

June 25, 20

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FILED/ACCEPTED

JUN 2 5 2007

Federal Communications Commission

Office of the Secretary

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### BY HAND DELIVERY & E-MAIL

Marlene H. Dortch, Secretary Federal Communications Commission 236 Massachusetts Avenue, N.E. Suite 110 Washington, D.C. 20002

### Attention:

Melanie Godschall Investigations and Hearings Division Enforcement Bureau Room 4-C330

Re: Station WTOK-TV, Meridian, Mississippi File No. EB-06-IH-3712

### Dear Ms. Godschall:

On behalf of Gray Television, Inc. ("Gray"), corporate parent of the licensee of television station WTOK-TV, Meridian, Mississippi, enclosed please find a response to the Commission's letter dated April 26, 2007 in the above-referenced proceeding.

Should there be any questions concerning this filing, please contact the undersigned.

Respectfully submitted,

Kathleen A. Kirby

**Enclosures** 

cc: WTOK-TV

Robert A. Beizer



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Robert A. Beizer



Robert A. Beizer VP - Law & Development

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File No. EB-06-IH-3712

Dear Ms. Godschall:

On behalf of Gray Television, Inc. ("Gray"), corporate parent of the licensee of television station WTOK-TV, Meridian, Mississippi, I hereby respond to the above-referenced letter of inquiry ("Letter") dated April 26, 2007.

The Letter indicates that the Enforcement Bureau ("Bureau") is investigating whether Gray violated the sponsorship identification statute, 47 U.S.C. § 317, or the FCC sponsorship identification rules. The Letter states that the Center for Media and Democracy ("CMD") has alleged that Gray violated the rules by broadcasting the following video news release ("VNR") on the following date:

• TCS Daily, on May 31, 2006

WTOK-TV incorporated a very brief portion of the VNR into a news segment independently produced by television journalists at WTOK-TV and aired during three newscasts on May 31, 2006. The VNR portion used by WTOK-TV was reasonably related to the news segment, which reported on the conclusion of hurricane researcher Dr. William Gray that global warming was not responsible for the heavy hurricane seasons of 2005 and 2006, and also on Dr. Gray's predictions for the 2007 hurricane season. The video footage excerpted from the VNR simply depicted Dr. Gray speaking publicly to an audience at the National Hurricane Conference. The news segment aired by WTOK-TV did not advertise or endorse any products or positions. The predictions made by Dr. Gray

and his team at Colorado State University have been deemed newsworthy by any number of journalists, including those who work in print, broadcast, and online media.<sup>1</sup>

WTOK-TV's journalists did not receive and were not promised any consideration whatsoever to broadcast audio or video of Dr. Gray from the VNR. Nor could the segment reasonably be said to advocate any one side of a controversial issue without disclosure to viewers. As explained below, WTOK's journalists simply excerpted video of Dr. Gray speaking at a public event from material it received through an electronic news content system and included it in a completely independent news segment. As such, WTOK-TV complied with the sponsorship identification statute and the FCC sponsorship identification rules.

The sponsorship identification statute, 47 U.S.C. § 317(a)(1), provides safe harbor to a station that broadcasts material "furnished without charge or at nominal charge." The provision's legislative history demonstrates that Congress drafted the section 317(a)(1) safe harbor provision with the expectation that it would protect broadcasters in situations, such as WTOK-TV's, in which a station exercises its First Amendment right to air third-party material without having been promised or having received consideration. In passing the statute, the House of Representatives explained that no sponsorship identification announcement is required where "[n]ews releases are furnished to a station ... and editorial comment is used on a program." With specific reference to video footage, the House further elaborated that, because of the section 317(a)(1) exemption, broadcasters need not identify the provider of video "furnishe[d] free to broadcast station . . . because there is no payment other than the matter furnished for broadcast."

In April 2005, the FCC told broadcasters that "Section 317(a)(1) of the Act provides generally that no sponsorship identification is necessary with regard to material that is furnished to the licensee 'without charge or at a nominal charge.'" A month later, Senator Daniel K. Inouye, co-chairman of the Senate Commerce Committee, praised the responsible use of VNRs when he told his committee, "When used appropriately, VNRs,

See, e.g., Michael E. Ruane, Fierce, Busy Storm Season Ahead, Experts Say, WASH. POST, May 23, 2007, at A7; Carl Bialik, It's Hurricane Forecast Season Again, THE WALL STREET JOURNAL ONLINE, Apr. 3, 2007, http://blogs.wsj.com/numbersguy/2007/04/03/its-hurricane-forecast-season-again; Jay Gray, 'Very Active' hurricane season predicted (NBC News Apr. 3, 2007), video available at http://www.msnbc.msn.com/id/17928737; Jeremy Alford, After Hard Lessons, a New Game Plan for Hurricane Seasons, N.Y. TIMES, March 29, 2006, at A18.

Communications Act Amendments, 1960, H.R. Rep. No. 1800, at § 7 (1960), reprinted in U.S.C.C.A.N. 3516, 3529 (setting forth as examples of the operation of the proposed provision that would become 47 U.S.C. § 317(a)(1)).

Id.

Commission Reminds Broadcast Licensees, Cable Operators and Others of Requirements
Applicable to Video News Releases and Seeks Comment on the Use and Video News Releases by Broadcast Licensees and Cable Operators, 20 FCC Rcd 8593 (2005).

like written press releases, can provide television news directors with an important source of information and video footage that can then be reviewed and edited to create independent news stories." Such was the case here.

WTOK-TV acted responsibly and appropriately when it used a very brief portion of the TS Daily VNR. Its journalists selected the brief segment using their independent editorial judgment, edited the segment to maximize its relevance to viewers, and integrated the material into an independently produced newscast. Their actions fall outside of the purview of section 317(a)(1) and are further protected by the First Amendment.

Based on the (i) the attached declaration of Justin Wade Phillips ("Phillips Declaration") (Exhibit A), (ii) the attached declaration of Timothy Walker ("Walker Declaration") (Exhibit B), (iii) the attached declaration of Thomas D. Smith ("Smith Declaration") (Exhibit C), (iv) the material recorded on the two identical enclosed VHS videotapes (the "Recording"), and (v) the attached transcript of the Recording ("Transcript") (Exhibit D), Gray hereby responds to the Bureau's inquiries as follows:

1. For each VNR programming segment identified above, state whether the Licensee's station listed above aired the VNR program material as alleged in the CMD Study. If so, provide the following information:

In each of three live newscasts on May 31, 2006, WTOK-TV used approximately 10 seconds of the 85-second VNR duplicated on the CMD website at http://www.prwatch.org/fakenews/vnrs/vnr40/040\_VNR.mov ("CMD Original"). See Recording.

- a. the date(s) on which the Licensee received the VNR program material;
  - b. any materials the Licensee received that accompanied the;
- c. the person(s) from whom Gray received the VNR or SMT program material;

Justin Wade Phillips, reporter, anchor, and producer for WTOK-TV, obtained the VNR program material through the Pathfire News system ("Pathfire"), an electronic news content delivery service, on May 31, 2006. *See* Phillips Declaration (Exhibit A).

From Pathfire, Mr. Phillips obtained the video material reflected in the Recording and additional video material included in the CMD Original. Mr. Phillips cannot recall what, if any, additional material Pathfire made available. *See* Phillips Declaration (Exhibit A).

<sup>5</sup> Statement of Daniel K. Inouye, Hearing: S. 967—Pre-packaged News Stories, May 12, 2005.

d. state whether the Licensee broadcast the VNR program material as received, without changes or editing. If the response to 1(d) is "no," describe specifically what content of the VNR program material was edited.

WTOK-TV did <u>not</u> broadcast the VNR program material as received and, in fact, edited the VNR substantially. Specifically, after obtaining the VNR program material, Mr. Phillips selected a 10-second portion of the 85-second VNR to use in a news segment he prepared for the 5 p.m. WTOK-TV newscast. In the 10-second segment, Dr. William M. Gray, a noted hurricane predictor and professor of atmospheric science at Colorado State University, speaks to an audience at the National Hurricane Conference about his belief that global warming was not the cause of the increased frequency of North American hurricanes during the 2004 and 2005 hurricane seasons.

The VNR segment Mr. Phillips selected was reasonably related to the content of the news segment that Mr. Phillips produced. The full news segment, which aired during the 5 p.m. newscast and is included as the first segment on the Recordings, used the VNR video to introduce Dr. Gray to viewers and to set up a discussion of Dr. Gray's predictions for the 2007 hurricane season. See Recordings, Transcript (Exhibit D). When the news segment reaired at 6 p.m. and 10 p.m., however, it was shortened substantially because of time constraints. See Recordings, Transcript (Exhibit D). WTOK-TV routinely produces reports about Dr. Gray and his conclusions; in 2006, the station featured Dr. Gray at least seven times. See Phillips Declaration.

Mr. Phillips added additional visuals depicting hurricane activity from the VNR to the as-aired segment to supplement Dr. Gray's remarks. The script that Mr. Phillips wrote for the news segment, however, was entirely original.

# e. the date(s) and time(s) that the Licensee aired any portion of the VNR program material;

WTOK-TV aired the 30-second news segment produced by Mr. Phillips and containing the VNR program material at 5:01 p.m., 6:05 p.m. and 10:04 p.m. on May 31, 2006.

# f. two recordings in VHS videotape format of the program(s) containing the VNR program material;

Enclosed are VHS videotape recordings of the three May 31, 2006 news segments containing the VNR program material.

# g. a written transcript of the segment(s) containing the VNR program material;

A written transcript of the three segments containing the VNR program material is enclosed as the Transcript (Exhibit D).

- h. the steps, if any, the Licensee took to determine whether the VNR program material required sponsorship identification, and the information Licensee learned through taking any such steps;
- i. whether the Licensee was aware of or had reason to believe that any person involved in the production of the VNR segment paid or received consideration for the inclusion of material in the segment; and
- j. whether the Licensee identified the VNR program material as sponsored, and if so, the manner in which that identification took place.

Because he had no reason to believe that WTOK-TV, its employees, or anyone else had received consideration for WTOK-TV's broadcast of the material obtained through Pathfire, Mr. Phillips did not take any steps to determine whether the program material required sponsorship identification before using a portion of it in the WTOK-TV newscast. Therefore, WTOK-TV did not identify the material as sponsored. *See* Phillips Declaration (Exhibit A).

Mr. Phillips states that he selected the VNR from Pathfire, from which he generally obtains most non-local news items for the WTOK-TV 5 p.m. newscast. Mr. Phillips further states that, although the Pathfire system WTOK-TV uses supplies news items from about 10 different sources, Mr. Phillips generally only selects news items that Pathfire designates as originating from ABC News or CNN. Mr. Phillips generally would not select a news item that Pathfire designated as originating from a VNR producer. Mr. Phillips states that he cannot recall whether or not Pathfire identified the VNR as non-editorial content. See Phillips Declaration (Exhibit A). Therefore, assuming Pathfire did not clearly identify the VNR as sponsored, Mr. Phillips and Gray had no reason to believe that any person involved in the production of the VNR segment paid or received consideration for the inclusion of material in the segment. See Phillips Declaration (Exhibit A).

2. For each VNR programming segment identified above, state whether the Licensee, or any of its employees or representatives, received or were promised any consideration, from any source, in exchange for airing the VNR or SMT program material. If so, provide the following information:

Gray did not receive and was not promised any consideration in exchange for airing the VNR program material. None of Gray's employees received or were promised

<sup>&</sup>lt;sup>6</sup> Gray submits that the program material, as reflected in the CMD Original, is not easily identifiable as sponsored. The video does not advertise or endorse a product. The video itself is unmarked and does not identify the sponsor or the VNR producer. In this regard, it is notable that the Center for Media and Democracy's report faults Medialink Worldwide, the VNR producer, for not disclosing the ultimate source of the funds used to sponsor the VNR. *Oil Lobbyist's "News" Denies Inconvenient Truths*, http://www.prwatch.org/fakenews2/vnr40 (last visited June 15, 2007).

any consideration in exchange for airing the VNR program material. See Walker Declaration, Phillips Declaration, Smith Declaration.

- a. the person(s) from whom such consideration was received or was promised;
  - b. the consideration involved:
  - c. the dates on which the payment was promised and/or received;
- d. the circumstances surrounding each such payment or promise to pay; and
  - e. any pertinent documentation relating thereto.
- 3. State the policies and procedures of Gray relating to:
- a. compliance with 47 U.S.C. § 317 of the Communications Act of 1934, as amended, and the Commission's sponsorship identification rules; and
- b. provide a copy of any written policies and procedures that the Licensee uses or used during the relevant period to train its employees or representatives about compliance with the sponsorship identification laws; and

The Gray policy and procedures relating to compliance with and training about Section 317 and the Commission's sponsorship identification rules is attached as Attachment A to the Walker Declaration (Exhibit B).

c. the handling and use of VNR program material.

WTOK-TV's VNR policy is included as Attachment B to the Walker Declaration (Exhibit B).

4. To the extent not otherwise specifically requested, provide copies of all Documents that otherwise provide the basis for, support or otherwise relate to the responses to Inquiries 1 through 3 above.

Gray has no other information relating to this response.

I hereby declare under penalty of perjury that, to the best of my knowledge, information, and belief, the information contained herein is true and accurate.

Respectfully Submitted,

Robins Beign

Robert A. Beizer

Vice President of Law & Development

Gray Television, Inc.

**Enclosures** 

cc by e-mail: Benigno E. Bartolome (Ben.Bartolome@fcc.gov)

### Declaration of Justin Wade Phillips

I, Justin Wade Phillips, make the following declaration under penalty of perjury:

- 1. I am Reporter, Anchor, and Producer for WTOK-TV, Meridian, Mississippi. I anchor and produce the 5 p.m. newscast for WTOK-TV, and, as part of my responsibilities, I select and edit content for the 5 p.m. newscast. This content is sometimes repeated on the station's 6 p.m. and 10 p.m. newscasts. I have reviewed a letter from the FCC dated April 26, 2007, regarding a complaint that WTOK-TV violated the sponsorship identification statute or the sponsorship identification rules by broadcasting a video news release on May 31, 2006.
- 2. On May 31, 2006, I produced a recorded segment for the 5 p.m. WTOK-TV newscast using video material I obtained that day from the Pathfire News system, an electronic video news content delivery service. I often use Pathfire to obtain non-local video for the 5 p.m. news. At the time, the Pathfire system I used supplied news items from about 10 different sources. I generally only select and use news items that Pathfire designated as originating from ABC News or CNN. I generally do not select or use items that Pathfire designates as originating from a VNR producer or labeled as a sponsored VNR.
- 3. The recorded segment I produced on May 31, 2006 concerned the conclusion of Dr. William M. Gray that global warming was not responsible for the high frequency of hurricanes during the hurricane seasons of 2004 and 2005. The segment introduced a live, in-studio discussion of Dr. Gray's predictions for the 2006 hurricane season. Dr. Gray is a professor of atmospheric science at Colorado State University and is widely regarded as one of the nation's foremost hurricane predictors. Because Meridian is frequently affected by hurricane activity, Dr. Gray's conclusions and predictions are often the subject of news coverage by WTOK-TV. I have included as Attachment 1 examples of seven other scripts we presented in 2006 broadcasts that feature Dr. Gray's research.
- 4. I used portions of the video obtained from Pathfire in the recorded segment I produced concerning Dr. Gray's global warming conclusion. The Pathfire video was identical or nearly identical to the video hosted on the Center for Media and Democracy's website. I do not recall whether Pathfire labeled the video I obtained as sponsored, or whether Pathfire categorized the video as a VNR. I also do not recall if, and to what extent, Pathfire provided additional materials to supplement the video.
- 5. To prepare the as-broadcast news segment for the 5 p.m. news, I excerpted a brief segment from the Pathfire video that I obtained. The 10-second segment I excerpted showed part of Dr. Gray's presentation at the National Hurricane Conference in Orlando, Florida, in 2006. In the as-broadcast news segment, I also included additional Pathfire video showing hurricane activity, but the only audio I used from Pathfire was that of Dr. Gray's speech. The script I spoke from to

present the news segment during the 5 p.m. newscast, which was also used in the 6 p.m. and 10 p.m. newscasts, was entirely original.

- 6. Because I had no reason to believe that the Pathfire video was sponsored, or that WTOK-TV or any of its employees would receive or was promised consideration for broadcast of the material. I did not take any steps to determine whether the video I obtained from Pathfire required sponsorship identification. I also did not identify the material as sponsored in the segment I prepared or the script I wrote.
- 7. I did not receive and was not promised any consideration in exchange for airing the Pathfire video.

6-19-07

Date

Justin Wallettle
Justin Wade Phillips

TALENT ON CAM CAMERA = MS# 943

TAKE PKG RUNS=1:32 OUTCUE =STANDARD \*CG 2LINEDRAWILLIAM GRAY COLORADO STATE UNIVERSITY IN 16 SECONDS

((TOM)) EXPERTS WARN ANOTHER ABOVE AVERAGE HURRICANE SEASON IS EXPECTED THIS YEAR, THOUGH THEY DON'T BELIEVE THIS SEASON WILL BE NEARLY AS ACTIVE AS LAST. SONYA CRAWFORD HAS MORE.

((PKG))

2005 IS A YEAR MANY WHO LIVE ALONG THE GULF COAST AND INFLORIDA WOULD LIKE TO FORGET. ITWAS THE COSPEEST AND MOST DESTRUCTIVE HURRICANIESIEASON EVER - 80 BILLION DOELARS inad/amagiliakoimak/atirinya/alonie...(gottbir: WHEAMGRAY//OOLORADO SYAHEUNVERSHY) WETHINK ITS GOING TO BE A FAIRLY ACTIVE SEASON THIS YEAR MUCHNINKEERING WITH THE 9.0F.THE LAST, 11. YEARS (GFX) FORECASTERS AT COLORADO'S TATE UNIVERSITY FEAM REDICT 17. NAMED STORMS THIS YEAR WATERING BECOMING HURRICANES AFIVE DE HEEM
REACHING AT LEAST CATEGORY 3 STATUS LEAST
YEAR, THERE WERE A RECORD 27 NAMED STORMS WITH 15 BECOMING HURRICANES, 7 OF THEM MAJOR PASIDEDEROM DEEN UMBERS DOCTOR GRAY SAYS FEWER MAJOR STORMS WINDINAKENANDSAR THIS YEAR REPEDICING HURRICANES IS AN INEXACT SCIENCE - THE COLORADO STATETEAM REVISED THEIR FOREGAS E SEVERADEIMES LASTY FAR AND STILL FAILED TO PREDICT WED RUNGUTION NAWES FOR STORMS: BUT THERE'S NO QUESTION WERE IN A PERIOD OF HEIGHTENED ACTIVITY. (SOT DR GRAY): ATLANTI(CISIURIZACIE IIEMIPERATURES/ARE Mery Warmhow, were in this active heriod THAT WE EXPECT TO LAST ANOTHER 15 OR 20 YEARS DOCTOR GRAY DOESNIBBLIEVE HUMAN-INDUOED GLOBAL WARMING IS CAUSING MORE STORMS IN THE ATEANTIC BUTTITHERE IS EVIDENCE THAT WARMER SEA SURFACE TEMPERATURES = NATURALLY CAUSED OF NOT ARE CAUSING HURRICANES, TYPHOONS AND CYCLONES TO BECOME MORE POWERFUL SONYA CRAWFORD, ABO NEWS, WASHINGTON.

5/2/2007 9:48:15, USER Wade Phillips

TALENT ON CAM CAMERA =2 PLSMA MS# 601

TAKE VO

((TALENT))

FORECASTERS AT THE UNIVERSITY OF COLORADO ARE AGAIN LOWERING THEIR PREDICTIONS FOR THE HURRICANE SEASON. ((VO))

THE TEAM THERE SAYS IT NOW EXPECTS ONLY FIVE HURRICANES INSTEAD OF THE SEVEN IT HAS PREVIOUSLY FORECAST . . . THAT WOULD MAKE IT A SLIGHTLY BELOW NORMAL HURR CANE SEASON THIS YEAR.

THE REVISION IS THEIR SECOND IN A MONTH . . . STILL FORECASTER WILLIAM GRAY SAYS RESIDENTS IN COASTAL AREAS SHOULD ALWAYS BE PREPARED FOR MAJOR STORMS.

TALENT ON CAM CAMERA =2 PLSMA MS# 601

>>>SPECIAL GRAPHICS REQUEST<>>

COLORADO STATE UNIVERSITY HURRICANE FORECAST TEAM

**5 HURRICANES THIS SEASON** 

13 NAMED STORMS

\*CG GFX7

((TALENT))

GOOD NEWS FOR THOSE ALONG THE ATLANTIC -RESEARCHERS HAVE REDUCED THEIR HURRICANE OUTLOOK FOR 2006.

((TAKE GRAPHIC))

A HURRICANE FORECAST TEAM AT COLORADO STATE UNIVERSITY NOW EXPECTS ONLY FIVE HURRICANES THIS SEASON. THE TEAM INITIALLY CALLED FOR 17 NAMED STORMS IN THE ATLANTIC FROM JUNE THROUGH NOVEMBER, THEY NOW SAY ONLY 13 STORMS WILL FORM. BUT AT LEAST TWO OF THOSE STORMS COULD BE INTENSE HURRICANES.

## EXHIBIT A ATTACHMENT 1

[WTOK]ARCHIVE.2006.OCT SLUG HURRICANE FORECAST D01 - 1

5/2/2007 10:11:46, USER Wade Phillips

TALENT ON CAM	
CAMERA = 3	
*CG WPHILLIPS	
TAKE VO	

((TALENT))

HURRICANE EXPERTS ARE PREDICTING ONE MORE ATLANTIC HURRICANE IN 2006.

((VO))

COLORADO STATE UNIVERSITY RESEARCHERS
SAY THAT AND TWO MORE NAMED STORMS WILL
HAPPEN BY THE TIME THIS YEAR'S HURRICANE
SEASON ENDS. BUT THEY SAY THEY EXPECT NO
"INTENSE" HURRICANES DURING THE MONTHS OF
OCTOBER AND NOVEMBER. THE UPDATED
REPORT AGAIN CALLS FOR A BELOW-AVERAGE
HURRICANE SEASON IN THE ATLANTIC, WITH A
TOTAL OF FIVE HURRICANES AND ELEVEN NAMED
STORMS.

5/2/2007 10:18:55, USER Wade Phillips

TALENT ON CAM CAMERA =3

>>>SPECIAL GRAPHICS REQUEST<<<
HURRICANE PREDICTIONS 2007

14 NAMED STORMS 3 MAJOR HURRICANES 4 LESSER HURRICANES

COLORADO STATE UNIVERSITY HURRICANE FORECASTER

\*CG GFX3

((TALENT))

WE'VE ONLY JUST LEFT BEHIND HURRICANE SEASON 2006 AND ALREADY THE PREDICTIONS ARE OUT FOR HURRICANE SEASON 2007.

A COLORADO STATE UNIVERSITY HURRICANE FORECASTER IS PREDICTING ABOVE-AVERAGE HURRICANE ACTIVITY FOR NEXT YEAR. EXPECTATIONS ARE SET FOR 14 NAMES STORMS, INCLUDING THREE MAJOR AND FOUR LESSER HURRICANES. BUT FEWER OF THOSE STORMS ARE EXPECTED TO MAKE LANDFALL THAN IN THE 2005 SEASON.

# EXHIBIT A ATTACHMENT 1

[WTOK]ARCHIVE.2006.OCT SLUG HURRICANE FORECAST D01 - 1

5/2/2007	10:18:48,	USER	Wade	Phillip	ps

TALENT ON CAM
17 (22141 314 37 44)
CAMERA = 3
*CG WPHILLIPS
TAKE VO

((TALENT))

HURRICANE EXPERTS ARE PREDICTING ONE MORE ATLANTIC HURRICANE IN 2006.

((VO))

COLORADO STATE UNIVERSITY RESEARCHERS
SAY THAT AND TWO MORE NAMED STORMS WILL
HAPPEN BY THE TIME THIS YEAR'S HURRICANE
SEASON ENDS. BUT THEY SAY THEY EXPECT NO
"INTENSE" HURRICANES DURING THE MONTHS OF
OCTOBER AND NOVEMBER. THE UPDATED
REPORT AGAIN CALLS FOR A BELOW-AVERAGE
HURRICANE SEASON IN THE ATLANTIC, WITH A
TOTAL OF FIVE HURRICANES AND ELEVEN NAMED
STORMS.

5/2/2007 10:18:41, USER Wade Phillips

TALENT ON CAM
CAMERA =2 PLSMA MS# 601

>>>SPECIAL GRAPHICS REQUEST<<<
HURRICANES FORECAST DOWN

COLORADO STATE UNIVERSITY HURRICANE FORECAST TEAM

**5 HURRICANES THIS SEASON** 

13 NAMED STORMS TOG GLX7 ((TALENT))

GOOD NEWS FOR THOSE ALONG THE ATLANTIC -RESEARCHERS HAVE REDUCED THEIR HURRICANE OUTLOOK FOR 2006.

((TAKE GRAPHIC))

A HURRICANE FORECAST TEAM AT COLORADO STATE UNIVERSITY NOW EXPECTS ONLY FIVE HURRICANES THIS SEASON. THE TEAM INITIALLY CALLED FOR 17 NAMED STORMS IN THE ATLANTIC FROM JUNE THROUGH NOVEMBER, THEY NOW SAY ONLY 13 STORMS WILL FORM. BUT AT LEAST TWO OF THOSE STORMS COULD BE INTENSE HURRICANES.

### Declaration of Timothy Walker

I, Timothy Walker, make the following declaration under penalty of perjury:

- 1. I am General Manager for WTOK-TV, Meridian, Mississippi. As part of my responsibilities, I oversee the production of news content for WTOK-TV and the maintenance of archives of WTOK-TV programming. I have reviewed a letter from the FCC dated April 26, 2007, regarding a complaint that WTOK-TV violated the sponsorship identification statute or the sponsorship identification rules by broadcasting a video news release on May 31, 2006.
- 2. The station has prepared two identical VHS recordings of the portions of WTOK-TV's 5 p.m., 6 p.m. and 10 p.m. newscasts that contain the news segments referred to in the complaint. The specific news segments aired at 5:01 p.m., 6:05 p.m. and 10:04 p.m. The station also has provided the scripts for the news segments.
- 3. The station has provided a copy of Gray's policy and procedures relating to compliance with and training about the sponsorship identification statute and the sponsorship identification rules. See Attachment 1.
- 4. On November 15, 2006, I sent the attached e-mail memorandum to all WTOK-TV news personnel informing them of changes to the station's policy regarding use of video news releases and satellite media tours. See Attachment 2. As of that date, WTOK-TV has a strict policy prohibiting the use of VNRs and SMTs.
- 5. I did not receive and was not promised any consideration in exchange for WTOK-TV's airing of the news segments referred to in the complaint.

6/20/07

Date

Imothy & . Nall

ATTACHMENT 1

# 

# YOUR EMPLOYEE HANDBOOK

A Guide to Human Resources Policies

**REVISED JANUARY, 2006** 

### CODE OF ETHICS FOR GRAY TELEVISION, INC.

Gray Television, Inc. ("Gray") adheres to the highest standards of business ethics in dealing with the company's employees, customers, suppliers, investors and the general public Gray conducts its business affairs with honesty, integrity and in compliance with governmental rules and regulations including, but not limited to, the rules and regulations of the Securities and Exchange Commission ("SEC"), the New York Stock Exchange ("NYSE"), the Federal Communications Commission ("FCC"), the Federal Trade Commission ("FTC") and the U.S. Department of Labor.

This Code of Ethics ("Code") applies to Gray, its subsidiaries and their directors officers and employees and provides a set of expectations to guide the company's behavior. This Code focuses the board and management on areas of ethical risk, provides guidance to all employees to help them recognize and deal with ethical issues, presents mechanisms for reporting unethical conduct, and helps to foster a culture of honesty and accountability.

Violations of this Code may subject the violator to disciplinary action, including where appropriate, termination of employment.

The Audit Committee of the Gray Board of Directors will report significant violations to the Board and recommend appropriate action to the Board.

### **Employees, Directors and Officers**

All employees, directors and officers of Gray are expected to perform their duties in compliance with this Code. Everyone is treated, and expected to treat others, with fairness, respect and dignity. Gray offers equal opportunities for employment to all individuals and does not tolerate intimidation, harassment or discrimination based on race, sex, age, color, religion, national origin, veteran's status or disability.

### Compliance with Laws and Regulations

All employees, directors and officers are expected to comply with all laws and regulations.

### Confidential Information

All employees, directors and officers must respect and maintain the confidential ty of information entrusted to them by Gray or its customers except when disclosure is authorized or legally mandated. Gray also requires full compliance with "Insider Trading Laws" that restrict securities trading by persons with access to material nonpublic information.

03/03/2004

### Conflict of Interest

At Gray, private interests may in no way interfere with or appear to interfere with the interests of the company as a whole. Employees, directors and officers should avoid situations in which their actions or interests make it difficult to perform company work objectively effectively. Employees, directors and officers may not compete with the company or disadvantage Gray by taking for personal gain corporate opportunities. Any employee involved in a conflict of interest or a transaction or relationship that reasonably could be expected to give rise to a conflict must report the matter promptly to the employee's management. Any officer or director in such situations must report it to the Audit Committee.

### Gifts and Gratuities

Exchanging gifts, entertainment and other reasonable favors is a common and appropriate practice in business interactions. Gray does not, however, accept, offer or authorize exchanges that are not a reasonable part of a business relationship. Hospitality is exercised with discretion as not to jeopardize the integrity of any party involved.

### **Competitive Practices**

Gray competes vigorously, but fairly, in compliance with all applicable antitrust and competition laws. Gray's business interactions are designed to promote a competitive economy and fair and vigorous competition.

### Financial Integrity

Gray is committed to recording all business transactions accurately and truthfully in accordance with generally accepted accounting principles. Appropriate internal controls are maintained to prevent or detect fraud and to ensure that accounting/financial records and supporting data describes transactions without omission, concealment or falsification.

### Financial Disclosure

Gray will make full, fair, accurate and understandable disclosure in reports and documents it files with the SEC and in other public communications.

### **Protection of Assets**

All employees, officers and directors should protect Gray's assets and ensure their efficient use. Gray's assets should be used only for legitimate business purposes as theft, carelessness and waste directly impacts the company's profitability.

### Duty to Seek Guidance and Report

Anyone with questions about compliance with this Code or legal requirements should seek guidance from management.

Any employee, director and officer that observes any conduct or business practice which may violate this Code or legal requirements has an obligation to report the matter promptly to the attention of the management of Gray or to the Chairman of the Audit Committee. Anyone wishing to make such a report may, at their discretion, bring the matter to the attention of the respective individuals listed in <u>Attachment A</u>. Reports will be held in confidence to the extent practical based on the specific facts and circumstances of the report. Individuals making reports may choose an option of submitting their concerns anonymously by not identifying

themselves. If an individual making a report believes that the matter is not being properly addressed, the individual has an obligation to bring the matter to the attention of a higher level of management or to make a supplemental report directly to the Chairman of the Audit Committee.

Management and directors shall promptly provide information on significant violations of the Code or legal requirements to the Audit Committee.

There will be no retaliation for reporting violations where the reports are made in good faith.

### Waivers

Waivers of the provisions of this Code may be granted only by the Gray Board of Directors or a Board committee. Any request for a waiver must be in writing and addressed to the Audit Committee of the Board. Waivers will be disclosed promptly as required by applicable law and regulations.

### Conclusion

Gray is committed to maintaining the highest ethical standard in all business related endeavors and expects and requires an equal commitment from each of its employees, directors and officers.

03/03/2004

**From:** Tim Walker [mailto:Tim.Walker@wtok.com] **Sent:** Wednesday, November 15, 2006 9:29 AM

**To:** 'Andrea.Williams (andrea.williams@wtok.com)'; 'Charles Daniel'; 'Chris Brennaman'; 'Christian Monsour '; 'Heather Cook'; 'John Johnson'; 'Josh Johnson'; 'Lindsey Brown'; 'Lindsey.hall@wtok.com'; 'Reneee Lasalle'; 'Sheila McLain'; 'Sidney Luvene (sidney.luvene@wtok.com)'; 'tom.daniels@wtok.com';

'Wade Phillips'
Cc: 'Pat Dalbey'

Subject: IMPORTANT!!! Video News Releases

### **MEMORANDUM**

November 15, 2006

TO:

ALL NEWS PERSONNEL

FROM:

TIM WALKER

RE:

AIRING OF VIDEO NEWS RELEASES / SATELLITE MEDIA TOURS

WTOK-TV policy prohibits the use of Video News Releases without clear disclosure of the source of the story. The Federal Communications Commission has very strict guidelines for disclosure of VNR sources. Due to a recent alleged airing of material that was from a Video News Release, though not clearly apparent that it was such, we are further modifying our policy to prohibit the use of any Video News Releases. News management will monitor this policy closely. In the event news management determines that it is in the public interest to air a story from a VNR source, they will instruct you on proper identification measures.

If at any point you are planning to air a story from a source that could be in the form of a corporate or political action committee news release, you are to receive management approval before airing the story.

Management will make the decision if the story in question can air, or if it may require further identification of the source when aired. One should not consider a story air worthy simply by it being delivered to us via an ABC or CNN news feed service such as Pathfire. It is also likely that stories of questionable origin may reside in sections of the feed service that may not be categorized as a VNR.

Airing such releases without proper identification could leave the station vulnerable to fines from the Federal Communications Commission. The FCC is currently investigating 70+ stations for airing undisclosed corporate video news releases and others may be investigated as well. If you have any questions regarding this policy, please see John Johnson or myself.

Tim Walker General Manager WTOK-TV / DT 815 23rd Ave. Meridian, MS 39301 Direct (601) 703-2102 Direct Fax (601) 703-2087 tim.walker@wtok.com

### Declaration of Thomas D. Smith

- I, Thomas D. Smith, make the following declaration under penalty of perjury:
- I am Reporter, Anchor, and Producer for WTOK-TV, Meridian, Mississippi. I anchor and produce the 6 p.m. and 10 p.m. newscasts for WTOK-TV, and, as part of my responsibilities, I select and edit content for those newscasts. I have reviewed a letter from the FCC dated April 26, 2007, regarding a complaint that WTOK-TV violated the sponsorship identification statute or the sponsorship identification rules by broadcasting a video news release on May 31, 2006.
- 2. On May 31, 2006, I selected a news segment produced by Wade Phillips for the 5 p.m. WTOK-TV newscast to use on the 6 p.m. and 10 p.m. newscasts. The segment concerned Dr. William Gray's conclusion that global warming was not responsible for the heavy hurricane seasons of 2004 and 2005. I edited the scripts of the segment to reduce its length, but I did not make any changes to the visuals used in the segment.
- 3. I did not receive and was not promised any consideration in exchange for WTOK-TV's airing of the news segments referred to in the complaint.

Date

June 20th 2,007

Thomas D. Smith

5/2/2007 9:31:57, USER Wade Phillips

[WTOK]ARCHIVE.2006.JUN SLUG 5 9:17:28 under

PAGE	TAL	SLUG	FORMAT	TAPE#	TIMECODE	GRAPHICS	TIME	BACKTIME	CG	≣P
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A18	WP	BOYS STATE	VOB	1383	00:18:16		0:40	17:06:40	OK	
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TAKE VO

TAKE SOT
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GC ZEINE DR. WILLIAM GRAY
COLORADO STATE UNIVERSITY

VO CONTINUES

WIPE FULL GFX NEXT

((TALENT))

WE'VE ALL BEEN WARNED TO EXPECT ANOTHER ABOVE AVERAGE HURRICANE SEASON ... AND IT MAY BE THIS WAY FOR ANOTHER TWENTY YEARS OR SO, ACCORDING TO EXPERTS.

((VO))

BUT DON'T BLAME GLOBAL WARMING . . . SAY SOME OF THE NATION'S FOREMOST HURRICANE PREDICTORS.

DOCTOR WILLIAM GRAY, THE FAMED COLORADO STATE UNIVERSITY HURRICANE PREDICTOR . . . SAYS THE EARTH'S NATURAL CYCLES ARE TO BLAME FOR THE INCREASE IN ACTIVITY.

((SOT))

SINGE IT CHANGED. THERE'S BEEN A LOT OF PEOPLE'S AYING, THE GLOBE IS WARMING ITHIS IS THE CAUSE OF THE LAST TWO YEARS STORMS. WE DON'T THINK SO, IT IS THE WAY NATURE SOMETIMES WORKS."
((VO CONTINUE))

GRAY SAYS THERE IS AN 81 PERCENT CHANCE THAT A MAJOR HURRICANE WILL STRIKE THE U-S THIS YEAR. . .

```
1
   WTOK-TV 5 p.m.
2
3
   Wade: Well, we've all been warned to expect
4
   another above-average hurricane season, and it
5
   may be this way for another 20 years or so,
6
   according to experts. But don't blame global
7
   warming, say some of the nation's foremost
8
   hurricane predictors. Doctor William Gray,
9
   the famed Colorado State University hurricane
10
   predictor says the earth's natural climate
11
   cycles are to blame for the increase in
12
   activity.
13
14
   William Gray: Since it's changed, there's been
15
   a lot of people saying, "Ahh, the globe is
16
   warming. This is the cause of these last two
17
   years' storms." Well, we don't think that's
   the case. This is the way nature sometimes
18
19
   works.
20
21
   Wade: Gray says there is an 81 percent chance
22
   that a major hurricane will strike the U.S.
23
   this year. Here are some of Gray's other
24
   predictions for this year. He says there will
   be 12 named storms, 9 hurricanes, and 5 major
25
26
   hurricanes. There's a - That's a more active
27
   than usual season, but it's below the record
28
   season that happened a year ago when there
29
   were 28 named storms last year, 15 hurricanes,
```

1 and 7 major hurricanes. And Charles Daniel 2 joins us now. Charles, we ran out of names 3 for hurricanes last year. 4 5 Charles: We sure did. We started using the Greek alphabet -- Alpha, Beta, Gamma. And it 6 7 went all the way to zeta. 8 9 Wade: I hope we don't get there. 10 11 Charles: I hope we don't either. But the good news is hurricane season starts, but 12 13 we've got a little bit more time to prepare 14 because usually in June it's a very quiet 15 time. However, last year, we saw three of the 16 first four named storms. And then we take 17 that sharp increase in August. First storm this year will be Alberto. We'll have to see 18 19 where Al forms and where he goes. And it's 20 been a hot day today. We'll see how hot.

We'll talk about that and a look at the 7-day

forecast coming up here in just a minute.

21

22

23

5/2/2007 9:31:57, USER Wade Phillips

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TALENT ON CAM CAMERA =

TAKE VO

TAKE SOT RUNS=16 OUTCUE =NATURE SOMETIMES WORKS.

CGZENEDR WILLIAM GRAY COLORADOISTATE UNIVERSITY

**VO CONTINUES** 

((TOM))

WE'VE BEEN WARNED TO EXPECT ANOTHER ABOVE AVERAGE HURRICANE SEASON . . . AND IT MAY BE THIS WAY FOR ANOTHER TWENTY YEARS OR SO, ACCORDING TO EXPERTS.

((VO))

BUT DON'T BLAME GLOBAL WARMING SAY SOME OF THE NATION'S FOREMOST HURRICANE PREDICTORS.

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((SOT))
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PEOPLE SAYING, THE GLOBE IS WARMING THIS IS
THE CAUSE OF THE LAST TWO YEARS STORMS.
WEDON OF THINK SOUT IS THE WAY NATURE
SOMETIMES WORKS.

((VO CONTINUE))

GRAY MAKES PREDICTIONS FOR THE UPCOMING HURRICANE SEASON EVERY YEAR BEFORE IT STARTS . . .

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1
   WTOK-TV 6 p.m.
2
        We have been warned to expect another
4
   above-average hurricane season this year. And
5
   it may be this way for another 20 years or so,
6
   according to the experts. But don't blame
   global warming, say some of the nation's
7
8
   foremost hurricane predictors. Doctor William
9
   Gray, the famed Colorado State University
10
   hurricane predictor says the earth's natural
   cycles are to blame for the increase in
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   activity.
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   William Gray: Since it's changed, there's been
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   a lot of people saying, "Ahh, the globe is
   warming. This is the cause of these last two
16
   years' storms." Well, we don't think that's
17
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   the case. This is the way nature sometimes
19
   works.
20
21
   Tom: Gray makes predictions for the upcoming
22
   hurricane season every year before it starts.
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23

5/2/2007 9:31:57, USER Wade Phillips

[WTOK]ARCHIVE.2006.JUN SLUG 1 9:17:28 under

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A05	TD	GRAY/HURRICANES	VOB	1391	00:06:16		0:45	22:03:25	OK	tdaniels
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5/2/2007 10:12:14, USER Wade Phillips

TALENT ON CAM
CAMERA =3

TAKE VO

TAKE SOT
RUNS=16
OUTCUE =NATURE SOMETIMES WORKS.
\*\*CG 2LINE DR WILLIAM GRAY
COLORADO STATE UNIVERSITY

**VO CONTINUES** 

((TOM))

HURRICANE SEASONS FOR THE NEXT 20-YEARS COULD BE SEVERE.

((VO))

BUT DON'T BLAME GLOBAL WARMING. THE NATION'S FOREMOST HURRICANE PREDICTORS. DOCTOR WILLIAM GRAY, THE FAMED COLORADO STATE UNIVERSITY HURRICANE PREDICTOR... SAYS THE EARTH'S NATURAL CYCLES ARE TO BLAME FOR THE INCREASE IN ACTIVITY.

((SOT))

"SINCE IT CHANGED. THERE'S BEEN A LOT OF PEOPLE SAYING, THE GLOBE IS WARMING, THIS IS THE CAUSE OF THE LAST TWO YEARS STORMS. WE DON'T THINK SO, IT IS THE WAY NATURE SOMETIMES WORKS."
((VO CONTINUE))

GRAY MAKES PREDICTIONS FOR THE UPCOMING HURRICANE SEASON EVERY YEAR BEFORE IT STARTS . . .

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   WTOK-TV 10 p.m.
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3
         Hurricane seasons for the next 20 years
4
   could be severe. Don't blame global warming.
   One of the nation's foremost hurricane
5
   predictors is Doctor William Gray, the famed
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7
   Colorado State University hurricane predictor.
   He says the earth's natural cycles are to
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9
   blame for the increase in activity.
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11
   William Gray: Since it's changed, there's been
   a lot of people saying, "Ahh, the globe is
12
13
   warming. This is the cause of these last two
14
   years' storms." Well, we don't think that's
   the case. This is the way nature sometimes
15
16
   works.
17
   Tom: Gray makes predictions for the upcoming
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19
   hurricane season every year before it begins.
20
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Energy...

21