



Dear

Working in and on behalf of our community is truly a labor of love for our WDIV-TV/ClickOnDetroit.com staff. That is why I am so pleased to reach out to you today to let you know about some very special awards that were just announced this month.

The National Association of Broadcasters recently announced that we are being honored, above all local broadcast stations in the country, with their Service to America Award. The prestigious award recognizing our ongoing commitment to outstanding community service will be presented by the NAB Education Foundation in Washington, D.C. in June. The NAB Service to America Award recognizes the efforts of our entire station as a leader serving the public with significant contributions. Some of the many initiatives were:

- Year-long coverage of the **Flint Water Crisis** which included an unwavering news focus, a primetime special and travel to Washington, D.C. to cover developments on Capitol Hill. Using the power of local television and the support of a strong and caring community, the station organized the **Flint Water Crisis 4 Our Families statewide telethon** and raised \$1.13 million.
- **Help Me Hank: The School Project** is a commitment to improve the physical environment of Thurgood Marshall Elementary-Middle School in Detroit. The station's consumer unit, **Help Me Hank**, partnered with the Detroit Public School Community District to identify a school that was in crucial need of building renovations.
- **Arab in America with Sandra Ali** is a series of news reports showcasing the personal stories of Arab Americans in Metro Detroit.
- **True Blue** is a series of stories dedicated to showing life as a police officer and putting a face with the badge. The **Local 4 Defenders** are trying to bridge the gap between police and the community to stop future violence.
- Support of The Heat and Warmth Fund, Komen's Race for the Cure, Red Cross, JDRF, Bookstock and other community organizations.
- Strong locally produced long and short-form programming that showcases the heart of our community. Highlights include the **North American International Auto Show**, **America's Thanksgiving Parade**, **Live in the D**, **The Ford Fireworks**, **Flashpoint** and the **Local 4 Film Challenge**.

The NABEF press release stated, "Through news coverage, philanthropy, and community service, WDIV puts the needs of viewers first."

We are proud to be named this year's NAB Service to America award recipient and always keep top of mind that the work we do is first and foremost about our community and the ways we can help.

And, we have just learned that WDIV-TV has been named as the recipient of three Edward R. Murrow Regional Awards for our 5 p.m. newscast on January 20th which included new developments on the Bob Bashara murder case, an award for our continuing coverage of the Flint Water Crisis and one for Excellence in Sound from a report we produced on the moving of an historic Detroit chapel.

We'd love it if you'd share our good news with Representative _____ and remind him of the important role that local television plays in our community.

Laurie Oberman

Director of Local Programming

WDIV-TV Local 4

o (313) 222-0609

laurieo@wdiv.com

550 West Lafayette Boulevard | Detroit, MI 48226

