

Project Open Voice Launch Event Summary

| Pilot Market | Launch Press Conference Details | Marketing Plan Highlights |
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| Houston, TX | <ul style="list-style-type: none"> ▪ Held on Feb. 28, 2012 at Houston City Hall with Mayor Annise Parker in attendance. ▪ English and Spanish-language media covered the event, including the <i>Houston Chronicle</i>.¹ ▪ Mayor Parker introduced project and answered all questions. | <ul style="list-style-type: none"> ▪ Regular contests held for video content. ▪ Users can sign up for a weekly e-mail newsletter to learn of new videos and upcoming events. |
| Fresno, CA | <ul style="list-style-type: none"> ▪ Held on Mar. 20, 2012 in downtown Fresno. ▪ Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. ▪ Mayor Ashley Swearingin met with the content partners for nearly an hour. ▪ Earned media coverage included KSEE 24 News.² | <ul style="list-style-type: none"> ▪ Social media is a specialty of the Fresno marketing agency (e.g., Tweet Ups feature local bands). ▪ The website encourages visitors to record themselves “talking up” Fresno. ▪ Regular highlights of new and existing content are featured on the site, VOD, and through regular e-mail updates to users. |
| Philadelphia, PA | <ul style="list-style-type: none"> ▪ Held on Apr. 3, 2012 at PhillyCAM (Philadelphia Community Access Media) with Mayor Michael Nutter in attendance. ▪ Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. ▪ Earned media coverage by <i>The Philadelphia Tribune</i>, NBC 10 Philadelphia, CBS 3 Philadelphia, and several local websites.³ | <ul style="list-style-type: none"> ▪ Philadelphia team led the concept of a content partner toolkit, which includes a publisher’s handbook and best practices. ▪ Tutorials provide best practices to content partners. ▪ Leverages community connections to spread the word about partner organizations. |
| Hialeah, FL | <ul style="list-style-type: none"> ▪ Held on April 5, 2012 at the Walker Community Center with Mayor Carlos Hernandez in attendance. ▪ Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. ▪ Earned media coverage by all the major local television stations, including Univision 23, Telemundo 51, CBS 4, and NBC 6. <i>El Nuevo Herald</i> also covered the event.⁴ | <ul style="list-style-type: none"> ▪ Conduct roundtable discussions on topics ranging from social media practices to business communication strategies. ▪ Exploring several possibilities for content partnerships with community newspapers. ▪ Working closely with the City of Hialeah on unique marketing opportunities, such as inserts in utility bills. |
| Peterborough, NH | <ul style="list-style-type: none"> ▪ Held on July 23, 2012 in Downtown Peterborough with two members of the town’s Board of Selectmen and city staff in attendance. ▪ Event included all of the content partners. | <ul style="list-style-type: none"> ▪ Site built out with a variety of creative content, since it is a small rural market with a very active arts community. ▪ Partnerships with local theaters, galleries, and museums to help spread the word about the site. |

¹ See Chris Moran, *Houston Gets Its Own Internet Channel*, <http://www.chron.com/news/houston-texas/article/Houston-gets-its-own-web-channel-3365408.php> (Feb. 27, 2012).

² See KSee News: *Mayor Helps Kick Off 'Gotta Love Fresno' Website*, <http://www.ksee24.com/news/local/Mayor-Helps-Kick-Off-Gotta-Love-Fresno-Website-143538866.html> (Mar. 20, 2012).

³ See, e.g., Ayana Jones, *Online Video Service Puts Philly In Focus*, <http://www.phillytrib.com/newsarticles/item/3555-online-video-service-puts-philly-in-focus.html> (Apr. 6, 2012); Lou Dubois, *Philadelphia Launches Local, Community-Driven Video Site*, <http://www.nbcphiladelphia.com/news/tech/Philadelphia-Launches-Local-Community-Driven-Video-Site-145979995.html>; John Ostapkovich, *Comcast Making Philadelphia’s Public Access Programming More Widely Available*, <http://philadelphia.cbslocal.com/2012/04/03/comcast-making-philadelphias-public-access-programming-more-widely-available/> (Apr. 3, 2012).

⁴ See Enrique Flor, *Hernández Anuncia Website Dedicado a Hialeah*, <http://www.elnuevoherald.com/2012/04/09/1173685/hernandez-anuncia-website-dedicado.html> (Apr. 9, 2012).

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Semiannual Progress Report on NBCUniversal Non-profit News Partnerships and the Comcast PEG Pilot Program

*In the Matter of Applications of Comcast Corporation, General Electric Company
and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of
Licenses, MB Docket No. 10-56*

July 30, 2012