

*July – September 2023*  
**DESCRIPTION OF PROGRAMS PROVIDING MOST  
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

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

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.

LIVE IN THE D	Monday – Friday	11:00-12:00PM
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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 9:00-11:00p 7-7, 7-14, 7-21, 7-28, 8-4, 8-11, 8-18, 8-25, 9-1, 9-29

Friday 10:00-11:00p 9-8, 9-15, 9-22

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

TODAY SHOW	Monday-Friday	7:00-10:00AM 10:00 AM-11:00 AM
TODAY SHOW SATURDAY	Saturday	9:00-10:30AM
TODAY SHOW SUNDAY	Sunday	9:00-10:00AM

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. Currently, stories about Coronavirus and all that impacts, top our daily coverage.
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**

**Dates:** July 25

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/5:15 total length

### **Summary:**

WDIV did a report card six months after Governor Whitmer's State of the State address and whether or not she held up her promises. As Devin Scillian reported, even Michigan Gov. Gretchen Whitmer's detractors have to admit she managed to accomplish most of the objectives she laid out in her State of the State address back in January.

He traveled to Sutton's Bay to sit down with the governor. Whitmer is getting a lot of national attention at the moment. *The New Yorker* profiled her in a piece titled "How Gretchen Whitmer Turned Michigan into a Democratic Stronghold" last week. More than a few Democrats might suggest it's a little early for dancing in the end zone, despite the Michigan GOP's current disarray.

**Dates:** August 10, 16, 17, 21, 22, 23, 24, 28, 29, 30. September 4, 5, 6, 7, 8, 9, 13, 41, 15, 16

**Program:** WDIV News

**Time/Duration:** All Newscasts/29:15 total length

### **Summary:**

WDIV reported a jury acquitted three men in the last trial connected to a plan to kidnap Michigan Gov. Gretchen Whitmer, a scheme that was portrayed as an example of homegrown terrorism on the eve of the 2020 presidential election. William Null, twin brother Michael Null and Eric Molitor were found not guilty of providing support for a terrorist act and a weapon charge. They were the last of 14 men to face charges in state or federal court. Nine were convicted and now five have been cleared.

The Nulls and Molitor were accused of supporting leaders of the plan by participating in military-style drills and traveling to see Whitmer's vacation home in northern Michigan. The key players, Adam Fox and Barry Croft Jr., were convicted of a kidnapping conspiracy last year in federal court.

**Dates:** September 18, 19

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6am, 5pm/4:15 total length

### **Summary:**

WDIV reported nearly every homeowner in Detroit could see their property taxes reduced by 17% on average under the Land Value Tax Plan. Detroit Mayor Mike Duggan explained the

measures at a District 2 meeting. Under the plan, the city would increase the taxes on land throughout the city. Owners of abandoned buildings would see a 100% increase, while parking lot and scrap yard owners would see their taxes go up by 50%.

Robin Whitelaw attended the meeting to hear about the Land Value Tax Plan.

“I wanted to see if it would be beneficial to me and save me some money,” said Whitelaw.

Whitelaw has been a homeowner in Detroit for nearly 20 years. If passed, she says the savings could help with her utilities.

Duggan noted in some cases how homeowners have been paying more in property taxes than abandoned property owners.

In November, the Detroit City Council will authorize the measure making it to the February ballot.

If voters pass it, they’ll see property tax cuts in July 2025. For the 9,000 homeowners with an NEZ, the tax cut will go into effect when their NEZ expires.

**Dates:** August 10, 11

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6am, 5pm/4:30 total length

**Summary:**

WDIV reported officials announced a \$203 million affordable housing plan to address housing insecurity in Detroit. The plan was created over several weeks in meetings between Detroit Mayor Mike Duggan, councilmembers Mary Waters, Angela Calloway, Latisha Johnson and Detroit housing staff.

The plan includes turning long-vacant apartment buildings and Land Bank homes into affordable rental housing, creating additional housing support resources, mortgage down-payment assistance to increase home ownership and more.

The \$203 million investment is for 2022 and is on top of affordable housing initiatives announced in the past. It does not include future annual allocations for affordable housing and preservation in Detroit.

**Dates:** August 30

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/3:15 total length

**Summary:**

WDIV reported Mayor Mike Duggan and his team are busy tackling a variety of community issues. New parks, affordable housing, cleaner neighborhoods and cracking down on crime are among some of the important projects the mayor and city staff are juggling right now.

Even with a lot of community programs and progress in some areas, there are still some residents across the City of Detroit asking, “What about my neighborhood?”

Mayor Duggan granted WDIV-TV Anchor/Reporter Demond Fernandez a rare one-on-one interview this week. The topic was community initiatives.

The mayor said he grew up in the City of Detroit and still sees it through the eyes of a kid. It's that sense of optimism about what Detroit could be, or get to, that Mayor Duggan said keeps him focusing on the people. Some may call that his sense of grit.

"Detroiters watched as everything was taken away. The auto plants moved out. Movie theaters moved out. The restaurants moved out," Duggan explained.

Despite those challenges, a lot of people stayed in the city. So, during his time in the Mayor's office, Duggan said he's been working for and welcoming opportunities to help Detroiters bring their neighborhoods back.

"The neighborhoods that are coming back fastest are the neighborhoods with strong block clubs and neighborhood associations," Duggan explained.

The mayor and his team point to the city upgrading more than 200 local parks, building new commercial corridors, and adding streetscapes as signs of progress. There's new energy and momentum, he said, in areas including East Warren, West Warren, Kercheval & Van Dyke, Livernois, West McNichols, Rosa Parks, and other neighborhoods.

Duggan said he recognizes vacant homes are an issue across the city. He and other leaders have been focusing on getting those dangerous properties removed, rehabbed, or reoccupied.

**Date:** 7/16/23

**Program:** Flashpoint

**Time/Duration:** 10:40

**Summary:**

Republican Representative John James from Michigan's 10<sup>th</sup> district was the guest, to reflect on his first six months in office. As a combat veteran, he talked about the National Defense Authorization Act passing the House with social issues inserted into the military funding. He said he was glad funding for Selfridge Air National Guard Base was included in the bill. James said the U.S. has an interest in stopping the "growing sphere of influence" of communism from Russia and China, but that has to be balanced by reasonable spending on the effort. He defended his decision to support Donald Trump in the 2024 election, saying Trump is most closely aligned with his district. James also said he thinks abortion should be a matter for states to decide, not a national law.

**Date:** 8/6/23

**Program:** Flashpoint

**Time/Duration:** 22:35

**Summary:**

The roundtable guests were Detroit Free Press editorial page editor Nancy Kaffer, Detroit News editorial page editor Nolan Finley, former speaker of the Michigan House Tom Leonard and political consultant Mario Morrow. Former president Donald Trump was arraigned on his third indictment this past week, and the group gave their opinions on the challenges of winning this case because it requires proving intent. They also discussed the Michigan connections in the legal aftermath of the 2020 election, including the 16 Michigan Republicans charged with being "fake electors", and the three Michigan Republicans charged with tampering with a vote tabulator. Leonard predicted that the state party will recover over the next few years, but Finley disagreed, saying they don't have the infrastructure or funding they had in the past. Kaffer and

Finley talked about the danger of losing a push-pull dynamic in Michigan without a viable Republican party, and how damaging that is for political discourse in the state. Each roundtable member predicted whether Trump would participate in the first Republican debate in a couple weeks, and everyone thought he would because the format plays to his strengths. A new study showed Michiganders are sicker and die a year sooner than many other Americans. Leonard and Morrow attributed it to poverty in the state. Kaffer blamed the lack of health care workers in part because people don't seek out care in the way they should. The group talked about the aggressive demands the UAW leadership is making of the Detroit automakers, and whether it's likely that they will actually achieve much of what they want. Morrow said he's a union supporter, but he still thought the demands for things like a 46% raise and a 32-hour work week go too far.

**Date:** 8/13/23

**Program:** Flashpoint

**Time/Duration:** 11:14

**Summary:**

The roundtable guests were pollster and analyst from Mitchell Research and Communications Steve Mitchell, Detroit News assistant editorial page editor Kaitlyn Buss, Michigan Radio political director Zoe Clark and political consultant Adolph Mongo. Two Democratic Michigan state representatives are running for mayorships, and if they win in November Democrats will lose their thin majority in Lansing. Buss said Democrats have been passing their agenda items very quickly so they will have already made an impact if and when they lose power at least temporarily. The next topic was whether Democrats should move up the Michigan primary to earlier in the year if it means disenfranchising the state's Republicans in the process. Mongo said that's too bad for Republicans because it's important for a more diverse state like Michigan to have a say in the process. The group also talked about the fact that the country is barreling toward a rematch of the 2020 presidential election.

**Date:** 8/27/23

**Program:** Flashpoint

**Time/Duration:** 10:33

**Summary:**

The roundtable guests included Detroit News editorial page editor Nolan Finley, Michigan Rising Action executive director Abby Mitch, attorney Terry Johnson, and former Speaker of the Michigan House Randy Richardville. The segment was all reaction to the first Republican debate, which was held this past week. They each named who they thought was the 'winner' of the debate, with a couple people choosing Gov. Nikki Haley. The group talked about the audience for this debate, and the impact made by the splashiest candidate Vivek Ramaswamy. They discussed how these first debates are meant to appeal to Republican die-hards, but average voters are not even paying attention yet. Richardville said no one is trying to appeal to the people in the 'middle' yet except for perhaps Haley. The group also noted that Ron DeSantis did not do himself any favors with his sour demeanor.

## **AUTOMOTIVE INDUSTRY**

**Date:** 7/12/23

**Program:** Local 4 News

**Time/Duration:** 5am/1:30

**Summary:**

The report was an early sign that the contract talks between the United Auto Workers and Detroit's car companies would not be anything like years past. The story touched on comments by UAW President Shawn Fain which included Fain's promise not to do the "traditional handshake" with automaker CEOs until a deal was reached. The report also took an early look at the demands the union was expected to make.

**Date:** 7/12/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:45

**Summary:**

A repeat problem linked to the Stellantis plant in Detroit is showing up again. The report covered the issue of a foul odor coming from the plant located on Mack Avenue on Detroit's East side. The story included interviews with residents in the area who say the odor is strong and, unfortunately, becoming all too common. The homeowners also said the odor was burning their eyes and making it hard to breathe. The report noted Stellantis has installed new equipment designed to cut down on the odor.

**Date:** 7/17/23

**Program:** Local 4 News

**Time/Duration:** 11pm/:30

**Summary:**

Ford Motor Company is slashing prices on one of its most popular vehicles. The story covered the automaker's decision to lower the sticker price for the F-150 Lightning electric pickup. The report noted the price is being cut by several thousand dollars. The story also mentioned recent sales of the F-150 Lightning more than doubled in the second quarter of the fiscal year.



**Date:** 8/1/23

**Program:** Local 4 News

**Time/Duration:** 5pm/1:30

**Summary:**

Local 4 Business Editor and auto expert Rod Meloni did a story about the self-driving cars which are being tested in the City of Detroit. The story noted the self-driving cars would be used as shuttles to transport people to various appointments. The testing would cover at least a one-year period and could be extended. The report included interviews with drivers and a city official who stressed there would always be a person in the driver's seat, ready to take over in the event something went wrong. The reaction from those interviewed was mixed, some expressing confidence in the program others opposed due to safety concerns.

**Date:** 8/1/23

**Program:** Local 4 News

**Time/Duration:** 6pm/:30

**Summary:**

Lower costs result in higher demand. The story highlighted Ford's move to restart the plant which produces the electric F-150 Lightning pickup. The report stated the plant had been closed for about six weeks for upgrades, and that a recent move to lower the cost of the pick-up created a spike in orders. The least expensive version of the truck now starts at about \$50,000.

**Date:** 8/15/23

**Program:** Local 4 News

**Time/Duration:** 5pm/1:30

**Summary:**

The story covered the upcoming strike authorization vote by Ford, Stellantis, and General Motors workers represented by the United Auto Workers. The report included interviews with UAW President Shawn Fain and an auto expert who talked about the potential sticking points in the current contract talks and the possible impact of a strike.

**Date:** 9/6/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:15

**Summary:**

The story looked at the status of contract talks between the United Auto Workers and Detroit's car companies -Ford, General Motors and Stellantis. The report noted the deadline for the threatened strike was now just 7 days away. An auto analyst was interviewed for the story. The report also included a statement from UAW President Shawn Fain.

**Date:** 9/6/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:45

**Summary:**

The North American International Auto Show is one of the highlights of the year for the auto industry. The story looked at the final preparations taking place for this year's show. It included an overview of what would be new and also included information on the number of companies taking part. The Detroit Auto Show Chairman Thad Szott was interviewed for the story.

**Date:** 9/15/23

**Program:** Local 4 News

**Time/Duration:** 4:30am-7am/16:00

**Summary:**

The story covered the opening hours of the United Auto Workers' strike against Detroit's car companies. It noted the walk out was history making, as the union struck all three companies – Ford, Stellantis, and General Motors – all at the same time. The coverage included live reports from two reporters, one outside a plant in Wayne, Michigan, and the other outside a plant in Toledo, Ohio. The reports included statements from the car companies and interviews with workers on the picket lines. The reports also included reaction from Michigan lawmakers and Michigan's governor.

**Date:** 7/9/23

**Program:** Flashpoint

**Time/Duration:** 7:05

**Summary:**

The guest was Autoline founder and editor John McElroy. He came to talk about Toyota's recent announcement that they will soon have a solid-state battery that charges in 10 minutes and has a 750-mile range. McElroy explained what solid-state batteries are, and why Toyota is suddenly so interested in the technology after years of appearing not very excited about EVs. They talked about how so-called "range anxiety" is subsiding, but people are now worrying more about how long it takes to charge vehicles at public stations. McElroy also explained the technology behind iron-phosphate batteries, which eliminate the need for minerals that China and other difficult countries control. They wrapped up by discussing how important it is to reduce U.S. reliance on China for future technologies.

**Date:** 7/16/23

**Program:** Flashpoint

**Time/Duration:** 12:13

**Summary:**

The roundtable guests were Dr. Jeff Rightmer, a professor of global supply chain in the business school at Wayne State University, Detroit News business columnist Daniel Howes and the president and CEO of the Detroit Regional Chamber Sandy Baruah. The topic was the UAW negotiations being undertaken by the union's new president Shawn Fain, who has indicated he will have a more aggressive style. They seemed to agree to at least one strike, and maybe more are imminent, and Rightmer talked about the impact that would have on the supply base. The group talked about how the switchover to electric vehicles will impact the business, especially since China is leading the competition. Finally, they discussed whether automotive company management or the workers have the better case in the end.

**Date:** 8/13/23

**Program:** Flashpoint

**Time/Duration:** 11:21

**Summary:**

Detroit News business columnist Daniel Howes and Autoline founder John McElroy talked about the state of UAW negotiations with the Detroit 3 automakers thus far. This past week, UAW president Shawn Fain made a video of himself throwing Stellantis' latest proposal in the garbage. Howes and McElroy agreed that Fain's tactics are working for members and putting the automakers on their heels. They also agreed that demands like a 32-hour work week and additional vacation time are eye-popping and unlikely to go anywhere but they might scare the automakers into acquiescing on other things. The guests described challenges like increasing competition with Chinese manufacturers, and modernized assembly procedures being pioneered by Tesla which require many fewer workers to build vehicles. They talked about how AI will impact automotive manufacturing in the near future, and finally McElroy and Howes both

predicted that the UAW is heading toward a strike against at least one of the Detroit automakers next month at the negotiation deadline.

**Date:** 9/10/23

**Program:** Flashpoint

**Time/Duration:** 8:53

**Summary:**

WDIV business editor Rod Meloni and business professor from Wayne State University Marick Masters were the guests talking about what's likely to happen when the UAW contracts with the Big 3 automakers expire next week. Meloni described UAW president Shawn Fain's unusual, aggressive, public negotiating style and Masters talked about the biggest sticking points between the companies and the unions. The North American International Auto Show starts next week, and they talked about the bad optics of glamorous executives in tuxedos and gowns at the same time workers are striking for higher pay. Meloni and Masters each shared what they will be listening for over the next days of negotiations that might indicate any progress.

**Date:** 9/17/23

**Program:** Flashpoint

**Time/Duration:** 9:28

**Summary:**

WDIV business editor Rod Meloni gave an update on the UAW strike underway at one local assembly plant. Then Rep. Debbie Dingell talked about the White House's role the negotiations and whether the Biden administration should have a place at the table. She put the blame on business for not raising wages enough after workers made concessions a decade ago due to automakers' bankruptcies. Dingell said this is not an environmental issue or a battery/electric versus conventional internal combustion engine fight.

**Date:** 9/17/23

**Program:** Flashpoint

**Time/Duration:** 10:10

**Summary:**

The roundtable guests were Autoline founder and host John McElroy, President and CEO of the Detroit Regional Chamber Sandy Baruah, and the transportation editor for Axios Joann Muller. They predicted how long they thought the strike would last, with guesses ranging from two weeks to much long. The guests agreed the greatest economic impact would be here in southeast Michigan and Baruah feared that no matter the outcome, one result would be less interest in bringing manufacturing jobs to Michigan. They talked about the UAW president Shawn Fain's next move will be to pressure the automakers, and McElroy described what the companies could do as a reaction that would affect more peoples' jobs than the current targeted walkout. The experts also compared the war chests that each entity has on hand to pull from, and how quickly this disruption will screw up the global supply chain. Muller talked about what all this means for the long-term competition with new companies like Tesla.

**Date:** 9/24/23

**Program:** Flashpoint

**Time/Duration:** 10:58

**Summary:**

The roundtable guests were WDET radio host of “Detroit Today” Stephen Henderson, Crain’s Detroit Business reporter Kurt Nagl and MICHAuto executive director Glenn Stevens. They talked about where the UAW negotiations stand currently, especially in light of the deal made by the Canadian union. Henderson wondered what other options the UAW had other than striking when they see executive compensation and corporate profits skyrocket. Nagl made the point that automakers are trying to transition to electric vehicles, which will pose major competitiveness problems for them from foreign companies and Tesla. They gauged public sentiment, saying that it is with the workers for the time being, but that tide is likely to turn with time if they see the union reject more offers.

**HEALTH & PUBLIC WELFARE**

**Dates:** July 7, 14, 28. August 11, 18, 20, 25. September 1, 7, 13, 21, 24, 29

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5am, 5pm, 6pm/29:50 total length

**Summary:**

Medical 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. In July, poor air quality due to Canadian wildfires continued to cause significant breathing problems in all ages, especially in those with pre-existing lung conditions like asthma, allergies and COPD. Summer conditions such as poison ivy, swimmer’s ear, tick exposures, and infected bug bites also increased. In August, local doctors and hospitals began reporting noticeable upticks in cases of Covid 19. The Henry Ford Go-Health Urgent Cares reported their number of Covid positive cases increased nearly ten-fold from week to week in mid-August. Symptoms related to ragweed allergies also rose quickly, and pediatricians reported an increase in children with pink eye and stomach viruses. In September, upper respiratory infections in general rose dramatically. Every hospital reported significant increases in Covid specifically, along with growing concern about Covid amongst patients. Sore throats, bronchitis, and fall allergies were reported in high numbers as well.

**Dates:** August 1, 21, 31. September 23, 26

**Program:** WDIV News

**Time/Duration:** 5am, 6am, 4pm, 5pm, 6pm, 11pm / 7:05 total length

**Summary:**

Respiratory syncytial virus, or RSV, is a common respiratory virus that generally causes mild, cold-like symptoms. But RSV can be very dangerous for infants and older adults. Medical reporter Dr. Frank McGeorge reported on two new vaccines designed to protect those groups from complications of RSV. The FDA approved a shot called Abrysvo that

generates the production of antibodies in pregnant women that are then transferred through the placenta to the baby in the womb. The CDC recommended the vaccine for expectant mothers at 32 to 36 weeks gestation to protect newborns from RSV. Dr. McGeorge reported studies found the vaccine lowered the risk of severe RSV by 91 percent in the first three months after birth. The FDA also approved two RSV vaccines for adults aged 60 and older: Abrysvo, by Pfizer, and Arexvy, by GSK. According to the American Medical Association, RSV causes up to 160,000 hospitalizations and 10,000 deaths in adults over 60 each year. Anchor Kimberly Gill reported on a poll conducted by the University of Michigan that found nearly two-thirds of older adults were interested in being vaccinated against RSV, but only 52 percent were aware of the new vaccines before participating in the survey. "All of this underscores the need to get information to people and make sure people know how to protect themselves against severe RSV," said lead researcher Dr. Preeti Malani.

**Dates:** July 18, 21. August 14

**Program:** WDIV News

**Time/Duration:** 5am, 5pm, 6pm / 15:00 total length

**Summary:**

A teacher in Clarkston gave a coworker's son a lifesaving gift. Medical reporter Dr. Frank McGeorge reported that Dennis and Pam Klenow of Clarkston have always known that their 19-year-old son Adam would likely need a kidney transplant someday, but they were shocked to learn that neither of them, nor any of their immediate family members, were a match. Dennis Klenow teaches third grade at Independence Elementary School in Clarkston. He asked the Clarkston Community Schools district if they would be willing to send out an email sharing their situation. More than a dozen of his colleagues volunteered to be tested. Teacher Jessica Sorensen was a perfect match. In June, Sorensen donated her kidney to Adam Klenow. Local 4 cameras interviewed Sorensen before her surgery and followed her kidney as it was transported from Henry Ford Hospital to Children's Hospital where it was successfully transplanted into Klenow. Doctors said the gift highlighted the importance of living donor donations. Receiving a kidney from a living donor has several advantages for the recipient. The surgery can occur before the recipient becomes too sick. The kidney itself may be healthier and will likely last longer too, which is especially important for young recipients like Klenow. In August, reporter Paula Tutman shared an update on Sorensen and Klenow as they were honored by Gift of Life of Michigan and raised the Gift of Life flag in front of Children's Hospital.

**Dates:** August 14, 15, 16, 20. September 11

**Program:** WDIV News

**Time/Duration:** All newscasts / 16:25 total length

**Summary:**

Blood supplies often run low during the summer months when regular blood donors go on vacation and high schools and colleges aren't in session to hold blood drives. But in September, the American Red Cross declared a national blood emergency. Medical reporter Dr. Frank McGeorge reported several factors were to blame including one of the busiest travel seasons on record and multiple extreme weather events. "The impact of Hurricane Idalia was significant. It cost hundreds of blood and platelet donations to go uncollected, which compounded over a

shortfall of about 30,000 donations just in the month of August,” said Mary Lynn Foster, Regional CEO, American Red Cross Michigan Region. McGeorge reported blood supply levels fell nearly 25 percent from early August, leaving the Red Cross to urgently ask Americans to donate blood to raise levels described as “critically low.” McGeorge reported on the importance of donated blood to children fighting cancer including 11-year-old Stephen Hohausser of Rochester and 14-year-old Tyler Trotto of Macomb Township. McGeorge also reported live from blood drives held in conjunction with Gardner-White Furniture to help ease the shortage.

**Dates:** August 31, September 3

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5 pm, 11pm / 8:45 total length

**Summary:**

Plastic pollution is increasing in our oceans, our food supply and even our own bodies. One major source of plastic waste is hospitals, but recycling items in a hospital is not as simple as just remembering to put them in a bin. Medical reporter Dr. Frank McGeorge reported that health care systems in the United States generate 5.9 million tons of waste per year. About 25 percent of that is plastic, and the vast majority is not recycled. To try and reduce that waste, U of M Health launched a recycling pilot program at C.S. Mott Children's Hospital and the Von Voigtlander Women's Hospital.

The OR staff has been trained to identify which items can be recycled, including the "blue wrap," plastic packaging, pans, gowns and shoe covers. Any items contaminated with blood or other fluids can't be recycled, but most of the plastic in the OR is not contaminated. U of M's six-month pilot program collected 2.64 tons of medical plastic -- all of which would previously have ended up in a landfill. U of M launched a permanent recycling program in the pilot hospitals this fall and plans to expand it to other parts of the health system in phases. "We all have a responsibility as a community to do whatever we can," said Tony Denton, the chief environmental, social and governance officer for University of Michigan Health. "There's way too much going on with extreme weather events. Whatever we can do, we should sustain our planet for current and future generations."

**Dates:** September 19, 20

**Program:** WDIV News

**Time/Duration:** Noon, 5pm / total length 3:35

**Summary:**

In a surprise move, the Food and Drug Administration chose not to approve a needle-free alternative to epinephrine injectors like the EpiPen. Medical reporter Dr. Frank McGeorge reported on the reasons behind the decision and the need for a needle-free alternative. It is estimated that up to 10 percent of the population has a significant food allergy, and millions of people carry an EpiPen or similar epinephrine injector to treat life-threatening allergic reactions. Still, a substantial number of people do not regularly carry an EpiPen or express hesitation about giving a shot to themselves or a child suffering anaphylaxis. The new product called “Neffy” is an epinephrine nasal spray that delivers an equivalent amount of epinephrine into the nose. This FDA’s advisory committee voted in May to recommend approval of the drug

in children and adults, but the FDA agency told drugmaker ARS Pharmaceuticals that it needed to conduct another study on the drug. The drugmaker said, "The FDA requested completion of a pharmacokinetic/pharmacodynamic study assessing repeat doses of Neffy compared to repeat doses of epinephrine injection product under allergen-induced allergic rhinitis conditions to support approval." The drugmaker plans to complete those studies and resubmit its application as soon as possible.

**Date:** 7/2/23

**Program:** Flashpoint

**Time/Duration:** 10:47

**Summary:**

The discussion about young people and social media continued with three experts on the subject: clinical psychologists Dr. Donna Rockwell and Dr. Rose Moten, and the Director of Children's Initiatives at the Detroit Wayne Integrated Health Network Cassandra Phipps. They talked about why the brain gets addicted to scrolling social media, especially young brains. They also debated whether exposure to social media is a bad thing overall for younger people, saying there are pros and cons that parents need to be aware of. Each of the experts shared ways to limit the time children spend on screens, because more time tends to lead to more depression. They also discussed the importance of prioritizing the cultivation of real-life, in-person relationships to help balance out the perceived importance of online exposure.

**Date:** 9/3/23

**Program:** Flashpoint

**Time/Duration:** 14:16

**Summary:**

A roundtable of experts talked about the state of Michigan's marijuana industry. They were Local 4 medical reporter Dr. Frank McGeorge, Crain's Detroit Business senior reporter Dustin Walsh, cannabis company Qulture owner Anqunette Sarfoh, and the co-owned of cannabis company Primitiv, Rob Sims. Walsh's recent report showed that Michigan is the biggest marijuana market in the country per capita. Sims discussed how the business side is going since prices plunged, and Sarfoh talked about the de facto end of medical marijuana since recreational is easier for everyone. McGeorge described how unregulated the products are, which can be dangerous when people try to dose themselves. He also talked about an uptick in accidental ingestions because more products are out in the world. Sarfoh and Sims both agreed that the fact that marijuana is illegal at the federal level creates problems for legitimate business owners. Each guest shared their opinion about whether there should be more regulation in the marijuana industry.

**Date:** 9/10/23

**Program:** Flashpoint

**Time/Duration:** 7:06

**Summary:**

Immunologist and Ruth Dow Doan professor at the University of Michigan Dr. James Baker was the guest to talk about COVID and other health concerns as fall approaches. He recommended



continuing to test for COVID when people feel sick but remember that flu and RSV will also be prevalent in the coming months so it may be smart to go to a doctor for testing. Baker explained the updated COVID vaccine, as well as the timing and composition for flu and RSV vaccines and who should get them. He also touched on how much insurance is likely to cover and how that may play into peoples' decision-making process.

**Dates:** August 10 -17  
**Program:** Gardner White Blood Drive  
**Time/Duration:** General Rotation/ 1x :30, 1x :15

**Summary:**

These WDIV-produced PSAs alert viewers to the constant need for blood donations in our area. WDIV, the American Red Cross, and Gardner White Furniture team up for blood drives that save countless lives. This one ended on 8/17/23.

**Dates:** July  
**Program:** Ad Council – Denial, DoTheVapeTalk  
**Time/Duration:** General Rotation/ 2x :30

**Summary:**

These Ad Council PSAs give parents advice about talking to their children about the dangers of vaping and nicotine addiction that comes along with it. They tell parents to be relatable and not in denial when dealing with kids.

**Dates:** July - September  
**Program:** AFA – Alzheimer's  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This PSA from the Alzheimer's Foundation of America describes some of the resources available to families that find themselves caregiving, and shares ways to support the organization itself.

**Dates:** July - September  
**Program:** CCF – Spill Your Guts, Maria  
**Time/Duration:** General Rotation/ 2x :30

**Summary:**

These PSAs from the Crohn's and Colitis Foundation talk about the undiagnosed symptoms of inflammatory bowel disease and how important it is to find a specialist who can help.

**Dates:** July, September  
**Program:** Ad Council – Any Questions  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA shows children talking about how safe and effective the kid-size doses of the COVID-19 vaccine are, and that 5.5 billion people have gotten the doses.

**Dates:** July - September  
**Program:** McGeorge – Move, Teeth, Doctor  
**Time/Duration:** General Rotation/ 3x :30, 3x :15

**Summary:**

These WDIV-produced PSAs feature Local 4 Medical Reporter Dr. Frank McGeorge with various health messages aimed at children. Topics include brushing teeth, getting a shot at a check-up, and moving around more often.

**Dates:** July - August  
**Program:** Race for the Cure  
**Time/Duration:** General Rotation/ 1x :30, 1x :15

**Summary:**

These WDIV-produced PSAs invite viewers to participate in this year's Komen Michigan Race for the Cure on Belle Isle Sunday, October 8th. The money raised goes to fund research and help people affected by breast cancer.

**Dates:** July - August  
**Program:** SAMHSA – By Your Side, Keeping Our Kids Safe  
**Time/Duration:** General Rotation/ 2x :30

**Summary:**

These PSAs from the Substance Abuse and Mental Health Services Administration tell parents about the importance of talking to their children about underage use of alcohol, prescription drugs and vaping. They explain the dangers and benefits of an open dialogue.

**ECONOMIC WELFARE OF METROPOLITAN REGION**

**Date:** 7/25/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:30

**Summary:**

The Heat and Warmth Fund (THAW) is now offering a program to help keep the water running. The story covered a program from THAW which provides financial assistance to homeowners struggling with high water bills. The report included interviews with local homeowners and the executive director of THAW. It also listed the eligibility requirements for the program.

**Date:** 7/26/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:50

**Summary:**

Local 4 Business Editor Rod Meloni did a story about the impact of high interest rates. He explained how many consumers are doing one of two things: cutting back on large purchases or making the purchase and cutting back on spending in other areas of the economy. The report used a car purchase as an example, pointing out interest rates on a loan for a new vehicle are up two percent, and three percent higher for a used vehicle. A financial expert was also interviewed and pointed out the high interest rates were factors in a drop of overall spending.

**Date:** 8/1/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:45

**Summary:**

The report covered the legal fight over a plan that reduces auto insurance for Michigan drivers. The story explained the key point of contention was the plan to lower coverage for those who suffered from a catastrophic injury. It explained which claimants would and would not be impacted by the change. The report also included an interview with a spokesperson from a state-wide home care-givers association, who talked about the financial impact on both the workers and the individuals who need the care. A caregiver was also interviewed and said providing care is both financially and emotionally draining.

**Date:** 8/28/23

**Program:** Local 4 News

**Time/Duration:** 5pm/1:30

**Summary:**

There is a project underway in Detroit's North End which addresses two critical issues: a lack of quality outlets for food and the importance of black-owned businesses. The story highlighted the plans for the Detroit People's Food Co-op, a full-service member-owned, and community-based grocery market. The report touched on the need for healthy food options in the community. Several residents in the area were interviewed for the story. The report also included an interview with a community organizer who was doing a food giveaway in the community.

**Date:** 9/14/23

**Program:** Local 4 News

**Time/Duration:** 5pm/130

This report is a dramatic example of how the United Auto Workers strike against the auto companies can impact the economy in ways far greater than the auto industry. Financial experts say the strike resulted in economic losses of over \$1.6 billion in just the first week. The story features a local couple who are just one example of the financial struggles many faces. In this case, both are members of the UAW – one works for an auto company, the other for the insurance company Blue Cross Blue Shield, which is also out on strike. During interviews with Local 4, the woman working for Blue Cross Blue Shield explained how she is going to the grocery store far less, buying fewer items, and cutting back on other purchases.

**Date:** 9/19/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:30

The United Auto Workers strike against Detroit's car companies is having an impact beyond just the auto industry. The story featured businesses near one of the plants targeted by the strike, and found those businesses are suffering financially. The report included an interview with the manager of a BP gas station in Wayne, Michigan. The manager says most of his customers come from the plant and he has seen a significant drop in business since the strike started. The story also included an interview with the owner of a food truck who says his business is also down because he, too, relies heavily on workers from the plant.

**Date:** 7/30/23

**Program:** Flashpoint

**Time/Duration:** 10:14

**Summary:**

University of Michigan economist Justin Wolfers was the guest. He talked about the most recent interest rate hike and what it means about the state of the current economy. Wolfers said the U.S. is outperforming other G7 nations in terms of economic output, unemployment rates and declining inflation. He discussed the relationship between economics and politics, and the tendency for people to either give too much or too little credit to politicians, depending on their partisan outlooks. He also predicted the impact AI will have on white collar jobs, and said he advises his students to embrace it and use it as a tool to succeed in their upcoming careers.

**Date:** 8/20/23

**Program:** Flashpoint

**Time/Duration:** 7:00

**Summary:**

Jeff Rightmer, a professor in the Global Supply Chain Management department of the Mike Ilitch School of Business at Wayne State University was the guest talking about the economic impact of a potential UAW strike against one or more of the Detroit automakers. Rightmer talked about how quickly suppliers will be affected even by a short strike because margins are so thin for smaller family-owned businesses. He also predicted that those small businesses won't be able to get loans to keep going because interest rates are so high. Rightmer gave his opinion of the UAW's demands thus far and said he thinks they're headed toward a strike.

**Date:** 9/3/23

**Program:** Flashpoint

**Time/Duration:** 8:25

**Summary:**

Detroit News editorial page editor Nolan Finley and director of the Michigan Veterans Affairs Agency Adam Hollier were the guests. They talked about how unions are doing right now with Hollywood on strike and the UAW seemingly headed that way next week. Finley said the UAW president Shawn Fain is positioning himself in a way that makes a strike all but inevitable, and Hollier said workers were better off after the last UAW strike. They talked about Governor Whitmer's fall agenda, which she announced this past week. Finley said the paid family leave she wants comes at the high price of higher taxes, and it's not the right way to attract businesses to Michigan. Hollier said talented workers are looking for this kind of care, and it will attract a skilled population. The last subject was the discovery of an email written by a consultant in Greek, apparently to shield it from being uncovered in public records searches.

**Date:** 9/24/23

**Program:** Flashpoint

**Time/Duration:** 7:31

**Summary:**

Vice Chairman of JP Morgan Chase & Co. Peter Scher was the guest to reflect on the tenth anniversary of the bank's \$200 million investment in Detroit. Scher has been involved in the process since the beginning, when the city was still in bankruptcy. He praised Detroit Mayor Mike Duggan for his actions over the past decade, and shared some of the lessons he said JPMorgan learned that they're bringing to efforts in other markets. Scher talked about the impact the pandemic had on a few recent years, and some of the programs JPMorgan Chase has implemented which will continue to grow over the coming years.

**Date:** 9/24/23

**Program:** Flashpoint

**Time/Duration:** 5:34

**Summary:**

Pollster and founder of the Glengariff Group Richard Czuba came on to talk about a poll they recently completed about young peoples' attitudes toward staying in Michigan. They discussed some of the factors that people cited for what makes them want to stay or go. Czuba said they want good job opportunities, affordable housing and other basics, and then what they call "quality of life", which often covers social issues especially for women. He said whether or not someone graduated from college seems to determine where people prefer to live if it's not Michigan, with non-college graduates naming Texas and college graduates choosing Chicago. Finally, he talked about the impact of a lack of immigrants coming to Michigan is hurting the states' economic growth.

**CONSUMER WELFARE**

**Program:** WDIV News

**Dates:** July 6, 8, 17, 29, 31. August 3, 10, 11, 12, 16, 17, 31. September 6, 18, 25, 27

**Program:** WDIV News

**Time/Duration:** All Newscasts/45:15 total length

**Summary:**

WDIV reported on consumer recalls and shared the information with viewers. Consumer Investigator Hank Winchester kept track of all recalls issued by the Consumer Products Safety Commission. During this period, he profiled among others: a Trader Joe's soup recall, a Toyota pickup truck recall and an urgent recall from Carfax.

**Dates:** July 4, 5, 6, 7, 17, 18, 24, 27. August 3, 4, 7, 8, 11, 16, 18, 24, 28. September 1, 2, 7, 8, 11, 20, 25, 28

**Program:** WDIV News

**Time/Duration:** All Newscasts/55:50 total length

**Summary:**

WDIV's Consumer Investigator Hank Winchester brought a series of scams to the attention of Metro Detroit viewers. Often in conjunction with Michigan Attorney General Dana Nessel and the Better Business Bureau, Winchester alerted viewers of scammers that were taking advantage of unsuspecting citizens. This quarter he profiled among others: a scam from people posing as the Unemployment Insurance Agency, a Facebook stalking scam and a deeds scam in Oakland County.

**Dates:** August 1. September 13

**Program:** WDIV News

**Time/Duration:** Local 4 News at Noon/4:55 total length

**Summary:**

Every few weeks, Consumer Investigator Hank Winchester has lunch at a local restaurant to meet viewers and hear their consumer concerns. He does a live shot from the restaurant and then profiles some of their stories.

**Dates:** August 18

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6pm/2:45 total length

**Summary:**

The Oakland County Sheriff's Office has issued a warning about scammers targeting people at the Woodward Dream Cruise. Almost one million people will cruise to Woodward Avenue to enjoy the fun, the sun, and the classic cars. They will need to watch out for scammers. Scammers are telling people that they need to pay to cruise. This is not true. The Woodward Dream Cruise is a free event. The scammers are asking people to pay \$20 to get a decal and register to drive. Drivers do not need a sticker to participate in the Woodward Dream Cruise. The sheriff's office said if you are approached by someone asking for a fee take their picture and contact police to report them. Do not give them money.

**Dates:** September 8

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/2:45 total length

**Summary:**

Viewers reached out to Consumer Investigator Hank Winchester, upset that illegal dumpers were moving into their neighborhood on Detroit's east side. While some have done damage, other neighbors and the City are working to fight the good fight.

Residents said their neighborhood which was filled with an abandoned boat and neatly stacked and stinky trash with debris waiting on bulk pickup, was being done by someone who was sneaking into the area in the middle of the night, causing big damage.

Winchester got them help from the city.

**Dates:** July 11, 24

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/4:55 total length

**Summary:**

Many people who shop online read the reviews of a product to see if it's worth buying, but some of those reviews are fake. Consumer Investigator Hank Winchester reported that Amazon said fake reviews are being driven by an illicit "fake review broker" industry. The brokers approach customers and ask them to write fake reviews in exchange for money, free products, or other incentives.

There are groups that solicit and sell both positive and negative fake reviews. This can make it difficult for consumers to know if a product is worth purchasing.

Amazon blocked more than 200 million suspected fake reviews in 2022. At the end of May, Amazon had taken legal action against 94 fraudsters across several countries.

Winchester encouraged viewers to look out for generic reviewers, read reviews by customers with verified purchases, and examine the quality of product reviews.

**Dates:** July, September

**Program:** MAB – Questions

**Time/Duration:** General Rotation/ 1x :30

**Summary:**

The Michigan Association of Broadcasters PSA warns viewers about the danger of problem gambling. It lists the warning signs of addiction and where to go for help.

**Dates:** September

**Program:** MAB – Homeowner's Assistance

**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA tells homeowners who are struggling with their mortgage or other home-related expenses about a fund that gives up to \$25,000 in assistance to people suffering financially because of the COVID-19 pandemic.

**Dates:** July, September

**Program:** MAB – Never Lose

**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA shows people with various disabilities who have opened "MI Able" savings accounts, which allow them to save money without losing the government benefits they're entitled to.



## **EDUCATION**

**Dates:** July 11, 12

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6pm, 11pm/5:35 total length

### **Summary:**

WDIV reported Canton High School is retiring its “Chief” mascot and arrowhead logo. Canton Community Schools Board of Education voted 6-1 to remove and replace the name and logo. The decision comes amid pushback from the community, with most people opposing the change in a recent survey. In recent years, two small student groups approached the board about the change.

The students that requested the change said the term “Chief” was problematic by nature and was an example of cultural appropriation. Canton High School students will pick the new name and logo, preferably using the same red and white color scheme.

**Dates:** September 4, 5

**Program:** WDIV News

**Time/Duration:** All Newscasts/7:55 total length

### **Summary:**

WDIV reported a lack of air conditioning kept hundreds of kids out during the first week of school. Due to the heat, Detroit Public Schools Community District (DPSCD) shortened some school days by three hours at all schools. Indoor temperatures at some schools climbed to over 90 degrees, according to a DPSCD spokesperson. Some parents had to rely on relatives to help with pickup and childcare.

Only 20% of DPSCD buildings have air conditioning. Detroit students were not the only ones impacted by the heat. Pontiac Public School students had a half-day on the first day of a new school year. Southfield Public School students didn’t have classes on what was supposed to be their first day back. All three districts said they’re upgrading their facilities to keep students in school on hot days, but the process will take years.

**Dates:** September 26

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/2:30 total length

### **Summary:**

Organizers behind a new technology initiative are working to make sure some Metro Detroit students are trained and prepared to enter the growing tech workforce. The Kapor Center and its foundation officially launched a program called CSforDetroit, or Computer Science for Detroit, on Tuesday (Sept. 26). The initiative is geared toward ensuring

Detroit-area students from historically marginalized groups have access to training and resources.

“So, it’s Black, Latino, Native American students,” said Kalisha Davis, CS Equity Programs Director with Kapor Center. “We want to ensure that girls and women have more of a place at the table and have opportunities to learn and engage in computer science education, as well.”

The Kapor Foundation is a racial justice and tech nonprofit. Organizers said the CSforDetroit program will help better prepare students from those vulnerable groups for the world.

“As it continues to expand in Michigan, we believe it’s a worthwhile endeavor to help ensure that there are more equitable opportunities for students in K-12 education to gain the computational thinking and computer literacy skills that they need to enhance,” Davis said.

The CSforDetroit partners include Google.org, Detroit Public Schools Community District, Detroit Digital Justice Coalition, and others. In addition to hands-on training for students, both in school and after school, Davis said the multi-year program will also provide professional learning opportunities for teachers and administrators.

“We believe our best approach to achieve this is through a community-driven strategy that engages adults to serve as partners,” Davis said.

According to the Kapor Center, each month in Michigan, roughly 21,000 open computing jobs are paid at least \$80,000 a year.

Only 2,639 computer science graduates are prepared to fill those positions.

It’s among the reasons organizers believe CSforDetroit could be a game-changer for local students.

**Dates:** August 29, September 1

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6am, 6pm/4:45 total length

**Summary:**

WDIV reported on a new life-saving initiative in a local school district. You can now find Narcan in every school within the Hamtramck School District, including middle and elementary schools.

At Hamtramck High School, all seniors have been trained on how to use it, as officials say one person overdoses each month in Hamtramck. Narcan, the overdose reversal medication, is used 4 times a month. They are prepared as thousands of boxes have been distributed district-wide, and school staff, teachers, and high school seniors have been trained on how to use them. It’s all free, thanks to the Detroit Wayne Integrated Health Network. Hamtramck public schools superintendent also weighed in on the situation, noting that overdose deaths went up nearly 50% in two years.

**Dates:** August 24

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6pm/2:30 total length

**Summary:**

WDIV reported as families prepared to send students back to school, some proactive safety measures happened in one Metro Detroit area. Troy School District announced it has hired a Director of Safety and Security. Todd Gilevich is with Secure Education Consultants and is now a contract employee with Troy School District. His sole responsibility is managing safety and security across the entire school district and its 21 buildings.

Campuses in the Troy School District have a variety of security measures in place. Visitors must be screened, surveillance cameras are throughout school buildings, and there are night locks on classroom doors, among other things.

Dollars from the State of Michigan are allowing Troy School District to fund the new administrative position. It's a critical role, some school leaders say, given recent school-related tragedies that gained national attention, like the shootings in Uvalde, Texas, and closer to home at Oxford High School in Oakland County. Administrators in the Troy School District believe adding the new Director of Safety and Security is an extra layer of accountability.

**Date:** 9/10/23

**Program:** Flashpoint

**Time/Duration:** 7:04

**Summary:**

Author and higher education journalist Jeff Selingo talked about the college admissions process that many parents and students are starting right now. He talked about recent changes, including universities not being allowed to consider race, and some universities no longer looking at test scores. Selingo discussed students using AI-written essays on applications. He also clarified that the reason it appears fewer people are getting into college is because more people are applying but class sizes remain the same, not that universities are actually getting more selective. He also stressed the importance of finding the right fit for you in an institution instead of getting blinded by elite "brand names". Selingo predicted that colleges will continue to weigh legacy applications until they're told that they can't.

**Dates:** July - August

**Program:** MAB – Choose Your Own

**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA tells parents about the Michigan Education Trust, which allows them to save for college or trade school at current prices. It helps support student choices as they get older and start to make their own educational decisions.

## **LEGAL SYSTEM**

**Dates:** July 27. August 30. September 18, 19, 27, 28

**Program:** WDIV News

**Time/Duration:** All Newscasts/16:05 total length

### **Summary:**

WDIV reported on a protracted legal battle waged by parents over a cell phone tower on school grounds. A Wayne County judge ruled against parents who are trying to sue T-Mobile and Wyandotte Public Schools over a 5G tower on top of Washington Elementary School. The issue began after the tower went up. Parents were concerned about potential health problems for their children exposed to the tower while they are at school. Wyandotte's superintendent, Dr. Catherine Cost, entered into a contract with T-Mobile to put the tower and equipment on the school and playground. That move cost the superintendent her job and she resigned in April.

Parents took the matter to court and a judge initially ruled in favor of the parents. T-Mobile was ordered not to turn the tower on while things were worked out in court. Another judge ruled that the district's deal with T-Mobile is legal, and the judge dismissed the lawsuit to get rid of the tower.

**Dates:** July 13, 14, 25.

**Program:** WDIV News

**Time/Duration:** All Newscasts/9:05 total length

### **Summary:**

WDIV reported a Michigan woman struck in the head by a metal bracket that fell off a roller coaster at an Ohio amusement park has sued the park and its parent company, alleging their negligence caused the accident that left her with traumatic brain injuries.

The August 2021 accident occurred as the then-44-year-old woman was waiting in line to ride the 420-foot (128-meter) tall Top Thrill Dragster at Cedar Point amusement park in Sandusky. At the time, it was the world's second-tallest roller coaster.

A state investigation found no evidence that Cedar Point acted illegally or had reason to believe the ride was unsafe, and no sanctions were brought. The ride has remained shuttered since the accident occurred.

The suit seeks undisclosed compensatory damages for the woman, her father — who was in line with her when she was hit — and her husband. The woman's medical expenses have exceeded \$2 million and are expected to reach more than \$10 million because of additional treatments and surgery, according to the suit.

Cedar Point declined comment on the suit, saying it does not discuss pending litigation.

**Dates:** July 21, 27, 28. September 7, 8, 9, 10

**Program:** WDIV News

**Time/Duration:** All Newscasts/15:55 total length

**Summary:**

WDIV reported extensively on the women who were sexually assaulted by former Michigan State University sports doctor Larry Nassar. They filed a lawsuit saying school officials made “secret decisions” about releasing documents in the case. The group of survivors and parents says the lawsuit seeks accountability — not money — from the university. They say the school refused to give the state attorney general’s office more than 6,000 documents for an investigation into how Nassar was allowed to get away with his behavior, and later wouldn’t turn over emails about the board of trustees’ decision-making. The school has said the documents are protected by attorney-client privilege.

The civil suit names the school and its elected trustee board, saying the decisions and “secret votes” by a public body skirted Michigan’s open meetings laws and the state Constitution.

**Dates:** August 2, 3, 7, 8, 9, 15. September 5, 21

**Program:** WDIV News

**Time/Duration:** All Newscasts/18:55 total length

**Summary:**

WDIV reported a legal battle between the Warren City Council and Mayor Jim Fouts is heating up once again. This time, the council claims Fouts went above legal spending limits by hundreds of thousands of dollars on things like TV ads and gift cards. Garry Watts, the vice president of the city council, said a new audit proves what he thought all along.

He said the audit shows that in the 2021-22 fiscal year, there was unauthorized spending, including \$50,000 for spending and \$60,000 in gift cards from the DDA accounts.

Fouts claimed these were baseless accusations. He said the spending was all legitimate and the gift cards were for a DDA matching program to boost business. The advertisements too.

Fouts believes he’s being targeted by the city council. The city council disagrees.

**Dates:** August 7, 8, 9, 10, 11

**Program:** WDIV News

**Time/Duration:** All Newscasts/12:15 total length

**Summary:**

WDIV reported the Detroit police chief said he’s setting new policies on the use of facial-recognition technology after a woman who was eight months pregnant said she was wrongly charged with robbery and carjacking in a case that was ultimately dismissed by prosecutors.

The technology, which was used on images taken from gas station video, produced leads in the case but was followed by “very poor” police work, Chief James White said.

His comments came two days after the American Civil Liberties Union of Michigan urged Detroit police to stop using the technology. The city was sued by Porcha Woodruff, a 32-year-old Black woman, who was arrested in February while trying to get children ready for school. There have been two similar lawsuits against Detroit.

**Date:** 7/9/23

**Program:** Flashpoint

**Time/Duration:** 15:46

**Summary:**

The roundtable guests were WDET radio host Stephen Henderson, Detroit News editorial page editor Nolan Finley, Focus: HOPE CEO Portia Roberson and former Speaker of the Michigan House Tom Leonard. They talked about how confidence in the Supreme Court is eroding with recent decisions that dispense with precedent and serious ethics questions surrounding many of the justices. They argued about whether the current court could or should be considered “illegitimate”, with the conservative roundtable members saying that everyone knew what they were voting for in the 2016 election that led to this new ideological balance. They also discussed the merits of some recent cases and evaluated the contention that the court is ‘out of touch’ with large numbers of Americans. At the end of the segment, there was a brief exchange about whether former Republican Michigan Attorney General candidate Matt DePerno should be prosecuted for efforts to overturn the results of the last election in Michigan.

**Date:** 8/27/23

**Program:** Flashpoint

**Time/Duration:** 12:09

**Summary:**

The guests were former U.S. Attorneys for the Eastern District of Michigan Matthew Schneider and Barbara McQuade. They countered arguments that the Justice Department is being used for political ends, saying neither of them ever felt political pressure in office. They also both agreed that the Mar a Lago documents case will be the most challenging for Donald Trump to defend against since it involves straightforward established law instead of novel legal theories. Schneider discussed the perils of forcing a “speedy” trial, and McQuade explained why prosecutors are using RICO charges against Trump and the associated advantages and pitfalls. Both prosecutors declined to predict how the four trials will turn out in the end.

**Dates:** September

**Program:** MAB – New Law

**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA informs viewers about Michigan's new handsfree driving law that makes it illegal to hold an electronic device like a phone while driving. It shows examples of the kinds of behaviors that could now get you pulled over.

**Dates:** July - August  
**Program:** MAB – SIGMA Lie or Law  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA quizzes viewers about the laws governing bicycle traffic on the roads. It gives examples of commonly misunderstood rules for sharing the roads between bikes and cars.

**CRIME**

**Dates:** July 10, 17, 19, 28, August 31, September 5, 25, 26

**Program:** WDIV News

**Time/Duration:** All Newscasts/15:55 total length

**Summary:**

WDIV aired a series of reports called “Searching for Justice” – profiling unsolved crimes in the community, generally homicides where the case has gone cold. Crimestoppers of Michigan organize events where family members of crime victims come forward to speak about their lost loved ones. This quarter we profiled among others: a flower shop owner killed six years ago outside his home, a man killed while watching fireworks and a woman who was killed in a road rage incident.

**Dates:** July 10, 11, 12, 18, 2, 24, 25, 26, 27, 28, 29, 31. August 1, 2, 17, 18, 19. September 28, 29

**Program:** WDIV News

**Time/Duration:** All Newscasts/52:25 total length

**Summary:**

WDIV reported on the lengthy battle over whether the juvenile Oxford shooter can spend life in prison for killing four classmates. The prosecution and defense continued to argue for and against a life prison sentence without parole, respectively, for the Oxford high school shooter in his mandatory Miller hearing.

The pre-sentencing hearing is a requirement stemming from a 2012 Supreme Court ruling that orders courts to consider minors differently than adults when they’re facing a sentence of life in prison without parole. The Oxford shooter has been convicted of 24 felonies, some of which carry mandatory life sentences without the possibility of parole.

Both sides have presented witness testimony and new and familiar evidence to the judge, who will ultimately decide how to sentence the now-17-year-old shooter. The hearing has not concluded, and will resume on Tuesday, Aug. 1.

**Dates:** July 2, 3. August 7, 8, 9, 10, 11

**Program:** WDIV News

**Time/Duration:** All Newscasts/20:15 total length

**Summary:**

WDIV reported the man charged with second-degree murder in the disappearance and death of Zion Foster will stand trial.

Zion Foster disappeared on Jan. 4, 2022. Her cousin, Jaylin Brazier, was the last person to see her alive. Brazier, 23, was sentenced to prison in March for lying to authorities about his involvement in Foster's disappearance.

He originally denied seeing his cousin at all, only to admit weeks later that he had thrown her body in a dumpster. Brazier said he panicked when he suddenly found his cousin dead, and that's why he took her body to a dumpster.

Police searched a 100x100 foot area of Pine Tree Acres landfill in Lenox Township last year. Authorities believed that Foster's body could have been buried at least 75 to 100 feet beneath the surface of the landfill. Police did not find her body, and halted the search in October 2022. Brazier will stand trial on charges of second-degree murder and tampering with evidence.

**Dates:** September 25

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6pm/3:05 total length

**Summary:**

WDIV reported on a major blow for the prosecution in one of this year's biggest criminal cases. Michigan court has ruled that some evidence gathered against the suspect in the death of Danielle Stislicki can't be used against Floyd Galloway, the former security guard charged with Stislicki's murder.

Galloway became a suspect in her murder early on since he was one of the last people seen with her. His attorney had him take a lie detector test. The person who gave the test was reportedly so disturbed by what Galloway had said, that he shared that information with Troy Police Chief Gary Mayer, who allegedly shared it with Farmington Hills Police Chief Chuck Nebus, who was investigating the case. Nebus reportedly dispatched detectives to search for clues, who allegedly found Stislicki's keys and fitness tracker, and some security footage that put Galloway in the area. Stislicki's phone was never recovered. Over the past few months, both the prosecution and the defense have been fighting over whether that evidence could be used in the trial. An appeals court concluded Monday, Sept. 25, that what was obtained was done in a way that violated Galloway's attorney-client privilege and cannot be used. Stislicki's keys, Fitbit, the security footage and testimony that put Galloway in the area cannot be used. Records from Stislicki's phone are admissible because the records were obtained from a search warrant before the lie detector operator shared what he heard with police.

Galloway is currently serving 16-35 years for the kidnapping, assault and sexual assault of a woman who was jogging in Hines Park. That assault happened a few months before Stislicki vanished. That crime and conviction can't be shared in court in Stislicki's murder after a judge ruled they were not similar crimes.



**Dates:** July 28, 29, 30. August 1, 2

**Program:** WDIV News

**Time/Duration:** All Newscasts/9:45 total length

**Summary:**

WDIV reported on the criminal process for a man accused of kidnapping and killing a Detroit nurse. Jamere Miller, 36, is accused of kidnapping Patrice Wilson, 29, from the parking lot of Detroit Receiving Hospital on a May morning.

The footage shows Miller outside the hospital wearing a long, blond wig, a hat, and a mask.

Officials said Miller forced Wilson into her own vehicle at gunpoint.

Wilson's was found the next day in the trunk of her vehicle outside her Novi apartment complex. She had been shot and killed.

Security footage also shows Miller taking her car through a car wash and walking around without the disguise.

Wilson's mother said the two used to date, but that Wilson was "trying to get away from him."

Miller was arrested and charged with first-degree murder, felony murder, carjacking, armed robbery, felon in possession of a firearm, and five felony firearm violations.

**Dates:** July 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 20, 22, 25, 26. August 3, 4, 5, 6, 7, 8

**Program:** WDIV News

**Time/Duration:** All Newscasts/48:30 total length

**Summary:**

WDIV followed the criminal legal process for the man accused of kidnapping 2-year-old Wynter Cole Smith and assaulting the child's mother.

Rashad Maleek Trice, 26, of Detroit is facing charges in Ingham County linked to the attack on Wynter's mother, charges in Macomb County for fleeing St. Clair Shores police, and federal kidnapping charges.

Trice is accused of attacking Wynter's mother and kidnapping the toddler on July 2. Trice was arrested in St. Clair Shores before 5 a.m. on July 3.

Michigan Attorney General Dana Nessel said her office will conduct the state prosecution of Trice and will prosecute all of the state charges in a single trial.

Wynter's body was found on July 5. Federal prosecutors said the toddler was strangled with a cell phone charger cord.

**Date:** 7/2/23

**Program:** Flashpoint

**Time/Duration:** 11:57

**Summary:**

The segment started with a story about a teenager in northern Michigan who quickly got caught up in a sextortion scheme with men from Nigeria online and ended up dying by suicide because of it just hours after it began. WDIV anchor Kimberly Gill was a guest after her story and gave more context and details about what his parents hope to accomplish by speaking out about what

happened to their son. The point of the segment was to educate parents about pressures and dangers young people can face on social media, and how it can take forms that many adults don't even imagine.

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

**Date:** 7/12/23

**Program:** Local 4 News

**Time/Duration:** 11pm/:45

#### **Summary:**

Michigan is officially recognizing a new holiday. Michigan Governor Gretchen Whitmer signed bipartisan legislation which declares Juneteenth a state holiday. The report included the history of the holiday, and comments from the governor and supporters of the new law.

**Date:** 7/13/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:30

#### **Summary:**

The U.S. Department of Veteran Affairs was hit with a federal lawsuit, alleging race and gender-based discrimination. The report included an interview with a woman from Ann Arbor who says she was subjected to a hostile work environment in the VA's public safety division. The story also included an interview with the woman's attorney who says the woman was retaliated against when she complained about the alleged harassment. It was also pointed out the VA stated it could not comment on legal matters.

**Date:** 7/17/23

**Program:** Local 4 News

**Time/Duration:** 5pm/2:00

#### **Summary:**

The story highlighted the life and works of Sue Marx, an Academy-award winning filmmaker and professional photographer, who passed away recently. The report highlighted one of her most impactful projects called Profiles in Black. It was a first in local media which focused on the impact of successful black metro Detroiters.

**Date:** 8/13/23

**Program:** Local 4 News

**Time/Duration:** 5pm/:40

**Summary:**

Six former police officers from a town in Mississippi plead guilty to assaulting two black men. The story explained that the Justice Department launched a civil rights investigation back in February. The report noted those pleading guilty included five former sheriff's department employees, and a police officer from Richland, MS.

**Date:** 8/15/23

**Program:** Local 4 News

**Time/Duration:** 11pm/1:30

**Summary:**

The owner of a Monroe County orchard came under fire for making racist remarks toward a family. The story included video of the owner saying quote "every Muslim steals from me." It explains the comments were made after what appears to be a lack of communication between the orchard owner and an employee. The report notes a worker told the family the children could collect rotten or rotting fruit for free, but that the owner, after spotting the fruit in the family vehicle, suspected they were attempting to steal the fruit. The story also pointed out the family is planning to seek civil action against the orchard owner.

**Date:** 8/17/23

**Program:** Local 4 News

**Time/Duration:** 6pm/1:45

**Summary:**

The story covers the claims Ferndale Police officers are racially profiling drivers during certain traffic stops. The report includes an interview with the head of the Council on American Islamic Relations (CAIR). The organization released results from a review of traffic stops along 8 Mile Road, which borders Detroit and several suburbs, including Ferndale. According to CAIR, nearly 15 percent of tickets issued by Ferndale police are issued inside Detroit city limits (along 8 Mile Road), and 26% of all arrests by Ferndale police are made inside Detroit city limits. CAIR is calling on the U.S. Justice Department to review Ferndale's policing practices. The story also included an interview with the Ferndale police chief who said drivers are not racially profiled and that Ferndale's jurisdiction along 8 Mile Road extends to all lanes of traffic.

**Date:** 9/8/23

**Program:** Local 4 News

**Time/Duration:** 5am/:50

**Summary:**

The Dr. Ossian H. Sweet Foundation is celebrating its 5<sup>th</sup> annual open house. The story gave details about the upcoming open house event and provided the history behind the home. Dr. Sweet, a black physician, bought the home, and on September 8, 1925 moved into the home, which was in an all-white neighborhood in Detroit.

**Date:** 9/19/23

**Program:** Local 4 News

**Time/Duration:** 5pm/1:30

**Summary:**

The Detroit police department is investigating an arrest which turned violent that some are comparing to the George Floyd incident. The story included cell phone video of the arrest which has gone viral on social media. The report explained the incident started when officers questioned a man trying to get into his own car after locking his keys inside the vehicle. The video shows two officers forcibly arresting the man and at one point, hitting his head against the brick wall on the front porch of the man's family's home. The story included interviews with a spokesperson from the police department and the man's family.

**Date:** 9/26/23

**Program:** Local 4 News

**Time/Duration:** 5am/1:45

**Summary:**

The report covers two updates to a previous story about a rough arrest involving Detroit police officers and a man trying to get into his own vehicle after locking his keys inside. The updates included an interview with the man who was arrested and his attorney, and the release of police body-camera video of the incident. During the interview with Local 4, the man said he feared for his life because the officers did not ease up even after the man said he was shoved to the ground and could not breathe. The story also noted the police body-camera video shows the officer made the arrest after the man refused to give the officer his name. On the body-camera video, you can hear the officer saying he needed the name to confirm the man's story.

**Dates:** September  
**Program:** Focus Hope March  
**Time/Duration:** General Rotation/ 1x :30, 1x :15, 1x :10

**Summary:**

These WDIV-produced PSAs invite viewers to participate in Eleanor's March for Hope, an annual fundraiser for Focus: Hope. Focus Hope's mission is to eliminate poverty, racism and injustice for people at all stages of life.

**COMMUNITY RELATIONS AND CULTURAL ENDEAVORS**

**Dates:** July 12, August 2, 17, 23, September 7, 13, 20, 27

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5am/12:55 total length

**Summary:**

Every week, anchor Rhonda Walker introduces viewers to a local child who is excelling in academics, sports, community service, the arts, STEM or entrepreneurship. She searched for the most exceptional kids in Metro Detroit to boast about in her “brag book.” She then shares their stories and fills the book with these kids’ remarkable accomplishments. This quarter she focused on these children among others: a student who got into 12 colleges, a student who got a full ride to six schools and a student who is forgoing college to go into the family business.

**Dates:** July 18

**Program:** WDIV News

**Time/Duration:** Local 4 News at 6pm/4:55 total length

**Summary:**

WDIV reported that after more than a year, an agreement has been reached in a fight against the “horrible” stench from a powdered eggplant in Adrian.

Residents said the Crimson Holdings plant in Adrian creates an awful odor around town that affects everyone, including businesses.

Attorney David Durbin represents Adrian residents in a class-action lawsuit against Crimson Holdings. The lawsuit says the company “failed to employ adequate odor mitigation strategies.” Residents said their homes continue to be “physically invaded by noxious odors” from the plant. Adrian officials tried to get Crimson Holdings shut down after receiving hundreds of complaints from residents. The Michigan Department of Environment, Great Lakes, and Energy issued eight violations against the company.

In June, Crimson Holdings received a violation after EGLE reported that odors up to a mile downwind of the plant were affecting residents and commercial businesses.

Terms of agreement

A legal agreement was filed Tuesday, July 18, 2023, outlining a deal between the two sides. Crimson Holdings will only operate between 9 p.m. and 6 a.m. until 45 have passed after an odor scrubbing machine is installed. That machine is expected to fix the odor. Crimson Holdings has also agreed to pay the city's attorney fees and give the city \$100,000.

**Dates:** September 15, 16

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm/2:40 total length

**Summary:**

WDIV reported on a monthly community coffee hour hosted in a restaurant by Detroit Councilman Fred Durhal. Dozens of neighbors from Detroit's northwest side gathered for coffee and conversation. They discussed a variety of issues and concerns across District 7.

"This is why we have these meetings, guys so that we can connect neighborhoods together," said Durhal to the crowd. The neighbors asked questions about city services, the progress on new recreation centers, garbage pickup, vacant homes, and blight, among other things. They also discussed some solutions-driven efforts that are helping improve the quality of life in some neighborhoods.

At those meetings, the councilman and the neighbors work to address some common themes.

"Our main concern is the gun violence," said Pastor Joyce Branham. "We've lost significant members of our community to gun violence."

Gun violence is one of those concerns that continues popping up month-to-month. Data shows District 7 has seen a slight increase in fatal and non-fatal shootings, according to Durhal.

**Dates:** July 31.

**Program:** WDIV News

**Dates:** July 31.

**Time/Duration:** Local 4 News at 11pm/2:30 total length

**Summary:**

WDIV reported the issue of what can be done to address gun violence within communities was the topic that brought dozens of community members together with Metro Detroit chiefs and law enforcement leaders.

WDIV was there as Southfield Police Chief Elvin Barren hosted the forum alongside Farmington Hills, Detroit, and Oak Park police chiefs and Wayne County Sheriff Raphael Washington.

Over the past decade, there's been an 11% increase in gun deaths. About 1,200 people die yearly, and more than 3,500 more are injured in Michigan.

"Enforcement is a critical piece but is not the sole answer," said Farmington Hills Police Chief Jeff King.

Yolanda Stinson is a Chaplain with Detroit police. She said she sees the toll of gun violence every day.

“Anything related to help stopping gun violence because gun violence seems like a pandemic that’s never-ending, we have too many homicides, too many murders, they’re getting younger, younger, younger,” said Stinson. “I don’t have the answer, but I do believe coming together at events like this helps us get started with where to get the answer from, what to do, do it together.”

Addressing mental health issues and the lack of resources was mentioned by multiple people. Helping young people work through their struggles was also a concern for folks who attended. The different ideas people had on how to make improvements in those areas were written down and will be sent to lawmakers.

**Dates:** August 15.

**Program:** WDIV News

**Time/Duration:** Local 4 News at 5pm, 11pm/4:30 total length

**Summary:**

WDIV reported that in an attempt at a culture shift, the city of Detroit will fund six community groups in dedicated areas responsible for 40% of the city’s shootings.

The thought is those groups have more sway than the police will in changing behavior.

The Detroit 300 is one of the groups whose proposal impressed city leaders.

“The methodology of the Detroit 300 is to provide a presence in the community,” said Dr. Raphael Johnson.

He likened it to a campaign where its activists are clearly part of the group doing regular outreach.

That includes everything from yard signs to helping youth on a bad path try for something better. Duggan says the city of Boston did something similar in the 90’s; today, that city has two dozen murders, while Detroit has more than 150.

Will this plan work? Only time and metrics will tell.

“I think it will take six to 12 months to really measure the metrics,” said Councilman Fred Durhall III.

**Date:** 7/30/23

**Program:** Flashpoint

**Time/Duration:** 7:04

**Summary:**

NBC Sports broadcaster Mike Tirico was the guest from Paris where he was marking one year until the 2024 summer Olympics. He described why Paris will bring a different vibe to the games after three Olympics hosted in Asia, as well as the controversies surrounding them including corruption charges. Tirico talked about the broadcast schedule and which events will be live and which tape-delayed for primetime. Tirico is from metro-Detroit, so he commented on the upcoming Detroit Lions segment.

**Date:** 8/20/23  
**Program:** Flashpoint  
**Time/Duration:** 6:50

**Summary:**

Research shows the Michigan accent is changing, and Dr. Betsy Sneller from the linguistics department at Michigan State University came on to talk about it. She gave some examples of the vowel shift that used to distinguish people from Michigan but is now disappearing, and she delineated between accent and vocabulary differences. Sneller invited viewers to participate in a long-term study she is conducting with her team that attempts to show how Michigan speech changes over time.

**Dates:** July - August  
**Program:** NAB – Bringing It Home  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This National Association of Broadcasters PSA emphasizes the importance of free television and radio, especially in breaking news and weather situations. These outlets keep people informed in a way that no other medium can.

**Dates:** July  
**Program:** MAB – Here for All  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This Michigan Association of Broadcasters PSA addresses the needs of veterans, reserves and active-duty military members who may need help during or after the pandemic. It encourages them to seek out the available resources.

**Dates:** July - September  
**Program:** MAB – Michigan Cares  
**Time/Duration:** General Rotation/ 1x :30

**Summary:**

This PSA from the Michigan Association of Broadcasters tells viewers about Michigan Cares, a free online program for children and teens. It helps them develop the skills they need for emotional and mental health.

**Dates:** July - September  
**Program:** Michigan Libraries Association  
**Time/Duration:** General Rotation/ 1x :30, 1x :15

**Summary:**

These PSAs from the Michigan Libraries Association tell viewers about the resources that can be found at local libraries and give ways to locate the closest library that has what you need.



**Dates:** July - September  
**Program:** NAB – Trusted Voice, Your Companion, We Are Broadcasters  
**Time/Duration:** General Rotation/ 2x :30, 1x :15

**Summary:**

These messages from the National Association of Broadcasters point out the importance of local television and radio stations. They are the trusted voices of the community, and where people turn, especially in times of emergency.