx, .ppt, .pptx, .zip)

X

Clear the form

Submit form

# EXHIBIT B

JULY 2011

# PROGRESS REPORT

NBCUniversal

## NBC LOCAL MEDIA ANNOUNCES MULTI-CITY SEARCH FOR LOCALLY-FOCUSED, NON-PROFIT NEWS ORGANIZATIONS

Posted June 1st, 2011 | NBC Owned Television Stations

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### NBC Local Media Announces Multi-City Search For Locally-Focused, Non-Profit News Organizations To Cooperate In News Gathering and Reporting

#### Publishing Of Request For Proposals Initiates Process of Identifying

#### Non-Profit Outlets in Markets Served by NBC's Owned & Operated Stations

*Effort Modeled On Successful Relationship Between KNSD, The NBC-Owned Station in San Diego, and Non-Profit News Group voiceofsandiego.org*

**May 23, 2010, New York, NY** -- The Local Media Division of NBCUniversal announced today that it is seeking applications from non-profit, locally-focused news organizations interested in entering into cooperative news gathering and reporting arrangements with NBC owned-and-operated (O&O) television stations in New York, Los Angeles, Chicago, Miami, Philadelphia, San Francisco, Dallas-Ft. Worth, Washington, DC, and Hartford-New Haven, CT. Today's announcement furthers a commitment to localism made by NBC and Comcast when the companies announced the formation of their joint venture in December of 2009.

NBC will seek to establish cooperative arrangements between non-profit news groups and NBC local news teams. These arrangements may include a variety of elements, ranging from story development to sharing of news footage and other content resources; shared use of technical facilities and personnel; on-air opportunities; promotional and other assistance; and cross-linking/embedding of websites.

The model for these new relationships is an existing arrangement between KNSD, the NBC-owned station in San Diego, California and voiceofsandiego.org, a non-profit news organization that has been providing news and information to the local community for six years. Through this initiative NBC is targeting the extension of the model to at least four more of its ten O&O stations, which will bring the number of markets participating in this initiative to at least five.

Organizations interested in applying should have robust news gathering capabilities, a track record of accuracy, fairness and independence in their journalistic efforts, and an ability to provide diverse viewpoints and programming. Requests for proposals specific to each market, together with application forms and more detailed information about the application process are now available at the URLs listed at the bottom of this page. Applications, which will be reviewed by an advisory council that will include NBC Local Media news directors, standards and policy representatives, regulatory affairs executives, and senior counsel, must be submitted by July 22. The company's goal is identify successful candidates by the end of summer, 2011.

"We're looking for top-notch, non-profit news organizations that can work cooperatively with our local NBC news teams to create unique content for both their own platforms and our news platforms," commented John Wallace, President, NBC Local Media. "As we roll out the search process, we'll focus on groups that apply the same high standards of credibility and professionalism that NBC brings to all of its news coverage. And, in keeping with our broad commitment to diversity, we'll also be looking for outlets that represent a range of diverse communities and viewpoints in the markets they serve."

"This initiative is a key step in addressing the commitment we made to increasing localism," commented Rick Cotton, Executive Vice President and General Counsel, NBCUniversal. "It will also help ensure that our communities have broad access to local news and information, while at the same time giving an important boost to non-profits."

"The voiceofsandiego.org staff includes some of the most dedicated news professionals I've ever worked with," commented Greg Dawson, KNSD's News Director. "Since we began working with voiceofsandiego.org in 2006 we've collaborated on everything from investigative reporting to news production, and we've been able to deliver some great stories through both our broadcast, and voiceofsandiego.org's news site. We've also developed compelling weekly features such as 'Fact Check,' through which we test the accuracy of quotes from local and national politicians. Overall, it's been good for news in our city, and I'm excited to see the model replicated elsewhere."



"A good partnership optimizes the best talents of each organization and creates something powerful neither of them could do alone. This is what's happened here," Commented Scott Lewis, CEO of voiceofsandiego.org. " NBC San Diego has been willing to try new, innovative ways of explaining complicated news and holding people accountable while at the same time bringing decades of broadcast experience to the table to ensure it's done right. I'm excited to see other stations and partners around the country get together and think about what they can innovate."

Details on the application process for each of the markets involved can be found at the following links:

New York City

[nbcnewyork.com/nonprofit](http://nbcnewyork.com/nonprofit)

Los Angeles

[nbcla.com/nonprofit](http://nbcla.com/nonprofit)

Chicago

[nbcchicago.com/nonprofit](http://nbcchicago.com/nonprofit)

Miami

[nbcmiami.com/nonprofit](http://nbcmiami.com/nonprofit)

Philadelphia

[nbcphiladelphia.com/nonprofit](http://nbcphiladelphia.com/nonprofit)

San Francisco

[nbcbayarea.com/nonprofit](http://nbcbayarea.com/nonprofit)

Dallas-Ft. Worth

[nbcdfw.com/nonprofit](http://nbcdfw.com/nonprofit)

Washington, DC

[nbcwashington.com/nonprofit](http://nbcwashington.com/nonprofit)

Hartford-New Haven, CT.

[nbconnecticut.com/nonprofit](http://nbconnecticut.com/nonprofit)

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Corporate Communications

NBCUniversal

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Liz Fischer

Corporate Communications

NBCUniversal

212.664.4825

