

July 26, 2013

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

RE: Notice of *Ex Parte* Communication  
MB Docket No. 07-260  
File No. BRCT-20070201AJT

Dear Ms. Dortch:

On July 24, 2013, Maureen O'Connell, Senior Vice President, Regulatory and Government Affairs, 21<sup>st</sup> Century Fox, Inc., and Dianne Doctor, Vice President and Station Manager, WWOR-TV, Secaucus, New Jersey, held separate meetings with (i) Commissioner Rosenworcel and Alex Hoehn-Saric of Commissioner Rosenworcel's office; and (ii) William Lake, Barbara Kreisman, David Brown and Holly Saurer of the Media Bureau, in each case to discuss the innovative new program *Chasing New Jersey*, which WWOR-TV recently launched to invigorate local news coverage in New Jersey. This letter is being filed as part of the above-referenced proceedings out of an abundance of caution, notwithstanding that the meetings did not include discussion of the merits of WWOR-TV's pending license renewal application.

During the meetings, Ms. Doctor described her extensive background in television news, noting that she has served as news director for three broadcast television stations. During her career she also has been an Internet entrepreneur, having created New Jersey MYWAY (New Jersey's only daily state-wide email blast). Ms. Doctor also has served as an assistant professor of broadcast journalism at Montclair State University in New Jersey, the state where she has resided for more than 30 years. We explained in the meetings that, under Ms. Doctor's direction, WWOR-TV recently initiated a format change for its nightly newscast.

Following nearly a year of planning and preparation, the station launched *Chasing New Jersey* on July 8, 2013 – providing viewers with an entirely new way to receive local news and information. In place of the traditional format involving news anchors stationed at a desk, *Chasing New Jersey* introduced a radically new approach that allows reporters to engage more deeply in reporting and with one another to analyze important local and national news issues. The program airs each weeknight from 10-10:30 p.m., as did the station's previous, traditional newscast format. Also like its traditional format predecessor, *Chasing New Jersey* includes stories with both local and national interest, from politics to investigative reporting to weather to sports. The program is produced out of Trenton, New Jersey – the state capital – and has reporters dispersed throughout the state.

We said that WWOR-TV launched this innovative new approach to news in an effort to better engage with viewers who are interested in getting local news on television, but who may be tired of the traditional newscast format. We further explained that this new format enables WWOR-TV to cover stories across the state of New Jersey with more depth and context. In fact, with

Marlene H. Dortch

July 26, 2013

Page 2

reporters “chasing” news wherever it happens anywhere in New Jersey, this new program enables WWOR-TV to provide more coverage of local, New Jersey-centric news than ever before. The reporters also work to incorporate social media into their stories and on-air analysis, encouraging input, debate and engagement to an extent uncommon for local television news. During the meetings, we showed the Commission representatives a segment from the program, which is publicly available online at the station’s web site:  
<http://www.my9nj.com/story/22912582/chasing-new-jersey-july-22-2013>.

We also emphasized that, in addition to this new news format, WWOR-TV continues to broadcast its weekly half-hour public affairs program, *New Jersey Now*. WWOR-TV also will continue to air live coverage of breaking news and emergencies as they happen. And we noted that the station is in the process of producing five 30-minute special reports on entrepreneurship throughout the state, hosted by Brenda Blackmon, which will air on WWOR-TV later this year.

Finally, please note that recent published reports have indicated incorrectly that WWOR-TV is the only full power commercial television broadcast station licensed to New Jersey. Quite the contrary, WWOR-TV is just one of the 13 full-power commercial television stations licensed to the state, and just one of 9 licensed to communities in Northern New Jersey. In addition, the state is home to five full-power non-commercial television broadcast stations.

In sum, we made clear that WWOR-TV continues to work hard to provide viewers across its service area in Northern New Jersey with excellent local service that is responsive to their needs, tastes and interests. WWOR-TV is extremely proud to be innovating and investing in a brand new type of news program, and the station is excited to offer New Jersey viewers a uniquely local take on the interesting and important news and information that affects their lives. WWOR-TV is especially pleased to be able to take these steps in an era when New Jersey’s dominant print media are struggling to stay in the news business. The state’s largest newspaper, for instance, has put its downtown Newark headquarters building up for sale and threatened to shut down operations altogether by year-end unless it receives concessions from its unions.<sup>1</sup>

This letter is being submitted electronically in the above-referenced docket, which has been granted permit-but-disclose status, pursuant to Section 1.1206(b) of the Commission’s Rules. Should you have any questions concerning this submission, kindly contact the undersigned.

Respectfully submitted,

/s/

Maureen A. O’Connell

Senior Vice President

Regulatory and Government Affairs

21<sup>st</sup> Century Fox, Inc.

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<sup>1</sup> See *Star-Ledger selling its Newark headquarters building*, northjersey.com, July 4, 2013 (available at [http://www.northjersey.com/news/state/Star-Ledger\\_selling\\_its\\_Newark\\_headquarters\\_building.html](http://www.northjersey.com/news/state/Star-Ledger_selling_its_Newark_headquarters_building.html)).

Marlene H. Dortch

July 26, 2013

Page 3

cc: Commissioner Rosenworcel (via email)  
Alex Hoehn-Saric (via email)  
William Lake (via email)  
Barbara Kreisman (via email)  
David Brown (via email)  
Dave Roberts (via email)  
Holly Saurer (via email)  
Best Copy and Printing, Inc. (via email)  
Charles Lovey, Voice for New Jersey (via UPS)  
Angela Campbell, Counsel to UCC and Rainbow/PUSH (via UPS)  
Andrew Schwartzman, Counsel to Free Press (via UPS)