

**OCTOBER - NOVEMBER 2015**  
**DESCRIPTION OF PROGRAMS PROVIDING MOST**  
**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>Program</u>	<u>Day</u>	<u>Time</u>
Local 4 News Today	Monday-Friday	4:30-7:00AM
Live in the D	Monday – Friday	10:00 AM-11:00 AM
Local 4 News at 4	Monday-Friday	4:00-4:30PM
Local 4 News at 5	Monday-Friday	5:00-6:00PM
Local 4 News at 6	Monday-Sunday	6:00-6:30PM
Local 4 News at 11	Monday-Friday	11:00-11:35PM
Local 4 News Today	Saturday	6:00 – 8:00AM
Local 4 News Today	Sunday	6:00-7:30AM 8:00-9:00 AM
Local 4 News at 11	Saturday and Sunday	11:00-11:30PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports and issue-responsive reports, segments, and multi-part series. Issue responsive program segments are usually two to three minutes in duration, unless otherwise indicated.

FLASHPOINT	Sunday	10:00-10:30AM
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Hosted by WDIV News anchor Devin Scillian, this weekly news/public affairs program addresses in depth the pressing issues that are in the forefront of the news.

PUBLIC SERVICE ANNOUNCEMENTS	Every Day	Run of Schedule
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Public Service Announcements (PSAs) generally vary in length from ten seconds to thirty seconds each and, unless otherwise indicated, appear throughout WDIV's broadcast schedule including prime time.

DATELINE

Friday 10:00-11:00 p.m. (10-30 - 12/11 & 12/18)  
Friday 9:00-11:00 p.m. 10/2 –10/23)

This NBC network news program features investigative reporting on controversial issues facing the American public.

TODAY SHOW	Monday-Friday	7:00-10:00AM
		11:00 AM –12:00PM

TODAY SHOW SATURDAY	Saturday	8:00-10:00AM
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TODAY SHOW SUNDAY	Sunday	9:00-10:00AM
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The above three NBC network news programs offer a mix of news, weather and features, including some interviews and in-depth reports on issues of current concern.

NBC NIGHTLY NEWS	Monday-Sunday	6:30-7:00PM
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This half-hour NBC network news program provides a round-up of the day's major news events and in-depth reporting on issues of concern to the American public.

## COMMUNITY ISSUES

1. ***GOVERNMENT***, including updates on the political process, information on the inner workings of various governmental departments, involvement in international affairs and homeland security.
2. ***ECONOMIC WELFARE OF METROPOLITAN REGION***, including issues that have the potential to impact future economic resources, and industry developments that play a role in our region's future growth and our citizen's economic well-being.
3. ***AUTOMOTIVE INDUSTRY***, including information about developments within the industry from both a consumer and employer perspective.
4. ***HEALTH AND PUBLIC WELFARE***, including new medical developments, updates on medical research, consumer information on medical issues, and information on healthy lifestyles.
5. ***CONSUMER WELFARE***, including issues that pertain to notification of the public about products that may be harmful as well as information regarding rights and possible recourse for consumer issues.
6. ***LEGAL SYSTEM***, including issues that have the potential to affect our lives; local and statewide legislative issues and information on the judicial process
7. ***CRIME***, including information on major crime stories, how crimes are affecting or have the potential to affect the average citizen and preventative measures to combat crime.
8. ***EDUCATION***, updates on new developments within the schools, including administrative policy and innovations within the education system.
9. ***RACE RELATIONS AND RELIGIOUS TOLERANCE***, including information that helps us to better understand the customs, beliefs and experiences of our multi-cultural region, along with information that pertains to better understanding between our many ethnicities.
10. ***CULTURAL AFFAIRS AND COMMUNITY RELATIONS***, including information about our area's cultural offerings and information about community endeavors.

## **GOVERNMENT**

**Program:** WDIV News  
**Dates:** October 1, 2, 3, 4, 5, 6, 7, 8, 9, 13, 15, 16, 19, 28.  
November 2, 4, 10, 12, 16. December 15.  
**Time/Duration:** All Newscasts/25:05 total length  
**Summary:**

WDIV reported the state stepped in to take over Flint's water and the supply was found to have dangerous levels of lead in it. Governor Rick Snyder announced Flint would reconnect with Detroit's water system after what constitutes a public health emergency. Flint has corrosive water leaching lead from old pipes. State government and nonprofit groups have been distributing filters and bottled water to Flint homes and schools during the transition to Detroit water. Next summer, Flint would transition to the new Karegnondi Water Authority pipeline. Snyder told WDIV reporter Rod Meloni that he would ask state lawmakers for \$6 million, half of the \$12 million need to reconnect with the Great Lakes Water Authority (GLWA) through next summer. The Charles Stewart Mott Foundation will provide \$4 million and the city of Flint will provide \$2 million. Snyder said state and local authorities will continue to carry out preventative steps that include continued testing, the use of faucet filters and providing residents with accurate information about steps to eliminate lead exposure. The Michigan Departments of Environmental Quality and Health and Human Services today also committed an additional \$3.5 million for water filters, free lead testing through the state laboratory for Flint water customers, and hiring additional staff to conduct health exposure monitoring for lead in drinking water.

**Program:** WDIV News  
**Dates:** November 15, 16, 17, 18, 19, 24, 28.  
**Time/Duration:** All Newscasts/12:15 total length  
**Summary:**

WDIV reported on a conflict within the state on whether to accept Syrian refugees after concerns over terrorism. Governor Rick Snyder made headlines when he said he wanted to pause the resettlement program until security concerns, mainly how background checks are conducted on refugees, are addressed. In the meantime, Detroit Mayor Mike Duggan says his city can support 50 Syrian families annually for the next three years. The Democrats spoke during a White House-arranged conference call, a week after numerous Republican governors, including Governor Snyder, spoke out against federal refugee policies. Duggan says he's comfortable with the refugee-vetting process.

**Program:** WDIV News  
**Dates:** November 4, 9, 10. December 14.  
**Time/Duration:** All Newscasts/14:55 total length  
**Summary:**

WDIV reported the state of Michigan finally has an agreement on how to fix its crumbling roads but it will be footed by Michigan voters. Governor Snyder signed legislation to boost road spending that includes a 20 percent hike in vehicle registration fees and a 7.3-cent gasoline tax increase. "The state House and Senate today approved a fiscally responsible, comprehensive transportation plan that provides a long-term solution with new revenue that also provides long-term tax relief," said Snyder during a news conference. The bills would shift \$600 million in general funds a year to the transportation budget in the 2020-21 fiscal year and beyond. The legislation also would make more lower- and middle-class homeowners and renters eligible for what would be a more generous homestead property tax credit. Supporters say the package is a good compromise to address Michigan's most pressing issue, crumbling infrastructure. Opponents oppose tax hikes and worry about future budget implications.

**Program:** WDIV News  
**Dates:** October 3, November 2, 3, 4, 15, 16, December 7.  
**Time/Duration:** All Newscasts/18:55 total length  
**Summary:**

WDIV reported two former state representatives who left their jobs in the midst of a sex scandal ran for reelection. Earlier this year, Todd Courser resigned and Cindy Gamrat was expelled from the state House after details of their extramarital affair and their bizarre plot to cover it up surfaced. The pair campaigned up until the last second in a bid to return to public life. They lost handily and WDIV's Mara MacDonald spoke with both as they conceded their defeat.

**Program:** WDIV News  
**Dates:** October 6, 8, 12, 13, November 3.  
**Time/Duration:** All Newscasts/10:15 total length  
**Summary:**

WDIV reported progress on the task of testing rape kits that date back 20 years. WDIV Reporter Guy Gordon learned Wayne County is dedicating \$1 million to the backlog of untested kits. He was there as County Executive Warren C. Evans and Prosecutor Kym Worthy jointly announced the move. The funds will be allocated to the prosecutor's 2015-2016 budget and will be used to support the Sexual Assault Kit Task Force which is solely responsible for investigating and prosecuting offenders identified through the tested rape kits. "Finding these resources for the prosecutor was an important step in helping the victims of these assaults receive the justice they deserve," Evans said. "The investigative phase of this process is crucial in ensuring that the perpetrators who committed these crimes are off the streets and not further terrorizing our communities. More than 1,600 of these cases are currently awaiting investigation. We can't afford to sit by and watch this injustice continue." According to the Wayne County Sexual Assault Kit Task Force September report, more than 11,000 rape kits were found in 2009 and of those approximately 10,000 of them have been tested. Of those tested, 549 suspected serial sexual offenders have been identified, 149 are actively being investigated.

Program: WDIV News / Local 4 News at 5  
Dates: December 29  
Time/Duration: 5:00 p.m. / 1:00  
Summary:

A ticket amnesty program turned out to be an economic win-win for the 36th District Court in Detroit and the several hundred people who waited in line to take advantage of it. The story explained that for 2 days (Dec. 28<sup>th</sup> and Dec. 29<sup>th</sup>), people with late fees and warrant fees on outstanding traffic tickets owed to the court, could get the waived for a discount. The story included details of how the “amnesty” program would work and interviews with people waiting to take advantage of it. One man waiting to make good on a traffic ticket described the long line as something you’d see “during Black Friday shopping, without all the pushing and shoving.” Those in line also said getting a break on a ticket and/or warrant freed up money they promised to put to good use in other ways.

Program: Flashpoint  
Date: October 18  
Time/Duration: 10:00 a.m. / 15:00  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to government, specifically elections. Scillian was joined by a guest panel including CEO of Michigan Forward Urban Affairs Group Brandon Jessup, Congresswoman Debbie Dingell, Head of Detroit Division of Ethics & Civil Rights, Portia Roberson, and State Senator Bert Johnson. Dingell said that she expected high viewership on the presidential debates and that democracy is better off when more people are participating. Roberson added that she believes Hilary Clinton is the best that’s out there for Democrats. She added that the Democratic debates are adult, and the Republican debates are like a carnival show. Johnson argued for a more robust debate for Democrats. Jessup questioned what we’re doing as Democrats to raise up the next generation. Johnson added that when you look at the field, there is not as diverse of a group as he hoped for. This conversation continued on African American voters getting onboard with Ben Carson. Roberson commented that she hoped Carson would stop saying that he’s from Detroit. She added that he has a great story, but nobody in their right minds should support him for president. Dingell said that Clinton showed strength during the recent debate, and she was the clear winner. She added that Biden did not want to be the person to prevent the first female president of the United States. Jessup said that we need policies that are far more socialist than corporate. Johnson said that Bernie Sanders is offering a lot of ideas that are attractive to the impoverished.

Program: Flashpoint  
Dates: October 25  
Time/Duration: 10:00 a.m./ 30:00  
Summary:

The entire edition of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian presented an extensive interview with Michigan Governor Rick Snyder. Snyder discussed the need for better outcomes for the students in Detroit Public Schools and Charter schools. He said that they're implementing a package for ameliorating academics, financial issues and governance as it pertains to education. Snyder added that people must understand that state involvement is offering a better solution, even if it is only making worse conditions "less worse" than they were before. Next Snyder turned to the water crisis in Flint. He said that the EPA communicated concerns, but he didn't see specific test results. Snyder admitted that a mistake was made in the department of Detroit Environmental Quality, which was addressed with swift action. Snyder made it clear that he's offering free testing, free filters, and public health tracking for households with higher lead levels. He added that an investigation is being conducted to make sure another incidence along these lines doesn't reoccur, and he affirmed that when a city is changing water sources there should be supplemental steps included. The conversation turned again to fixing Michigan roads. Snyder stated that he would continue to push to get funding for the roads. He did not speculate on which members of which party are preventing legislation from arriving at an answer and that, ultimately, there must be a common ground solution developed by all. This conversation concluded with a discussion about poverty in Detroit. Snyder said that education is a critical element, and there needs to be more career-tech education and the skill trades opportunity. Snyder said that they're launching a program called "Rising Tide," and they're going to ten of the most challenged areas in each region of the state to provide additional economic, community and talent development operations. Snyder added that when he took office, Michigan was 49<sup>th</sup> in employment rates, and it is 24<sup>th</sup> today. Regarding guns, Snyder said that he vetoed a bill that called for eliminating open carry but allowing for concealed weapon permits with enhanced training, and that a current bill is too similar to pass under his watch. Regarding probation reform, Snyder said that we need to do smart justice, and have people serve their time but help them get back into society and be successful. Lastly, regarding medical marijuana, Snyder is supportive of the concept of a smarter regulatory scheme.

Program: Flashpoint  
Dates: November 1  
Time/Duration: 10:00 a.m./ 15:39  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV News anchor Devin Scillian presented an extensive interview with Detroit Mayor Mike Duggan. Duggan discussed the measures he's taking to rebuild in Detroit. Duggan stated that the faster they've demolished houses, the more environmentally responsible they must become. He added that under Mayor Bing, houses were being knocked down via emergency demolitions, but his new method eradicates any chance of harm from asbestos and other potential hazardous consequences of such extreme measures, which means that there's an additional expense of \$3,000 per house. Duggan offered that they've taken down 7,000 houses in 18 months, and so, they have been able to auction off 500 houses

on buildingdetroit.org. As a result, property values in these neighborhoods have gone up \$200 million in one year. Duggan said that they've demolished 100 to 150 houses a week, and so, they've trucked in close to 2 million cubic yards of dirt. Duggan said that he's abandoned his original pilot program and started to build a contractor team to remove any question of "bid-rigging" for these jobs and determine the most fair and economical system for achieving his vision of a better Detroit. Next Mayor Duggan stated that he received approval from Washington D.C. for his \$21 million plan this week and a statement about the outstanding job that they're doing in Detroit. The conversation turned to the plan for Detroit public schools. Duggan said that he thinks the financial steps are going in the right direction, but we need to return self-determination to Detroit public schools. He proposed that the people of Detroit elect their own school board, the Education Achievement Authority returns to being under Detroit public schools, and the Detroit Education Commission passes and becomes a local authority that determines the opening of new schools and the operating conditions for current institutions. Regarding medical marijuana, Duggan said that there must be an ordinance that can be enforced. He added that, to his knowledge, most dispensaries are acquiring a license before they sell product, but there should be fewer of them and in controlled areas. He added that he doesn't support decriminalization. Regarding crime, Duggan explained his "Green Light Initiative" for business owners in Detroit who stay open past 10:00PM, and it includes providing perimeter lighting, color cameras with high resolution and a direct feed back to police headquarters with real-time monitoring. He stated that the business owners and the police are jointly responsible for ameliorating crime in the city. Duggan supported Mike Illitch's efforts in building a new arena for the Red Wings and donating \$40 million to Wayne State's Business school. He capped the conversation by stating that he's supporting Hilary Clinton for president.

Program: Flashpoint  
Date: November 8  
Time/Duration: 10:00 a.m. /7:56  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to government, specifically global relations. Scillian was joined by long-time diplomat and author Dennis Ross, who discussed his latest book "Doomed to Succeed" about the relationship between America and Israel. Ross said that Israeli leader Yitzhac Rabin was defined by the struggle and the conflict in Palestine. He added that, for Rabin, ending the conflict meant ending himself.

Program: Flashpoint  
Date: November 15  
Time/Duration: 10:00 a.m. /30:00  
Summary:

The entire edition of this locally produced weekly public affairs program hosted by WDIV News anchor Devin Scillian addressed issues surrounding international and

homeland security. Scillian was joined by a panel of guests including professor and lecturer of Near Eastern and Asian studies at Wayne State University, Saeed Khan, Editorial Page Editor of the Detroit Free Press, Stephen Henderson, Editorial Page Editor of the Detroit News, Nolan Finley, and political strategist, Paul Welday.

The group discussed the recent ISIS attack at a concert in Paris, which left 129 dead and 350 injured; the worst terrorist attack on Europe in ten years. Finley said that the presidential election has now become a “national security” election. Henderson agreed that they’re dealing with a terrorist group that is stepping up its actions, which will and should play into the election. Khan said that there’s now structure and organization to this threat, and we are no longer fighting an ideology. Welday disagreed and said that he thinks we’re fighting radical Islam, and it’s essential to identify what we’re fighting before we do it. Khan said that policy is decided against specific targets not on ideology. Finley said that he doesn’t believe that ISIS can be “contained,” and that the United States needs to go arrest their army. Khan added that the new Iran deal provides the most recent cause for optimism as they’ve been pushing back on ISIS. The conversation continued on the attack in Paris and what it means for refugees and immigration. Finley said that there is already backlash on refugees and immigrants in France due to worry about the impact on employment and the economy. Henderson said there’s a need to think about the consequences of our support of policies in Syria that are influencing its citizens’ decisions to leave. Khan that there’s exploitation of new members to the EU. Greece, Serbia, etc, that are not equipped to handle this level of surveillance and passport control. Welday said that the public’s confidence in the government’s ability to sort out the “good guy” from the “bad guys” is at an all-time low. Finley said that Donald Trump’s anti-immigration policies are going to become more popular in the wake of this event. Henderson argued for a rational policy to allow people who want to be Americans to do so. He added that a lack of bi-partisan politics stands in the way of our country achieving this rational method. Khan contributed that there’s a real deficit in civics education in the American people, which is why they’re so attracted to a candidate like Trump. Welday discussed how the Republican field will narrow as the campaign moves forward. He added that Marco Rubio has more Senate experience than Barack Obama, and that he, John Kasich and Jeb Bush have responded well to the situation. Khan said that he thinks the United States is the best equipped to take matters into its own hands, but there needs to be much greater assessment of foreign policy.

Program: Flashpoint  
Date: November 22  
Time/Duration: 10:00 a.m. / 15:10  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to the government, specifically security and immigration policies. Scillian was joined by former Senator Carl Levin who reflected on the attack in Paris and in regards to ISIS. Levin said that we must ensure that ISIS does not succeed. He believed that Arab countries like Jordan and Egypt should lead a coalition to take action against ISIS. Levin believed that Western countries should be helpful and provide air support and intelligence in the effort. Levin said that putting

Russian troops on the ground is a mistake. He said that it's important to be effective and not play into the hands of the enemy. Levin added that he always felt there should be a zone in Syria that provides safety through air cover and with Turkish help. He added that the invasion of Iraq was a mistake because the United States did not have international support. Levin continued that we did not fail in Afghanistan where there was an international community behind the U.S. Levin continued by addressing the current refugee situation. He talked about the process for a refugee to be approved to come to the U.S. He said that they need to be vetted properly, and the robust process works. Levin said that some of the stereotyping done by the masses is playing right into the hands of the terrorist. He offered that you need to weed out the people who are the threats, without damaging the people who are good people of the same particular group, age, color, race or religion. Levin said that the presidential race tries to pick up votes by appealing to American fears, and it requires strong leaders who can think through the implications of what they're saying. He added that Donald Trump is working against positive efforts with his rhetoric. Levin called it demeaning to America.

Program: Flashpoint  
Date: December 6  
Time/Duration: 10:00 a.m./5:27  
Summary:

One segment of this locally produced weekly public affairs program addressed issues pertaining to our government. Scillian was joined by a panel including Detroit Free Press business columnist Tom Walsh, Detroit Free Press Editorial Page Director, Stephen Henderson, Detroit Division of Ethic and Civil Rights Director Portia Roberson, and Detroit News Editorial Page Director Nolan Finley. They addressed the recent events of presidential race. Finley said that he cannot read anything in this election that makes any pattern or sense to him. He added that it seems Trump cannot be squashed no matter what he does to alienate more voters. Walsh commented that most people don't make up their minds on who they're voting for until three or four weeks out of the initial polls. Henderson said Trump's supporters come from mainstream politics, media and culture. Roberson added that she thought Trump would've imploded already and that there's a difference between running for office and actually governing the office. Finley said that Trump will not be president, but he could be the Republican nominee. Walsh questioned whether Trump would become a third-party nominee if he loses the Republican nomination.

Program: WDIV PSA/NAB – For Those Who Serve, Who Helps a Hero  
Dates: October - December  
Time/Duration: General Rotation/ 2x :30, 1x :15  
Summary:

These National Association of Broadcasters PSAs highlight the work of the Gary Sinise Foundation, which is dedicated to helping active military and veterans through entertainment, outreach, and life-changing support.

Program: WDIV PSA/NAB – Miller Troops  
Dates: November - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

These PSAs from the National Association of Broadcasters address the sacrifices that American troops and their families make when they serve, and encourages viewers to take the time to thank them.

### **ECONOMIC WELFARE OF METROPOLITAN REGION**

Program: WDIV News / Local 4 News at 5  
Dates: October 13  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

We reported about a unique program, the Motor City Match program. We explained that more than 350 entrepreneurs and 150 property owners applied for the program. The program “matches” businesses to vacant properties and then provides money through a half-million dollar federal grant program so that the business can use the property to expand and create jobs. The story included interviews with Detroit Mayor Mike Duggan and several business owners who received grant money through the program.

Program: WDIV News / Local 4 News at 5  
Dates: October 14  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

This report focused on the City of Detroit’s effort to improve its new residency program, designed to get people into existing vacant properties. WDIV News anchor and reporter Guy Gordon explained how the program, called “Rehabbed and Ready”, highlights homes that are “move in ready” and do not require the type of repair needed for many of the properties listed in the city’s auction. The idea is that more people will be attracted to homes already in good condition. The story included interviews with Detroit Mayor Mike Duggan, and representatives from Quicken Loans, Home Depot, and a potential buyer. Quicken has pledged \$5 million to the program with the goal of rehabbing at least 30 homes.

Program: WDIV News / Local 4 News Today  
Dates: October 20  
Time/Duration: 6:00 a.m. / 2:00  
Summary:

We reported on another positive sign of improvement in the City of Detroit: The beginning of construction for the Orleans Landings Luxury Apartments. The report

included a recap of how the project took at least two years to fully come together. It also included renderings of the \$65 million project, which features 278 apartments. It also includes five blocks of development.

Program: WDIV News / Local 4 News at 6  
Dates: October 29  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

WDIV Business Editor Rod Meloni did the story about a controversy involving parking permits in Ferndale. The story highlighted the booming nightlife and restaurants and compared it to the complaints residents have about the customers for those businesses parking on nearby side streets and being disruptive in neighborhoods. The report explained that one possible solution is a program that allows drivers to park on the streets and not get towed. It also explained that there is a time limit and that drivers who want to stay in the area beyond a few hours must then move their vehicles to the paid parking locations so that homeowners can actually park in and around their homes. The problem has become a very big quality of life issue for homeowners. The story included interviews with business owners, customers, homeowners, and the Ferndale Assistant City Manager.

Program: WDIV News / Local 4 News at 6  
Dates: November 10  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

We reported about a recent Garden City Council meeting. The story explained that several homeowners were fighting to keep their homes or get them back after they had been foreclosed upon by the city. The city, in turn, sold the homes to a third party company. The report included interviews with frustrated homeowners who were not allowed to address council members because the meeting was adjourned to begin a pizza party. The Garden City mayor explained that the pizza party had been previously scheduled, and that they did not want to delay starting it because several children were also at the meeting. The report also included an interview with the mayor in which he says the homeowners had already been given ample time to make arrangements to keep or retain their homes.

Program: WDIV News / Local 4 News at 5  
Dates: November 10.  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

We reported about a couple who turned their dreams of owning and operating a business into a boom for an entire community. WDIV News Business Editor Rod Meloni highlighted Hacienda Foods, which is located in Southwest Detroit. The story explained how a woman and her husband launched a tortilla chip operation back in 1990 and it

steadily grew into a manufacturing operation that now employs 70 workers. The report also looked at how that number is expected to grow because the company now has a contract with Meijer, and ships chips to Meijer stores in six different Midwest states. Because of the increased business, the owners have outgrown their current space, and now plan to build an even larger facility, with more employees, in that same Southwest Detroit.

Program: WDIV News/ Local 4 News at 6  
Dates: November 16  
Time/Duration: 6:00 p.m. / 1:30  
Summary:

We reported that Gasoline prices across Metro Detroit dropped dramatically in a matter of days, creating long lines at gas stations that drivers didn't mind waiting in. The story also looked at how the lower prices were a boon to other parts of the economy because drivers were spending the money they saved at the gas pump on other things. The story included interviews with drivers, gas station owners, and examined the reasons for the price drop.

Program: Flashpoint  
Dates: October 4  
Time/Duration: 10:00 a.m./13:43  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed the future of Detroit. Scillian was joined by a panel of guests including Summer and Winter Olympic medalist Lauryn Williams, founder of Sweetriot Sarah Endline, founder of Detroit Xpac Michael Dorsey, and Homecoming co-director Jim Hayes. The discussion focused on the recent Detroit Homecoming event that invited former residents from across the globe to return to the town where they grew up for a special conference. Regarding their experiences, Williams said that it feels like springtime in Detroit. Endline agreed that Detroit feels like a more hopeful place. Dorsey commented on how Cranes brings together an interesting group of people each year across several sectors. Hayes stated that they're tracking over 240 million investments made in Detroit as a direct result of last year's Homecoming. Williams said that Detroit has made her who she is today. Endline said that one of her goals is to help Detroit with her production of her products. Dorsey agreed that Detroit is iconic around the world and known even in the most remote parts. This conversation continued on how to retain successful Detroiters. Hayes said that one of the goals of the Homecoming event is to bring people back and that a few attendees have bought homes in the city since last year. Endline said that a business associate in Brooklyn is fascinated by and curious about Detroit. Dorsey said that he's in Detroit several times a quarter trying to connect, learn and share the information with supporters to make informed decisions about candidates and issues.

Program: Flashpoint  
Date: October 18  
Time/Duration: 10:00 a.m. /7:45  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed the future of Detroit. Scillian was joined by author David Maraniss who spoke on his latest book, "Once in a Great City: A Detroit Story." Maraniss said that he was impacted by his short time living in Detroit during his childhood. He talked specifically about 1963 when Motown was booming, cars were selling and labor was strong, and yet, there were structural problems and the inception of decay. Maraniss believed that the common problems of urban cities were exaggerated in Detroit, and freeways began to lead people away from Detroit to live in the suburbs. He said his book is to honor what Detroit gave America: music, cars, civil rights, labor, the working class being brought up into middle class. Maraniss also wondered what would have happened if Detroit had hosted the 1968 Olympics, such as would the riots of 1967 have even happened. He added that the future of Detroit is bright with energy and becoming a new Brooklyn with artists and foodies and the wave of tech, but there are still the issues of abandoned housing and troubled schools.

Program: Flashpoint  
Date: November 29  
Time/Duration: 10:00 a..m/13:59  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed Detroit's growing economic vitality. Scillian was joined by President of Shinola Detroit Jacques Panis. Panis discussed the expansion of his company from one floor over the Center for Creative Studies to now 90,000 square feet. In four years, he said they've grown from nine watchmakers to 500 employees across the organization with stores from London to Portland. Panis shares the professional journey of a security guard who became a watchmaker and now leads the assembly line as well as the evolution of a nighttime janitor who now leads a team of twelve people. Regarding the cynicism that Shinola is too expensive for most Detroiters; Panis said that they have something for everyone from cups of coffee to journals. He added that the brand is expanding because it's a job creation vehicle, and in order to do that, they have to continue to innovate with different products with audio and electric as their next endeavor. Panis said that it's not about Shinola has done for Detroit, it's about what Detroit's done for them. Next Scillian was joined by author Aaron Foley who wrote the book titled "How to Live in Detroit Without Being a Jackass." Foley said that the book is necessary because thousands of people are moving to Detroit every day, and they are ignorant of the history behind the demographics. He added that there is life outside of mid-town and downtown, but because of the way that Detroit has been portrayed, the rest of the city appears to be a wasteland. Foley closed with the sentiment that he wants everyone moving to Detroit to love the city as much as the long-time residents do.

Program: Flashpoint  
Date: December 6  
Time/Duration: 10:00 a.m. / 17:40  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to our region's economic welfare. Scillian was joined by Detroit Free Press business columnist Tom Walsh, Detroit Free Press Editorial Page Director, Stephen Henderson, Detroit Division of Ethic and Civil Rights Director Portia Roberson, and Detroit News Editorial Page Director Nolan Finley. Walsh said that Detroit's economic recovery over the past year is impressive despite its lingering problems with education and crime. Henderson likened this period of time in Detroit's history to back in 1805 when the city burned to the ground, and given that, Detroit is rebounding fairly well. Roberson added that by simply having streetlights on, now, is a huge improvement in city services, and Detroit's progress is an example for cities across America. Finley said that Detroit's recovery from bankruptcy validates Mayor Duggan and Governor Snyder's decision-making. Henderson said Detroit now faces the problem of priorities. Roberson said that the next few years is going to show population growth in Detroit with people moving back and staying in the city. The conversation continued on the one-year anniversary since the city of Detroit filed for bankruptcy. Walsh said that Michigan as a whole has an education problem, and going forward, the auto industry is not going to generate more jobs since this recent surge in entrepreneurship will required educated youth. Finely said that there are a lot of people in the community with low skills who need to find jobs just to get them started. Henderson added that Detroit falls into a trap of comparing itself to itself as opposed to other flourishing cities and states with different education budgets and methods of spending. Finley agreed that other states are doing better because they've agreed on a strategy, and Detroit needs to agree on a plan of action before it starts asking for more money. Roberson said that you cannot talk about job creation, different fields and industries coming to Detroit if the population is not trained properly or prepared.

Program: Flashpoint  
Date: December 13  
Time/Duration: 10:00 a.m. 14:20  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues relating to our economy. Scillian was joined by the President and CEO of the Detroit Regional Chamber (DRC) Sandy Baruah who discussed the recent economic progress report on the DRC. Baruah explained that there has been tremendous progress since 2009, and the dark days of the recession in the Southeastern portion of Michigan are almost over. He added that there are systemic challenges that need to be addressed if the region wants to thrive long term. Lastly, if Southeastern Michigan really wants to be a leading class region like Seattle, Denver or Dallas, they need to make outsized gains for a long period of time in order to catch up. Baruah said that they've expanded the "Detroit" territory to include 5.3 million people in

11 counties across Southeastern Michigan in order to compete with international marketplace numbers. He added that Detroit has grown 18% in GDP between 2009-2014, second only to Dallas, however, there's still a \$10,000 a year per capita income gap between Detroit and Dallas, so there's great progress in Detroit, but there's still much further to go. The conversation continued with additional guests President and CEO of Rock Ventures, Matt Cullen, President and CEO of Ignition Media Group, Dennis Archer Jr., and The Detroit News business columnist, Daniel Howes. Regarding the widening talent gap in the current job market, Cullen said there's three important sub-groups of people looking for jobs: locals who are college educated and can't find work, educated young people migrating to the region and also those people who needs jobs that don't require those educational credentials. Baruah affirmed that the fastest growing demographic in Detroit is college educated young people aged 25 to 30. Archer said that college is not the answer for everyone, and only about 28% of Detroit residents have a college education, but the important of higher education should still be stressed. Howes said that Detroit Public Schools are a mess, no one has been able to find a solution to make progress and that only when the city became bankrupt did people want to make a change. Baruah said urban education everywhere has its challenges, but Detroit is at the bottom of a very bad barrel. Cullen said that people are staying and investing as they build out on already popular areas of the city. Howes said that as business and government get involved, improvement will continue, and it's a long term process.

### **AUTOMOTIVE INDUSTRY**

Program: WDIV News / Local 4 News at 5  
Dates: October 7  
Time/Duration: 5:00 p.m/2:00  
Summary:

WDIV Business Editor and Auto Expert Rod Meloni reported about the uneasy calm before the potential storm from a looming strike deadline between the United Auto Workers and Fiat Chrysler. The report addressed how the union was preparing for a possible strike. They were posting strike notices and developing a potential picket line schedule. The report also included interviews from Fiat Chrysler workers, many of whom were "hoping for the best, but preparing for the worst." They didn't want to strike but felt they had little choice.

Program: WDIV News / Local 4 News at 11  
Dates: October 16  
Time/Duration: 11:00 p.m. / 1:30  
Summary:

We reported on more troubling news for General Motors: This story explained how the Detroit automaker is dealing with a new ignition problem. The report outlined the number of vehicles involved in the recall (3,300) and the types of trucks and SUVs that are on the

recall list. The report also detailed how this ignition switch problem is different from GM's previously reported problem.

Program: WDIV News /Local 4 News at 6  
Dates: October 20  
Time/Duration: 6:00 p.m. /1:45

WDIV news anchor and Auto Expert Guy Gordon did a story about the new round of voting taking place by Fiat Chrysler workers. Unlike the first proposed deal, most of the rank and file workers interviewed for this story seem to support the agreement and point to "a more fair" pay scale system as a big reason why. The report also looked at two roadblocks to getting an agreement passed, a plan to hire more temporary workers and uncertainty about product plans.

Program: WDIV News  
Dates: October 29  
Time/Duration: 5:00 p.m. / 1:45  
Summary:

We reported on new incentives being handed out by the Ford Motor Company. The story explained that the "X" plan is not the typical "employee pricing" often used in the auto industry. Instead, it offers customers the kind of discounts normally reserved for suppliers friends. It includes a promise not to haggle over the price, \$200 above dealer invoice, and a 10% discount off the MSRP. The story also included interviews with dealers, customers, and an auto analyst.

Program: WDIV News/Local 4 News at 6  
Dates: November 2  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

WDIV Business Editor and Auto Expert Rod Meloni did a report that examined what "we can tell" from the monthly auto sales figures for General Motors, Fiat-Chrysler, and Ford Motor Company. The story included an interview with an auto analyst who pointed out that when you look at the month-to-month performance, it's clear they are thriving again. The report also looked at what's behind the success. The factors include; price, low interest rates, and demand noting that the average age of a car on the road is 11 and a half years old.

Program: WDIV News / Local 4 News Today  
Dates: November 17  
Time/Duration: 5:00 a.m. / 1:30  
Summary:

We reported on the announcement for Motor Trend Magazine's 2016 Car & Truck of the Year. The top car went to the Chevrolet Camaro. The Chevrolet Colorado was named top truck. The story included interviews with GM officials who said "winning" both top prizes was like the feeling an athlete gets when they win a championship. The report also outlined some of the reasons the vehicles were honored.

Program: WDIV News / Local 4 News Today  
Dates: December 1  
Time/Duration: 6:00 a.m./ 1:00  
Summary:

The Ford Motor Company rolled out a major new plan that would include a substantial investment of money and jobs. The story detailed how the automaker now plans to make a \$1.3 Billion investment in a truck plant in Kentucky, creating some 2,000 new jobs. The workers would focus on production of the 2017 Super Duty Pickup truck. The report also explained how the commitment was part of a new, 4-year, contract agreement recently reached between Ford and the United Auto Workers. Overall, that UAW contract calls for up to 8,500 new positions.

Program: WDIV News / Local 4 News at 6  
Dates: December 8  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

The auto industry was put on notice that safety standards were changing. WDIV News anchor and auto expert Guy Gordon did the story. It explained that U.S. regulators were overhauling the way safety ratings were given to new vehicles and included interviews with a federal safety official and an auto analyst based in Detroit. The key change focused on requiring the automakers to include more crash avoidance technology. The story also looked at how even crash test dummies were being changed to better reflect the size of "an average American." The changes were proposed by the National Highway Traffic Safety Administration which wants to move away from the current 1-to-5 rating system. The report noted that the feds were looking for feedback from the industry and the public. It also explained that the new standards would not go into effect until the 2019 model year.

### **HEALTH AND PUBLIC WELFARE**

Program: WDIV News  
Dates: October 1, 9, 21 and November 6, 13, 20 and December 3  
Time/Duration: 5:00pm, 6:00pm / Total length 14:24  
Summary:

WDIV Health Reporter Dr. Frank McGeorge presents a regular report on "What's Going Around." It highlights the most common illnesses affecting residents in five local counties. Our health team contacts area hospitals and doctors' offices each week to

collect the relevant information and determine which illnesses should be featured. Flu season got off to a gradual start this year, with cases slowly increasing in local communities. In October, pediatricians in three counties reported a significant increase in children suffering from croup. Dr. McGeorge explained that croup is a condition that causes the upper airways to become inflamed, generally causing a very distinct cough that sounds like a barking seal. October and November brought stretches of warm weather. The wild swings in temperature aggravated breathing problems, especially in people already suffering from asthma and COPD. November brought a surge in respiratory infections and an increase in stomach viruses, including some cases of norovirus. In December, influenza cases again began to rise in some pockets. Washtenaw County saw sporadic activity with some cases requiring hospitalization. Wayne County reported cases in several communities including Taylor, Canton, and Grosse Pointe. Dr. McGeorge urged those who had not yet gotten a flu shot to get one as soon as possible.

Program: WDIV News, Local 4 News Today, Local 4 News at 11  
Dates: October 7, 8  
Time/Duration: 5:00pm, 11:00pm / Total length 8:42  
Summary:

WDIV Health Reporter Dr. Frank McGeorge presented a special report on what to do if you are shot. As an emergency room physician, McGeorge explained that he has treated enough patients to know, gun violence can happen to people who never expected it. The average American's risk of dying from an assault with a gun is one in 358. By comparison, the risk of choking to death is one in 3,000. McGeorge interviewed Dr. Craig Silverton, a retired Air Force Colonel and flight surgeon. Silverton said the first step any first responder should take is securing their own safety. "The first thing that you want to do is make sure you're out of harm's way. You want to make sure somebody doesn't have his crosshairs on you next," said Silverton. Silverton explained that uncontrolled bleeding is the biggest threat from a gunshot injury. McGeorge demonstrated how to apply firm and constant pressure to the injury. If that didn't control the bleeding, he explained how to use a tourniquet instead. McGeorge cautioned that gunshot wounds are impossible to predict, because bleeding can occur internally as well as externally. For that reason, the most important factor for survival is getting to the hospital as quickly as possible.

Program: WDIV News, Local 4 News at 5  
Dates: October 19 and November 11  
Time/Duration: 5:00pm / Total length 5:33  
Summary:

In 2012, posttraumatic stress disorder killed more service men and women than died in actual combat. WDIV Health Reporter Dr. Frank McGeorge highlighted two approaches to reduce these tragic deaths. McGeorge profiled Zack Potter, a soldier from Dearborn, Michigan who committed suicide in 2014 after struggling with PTSD after serving two tours of duty in Iraq. "Zack was actually the third suicide within a small kind of

veterans' community within the span of one year," said Potter's friend Andrew Turner. Turner is himself a member of the Michigan National Guard. The loss of three friends to PTSD moved Turner to start the Veterans Refuge Network, an organization that helps raise awareness of PTSD and the resources available to help fight it. "Our main goal is to eliminate the stigma that's associated with seeking help," said Turner. Veterans trained in peer counseling answered viewer calls during our phone bank to help link veterans to resources. McGeorge also shared the story behind the app MyBivy. The app tracks heart rate and movement to help predict night terrors and improve the quality of veterans' sleep. The app was developed by Tyler Skluzacek, the son of a soldier who suffered from PTSD and night terrors.

Program: WDIV News / Local 4 News at 11  
Dates: October 1, 2, 6, 7, 9, 11, 12, 22, 23.  
Time/Duration: 11:00 p.m./18:35 total length  
Summary:

WDIV's special projects team organized a series of stories on what children would really do in dangerous situations. Reporters Karen Drew and Sandra Ali teamed up with local families, parents and children, to place them in situations and see how they would react. The topics included: would children wake up to the sound of a smoke detector, would they go with a stranger who asked for help finding a puppy, would they give personal information to strangers about themselves or their families, would they touch a gun if they found it? The children were filmed with hidden cameras, and then brought together with parents to talk about what they did right and what they did wrong.

Program: WDIV News / Local 4 News Today & Local 4 News at 11  
Dates: October 27, 28  
Time/Duration: 5:00am, 11:00pm / Total length 9:00  
Summary:

We reported on a very serious virus. Enterovirus D-68 made headlines in the fall of 2014, sickening more than a thousand children and killing a dozen. It was also suspected of leaving some paralyzed. Then the virus seemed to just disappear. In a special report, WDIV Health Reporter Dr. Frank McGeorge looked at what's happened in the year since the virus first struck and whether the risk still exists. Nine-year-old Ella Frech is believed to be one of the children most affected by Enterovirus D-68. She suffered paralysis after falling ill with a virus. She uses a wheelchair to get around and has traded ballet for wheelchair motocross. "She's not disabled," said Rebecca Frech, Ella's mother. "She can do everything she did before, she just does it differently." Dr. Marie Lozen, the chief of pediatric emergency medicine at the University of Michigan C. S. Mott Children's Hospital, cared for many of the children sickened in last year's outbreak. She says Enterovirus D-68 may still be a threat. The hospital is still awaiting advanced testing, but Lozen believes they have seen cases of the virus this fall. "The kids we're seeing that are getting sick enough to go to the ICU, to be admitted to the hospital, they look very much like those kids from last year." Lozen says the number of kids getting sick is much lower, likely because so many were exposed last year, and may have

developed some immunity. The CDC continues to investigate whether Enterovirus D-68 was the true cause of paralysis in children from the 2014 outbreak.

Program: WDIV News/Local 4 News Today & Local 4 News at 5  
Dates: November 5, 8  
Time/Duration: 6:00am, 5:00pm / Total length 7:05  
Summary:

Last year's flu season hit hard early and was made worse by a poorly matched flu shot. To address what this year's Flu season will look like, WDIV Health Reporter Dr. Frank McGeorge talked with world renown influenza expert Dr. Arnold Monto from the University of Michigan School of Public Health. Monto explained that flu is notoriously unpredictable. "When you think you know everything about the flu, you realize you don't know anything about flu," said Monto. However, the Centers for Disease Control and Prevention and Monto both believe this year's flu vaccine will be a better match based on the initial cases of flu that have been seen so far. Monto says the biggest challenge facing doctors this year is convincing people to give the flu shot another chance. "The problem is we've had a year in which we've had to say, 'Don't expect flu shots to protect you as well as we would like,'" said Monto. "That's a very difficult message to deliver." Monto explained that there are more quadrivalent vaccines available this year which protect against four strains of influenza instead of three. Seniors can also gain extra protection by getting a high-dose vaccine. Monto said the high-dose shot has been found to be 24 percent more effective than the regular dose vaccine in seniors.

Program: WDIV News  
Dates: November 16, 17, 23  
Time/Duration: All Newscasts/ Total length 32:28  
Summary:

Heroin addiction is a growing epidemic that is devastating families and communities across the country and in Metro Detroit. In a special series of reports WDIV looked at the "Faces of Addiction." The goal was to highlight that heroin addicts are often not who people expect them to be. WDIV Health Reporter Dr. Frank McGeorge profiled Brittany, a 24-year-old recovering heroin addict from Macomb County. "I was on the honor roll, I was just a normal kid," said Brittany of her childhood. Brittany shared how she was drawn into the heroin lifestyle and how she eventually broke free. Investigative Reporter Karen Drew then tackled three issues involving teenagers and heroin addiction. She exposed the dangers of giving athletes prescription painkillers and of dentists prescribing those powerful drugs for children and teenagers after procedures. "We started to understand that over-prescribing for these medications often times was a gateway to heroin use and addiction by students and young adults," said Dr. Raymond Skowronski, a Sterling Heights dentist. Drew also showed how De La Salle High School in Warren is bringing in recovered addicts to share their stories with students in hopes of exposing the dangers of heroin. McGeorge concluded the coverage with a story highlighting the success of Michigan legislation giving law enforcement

officers permission to carry Narcan, a drug that reverses the effects of a heroin overdose. The Oakland County Sheriff's Department says its deputies have saved 17 lives in the past seven months since the law was passed. They are working to expand the Narcan program to other law enforcement agencies. Finally, addiction experts from the Brighton Center for Recovery, Families Against Narcotics, and CARE of Southeastern Michigan were in the WDIV Phone bank to answer viewer questions from 4:00pm to 6:30pm.

Program: Flashpoint  
Date: October 11  
Time/Duration: 10:00 a.m. /5:21  
Summary:

One segment of this locally produced weekly public affairs program addressed issues pertaining to environmental health concerns. Scillian was joined by Detroit Free Press editorial page director Steven Henderson, Detroit News editorial page director Nolan Finley, Detroit Free Press columnist Nancy Kaffer and former Michigan Senate majority leader Randy Richardville. They discussed Governor Rick Snyder's handling of the water crisis in Flint. Kaffer said that children in Flint began to have elevated levels of lead in their blood as a result of slow political response. Richardville advocated for Snyder, and said that he and his administration are more than capable of rectifying this issue. Henderson called it a colossal screw-up on the part of the Governor. Finley said that as soon as the Governor saw the medical center report they acted; Kaffer quickly disagreed and stated that the administration first spent about a week and a half calling that information into question. She added that the problem of lead in water is not revelatory information to begin with. Henderson added that the Michigan infrastructure, which led to this problem in the first place, needs some serious investment.

Program: WDIV PSA/Tapper's Coat  
Dates: October 23 – November 10  
Time/Duration: General Rotation/ 1x :30  
Summary:

WDIV meteorologist Ben Bailey asks viewers to donate new or gently worn coats for neighbors in need during the winter season. They are also collecting gloves, hats, scarves and any other accessories at Tapper's Jewelry locations throughout the area.

Program: WDIV PSA/CHMF – Hope  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30, 1x :15  
Summary:

These PSAs from the Children's Hospital of Michigan Foundation talk about the work the organization does for sick children and their families. They are dedicated to improving the health and wellness of children by raising and granting philanthropic resources. They benefit research, medical education and community health initiatives.

Program: WDIV PSA/CLF - Leukemia  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Children's Leukemia Foundation talks about the services they offer to kids and their families fighting leukemia, including much-needed emotional support.

Program: WDIV PSA/MAB – Rethink Your Position  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This Michigan Association of Broadcasters PSA warns against the dangers of sleeping in bed with your baby. It shows how much a person moves around while asleep, and ends by saying the safest place for a baby is in its crib.

Program: WDIV PSA/MAB – Success Stories  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This Michigan Association of Broadcasters PSA shows stories of people who've successfully gotten health coverage through the Healthy Michigan Plan. It especially highlights cases of preventative care, such as mammograms.

Program: WDIV PSA/MAB – The Call - Wife  
Dates: October, December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Michigan Association of Broadcasters depicts a troubled man on the telephone, trying to tell his wife about his gambling problem. The message is for problem gamblers to reach out and get help, preferably from experts who deal with these sorts of issues all the time. Contact information for the Michigan Problem Gambling Helpline is given.

Program: WDIV PSA/MAB – Why  
Dates: October, December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Michigan Association of Broadcasters gives food safety information, from cleanliness to proper cooking temperatures.

Program: WDIV PSA/NAB – No Kid Hungry  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This NAB PSA informs viewers about the Share Our Strength organization, dedicated to ending childhood hunger in America by connecting children with nutritious food.

Program: WDIV PSA/NAB – Trott Driving  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

These PSAs from the National Association of Broadcasters illustrate how difficult it is to walk while texting or playing with your phone. They extrapolate to talk about how dangerous it is to drive distracted that way.

Program: WDIV PSA/PDFK - Embrace  
Dates: November - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Partnership for Drug Free Kids shows one woman confiding to another that her son is taking prescription painkillers that were not prescribed to him. The PSA shows that empathy can help in the fight against drug abuse, and gives another Partnership website as another resource.

### **CONSUMER WELFARE**

Programs: WDIV News / Local 4 News at 5  
Dates: October 5, 12,  
Time/Duration 5:00 p.m. / 1:00  
Summary:

We reported on two scams in early October. On October 5th, fraud experts put consumer on notice about the new "Chip Card Scam". As banks and other financial institutions continued to upgrade to credit and debit cards using encrypted chips, scammers saw a new opportunity to trick people out of their personal information. The scammers would contact consumers claiming to need that information to send out the chip cards. We warned consumers not to share that information with anyone who calls or emails out of the blue. Instead, they should use the contact information on their credit cards or statements to see if any action needed to be taken. On October 12th, the consumer unit warned viewers about "Hotel Booking Scams". Scammers create websites that look like your favorite hotels, but are not really taking reservations.

Program: WDIV News / Local 4 News at 11  
Dates: October 13th  
Time/Duration 11:00 p.m./4:00  
Summary:

We reported on all the tricks scam artists use to try to steal your money. We spoke with a researcher at Consumer Reports who detailed the methods they use, and by revealing those methods hope to better prepare consumers to fight back. For example, if you engage with scam artists at all, by answering the phone or calling them back, your name is put on a so-called "sucker list". The scammers actually sell phone numbers they know are connected to a "live" person. That means if you answer those calls, even to tell them to leave you alone, the scammers will know you're more likely to pick up than other consumers. We told viewers to get caller ID, screen calls, and ignore all strange calls.

Program: WDIV News / Local 4 News at 5  
Dates: October 14, November 2nd, 3rd  
Time/Duration 5:00 p.m. /4:00  
Summary:

The food industry was hit with two big food recalls over three weeks in October. On October 14th, Dole launched a recall of its' Dole Spinach Salad in 13 states, including Michigan, over concerns of salmonella contamination. Kroger told WDIV, it was notifying thousands of customers about the recall. In early November, Chipotle was hit with an E.coli scare in the northwest United States forcing the closure of dozens of restaurants. Overall, 45 people in six states became ill and 16 people were hospitalized. We informed viewers that no deaths were connected to the outbreak.

Programs: WDIV News  
Date: October 27th and October 28th  
Time/ 8:30 p.m. Primetime special &all newscasts/30:00 special & all  
Day coverage

Summary:

After 23 years WDIV consumer reporter Ruth Spencer stepped aside as the leader of the Ruth to the Rescue consumer unit. On October 27th, she announced in a prime-time special that Hank Winchester would be taking her place as a consumer advocate for our viewers, with a new unit called Help Me Hank. The half-hour special looked at WDIV's commitment to consumer news through the years, and how Winchester would be continuing that legacy. On October 28th, the newly christened Help Me Hank volunteers worked in the phone bank taking consumer complaints from viewers. It was a 6.5 hour marathon phone bank, generating hundreds of stories the unit would be following in the next few weeks.

Programs: WDIV News / Local 4 News at 5 & 6  
Date: November 4th, 5th  
Time/Duration 5:00 p.m., 6:00 p.m. / 4:00  
Summary:

Our consumer unit Help Me Hank went to work on November 4th to help a woman who lost a cat just days after she purchased the new pet from the Humane Society. The new owner spent \$1,200 on vet bills before the cat passed way. She says she attempted to sign up for the pet insurance offered by the Humane Society, but couldn't get through on the phone. Now, she was stuck with the big bills and lost her pet. Our first story served as a warning to other pet lovers to make sure they get that insurance, but the story took a surprising twist. A generous viewer who saw the story felt bad for the woman in the story, and offered to pay the vet bills. On October 5th, we ran the follow-up story with a grateful pet owner, rescued by Help Me Hank and a good Samaritan.

Programs: WDIV News / Local 4 News at 6  
Date: November 10, 11  
Time/Duration 6:00 p.m. / 4:00  
Summary:

On November 10th, the WDIV consumer unit responded to a call for help from the father of a murder victim. His son had been murdered in January of 2015. His son's Lexus SUV was impounded as evidence. The family asked police to let them know when the vehicle would be released and heard nothing until October. It turns out the SUV has been released in July and the family now faces storage fees of \$1,800. After we contacted police, the department worked with the impound lot to refund the money and the department launched an investigation to determine how the mix-up occurred. On November 11th, our cameras followed the family as they collected their \$1,800.

Programs: WDIV News / Local 4 News Today, Local 4 News at 5  
Date: November 23  
Time/Duration 6:00 a.m. , 5:00 p.m./ 5:00  
Summary:

As the holiday season began on our consumer unit focused on how shoppers can protect themselves and their belongings during the busy season. WDIV consumer reporter Hank Winchester told viewers to park in well-lit areas, go shopping with friends or let them know where you are, don't leave packages in your car where they are visible, and carry your key fob with you, in case you need to hit the panic button. They are the standard safety precautions, but they become even more important when there are more people shopping and spending money. Thieves see the season as an opportunity to steal your money. Winchester reported live in the 6 a.m. newscast and the 5 p.m. helping viewers get ready for the busy Thanksgiving week and the season through Christmas.

Programs: WDIV News / Local 4 News at 5  
Date: November 30  
Time/Duration 5 p.m. news 2:30  
Summary:

On November 30th, our consumer unit responded to a call for help from a grieving family. They had hired a home care service to care for their ailing 91 year old mother in April of 2015. Just days later, their mother unexpectedly passed away. Per the contract, the family was entitled to the unused portion of their upfront payment. The company agreed to pay the money and sent a check. Unfortunately, the check bounced. That started a frustrating few months of broken promises and a replacement check never arrived. Once we got involved, it was revealed the company had apparently been sending the checks to the wrong address. Finally, a new certified check arrived and the family was finally able to close this chapter, thanks to our Help Me Hank consumer unit.

Programs: WDIV News / Local 4 News at 4  
Dates: December 4  
Time/Duration 4:00 p.m. /1:00  
Summary:

Our WDIV Help Me Hank consumer unit passed along important information to help viewers avoid being ripped off by scam artists. The Federal Trade Commission recently made it easier than ever to spot phone fraud and hang up on the crooks before they can steal your money. The commission has banned the three payment methods most often used by con artists. If someone calls with an unsolicited phone offer, they cannot ask you to use a money transfer, a cash reload card, or to create electronic checks. Each method is difficult, if not impossible, to track and that's why so many scam artists will demand payment using one of those methods. Viewers who know about this rule will be able to spot a scammer very easily and avoid giving them any of their hard-earned money.

Program: WDIV News / Local 4 News at 5  
Dates: December 7  
Time/Duration 5:00 p.m. / 2:30  
Summary:

Working with the Better Business Bureau, the WDIV consumer unit passed along warnings about scams that pop up during the holiday season. For example, there are more phishing emails sent this time of year, pretending the victim has a package that needs to be delivered. The email will ask consumer to click on a link or send their personal information. The emails can look very slick, as if they actually come from FedEx or UPS, but they are fakes. Consumers need to be very aware of packages being shipped to them, and they should never follow directions in an unsolicited email about a "mystery" package. Instead they need to find a legitimate contact number for the shipping company and call to investigate the claim.

Program: WDIV News / Local 4 News at 11  
Dates: December 8, 10  
Time/Duration 11 p.m. / 7:30  
Summary:

During the busy holiday season, the WDIV Help Me Hank Consumer unit works to help viewers with their holiday shopping needs. Over two nights in December, the consumer unit focused on gift giving for children. On December 8th, the unit spoke with toy industry experts, parents, tweens, and teenagers about the challenges of buying the perfect gifts for those age groups (tweens and teens). The story covered the importance of setting a budget, setting expectations, and how knowing your child's specific interests is key to buying good gifts without busting the family budget. On our website, ClickOnDetroit.com, we also provided a link to some expert advice on the hottest teen gifts of the year, in a wide variety of price points. On December 10th, the focus was on the "Four Gift Rule". This rule is being embraced in the online community to cut spending, but also to teach some life lessons instead of simply giving children a big pile of gifts. The "Four Gift Rule" suggests parents buy their children: Something They Want, Something They Need, Something To Wear, and Something to Read. Plenty of parents told us they liked the idea, or already practiced something similar in their homes.

Program: WDIV News / Local 4 News at 6  
Dates: December 14  
Time/Duration 6:00 p.m./2:00  
Summary:

In mid-December, the WDIV Help Me Hank consumer unit uncovered a scam on Facebook using the name of a popular Red Wings player. Someone posing as Henrik Zetterberg was claiming to offer autographed pucks on Facebook. However, users were told to submit credit card information for the fees. The offer was a hoax designed to get your credit card information. The consumer unit reported this story on the 6 p.m. newscast and on our website, ClickOnDetroit.com.

Program: WDIV News / Local 4 News at 4  
Dates: December 16, 29  
Time/Duration 4:00 p.m. / 3:15  
Summary:

For the year end, our consumer unit summed up some of the largest scams of the year that consumers need to know about. On December 16th, working with the Better Business Bureau, and based on their BBB's Scam Tracker we reminded them of what to be aware of. The top scams included the Fake IRS scam, Debt Collection, Fake Sweepstakes, and Fake Tech Support. On December 29th, we singled out the Fake IRS scam for further coverage, by reviewing the many cases our consumer unit covered in 2015. Based on calls to our Help Me Hank hotline and emails we received, this scam is the one that keeps making the rounds in Metro-Detroit. Once again, we shared the biggest tip to

avoid this scam, the real IRS never calls out-of-the-blue to threaten taxpayers and demand immediate payment. If consumers can remember that one fact, they can avoid losing any money to these persistent scammers. We also posted scam-fighting strategies online that people can use against any scammer: Ignore the calls, resist demands for money, verify any claims through legitimate sources, and notify friends, family and police when scammers strike.

Program: Flashpoint  
Dates: November 1  
Time/Duration: 10:00 a.m.  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian address the issue of consumer protection. Scillian was joined by WDIV's Consumer Investigative reporter Hank "Help Me Hank" Winchester who discussed Black Friday shopping. Winchester said that stores like Macy's and Target are open at 5AM on Thanksgiving, but local companies like Gardner-White and REI are not open (or the day after) because they want their employees to enjoy the holiday. Winchester added that online sales are a huge component, too. He said that he hopes to make an impact in his new position with WDIV and go after bad business owners, bad landlords and help people who get ripped off. He's already received hundreds of calls from people who want to be heard. He said just because a story doesn't make it on air doesn't mean his team won't make a phone call and try to help that person out with however he or she has been wronged financially.

## **LEGAL SYSTEM**

Program: WDIV News / Local 4 News Today, Local 4 News at 5 & 11  
Dates: October 27, 28.  
Time/Duration 5:00 a.m., 5:00 p.m., 11:00 p.m./5:15 total length  
Summary:

WDIV reported Aretha Franklin is being sued over unpaid homeowner fees at a condominium. Hills of Lone Pine Association says it's owed more than \$11,500. The association has filed a lawsuit to try to foreclose on the Queen of Soul's property in the gated community in Bloomfield Hills. The lawsuit names Franklin and two companies that hold mortgages on the \$700,000 condo. Franklin says she owns the condo but doesn't live there. She believes she's been "overcharged for years" and has paid only what's "credible and legitimate." Franklin says her attorney is working on the dispute.

Program: WDIV News  
Dates: October 1, 2, 3, 4, 5, 10, 11, 12, 13, 14, 15, 19, 20.  
Time/Duration: All Newscasts/45:15 total length  
Summary:

WDIV reporter Kevin Dietz exposed the death a Macomb County Jail inmate while he was in custody. David Stojcevski's family filed a federal lawsuit on allegations that jail employees failed to respond to his medical needs. The lawsuit says Stojcevski suffered serious withdrawals from drug use and died in June 2014 after serving 16 days of a 30-day careless driving sentence. He lost 50 pounds during that time, and video shows him hallucinating in his cell and shaking with seizures. Dietz broke the story by showing a portion of the surveillance video in his cell. Macomb County Sheriff Anthony Wickersham and County Executive Mark Hackel responded by saying deputies did everything they were supposed to do. The FBI is also investigating.

Program: WDIV News / Local 4 News at 5  
Dates: November 13.  
Time/Duration: 5:00 p.m./2:55 total length  
Summary:

WDIV reported Robert Davis, an activist who is serving time behind bars for taking money from the Highland Park School District, is filing a lawsuit. He told WDIV reporter Kevin Dietz he wants a Detroit City Council member removed from office. Davis made a name for himself by filing lawsuits against numerous people in power locally. He sued to get Gov. Rick Snyder's emails. He sued to get Detroit Mayor Mike Duggan's name off the ballot. He went after the emergency managers of Highland Park and Detroit. He also filed dozens of frivolous lawsuits that were thrown out of court. "Despite the fact that I am away, that I am unfortunately away, it does not prevent me from exercising my constitutional right, nor will I ever stop exercising my constitutional right, whether I am here (in prison) or back at home. I am committed to that," Davis told Dietz in a conversation from his prison cell in Alabama.. This time he is going after Detroit City Councilman Scott Benson. Davis claims legal statutes require the governor to oust Benson from office because of his drinking-and-driving conviction last year in Southfield. A spokesman for the governor's office told Dietz they received Davis's paperwork but don't expect to take any action, saying the only politician they can think of where removal was initiated is with Kwame Kilpatrick. Meanwhile, Benson had no comment on the action. He did say, however, that hasn't even seen the request.

Program: WDIV News  
Dates: October 5, 6, 7, 23. November 2, 3, 4, 5, 6, 8, 9, 10, 13, 14, 19.  
Time/Duration: All Newscasts/28:15 total length  
Summary:

WDIV reported a jury has awarded \$250,000 to former Detroit City Council president Charles Pugh's accuser in a civil trial in federal court that centered on a relationship a few years ago between Pugh and the teenager. Pugh and the Detroit school district were sued by a former student who says his civil rights were violated. The lawsuit claimed Pugh was given extraordinary access to boys who were being mentored at Douglass Academy in 2012. WDIV news anchor/reporter, Guy Gordon was in court as the jury found Pugh not liable for sexual harassment. However, the jury decided he did cause emotional distress for the teen and pressured him to create a sexual video. The jury also found Pugh

liable of sexual battery. The former student, who was 17 at the time, said Pugh was grooming him for sexual advances. Pugh denies the allegations. Police said the two exchanged hundreds of text messages, including some that were sexually explicit. Pugh has not been charged criminally in connection to the allegations. He has not attended the trial, and testified through a video deposition that was recorded before trial.

Program: WDIV News / Local 4 News Today, Local 4 News at 11  
Dates: December 1, 2, 3  
Time/Duration: 5:00 a.m., 11:00 p.m./5:05 total length  
Summary:

WDIV reported on a hearing-impaired high school athlete who filed a lawsuit after he was told he couldn't wear his cochlear implant while he wrestled. 18-year-old Ellis Kempf is the captain of the Royal Oak High School wrestling team and a fierce competitor who just happens to be deaf. Kempf has been deaf since he was 2 years old. He has a cochlear implant, but can't wear his processor when he wrestles. Mara MacDonald spoke to Kempf and his mother who said his coach and sign interpreter were on the mat to help him understand until the MHSAA said no, claiming it gives him an unfair advantage and may block his opponent's view. He said he can't compete if he can't hear what his coach is saying through sign language. Kempf's attorney doesn't agree and told MacDonald they followed a lawsuit. So far, the case has not been settled.

Program: Flashpoint  
Date: October 4  
Time/Duration: 10:00 a.m. /9:06  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian addressed issues pertaining to the decision to keep Rick Wershe incarcerated. Scillian was joined by attorney Ralph Musilli and true crime historian and author Scott Burnstein. They discussed Rick "White Boy Rick" Wershe and the decision to keep him incarcerated as the longest-serving non-violent offender in Michigan. Musilli said that everybody else who has been put in jail under similar circumstances are all out now. He explained that Wershe was involved in the drug trade only because he was lured and recruited into it as informant when he was 14 years old. Burnstein said that Wershe believes that his cooperation in helping bust the ringleader of a corrupt cop ring has been influential in his lack of legal agency. Musilli said that you need to give a reasonable expectation of release to someone who's been convicted under the age of 18. Burnstein said that Wershe's never been involved with any acts of violence to categorize him as a violent offender. Musilli agreed that peripheral violence, like someone who's purchased drugs dying of a drug overdose, cannot be traced back to the dealer and implicate him or her with legal culpability.

Program: Flashpoint  
Date: October 11  
Time/Duration: 10:00 a.m. /8:38  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian addressed issues pertaining to gun control policy. Scillian was joined by guests; Detroit Free Press editorial page director Steven Henderson, Detroit News editorial page director Nolan Finley, Detroit Free Press columnist Nancy Kaffer and former Michigan Senate majority leader Randy Richardville. Henderson said that he respects the second amendment but to let that hold back a serious conversation about regulation of guns is silly. Finley added that the United States is not the only country with multiple shootings per year including Norway, Finland and Sweden and the murder rate (as a result of gun crime) is actually down 50% from 1993 in our country. Kaffer said that stricter regulations, tightening background checks, closing internet loopholes would keep guns out of people's hands. Richardville stated that the second amendment is about protection and to diminish that doesn't make any sense. He added that when a veteran, who had a legal gun in his car, tried to get his gun to help neutralize the scene of the recent college shooting, he was denied by authorities because the campus was a gun-free zone. Kaffer said that the ultimate hope is for a piece of legislation to deny guns in schools, period, even those that are legally purchased. Finley added that more thorough background checks doesn't address the issue that there are 300 millions guns already in this country. Henderson said that most crimes (not mass shootings) are committed with weapons that were purchased legally, so it's important to find a way to hold those people accountable.

### **CRIME**

Program: WDIV News  
Dates: October 4, 11, 12, 13, 15, 28, 29, 30, 31. November 1, 2.  
Time/Duration: All Newscasts/18:50 total length  
Summary:

WDIV reported the mayor of Detroit recruited people to help protect the city from fires on Angels' Night in Detroit. The day before Halloween was once known as Devils' Night. Now, the days leading up to the holiday are associated with the volunteer angels who are the eyes and ears for police officers and firefighters. WDIV's Rod Meloni was there as Detroit Mayor Mike Duggan went door-to-door with community leaders recruiting volunteers for Angels' Night. Duggan hoped a combination of volunteers and police patrols will make Halloween weekend safer and he was right. Duggan met with residents and signed up volunteers who hit the streets in the nights surrounding Halloween, reporting suspicious behavior in their neighborhoods. Volunteers can adopt a vacant house, watch their block and patrol the streets in teams. Homeowners are also encouraged to turn on their porch lights. There was a record-low number of fires this year.

Program: WDIV News / Local 4 News Today, Local 4 News at 5, 6 & 11  
Dates: October 28, 29, November 2.  
Time/Duration: 5:00 a.m. 5:00 p.m., 6:00 p.m., 11:00 p.m./9:15 total length

Summary:

WDIV reported on a mother who shot her son inside her Farmington Hills apartment. The 42 year old mother says she shot her 24 year old son in self-defense. Farmington Hills Police Chief Chuck Nebus told WDIV reporter Guy Gordon that a 911 call indicated the woman's son had broken into her apartment. "She reported that her son had broken into her apartment and that there had been a shooting," said Nebus. Nebus said the mother claims her son approached her with a piece of cement or concrete. She felt threatened. The family has had a history of problems. The woman did have a registered pistol in her name.

Program: WDIV News  
Dates: October 14, 15, 26, 27.  
Time/Duration: All Newscasts/7:25 total length

Summary:

WDIV reported Royal Oak had its first homicide of the year. A man was arrested for killing his girlfriend inside their home. Police told reporter Jason Colthorp David Davis initially told police his girlfriend, Theresa Diamos, was shot by an intruder but investigators found no evidence to support that claim. Officers went to the home in the 800 block of Altadena Avenue just before 3 a.m. after neighbors awoke to the sound of a gunshot and called 911. "At around three o'clock my dog started going crazy, which he don't do," said neighbor Bruce Simon. "So he come outside and he goes right over to the street and I got hit by flashlights from the Royal Oak police. "Neighbor Sarmad Awdish said he heard police giving an order. "Just heard them say everybody get out of the house," he said. Investigators spent hours at the scene collecting evidence and trying to figure out who shot and killed the woman. Gary Andrus said the neighborhood is normally "pretty quiet." "I walk my dog around here all the time, me and my wife enjoy walking through here," he said.

Program: WDIV News / Local 4 News Today, Local 4 News at 11  
Dates: November 23, 24.  
Time/Duration: 5:00 a.m, 11:00 p.m./8:30 total length

Summary:

WDIV reported on a local teacher who was killed in his home. Marcus Davis was shot during a domestic incident at a home on the city's west side. The 36-year-old was a math instructional specialist for Detroit Public Schools. Davis's fraternity brothers said he was very knowledgeable, and that's what they'll remember the most about him. "He's probably one of the smartest people I know," said a friend. Police said Davis was shot by his father-in-law, who claims he fired in self-defense. The father-in-law was taken into custody. It's not clear if he will face charges. WDIV reporter Kimberly Gill attended a memorial outside outside Malcolm X Academy to remember the teacher.

Program: WDIV News  
Dates: November 10, 11  
Time/Duration: Local 4 News Today, 6pm, 11pm/6:55 total length  
Summary:

WDIV reported about a man who is accused of lying about leukemia to collect money. WDIV's Rod Meloni learned Zachary Phillip Jones was charged with identity theft and false pretenses for using a fake doctor's note to support his illness claim. Jones is accused of giving out his father's number so he could pose as his doctor, when donors began getting suspicious. Jones was also arrested and accused of molesting a 14 year old boy.

Program: WDIV News  
Dates: December 4, 5, 10, 11.  
Time/Duration: All Newscasts/14:15 total length  
Summary:

WDIV reported on a horrific double shooting that left a seven year old girl dead. Reporter Priya Mann learned a family friend shot Emma Nowling and her mother after a youth soccer practice then turned the gun on himself. The shooting devastated the family and stunned the community. Police cannot find a motive for Timothy Obeshaw to have done this, and would only say he had mental problems. WDIV covered a community candlelight vigil for Emma where hundreds turned out to remember her. Emma's teammates signed a shirt for the family, and the Taylor Police Department made Emma an honorary police officer after they learned the little girl had asked for handcuffs for Christmas, because she wanted to be a police officer when she grew up. Her grandmother, Pam Watson, was overwhelmed by the show of support. "It's amazing. The texts, the calls, the emails, the donations," Watson said. "It gives me comfort that as a community we came together."

Program: WDIV News  
Dates: December 2, 3, 5, 6, 7, 8, 9, 20.  
Time/Duration: All Newscasts/21:05 total length  
Summary:

WDIV reported a 4-year-old boy died after being mauled by multiple dogs in Detroit. Xavier Strickland was walking down the street with his mother, Dolly Strickland, when the neighbor's dogs attacked. Witnesses told us that the dogs dragged the toddler under a fence. They were headed to Thurgood Marshall Elementary School to volunteer. Officers rushed Xavier to the hospital, where he later died from his injuries. "My life is just torment right now because he's gone," Dolly Strickland told WDIV reporter Jason Colthorp. "They bit me first, and I laid on top of my son and was getting ready to run and the big one snatched him from me." Police shot two of the dogs and were able to capture the others. There were four dogs behind the fence ; a father, a

mother and her pups. Police said all of them participated in the mauling. "The viciousness of these animals, the fact that they removed this child from the mother's grasp and as the mother attempted to fight these dogs off, the dogs took the child and dragged the child to the location behind the fence," said Detroit Police Chief James Craig. Craig said this case was so ugly that even his officers, who are used to seeing things most do not want to, were severely shaken.

Program: WDIV PSA/OK 2 Say  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA tells viewers to keep an eye out for unusual behavior or anything that could be an indicator of school violence. It makes the point that it's okay to say something if they notice anything unusual, because one person could be the only person who picks up on warning signs.

### **EDUCATION**

Program: WDIV News / Local 4 News Today, Local 4 News at 4  
Dates: October 28, 30.  
Time/Duration: 5:00 a.m., 4:00 p.m./5:35 total length  
Summary:

WDIV reported on an enormous donation from a local business magnate to Wayne State University. Mike Ilitch,, chariman of Ilitch Holdings, made the donation. The \$50 million is the largest donation in the university's history. The WSU Board of Governors voted to accept the donation and to name the school the Mike Ilitch School of Business in honor of its largest benefactor. The donation by the Ilitches, \$35 million to build the school plus a \$5-million endowment, will help provide the latest piece in a massive development puzzle known as arena district or "District Detroit." north of downtown. It has been billed as one of the city's boldest and most significant developments since the Renaissance Center of the 1970s. The sweeping investment could create as many as 2,000 new residential units and surrounding neighborhood stores linked by the M-1 light rail line under construction. School officials describe the gift as the largest in the history of the university founded under its current name in 1934. The contribution is also among the top 10 in amount ever given to a public university's business school, officials said.

Program: WDIV News / Local 4 News Today, Local 4 News at 6  
Dates: October 22, 23.  
Time/Duration: 4:00 p.m., 6:00 p.m/3:45 total length  
Summary:

WDIV reported that Wayne State University instituted a new program that will give 10 students a year guaranteed admission to its School of Medicine along with free undergraduate and medical school tuition. The new program, Wayne Med-Direct, will

begin next summer. In a statement, the university said the program aims to "develop a pipeline of high quality students from disadvantaged socioeconomic backgrounds who are also interested in studying health disparities."

WDIV reporter Rod Meloni spoke to the president of Wayne State Roy Wilson who said "Attracting top-tier students with an interest in health disparities is important to the future of our School of Medicine. As we advance toward becoming a national hub for health disparities research, it is crucial for us to get future medical practitioners and clinical scientists committed to Wayne State University as soon as possible."

The university said its program is the only one of its kind in the state.

Students in the program will also receive include free MCAT and GRE preparation, travel to relevant conferences and symposia, and access to research facilities such as the new \$93-million Integrative Biosciences Center (IBio). To be eligible for the program, candidates must have a minimum 3.5 GPA and 1340 SAT or 30 ACT score, be a U.S. citizen or permanent resident, and be an incoming freshman. Preference will be given to students from disadvantaged socioeconomic backgrounds who are also interested in studying health disparities.

Program: WDIV News  
Dates: October 15, December 3, 4, 8, 9, 10, 11.  
Time/Duration: All Newscasts/12:15 total length  
Summary:

WDIV reported the state of Michigan is putting out requests for proposals to find a company or companies to take over Education Achievement Authority (EAA) schools. According to two state representatives, 31 schools are involved under this proposal. This is not Governor Rick Snyder's plan and the Detroit Delegation in Lansing said they were stunned by the plan. The delegation was not in on any of the meetings about this proposal and they think the idea of chartering out the troubled schools is a bad one. On the flip side, no fixes have worked at the chronically underperforming schools. State Representatives Brian Banks and Sherry Gay-Dagnogo, who head up the Detroit Delegation in the House, are furious about what's being floated. They told WDIV reporter Mara MacDonald "We were told that the 15 schools from the EAA would be chartered, and then 16 additional schools are going to be chartered for a total of 31. This is from someone who is privy to the information and they also forwarded the documents to us. So we believe this was a blatant attempt to just circumvent the process. All these things have been done behind closed doors. "

Gay-Dagnogo said she believes this was a plan that wasn't shared with Detroit caucus members. "This is a plan to do what many of the citizens in Detroit half expected to begin with. Really, to peel away at the existing schools within DPS and charter out the district similar to a New Orleans model," she said. Dave Murray, a spokesman for Gov. Snyder, said this is not their plan and they were not aware of it. He issued this statement: "Chartering the entire Detroit school system is not a part of the governor's plan to improve academics and finances in the Detroit schools."

Program: WDIV News n/ Local 4 News Today, Local 4 News at 6  
Dates: November 14, 15.  
Time/Duration: 5:00 a.m., 6:00 p.m./5:55 total length  
Summary:

WDIV reported Bloomfield Hills High School hosted a FIRST Robotics Competition for girls on high school robotics teams. Thirty-two all-female teams from across Michigan and one team that traveled from Indiana came to participate. Fans cheered for their classmates as robots went head-to-head in the arena. The machines were designed, built and driven exclusively by female students. The competition helps recruit young female engineers and encourages high school girls to take on technical and leadership roles in a competitive environment. The robots are designed to stack as many boxes as possible in under two minutes. "This is the craziest thing I've ever done," said Jane Jacobs, a senior at International Academy. "I think it's amazing to have this opportunity every year to let girls who may not have the opportunity during the season to get their hands dirty and more involved." The registration for the competition was free and proceeds from the pizza and concessions sales went to help pay for four \$1,000 scholarships for four seniors.

Program: WDIV News / Local 4 News Today, Live in the D  
Dates: November 20  
Time/Duration: 5:00 a.m., 11:00 a.m./8:15 total length  
Summary:

WDIV reported on The Detroit Children's Choir which is a music education program with deep roots in choral performance. Detroit Children's Choir began in one school in 2006 and now operates in 10 schools and several neighborhoods, all with one goal in mind. Columnist Mitch Albom, who airs a weekly community segment on WDIV spoke to director Carol Schoch who said "The mission is to use music education as a cultural platform to unite children of diverse backgrounds." Schoch, a music educator, started Detroit Children's Choir after watching a performance of the Chicago Children's Choir. Now in its 10th year, Detroit Children's Choir is recognized as the only community-wide choral music program in metro Detroit, drawing singers from the city to the suburbs. "These children don't have enough beauty in their lives, and when they hear beauty and they experience beauty, they just want more, and this is a way to give them a beauty that they don't experience enough of," Schoch said.

Program: WDIV News  
Dates: December 1, 10, 11, 13.  
Time/Duration: All Newscasts/23:10 total length  
Summary:

WDIV reported on a large sickout that closed seven Detroit schools because there weren't enough teachers to conduct classes. WDIV's Lauren Podell was there as parents arrived to drop off their children and found the doors closed. The teachers have been complaining about classroom size, lack of compensation and the governor's plans for the district. A small group also marched to Lansing to protest at the governor's office.

We spoke to Detroit CEO Darnell Early who said "The education of our students must be the focus of all Detroit Public Schools employees each and every day. Responsible adults should never allow their differences of opinion or disagreements to interfere with the education of our students," said Earley. "This continued abuse of sick time by a small group of DPS teachers does nothing to help the District achieve its goals."

Program: Flashpoint  
Dates: October 11  
Time/Duration: 10:00 a.m.  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to education. Scillian's guest was Washington Post reporter Dale Russakoff who joined via satellite feed to speak on her book "The Prize" and the failed attempt to resurrect the school system in Newark. Russakoff said that despite reform efforts Newark is not a model district for anyone at this point. She added that people she interviewed for the book were not as eager to participate in her research when a clear, positive impact as a result of their efforts was not evident. Russakoff mentioned that the reformers felt the people of Newark would be opposed to many aspects of the National Reform movement. She said an infamous quote has been born: "The longer children spend in the Newark school district, the less likely they are to succeed." She included that people who oppose advocates for the children as opposed to the educators are often met with backlash about agendas for school privatization. She said it comes down to the classrooms and the fact that they are seriously lacking simple resources and support for the teachers who are on the front line with the children.

Program: Flashpoint  
Dates: November 22  
Time/Duration: 10:00 a.m. / 7:36  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to education. Scillian's guests were former governor of Michigan Jim Blanchard and president of Campaign for Free College Tuition Morley Winograd. They discussed making in-state, public universities and colleges tuition-free for every student in America with the money currently spent by the Federal government on higher education. Morley said that the money is there, it just requires redirecting it and spending it more wisely. Blanchard added that tuition has increased 600% and that student debt is \$1.2 trillion. He said the problem isn't just the cost of tuition, but it's when kids are young; they think they're not even going to be able to attend due to high costs, so families discourage their kids from thinking of higher education.

Program: Flashpoint  
Date: December 13  
Time/Duration: 10:00 a.m./9:54  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV News anchor Devin Scillian addressed issues pertaining to Education. Scillian was joined by Detroit Board of Education Member Lamar Lemmons, Former Michigan Board of Education Member Reggie Turner, and Detroit News columnist Bankole Thompson. They discussed the recent indictments on the Education Achievement Authority (EAA). Lemmons said that the EAA removed the Detroit Public Schools' (DPS) money, resources, and yet, the president of the EAA board was the emergency manager for the DPS district, so, there is an obvious conflict of interest in regards to decision making. Turner reassured that the creation of the EAA was a bi-partisan effort to ensure that the lowest performing DPS schools got special attention. He added that the \$10 million loan was not taken from DPS money but from state funds, which only had to go through DPS because the EAA was not eligible to borrow within its first year of service. Turner offered that the indictments are somewhat positive because it shows the public that the EAA is willing to address its shortcomings. Thompson explained that distinguishing the EAA as specifically for low-performing schools makes it difficult to attract parents and their children into that system. He disagreed with Turner and stated that the indictments are losing the EAA public confidence. Turner responded that it's more helpful to focus on ameliorating classroom excellence than reprimanding adult structures. Thompson said that, in light of the scandal, it's important not to abdicate DPS of its inability to work for its children.

Program: WDIV PSA/MAB – Flexible, Initiative  
Dates: October - December  
Time/Duration: General Rotation/ 2x :30  
Summary:

These Michigan Association of Broadcasters PSAs talk about Michigan's new online learning initiative. It allows middle and high school students to learn online, any time, place and pace. Students can earn credits with up to two courses per semester. There is no cost to parents.

Program: WDIV PSA/MAB – Saving For College  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This Michigan Association of Broadcasters PSA tells viewers about the MET program, Michigan's 529 savings plan that allows parents to save for future college tuition at today's rates.

Program: WDIV PSA/NAB - Conyers Literacy  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

These PSAs from the National Association of Broadcasters stress the importance of reading with children to help them develop literacy and succeed at school and life.

Program: WDIV/UW – Kids TV  
Dates: October - December  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the United Way depicts children dressed up as famous Detroiters, like Carmen Harlan, Mitch Albom and Kid Rock. Its message is that with the right encouragement and resources, children today could grow up to succeed in various fields, like the notable people before them.

### **RACE RELATIONS AND RELIGIOUS TOLERANCE**

Program: WDIV News / Local 4 News at 11  
Dates: October 21  
Time/Duration: 11:00 p.m. / 4:00  
Summary:

WDIV investigative reporter Kevin Dietz reported about an African American Michigan State Police trooper who sued the department alleging he was treated more harshly than a white counterpart. The story explained that both troopers did things that warranted internal investigations but that the white trooper received what amounted to a “slap on the wrist”, while the African American trooper was demoted for conduct that was “not as severe” as the white trooper’s case. The story included an interview with the African American trooper and an interview and statement from the Michigan State Police Department.

Program: WDIV News / Local 4 News Today, Local 4 News at 11  
Dates: October 26, 27.  
Time/Duration: 5:00 a.m., 11:00 p.m./4:45 total length  
Summary:

WDIV reported the United States Department of Justice sued Pittsfield Township over township leader's decision to deny zoning approval which would have allowed the Michigan Islamic Academy (MIA) to build a school on a vacant parcel of land. WDIV’s Roger Weber reported that the complaint alleges that Pittsfield Township imposed a "substantial burden" on MIA's exercise of religion when it refused to grant its request for rezoning to allow MIA to build a new school on a vacant parcel of land in the township.

MIA, currently located in Ann Arbor, Mich., sought to build in Pittsfield Township because it requires additional space for religious and secular educational purposes, according to the Department of Justice. "Religious freedom is a cornerstone of our society, and that freedom includes being able to create the institutions and physical spaces needed for worship, religious education and other aspects of religious exercise," said Principal Deputy Assistant Attorney General Vanita Gupta, head of the Civil Rights Division, in a news release. "The Justice Department is committed to ensuring that all religious groups enjoy the right to practice their faiths freely, and will continue to challenge local land use decisions that substantially burden religious exercise."

Program: WDIV News / Local 4 News at 11  
Dates: October 30  
Time/Duration: 11:00 p.m. / 1:45  
Summary

This was a report about troubling allegations that managers at Fiat Chrysler did little to stop the racial harassment of an African American female coworker. The woman, who still works for the automaker, claimed in the lawsuit that her coworkers regularly used a monkey-sounding call device and left toy monkeys of all different types and sizes around the office and at her work space. The story also pointed out that after the woman became pregnant she was asked if she would feed the child "chocolate breast milk." The report also pointed out that neither Fiat Chrysler nor its attorneys would comment on the story.

Program: WDIV News / Local 4 News at 5  
Dates: November 3  
Time/Duration: 5:00 p.m. / :50 Total Length  
Summary:

This report focused on a party held by a Yale Fraternity that allegedly only allowed "white girls only." The report include interviews from students who claim the fraternity turned African American young ladies away at the door. It also included a statement from the organization which insists some people were refused entry, but not because of race. The fraternity said the only screening done was to make sure the person had a Yale ID. The fraternity's national chapter has launched its own investigation.

Program: WDIV News / Local 4 News Today  
Dates: November 9  
Time/Duration: 5:00 a.m. / 1:00  
Summary:

Months of growing racial tension came to a head at the University of Missouri, prompting the school president of the university to resign. The story looked at the past incidents, and highlighted the attention given to a graduate student who began a hunger strike. The story also looked at a key issue in the unrest the belief that the university had been either slow, or unresponsive to racial issues and incidents that happen. The report also included interviews with students.

Program: WDIV News / Local 4 News at 5  
Dates: December 1  
Time/Duration: 5:00 p.m. / 1:00  
Summary:

We reported about the fatal shooting of a 17-year-old male by a Chicago police officer. The story explained that the city was already on edge over the racially-charged incident that included a African American teen and a white police officer. A video of the incident, which showed the teen being shot 16 times, only created more tension. The report included an interview with the Chicago Mayor who tried to ensure both sides that the case would be handled swiftly and fairly.

Program: WDIV News / Local 4 News at 5  
Dates: December 23  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

The fatal shooting of a man by a Dearborn police officer has sparked protests, claims of racial profiling, and calls for a Federal Civil Rights investigation. Our report detailed how a 35-year-old man from Detroit was killed, reportedly during a struggle with the officer. The officer says the man was wanted on outstanding warrants and ran away when the officer attempted to arrest him. The story included interviews with the Dearborn Police Chief, a witness, and a family member of the victim. The family claims that the victim was on medication for schizophrenia, unarmed, and posed no threat to the officer. In the report, the family also raised questions about why the Dearborn officer chased the man into the City of Detroit when he was, according to the family, not a danger to anyone. In his interview, the Dearborn Police Chief defended the officer's actions and promised a thorough investigation. Community leaders called for protest of the police department and an independent investigation.

Program: WDIV News / Local 4 News Today  
Dates: December 29  
Time/Duration: 5:00 a.m. / 1:40  
Summary:

The President of the United States and the U.S. Justice Department are now being asked to get involve in two, high-profile fatal police shootings in which the victims were African American and the officers White. The story reviewed the case of a 12-year-old boy from Cleveland who was shot and killed while in a public park with a toy gun. The prosecutor's office decided not to bring charges, explaining that the officers' actions, while tragic, did not rise to the level of criminal behavior. The story also included interviews with protesters and community leaders who claim an independent party should have handled the investigation. The story also updated the controversy in Chicago, where some community leaders are calling for the mayor to resign over the recent shootings of a

mother and a 19-year-old male. The 19-year-old allegedly was armed with a baseball bat. Police say the woman, a mother of 5, was killed accidentally, during the gunfire. The story also explained that the U.S. Justice Department was already looking into the operations of the Chicago Police Department because of earlier controversial cases.

### **CULTURAL AFFAIRS AND COMMUNITY RELATIONS**

Program: WDIV News / Local 4 News Today  
Dates: October 8, 9, 16, 29. November 13, 20, 27. December 4.  
Time/Duration: 5:00 a.m./24:55 total length  
Summary:

WDIV regularly airs a segment called “Inspire Today” with the goal of making a difference in the lives of Metro Detroiters making a difference themselves. Each week the morning news team grants the wish of a Metro Detroiter in need. Viewers are asked to nominate someone going through a tough time. Then WDIV News Anchor Evrod Cassimy, a camera crew, and the nominating viewer surprises the person and helps to grant a wish. Some of the people profiled this quarter include: a mother who had suffered from meningitis and encephalitis and wanted the book she wrote to be recognized, a woman who had spent years taking care of her family got tickets to see the Red Wings, a teenager living with a birth defect was given University of Michigan fan gear, and a teen suffering from cancer received a day of go-karting with family and friends.

Program: WDIV News  
Dates: October 14. November 6, 12, 17, 18, 19, 20, 21, 23, 24, 25, 27.  
Time/Duration: All Newscasts/3:15:00 total length  
Summary:

WDIV covered events leading up to America’s Thanksgiving Parade on Woodward Avenue. We covered the announcement of the Grand Marshal Tim Allen a longtime supporter of Detroit and Michigan. We reported on the new floats that would sail down Woodward Avenue. We informed viewers about the best places to watch and park and covered an annual pancake breakfast that’s the unofficial kickoff to the parade season. Photographer Tim Pamplin reported on hundreds of local students who were able to get a sneak peek at the floats in VIP style. We also aired a “parade preview” on the morning of the parade to make sure viewers who were coming downtown were well-prepared on what to expect.

Program: WDIV News  
Dates: October 1, 2, 3, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26.  
Time/Duration: All Newscasts/48:15 total length  
Summary:

WDIV created a program called Friday Football Frenzy that brings attention to high school sports in the community. Viewers vote each week on which game the station will cover. Sports reporter Jamie Edmonds does profile pieces on the winning teams, interviews coaches and players and reports live from the site of the game in both the morning and afternoon. A photographer then shoots video of the game to show highlights during the 11pm newscast and in Sports Final Edition.

Program: WDIV News  
Dates: October 1, 2, 8, 9, 22. November 5, 6, 12, 13, 19, 20. December 3, 4, 12, 13.  
Time/Duration: 35:55 total length  
Summary:

WDIV partners with Detroit Free Press columnist Mitch Albom for a special series focusing on Metro Detroiters making a difference called “Heart of Detroit.” This quarter Mitch profiled: a woman suffering from cancer who would sing to fellow patients, a group called “Special Education and Behavioral Connections” that helps children with autism, the “Woodward Avenue Action Association” that preserves historical features along the highly-traveled road, and a woman who created an online toy store and support center for parents, educators and therapists.

Program: WDIV News / Local 4 News Today, Live in the D  
Dates: October 4, 6, 11, 13, 18, 20, 25, 27. November 1, 3, 10, 15, 17, 22, 24, 29. December 1, 6, 8, 13.  
Time/Duration: 5:00 a.m., 11:00 a.m./1:05:25 total length  
Summary:

WDIV routinely airs a segment called “Uniquely Detroit” which focuses on a part of the community that most viewers might never get to see, or even know about. Photojournalists Alex Atwell shoots and puts these together strictly from the pictures and the words of the subjects he interviewed. This quarter’s topics included: a profile on the father of funk George Clinton, a group of students learning to express themselves in poetry, a look at the artwork forming as murals around the city and an abandoned home turned into a flowerhouse.

Program: America’s Thanksgiving Parade  
Dates: November 26  
Time/Duration: 9:00 a.m./ 3:00:00  
Summary:

WDIV is the official television station for the annual Thanksgiving Parade. We broadcast a 3 hour live presentation of entertainment, floats, balloons, marching bands and specialty acts from Woodward Avenue on Thanksgiving morning. We also present interviews with the key community leaders who help make the Parade happen each year. The program is hosted by WDIV anchors, Devin Scillian, Carmen Harlan, Rhonda Walker, Evrod Cassimy, Ben Bailey and Chuck Gaidica. Portions of the broadcast are

shown nationally as well as statewide. And we provide an encore showing in prime time the Saturday following the Parade.

Program: Flashpoint  
Date: November 8  
Time/Duration: 10:00 a.m. / 14:52  
Summary:

Two segments of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to our community. Scillian was joined by a panel of guests including DetroitLions.com columnist Mike O'Hara, Sports Illustrated Senior writer Michael Rosenberg, and WDIV Sports Director Bernie Smilovitz. They discussed Martha Ford's decision to fire the Detroit Lions' offensive Coordinator, Tom Lewand, and offensive line coach, Martin Mayhew. Smilovitz said that the decision was an appropriate response to the Lions' dismal season. Rosenberg commented that it didn't feel like a personnel change, it felt like a change in the way they do business. O'Hara added that the Lions' defense is not performing up to previous standards either. Smilovitz said that the team is just not competitive. Rosenberg said that Ford made the right decision to not take questions during her statement reading. Smilovitz questioned the participation of Bill Ford, Jr., and O'Hara added that Ford, Jr. has said that he supports his mother. Smilovitz said that Ford's car company is obviously the top priority, but O'Hara mentioned that the people of Detroit care about the Lions. Rosenberg said that the timing gives the Lions a two-month head start to rebuild their offensive staff for next year. O'Hara said that replacing a General Manager would take charge of everything. Smilovitz questions if Matthew Stafford can be saved and that he's done a 180-degree turn from where he was last year. Rosenberg believed that Stafford could be saved. O'Hara agreed that Stafford is in the group of the second-tier of NFL quarterbacks who have potential to succeed. Rosenberg offered that hiring a "football" president to set the tone is crucial. O'Hara agreed that someone who can be a central authority to oversee the organization is key. He added that you can get good in a hurry and bad in a hurry in NFL. Smilovitz said that, apart from management and leadership, the Lions should get two studs on the offensive line and two studs on the defensive line, and the entire game will change.

Program: Flashpoint  
Date: November 29  
Time/Duration: 10:00 a.m. / 8:52  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to our community. Scillian was joined by the CEO of General Sports and Entertainment, Andy Appleby. Appleby said that the Utica Unicorns, his new minor league baseball team, and the new Jimmy John's stadium in Utica have been an 8-year journey. He added that his main purpose is to provide entertainment for people who can't afford to go to Tiger's games. Appleby said that the season will run from May 15<sup>th</sup> to September 15<sup>th</sup> with games on every weekend.

He added that the Eastside Diamond Hoppers and Birmingham-Bloomfield Beavers will join the Unicorns, and it will be baseball worth watching. He described the players who will make up the teams as top college athletes who “just barely” missed the draft. Appleby stressed that people will come for the stadium experience more so than to care about the result of the game and mentioned several extravagant promotional ideas including skydivers to deliver the pitch, fireworks, a dog that fetches the bat and providing players with five different colored uniforms. Appleby hopes to expand the league to four or six teams next year, each with its own \$12-15 million stadium.

Program: First Block  
Dates: October 30  
Time/Duration: 8:30 p.m. /30:00  
Summary:

WDIV produces this local quarterly special to introduce viewers to important stories and notable community efforts told through long form reports. The program is hosted by WDIV reporter Kimberly Gill. Gill interviewed native David Alan Grier about his career in comedy and acting, as well as his memories of growing up in Detroit. WDIV Reporter Lauren Podell reintroduced viewers to the classic horror host The Ghoul, when he returned to Detroit for some nostalgic public appearances. And WDIV reporter Jason Colthorp covered WDIV’s first annual “Film Challenge Detroit”, including interviews with the writer and director of the winning local film.

Program: WDIV PSA/America’s Thanksgiving Parade – Tours, Grandstands & Turkey Trot  
Dates: November  
Time/Duration: General Rotation/ 3x :15, 3x :30  
Summary:

These WDIV-produced PSAs tell viewers about the events that support the nonprofit Parade Company. They offer tours of their warehouse, which houses Parade floats. They offer grandstand tickets for America’s Thanksgiving Parade, and runners can raise money through the annual Turkey Trot race.

Program: WDIV PSA/Pewabic Red Wings  
Dates: October 2-4  
Time/Duration: General Rotation/ 1x :30  
Summary:

This WDIV-produced PSA is for the nonprofit arts studio Pewabic Pottery. Pewabic produced a limited edition Detroit Red Wings themed tile, to help raise money for educational and other programs at the historic design studio.