

***APRIL - JUNE 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	11:00 AM-12:00 PM
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 9:00-11:00 p.m. (4/4 – 5/22)  
Friday 10:00-11:00 p.m. (5/29-6/26)  
Sunday 7:00-9:00 p.m. (4/5, 5/10-5/31, 6-21-6-28)  
Sunday 7:00-8:00 p.m. (4/12-5/3, 6/17-5/14)

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

TODAY SHOW	Monday-Friday	7:00-10:00AM 2:00 PM-3:00 PM
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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. **AUTOMOTIVE INDUSTRY**, including information about developments within the industry from both a consumer and employer perspective.
3. **HEALTH AND PUBLIC WELFARE**, including new medical developments, updates on medical research, consumer information on medical issues, and information on healthy lifestyles.
4. **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.
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. **EDUCATION**, updates on new developments within the schools, including administrative policy and innovations within the education system.
7. **LEGAL SYSTEM**, including issues that have the potential to affect our lives; local and statewide legislative issues and information on the judicial process
8. **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.
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 / Local 4 News Today, Local 4 News at 6 & 11  
Dates: April 17, May 7, 8.  
Time/Duration: 5:00 a.m., 6:00 p.m., 11:00 p.m./5:15 total length  
Summary:

WDIV reported Michigan Republican Gov. Rick Snyder has ruled out running for president in 2016. He issued a statement saying he does not plan to run. He says he'll instead focus on "continuing Michigan's reinvention." He says his Michigan work is not done and "there are historic issues to solve." Snyder has upped his out-of-state travel after allies formed a nonprofit fund to help him tell of Michigan's economic rebound, raising prospects of a potential campaign. Snyder says a "commonsense problem solver" is needed in the race. The 56-year-old former venture capitalist wouldn't have been a leading presidential contender. He says he will still travel nationally because that "can help grow our state by attracting more investment, businesses and new residents."

Program: WDIV News  
Dates: April 8, 12, 15, 21, 23. May 1, 3, 4, 5, 6, 7, 13, 14, 18, 21, 22. June 10, 11.  
Time/Duration: All Newscasts/35:55 total length  
Summary:

WDIV reported that voters spoke loudly and clearly when they decided to reject Proposal One at the polls. The complex tax plan was designed to generate road funding revenue but WDIV reporter Mara MacDonald reported it was bogged down by its many parts and total price tag. The statewide ballot measure that would have added a penny sales tax per dollar spent failed in all of Michigan's 83 counties. Governor Rick Snyder acknowledged the epic defeat of the proposal, saying legislators would have to go back to the drawing board. "It's a challenge when you're talking about doing a tax increase. Nobody gets excited about doing a tax increase," Snyder told reporters. The legislature is now expected to focus on a possible gasoline tax to get funding for the roads, which are often referred to as the worst in the nation. In the days leading up the election, WDIV released a poll which predicted the epic failure of the poll and demonstrated to viewers just how much the passage of the proposal would cost Michigan residents.

Program: WDIV News  
Dates: May 14, 15.  
Time/Duration: All Newscasts/8:15 total length  
Summary:

WDIV reported a new bridge between Detroit and Canada will honor a man special to both places: Gordie Howe. It will be known as the Gordie Howe International Crossing in honor of the legendary Canadian hockey player who spent decades playing for the Detroit Red Wings. WDIV reporter Roger Weber was at a press conference where

Governor Rick Snyder joined Canadian Prime Minister Stephen Harper and members of Howe's family announced the official name of the new bridge between Detroit and Canada. "We're very happy that this international bridge linking Canada and the United States will carry the name of Mr. Hockey, Gordie Howe," said Harper. "I don't think we could think of a better person who symbolizes this relationship than Gordie Howe." Howe, 87, was born in Saskatchewan. He made his debut with the Red Wings in 1946 and went on to help lead the team to four Stanley Cups. "Mr. Hockey is a universally respected ambassador for both Canada and Michigan," said Snyder. "His home country and his adopted country are both so proud of Gordie Howe and our joint efforts on this bridge are representative of the teamwork he has always embodied." Back in 2012, Gov. Snyder struck a deal with Harper in which Canada would pay for Michigan's portion of the bridge. Canada would then recoup the costs from bridge tolls. Construction for the bridge has yet to begin as acquisition of land on the U.S. side is pending.

Program: WDIV News / Local 4 News Today, Local 4 News at 5 & 11  
Dates: May 21, 22.  
Time/Duration: 5:00 a.m., 5:00 p.m., 11:00 p.m. /4:15 total length  
Summary:

WDIV reported the Detroit police chief had his contract extended for another two years. WDIV reporter Shawn Ley was there as Detroit Mayor Mike Duggan, Police Chief James Craig and police union representatives made the announcement. Craig will not get a pay raise or extra benefits during this extension. Duggan said the deal includes a stipulation that if Craig doesn't give the Mayor at least 12 months written notice of his leaving, the contract is automatically extended through the next year. Craig also agreed to pay back all the remaining money on his contract if he leaves before it expires. Ley spoke to residents who were happy about the extension of the Chief's role, crediting him with a change they're seeing in their neighborhoods.

Program: WDIV News  
Dates: May 10, 11, 12, 13, 14, 19, 20, 22, 26. June 12, 24, 25.  
Time/Duration: All Newscasts/22:15 total length  
Summary:

WDIV reported Michigan State Senator Virgil Smith was relieved of many of his committees and duties after he was charged with domestic violence, felonious assault and other charges in connection with a shooting incident involving his ex-wife at his Detroit home. Prosecutor Kym Worthy said Smith, who represents the 4<sup>th</sup> district, fired shots into his ex-wife's car after an argument involving his current girlfriend. Smith is a Democrat. He's been in the Legislature since 2003. WDIV's Rod Meloni spoke to Senator Minority Leader Jim Ananich who released this statement: "We are responsible for ensuring the people of Michigan, and the people of the 4th Senate District, are represented by a Senator who can serve them effectively. To that end, Senator Smith has been removed from his committees and been relieved of his caucus responsibilities,

effective immediately.” Meloni was also there as Smith returned to the Senate floor and was largely ignored as the body continued their legislative duties.

Program: WDIV News  
Dates: June 11, 12, 26.  
Time/Duration: All Newscasts/15:55 total length  
Summary:

WDIV reported on a controversial law signed by Michigan Governor Rick Snyder that lets private adoption agencies with state contracts decline to participate in referrals against their religious beliefs, despite criticism that it amounts to government-sanctioned discrimination against gay couples. WDIV reporter Roger Weber reported that the governor believes the legislation codifies an existing practice within the Michigan Department of Health and Human Services, which relies on private agencies to help find temporary or permanent homes for 13,000 children in foster care at any given time. "This is about making sure we get the largest number of kids in forever families," Snyder said in a phone interview. "The more opportunities and organizations we have that are doing a good job of placing people in loving families, isn't that better for all of us?" Snyder acted a day after the bills cleared the GOP-controlled Legislature almost entirely along party lines. Opponents compared the legislation to a religious objections law in Indiana that had to be softened after a backlash. The ACLU of Michigan responded with this statement: "We're deeply disappointed that Governor Snyder signed this dangerous legislation. We are developing a legal challenge with our Muslim, Jewish, Christian and LGBTQ partners. We encourage any family looking to adopt or foster children who believe they will be adversely affected by this law to contact us immediately. The agencies that are subject to HB 4188-4190 are receiving state money to perform a public function and are therefore state actors. Agencies have a legal obligation to ensure the best interests of the child are considered during placement. There is nothing about this shameful legislation that helps vulnerable kids find homes."

Program: Flashpoint  
Dates: April 19  
Time/Duration: 10:00 a.m. / 9:30 total length  
Summary:

Two segments of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian addressed issues pertaining to government. Scillian was joined by; Editorial Page Director for the Detroit Free Press, Stephen Henderson, and Editorial Page Director for the Detroit News, Nolan Finley. Contractor concern over the status of construction on the new Detroit Red Wings arena, and its readiness for the 2017 hockey season, brought up the question of whether the Detroit City Council had reverted back to what some called its destructionist ways. While Henderson believed the Council was within its rights to guarantee that the contractor follows through with every promise made, Finley was skeptical of the Council's motives. He stated that requiring a 51% Detroit work base was unrealistic when enough workers did not exist, and was afraid the city was overburdening developers when there is still a high financial risk in Detroit.

Henderson countered by saying that while change does not happen overnight, the Council has been much more effective since the major changes made in 2009 and is simply sticking up for the people of Detroit. The segment ended with a discussion of the Davontae Sanford case, in which a young, mentally and physically impaired boy was imprisoned for four murders he did not commit. When the real perpetrator came forward to exonerate Sanford, Wayne County prosecutors attempted to cover up their mistake, which Finley said was an example of the county's crusade to settle cases no matter the cost. Host Devin Scillian wrapped up the week's program with three developing stories. It was the 20<sup>th</sup> anniversary of the Oklahoma City bombings in which 168 people were killed when the Murrah Federal Building was destroyed. When the headquarters of Rocket Fiber move to Woodward Avenue, Detroit internet speeds will be nearly 100 times faster than the typical service. Finally, supporters of Governor Snyder established a new 501(c) group called Making Government Accountable which will allow him to tell the Michigan story while traveling the country. An unnamed source also claimed the creation of the group will allow Snyder to consider a presidential bid.

Program: Flashpoint  
Dates: April 26  
Time/Duration: 10:00 a.m. / 10:15 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian addressed issues pertaining to government. Scillian was joined by Michigan Governor, Rick Snyder. The first topic addressed was the financial state of Detroit Public Schools and the reason why DPS had not filed for bankruptcy. Governor Snyder explained that the Detroit Public School System was not well-suited for bankruptcy; many of the City of Detroit's issues were different from that of DPS. The conversation moved to Proposal 1, which would raise the Michigan sales tax from six percent to seven percent to fund road repairs. Scillian pointed out the proposal was not polling well among voters, and asked about repercussions if the amendment did not pass. Snyder made clear that if Proposal 1 fails the road problems in Michigan will become worse and the total cost of repair will increase. He continued by explaining that the reason why past road repairs have not lasted is underinvestment, and Proposal 1 would allow for safer and better roads in Michigan. The discussion finished by touching on the Canadian bridge project and the new 501(c) group, Making Government Accountable, which will allow Snyder to market the state of Michigan around the country with the goal of creating more jobs for Michigan citizens.

Program: Flashpoint  
Date: May 3  
Time/Duration: 10:00 a.m. / 8:04 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program, guest hosted by WDIV News anchor Guy Gordon addressed issues pertaining to government. Gordon was joined by the Wayne County Executive, Warren Evans. The topic of discussion was

the financial future of Wayne County and Evans' newly released recovery plan. Evans said that investigations into the \$52 million deficit revealed abuses of the system for pensions and healthcare benefits, and claimed the county was in worse financial shape than pre-bankruptcy Detroit. The new plan would change the retirement age of 50 to a new minimum of 62. Reductions in healthcare would be put in place for current retirees and healthcare would be eliminated entirely for those retiring in the future. While Evans agreed this would be a big change, he was confident that Medicare would help fill the gap for those who needed it. Finally, Evans said that state intervention could be avoided if stakeholders agreed to the proposed plan. Otherwise an emergency manager, or even bankruptcy, would be the next step for Wayne County.

Program: Flashpoint  
Date: May 10  
Time/Duration: 10:00 a.m. /6:30 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV News anchor Devin Scillian addressed issues pertaining to our government. The guests were Democratic Strategist Howard Edelson and Republican Strategist Paul Welday. The topic of discussion was the recent failure of Proposal 1, which would have raised the Michigan sales tax to fund road repairs. Edelson started by pointing out that initial polling indicated the proposal would successfully pass, and said he believed poor introduction to voters was the reason for its rejection. Edelson said there was a willingness among Michigan citizens to spend more on roads and education, but failure to talk initially about all aspects of the proposition allowed the opposition to get the upper hand. Welday agreed and said another reason was voters' distrust of Lansing due to poor spending choices in the past. He also thought Governor Snyder had interest in a presidential bid, and if Proposal 1 had passed he would have strongly considered the possibility of running. Scillian then asked what Plan B would be for fixing Michigan's roads, and Welday said cuts to State funding of incentives like film credits and Amtrack subsidies would be a better idea than using interest from Michigan's No Fault Catastrophic Fund. Edelson agreed that a combination of budget cuts and tax increases would be the best solution.

Program: Flashpoint  
Date: May 17  
Time/Duration: 10:00 a.m. / 30:00  
Summary:

The entire edition of this locally produced weekly public affairs program, guest hosted by WDIV News anchor Guy Gordon addressed issues pertaining to government. Gordon was joined by guests; Nolan Finley, Editorial Page Director for The Detroit News, Kim Trent from the Wayne State Board of Governors, Republican Strategist Paul Welday, and Stephen Henderson, Editorial Page Director for the Detroit Free Press. The topic of discussion was a Plan B for funding Michigan road repairs after the historic failure of Proposal 1 in May. Michigan House Speaker Kevin Cotter had recently announced the

four-part House Republican Plan, the main part of which would consist of hundreds of millions of dollars in budget reallocation. Finley referred to the plan's funds as "fantasy money" and said citizens could expect the Senate to come back with a legitimate plan. Trent said she was one of the few voters who supported Proposal 1 due to lack of trust in regards to Michigan legislators. She also expressed concern over cutting the Earned Income Tax Credit, which was vital Michigan's working poor. Welday added that Governor Snyder would need to find middle ground between the two sides in order to build a new plan which combined aspects of both. Henderson referred to Cotter as an example of "legislative immaturity" in the Michigan House, saying the plan could have been put together in a more sophisticated manner. Welday disagreed, saying there were parts of Cotter's plan that were reasonable but more people needed to weigh in. Finley then said that legislators needed to figure out what was best for the State and do it. When Gordon asked if the State's projected budget surplus should go to school funding or road repairs, the panel agreed that legislators couldn't spend any money without knowing the exact number, with Henderson adding that past Detroit leaders had been persecuted for premature spending. They went on to discuss the repeal of Michigan's Prevailing Wage law, which would lower skilled laborer wages on State-funded construction projects and divert that money to schools. Henderson defended the law, saying it was an important part of the economic ladder and repealing it would be taking money away from Michigan's working poor. Finley, who was in support of the repeal, said Michigan legislators should learn from Ohio's suspension of Prevailing Wage, which saved the State money and boosted funding for education. He also said eliminated Prevailing Wage would mean more public construction jobs in Michigan and more work for citizens. Trent responded by saying the law as an investment in the middle class. The conversation then moved to Oakland County Sheriff Mike Bouchard's frustration with police reform and his belief that the law enforcement system is not broken. Henderson disagreed, saying there is a problem, but the police department should be part of the government discussion. Welday agreed and thought the police and the community needed to come together to improve their relationship. Trent felt Bouchard's comments asserted that law enforcement was under attack, without addressing the fact that people of color feel they are under attack as well. Finley closed the topic by saying the statements were a result of police officers who were tired of not being given the benefit of the doubt, and it was time to put clear guidelines and training protocols in place to clear up any confusion as to what the police can and cannot do within the community. Gordon was next joined by Sandy Baruah, President and CEO of the Detroit Regional Chamber. The topic was the upcoming Mackinac Policy Conference in Mackinac City, Michigan. Baruah stated that all four of last year's Conference goals were accomplished, which included the repeal of the Personal Property Tax and the creation of a program for young student employment. His main projection for the 2015 conference is the creation of a new road repair deal for the State. In addition to stating that repairs needed to be made quickly, Baruah said he thought new revenue was needed, at least \$1.5 billion, to fund the necessary repairs. Polls showed Michigan citizens would be in favor of a 1% sales tax increase if the revenue went solely to road repairs, however Baruah thought the funding should come from increased gas taxes and registration fees to soften the blow to fixed income families.

Program: Flashpoint  
Date: May 31  
Time/Duration: 10:00 a.m. / 6:34 segment length  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV News anchor Devin Scillian addressed issues pertaining to our government. The program originated from the Mackinac policy conference and the guests were President and CEO of the Detroit Regional Chamber, Sandy Baruah, Editorial Page Director for The Detroit News, Nolan Finley, Editorial Page Director for The Detroit Free Press, Stephen Henderson, and Representative Brenda Lawrence from Southfield, Michigan. The second part of this round table discussion started with Baruah saying that discussions of Michigan's road repairs during the Mackinac Policy Conference were not as successful as he had hoped, however he remained optimistic that those discussions would lead to a solution in the near future. Lawrence said it was time for legislators to step up to the plate and get a plan in place to fix the roads. Finley thought the upcoming 2016 election could be the end of the Republican majority in Michigan if a proper plan was not in place, which also believed could motivate legislators to finally come to a consensus. Baruah disagreed with claims that a 1% sales tax increase would easily pass in Michigan, though the rest of the panel felt differently. The discussion ended with Baruah's outline of a to-do list from the conference, which included improving financial literacy and community restoration in Detroit.

Program: WDIV PSA /MAB – Storm  
Dates: April - June  
Time/Duration: General Rotation/ 1x :30, 1x :15  
Summary:

These PSAs from the Michigan Association of Broadcasters encourage viewers to join the National Guard, and assist local teams. They stress the importance of emergency response workers when a disaster hits.

### AUTOMOTIVE INDUSTRY

Programs: WDIV News / Local 4 News at 6  
Dates: April 1  
Time/Duration: 6:00 p.m. / 2:00  
Summary

We reported that the month of March brought mixed results for Detroit's big 3 car companies. Despite lowered expectations, Fiat - Chrysler performed the best in March. As veteran WDIV anchor and auto expert Guy Gordon explained, the deck had been stacked against Ford, General Motors and Chrysler because of several factors, including bad weather, fewer selling days, and higher than expected sales in March 2014. On the positive side, lower gas prices helped sales. Fiat-Chrysler recorded the largest gain, marking 5 years of uninterrupted improvement with a 2% sales gain in March 2015. The

report explained that sales of Chrysler's 200 sedans alone were up 150%. March sales numbers for General Motors were down 2.4% overall, while the sale of cars dipped by a surprising 21%. However, the story also pointed out that thanks in large part to lower gas prices the sale of trucks and SUVs were up. Over at Ford, overall car sales were down 3.4%.

Program: WDIV News / Local 4 News Today  
Dates: April 10  
Time/Duration: 5:00 a.m. / 2:00  
Summary:

This report focused on a lawsuit involving one of the deaths linked to the Jeep exploding gas tank problem. The lawsuit was filed on behalf of a Kayla White, who was 8 months pregnant when her Jeep Liberty exploded when it was struck from behind. The story also explained that the National Highway Traffic Safety Administration may also re-open its investigation into the gas tank issue because only about 25% of the affected vehicles (Jeep Liberties and Grand Cherokees) have been repaired. The report also included a response from Chrysler, which insisted in a statement that NHTSA had already done an investigation into the gas tanks and determined there was no safety concerns.

Program: WDIV News / Local 4 News at 6  
Dates: April 15  
Time/Duration: 6:00 p.m. / 1:45 Segment Length  
Summary:

The report addressed a key ruling in the controversy surrounding the General Motors Ignition Switch investigation. The report explained that the automaker's old bankruptcy plan essentially shields GM from lawsuits, which means any crash which happened while the company was under bankruptcy protection, before 2009, may not be allowed to move forward.

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

WDIV Business Editor and auto expert Rod Meloni did a report on a major milestone for General Motors. We reported that the Detroit automaker rolled its 500 millionth vehicle off the assembly line. The story also included an historic look back, noting that horse drawn carriage maker Billy Durant actually founded GM on September 16, 1908. The report then "fast forwards" to 2015, Fairfax Virginia, where current GM & CEO Mary Barra and Alan Batey, President of the Americans, celebrated the half-billion vehicle milestone. The report includes interviews with Barra, Batey, and auto analyst Michelle Krebs.

Program: WDIV News / Local 4 News at 6  
Dates: May 14  
Time/Duration: 6:00 p.m. / 2:30 total length  
Summary:

The details on one of the worst kept secrets were made official as General Motors talked about plans to expand and renovate the GM Tech Center in Warren. The report told our viewers why there is a need for the investment. Not much has changed since 1956 so a lot needs to be done. The facility is getting a complete makeover, including added office space, and added design space. The story also noted the key part of the plan was the retention/creation of some 3,000 jobs. The report included interviews with GM officials, Michigan Governor Rick Snyder, and Warren Mayor James Fouts.

Program: WDIV News / Local 4 News at 6  
Dates: May 20  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

This report addressed the complicated facts of the Takata airbag recall. The report was handled by WDIV News Business Editor and auto expert Rod Meloni. It pointed out that Honda, while one of the biggest users of the airbags, also owns part of the company. Overall, about a dozen different car companies rely on the airbags. The story also included an interview with an auto analyst who explained that Takata is expected to survive the recall and negative publicity in part because the other (smaller) airbag companies could not meet the demand.

Program: WDIV News / Local 4 News at 6  
Dates: May 21  
Time/Duration: 6:00 p.m. / 2:30  
Summary:

We reported that just in time for the 2015 summer boating system, the Ford Motor Company is out with a new feature to help F-150 Truck owners get their boats into the water. The story explained how a new, high-tech, trailer backup-assist system works. It essentially lets the driver guide the trailer by turning a knob on the dash board instead of using the steering wheel. The driver can still use the steering wheel at any point because turning the wheel will automatically turn off the guide system. The story included an interview with one of the technicians who helped design the system.

Program: WDIV Program / Local 4 News at 6  
Dates: June 9  
Time/Duration: 6:00 p.m. / 2:30  
Summary:

We reported about General Motors future. WDIV Business Editor Rod Meloni, included an interview with General Motors CEO Mary Barra. She addressed the suggestion that

GM and Fiat-Chrysler could save money by working together to develop engines and platforms. The story explained how General Motors already has worked with Ford on transmissions and Honda on fuel cells. The report also included interviews with an auto analyst who predicted a GM Fiat Chrysler merger would not work.

Program: WDIV Program / Local 4 News at 6  
Date: June 17  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

A new report from J.D. Power looked at the important issue of initial quality when it comes to automobiles. This news report detailed how for the third year in a row, and for the seventh time in ten years, Porsche lead the industry for best quality. The report pointed out that Kia improved from sixth place to second place. It also explained that the Japanese carmakers have fallen below industry averages. The report included an interview with an auto analyst. There was mixed news for Fiat Chrysler. The Chrysler 300 was third in one quality ranking but the Auburn Hills automaker also received poor scores overall. The report did offer some encouraging news for Detroit's big three car companies as a whole with one analyst explaining U.S. brands have been on the rise.

Program: WDIV Program / Local 4 News at 6  
Dates: June 22  
Time/Duration: 6:00 p.m. / 2:30  
Summary:

Veteran automotive reporter and WDIV Business Expert Rod Meloni reported on a major investment planned for the General Motors plant in Orion Township. The \$245 million investment will also mean GM will add 300 new jobs at the plant. The report included interviews with UAW officials, line workers, and community leaders. It also looked at the history of the plant, which GM actually considered closing during the automaker's time in bankruptcy.

Program: Flashpoint  
Date: May 31  
Time/Duration: 10:00 a.m. / 7:39 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program hosted by WDIV news anchor Devin Scillian addressed issues pertaining to our automotive industry. Scillian was joined by Bill Ford, the Executive Chairman of the Ford Motor Company. The topic was the company's recent decision to share its electrical vehicle technology with other motor companies. Ford said the arrangement was an attempt to help increase the popularity of electric cars among consumers. Scillian asked if relatively cheap gas prices had made it difficult to sell electrical cars, which Ford agreed with and added that better fuel efficiency had played a role as well. He continued by saying that as battery technology got better electrification would make more sense for the future, mainly because the United States already had a functional electrical grid installed. Ford thought

plug-in hybrids were a good choice for consumers who were worried about range; electric power could be used for urban commuting while a gas-powered engine would allow for peace of mind during longer trips. When asked about reparations to the relationship between the Ford Family and the Ford Foundation, Bill Ford said he was excited to see the Ford Foundation come back to Southeastern Michigan where it originated. Final remarks included enthusiasm over the strong foundation laid for post-bankruptcy Detroit and optimism concerning the Detroit Lions' upcoming football season.

## **HEALTH & PUBLIC WELFARE**

Program: WDIV News / Local 4 News at 5 & 6  
Dates: April 1, 9, 17, 30, May 7, 14, 21, June 4, 10, 24  
Time/Duration: 5:00pm, 6:00pm / Total length 19:00  
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. April began with a high volume of stomach viruses being reported at every local hospital. The primary symptoms were nausea, vomiting, and diarrhea. Dr. McGeorge explained that stomach viruses are extremely contagious and said frequent handwashing and avoiding those who are already sick are the best ways to reduce the risk of catching a stomach virus. Mid-April brought resurgence in influenza cases in Southeast Michigan. Local hospitals reported the H3N2 strain of influenza that caused so many illnesses during the winter had tapered off and these new cases were being caused by a "B" strain of flu. The Washtenaw County Health Department said flu-related hospitalizations continued as well due to this "B" strain. These cases would continue across Metro Detroit well into early June. At the same time, spring allergy cases also began to climb as tree pollen and mold rose to high levels. The result was a collision of seasons, with doctors reporting cases of spring allergies, the starting edge of summer ailments such as bug bites and lingering cases of influenza. As the weather continued to warm up, doctors reported increases in poison ivy, grass pollen allergies, severe bug bites, and outdoor injuries.

Program: WDIV News/ All Newscasts & Live in the D  
Dates: April 14, 15  
Time/Duration: 5:00am, 6:00am, 11:00am, 12:00 pm., 4:00pm, 5:00pm, 6:00pm, 11:00pm / Total length 44:28  
Summary:

We reported that there is no question food allergies are on the rise in children. Studies find one in 13 children, about two in each classroom, now has a diagnosed food allergy. WDIV devoted an entire day to covering important aspects of this issue in a series of reports called "Living With Food Allergies." WDIV Reporter Sandra Ali began the coverage with an emotional interview with the parents of Chandler Swink, an

Oakland University college student who died after being accidentally exposed to peanuts at a party. Chandler's parents are determined to increase public awareness about the dangers of food allergies and are also fighting for regulatory changes related to food production. WDIV Reporter Karen Drew focused on the issue of what schools are doing to protect children with food allergies, profiling Oak Ridge School in Royal Oak, whose classrooms are all peanut and tree nut-free. She also interviewed Randy Speck, the superintendent of Madison District Public Schools and the father of children with food allergies. On Live in the D, a panel of parents discussed the issues they face raising children with food allergies and Henry Ford allergist and immunologist Dr. Haejin Kim answered viewer questions in a live webchat. WDIV Health reporter Dr. Frank McGeorge continued the coverage with a live interview with allergist and immunologist Dr. Chad Mayer who treats peanut allergies using oral immunotherapy. Dr. Mayer then answered questions about the therapy in a live webchat. Dr. McGeorge continued the coverage by exploring theories on why experts believe we are suddenly seeing so many children suffering from food allergies and whether some could be prevented. Reporter Sandra Ali focused on what can be done to stop bullying related to food allergies and Consumer Reporter Ruth Spencer concluded the coverage by profiling three local restaurants who are going above and beyond to make sure their food is safe for people suffering from food allergies.

Program: WDIV News / Local 4 News Today, Local 4 News at 11  
Dates: April 21, 22  
Time/Duration: 5:00am, 11:00pm / Total length 8:28  
Summary:

While research often focuses on searching for the "cure" for cancer, some experts believe there is another option. WDIV Health Reporter Dr. Frank McGeorge talked with local researchers about the idea of "buying time," essentially turning killer cancers into a chronic disease. He profiled the case of Tony Quinn, a college professor specializing in immunology at the University of Toledo. Quinn is fighting pancreatic cancer. The average life expectancy for advanced pancreatic cancer is just three to six months. But Quinn did his own research and found a new treatment approach at the Karmanos Cancer Institute in Detroit. "I wanted to do something that was pushing the edge, something that was unconventional," said Quinn. He was treated with chemotherapy along with a new form of immunotherapy using specifically "trained" killer cells from his own immune system. "We took his own live cells, expanded them and armed them so that they could be smart," said Dr. Larry Lum, director of immunology at Karmanos. "Now we have an army of targeted cells going back into him." Quinn is not cured, but he is doing well and his survival and quality of life have already exceeded doctors' original expectations. McGeorge explained this approach may be effective with other cancers too. The Karmanos doctors have treated more than 130 patients suffering from childhood neuroblastomas and breast, pancreatic and colorectal cancers.

Program: WDIV News /Local 4 News Today, Live in the D,  
Local 4 News at 11  
Dates: May 4, 5  
Time/Duration: 5:00am, 11:00am, 11:00pm / Total length 16:40  
Summary:

Seventeen-year-old Ariana Smith of Taylor, Michigan, had no idea something was dangerously wrong with her body. WDIV Health Reporter Dr. Frank McGeorge profiled the teenager's remarkable diagnosis and the high-tech solution doctors devised to repair her problem. Smith had passed numerous sports physicals for volleyball and cheerleading, but when a doctor heard something strange with her brother's heart during a sports physical, Smith's mother decided to have all of her children checked out by a cardiologist. To everyone's shock, Smith was diagnosed with a huge aortic aneurysm. McGeorge explained that an aortic aneurysm is a weak spot in the main artery that carries blood from the heart to the rest of the body. Aneurysms are called "silent killers" because they can burst suddenly. Doctors at Children's Hospital of Michigan discovered that Smith's aneurysm was very complicated because it not only bulged, but twisted. Doctors thought they could treat Smith without surgery, but they needed help to make it possible. They asked Plymouth-based 3D printing company Materialise to create an exact model of Smith's aorta. The doctors used that model to practice every step of Smith's surgery, before performing the actual procedure. "The model really helped us to plan things, to try things out and then in the end make it safer for Ariana," said Dr. Daniel Turner. Smith's surgery was a success. In a follow-up interview on Live in the D, Turner explained that Smith's case will serve as a model for how to manage complicated cases in other patients. He said there is huge potential for using 3D printing in cardiology cases in the future.

Program: WDIV News / Local 4 News Today, Live in the D,  
Local 4 News at 11  
Dates: May 19  
Time/Duration: 5:00am, 11:00am, 11:00pm / Total length 7:15  
Summary:

Detroit never fares well on rankings of the nation's fittest cities, and the 2015 list created by the American College of Sports Medicine was no exception. Detroit was 40<sup>th</sup> on the list, up from 49<sup>th</sup> last year. Washington, DC, Minneapolis & San Diego were named the top three fittest cities. WDIV Reporter Will Jones and WDIV Health Reporter Dr. Frank McGeorge dug into the rankings and the factors used to compile them to explain why Detroit fared so poorly and which areas are helping other cities succeed. The rankings are compiled using a wide variety of health indicators including smoking, diagnosis of asthma and heart disease, access to dog parks, and number of farmers' markets. McGeorge reported one factor in the score is walkability and that is dependent on how easy it is to get places on foot. In fact, the downtown and midtown areas of Detroit put our city above the national average, as did Detroit's number of parks. However, McGeorge explained the percentage of Detroiters who actually use

those areas to meet healthy activity levels was low, i.e., the resources are there but they aren't being utilized. That is not the case in other cities. "If you walk out onto Washington Mall at noon, tourists can't get around because there are so many people exercising, so many people walking and jogging," said Dr. Walt Thompson, the American Fitness Index Board Chair. Detroit's ranking was also brought down by the high number of smokers, which contributes to diabetes, heart disease, obesity and depression.

Program: WDIV News / Local 4 News Today, Local 4 News at 11  
Dates: June 8, 9  
Time/Duration: 5:00am, 11:00pm / Total length 9:40  
Summary:

For people suffering from heart failure, a heart transplant is often their best chance for survival. But patients can wait years for a heart to become available, and many die waiting. In a special report, WDIV Health Reporter Dr. Frank McGeorge explained how something called a left ventricular assist device, or LVAD, is helping change that. An LVAD is a pump that is implanted in the heart to constantly draw blood out of the heart and pump it to the rest of the body. The controls and battery pack are connected to a tube that runs outside the body. In the past ten years, more than 15,000 people have had an LVAD implanted, and those numbers are growing faster. McGeorge profiled 66-year-old John Callaway from Detroit, who has severe advanced heart failure but has found a new lease on life since receiving an LVAD. Two years ago, Callaway could only walk 300 feet without needing to rest. Now, he regularly walks 4 miles around a track and uses exercise machines too. McGeorge explained that in the past, LVADs were primarily used to keep people alive until a heart became available, but now they are being used as a treatment in and of itself, not just as a bridge to transplant. "A lot of patients we see may not get a transplant," said Dr. Dennis Kerrigan, an exercise specialist at Henry Ford Hospital. "The LVAD will hopefully give them an extra 5 to 10 years." Patients that do receive a transplant after time on an LVAD also tend to be stronger and in better health than patients without an LVAD. Callaway is still hoping to ultimately receive a new heart, but he's enjoying his life now with the device and hopes his story will encourage other patients suffering heart failure to explore all of their options.

Program: WDIV News / Local 4 News Today, Live in the D,  
Local 4 News at 11  
Dates: June 15, 16  
Time/Duration: 5:00am, 11:00am, 11:00pm / Total length 17:20  
Summary:

We think of our homes as the safest place our children can be, but the number one cause of childhood deaths is preventable accidents, and half of those accidents happen at home. To highlight some of the hidden hazards in our homes, WDIV Health Reporter Dr. Frank McGeorge recruited child injury prevention expert Joann Moss from the Children's Hospital of Michigan. Together, they approached local parents and asked if they could put their homes to the test. One of the parents who agreed was Tanisha

Williams, a mother of five in Harper Woods. Moss went room by room, pointing out potential hazards in Williams' house and suggesting solutions. Some of the hazards were obvious, such as uncovered electrical outlets. Others were more difficult to spot. The family's hot water heater was set far too high. Moss advised that creates a scalding risk for young children. The home had a smoke detector on the main level, but not in the basement and lacked carbon monoxide detectors. A small television was positioned safely on the floor, but larger televisions were unsecured on dressers, where they could easily topple onto a child. "Ideally you would have it mounted on the wall, but since it's not mounted, you could get a strap that is relatively inexpensive," said Moss. After identifying all of the hazards, Moss made plans to return the next day to install new smoke detectors, carbon monoxide detectors and other safety equipment. The lesson for everyone was, it doesn't take much effort or money to make your home significantly safer for your children. "Ninety percent of the things children get injured by are things that are easily correctible," said Moss. McGeorge directed viewers to our website [www.ClickOnDetroit.com](http://www.ClickOnDetroit.com) to print out checklists of child safety hazards by room and learn more about an app called "Make Safe Happen" that will help parents identify risky areas in their home.

Program: Flashpoint  
Date: June 14  
Time/Duration: 10:33 / 16:15 Total Length  
Summary:

Two segments of this locally produced public affairs program, hosted by WDIV News anchor Devin Scillian addressed issues pertaining to health. Scillian was joined by roundtable guests; Rusty Young, Editor in Chief of online magazine Hell Yeah Detroit, and Jeanne Richards, the President and CEO of Bryan's Hope, April Demers from the Monroe County Substance Abuse Coalition and WDIV Health Reporter, Dr. Frank McGeorge. The topic of discussion was the growing heroin problem in Michigan and the United States. Young started by saying the United States is one of only two countries to allow direct marketing of prescription drugs to consumers, which he believes is responsible for a lot of drug-related problems. Richards, whose son Bryan moved to heroin from a Vicodin addiction, talked about her battle with his addiction for 18 months before he eventually lost his life. Demers said prescription drugs were usually the beginning of addictions and communities needed to partner with law enforcement and healthcare professionals to find a solution to the problem. McGeorge, an Emergency Medicine doctor, said the problem has been going on for decades, and doctors are struggling to not undertreat pain while still preventing abuse. Young talked about "pharm parties" during which kids steal medication from their parents and take a random combination of pills, which can lead to both death and addiction. Demers finished by adding that 80% of pain medication is not used as prescribed. Dr. McGeorge went on to talk about issues with doctors who accept bribes for false prescriptions, as well as patients who lie to their doctors to get the medication they want. He also said health care professionals should monitor patients who actually need their pain medication and promptly treat those who develop an accidental addiction. In speculating the reason for the influx of heroin addictions, Demers said it was a cheaper alternative to pain

medications like Oxycodone, making it a very easy transition for someone in need of a cheap fix. Richards surmised her son, who was afraid of needles as a child, turned to heroin because of the cost. The conversation ended with McGeorge saying the entire middle section of the United States had seen an extreme outbreak of prescription drugs leading to heroin addiction.

Program: WDIV PSA /Gardner White Blood Drive  
Dates: April 4 - 9  
Time/Duration: General Rotation/ 1x :30  
Summary:

This WDIV-produced PSA asks viewers to save lives by donating blood. WDIV, Gardner White Furniture and the American Red Cross all teamed up for a blood drive on April 9th. Viewers can give the gift of life at half-dozen locations throughout metro-Detroit that day.

Program: WDIV PSA/ Race for the Cure  
Dates: May 9 - 16  
Time/Duration: General Rotation/ 1x :30, 1x :15  
Summary:

These WDIV-produced PSAs feature the WDIV-TV Morning Team getting ready to participate in the Susan G. Komen Race for the Cure. They encourage viewers to join them for a great morning raising money for the importance cause of fighting breast cancer.

Program: WDIV PSA /Ad Council – Bike Lesson, Dressing Lesson  
Dates: April - June  
Time/Duration: General Rotation/ 2x :30  
Summary:

These Ad Council PSAs are meant to show the importance of teaching kids about good oral health, including brushing teeth regularly. They give humorous examples of parenting lessons that can't be given in 2 minutes, whereas proper brushing technique is quick to teach.

Program: WDIV PSS /CHMF – Hope  
Dates: April - June  
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 /MAB - Abstinence  
Dates: June  
Time/Duration: General Rotation/ 1x :30  
Summary:

This Michigan Association of Broadcasters PSA encourages young people to wait before having sex. It warns people to think twice before putting themselves in a situation where they may become pregnant or contract a sexually transmitted disease.

Program: WDIV PSA /MAB – Cancer  
Dates: April  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Michigan Association of Broadcasters urges people to stop making excuses for why they haven't scheduled cancer screenings. The PSA talks about how more insurance plans are covering tests like PAP, mammograms and colonoscopies.

Program: WDIV PSA/MAB – Consumers Go Around  
Dates: April - June  
Time/Duration: General Rotation/ 2x :30  
Summary:

This PSA from the Michigan Associations of Broadcasters warns people that Consumers Energy workers are working near speeding traffic, and to slow down and drive cautiously when you see them on the road.

Program: WDIV PSA /MAB – Foster Recruitment  
Dates: May - June  
Time/Duration: General Rotation/ 1x :30  
Summary:

This Michigan Association of Broadcasters PSA dispels myths about what's required to be a foster parent, including making a lot of money, having a big house, or being married. It tells viewers how to reach a foster counselor and apply.

Program: WDIV PSA /NAB – No Kid Hungry  
Dates: April - June  
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 – We Are Broadcasters  
Dates: June  
Time/Duration: General Rotation/ 1x :30  
Summary:

This National Association of Broadcasters PSA talks about the importance of broadcast television, to alert viewers in an emergency or inform them about everything from weather alerts to amber alerts.

Program: WDIV PSA/PDFA – Above the Influence  
Dates: April - June  
Time/Duration: General Rotation/ 1x :30  
Summary:

These PSAs from the Partnership for a Drug Free America target teenagers. They illustrate the pressure to fit in, even when it means doing things you don't want to do. They also tell kids they have the power to stand up, be themselves, and stay "above the influence".

Program: WDIV PSA /Special Olympics  
Dates: May - June  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA informs people about the relays across America to benefit Special Olympics. The relays started in 1968 to raise awareness and generate funds for the organization. They take place along three routes across all 50 states.

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

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

We reported that after several delays, the proposed plan for a new Detroit Red Wings arena was back in front of the City Council. However, this report was not about a vote, but rather another delay in the project. The story explained that the issue is there are two historic hotels on the site where the proposed new arena would be built. The report also pointed out that it was the city's law department which cautioned council members about wording in the proposal to have the developer rehabilitate the Hotel Eddystone and demolish the Park Avenue Hotel. The other overlooked issue, the story pointed out, is that the Detroit Historical Commission also has a strong voice in ultimately deciding what happens.

Program: WDIV News / Local 4 News Today  
Dates: April 14  
Time/Duration: 5:00 a.m. / 1:45  
Summary:

This report was about an effort to make what's old, "new again", a plan to restore the Brewster Wheeler Projects. The story explained how the area used to be the cornerstone of the African American community, but until this project, had long sat vacant, vandalized and was little more than an eyesore. The report included interviews with Detroit Mayor Mike Duggan and Detroit residents who, currently, and formerly, lived in the community. It also featured an interview with Joe Louis Jr, son of the heavyweight boxing champ, who rose to fame out of the old Brewster projects. The plan is to create 150 housing units, 20-percent of which will be ear-marked for low-income families so they don't get displaced from their current neighborhood by the new construction.

Program: WDIV News / Local 4 News at 6  
Dates: April 16  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

This report is part our continued coverage of Detroit Mayor Mike Duggan's effort to stabilize the neighborhoods. The story, reported by long-time business expert and anchor Guy Gordon, explained how a new Detroit Neighborhood Initiative program would work. The story highlighted four key elements; no down payments, no closing costs, no credit score check, and no fees. The report included interviews with Bruce Marks, the head of the National Assistance Corporation of America, who predicted Detroit could become the model for the rest of the country, showing how cities can stabilize neighborhoods. The story explained that there is also help to remodel and/or rehab a home, with plans to lend a 110% of the home's assessed value. The report also included an interview with Duggan who insisted the loans are responsible because often times the assessments are inaccurate, values are too low.

Program: WDIV News / Local 4 News at 5  
Dates: May 1  
Time/Duration: 5:00 p.m. / 1:45  
Summary:

WDIV Business Editor Rod Meloni reported that Kroger is buying out the local Hiller's grocery chain. The story detailed how one Hiller's Market will close and six others will be converted to Kroger stores. Several shoppers outside of the Hillers were surprised and disappointed by the news. They also noted that while Hiller's can sometimes be more expensive, they felt the quality of the product and service were worth the extra costs. The report also included an interview with the vice president of the Hillers operation. He stressed that the priority was making sure Hillers' 600 or so employees would have the chance to land a job with Kroger.

Program: WDIV News / Local 4 News at 5  
Dates: May 6  
Time/Duration: 5:00 p.m. /2:30  
Summary:

This report highlighted a recovery plan for one of the City of Detroit's most well-known neighborhoods: Brush Park. The story looked at the history of the area, which was once home to many of metro Detroit's most influential families and architecturally unique homes, dating back to the early 1800s. The story included interviews with Detroit Mayor Mike Duggan, a current resident of the area, and one of the developers. It explained that new housing units will be built and will be available to both rent and to buy. Twenty percent of the new homes will be deemed "affordable housing."

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

This report addressed a recent positive announcement by Detroit Mayor Mike Duggan. He detailed a new initiative to help city workers buy and renovate homes in the city. The report included interviews with the mayor, city council members, bank representatives, and Detroit residents. The mortgage loan program is available for active and/or contract employees who buy a home through the existing Detroit Land Bank. The story also looked at the ripple effect benefit of having more homes occupied which will ensure stronger, safer neighborhoods and more people on the city tax rolls.

Program: WDIV News / Local 4 News at 5  
Dates: June 9  
Time/Duration: 5:00 p.m. / 1:45  
Summary:

We reported on a business takeover that was actually positive news for the community. The story focused on how Garden Fresh, based in Ferndale, Michigan, was purchased by food giant Campbell Soup for \$231 million. The report looked at Garden Fresh's past, its humble beginning, and how the company has now blossomed. It included interviews with officials and workers from Garden Fresh. The story also highlighted how Campbell's plans to not only keep the Garden Fresh facility open, but to grow the brand, creating even more job security and chance for financial growth.

Program: WDIV News / Local 4 News at 11  
Dates: June 19  
Time/Duration: 11:00 p.m. / 2:30  
Summary:

WDIV Business Editor Rod Meloni reported on pension benefits. The report explained the controversy over an agreement that affects 5,000 people who retired from jobs with Wayne County before 2007. which makes them the county's largest benefits group. They will now join something called the "Retiree Benefit Choice." The story explained how the change for the county will take current retiree healthcare cost from \$30 million a year to \$10 million, which is projected to save \$20 million a year. The report included an interview with Wayne County Executive Warren Evans who said even more changes would be in store for retirees and employees.

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

We reported that the community of Utica broke ground on what really has become a field of dreams for both baseball players and community leaders. The story covered the groundbreaking ceremony and the plans to build a baseball stadium that will be home to three minor league baseball teams. The report included interviews with fans, community leaders, and residents. It also focused on the economic boost expected from ticket and concession sales and from job creation. There will be part time positions during construction and about 100 permanent jobs once the ball park is open.

Program: Flashpoint  
Date: May 3  
Time/Duration: 10:00 a.m. / 9:37 Segment Length  
Summary:

One segment 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 roundtable guests; Stephen Henderson, Editorial Page Director for the Detroit Free Press, Oakland County Executive L. Brooks Patterson, Detroit Ethics and Civil Rights Group Executive Portia Roberson, and Nolan Finley, Editorial Page Director for The Detroit News. They discussed auto insurance rates in the State of Michigan. Roberson asserted that high insurance rates could be a prohibiting cost in bringing new people to the city of Detroit, while Patterson stated that the public has voted twice to keep Michigan's no-fault insurance law, one of the factors involved in high auto insurance rates. The conversation moved to Detroit Mayor Mike Duggan's selling of Detroit land to Matty Moroun for the building of a new bridge to Canada. The group agreed it was a good deal for the city of Detroit, with Finley and Patterson adding that the bridge would never be built due to lack of approval from Canada. The round table then discussed Michigan's efforts to stop the legalization of same-sex marriage. While the guests agreed their attempt would fail, Patterson said it was a necessary fight when looking at the Michigan constitution.

Program: Flashpoint  
Date: June 14  
Time/Duration: 10:00 a.m. /6:31 segment length  
Summary:

One segment 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 Michael Ford, the CEO of the Regional Transit Authority of Southeast Michigan. The discussion topic was the lack of an effective regional transportation system in Southeast Michigan, which Ford said was an important part of any good, working city. He said Detroit was in need of mass transportation, and citizens were open to the idea but needed more information on the personal and community benefits. Ford referred to the M-1 Rail Streetcar, which will run along Woodward Avenue, as a catalyst for future transportation projects, and could convince the public that change can happen in their city. He said the Regional Transit Authority of Southeast Michigan was working hard to develop a plan for regional transportation in the coming months, and encouraged public input to help make the plan the best it can be for everyone in the region.

Program: Flashpoint  
Date: June 21  
Time/Duration: 10:00 a.m. /11:47 segment length  
Summary:

One segment 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 Sir Richard Branson, the founder of Virgin Group and Virgin Atlantic Airlines, which recently added a flight from Detroit to London. Branson said the new addition gives people a choice, and that the company was started because he felt big airlines weren't run properly. He also said that Virgin Group is a different kind of company which enjoys challenging bigger companies and tries to beat them at their own game. When asked about his visit to Detroit, Branson called the city an underdog company, likening it to Virgin Group, and said he thought it would become a great city again. He went on to say that innovation and entrepreneurship would help Detroit get back on its feet and was a good form of education for young people. Scillian mentioned the interesting path that was taken to put Virgin Group on the map and Branson said it was the chances taken and mistakes made which brought the company so much success. Branson also said that he spends a lot of time working on areas he feels are neglected by the government, like drug and environment issues. He also talked about innovative employee policies within the company and the ways in which Virgin Group was attempting to keep up with constantly changing forms of technology.

Program: Flashpoint  
Date: March 28  
Time/Duration: 10:00 a.m. /12:18  
Summary:

One segment 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 Gil Penalosa, the Executive Director of Canadian-based non-profit organization, 8-80 Cities. The topic of discussion was the future of Detroit, and changes that can be made to the city to improve the lives of its citizens. Penalosa said the focus must be on Detroit's most vulnerable citizens, which includes children, the elderly and handicapped persons. He also said that people are generally happiest when they are active, and Detroit's large roads and empty lots could lead to new sidewalks, bike paths, and parks to encourage mobility. Penalosa asserted his belief that healthcare should be preventative in addition to being curative, and stated that a better transportation system in Detroit would improve both mental and physical health among citizens. He went on to say another aspect of a better transportation system is protection of pedestrians, especially bikers, who have a high risk of injury on busy streets; this risk can be decreased by building protected bike lanes and more sidewalks. He finished the discussion by saying that increasing the quality of life for every citizen was the most important factor in Detroit's resurgence. He also stated that although change is difficult, growing excitement in the city would help the process along.

### **CONSUMER WELFARE**

Programs: WDIV News / Local 4 News at 5  
Dates: April 2  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

WDIV consumer reporter Ruth Spencer put together information pertaining to expired gift cards. One of Detroit's long time retailers, Radio Shack announced they would be closing their doors so viewers were reminded to use any remaining gift cards quickly. Consumers need to be aware of what's happening in the retail industry, so they don't hold onto their cards too long, leaving them worthless. A personal finance expert advises customers to use cards quickly and keep them in their wallet instead of in their drawers so they remember to use them.

Program: WDIV News / Local 4 News at 6  
Dates: April 17, 20 and May 5  
Time/Duration: 5:00 p.m., 6:00 p.m., 11:00 p.m., / 6:45 total length  
Summary:

WDIV consumer reporter Ruth Spencer addressed credit card safety and data breach developments. On April 17th, we highlighted a story about how Discover is going to allow customers to temporarily freeze their cards. So, if you believe you misplaced your card, you can put a freeze on your account, and then unfreeze when you find the card in your glove box. This way, you don't have to cancel the card and be re-issued a new one. During our 11 p.m. newscast on April 20th, we looked at the race to change swipe credit cards to a system known as "chip and PIN". While many retailers are pushing for cards

that use an encrypted chip and a PIN number, most banks have committed to "chip and sign" using a signature. The banks maintain it will improve safety, but retailers say it's not enough. All cards are supposed to be chip-enabled by October, and the WDIV consumer unit will be following the transition. Finally on May 5th during our 5 p.m. newscast, we highlighted how cyber-fears are changing our behavior. More Americans are changing their passwords and checking their accounts more frequently to avoid becoming the victim of cyber-thieves.

Program: WDIV News / Local 4 News at 6  
Dates: April 3, May 28  
Time/Duration 5:00 p.m., 6:00 p.m. / 1:00 total length  
Summary:

News of data breaches, big and small, seems to come out every few weeks. On April 3rd, the WDIV consumer unit warned viewers about a breach at Biggby's Coffee. In this case, the company said someone stole data from customers who registered for Biggby Cards or who applied for jobs. The chain said credit card numbers and social security numbers were not affected, and measures were put in place to prevent further breaches. On May 28th, The IRS announced 4 million tax payers had their personal information taken from an IRS website called "Get Transcript". The IRS is investigating how the breach happened, and has testified on the matter before Congress.

Programs: WDIV News / Local 4 News at 5  
Date: April 23  
Time/Duration 5:00 p.m / 1:15  
Summary:

Michigan has a long history of high auto insurance rates, especially in Detroit. Critics say part of the blame rests on the state's unlimited coverage for victims of auto accidents. On April 23rd, the legislature took action toward auto insurance reform. This proposal would not set limits on coverage, but would try to control the prices of medical procedures. The WDIV consumer unit has been covering this insurance battle for years, and is monitoring the process to see if the bill makes it through the legislature. So far, it has not.

Programs: WDIV News / Local 4 News at 11  
Date: April 30  
Time/Duration 11:00 p.m. / 3:50  
Summary:

We presented a report addressing the frustration many have when receiving robocalls and addressed why the "Do Not Call" list isn't stopping the onslaught. The WDIV consumer unit told viewers how they should fight back. Our story revealed all robocalls trying to sell you something are illegal, unless you've given written permission. That means if you're getting a robocall, it's most likely a scam artist trying to grab your attention. Experts at the Federal Trade Commission say you must train yourself to ignore those robocalls. Along the same lines, most legitimate telemarketers do follow the "Do Not

Call" list. So, companies that are breaking those rules also are more likely to be up to no good. We told viewers, when you get those calls, do NOT push any buttons or respond in any way because when you do, you're just telling the scam artists you are a potential target.

Programs: WDIV News / Local 4 News at 5  
Date: May 1  
Time/Duration 5:00 p.m. / 2:00  
Summary:

Teaming with the Better Business Bureau, WDIV consumer reporter Ruth Spencer told viewers about the next "Secure Your Personal ID Day" coming up on May 2nd. It's a great time for people to clean out their files and shred documents they no longer need. The CEO of the Better Business Bureau called identity theft the fastest-growing crime in the world. Keeping your personal information away from identity thieves is now more important than ever. On our website, ClickOnDetroit.com, we also provided information on how long you should keep certain documents, and when you should be shredding them.

Programs: WDIV News / Local 4 News at 5  
Date: June 2 & 4  
Time/Duration 5:00 p.m./ 3:50 total length  
Summary:

In the first week of June, the WDIV consumer unit highlighted some information that could help viewers become smarter shoppers. We told viewers about something called "Pink Tax" This story highlighted the fact that women often pay much more money for female versions of every day products like deodorant, shampoo, and shaving gel. Experts say that buying products designed for women can cost the average female shopper about \$1,400 extra year than her male counterpart. Some women have started using men's products to save money. WDIV consumer reporter Ruth Spencer told women shoppers to let stores and manufacturers know that they are watching these higher prices and they're not happy. During the 5 p.m. newscast on June 4th, we revealed research from Consumer Reports about what items are on sale in the month of June. The list included camcorders, carpeting, bathing suits, and computers.

Programs: WDIV News / Local 4 News at 5 & 11  
Dates: June 9, 14 & 15  
Time/Duration 5:00 p.m. & 11:00 p.m. / 8:30 total length  
Summary:

WDIV Consumer reporter Ruth Spencer addressed how consumers spend money for Fathers Day. We reported that the National Retail Federation reported that Father's Day spending would be up in 2015, with Americans spending about \$12.7 Billion. The WDIV consumer unit did two product tests to help viewers decide if the products targeting dads are worth the money. We put razors from The Dollar Shave Club to the

test, with WDIV dads trying two of the razors offered by the club. While the razors that cost \$1 a month performed adequately, our panel said the \$6 a month version was much better. One father noticed he cut himself shaving, and gave the club a thumbs down, but the other dads said they thought it was a good deal. The unit also tested an item called the Grillbot, a robot designed to clean the grill for you. This time our panel of dads was unanimous in saying the Grillbot wasn't a good deal. They questioned the price (\$130), they had safety concerns about children who might get hurt, and they thought they could do a better job cleaning the grill for far less money. Our consumer unit also did a Steak Taste Test, pitting the prime rib-eye (\$17 a pound) against the choice cut (\$11 a pound). By a vote of 5-2, our panel of dads preferred the less expensive steak, which showed you don't have to spend top dollar to get the best taste and tenderness.

Program: WDIV News / Local 4 News at 6 & 11  
Dates: June 18 & 19  
Time/Duration 6:00 p.m., 11:00 p.m., / 5:00 total length  
Summary:

The WDIV consumer unit presented reports about recalled cars that don't get fixed. We focused on a new app that can alert drivers if their cars are under open recalls. Government figures show about 25 percent of recalled cars have not been fixed. That means many families are driving around in vehicles that might catch fire, or contain potentially deadly air bags. The MyCarfax app is designed to tell you if your car is under a recall, and it will send alerts if future recalls are issued on your car. WDIV Consumer Reporter Ruth Spencer took the app to a public garage in Royal Oak, and on one floor, she found 10 of 30 cars had some kind of open recall. She also stopped some drivers and told them their cars were under recall. After that story ran, a viewer from Utica, Michigan called us. She wanted to warn drivers that there can be part shortages, which can also delay recall repairs. She received a recall notice in November of 2014 on her Ford Fusion, but she's still waiting to get the car repaired. Her Ford dealer says it received parts for most recalls within a month. Ford says it's trying to expedite the delivery of the parts.

Program: WDIV News / Local 4 News at 5  
Dates: June 12  
Time/Duration 5:00 p.m. / :45  
Summary:

We reported that police in Canton, Michigan reported that they found "skimming" devices on two ATMs in that city. Those devices try to steal personal information from customer debit cards, so cyber thieves can gain access to their accounts. In conjunction with the story, our consumer unit reminded viewers of the steps they can take to protect themselves and their money from "skimmers". Those steps include: using well-lit ATMs that are viewed by cameras, cover your hand when entering your PIN, and be alert and watchful when using an ATM in case the machine has been tampered with. The consumer unit posted those steps and more on our website, ClickOnDetroit.com.

## EDUCATION

Program: WDIV News / Local 4 News Today, Local 4 News at 4, 5 & 11  
Dates: April 30, May 1.  
Time/Duration: 5:00 a.m. 4:00 p.m., 5:00 p.m., 11:00 p.m./15:55 total length  
Summary:

WDIV reported more than a dozen Detroit Public Schools were forced to close when not enough teachers showed up to teach students. The closures were announced just before class was scheduled to start, just hours before Michigan Governor Rick Snyder detailed a plan to restructure the district. WDIV reporter Rod Meloni spoke to parents who said the cancellations were a surprise to them. "School was closed. That's what they told me. That was it. But how I am supposed to know all of this until I get here? That's not right," said parent Keasha Foreman. Marva Walker said she heard on Monday that teachers were planning on being out of the classroom to protest the governor's proposal to divide its operations to address the "crushing" debt. The governor's plan, which needs approval from bailout-fatigued lawmakers, would create a new district, the City of Detroit Education District, to handle the academic operations of all public schools under an appointed board. Meloni reported Detroit Public Schools would remain intact, charged with paying off \$483 million in debt over approximately seven years. Because existing local school taxes would go toward the debt, Snyder will ask the Republican-controlled Legislature to direct \$72 million more annually to the new district for approximately seven years. The new district would have a universal enrollment system, in which parents could rank three choices among traditional and charter schools across the city. "We're just not seeing the results these students deserve," Snyder said in a news conference at his Detroit office, noting that two-thirds of high school students are not proficient in reading and 94 percent are not proficient in math. Detroit Public Schools emergency manager Darnell Earley told Meloni the "unplanned turn of events" by teachers "is seriously misguided." Steve Conn, head of the Detroit Federation of Teachers, said: "We're drawing a line in the sand and we're going to fight. We know we've got the people of Detroit on our side completely. As teachers, we need reduced class sizes, books, supplies, all the things (Snyder) never addresses."

Program: WDIV News / Local 4 News Today, Local 4 News at 4, 5, 6 & 11  
Dates: April 12, 13, 14, 15, 16, 17, 18, 21, 23, 24, 27, 28.  
Time/Duration: 5:00 a.m., 4:00 p.m., 5:00 p.m., 6:00 p.m., 11:00 p.m./45:40 total length  
Summary:

WDIV aired an extensive investigative series exposing the taunting of a black middle school student while on the school bus. Two boys were captured on video taunting, teasing and yelling a racial slur at 8<sup>th</sup> grade student Phoenix Williams. Investigative reporter Hank Winchester obtained the videotape and conducted extensive interviews with Phoenix and his mother. The boys on the cellphone video threaten Phoenix and call him a racial slur. Winchester reported Oakland County Prosecutor Jessica Cooper recommended a charge of ethnic intimidation against one student and a harassment



us were sad when we found out. It's just bull how they told us," said Diamond Taylor. Taylor just finished up her freshman year at the high school. Taylor's mother, Dominique Jackson, is also very disappointed the school is shuttering. "Highland Park had her on track," Jackson said. "She was doing her work, her makeup work: she was a B average there."

Program: WDIV News / Local 4 News at 6  
Dates: May 18, 19  
Time/Duration: 6:00 p.m. /4:05 total length  
Summary:

WDIV has been reporting on a controversial effort to build a dorm for Chinese exchange students near a local high school. There are concerns the plan is costing too much and now the financial officers and superintendent who spearheaded the plan are no longer with the district. Parents wanted answers about exactly how much district money was going to the project and couldn't get answers, so they began filing Freedom of Information Act requests. WDIV Business Editor Rod Meloni spoke to parents who said the superintendent "did the district a disservice, and left the students in a worse spot financially" before he was forced out. At this point, the land for the development remains vacant, but thousands of dollars have been sunk into the plan. That project remains in limbo.

Program: WDIV News / Local 4 News at 5  
Dates: May 18, 19, 20.  
Time/Duration: 5:00 p.m./10:25 total length  
Summary:

WDIV's investigative unit spent several days in school zones exposing the problem of speeders near the areas where children walk. Sheiko Elementary School on Walled Lake Road is a typical elementary school in many ways, but some parents say what's going on outside Sheiko is dangerous. "People don't seem to understand that when the light is red they should stop, or when I'm standing in the intersection with the sign up that means they shouldn't go through it," said Tracy a crossing guard at the school. She spoke to WDIV Investigative reporter, Karen Drew. Tracy has been a crossing guard at Sheiko for more than a year. She said drivers simply ignore her. "We have flashing lights down on each end telling people on each end to slow down," she said. "It's 25 during school crossing time. I don't know why people don't seem to understand that." Tracy isn't the only one concerned. Many parents want the problem fixed but are afraid to speak out publicly because they don't want their kids teased in the process. "I have been watching the cars go through here going 40-50 mph in the school zone," said one father. "I've talked to other parents, and I spoke with the West Bloomfield Police. "I spoke to the traffic officer here in West Bloomfield and I was told that they just have too many square miles to cover and not enough police in the area to cover it." Recently, our investigative unit spent three different days during morning and afternoon rush to see how bad the situation really is. Armed with a radar gun and hidden camera, they found driver after driver going 42, 43, sometimes 45 mph in this school zone where the speed limit is 25

mph and grade school kids are trying to cross the street. They even caught one driver, in a silver minivan, going through a red light while waving at students who were waiting to cross. "This morning we had somebody stopped at the light waiting for me to cross the kids, I was in the intersection and the person behind the car was honking at him to go," said Tracy. "I was in the intersection with the kids." On a different day they found more of the same as speeders rushed through this school zone and, sometimes, ran the red light. Only once in the three days of surveillance did they see a police car outside the school, so they took our findings to the West Bloomfield Police. "We are dedicating more officers for the rest of the school year to be seen and encourage people," said Chief Mike Patton. "If tickets are necessary, then they are necessary."

Patton said he's taking the complaints seriously and parents said they have noticed a difference, drivers going slower and paying attention to the red light in the past few days.

Program: WDIV News / Local 4 News Today & Local 4 News at 5  
Dates: June 4, 5, 10  
Time/Duration: 5:00 a.m., 5:00 p.m. /8:10 total length  
Summary:

WDIV reported two longtime rival high schools will merge. Southfield High School and Lathrup High School will combine in 2016 to ensure their district can remain financially sound. Superintendent Dr. Lynda Wood told WDIV reporter Kimberly Gill this "needs to be done to ensure the financial stability that we need for the next several years so that we can maintain the quality of education that we have here in Southfield Public Schools." The proposal includes more than just combining the two comprehensive high schools. There would be changes to elementary and middle schools, too. Dr. Wood says declining enrollment rates and state funding cuts is what prompted the consideration of this proposal. Some parents are already concerned about what the proposed changes would mean. "It's too much variety of ages and classrooms, and they're cramming too many different schools into one," said Regina Horton, a parent in the district.

Program: WDIV News / Local 4 News at 6  
Dates: June 15  
Time/Duration: 6:00 p.m./3:15 total length  
Summary:

We reported on a local school district that is considering eliminating specific grade structure for students. Leaders In Fraser are looking at whether too much emphasis is placed on those levels and whether the use of technology is changing how students are taught and is actually blurring the lines between the typical second and third grader. WDIV reporter Paula Tutman spoke to Abigail Peabody, the parents of a student in the district, who says children in fifth grade are now learning what they used to learn in sixth grade. Superintendent Dr. David Richards isn't saying to get rid of second grade or third grade, but he did say that holding children to grade level standards should be a thing of the past. He told Tutman he felt technology allows students to excel beyond their grade level and others to learn at their own pace without being stigmatized by a grade level standard or age-related time-table to judge success or failure in learning a subject.

Program: Flashpoint  
Date: April 26  
Time/Duration: 10:00 a.m. /6:18 Segment Length  
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 Ingrid Jacques, Deputy Editorial Page Director for the Detroit News, who wrote an article predicting Governor Snyder's plan for the Detroit Public School System. The article anticipated Snyder would partition DPS; one entity would focus on consolidation of debt while the other would serve as a new district with the sole purpose of educating Detroit children. Jacques estimated the new district would need approximately \$70 million per year in state funding to make up for the millage collections used to pay back the current debt. Jacques went on to discuss the tension between Governor Snyder and the community coalition working on the DPS debt issue. She explained that although the coalition proposed a number of recommendations, one of which was a full government bailout, the governor was unlikely to use many of them. However, one area of agreement was the need for a set of standards for all Detroit schools, which Snyder was currently working on. When asked about the timeline in which these changes would take place, Jacques said the outlook was slim for the creation of legislation in the near future.

Program: Flashpoint  
Date: May 3  
Time/Duration: 10:00 a.m. /17:43 Total Length  
Summary:

Two segments of this locally produced weekly public affairs program, hosted by WDIV News Anchor Devin Scillian addressed issues pertaining to Education. Scillian was joined by Steve Conn, the President of the Detroit Federation of Teachers. The topic was the shutdown of many Detroit Public School classrooms when teachers headed to Lansing to protest Governor Rick Snyder's newly released plan for DPS. The plan entailed the splitting of Detroit Public Schools into two separate districts; one would focus on educating students while the other's sole purpose would be tackling debt. Conn led the march of teachers and claimed the plan was a "shell game" which stripped away the model of choice and assigned students to schools within the district. Scillian noted that with teachers leaving their classrooms in protest, it was the students who were ultimately suffering from the halt in education. Conn countered by saying the shutdown was necessary to gain media attention for the issue. The conversation then turned to the topic of underfunding in Detroit Public Schools. Conn argued DPS was lacked the books, supplies, and support staff it needed to properly educate its students. When Scillian pointed out those needs could be addressed by lowering the debt through Snyder's plan, Conn claimed the vast amount of money being spent on the entertainment district in Detroit would be put to better use in Detroit classrooms. Scillian was next joined by Roundtable guests; Stephen Henderson, Editorial Page Director for the Detroit Free

Press, Oakland County Executive L. Brooks Patterson, Detroit Ethics and Civil Rights Group Executive Portia Roberson, and Nolan Finley, Editorial Page Director for The Detroit News. The first topic addressed by the round table was Governor Snyder's plan for tackling the debt in Detroit Public Schools. Henderson started by saying he supported the plan, mainly because it addressed similar issues to those brought up by the Coalition for the Future of Detroit Schoolchildren. Brooks however thought the new plan would not go over well with legislators in Lansing due to their growing fatigue with Detroit problems. Finley agreed with this and added that taking funding from other school districts to eliminate DPS debt was not the right solution. The entire round table agreed the money needed to come from another source.

Program: Flashpoint  
Date: May 31  
Time/Duration: 10:00 a.m. / 8:30 segment length  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News Anchor Devin Scillian addressed issues pertaining to Education. The program originated from the Mackinac Policy Conference. Scillian was joined by roundtable guests; President and CEO of the Detroit Regional Chamber, Sandy Baruah, Editorial Page Director for The Detroit News, Nolan Finley, Editorial Page Director for The Detroit Free Press, Stephen Henderson, and Representative Brenda Lawrence from Southfield, Michigan. The topic was the future of Detroit Public Schools, coming off of Detroit Mayor Mike Duggan's announcement of his own plan during the Mackinac Policy Conference. Baruah, who is a member of the Coalition for the Future of Detroit Schoolchildren, said it was a good sign that Duggan and Governor Rick Snyder seemed to agree on the bigger issues surrounding DPS. Finley was adamant that a plan which involved taking money from other school districts would not do well in Lansing. Scillian pointed out that discussion about the revitalization of Michigan typically led back to the topic of education. Lawrence said having a good education system in place would attract employers and new residents to Michigan, which was fundamental to the resurgence of the state. The panel then agreed that funding would be the most important part of any DPS plan. Scillian brought up conference attendees' concerns over a surplus of discussion and very little action in regards to education issues. Baruah responded by stating that education was an important topic if legislators wanted to fix the economic situation in Michigan, mainly due to findings that as educational attainment decreased in the state, per capita income decreased as well. The conversation ended with a brief discussion of Highland Park's \$25 million debt, which Finley believed should be solved by the dissolution of Highland Park as an entity.

Program: WDIV PSA /Bookstock  
Dates: April - June  
Time/Duration: General Rotation/ 2x :30, 1x :15  
Summary:

These WDIV-produced PSAs tell viewers about Bookstock, an annual used books and music sale that raises money for literacy projects throughout metro-Detroit.

Program: WDIV PSA /MAB – Any Time, Any Place, Course Choice  
Dates: April  
Time/Duration: General Rotation/ 2x :30  
Summary:

These PSAs from the Michigan Association of Broadcasters talk about the wide variety of online courses available to students in Michigan. They explain to parents how to access the right classes for their children.

Program: WDIV PSA /MAB – Flexible, Initiative  
Dates: April - June  
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: April - June  
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 /UW – Kids TV  
Dates: April - June  
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.

### **LEGAL SYSTEM**

Program: WDIV News / Local 4 News Today, Local 4 News at 4 & 6  
Dates: April 3, 4

Time/Duration: 5:00 a.m., 4:00 p.m., 6:00 p.m. /7:25 total length

Summary:

WDIV reported the widow of a Detroit-area soccer referee filed a \$51 million lawsuit against Bassel Saad, the man who is in prison for throwing the punch that killed her husband during a game last summer. The figure represents \$1 million for each of the 51 additional years that John Bieniewicz, 44, could have lived, according to the lawsuit in Wayne County Court. WDIV reporter Shawn Ley reported on the lawsuit which described Bieniewicz, who had two children, as extremely healthy with the potential to live to age 95. Kristen Bieniewicz, of Westland, who is the representative of her husband's estate, is suing Saad and another man who controlled the team and the Michigan United Soccer League. The lawsuit accuses the soccer league of allowing Saad to play despite his reputation as a violent player. Saad, 37, was recently sentenced to at least eight years in prison after pleading guilty to involuntary manslaughter.

Program: WDIV News

Dates: April 1, 2, 3, 4, 8, 11, 13, 14, 15, 16, 17, 18,. 19, 20, 21, 22, 23, 26, 27, 28, 29. May 5, 6, 27, 28, 29. June 1, 2, 18, 19, 27.

Time/Duration: All Newscasts/1:22:25 total length

Summary:

In an extensive series of reports, the WDIV Investigative Team exposed the case of a man who was wrongfully arrested and beaten by police. Floyd Dent was driving in his car in Inkster when he was pulled over by police. Dashcam video shows the officers pulling Dent out of the car and repeatedly kicking and punching him while he was in a chokehold. The officers claimed Dent had illegal drugs in the car, but the videotape also showed one of the officers removing something from his pocket and then placing it in the car. Dent and his lawyer obtained the videotape under the Freedom of Information Act and gave it to WDIV reporter Kevin Dietz who aired it in a series of reports about the beating. Officer William Melendez was charged with assault after Prosecutor Kym Worthy saw the videotape. Dent sued the city of Inkster and settled for more than a million dollars in damages. Melendez was fired from the city of Inkster. The charges against Dent were dropped. "I would like to thank Prosecutor Kym Worthy for her courage and conviction in taking on and charging Robo Cop," Dent said at a press conference, referring to the charges against Melendez. "I would like to thank Detective Sargent Powell for her complete and thorough investigation of this matter. I would like to thank my legal team, who always kept me confident that the legal process would work for me...Thank you Kevin Dietz and Channel 4 for their investigation and honest reporting."

Program: WDIV News / Local 4 News Today, Local 4 News at 5 & 11

Program: WDIV News/ Local 4 News Today, Local 4 News at 6

Dates: April 20, 23, 24.

Time/Duration: 5:00 a.m., 6:00 p.m./4:45 total length

Summary:

WDIV reported the U.S. Department of Justice filed a lawsuit against the downtown Detroit-based Quicken Loans for "improperly originating and underwriting mortgages insured by the Federal Housing Administration." The government claims that during a four-year period between 2007 and 2011, Quicken submitted hundreds of improperly underwritten FHA-insured loans. According to the suit, HUD paid over half a billion dollars on claims from 3,885 Quicken mortgages since September 2007. "The complaint alleges that Quicken approved loans that should not have been approved and submitted them for FHA insurance," said Housing and Urban Development Inspector General David Montoya in a statement. "The alleged cost to the FHA insurance fund was millions of dollars and hopefully this serves as reinforcement to Quicken that doing the wrong thing really never is worth it." The suit alleges that Quicken managers would allow underwriters to break FHA rules in order to approve a loan. WDIV reporter Rod Meloni got this response from Quicken: "Quicken Loans is the FHA's largest lender. By its own objective public reporting, FHA ranks Quicken Loans the highest quality (lowest default rate) lender of any large FHA originator in the United States.... The real victims in this unjust claim are the millions of middle class American families who rely on FHA financing to reach their goal of affordable home ownership. For now, Quicken Loans plans to continue offering FHA mortgages to our clients, but like nearly every lender in the country, we will be evaluating the prudence of our continued participation in the FHA program."

Program: WDIV News  
Dates: April 15, 16, 23, 25, 26, 27, 28, 29. June 18, 19, 22, 25, 26, 27, 28, 29.  
Time/Duration: All Newscasts / 2:35:55

WDIV reported the United States Supreme Court ruled that same sex marriage is allowed under the Constitution. WDIV broke into programming to announce the news live just after the ruling came down. Two nurses who challenged Michigan's same-sex marriage prohibition celebrated the ruling. April DeBoer and Jayne Rowse told reporters in Ann Arbor shortly after the ruling was released that it's a good day in history. "We're elated, not just for our family but for hundreds of thousands of families around the country," DeBoer told WDIV's Mara MacDonald.. "We've done everything we could to protect our children, and to make sure families like ours have the same safety and security as all other families, and we couldn't be more thrilled that this day has finally come." DeBoer and Rowse initially went to court to win the right to jointly adopt each other's children, not to confront Michigan's ban on gay marriage. DeBoer and Rowse live in Hazel Park, with four young adopted children and a foster child. Each woman has adopted two kids, but they couldn't jointly adopt them because Michigan ties that to marriage. WDIV news anchor Devin Scillian had traveled to the Supreme Court for the actual arguments two months prior to the decision. After the decision, WDIV reporter Paula Tutman focused on county clerks who quickly began marriage licenses to same-sex couples. WDIV reporter Guy Gordon focused on those who were opposed to the decision and where their legal fight might go from here.

Program: WDIV News

Dates: May 12, 13. June 17.  
Time/Duration: All Newscasts/8:25 total length  
Summary:

WDIV reported a northern Michigan ski resort will file a civil lawsuit against the University of Michigan fraternity and sorority members who caused thousands of dollars in damage earlier this year. More than 200 members of Sigma Alpha Mu fraternity and Sigma Delta Tau sorority rented nearly 50 rooms at Treetops Resort in Gaylord over weekend in January. The resort was forced to call in Michigan State Police to help evict students after resort furniture, doors and walls were extensively vandalized. Damage, legal fees and other expenses were estimated to be about \$430,000 at Treetops. In a statement, the resort said its legal advisers had reviewed the cases and determined "several facts from this review now suggest that legal action beyond the criminal matter should be pursued." The resort said retaliation may have been a factor in the vandalism after the students were confronted by management about not having pre-payment. "Treetop's management secured verbal commitments from the group's president that the group would be more careful with respect to the resorts' property and other guests. The resort management's trust in the Michigan students proved ill-founded when the students caused massive damage during the second night of the groups' stay that was far in excess of what had been seen the previous day," the resort's statement said.

Dates: June 18, 19.  
Time/Duration: 5:00 a.m., 5:00 p.m. 11:00 p.m. / 6:15 total length  
Summary:

WDIV reported former Detroit City Councilwoman Monica Conyers filed a lawsuit against McDonald's. WDIV Reporter Rod Meloni detailed the suit which said she was at the McDonald's at Detroit Metropolitan Airport when something on her seat cut her hand. Conyers claims she received assistance from several police officers and paramedics. She is suing the fast food restaurant for \$25,000 because she no longer has the use of her hand. Conyers is well known in the community for serving prison time after pleading guilty to a previous crime. She served 18 months in a federal penitentiary.

Program: Flashpoint  
Date: April 26  
Time/Duration: 10:00 a.m. / 4:51  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News Anchor Devin Scillian addressed issues pertaining to legal issues. Scillian was joined by WDIV reporter Mara MacDonald to discuss the upcoming oral arguments at the U.S. Supreme Court hearing to overturn the same-sex marriage ban in Michigan and other states. MacDonald started by laying out the reasoning of those against overturning the ban; attorney John Birch would be arguing that the decision of same-sex marriage rights should be made by the Michigan people rather than the Supreme Court Justices.

Although Michigan citizens voted against same-sex marriage in 2004, polls suggested the opposite outcome would occur if a new vote was taken. After having spoken with a multitude of legal personnel regarding the matter, MacDonald stated her belief that the Supreme Court would reverse the ban and force the Michigan government to recognize same-sex marriage in other states.

Program: Flashpoint  
Date: May 10  
Time/Duration: 10:00 a.m. / 16:24 total length  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News Anchor Devin Scillian addressed issues pertaining to legal issues. Scillian was joined by guests; Matt Marsden from the Michigan Cannabis Coalition, April Demers of the Monroe County Substance Abuse Coalition, and the Mayor of Lansing, Virg Bernero. The topic of discussion was the State's plans for road repair funding after the failure of Proposal 1, more specifically the possibility of taxes on marijuana if it were legalized for recreational use in Michigan. Bernero, a recent convert to the pro-legalization cause, said that most legal issues with the drug dealt with violence surrounding distribution rather than usage. Marsden added his opinion that the Michigan should take advantage of this new revenue opportunity since citizens did not want to raise taxes, as evidenced by the failure of Proposal 1. Scillian then pointed out that those implications were unclear, as voters may not have liked the way the tax increase was proposed rather than being against it entirely. Demers, who was against the legalization of marijuana, said there was a direct increase in teenage use after the legalization of medical marijuana. She also said that legalizing the drug for recreational use would lead to a decreased perception of its harm among young people. Bernero then stated that alcohol and heroin were bigger problems, to which Demers countered by saying that school-aged youth were more affected by weed than heroin or prescription pills. She also said that while alcohol is a well-researched substance, the general public is fairly uneducated about marijuana, with which Bernero agreed. They went on to discuss the dangers of marijuana legalization in Michigan. Demers started by saying that Michigan could learn a lot from Colorado, where there has been an increase in crime, homelessness, and traffic incidents since adopting legal recreational use of the drug. Marsden said legalization would come eventually to Michigan, to which Demers responded by saying that would only happen if Michigan did not learn from other states. She stated that black market sales were still prospering in Colorado because of marijuana's taxation, which was causing more people to purchase the drug illegally than ever before. Scillian asked the group if legalization was a public health concern, and Bernero responded by saying marijuana should be treated the same as cigarettes; the State should educate people about the effects of marijuana use then allow them to make their own decision. He said that alcohol prohibition did not work in the 20<sup>th</sup> century and it was not working currently with marijuana. Demers ended the discussion by saying the myth that marijuana isn't addiction is false, and that an increase in the addiction rate would be accompanied by an increase in the youth use rate if the drug is legalized in Michigan.

## CRIME

Program: WDIV News  
Dates: April 14, 15. May 26.  
Time/Duration: All Newscasts/13:55 total length  
Summary:

WDIV reported a mother and her two children were found dead in their Eastpointe home and the husband and father was arrested. WDIV's Jason Colthorp reported the 37-year-old Christie Fradeneck and her two children were found when a concerned family member couldn't get in touch with them and went to their house to check on them. Police say Timothy Fradeneck strangled his wife and children with a USB cable as they slept in their beds. Police believe he had been planning the murders for nearly a year. The families of both the victim and the defendant were stunned by the crime and embraced in court as Fradeneck was arraigned.

Program: WDIV News  
Dates: April 27, 28, 29, 30. May 1, 2, 8, 15. June 26.  
Time/Duration: All Newscasts/17:15 total length  
Summary:

WDIV reported on the shooting of a Detroit man by an Immigration and Customs Enforcement (ICE) agent. Terrance Kellom, 20, was shot April 27 by ICE agent Mitchell Quinn. WDIV reporter Kevin Dietz reported ICE has said Kellom was wanted on armed robbery and weapons charges. Quinn is on the task force. Police say Kellom lunged with a hammer before he was shot. His father, Kevin Kellom, has disputed the police account in a conversation with Dietz. Dietz also covered protests outside the ICE office in Detroit. The protesters want ICE agents banned from taking in multi-jurisdictional task forces. Attorney David Greim was hired for the agent by a government agency. Greim said Quinn is in hiding with his family. An investigation into the shooting continues.

Program: WDIV News / Local 4 News at 5 & 6  
Dates: April 22 May 13  
Time/Duration: 5:00 p.m., 6:00 p.m./3:35 total length  
Summary:

WDIV reported a team of thieves robbed the home of a woman who was attending her father's funeral. WDIV reporter Rod Meloni spoke to the victim who was honoring her 91 year old father, a World War II decorated veteran when the team of thieves ransacked her home. Police believe the group looks online for funeral notifications then goes to the homes of relatives while they're honoring their loved ones at services. The woman, who wanted to remain anonymous, had her engagement ring stolen from the home along with other pieces of jewelry. Meloni spoke to police about this all-too-common crime. They recommend having a security system or asking a neighbor to watch your house during funeral services.

Program: WDIV News / Local 4 News Today, Local 4 News at 5  
Dates: May 18, 19  
Time/Duration: 5:00 a.m. 5:00 p.m./4:05 total length  
Summary:

WDIV reported on a man who is using his video camera to try and stop criminals from conducting illegal activity in his neighborhood. Jonathan Palmerville is recording these criminals and posting the video on YouTube for all to see. He told WDIV reporter Shawn Ley that he was tired of seeing people illegally dumping in his neighborhood so he videotapes them to try and shame them into stopping. Palmerville caught people dumping in a community orchard. He also caught a local pool company dumping chemicals in his Brightmoor neighborhood. That pool company tried to sue him for posting the video online. When he told them the people in the video were wearing logos from the company on their shirts, the company tried to say they gave old shirts to Good Will stores. Palmerville's videos are getting the attention of the police who acknowledge a camera can be a good crime-fighting tool.

Program: WDIV News  
Dates: June 24, 25, 26, 27, 28, 30.  
Time/Duration: All Newscasts/22:25 total length  
Summary:

WDIV reported on a high-speed police chase that ended in a crash that killed two children. WDIV reporter Mara MacDonald reported the police came upon a car with a weapon in it. They tried to pull over the driver who fled. Detroit Police James Craig said the officers called off the chase as it moved into a neighborhood and the car they were pursuing reached speeds of 70 mph. After 75 seconds, the car drove onto a sidewalk and plowed through two crowds of children. Two children were killed and three others were seriously hurt. MacDonald spoke to the grandmother of the two deceased victims. "I'm going to miss them because my kids look forward to waking up every day and playing with them, and they're not going to have that anymore," said Nicole Jackson, the grandmother of the two deceased children. "I blame the person who was recklessly driving down the street, and who took it upon themselves to drive up on the sidewalk where children were playing. I'm not blaming the police. I'm blaming the person who did all this."

WDIV reporter Kevin Dietz spoke to the police chief who said it's a judgment call for police as to when to call off a chase, but felt his officers did the right thing. Witnesses dispute that account, saying police continued the chase into a neighborhood where there were children playing.

Program: WDIV News / Local 4 News Today, Local 4 News at 5  
Dates: June 2, 3  
Time/Duration: 5:00 a.m., 5:00 p.m./2:55 total length  
Summary:

WDIV reported on an alert from police about bumper stickers which police say are often an invitation to criminals. The stickers often reveal personal information about lives from how many children we have, to where we go to school. WDIV's Jason Colthorp spoke to police and to people with bumper stickers on their cars. He told viewers some information, like sharing your favorite sports team, is harmless. But other information could be used by someone up to no good. Although there have been no reported crimes in Troy connected to bumper stickers, Troy police Sgt. Meghan Lehman wants drivers to consider the dangers. "They could just know a little more information about you than you may want them to know," said Lehman. "For instance if it's a single parent family, you only had the one parent figure. That could reveal more than you want someone to know." Stickers or decals about hunting could lend people to assume the driver has guns at his or her home, while the popular stick figure families could reveal the family makeup, including the guard dog or lack thereof.

Program: Defenders: Inside the Investigations  
Dates: April 22  
Time/Duration: 9:00 p.m. /60:00

The WDIV Investigative team of reporters hosted this hour long special which showcased the stories behind some of our biggest stories of the year. WDIV reporter Kevin Dietz presented the story of Rick "White Boy" Rick and his 27 year fight for freedom. He was a paid drug informant as a teenager and went to jail on drug charges when he was 17 years old. His parole requests have been ignored for years and Dietz interviewed him about why this has happened even though he helped break up Detroit's notorious drug scene. WDIV reporter Karen Drew exposed a woman who scammed a local cub scouts out of thousands of dollars. Her story helped send the woman to jail. WDIV reporter Hank Winchester interviewed 13 year old Phoenix Williams after he recorded other kids bullying him on a school bus. And Kevin Dietz presented his exclusive story with Floyd Dent, the man who was violently beaten by Inkster police after a routine traffic stop.

Program: Flashpoint  
Date: March 28  
Time/Duration: 10:00 a.m. /10:28  
Summary:

One segment o of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian , addressed issues pertaining to Crime. Scillian was joined by guests; Wayne State University Governor Kim Trent, Political Consultant Adolph Mongo, Republican Strategist Paul Welday, and Editorial Page Director for The Detroit News, Nolan Finley. The first topic of discussion was the dangers of police chases, one of which had recently caused the deaths of two young children in Detroit. Trent started by calling the tragedy a no-win situation for the police who were trying to do their job. Mongo and Welday agreed that the police involved were doing what they had to do to catch the criminals who were fleeing, and that there should be no mercy for those responsible for the deaths of the two children. From a policy perspective, Finley brought up that hands-off policing was not the right direction, especially when cops are already

weary of public backlash; putting an end to police chases would bring up new issues for Detroit. Scillian mentioned that the murder rate in Detroit has increased, and Trent said she wasn't surprised due to depleted resources among other factors. The roundtable agreed that a lack of witness protection has made it difficult to keep dangerous criminals off the streets following violent crimes.

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

Program: WDIV News / Local 4 News at 5  
Dates: April 1  
Time/Duration: 5:00 p.m. 2:30  
Summary:

This was a follow up of the report done by WDIV Investigative Reporter Kevin Dietz into the video-taped beating of Inkster motorist Floyd Dent. The story, which made national headlines, recapped how police were accused of using excessive force, beating and kicking, Dent while he was on the ground during a traffic stop. The story included an interview with Dent and video from his court appearance on the charges initially brought against him. The report explained that in light of the video-taped attack, all but one charge was dismissed and Dent continued the fight to clear his entire name.

Program: WDIV News / Local 4 News at 11  
Dates: April 12  
Time/Duration: 11:00 p.m. / 5:30 p.m.  
Summary:

This local story gained national attention. An African American student was harassed, bullied and verbally abused on a school bus. WDIV Investigative Reporter Hank Winchester broke the story, which included cellphone video of the student being harassed while in the school library and on the school bus. The behavior came to light after the young man video-taped one of the incidents on his phone. The report included an interview with the young man, his mother, and a spokesperson for the West Bloomfield School District, where the incidents took place.

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

This report followed up on how the controversial beating of an Inkster motorist by Inkster Police Officer William Melendez continued to take new twists and turns. Melendez, who was working as a part-time officer, in Inkster was let go. There were calls for him to be formally charged, and daily protests outside of the Inkster Police Department. The story included interviews with the beating victim, Floyd Dent, community leaders, and Inkster city council members.

Program: WDIV News / Local 4 News at 6  
Dates: April 16  
Time/Duration: 6:00 p.m. / 2:00  
Summary:

We reported that the group BAMN (By Any Means Necessary) lived up to its name during a Board of Regents Meeting at the University of Michigan. The story explained how the group of 20 protesters, many carrying signs, disrupted the meeting to call attention to the issue of affirmative action. Eight protesters, including one student, were arrested during the confrontation. The report also explained how the protests turned violent, with many in the group rushing through a table of barricades with chants of “open it up or we’ll shut it down.” The group claims it was calling attention to the declining minority enrollment. The school says the violent protests takes away from the issue and makes it harder to have meaningful dialog about the issue.

Program: WDIV News / Local 4 News at 5  
Dates: May 1  
Time/Duration: 5:00 p.m. / 2:00  
Summary:

We reported this national story as the State Attorney General of Maryland announced criminal charges against six City of Baltimore officers involved in the controversial arrest and death of Freddie Gray, an African American man who was detained by a group of white officers. Gray was handcuffed and placed face down in a police van but was not restrained or secured inside. The case set off several days of rioting. This report recapped the circumstances of his arrest and his eventual death, which was ruled a homicide by the medical examiner. The report included interviews with the State Attorney General, several of those who have been protested Gray’s death and a statement from the police officers’ union which insisted the officers are not responsible for Gray’s death.

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

We reported that the City of Inkster hired a new police chief in the wake of the Floyd Dent beating case. This story included an interview with the new “top cop”, Joe Thomas, who vowed to restore the community’s faith in the police department by changing the culture of the police department. We also updated the investigation into the beating of Dent, an unarmed African American man, at the hands of a white police officer. Thomas, who is the former Southfield Police Chief, is black. The ex-Inkster police chief was a white female who resigned in the wake of the controversy.

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

Summary:

We reported that a man was arrested and charged with attacking the manager of a Troy 7-11 convenience store. The story explained that the attack was caught on the store security camera. It shows the man, who appears to be intoxicated, trying to return several empty beer containers so he can buy more. According to the story, the man almost immediately starts to insult the clerk for being Muslim. The situation escalated when the store manager asked the man to leave. Instead, he becomes enraged and is seen on the security tape going behind the counter, and attacking the manager. The store clerk is seen on camera calling 911, and the story includes part of that 911 call and an interview with the Troy police chief. The situation is eventually defused when the 7-11 employees tackled the man and held him until police arrived. The story explained that the man, who is white, is charged with ethnic intimidation for his verbal abuse of the clerk and his physical attack on the store manager.

Program: WDIV Program / Local 4 News at 5  
Dates: June 15  
Time/Duration: 5:00 pm. / 2:00  
Summary:

We reported the national story of a white woman who is claiming she is black. Rachel Dolezal was the president of the NAACP in Spokane, Washington. Dolezal's parents, who are white, claim Rachel Dolezal has been passing herself off as an African American for several years. The story explained that Dolezal resigned from her position with the NAACP after the issue became public and she was criticized for dodging questions about her race and how she handled the controversy. It pointed out that, when pressed by the media, Dolezal would only "admit" to being part of the human race, and that she has always "identified" with African Americans.

Program: WDIV News / Local 4 News at 11  
Dates: June 16  
Time/Duration: 11:00 p.m. / 2:00  
Summary:

We reported that students at Eastern Michigan University pushed for the removal of an "offensive" symbol added to the uniform of marching band members. The story focused on the controversy over the school's old logo of a Native American. It included a person with a painted face and two feathers. Many Native Americans found it disrespectful and in 1991 the school actually removed the logo and changed the school's name from the "Hurons" to the "Eagles." The report explained that the controversy returned because the old logo was added to an inside part of the marching band uniforms. When the uniform is properly closed the logo is not visible. Critics say the design is an underhanded way of using the offensive logo as a way of catering to potential donors, many of whom are older alumni who still identify with the old logo. The story included interviews with students on both sides of the issue and a statement from the marching band.

Program: WDIV News /Local 4 News Today, Local 4 News at 11  
Dates: June 18  
Time/Duration: 5:00 a.m., 6:00 a.m.11:00 p.m. / 5:10  
Summary:

Our coverage began with a live report during the first few hours of what would become an important national story about race and the confederate flag. We reported that in Charleston, South Carolina, a 21-year-old white male was accused of shooting and killing nine people attending a bible study at an historic black church. All of the victims were African American, and police called the attack a hate crime. The gunman sat for about an hour inside the bible study before opening fire on his victims. The report detailed how the accused shooter confessed to the shooting after being caught in North Carolina. It also noted that the killer said he acted because he felt “blacks were taking over and doing too much” in America. The issue of the Confederate flag came to the forefront because police found the flag in several pictures taken by the accused shooter. We then sent WDIV reporter Kimberly Gill to the scene. She traveled to Charleston to cover the events unfolding after the massacre at Emanuel African Methodist Episcopal Church. The live report included interviews with people from several different races who had come to the church to pay their respects for the victims. The story also included an interview with a relative of one of the nine people killed in the attack, who called for calm and applauded the community for not responding in a violent manner. A few days later, we reported that there was controversy over the flying of the Confederate Flag. Due to the huge reaction to the massacre at Emanuel African Methodist Episcopal Church in Charleston, South Carolina their governor was calling for the Confederate flag to be removed from the grounds of the state capitol. It also noted that several businesses, including Walmart, Target, Ebay, and Sears, announced they would stop selling merchandise with the confederate flag.

Program: Flashpoint  
Dates: April 19  
Time/Duration: 10:00 a.m./13:30  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian, addressed issues pertaining to the anniversary of Armenian genocide. Scillian was joined by guests; actor and writer Eric Bogosian, and Robert Fisk, a journalist for the British newspaper, The Independent. The 100<sup>th</sup> anniversary of the Armenian genocide was discussed, specifically the controversy over its classification as a genocide. When posed the question of whether the issue was about more than semantics, Fisk said the event was a very deliberate and systematic killing, which in his opinion classified it as genocide. Bogosian stated that it is important to honor those who died violently, and refusing to acknowledge the act as genocide is dishonoring them. The Armenian genocide was then compared to the Jewish Holocaust; the difference, pointed out by Fisk, is that the German government fully acknowledged the acts of the Nazi party. The guests went on to talk about the motives behind the United States government’s refusal to label it the Armenian genocide. Fisk called it an act of political

cowardice in which the U.S. was afraid to anger Turkey and as a result lose a powerful political ally.

Program: Flashpoint  
Date: May 3  
Time/Duration: 10:00 a.m. /7:43 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian, addressed issues pertaining to race relations during the aftermath of the unrest in Baltimore. Scillian was joined by Lester Spence, an Associate Professor at Johns Hopkins University. The discussion centered on riots against police brutality in Baltimore, which Spence claimed was an issue of the public seeing government as an “illegitimate occupying force” within the city. Spence also said the violent situation could easily take place in cities like St. Louis, Gary, and even Detroit. When asked by Scillian if he could see a path to change, Spence said the media and government attention attracted by the riots also brought attention to those proposing real solutions to the problems on the west side of Baltimore. In response to a question about counter intuitiveness of the riots, Spence asked how anyone could expect people to react to the government, in this case the police, in a non-violent manner when police officers themselves are acting violently. The conversation finished with a discussion of how programs in both Baltimore and Detroit were focused on downtown development rather than the urban areas where the true problems can be found.

Program: Flashpoint  
Date: June 21  
Time/Duration: 10:00 a.m. /11:14 Segment Length  
Summary:

One segment of this locally produced weekly public affairs program, hosted by WDIV News anchor Devin Scillian, addressed issues pertaining to race relations Scillian was joined by; Portia Roberson from the Detroit Ethics and Civil Rights Division, Senior Editor of the Michigan Chronicle, Bankole Thompson, Former Detroit City Council Member Sheila Cockrel, and Nolan Finley, the Editorial Page Director for The Detroit News. The discussion was about race relations in the United States following the Rachel Dolezal identity issue and Charleston church shootings the previous week. Thompson said the Rachel Dolezal scandal brought up the question of whether or not race is an artificial construct. He also said the problem with Dolezal was that she lied, not that she identified with black culture. Cockrel and Roberson agreed that racism was the real issue at hand with the Charleston shootings. Finley replied by asking if the actions of a mentally ill fanatic were really representative of race relations within the United States. Thompson called the shooter a domestic terrorist and a clear racist, and said the public cannot dance around the issue with a mental health argument. Roberson wrapped up the topic by saying the American society is not post-racial as some people claim, and that race is still a big issue for the country. The segment ended with all four guests agreeing that Detroit Police Chief James Craig’s proposed four-night curfew for young adults was

a poor law enforcement strategy and a bad way to improve the relationship between citizens and the police.

## **CULTURAL AFFAIRS & COMMUNITY RELATIONS**

Program: WDIV News  
Dates: May 13, 14, 21. June 3, 4, 13, 14, 16, 17, 18, 19, 20, 21, 22, 23  
Time/Duration: All Newcasts/48:15 total length  
Summary:

WDIV was the official station for the 2015 Ford Fireworks on the Detroit Riverfront. In the days leading up to event, a team of reporters handled the coverage. Steve Garagiola took viewers behind the scenes of the barges where the actual fireworks launch. Mara MacDonald was live on Belle Isle where watchers gathered for the first time since Michigan State Police took over patrol of the island. The WDIV meteorology department closely watched the forecast which called for storms and was able to safely provide the fireworks producers key information about the best time for the display in order to keep visitors to the city safe. The station also showcased the contestants in the Super Singer contest that takes place each year on the broadcast of the fireworks. WDIV also covered a proposal for a controversial curfew in the community for the days surrounding the event; it was eventually rejected and a curfew was in place for the night of fireworks only. It was a peaceful event downtown.

Program: WDIV News / Local 4 News at 4 & 5  
Dates: June 12  
Time/Duration: 4:00 p.m., 5:00 p.m./5:15 total length  
Summary:

WDIV profiled a group that helps organizations and schools in need called "Life Remodeled." Last year it was Cody High School. This year, WDIV's Chuck Gaidica showed the work being done at Osborn High School in Northeast Detroit. Students were being forced to learn in substandard conditions: large holes in the ceilings, persistent dripping as students walked the halls, and a decades-old roof. The group rehabbed the gym and the cafeteria. The front office and the library will still have to be renovated. Chris Lambert from "Life Remodeled" said they chose Osborn because the school had so much potential. Life Remodeled then moves to change the entire area four and a half square miles around the school. The organization is run on donations only in an effort to give kids in the inner-city a chance.

Program: WDIV News /Live in the D, Local 4 News at 5  
Dates: April 2, 9, 10, 12, 16, 17, 23, 24, 29, 30. May 1, 12, 14, 15, 19, 21, 22, 24, 25, 28, 29. June 8, 9, 11, 12, 14, 18, 21, 22, 25, 26.  
Time/Duration: 11:00 a.m. / 5:00 p.m. / 1:12:25 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.” Highlights this quarter included: a librarian’s daughter whose mission is to keep books from becoming a thing of the past, a program called “Soccer for Success” aiming to expose the sport to inner city kids, a woman whose near-death experience encouraged her to focus her life on helping others, and mentors who are devoting time to providing students one-on-one learning sessions. These pieces are also scheduled to air every Sunday morning at 10:30 a.m. following our Flashpoint program.

Program: WDIV News /Live In The D, Local 4 News Morning  
Dates: April 5, 7, 12, 14, 19, 20, 21, 26, 28. May 3, 5, 10, 12, 17, 19, 26, 31. June 2, 7, 9, 14, 16, 21.  
Time/Duration: 5:00 a.m., 11:00 a.m./1:32:15 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. WDIV Photojournalists Alex Atwell shoots and puts these together strictly from the pictures and the words of the subjects he interviewed. This quarter he focused on these topics among others: a local man with a unique link to the Harlem Globetrotters, a woman using old seatbelts for a new fashion statement, a group planting trees on abandoned properties, a Detroit artist with metal sculptures on display for free in the Cass Corridor and a look underneath the Belle Isle Fountain as it’s turned on the for the summer.

Program: WDIV News / Local 4 News at 5 & 11  
Dates: May 22, 23  
Time/Duration: 5:00 p.m., 11:00 p.m./5:55 total length  
Summary:

WDIV reported on a community effort to help teens go to prom with most of the aid coming from the local police department. The prom is a big deal to most high schools students but the road to getting there can cost a lot. Shoes, clothes, hair, earrings and dinner can add up, quickly. “Some rent limos and party busses and come together in large groups and obviously I think dresses are a little more expensive than the tuxedos but yeah, it can be quite expensive,” said Milford High School Principal Kevin McKenna. So to help with some of the financial burden, Milford Police decided to raise money to help students in need get to the prom. They contacted local businesses and asked them to donate various services and necessities such as flowers, transportation, make-up and even the tickets were taken care of for students who couldn’t afford it. WDIV spoke to Joseph Walsh who is a student at Milford High School. He says he worked two jobs to help with the cost of prom. “All together it ends up being kind of expensive you know,” said Walsh. It was shown as a great example of how the community and law enforcement can work together to accomplish a common goal with positive results.

Program: Care and Hope – Proud Detroit Exports. (Encore Presentation)

Date: May 22  
Time/Duration: 8:00pm/60:00  
Summary:

WDIV rebroadcast this important locally produced special. Last September, WDIV Health Reporter Frank McGeorge and Executive Produce Ro Coppola traveled to Kenya with a group of metro Detroit medical providers to give an inside look at the giving spirit alive in Detroit. Kenya Relief is a non-profit group that organizes medical missions to the impoverished area of Migori Kenya. Although volunteers come from across America and the world, Detroit consistently provides the most comprehensive teams. Surgeons, anesthesiologists, nurses, and other medical professionals volunteer time out of their schedules and pay their own way to travel thousands of miles to provide medical care. The hour long special “Care and Hope – Proud Detroit Exports” explores the reasons they go and the challenges they face bringing cutting edge medical care to a third world country. Part of the story is told through the journey of a young orphan named Enoch. Watching the hurdles he overcomes with the help of metro Detroiters helps put perspective on any problems we have.

Program: The Ford Fireworks  
Dates: June 22  
Time/Duration: 7:00 p.m. / 3:00:00  
Dates: June 27  
Time/Duration: 9:00 p.m. / 2:00:00 (rebroadcast)  
Summary:

WDIV is the official broadcast partner for the Ford Fireworks. Annually we produce a 3 hour prime time special. This year, threatening weather for our region impacted show plans and our weather forecasters worked with the producers to move the Fireworks time up by one hour so as to be able to disperse crowds from downtown prior to the worst of the storms. Throughout the day we kept viewers apprised of the track of the storms so they could make plans. The special included our annual local Super Singer competition. We also highlighted “Michigan Sparklers” which are short tape profiles of local businesses and their leaders who are doing work that is above and beyond.

Program: WDIV PSA /MAB – Volunteer  
Dates: April - May  
Time/Duration: General Rotation/ 1x :30  
Summary:

This PSA from the Michigan Association of Broadcasters is meant to raise awareness of the opportunities to volunteer with a number of organizations, doing a variety of different kinds of work in the community.

Program: WDIV PSA /Pewabic Garden  
Dates: May - June  
Time/Duration: General Rotation/ 1x :30

Summary:

This WDIV-produced PSA is for the nonprofit arts studio Pewabic Pottery. It invites viewers to attend the annual fundraising Garden Show at the historic establishment.