

May 4, 2007

FILED/ACCEPTED

MAY - 4 2007

Federal Communications Commission
Office of the Secretary

VIA HAND DELIVERY

Marlene H. Dortch, Esquire
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Notification of Ex Parte Communication
MB Docket Nos. 06-121 and 02-277
MM Docket Nos. 01-235, 01-317, and 00-244

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that on April 30, 2007 and May 1, 2007, the representatives of Media General ("Media General") listed on Attachment A hosted the individuals from the Commission listed on Attachment B for tours and meetings at "The News Center," Media General's facilities in Tampa, Florida. "The News Center" combines under one roof many of the operations of Media General's co-owned television station, WFLA-TV; its local newspaper, *The Tampa Tribune*; its local website, TBO.com; and its local Hispanic weekly newspaper, *Centro*.

Each tour began with brief introductions of the participants and then a PowerPoint presentation, a copy of which is attached. Missing from the printed copy of the PowerPoint are several video clips that were interspersed in the presentation. A DVD of the presentation, including the video clips, is attached to the original copy of this report that is being filed with the Secretary.

Following the PowerPoint presentation, the participants toured the floor just above and overhanging the "Multimedia Desk," a large circular area where employees of the news outlets sit in close proximity to each other, so they can communicate "tips" about breaking local news stories in a way that will best meet community needs. The tour then touched on the newspaper's newsroom; the website's news offices; *Centro*'s newsroom; the television station's newsroom; and the facilities' administrative offices. (In the case of Commissioner Copps, he was shown the location of the newspaper's archives and research department.)

On the tour, the participants were shown how a story progresses from one outlet to another as details develop. *Tribune* real estate reporter Shannon Behnken explained how she goes about covering stories in her area of expertise, and, in particular, noted her recent work on the trend in "reverse" condominium conversions. Vidisha Priyanka of tbo.com then explained how she works to produce an interactive version of Ms. Behnken's reports, and the tour participants were then shown video of related stories Ms. Behnken has prepared for broadcast on WFLA-TV. Katie Coronado, a bilingual reporter, explained how she prepares stories for the area's Hispanic community, both in English and Spanish, that are disseminated across the various Media General outlets in Tampa.

In very brief remarks, George Mahoney commented that the current regulatory system is "broken," and repeal of the newspaper/broadcast cross-ownership rule will allow the marketplace to function in a manner that will supply better and more local news. Such relief is particularly justified, he noted, in light of growing competition, especially from unregulated media, and resulting decreases in newspaper circulation and television viewership. Without reform, localism is jeopardized, not only in large markets like Tampa but in smaller and medium sized markets throughout the country.

During the question-and-answer sessions, the participants asked for details on the level of competition in the Tampa market. In response to a question about ensuring the provision of diverse content, Dan Bradley noted that the needs of communities, their values, and the values and approaches of the news professionals serving them vary from location-to-location across the wide area Media General outlets serve. No one source or authority could hope to capture this variety, and these variations, he said, ensure diversity. In response to questions about lay-offs, John Schueler noted that news professionals at WFLA-TV had been unaffected. On the tours on May 1, the Media General representatives also explained that the FCC's hearing of the night before had been streamed over tbo.com, and they also reviewed the news coverage the Media General outlets had provided before, during, and after the event.

In answer to a question as to "who all has final call on a story," Janet Coats explained that the senior editor and the reporter working on a particular story decide when it is ready to be published. In response to a question about what constitutes "breaking news," the participants were told that, while there is no one definition, the "metabolism for continuous news" has certainly accelerated with the advent of technology, and that the outlets have responded accordingly. Asked about reporters serving in different roles, Don North said no one from the non-TV outlets is ever forced to go on the air with a story, but that print and web reporters who do so have found their reputation broadened and "sourcing" abilities improved in the community. The Media General representatives also explained the steps their respective outlets take to ascertain the needs and interests of the community, including, in particular, efforts at ascertainment in the Hispanic community that resulted in the advent of *Centro*.

Participants on the tour have also been provided with a DVD of WFLA-TV's on-air news reports on the FCC hearings and the tours. A copy of that DVD is attached to the original copy of this report that is being filed with the Secretary.

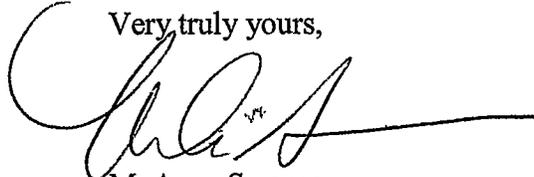
Marlene H. Dortch, Esquire

May 4, 2007

Page 3

As required by Section 1.1206(b), two copies of this letter are being submitted for each of the above-referenced dockets.

Very truly yours,

A handwritten signature in black ink, appearing to read 'M. Anne Swanson', with a long horizontal line extending to the right.

M. Anne Swanson

Enclosures

cc (w/encls.) by hand delivery:

Commissioner Michael J. Copps
Commissioner Jonathan S. Adelstein
Commissioner Deborah T. Tate
Commissioner Robert M. McDowell
Michelle Carey, Esquire
Scott Deutchman, Esquire
Rudy Brioché, Esquire
Aaron Goldberger, Esquire
Cristina Pauzé, Esquire
Monica Desai, Esquire
Maureen McLaughlin, Esquire
Krista Witanowski, Esquire
Ms. Mary Diamond

Attachment A — Media General Representatives

George L. Mahoney
Vice President, General Counsel and Secretary, Media General

Daniel Bradley
Vice President-News, Broadcast Division, Media General

Donna Reed
Vice President-News, Publishing Division, Media General

John Schueler
President, Florida Communications Group, Media General

Denise Palmer
Publisher and President, *The Tampa Tribune*

Janet Coats
Vice President and Executive Editor, *The Tampa Tribune*

Mike Pumo
President and General Manager, WFLA-TV

Don North
News Director, WFLA-TV

Ken Knight
Multimedia Coordinator, *The Tampa Tribune*

Orlando Nieves
General Manager of Hispanic Initiatives, Florida Communications Group, Media General

Loren Omoto
Online Content Director, TBO.com

Susan Newman
Executive Producer Content Coverage and Convergence, WFLA-TV

M. Anne Swanson
Dow Lohnes PLLC

Attachment B — FCC Participants

Commissioner Michael J. Copps
Commissioner Jonathan S. Adelstein
Commissioner Deborah T. Tate
Commissioner Robert M. McDowell
Michelle Carey, Esquire
Scott Deutchman, Esquire
Rudy Brioché, Esquire
Aaron Goldberger, Esquire
Cristina Pauzé, Esquire
Monica Desai, Esquire
Maureen McLaughlin, Esquire
Krista Witanowski, Esquire
Ms. Mary Diamond

The News Center

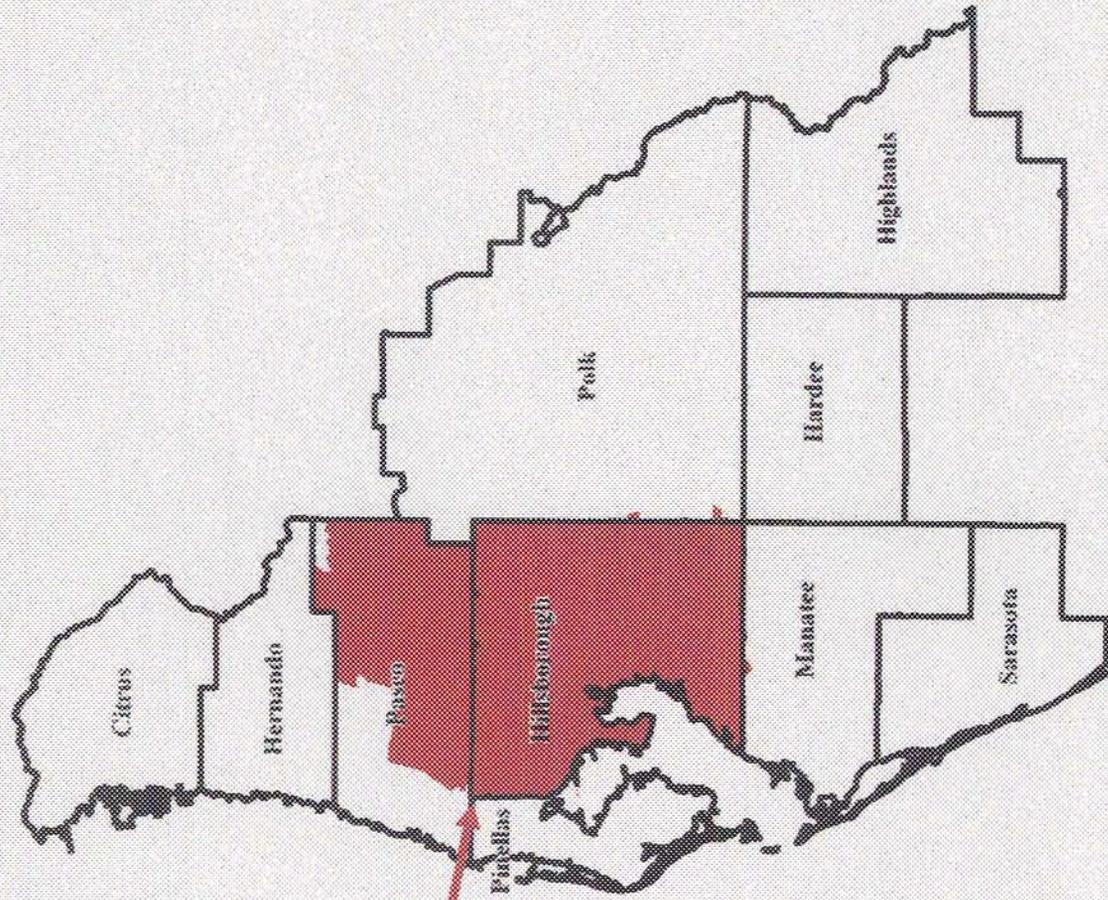
Current State of News Convergence



Tampa-St. Petersburg DMA

WFLA footprint – 10 County DMA.

The Tampa Tribune's –
Newspaper Designated Market
(in red).



What is the News Center?

- The News Center combines *The Tampa Tribune*, WFLA-TV, TBO.com and CENTRO new operations in one building.
- It was the first combination in the U.S.A. to converge a major newspaper, a broadcast TV news operation and an online service



The News Center

PURPOSE

We enrich lives, build community
and fuel democracy.

VISION

Every home, every day.

VALUES

Integrity - Be fair, honest and do the right thing.

Customer Focus - Exceed customer expectations.

Collaboration - Grow stronger by working together.

Innovation - Dare to think big and then make it happen.

Excellence - Never be content with less than your best.

Diversity - Reflect our communities in all we do.



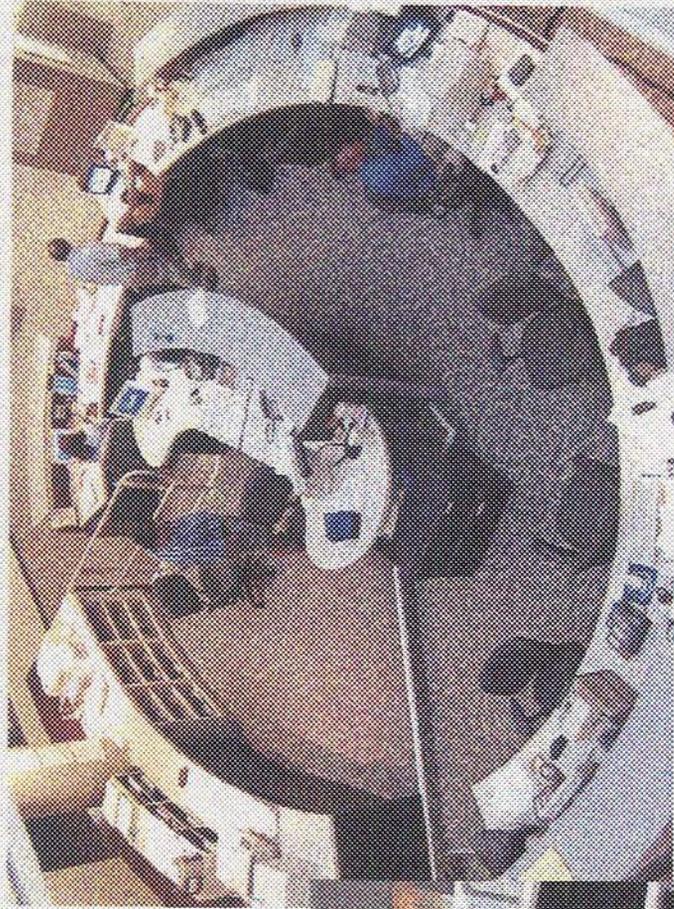
THE TAMPA TRIBUNE
EST. 1882

CENTRO
COMMUNITY CENTER



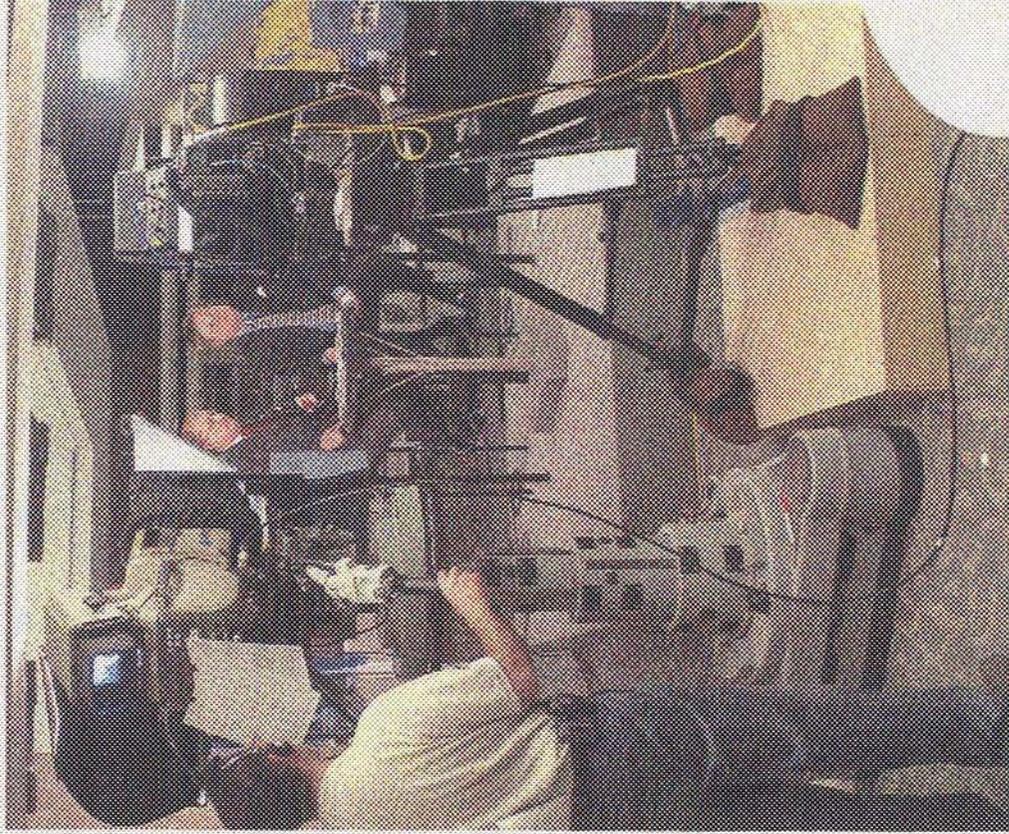
Convergence Means Cooperation

- The "Multimedia Desk" coordinates incoming information
- The platforms cooperate on sharing leads and planning coverage
- It's convergence, not a merger



Why Converge?

- Convergence brings strength in numbers of news reporters and photographers available for each media platform
- Combined resources allow us to do a better job of meeting our readers', users' and viewers' information needs when and where they arise, while still serving our own independent core missions





THE TAMPA TRIBUNE
LIVE. PRINTED DAILY

CENTRO
LIVE AT TAMPA BAY



Forms of Convergence

- Continuous daily news reporting
- Breaking News
- Photography
- Enterprise reporting
- Franchises
- Events/Crises
- Community



...the English sentence?

TODAY ON NEWS CHANNEL 8
**BUILDING
A DREAM**

This house and a young man's dream are helping to save lives.

On WFLA's 6 p.m. newscast



THE TAMPA TRIBUNE
THE PAPER OF THE SOUTH

CENTRO

News Channel 8
WFTS-TV

Daily Reporting

- Each outlet has its own specific news and editorial staff who make independent, final decisions about content
- Reporters and editors share tips daily across platforms
- Each partner makes its story budgets available to the other through a central database we call "BudgetBank"
- Most news planning meetings have at least one representative from another platform
- Partners credit the other for shared content



Breaking News Reporting

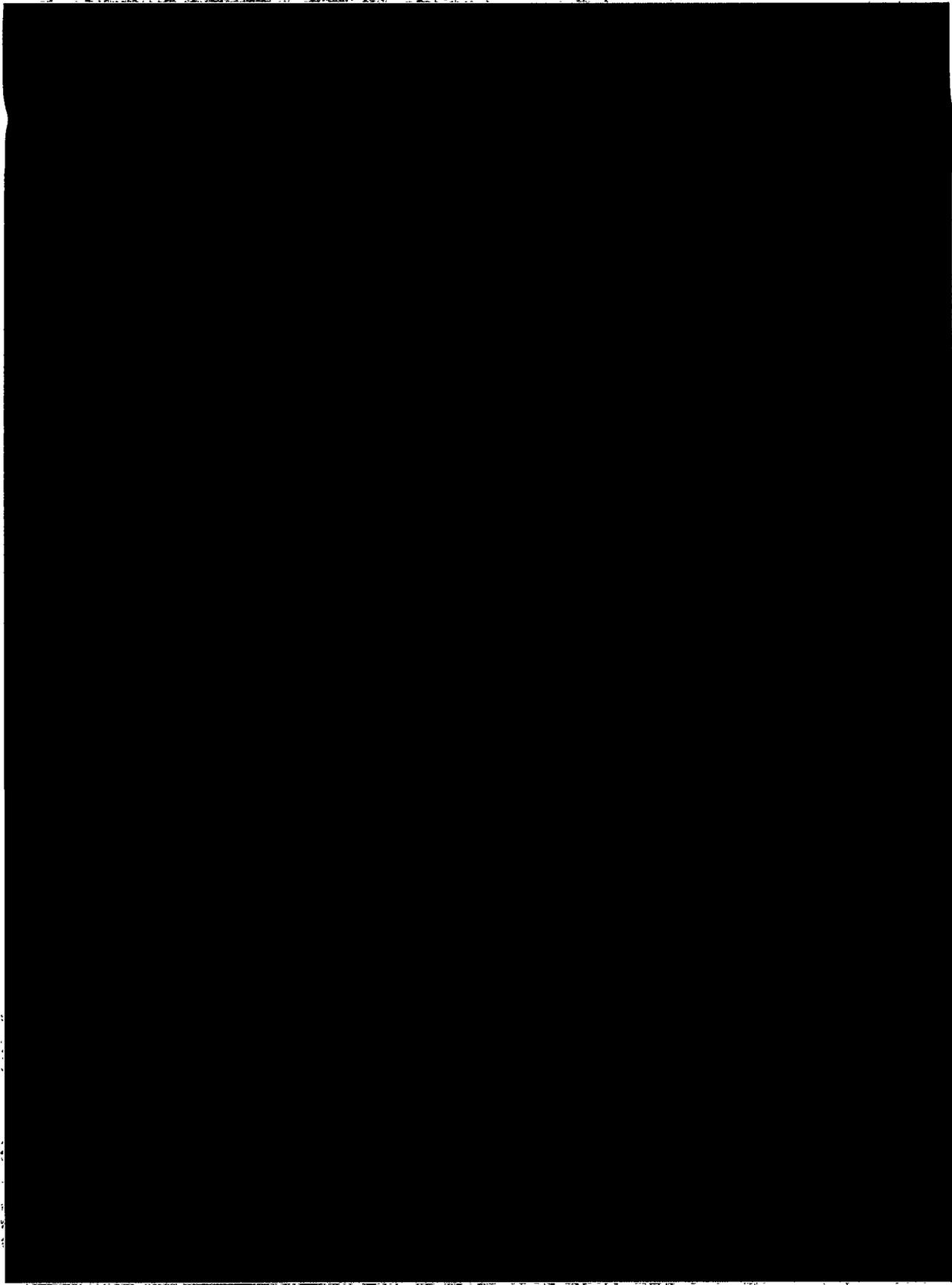
- Our multi-media desk is a clearing house for handling incoming information, informing each partner of crew assignments and handling requests for cross-platform assistance
- We can flood the field with resources, providing better and more thorough coverage for the community
- TBO.com breaks news from both platforms giving users instant access



THE TAMPA TRIBUNE
LIFE PRINTED DAILY

CENTRO





THE TAMPA TRIBUNE
LIVE. PRINTED DAILY

CENTRO
NEWS AT 10:00 PM



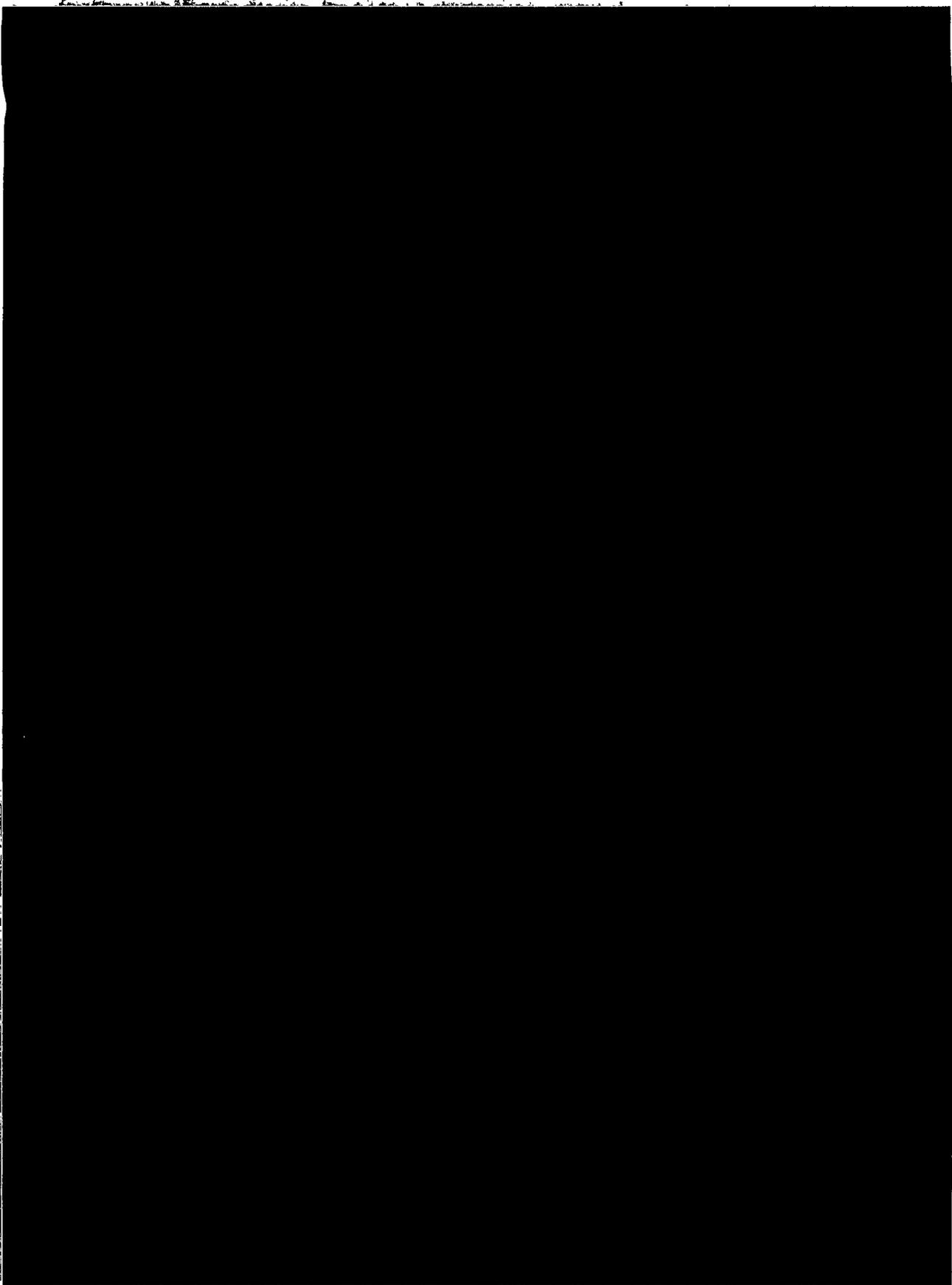
Enterprise Reporting

- In depth investigative stories that require planning and sophisticated reporting
- Topic of strong local interest
 - Expressway Authority
 - Everglades Replenishment
 - GHB and its effects



...The Everglades





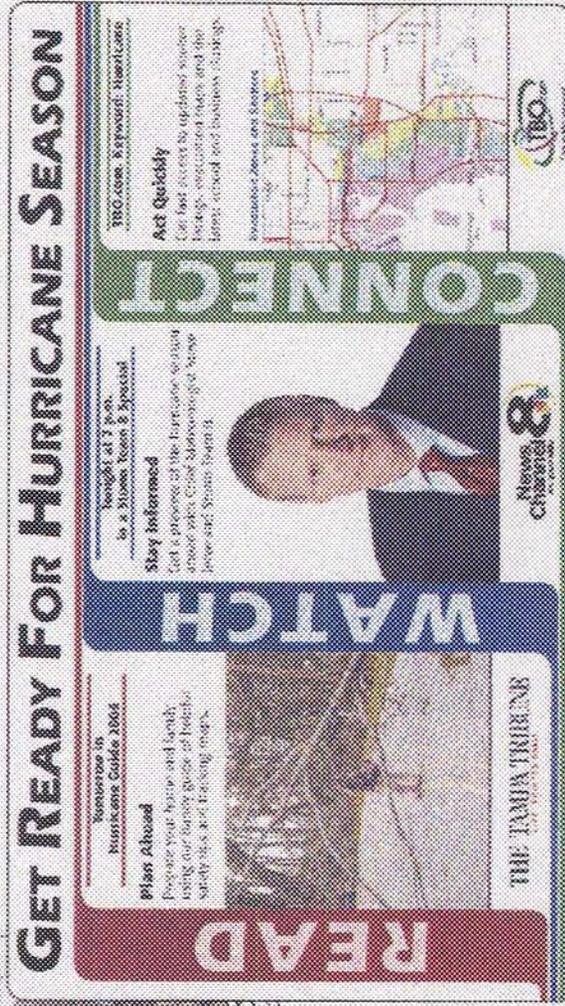
THE TAMPA TRIBUNE
LIVE. PRINTED DAILY

CENTRO



Franchises

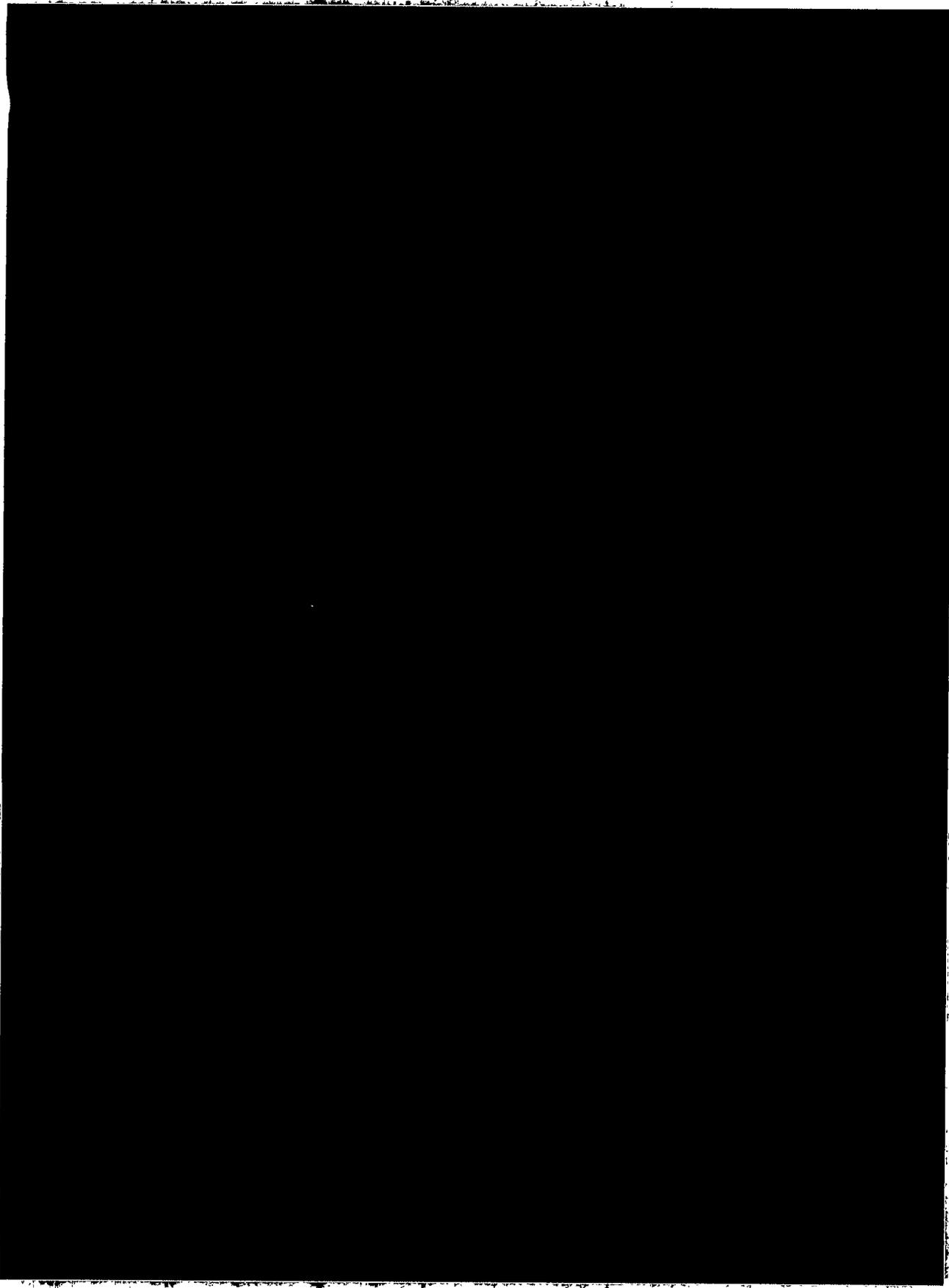
- Franchises are standing, daily or weekly content commitments
- Examples include business, consumer news, health/fitness, high school sports, and weather



THE TAMPA TRIBUNE
1111 CENTRAL AVENUE

CENTRO
1111 CENTRAL AVENUE

News Channel 8
TAMPA BAY



NEWS
CHANNEL 8
WFLA-TV



CENTRO
COMMUNICATIONS GROUP



THE TAMPA TRIBUNE
LIFE PRINTED DAILY



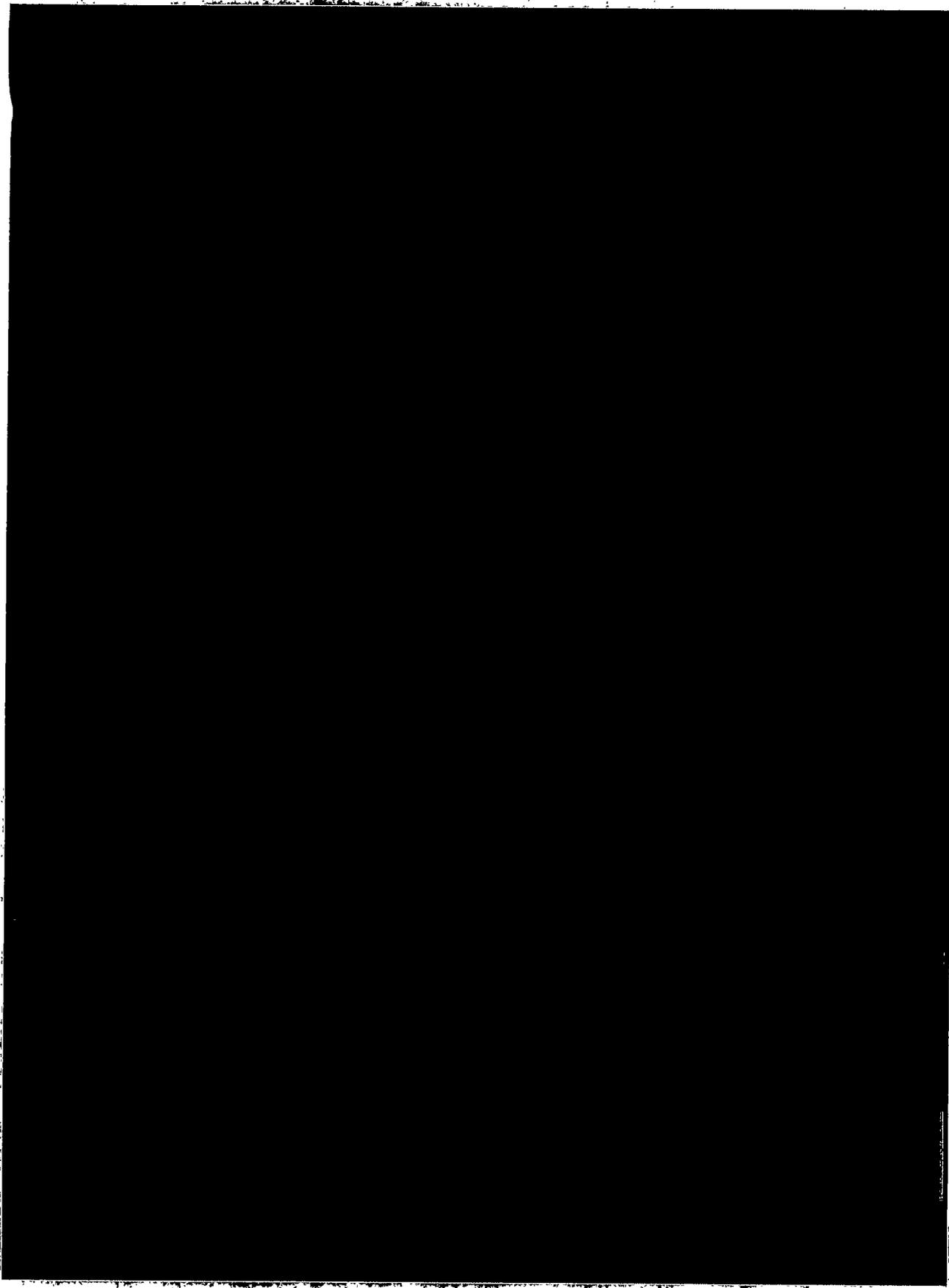
TBO.com
The multiple connection



Crisis/Event Coverage

- Local crises and special events provide excellent opportunities for cooperation and coordination of coverage
- Recent examples include the Central Florida tornados, election coverage, and University of Florida championships





CENTRO
STATE OF FLORIDA



THE TAMPA TRIBUNE
LIFE - PRINTED DAILY



Community

- Power of promotion across platforms helps community organizations accomplish their goals
- Build stronger communities

LIGHTS ON
TAMPA

News channel 8
THE TAMPA TRIBUNE

TBO.com Keyword: Lights On Tampa



Tour The Dream!

Dreamhome!
A 3,000 sq. ft. home

Refreshed w/ on bars island
500 Marlin Ave.

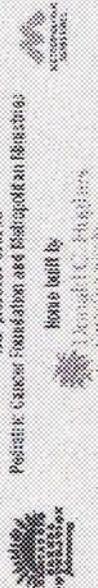
May 10-20
Thu stays-Saturdays: 10 a.m.-5 p.m. • Sundays: Noon-5 p.m.
\$20 per person

For more information visit TBO.com. Register. Break some.
To purchase tickets, call 813-266-0935

Two proceeds benefit:
Pediatric Cancer Foundation and Hospice of Hillsborough

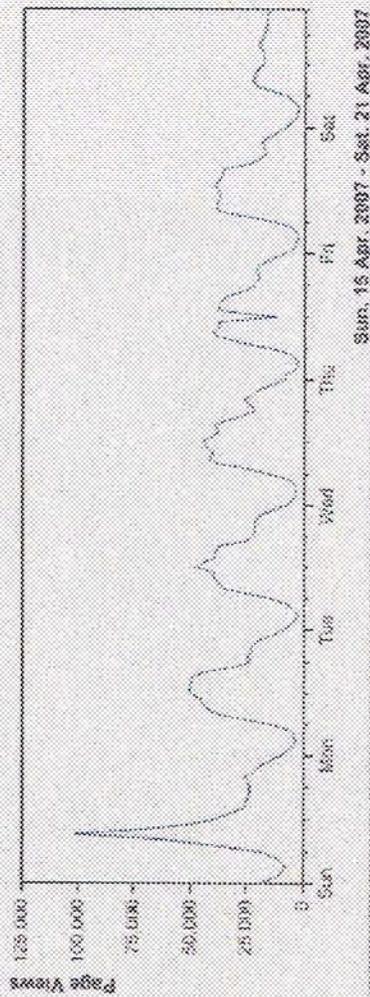
Home built by
The Tampa Bay Home Builders

THE TAMPA TRIBUNE
LIVE. PROMISE. DAILY



Reaching new audiences – TBO.com

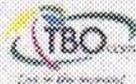
- Using the resources of the Tribune and WFLA-TV to provide continuous, useful local news and information
- Bringing communities of interest together
- Reaching audience during dayparts when local TV news is less frequent



Graph Generated by iTrack.com (v. 1.0.0) Report Accessed at 10:17 AM EDT, 24 Apr 2007

Reaching new audiences – CENTRO

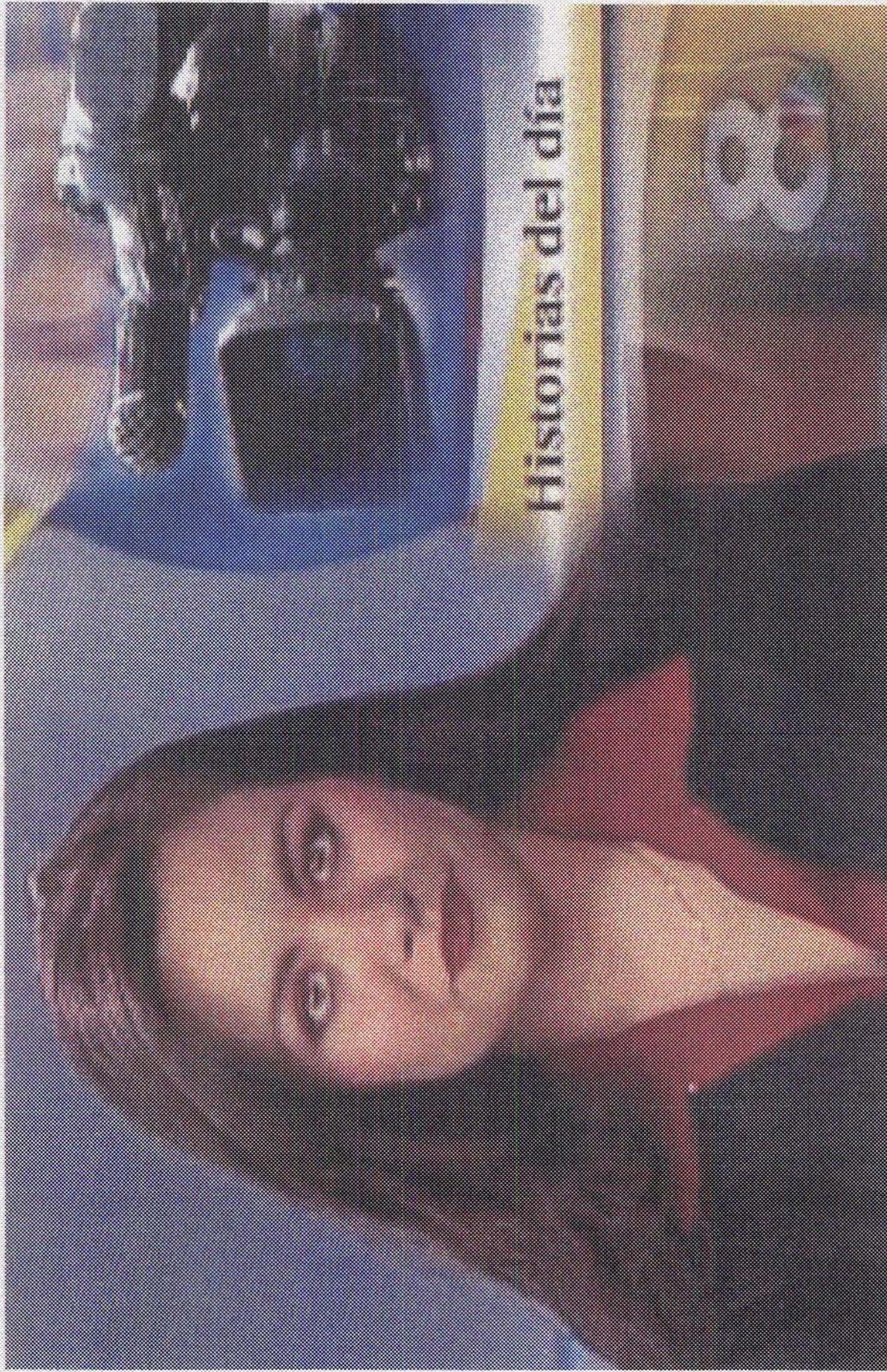
- Launched CENTRO Mi Diario in 2005 to Spanish speaking residents
- Weekly newspaper, website and news broadcasts
- Largest circulated Hispanic publication in the Tampa DMA



THE TAMPA TRIBUNE
LIVE. PRINTED DAILY

CENTRO
MI DIARIO





Historias del día



THE TAMPA TRIBUNE
EST. 1884

CENTRO



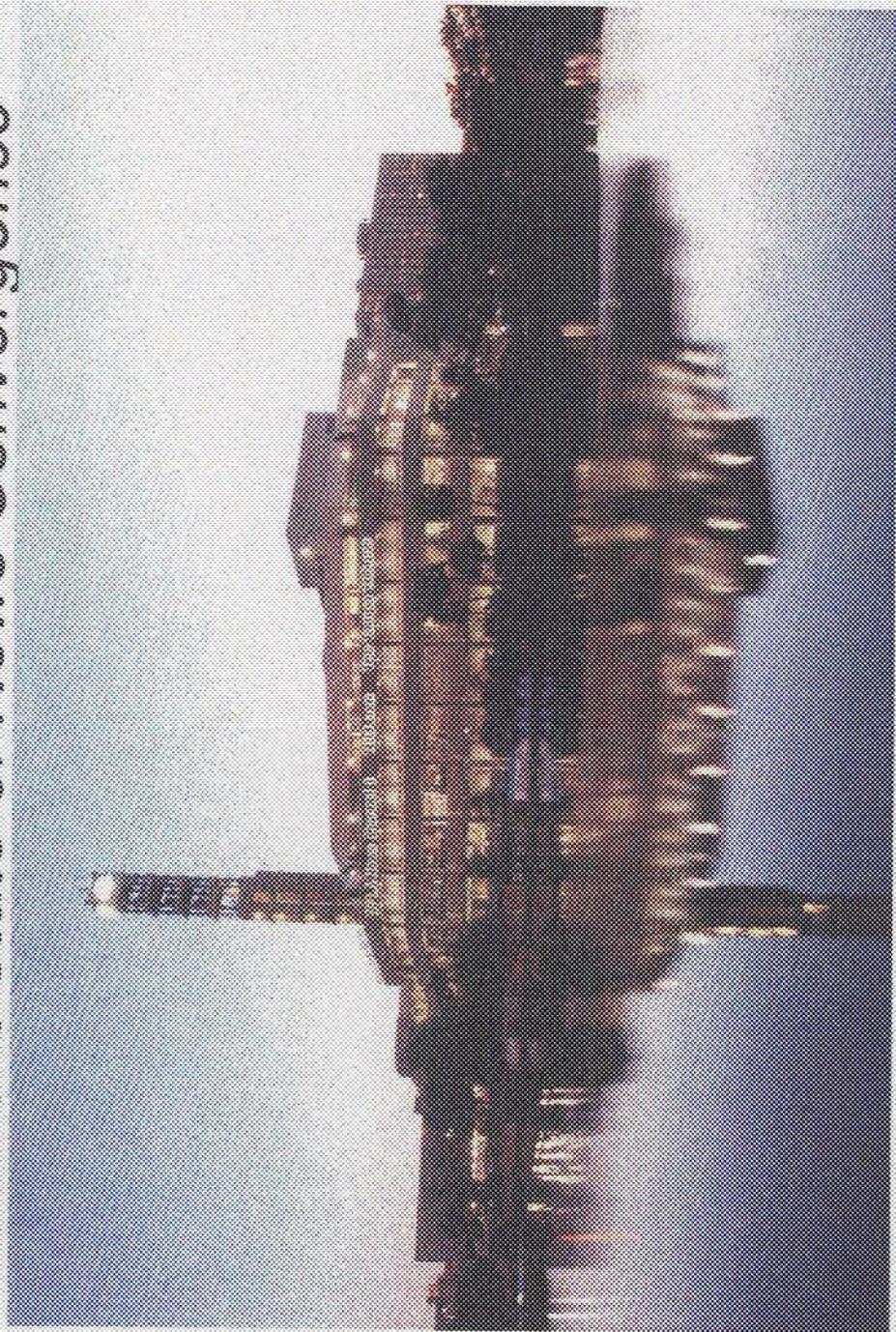
Convergence works best where our values overlap

- Reaching out to the community
- Giving voice to the voiceless
- Covering the full diversity of our community
- Acting as a watchdog for citizens
- Locally relevant and reliable source of excellent journalism



The News Center

Current State of News Convergence



DOCKET NO.

01-317

DOCUMENT OFF-LINE

This page has been substituted for one of the following:

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See 06-121 For CD's ~~Adams~~